

## Feature: Growth Strategy Case Studies

### Case Study 2

## Transferring Sekisui House Technology Worldwide Homebuilding Business in the United States

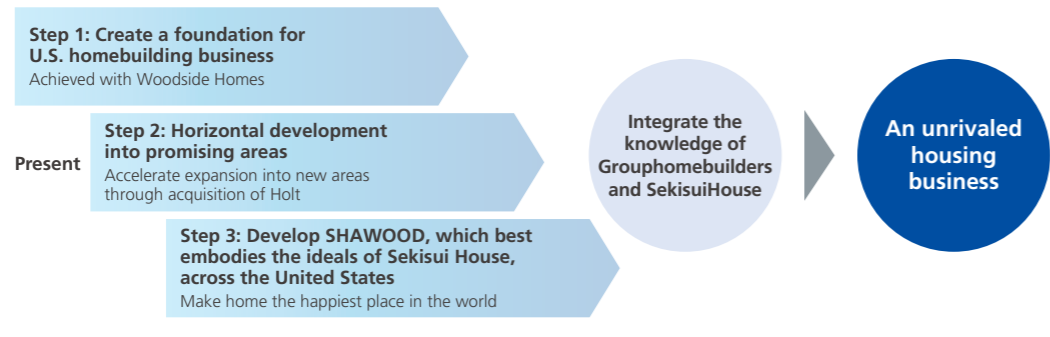
To make our global vision a reality, we will transfer Sekisui House technologies to areas where we establish businesses outside Japan, with the aim of providing the value of happiness through the integration of technologies, lifestyle design and services. The homebuilding business in the United States is at the core of this initiative.

### Extending the Coverage Area of the U.S. Homebuilding Business for Further Growth

The Sekisui House Group is focusing on creating value through happiness by transferring Sekisui House technologies to integrate the housing technologies the Group has cultivated in Japan with lifestyle design proposals and services. To make Sekisui House technologies the global de facto standard, we have set a target for our homebuilding business of supplying 10,000 detached houses per year outside Japan by 2025.

The homebuilding business in the United States is at the core of this initiative, and we will combine Sekisui House expertise with that of local Group homebuilders to develop a one-of-a-kind housing business. We aim for growth in this business, which started with our acquisition of Woodside Homes in 2017, through a three-step process: establishing the foundation for the business; expanding horizontally (acquiring companies in the same line of business) into promising areas throughout the United States; and rolling out the SHAWOOD business, which best embodies the ideals of Sekisui House, across the country. Currently, we are in the stage of expanding into promising areas, and will use Holt, which we have made a wholly owned subsidiary, to gain a foothold for expansion in the Pacific Northwest.

### Three Steps to Expand the U.S. Homebuilding Business



## Aiming to Become the Global De Facto Standard with SHAWOOD

The transfer of Sekisui House technologies to Woodside Homes is proceeding smoothly. Woodside Homes, which conducts the homebuilding business in Utah, California, Arizona and Nevada, has achieved a high level of customer satisfaction from its shift to a value-oriented, lifestyle proposal-based business. It has also earned wide recognition as a premium customer-oriented brand.

In addition, by making Holt a wholly owned subsidiary in December 2021 we expanded the area we serve to Oregon and Washington and further accelerated the transfer of Sekisui House technologies. The Western United States, where Holt operates, has a large high-end housing market, making it a highly promising area for expanding our homebuilding business. We aim to provide higher-quality housing in collaboration with Woodside Homes and Holt. In addition, given that the Southern United States accounts for about 50% of total U.S. housing starts, and the number of high-priced houses being built there is second only to the Western United States, we are also considering expanding into this area by acquiring a homebuilder to make it a member of the Group and rolling out the SHAWOOD business.

We will also pursue the potential of the SHAWOOD business with Woodside Homes and other Group builders who share our global vision. By addressing changing needs in this changing market, we will convince U.S. customers to accept the free and novel approach to homebuilding and lifestyles, unencumbered by the traditional concepts and conventional wisdom of wooden-frame housing, that SHAWOOD offers. By providing the value of SHAWOOD homes to customers in the United States and around the world, we will ramp up the homebuilding business to make Sekisui House technologies the global de facto standard.



SHAWOOD

Chōwa HOUSE concept home  
(First exhibition of a SHAWOOD house in the United States at the International Builders' Show in January 2020)

### SHAWOOD's Technological Capabilities for Success in the U.S. Market

