

## SEKISUI HOUSE, LTD.

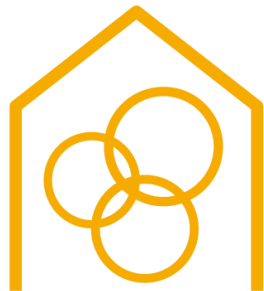
### First Japanese housing company at CES

Our “Platform House Concept” will be introduced.

This concept will significantly change the housing business model

Sekisui House will exhibit at the world’s largest consumer electronics show, CES, in Las Vegas Nevada from January 8<sup>th</sup> to the 11<sup>th</sup> of 2019. As a first for a Japanese housing company, we will introduce our “Platform House Concept” which will significantly change the housing business model.

- First time for a Japanese housing company to exhibit at CES
- Presenting the Platform House Concept, which will change the housing business model
- Accelerating efforts to launch the Platform House by 2020



**PLATFORM HOUSE**



Consumer  
Technology  
Association™

Since being founded in 1960, Sekisui House has built luxury homes that provide their owners safety and security, while also devoting ourselves to creating homes that are both comfortable and environmentally conscious. We have built more than 2.4 million dwellings since we were founded; the most of any housing company in the world.

The Platform House Concept that will be presented at CES2019 is planned to launch in 2020, the 60<sup>th</sup> anniversary of the founding of Sekisui House. This new project aims to significantly change the housing business model. We will make the house a platform for happiness for The 100-year generation, by using resident data to develop and recommend services that generate the intangible assets crucial to this happiness in areas of Health, Connections and Learning.

We will present the first stage of this project, Health, at our booth at CES2019.

#### 【Event Information】

Date Tuesday January 8<sup>th</sup> to Friday January 11<sup>th</sup>  
Location Tech West, Sands Expo, Level 2, Halls A-D (# 40264), Las Vegas, Nevada, USA  
Official Site [https://ces19.mapyourshow.com/7\\_0/exhibitor/exhibitor-details.cfm?ExhID=T0005057](https://ces19.mapyourshow.com/7_0/exhibitor/exhibitor-details.cfm?ExhID=T0005057)  
Event Site <https://www.sekisuihouse.co.jp/pfh/en>

We plan to continuously release updates about the Platform House Concept.



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