

# Promise for the Future



Since its founding in 1960, the Sekisui House Group has contributed to solving social issues that arise in each era through its business activities. Our Global Vision, "Make Home the Happiest Place in the World," is a promise for the future, and we will continue to create further social value and enhance our corporate value to realize this vision.

The Sekisui House Global Vision  
**Make Home the Happiest Place in the World**



**Safety, peace of mind and comfort**    **Asset value creation**    **Extended useful life of housing**

As housing is a crucial component of social infrastructure, we are committed to passing on high-quality housing that can be lived in and cherished by future generations.

**Decarbonization**    **Biodiversity conservation**    **Resource recycling**    **Coexistence with local communities**    **Occupational health and safety / Supply Chain**

We establish the foundations for a future that enables enduring happiness and sustainable living by reducing environmental impact, utilizing renewable energy, and coexisting with local communities.

**Promoting diversity**    **Employee happiness and health**    **Diverse workstyles and job satisfaction / Human resource development and self-directed careers**

We create an environment in which everyone can find opportunities for self-fulfillment and growth with peace of mind, while making the most of their individuality and abilities.



Our Material Issues

## Promise for the Future

### Our Sustainability Policy

The Sekisui House Group has developed various business activities centered on housing. Since 2020, under the Global Vision, “Make Home the Happiest Place in the World”, we have been actively engaging in addressing issues surrounding our customers and society through our business activities, aiming to foster a sustainable society and elevate our corporate value.

### Decades of Dedicated ESG Management

At the Sekisui House Group, creating new value that contributes to society lies at the heart of “Love of Humanity”, the foundational philosophy underpinning our Corporate Philosophy.

We define “Love for Humanity” as the faithful execution of all actions grounded in an awareness that each and every human being is precious and irreplaceable, wishing for the happiness of others, making their joy our own, and acting with integrity and in the spirit of service. This philosophy also carries three meanings.

The first is that “a company is composed of its people.” Hence, when each employee embodies “Love of Humanity,” it fosters a dynamic, inclusive management culture that propels the Group’s enduring growth. The second is to “develop and deliver products that fulfill customers’ desires with happiness as our priority,” thereby realizing customer satisfaction and contributing to the Group’s strengthened credibility and reliability. The third is to “always aim to be truly beneficial to customers and contribute to society” in the development of products, creation of high-quality environments, and rigorous selection of new business endeavors.

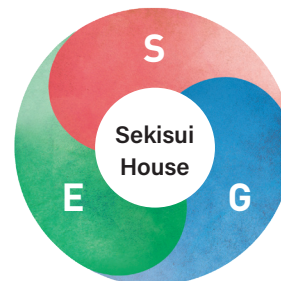
“Love of Humanity,” our fundamental Philosophy, which embodies these aspirations, is the very nature of our business activities. Our

business activities have been at the forefront of redefining perceptions of housing and transforming lifestyles, thereby significantly contributing to the resolution of social issues. Our founding spirit of contributing to societal advancement has remained unchanged over the years and is now manifesting in our dedication to ESG management.

### The Sekisui House Group’s Approach to ESG Management

The Sekisui House Group’s ESG management is to practice “Love of Humanity,” the fundamental philosophy of our Corporate Philosophy. It reflects our dedication to fostering and proactively working towards the happiness of our customers and society. It is about valuing our workplace as a “home away from home” and cooperating with one another for the happiness of our colleagues and families. We believe that these fundamental human sentiments are at the heart of ESG, and that by faithfully implementing them, we can continue to innovate for the future and create new value.

Based on these principles, we have adopted the concept that “the Company exists within ESG.” We do not evaluate our business activities solely on profitability, but on whether they bring happiness to our customers, society and employees. Additionally, we integrate ESG perspectives into our business strategies and decision-making, recognizing that strengthening our ESG initiatives and performance enhances our corporate value.



### Vision for Our ESG Management – Creating New ESG Value

Since our founding in 1960, the Sekisui House Group has been committed to creating value for society and achieving sustainable growth by solving issues faced by customers and society through our business activities. Despite our continued efforts, pressing social challenges persist on a global scale, including environmental deterioration, an increase in natural disasters, a decline in birthrates, an aging demographic, urban population concentration, and unyielding poverty cycles.

In order to realize our Global Vision, we must continue to make unprecedented innovations whilst considering how we can address these critical social issues and how we can enhance societal conditions. In other words, the ESG management we pursue entails an unceasing quest to exert a positive impact on society and the environment, thereby forging new ESG values.

### Our ESG Management Approach – Engaging All Employees

Employees are at the forefront of creating new value. We engage in ESG management that prioritizes the participation of all employees, based on the belief that if each individual proactively considers what value they can create for customers, society, and their colleagues, and takes initiative, it leads to the happiness of all.

By internalizing ESG as a matter of personal responsibility beyond mere business tasks and taking the initiative to put it into practice, we propel business activities that set global standards and continuously foster the creation of new ESG values.

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