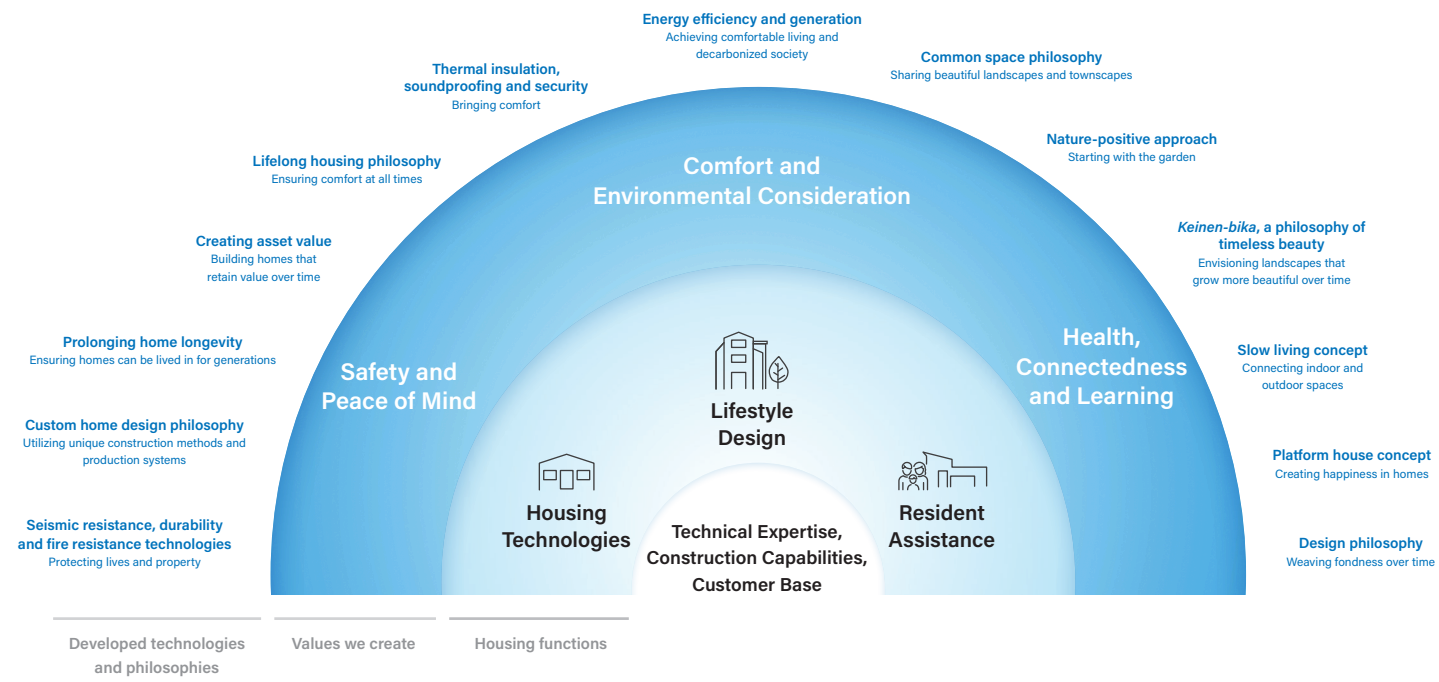


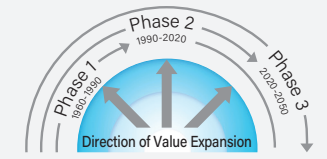
# Value Creation Inspired by the Home



Our approach to value creation at the Sekisui House Group begins with reimagining housing. We construct homes that ensure safety and protect property, while fostering environmental responsibility and comfort. Now, we are elevating these values to new levels by enhancing well-being through supporting health, encouraging connections, and enabling continuous learning, all contributing to residents' happiness.

**Understanding the Diagram**

This diagram illustrates the Sekisui House Group's journey and strategic direction in value creation. By leveraging our three core competencies—technical expertise, construction capabilities, and a robust customer base—we develop advanced technologies and ideas to pioneer new housing concepts, thereby expanding values that contribute to society.



## Value Creation Inspired by the Home

### Happiness in the era of the 100-year lifespan

We are entering an era where people may live for 100 years. Accordingly, the values people hold are diversifying, while issues facing our customers and society, such as the declining birth rate, aging population, and climate change, are becoming more complex. Moreover, after a period of rapid economic growth in Japan and other developed countries, there is a growing focus on both emotional and lifestyle fulfillment.

To live happily for 100 years, people need to be healthy, maintain close connections with family and friends, constantly learn new ideas, develop new skills, and accumulate meaningful experiences and memories. We believe that these intangibles, which add color to everyday life, are crucial for creating happiness. This is why we strive to create housing that nurtures happiness in the era of the 100-year lifespan.

### Creating More Than Just Houses

We envision a future where everyone's daily life is filled with happiness. Moments of enjoyment, beauty, and happiness vary for each individual. Consequently, we strive to create happiness tailored to each person's unique definition.

Founded with the mission of creating new social value through housing, Sekisui House has consistently led the way in value creation and innovation through extensive research and technological development. Our journey goes beyond constructing living spaces; we are pioneering the future of housing culture and shaping the lives of residents. We will continue to create new value by enhancing housing performance and developing advanced technologies.

→ P.21 Our Corporate Story

### Building a Happier Future

Creating happiness means fostering a brighter future. In essence, it involves building a sustainable society. Our goal is to pass on beautiful homes and townscapes where residents can live happily. With this vision, we are dedicated to creating value that looks to the future.

The Sekisui House Group takes a leading role in addressing the escalating social issues of our time. We focus on the value that is needed, rather than just what we want to provide. Guided by this perspective, we engage in business activities that enhance the happiness of our customers, society, and employees. We are committed to expanding values that benefit society, with the aim of realizing a happier future for all.

→ P.41 Promise for the Future

### Our Ancillary Objectives, "Sub-Visions"

#### Propose happiness through the integration of technologies, lifestyle design and service

Our founding mission has always been to provide housing that protects people's lives and property through advanced technologies, enhance living through innovative lifestyle design, and strengthen services that support residents. By integrating these elements, we aim to create new values that contribute to happiness.

→ P.79 Business Strategy



#### Becoming a leading company in ESG management

The ESG management of the Sekisui House Group embodies our Corporate Philosophy in action. By integrating our business activities with ESG principles and ensuring their proper implementation, we create values that contribute to solving social issues. This approach aims to realize a sustainable society and continuous growth for our Group.

→ P.91 ESG Management



#### Make Sekisui House technologies the global de facto standard

Since our founding, we have developed and enhanced technologies and lifestyle proposals that incorporate safety, peace of mind, comfort, and environmental consideration. We aim to bring these Sekisui House technologies to the world, delivering new value and expanding our global impact.

→ P.86 Overseas Business

