

Our commitment We will develop thriving environments and communities based on our Urban Development Charter and promote development that supports continuous residency over the long term.

Nurturing the development of thriving communities over time

For people to live comfortably in one place and thrive over the long term, they must have communities that enrich their lives. Sekisui House’s Urban Development Charter is the Company’s basis for engaging in urban development, with the aim of creating communities that become more beautiful with time and age well along with their residents.

Supporting the development of thriving communities: *Common City Ina Gakuen Toshi* (Saitama Prefecture)

1999 First sales stage started Supporting community development

Under the concept of town development that benefits residents, towns, and the environment, Sekisui House and the Saitama Prefectural Public Enterprises Bureau embarked in 1998 on the development of *Common City Ina Gakuen Toshi* in Saitama Prefecture.

Looking back happily at how the community has developed, Tetsuo Onoda, a resident since 1999, said, “It started from nothing,

so the preparation of everything—the management agreement, building codes, committee rules—all of these fundamental things were left to Sekisui House. Since the community’s beginning, Sekisui House has been involved in its development and has supported the residents by, for example, planning events such as summer festivals and Christmas parties.

2002 Developing systems for managing the community

The management committee system was firmly in place and residents were holding monthly Board meetings. Sekisui House employees involved in the development of the community attend these meetings. We have assisted in negotiations with

Sekisui House Urban Development Charter

Our sincere wish is to preserve nature and the Earth’s precious environment, while nurturing local cultures and communities, helping to stimulate local economies, and protecting the asset value of neighborhoods, so that people are able to live affluent lifestyles with peace of mind. As a socially responsible corporate citizen, Sekisui House is committed to contributing to the creation of a sustainable society through urban development, based on the belief that the living environment of our home and town serves as the foundation of our lives as human beings.



Town development with four streets and houses integrated under the themes of flowers, birds, wind, and moon Won “the 2000 Sai-no-Kuni Saitama Scenery Award”



Alleys help people develop new connections in daily life




With Totsuka (Design Department, Saitama Branch) who is participating on the Management Committee Board

Ina Town for the maintenance and management of landscaped streets and *Pocket parks* (former street sections converted to parks). After many rounds of negotiations involving the Company, the management committee, and local government officials, this maintenance and management work was successfully transferred to *Ina Town*.

2008 Deepening residents' attachments to their beautiful town Community self-management in full gear

The management committee is now run independently by the residents. "The residents are very concerned about the environment and landscaping. In this fiscal year, flyers providing information on the chemicals used on plantings and their effects were distributed to every residence and to neighboring communities," said Mr. Onoda. Regarding additional plantings of greenery, the Company received questions on whether they were in line with the building codes.

Looking to the future, Mr. Onoda said, "Ten years have passed since this community was created, and the residents have gotten to know each other quite well. We're about ready to think about how we want our community to develop. It's going to be important to give kids opportunities to learn about nature and to do more community events." For its part, Sekisui House will support the community as it continues to mature.

 I want to create a good community, while receiving advice along the way.



Mr. Tetsuo Onoda
Chairman,
Management Committee
Common City Ina Gakuen Toshi

My friends who have visited *Common City Ina Gakuen Toshi* are surprised at how green and beautiful it is. That each of the 172 homes has a distinctive appearance that adds to the outstanding quality of this community.

Sekisui House has a great track record in town development. I look forward to receiving advice in the form of examples from other towns as we manage our development.



Christmas event at
Ina Gakuen Toshi in 1999



Children playing on a former section of street converted into a *pocket park*

Communities linking through "n times richer" landscape design concept

"n times richer" landscape design concept,* a design approach that links neighboring gardens and the surrounding environment, focuses on the placement of houses and greenery. Its underlying concept is to multiply by "n" times the comfort and richness enjoyed by residents who live in a series of homes ("n" homes) linked to the natural surroundings.

Residents who have moved into "n times richer" communities have said that these are perfect places for raising children and that sharing landscapes is a very agreeable concept. The company holds seminars to offer suggestions to residents to improve their daily life. Examples include the placement of rattan blinds in windows and the adoption of nighttime thermal energy storage systems. One particular success is the realization by residents that raising their thermostats 2°C in the summertime does not make their homes less comfortable.

Recipient of a 2008 Good Design Award

In October 2008, the "n times richer" town development approach won a "Good Design Award" from the Japan Industrial Design Promotion Organization.

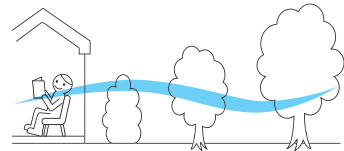


* "n times richer" landscape design concept is a town development approach developed by Sekisui House and Teamnet Corporation.

Three rules of "n times richer" landscape design concept

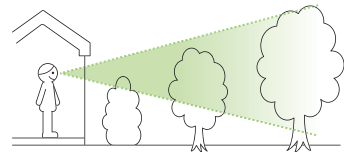
Weather Link with the wind

Take advantage of the effects of greenery to reduce radiant heat and to cool the air, link each home's greenery, and let comfortable breezes into interior spaces.



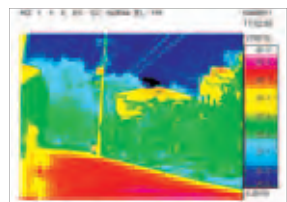
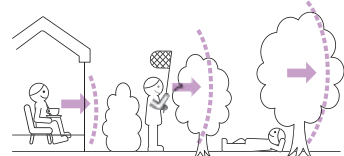
Landscape Link with scenery

Arrange greenery so that it is visually linked to the greenery on adjacent properties and in the nearby environment, thus providing green continuity in views from windows.



Access Link with the town

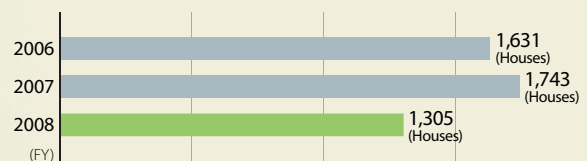
Use wooden decks and other intermediating elements linking interior and exterior spaces. This extends the living area outside the house and promotes the formation of communities.



Thermography image showing greenery's effectiveness in reducing thermal radiation and cooling air

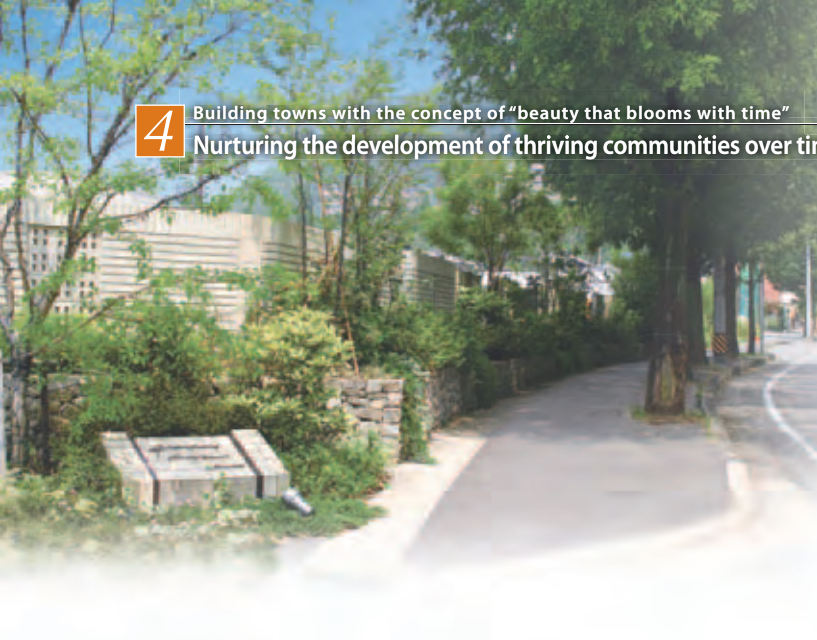
Sustainable Action in Numbers


Houses certified as "Environmentally Symbiotic"



Sekisui House actively works to obtain "the Environmentally Symbiotic House" certification awarded by the Institute for Building Environment and Energy Conservation. Promoting the environmental coexistence of homes in town developments, all of the homes introduced at the *Machinami Sankan-bi* Housing Fair, held twice a year, have been certified as "Environmentally Symbiotic Houses."

4 Building towns with the concept of “beauty that blooms with time”
Nurturing the development of thriving communities over time



 I want to keep this community green and beautiful forever.



Mr. Takayoshi Yamaguchi
Executive, Self-governing Association *Greenland Karayama*

That we would be designated a Landscape District was explained to me ahead of time by Sekisui House, so I wasn't surprised or overwhelmed when the designation was announced. Some people think this designation comes with too many rules and only makes things more difficult, but I want to make use of its benefits, like the availability of government assistance to remove dead trees, so we can keep this community green and beautiful forever.

**First subdivision designated a “Landscape District”:
Greenland Karayama (Gifu Prefecture)**

In 2008, *Greenland Karayama* became the first subdivision in Japan to be designated a “Landscape District,” when it received that distinction from Kakamigahara City, Gifu Prefecture. A Landscape District is an area that has undergone building modification and other regulations in accordance with the Landscape Act.

Greenland Karayama, from 2005, has developed into a beautiful community. This development by residents has been guided by Sekisui House's Urban Development Charter and Urban Development Basic Principles. *Greenland Karayama* has such features as a feeling of openness created by rules prohibiting fences between buildings and roads and the installation of utility poles or cables along main thoroughfares. The placement of greenery under the *Gohon no ki* gardening concept and local *waraishi* stones has made *Greenland Karayama* more beautiful. Praise for these scenic touches and the cooperation of residents



This display of local *waraishi* stones will age with grace.

Utility lines along main roads have been buried to provide a greater sense of openness.



to protect the appearance and enhance the value of their community resulted in the Landscape District designation.

The Company and the residents of *Greenland Karayama* will continue to work together and make the most of the distinctive appearance of each house. These efforts will enable this community to develop in accordance with the Landscape Preservation Guidelines set forth when the Landscape District designation was received.

Pursuing urban development unique to individual locations

***Common City Juo Shironooka* (Ibaraki Prefecture)**



Common City Juo Shironooka uses the land contours and woods, as well as the remains of a mountain castle, to create a local style incorporating black-tile gabled roofs and painted walls. In 2001, *Common City Juo Shironooka* became the first owner-occupied residential area to receive a Good Design Award.

***Garden City Nagakura* (Niigata Prefecture)**



Garden City Nagakura is a large-scale *Sha-Maison Town* apartment complex created with the agreement of its 11 owners. Plans call for using the exclusive appearance of the community, which reminds us of maison town and to populate common spaces with trees, which will create value that grows over time.

***Common City Hoshida* (Osaka Prefecture)**



Common City Hoshida was a planned community that will develop a certain image and age with beauty. This community received the 1996 Urban Design Award and the Minister of Land, Infrastructure, Transport and Tourism Award at the 2005 Urban Planning Design Contest.

***Grande Maison Suginami Season* (Tokyo)**



Grande Maison Suginami Season in Suginami-ku, Tokyo, is Sekisui House's largest condominium complex. This development uses existing trees and buildings to create its scenic value. It won the 2007 Japan Association for Real Estate Sciences Achievement Award.

Urban development that contributes to children's growth
Island City Teriha no Machi (Fukuoka Prefecture)
Grande Maison Itami Ikejiri Literacity (Hyogo Prefecture)

Island City Teriha no Machi, Fukuoka Prefecture, opened in September 2005 as a comprehensive town development project that included detached and communal housing. Based on four concepts—coexistence with the environment, health, children, and community cooperation—this project makes liberal use of woods and greenways.

As a bonus for residents with children, a combined primary and junior high school was opened within *Island City*, the primary school in spring 2007 and the junior high school in spring 2008. In addition, residents have launched the *Teriha* Community Council, which they use to pursue beautification and crime prevention activities, to form child-rearing groups, sponsor social activities, and hold seasonal events primarily for children.

Island City Teriha no Machi

Island City Teriha no Machi is an urban development project surrounded by the sea, the verdant *Teriha no Mori* Forest, and other natural features that create a place for promoting the development of children as they learn about nature. Common spaces distributed throughout the development are settings for residents to interact.



Numerous events for children



Island City Teriha no Machi, a beautiful green island in Hakata Bay



Children experience nature at the *Teriha no Mori* Forest, the symbol of the community

Grande Maison Itami Ikejiri Literacity, Itami City, Hyogo Prefecture, which was completed in spring 2009, is a 368-unit condominium development that offers a rich daily life and living environment and a broad array of features useful for community development. Based on five concepts—protect, learn, play, relax, and connect—Sekisui House applied the “Seikatsu Literacy”^{*} expertise it has developed in detached housing to emphasize the attractions of raising children within a community and produced plans and designs aimed at helping parents to raise and support children.

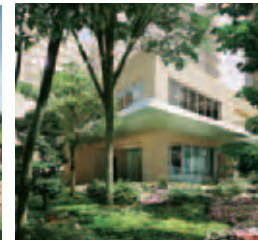
^{*} Seikatsu Literacy is a Sekisui House trademarked term. It incorporates knowledge, culture, and expertise to enrich daily life and housing.

Grande Maison Itami Ikejiri Literacity

To ensure security, playgrounds were positioned within sight of balconies. Residents can also enjoy family time at facilities like a kids’ room provided with our unique play equipment.



Common rooftop garden with a biotope and space for growing vegetables



Lush, green entranceway based on the *Gohon no ki* gardening concept

“Kids Design Award” received for urban development and community activities focused on child-rearing

The *Teriha* Kids Growing Project, involves community activities aimed at supporting child-rearing and supported by *Island City Teriha no Machi*, received a “Kids Design Award” in the communication design category. *Grande Maison Itami Ikejiri Literacity* received a Kids Design Award as the winner of the architecture and space design category.



Dr. Hiroko Saito

Professor
 Real Estate Studies
 Meikai University

Dr. Saito specializes in the design and management of the living environment of detached houses and condominiums. She evaluates residential land at home and abroad.

Third-party comment

Further enhancing asset value

For people to live with peace of mind in these communities, enhancing and maintaining the value of their homes—their largest assets—takes on even greater importance. One aspect of enhancing and maintaining home values is proper maintenance and management. These activities require information on the conditions under which a house was built, how it has been developed, and its current status. That information must be properly collected and managed so that it can be put to effective use.

Another aspect of enhancing and maintaining home values is the development of the living environment. The appearance of a community-trees, residents’ activities, and other aspects of the environment develop over time. To improve the living environment, the community needs an environmentally conscious design, the establishment and self-sustaining operation of a management system, systems for ensuring that tasks are performed efficiently and economically, and a system for monitoring the overall condition of the community. I have great expectations for new initiatives aimed at developing housing and the community that result in greater value over time.

Our commitment We will maintain zero emissions in production, construction, after-sales service, and remodeling, and move forward with efforts to reduce waste generation and to promote or urge recycling.

Working to refine our zero emissions activities

Various materials are used to make houses, and a large variety of waste products result from construction. Furthermore, because houses, unlike factory-made products, are completed at construction sites, waste emanates from locations throughout the country, which makes collection and recycling difficult. Sekisui House, by establishing waste sorting rules and setting up a waste collection system, has achieved zero emissions.* Even after having reached this goal, however, we continue to refine our systems.

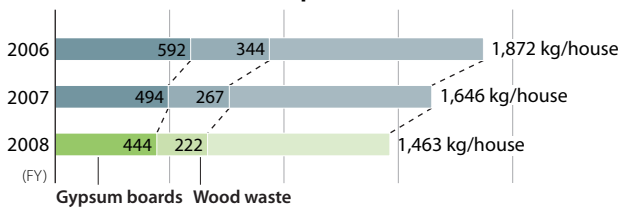
* "Zero emissions" means no landfill waste and no incineration without heat recovery.

Zero emissions at new construction sites and concentrating on reducing waste and enhancing quality of recycling

In the past, material mill ends; packaging materials; consumables like sheeting, tape, and other materials used in construction; and other types of waste came from new construction sites. To reduce this waste, we are using materials precut at factories and employing returnable packaging materials. In addition, we have standardized construction techniques that make efficient use of gypsum board and wood—major sources of waste—and are using remaining materials for other purposes such as wood sheathing reinforcement. Our efforts have resulted in significant waste reduction.

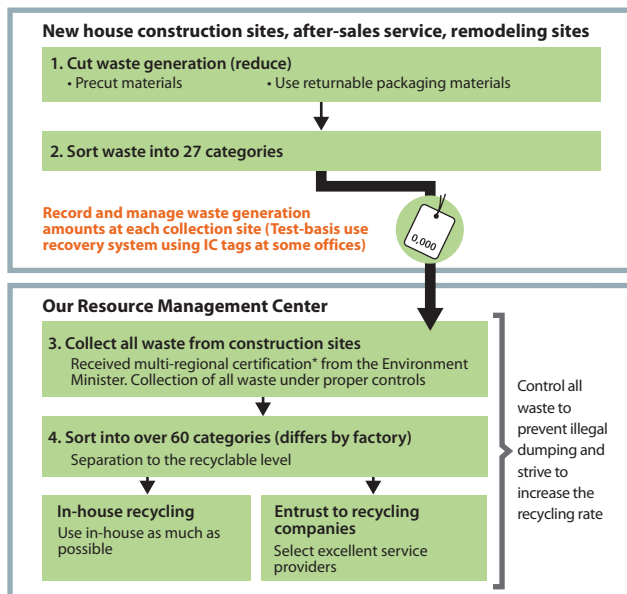
For the waste remaining even after these steps are taken, we are implementing separation steps and recycling processes.

New Construction Site Waste per House



* Equivalent for a 145m² house; includes materials with value.

Accelerating initiatives for zero emissions under the industry's first multi-regional certification system



* "Multi-regional certification" refers to a certification by the Environment Minister that systems are in place for recovery and recycling. Exceptions from Waste Disposal and Public Cleaning Law regulations are granted. Multi-regional certification also negates the need for multiple approvals when transporting waste across administrative boundaries.

Sustainability in Action



Moving forward with improvements at the detailed level based on examinations of data from actual operations

Zero Emissions Promotion Committee
Shikoku Sales Administration Headquarters

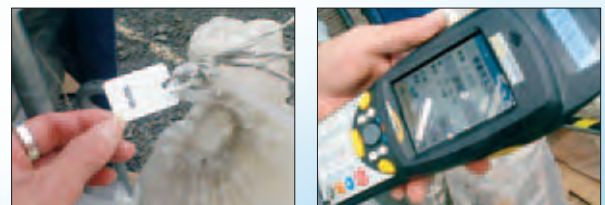
The Shikoku Sales Administration Headquarters and its sales offices are united in focusing on resource recycling under the slogan, *Sustainable Shikoku*. We began using IC tags at all sites in February 2008 and have been working to improve construction site work efficiency and productivity.

Since embarking on zero emissions activities for new house construction sites, the Shikoku Sales Administration Headquarters has implemented various waste reduction measures. The details of each measure are worked out through trial and error with the cooperation of construction workers, all of whom are aware of the need to sort and reduce waste. Accomplishing that requires the presentation of objectives based on precise rationale, and that is why we have adopted the use of measurements and IC tags for all materials and products. Looking ahead, we will work to continue reducing waste and will advance zero emission activities that carry our role and responsibility as an Eco-First Company.

Next-generation zero emissions system using IC tags

On a test basis, we have implemented a next-generation zero emissions system that uses IC tags to enable the collection of detailed waste generation data and analyze separation.

In recognition of the Company's efforts, in July 2008 the Japan Automatic Identification Systems Association presented the company with "the Fuji Sankei Business-i Award" at the 10th Automatic Identification System Grand Prix.



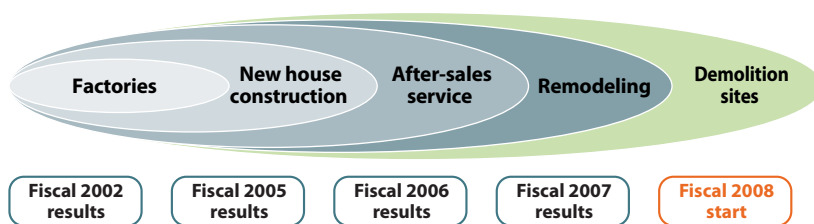
Example of recycled material production and in-house use



Expanding zero emissions

Sekisui House embarked on its zero emissions plan in 2000 and has gradually headed toward zero waste in its operations. Since then, we have achieved zero emissions at all of our factories, new construction sites, after-sales service division, and in our remodeling division.

In 2008, we began looking at ways to achieve zero emissions at demolition sites.

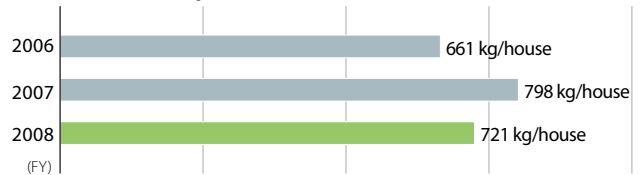


Waste reduction at the production stage

In fiscal 2002, we ceased sending waste from factories for incineration or landfill disposal and achieved zero emissions—the recycling of all waste. Since then, we have been working to reduce the waste generated and to shift to approaches with a lower environmental impact. For example, the use of sawdust and other materials that can be converted to biomass for use in power generation facilities.

New product lines set up at some factories increased waste per house at production factories during fiscal 2006 and 2007. However, in fiscal 2008 we improved this level to 721 kg per house. Based on a system for comprehensive management including reduction of waste from new construction sites through zero emission activities, we will strive to achieve waste reductions by, for example, reducing sludge from factories, promoting the precutting of materials, and revising orders.

Waste Generation per House at the Production Factories



* Equivalent for a 145m² house. Includes materials with value.

Introduction of Material Flow Cost Accounting

Material Flow Cost Accounting is a management approach in which the raw material and processing cost of wastage is made visible in quantitative and financial terms as “negative product cost” for the ultimate purpose of improving resource productivity and reducing waste.

In July 2008, we began testing this approach in the panel production process and have identified and rectified negative product costs. In fiscal 2009, we are moving forward with similar initiatives in key production processes.



Exterior wall panel production line



Dr. Seiji Kurosu
Professor
Waseda University Graduate
School of Commerce

Specializations include production management, logistics, and system design methods

Third-party comment

Building an efficient waste disposal system through thorough upstream separation

Sekisui House’s Resource Management Center is a processing facility for waste from construction sites, but the sorting of waste takes place elsewhere. When waste is generated at a site, it is sorted into 27 categories, bagged, and sent to the Resource Management Center, where it is again separated into around 60 categories, which is truly amazing.

The person in charge of this process says that initial separation at the site is key. In other words, Sekisui House’s waste disposal system emphasizes upstream processing. This means, for example, that, when materials are unwrapped on site, packaging materials that are no longer usable are immediately sorted.

In the past, packaging materials and construction waste were gathered for sorting at a later time, often meaning no sorting. Sorting immediately, therefore, is more efficient. Seeing this process design, I realized that the design of waste sorting work must be performed at the same time as the design for processing and assembly work.

Our commitment We will promote the fair procurement based on the Wood Procurement Guidelines and Chemical Substances Guidelines and work with suppliers to encourage greater adoption of "FairWood" procurement and other initiatives.

Cooperating with suppliers on sustainable wood usage

Every year, 13 million hectares of forest are lost to illegal logging and slash-and-burn agriculture worldwide, escalating the destruction of natural ecosystems that are the foundation for human life.

To enable the sustainable use of forests, Sekisui House promotes socially acceptable "FairWood" procurement.

We are working with suppliers and nongovernmental organizations (NGOs) to improve wood procurement.

* "FairWood" is advocated by the Global Environmental Forum and FoE Japan, an international environmental NGO.

New flooring material specifications to improve procurement

In April 2007, Sekisui House announced its Wood Procurement Guidelines that take into account a wide array of perspectives, ranging from legalities to biodiversity and the livelihoods of people living in logging areas. In following the guidelines, scores are determined for compliance with Ten principles and totaled to determine a wood procurement ranking of S, A, B, or C. The purpose of promoting "FairWood" procurement is to decrease the procurement of low C-ranked wood and increase the procurement of high S-ranked wood.

In fiscal 2007, we performed an examination aimed at elevating the procurement of flooring material, about 70% of which is comprised of wood at a low procurement level. In fiscal 2008, we began using our findings to switch tree species and use wood from certified forests* for approximately 70% of the flooring material we use.

We have also considered changing the species of tree used for stair steps with low procurement rankings, adopting plywood made of Japanese conifers for a portion of our needs, and examined possibilities for obtaining forest certifications for our wood-frame houses. Based on our findings, we have taken actions like changing tree species beginning in fiscal 2009. We will continue to take such actions to shift to higher procurement levels.

In fiscal 2007, we purchased 374,000 m³ of wood products, slightly less than 60% of which consisted of products with S- and A-level procurement rankings.

* Wood harvested from forests certified by a third party as being managed in a sustainable way.



Sustainability in Action

Wood Procurement Guidelines having a positive impact

Haruyuki Iwata
Head of Purchasing Department

Sekisui House's Wood Procurement Guidelines formulated in 2007 are expected by many inside and outside the Company to have a significant impact. Since these principles were formulated, we have held various briefings; made and implemented specific measures; and, together with the relevant internal departments and with suppliers, have steadily produced good results.

Now, the Japanese government is looking more closely at "FairWood Procurement," and many are paying attention to Sekisui House's actions regarding wood procurement.

Looking ahead, we intend to improve transparency and fairness in procurement, fulfill social responsibilities through procurement, and move forward with additional environmental initiatives.

Wood Procurement Guidelines: Ten principles

1. Wood products that are sourced from areas where there is low risk of illegal logging.
2. Wood products that are sourced from areas that do not form part of ecosystems recognized as having outstanding value.
3. Wood products that are not sourced from ecosystems that are severely damaged or areas where large-scale logging of natural forests has occurred.
4. Wood products that are not sourced from endangered species.
5. Wood products that are sourced from areas close to where they will be used.
6. Wood products that are not sourced from areas subject to conflict or hostility with regard to wood production.
7. Wood products that are not sourced from areas where the amount of logging does not exceed the recovery rate of the forest.
8. Wood products that are sourced from domestic forests in Japan.
9. Wood products that are sourced from plantation forests that are managed according to methods that encourage the preservation and generation of a natural ecosystem.
10. Wood products that are made from previously used wood.

Procurement Levels: Determining procurement rankings

Total Points (maximum of 43 points)	Procurement Ranking	Using total procurement guideline points, classify the subject products as S, A, B, or C level, with S being the highest. Establish a separate borderline for guidelines 1 and 4, which are particularly important.
34 or more	S	
26 or higher but less than 34	A	
17 or higher but less than 26	B	
Less than 17	C	

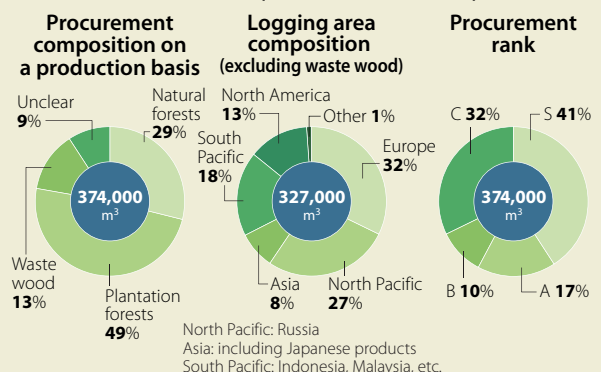
Letter of gratitude about "Logging Promotion" from Director General of the Forestry Agency

In December 2008, Sekisui House's efforts to promote the fair procurement of "FairWood" were recognized by the Council for Tackling Illegal Logging Issue in its "Logging Promotion Awards." The Company received a letter of thanks from the director general of the Forestry Agency in "the Logging Usage Category."



Sustainable Action in Numbers

Wood Procurement Data (Feb. 2007 – Jan. 2008)





As part of our “FairWood” procurement education activities, we have produced a picture book, which addresses forest-related problems. We distribute these books at display homes and other facilities throughout Japan.

Briefings with Suppliers on Wood Procurement Guidelines

Housing is an assembly industry that puts together a multitude of parts and members. In this industry, promoting environmental initiatives requires cooperation from numerous suppliers, and so communicating procurement policies is important.

In May 2008, we conducted a survey of primary suppliers of wood materials, asking them for information like the types of



Wood Procurement Guidelines briefing

trees used in their products, geographic origins, volumes shipped, and documentation certifying legal harvesting. Afterwards, we held a briefing on our Wood Procurement Guidelines for approximately 100 representatives from 61 suppliers.

At this briefing, FoE Japan, an international environmental NGO, assisted with explanations of the social circumstances for suppliers regarding the procurement of wood products, and our Wood Procurement Guidelines. Suppliers were also asked for their cooperation in future initiatives. This briefing helped to strengthen ties with suppliers and has resulted in an increase in suppliers’ subjective proposals regarding wood products.

Chemical Substances Guidelines

We developed our Chemical Substances Guidelines in fiscal 2007.

In fiscal 2008, we focused on toluene, xylene, and hexavalent chrome and, with the ultimate goal of reducing the usage of these chemicals, interviewed suppliers to gather information on matters like technical issues and cost impacts. We are using the results of these interviews to pursue specific initiatives in fiscal 2009.



Mr. Kenichi Nakazawa
Director, FoE Japan / Forest Program
International environmental NGO

Actively applying a global network to address the problems of climate change and forest destruction, as well as development assistance for developing countries.

Third-party comment

The keywords are “regional diversity”

I think the year was one of steady progress in promoting application of the Wood Procurement Guidelines. Progress was achieved not only internally. I realized through the briefings for suppliers and other communication initiatives that Sekisui House has again asserted its tremendous influence as the housing industry leader.

At present, the Company is advancing guideline initiatives focusing on avoiding risks on forest environments, so I expect it will eliminate purchases of low-procurement level, C-rank wood products in the near future. I also expect for the Company to do more in the way of purchasing wood products from domestic forests and products from certified forests and move one step higher in “FairWood” procurement. Furthermore, I want to see the “FairWood” concept promoted through its communications aimed at informing their customers of the Company’s actions.

We benefit in many direct and indirect ways from forests. I, therefore, want people to go beyond seeing wood products as only industrial products and make the effort to understand the different forest conditions and local social conditions encountered by its places of origin. It is important to vary procurement based on regional circumstances. I want housing to be functional and based on outstanding designs that appreciate diversity.

Creation of work environments where employees can use their abilities long term

For the sustainable growth of employees and the Company, we declared Human Resources Sustainability to be its basic human resources policy in March 2006. With three primary objectives—career development for women, career development for a diverse workforce, and a healthy work-life balance—we are striving to create work environments in which employees are happy, approach their work with vitality, and feel that what they do is worthwhile.

Toward work environments in which women thrive more

In 2006, the Company established its Diversity Development Team to promote career development for women. The team is planning and recommending career development systems that support female employees' career, training, and success. We also have actively recruited women to management positions.

In 2007, we established our Women's Sales Support Committee to provide female sales staff with skill development and emotional support. Having set a goal of increasing females as members of our sales staff to 10%, we are actively recruiting internally and taking steps to provide more career opportunities.



Sustainability in Action

Promoting the development of businesswomen

Midori Ito

Manager,
Corporate Management Planning Department
Diversity Development Team

In fiscal 2008, we held the second Women's Sales Representative Conference, gathering female sales staff from all branches to share information in a motivational environment. Meanwhile, each sales headquarters hold study groups and seminars to address real-life work issues.

Further comprehension was delivered by providing time for "utilizing women's abilities" at training for newly appointed leaders. In fiscal 2009, we will create environments that allow the development and growth of independent business women.

As a female manager

As the first woman Branch Manager, I want to maximize customer satisfaction

During my first five years with the Company, I worked as part of the general staff, then I transferred to sales at my own request. I've worked as a store manager and achieved satisfactory results I have been given opportunities and am now working as a branch manager. The Company has a history of promoting women to management positions, and I feel that the road to a management job is open to me. As a branch manager, I intend to create a working environment that will encourage everyone to do their best and will emphasize training for all of the branch employees.



Ritsuko Tomita
Branch Manager
Hyogo SHAWOOD-Home Branch

As a woman sales staff

I wish to use my perspective as a woman to win the hearts of customers

I'm constantly striving to apply my strengths as a woman to my work in housing sales. Wives often cast the deciding vote when it comes to choosing housing, and female customers often feel more comfortable talking to a woman sales staff. In addition, wanting to make recommendations that win the hearts of wives, I've earned professional qualifications as a Kitchen Specialist and Interior Coordinator. In the future, I intend to polish my skills, so I can present customers with the best recommendations.



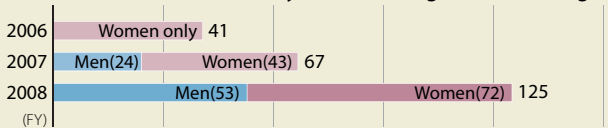
Yuko Komatsu
Tsudanuma Office,
Keiyo Branch

Sustainable Action in Numbers

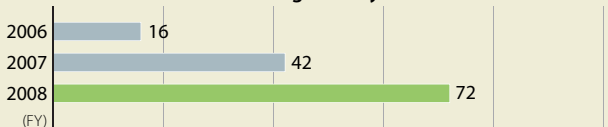
Total Employees 14,953 (as of end of Jan. 2009, Sekisui House Co. Ltd.)

Employees by Gender () refers to the number of management positions **Male 12,174 (3,050)** **Female 2,779 (16)**

Users of the Child-Care Leave System (including short-term usage)

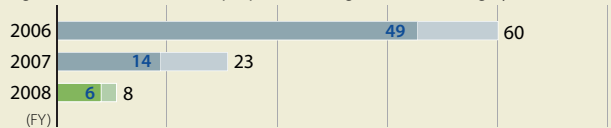


Users of the Short-Time Working Hour System



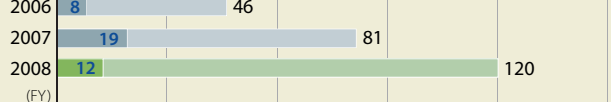
Work Category Transfer System Applicants

Figures in blue are numbers of people transferring to a different category.



Human Resources Recruiting System Applicants

Figures in blue are numbers assigned.



Support work-life balance

For employees to sustainably demonstrate their abilities, we believe work environments must be places where they can work with enthusiasm. We also believe employees should enjoy life with enthusiasm outside the workplace. The Company, therefore, supports a work-life balance that allows employees to have time for themselves and their families.

Accordingly, we allow employees to take child-care leave in excess of the time required by law, have enhanced various support systems and relaxed nursing care leave requirements, implemented an accumulated annual leave policy, and taken other steps to do everything we can to create work environments that allow every employee to show their abilities given their individual life circumstances.

Taking child-care leave

Caring for, and spending quality time with my family before the birth our fourth child

To help my wife give birth to our fourth child without worrying about our other three (ages 8, 5, and 3), I took child-care leave. As a construction foreman, I was very concerned about my work responsibilities. I arranged to deal with business by phone from home and went to work periodically. With the cooperation of the people I work with, I was able to take child-care leave. In the future, I'll help others do the same.



Hiroyuki Sakurai
Construction Section,
Takasaki Branch

As working parents

We can choose the working style that meets our needs

My husband is a sales consultant and I work for customer services in display homes. We both work at this Company, thanks to the understanding and cooperation of our branch managers, assistant manager, office managers, and office coworkers. It's also true that we do our best to live up to everyone's expectations. We are very happy that we can use the child-care leave, short-time work, and other systems to work at a company we like and raise our children. We are hoping that the system will be enhanced, so that there will be more working/lifestyle choices.



Tomoko Nagai
Nagaoka Office,
Niigata Branch

Respecting personal wishes in applying diverse human resources

To create a work environment in which a diverse workforce can thrive, the Company has introduced a work category transfer system, retiree reemployment system, and human resources recruiting system, among others, and made it possible for employees to change career paths within the Company.

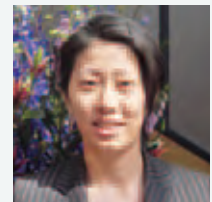
The work category transfer system allows employees in the general staff and production areas to switch career track. The human resources recruiting system lets employees apply for open positions in particular operations or projects.

Through these systems, we are aiming to be a company in which employees can do their work with enthusiasm.

Using the work category transfer system

Taking on different work challenges to expand personal possibilities

Having entered the Company as a general staff, I worked at display homes and other sections. However, I began to feel that I wanted to widen my job prospects and try other work, so I applied to the work category transfer system and switched my career track. After working in the General Affairs Section handling customer accounts, I am now representing a branch as a General Affairs manager and have seen an increase in opportunities to engage in internal and external negotiations. My responsibilities are heavy, but I really feel my work is worthwhile.



Satsuki Yamauchi
General Affairs Manager,
Toyohashi Branch

Using the human resources recruiting system

Realizing excellent products without departmental barriers

After joining the Company, I spent all of my time in design work, until at a certain point, I realized that the housing design system was inefficient in the planning of structures. At that time, there was a call for people wanting to work on the development of a new structure planning system, so I applied, saying that I wanted to be involved in hands-on development. Looking ahead, I want to be a part in creating better housing by applying my design experience in developing a new structure planning system.



Daisuke Tabuchi
Product Design &
Development Department