

# Presentation Meeting on the Financial Results for the Second Quarter of FY2009

(Fiscal Year Ending March 31, 2010)

**Naofumi Negishi, President  
Sekisui Chemical Co., Ltd.**

**October 29, 2009**

### Summary of Profit and Loss

(Billions of yen)

	1 <sup>st</sup> H of FY2009 (Actual)	1 <sup>st</sup> H of FY2008 (Actual)	Difference	1 <sup>st</sup> H of FY2009 (Initial Projections)	Variance from Projection
Net Sales	405.8	472.9	-67.1	406.0	-0.2
Operating Income	11.5	18.3	-6.8	3.0	8.5
Recurring Income	9.9	19.2	-9.2	3.0	6.9
Net Income	1.9	9.5	-7.6	-2.0	3.9

Dividend (yen/share)	5	7	-2	5	0
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**Net Sales and Operating Income by Company**

(Billions of yen)

	1 <sup>st</sup> H of FY2009 (Actual)		1 <sup>st</sup> H of FY2008 (Actual)		Difference		1 <sup>st</sup> H of FY2009 (Initial Projections)		Variance from Ordinarily Projected Operating Income
	Net Sales	Operating Income	Net Sales	Operating Income	Net Sales	Operating Income	Net Sales	Operating Income	
Housing	196.4	8.8	211.9	8.6	-15.5	0.2	192.0	4.0	4.8
UIEP*	89.6	-3.7	109.2	-0.3	-19.5	-3.4	100.0	-2.5	-1.2
HPP**	111.3	6.8	141.2	10.7	-29.8	-3.9	109.0	3.0	3.8
Others	19.1	0	23.0	-0.6	-3.8	0.6	19.0	-1.1	1.1
Eliminations or Unallocatable Accounts	-10.7	-0.4	-12.3	-0.2	1.6	-0.2	-14.0	-0.4	0
<b>Total</b>	<b>405.8</b>	<b>11.5</b>	<b>472.9</b>	<b>18.3</b>	<b>-67.1</b>	<b>-6.8</b>	<b>406.0</b>	<b>3.0</b>	<b>8.5</b>

\* Urban Infrastructure &amp; Environmental Products Company, \*\* High Performance Plastics Company

**Housing:** Projected volume of sales in the second-half was posted in first-half. As a result of the reduction in fixed costs and from the better-than-expected progress made in CR, Sales and operating Income exceeds projection, leading to increase in profits.

**UIEP:** Net sales and operating income falls below projection due to sluggish demand resulting from the decline in new housing starts for condominium and detached-homes, etc.

**HPP:** Net sales and operating income exceeds projection due to faster-than-anticipated recovery in demand for IT-related field.

**Domestic core business struggles due to the decline in demand**
**Global strategic business reports steady progress from its competitive businesses and products**
**Market**

- Outlook remains sluggish for domestic market
- Asian markets will see steady recovery, but stagnation expected in Europe and the United States

**Business Risk**

- Rising trend in the price of raw materials
- Continuing appreciation of yen

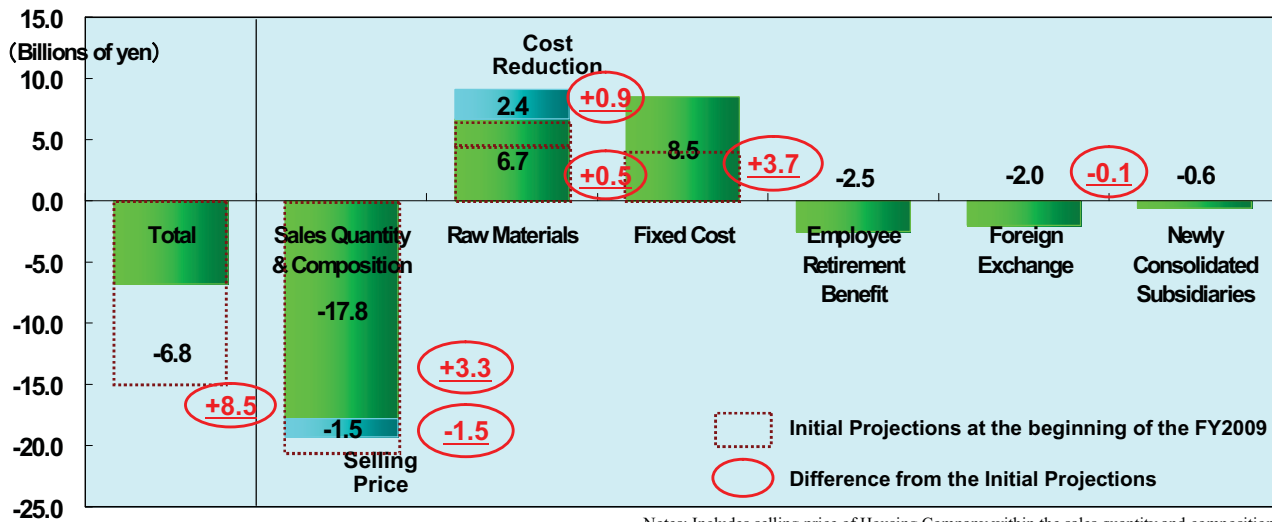
**Status of Main Businesses**

Area	Business Field	Status of the First Half
Domestic	Housing	Slow market recovery, intensified competition, and unachieved receipt of orders due to cooling of consumer sentiments for housing acquisition as a result of the lack of confidence in the economy
	PVC Pipes	Volume suffers due to sluggish demand as a result of the decline in new housing starts for buildings, condominiums, and detached homes
Global	AT Related Field	Amid the tough market in U.S.A and Europe, plan proceeds accordingly concerning high performance products
	IT Related Field	Faster-than-anticipated market recovery, exceeds projection centering on LCD related products
	Medical Products Field	Steadiness seen in testing drugs, exceeds projection due to special procurement as a result of new influenza
	Infrastructure/Pipeline Renewal	Acquired orders according to plan for both domestic and overseas pipeline renewal business


**Lowering of the break-even point for sales goes according to plan**

Reduction in fixed costs and progress in CR exceed projection

Efforts to maintain sales price amid harsh environment for demand

**Analysis of Operating Income for the 1<sup>st</sup> H of FY2009 (year-on-year)**


Notes: Includes selling price of Housing Company within the sales quantity and composition


**Net Sales and Operating Income by Company**

(Billions of yen)

	FY2009 (Revised Projections)		FY2008 (Actual)		Difference		FY2009 (Initial Projections)		Variance from Ordinarily Projected Operating Income
	Net Sales	Operating Income	Net Sales	Operating Income	Net Sales	Operating Income	Net Sales	Operating Income	
Housing	398.0	17.5	424.5	17.1	-26.5	0.4	404.0	17.5	0
UIEP	204.0	-1.0	225.2	1.7	-21.2	-2.6	217.0	1.7	-2.7
HPP	241.0	15.0	262.6	15.8	-21.7	-0.8	226.0	10.5	4.5
Others	43.0	-0.5	46.2	-0.7	-3.2	0.2	41.0	-1.7	1.2
Eliminations or Unallocatable Accounts	-26.0	-1.0	-24.3	-0.3	-1.7	-0.7	-28.0	-0.5	-0.5
<b>Total</b>	<b>860.0</b>	<b>30.0</b>	<b>934.2</b>	<b>33.6</b>	<b>-74.3</b>	<b>-3.6</b>	<b>860.0</b>	<b>27.5</b>	<b>2.5</b>

	FY2009		FY2008		Difference		FY2009 (Initial Projections)	
	1 <sup>st</sup> H	2 <sup>nd</sup> H (Projection)	1 <sup>st</sup> H	2 <sup>nd</sup> H	1 <sup>st</sup> H	2 <sup>nd</sup> H	1 <sup>st</sup> H	2 <sup>nd</sup> H
Dividend (yen/share)	5	5	7	3	-2	2	5	5



## Market

- Demand may bottom out for domestic market; recovery is slow
- Full fledged recovery for Asian markets on the horizon; slow recovery for Europe and the US markets

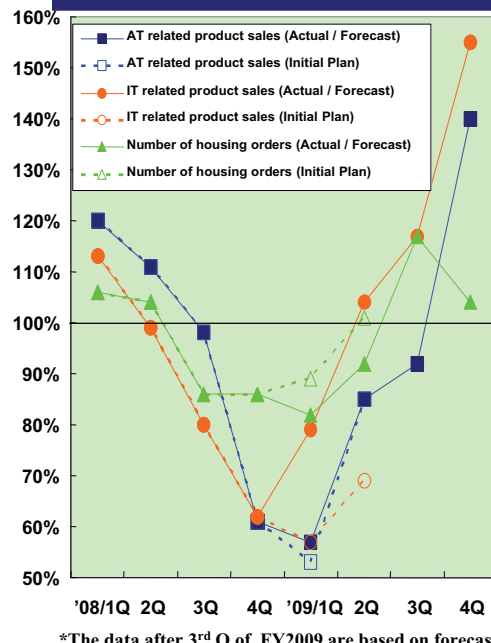
## Business Risk

- Further rise in the price of raw materials
- Appreciation of yen continues

## Forecast of Main Businesses

Business Field	Business Environment Forecast	Business Opportunity
Housing	Pace is slow due to lack of confidence in the economy, but market will gradually shift towards recovery	Spark demand from penetration of preferential taxation policy for each housing-related category
PVC Pipes	Second-half stagnates as a result of the effects from the slow housing starts in the first-half for buildings, condominiums, and detached homes	Increased demand due to public investment related products
AT Related Field	Steady recovery centering on Asian markets, but pace of recovery is slower than initial projections	Increased demand for high performance interlayer film, etc., due to the rise in demand for ecologically-friendly cars
IT Related Field	Demand recovers to ideal level in 2Q; similar demand environment will continue until 3Q	Increased demand for LCD-related products due to implementation of policy for ecologically-friendly home electronics
Medical Products Field	Demand remains solid	Increased demand due to new influenza
Infrastructure / Pipeline Renewal	Demand remains solid	Increased need for renewal as a result of decrepit infrastructure

## Sales and Orders in Main Business



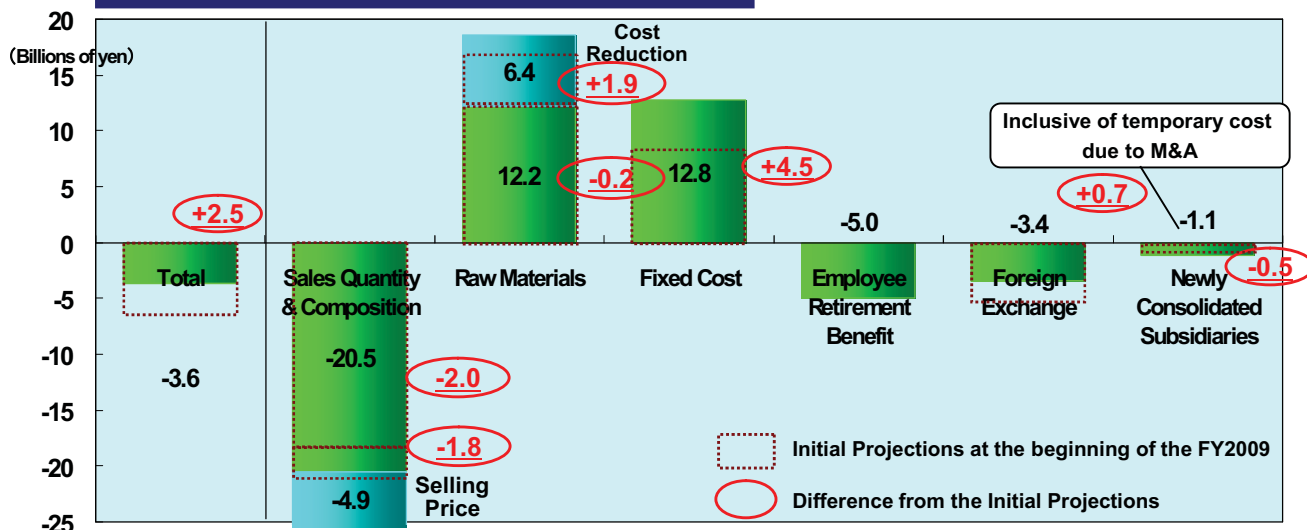
\*The data after 3<sup>rd</sup> Q of FY2009 are based on forecast



## Key Measures for the Second Half of FY2009

- Focus on securing spreads amid the rise in prices of raw materials
- Achieve plans for reduction in fixed costs and cost-cutting; further strengthen earnings structure FY 2010
- Aggressive investment in interlayer film business in anticipation for the recovery in demand

## Analysis of Operating Income of FY2009 (year-on-year)



Notes: Includes selling price of Housing Company within the sales quantity and composition



## Overview for the First Half of FY2009

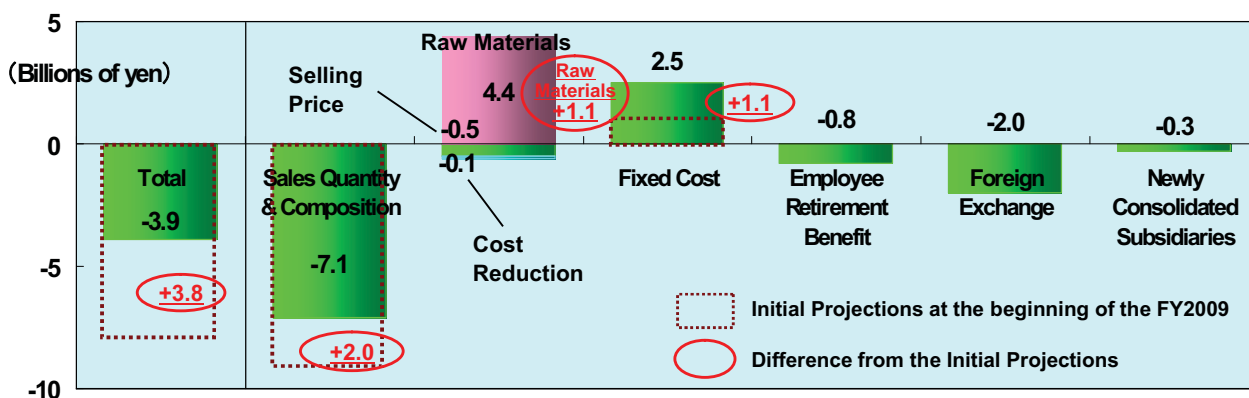
### Achieved a break-even point in net sales that exceeded initial projections

- Achieved reduction in fixed costs that exceeded plan due to scaling back of domestic and overseas productions
- Increase in marginal profit (increase in high margin products, price maintenance of commodity items)

### Strategic business remains steady

- AT:** Amid sluggish demand, increase in share due to expanded distribution of high performance interlayer film
  - Strengthening supply chain for interlayer film (acquisition of raw materials business)
- IT:** In 2Q, level of demand returns for LCD-related products to the same as of the previous year

### Analysis of Operating Income for the 1st H of FY2009 (year-on-year)



## Strengthening of strategic business and expansion of overseas business

### AT: Increased share due to expanded distribution of high performance interlayer film

- New line of high performance film in the domestic market (operational in the 1Q of 2010)

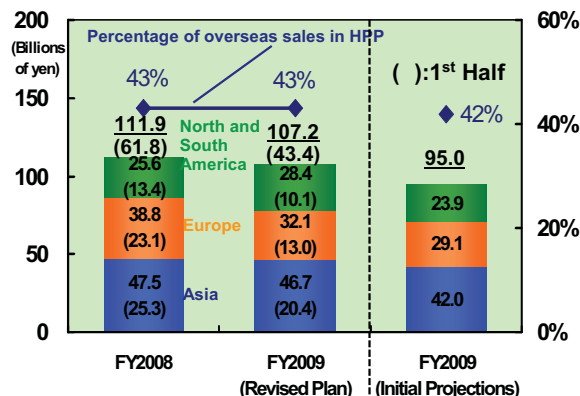
### Responding to increased demand in China

- Increase in China's productivity for interlayer film (operational in the 3Q of 2009)
- Increase in Europe's productivity for the raw materials of interlayer film (operational in the 3Q of 2010)

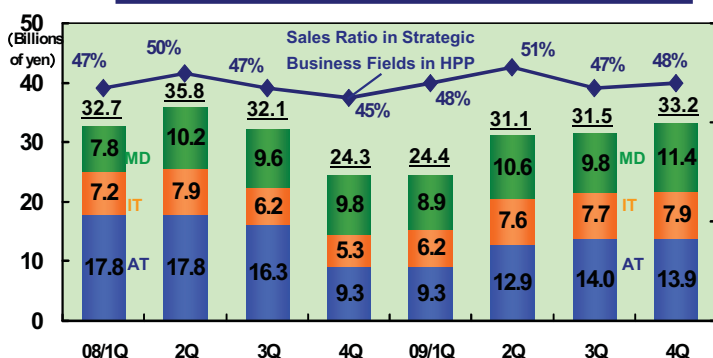
### IT: Increased share and launching of new products

### MD: Acceleration of overseas development and launching of new products

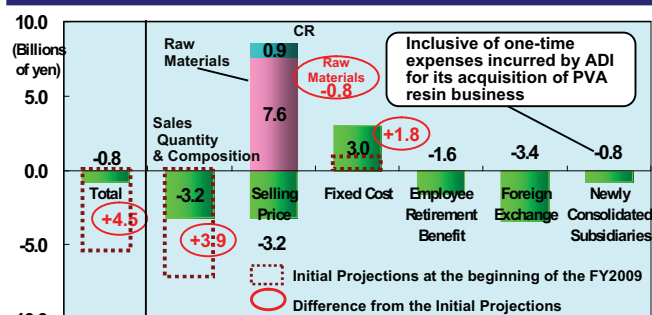
## Overseas sales



## Sales in Strategic Business Fields



## Analysis of Operating Income for FY2009 (year-on-year)





**Overview for the First Half of FY2009**

**Volume in domestic commodity items suffer due to more-than-expected decline in the housing starts**

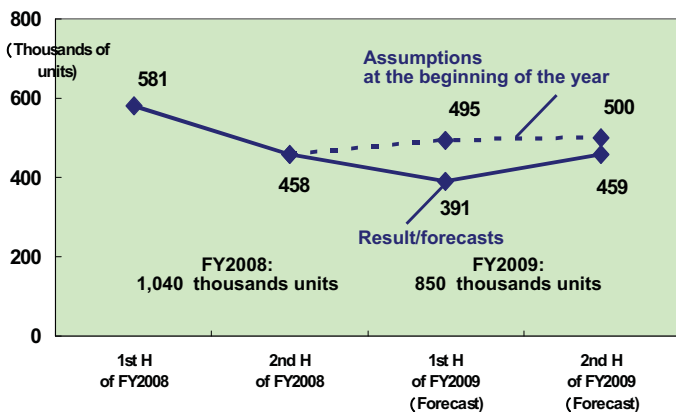
**Sales drop in Plant Material Business and Sheets Business due to slow recovery in overseas demand**

**Implemented reduction in fixed costs according to plan**

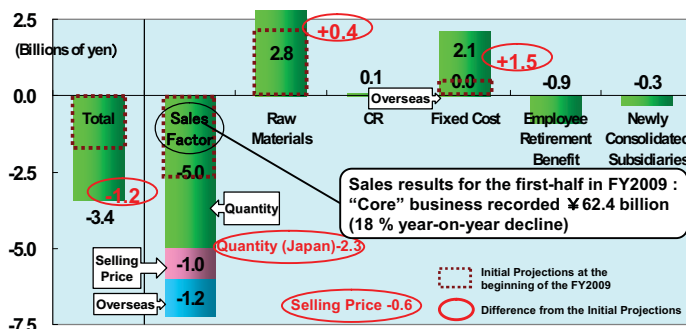
- Partial withdrawal from unprofitable businesses and products
- Partial revision of production capacity

**Achieve cost-cutting measures of ¥5billion by FY 2010 through the implementation of the measures during the 1<sup>st</sup> H of FY2009 (in comparison to FY 2008)**

**Housing Starts**



**Analysis of Operating Income for the 1<sup>st</sup> H of FY2009 (year-on-year)**



\*Core Business: Water Infrastructure in Japan, Building Materials, Sekisui Home Techno, Aqua System



**Strengthening earning power**

**Sound response to trends in raw materials (increase price of products)**

**Realization and accelerated implementation of additional reduction measures for fixed costs**

**Measure to growth**

**Enhancement of growth products**

-Enhanced distribution of public-related products centering on stocks

**Acceleration in overseas business development**

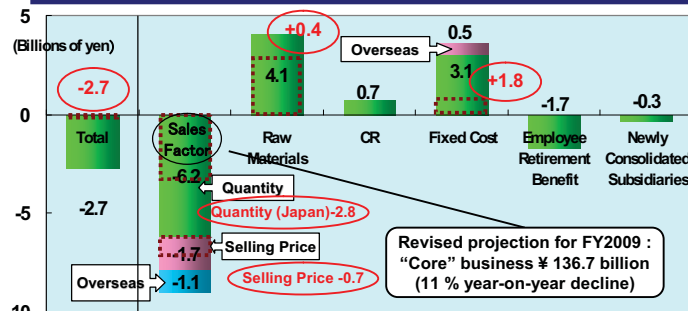
-Pipeline Renewal : Fortification of production capacity in the US; enhance construction partners in Europe

-Sheet (Performance Materials) : Expansion of market and improvement in distribution through development of new product

-FFU (Performance Materials) : Global launch of composite railway orbital sleeper

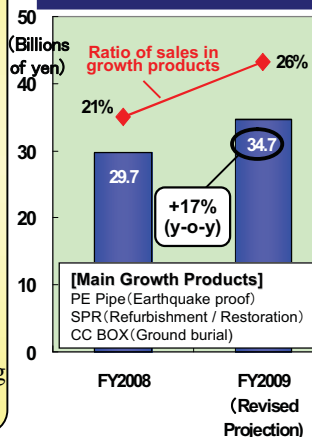
-Glass-reinforced plastic pipe (Water Infrastructure Business Overseas) : Expansion in Asia and launch business in emerging countries

**Analysis of Operating Income for FY2009 (year-on-year)**

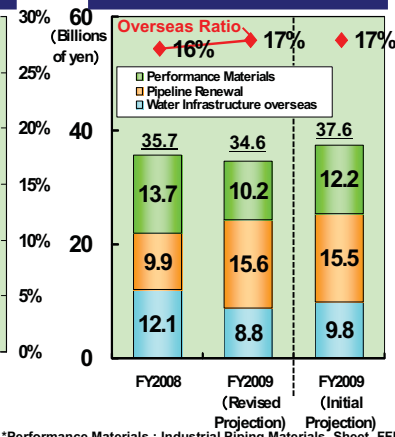


\*Core Business: Water Infrastructure in Japan, Building Materials, Sekisui Home Techno, Aqua System

**Sales of Growth Products**



**Overseas Sales**



\*Performance Materials : Industrial Piping Materials, Sheet, FFU



## Overview for the First Half of FY2009

### Implemented reduction in break-even point according to plan

- Cost-cutting as a result of CR and integrated operations of production and sales exceeded projections
- Reduction in fixed costs exceeded projections

### Living environment business posts a substantial growth in sales

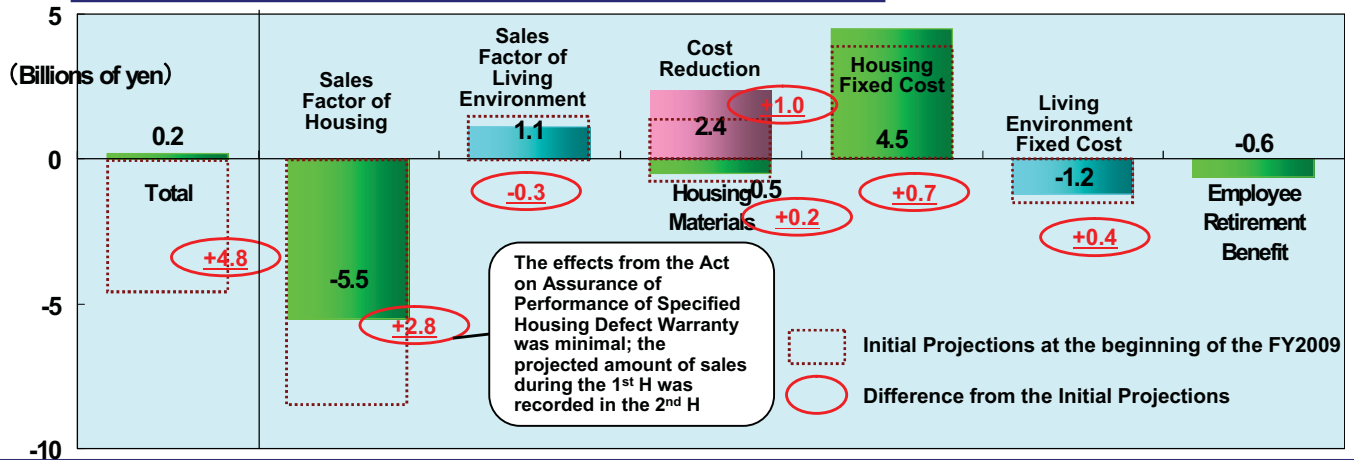
Receipts of Orders in Living environment Business: first-half records a year-on-year increase of 9%  
 Orders for solar panels: an 8-fold year-on-year increase

### Projections for housing orders unattained

Results for 1st-H: Actual numbers of housing orders received was -13% (1Q -18%, 2Q -8%),  
 Unit price increased by 1 % year on year

\*Initial projection for 1st-H: Actual numbers of housing orders received was 90% , Unit price was 100%(year-on-year)

### Analysis of Operating Income for the 1<sup>st</sup> H of FY2009 (year-on-year)



## Key Measures for the Second Half of FY2009

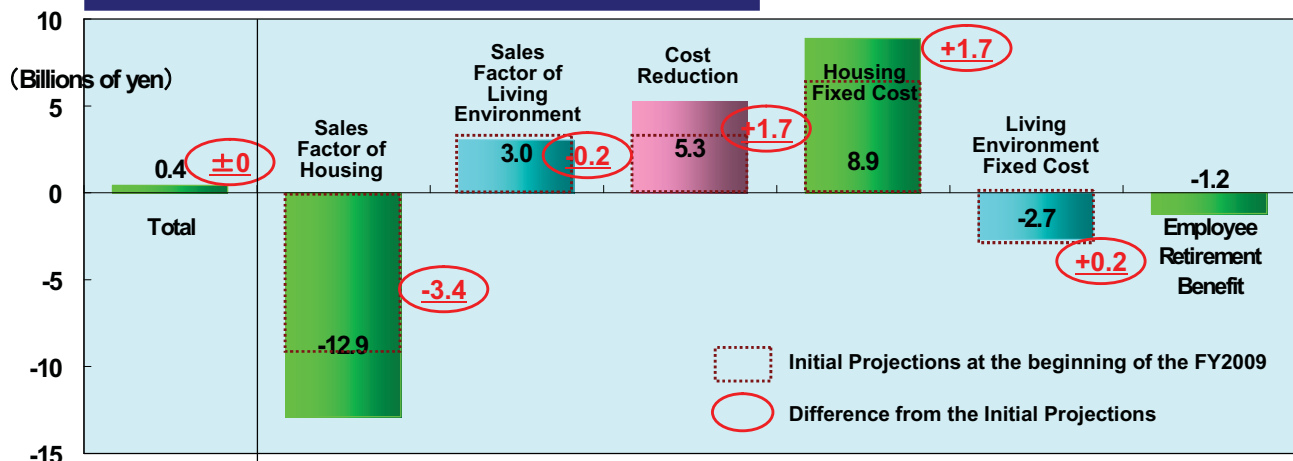
Meet projection of housing orders set in second-half (inclusive of securing the balance of end-of-year housing orders)

Covering deficiency in housing orders for first-half and lowering break-even point by cutting costs as well by reducing fixed costs that was projected

Improvement of sales force of Living Environment Business for further growth

Quickly raising efficiency level of transferred Personnel (200 employees transferred in 1<sup>st</sup> H, 90 more planned for 2<sup>nd</sup> H)

### Analysis of Operating Income for FY2009 (year-on-year)





## Measures to acquire housing orders in 2<sup>nd</sup> H of FY2009

### Analysis of 1<sup>st</sup> H

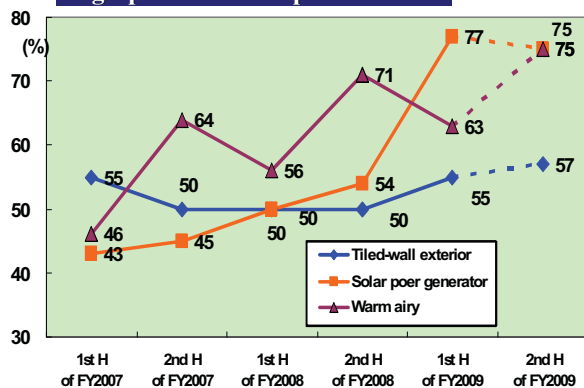
#### Market environment

- Pace of recovery was slower than expected
- Intensified price competition due to stagnant demand
- Demand for housing rehabilitation especially weak
- Consumers' demand for high performance and affordable housing strongly felt

#### Company trend

- Strong results in receipt of orders for cost-performing products
- Results for 1<sup>st</sup> H: y-o-y increase of 18%
- Succeeded in creating a customer-base by demonstrating high performing products

### Sales percentages of homes with high-performance option



Revised numbers of housing orders: 2<sup>nd</sup> H +10% (3Q +17%, 4Q +4%)

### Market forecast for 2<sup>nd</sup> H

- Pace of recovery is slow due to lack of confidence in economy, but gradual improvement expected
- Consumers' demand for affordable housing will further intensify
- The penetration of preferential taxation policy for each housing-related category will provide a push in decision making
- Demand for solar panel homes will increase due to effects from subsidies and the purchasing of electricity at fixed-prices
- Demand for high performing and highly durable homes will increase due to the start of certification of long-term good housing

### Measures to acquire housing orders in 2<sup>nd</sup> H

#### Capturing the price volume zones

Introducing cost-performing products that is of high performance and that gives a sense of affordability

Launching "Shin Parfait" in October

Launching Two-U "MIOLE" in October

Strengthening abilities for customer attraction and closing by implementing individual campaigns and pricing policies

Launching "Warm Heim Campaign" from November to February

Extension of "Solar Heim Campaign" throughout December

Implement pricing measures through integrated operations of production and sales

Strengthening differentiation through improved options in high performing products

Thoroughly demonstrate benefits of high capacity solar panels  
\*Loaded with an average of 4.4kw during 1<sup>st</sup> H

Introducing new "Comfort airy"

\*The average of housing orders during the first-half of FY 2009 for solar panel homes



# Financial Results

## for the Second Quarter of FY2009

**Hideo Tagashira**  
**Managing Executive Officer**  
**Responsible for Corporate Finance & Accounting Department**

#### Number of Consolidated Companies

	September 30, 2009	March 31, 2009	Difference
Consolidated Companies	154	150	+ 7 Newly Consolidated Subsidiaries - 3 Merger, Liquidation
Companies in Equity Method	8	8	

#### Influence of Change in the Number of Consolidated Companies

(Billions of yen)

Net Sales	+4.2	SPR Europe +3.3* XenoTech +0.8 * ADI +0.2 **
Operating Income	-0.6	SPR Europe -0.3 XenoTech -0.1 ADI -0.2

\* Newly consolidated from the third quarter of FY2008, \*\* Newly consolidated from the second quarter of FY2009


**Summary of Profit and Loss**

(Billions of yen)

	1 <sup>st</sup> H of FY2009	1 <sup>st</sup> H of FY2008	Difference	
Net Sales	405.8	472.9	-67.1	(-71.4)*
Gross Income of Sales	117.2	129.3	-12.1	
Gross Income Rate	28.9%	27.3%	1.6%	
Selling, Gen. and Admin. Expenses	105.6	111.0	-5.4	
Operating Income	11.5	18.3	-6.8	(-6.2)*
Investment Income by Equity Method	0.5	0.5	-0.1	
Other Non-operating Income and expenses	-2.0	0.4	-2.4	
Recurring Income	9.9	19.2	-9.2	Foreign Exchange Loss (Gain) : -0.9
Extraordinary Income	0.6	-	0.6	
Extraordinary Loss	4.2	3.8	0.4	
Income before Income Taxes	6.3	15.4	-9.1	
Corporate Income Tax etc.	3.7	5.5	-1.8	
Income for Minority Shareholders	0.7	0.4	0.4	
Net Income	1.9	9.5	-7.6	
Dividend (yen/share)	5	7	-2	

\*Excluding the influence from newly consolidated subsidiaries


**Net Sales and Operating Income by Company**

(Billions of yen)

	1 <sup>st</sup> H of FY2009		1 <sup>st</sup> H of FY2008		Difference	
	Net Sales	Operating Income	Net Sales	Operating Income	Net Sales	Operating Income
Housing	196.4	8.8	211.9	8.6	-15.5	0.2
UIEP	89.6	-3.7	109.2	-0.3	-19.5	-3.4
HPP	111.3	6.8	141.2	10.7	-29.8	-3.9
Others	19.1	0	23.0	-0.6	-3.8	0.6
Eliminations or Unallocatable Accounts	-10.7	-0.4	-12.3	-0.2	1.6	-0.2
Total	405.8	11.5	472.9	18.3	-67.1	-6.8


**Balance Sheet (Assets)**

(Billions of yen)

	September 30, 2009	March 31, 2009	Difference
Cash and Deposits	41.9	40.8	1.1
Account Receivable on Sales	135.6	142.4	-6.7
Inventories	110.4	120.0	-9.7
Other Current Assets	37.2	27.3	10.0
Tangible Fixed Assets	249.8	238.8	10.9
Intangible Fixed Assets	34.6	33.8	0.8
Investment Securities	120.3	109.9	10.3
Investment & Other Assets	45.3	43.4	1.9
<b>Total Assets</b>	<b>775.0</b>	<b>756.5</b>	<b>18.5</b>

 Interlayer Film  
Facilities (EU) +3.4  
Taga New Plant +6.2

 Acquisition of PVA  
Resin Business +12.7

**Balance Sheets (Liabilities & Net Assets)**

(Billions of yen)

	September 30, 2009	March 31, 2009	Difference
No Interest Bearing Liabilities	291.3	296.3	-5.1
Interest Bearing Liabilities	143.3	129.4	13.9
<b>Total Liabilities</b>	<b>434.6</b>	<b>425.7</b>	<b>8.9</b>
Capital Stock etc.	209.3	209.3	0
Retained Earning	147.3	146.9	0.3
Treasury Stock	-10.8	-10.8	0
Unrealized Holding Gain on Securities	-7.0	-11.2	4.3
Minority Shareholders' Interests	8.9	8.3	0.6
Other Net Assets	-7.3	-11.8	4.6
<b>Total Net assets</b>	<b>340.4</b>	<b>330.7</b>	<b>9.7</b>
<b>Total Liabilities, Net assets</b>	<b>775.0</b>	<b>756.5</b>	<b>18.5</b>

 Debts Payable +24.3  
CP -20.0  
Bonds +10.0

 Foreign Currency  
Translation  
Adjustment +4.5


**Consolidated Cash Flow**

(Billions of yen)

	1 <sup>st</sup> H of FY2009	1 <sup>st</sup> H of FY2008
Cash Flows from Operating Activities	29.2	27.4
Cash Flows from Investing Activities	-37.1	-21.1
Cash Flows from Financing Activities	8.7	-4.9
Net Increase in Cash and Cash Equivalents	2.1	0.9
Cash and Cash Equivalents at the End of Term	42.6	31.1
Free Cash Flow =Cash Flows from Operating Activities +Cash Flows from Investing Activities -Dividends Paid	-9.6	2.0


**Depreciation and Capital Expenditure**

(Billions of yen)

	Depreciation			Capital Expenditure		
	1 <sup>st</sup> H of FY2009	1 <sup>st</sup> H of FY2008	Differ- ence	1 <sup>st</sup> H of FY2009	1 <sup>st</sup> H of FY2008	Differ- ence
Housing	4.0	4.4	-0.4	3.1	3.1	-0.1
UIEP	3.6	3.5	0.1	2.8	3.1	-0.3
HPP	7.4	8.4	-1.0	18.2	7.1	11.1
Others	1.0	1.1	-0.1	0.3	1.1	-0.8
Eliminations or Unallocatable Accounts	0.3	0.3	0	0.3	0.5	-0.2
Total	16.3	17.7	-1.3	24.7	15.0	9.7



(Billions of yen)

	FY2009 (Projection)	FY2008 (Actual)	Difference
Net Sales	860.0	934.2	-74.3
Gross Income of Sales	248.0	253.8	-5.8
Gross Income Rate	28.8%	27.2%	1.6%
Selling, Gen. and Admin. Expenses	218.0	220.2	-2.2
Operating Income	30.0	33.6	-3.6
Investment Income by Equity Method	1.3	1.4	-0.1
Other Non-operating Income and expenses	-5.3	-5.6	0.3
Recurring Income	26.0	29.4	-3.4
Extraordinary Income	0.6	0.7	-0.1
Extraordinary Loss	5.6	17.3	11.7
Income before Income Taxes	21.0	12.8	8.2
Corporate Income Tax etc.	8.5	11.5	-3.0
Income for Minority Shareholders	1.5	0.3	1.2
Net Income	11.0	1.0	10.0
Dividend (yen/share)	10	10	0


**Net Sales and Operating Income by Company**

(Billions of yen)

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Others	43.0	-0.5	46.2	-0.7	-3.2	0.2
Eliminations or Unallocatable Accounts	-26.0	-1.0	-24.3	-0.3	-1.7	-0.7
Total	860.0	30.0	934.2	33.6	-74.3	-3.6



(Billions of yen)

	FY2009 (Revised Projection)	FY2008 (Actual)	Difference
Depreciation	34.0	36.5	-2.5
Capital Expenditure	43.0	34.5	8.5
Research and development Expenditure	25.0	25.4	-0.4



(Billions of yen)

	FY2009 (Revised Projection)	FY2008 (Actual)	Difference	FY2009 (Initial Projection)
Net Sales	860.0	934.2	-74.3	860.0
Operating Income	30.0	33.6	-3.6	27.5
Recurring Income	26.0	29.4	-3.4	24.5
Net Income	11.0	1.0	10.0	10.0



**Disclaimer :** This presentation may contain forward-looking statements. Such forward-looking statements are based on current expectations and beliefs and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those expressed or implied by such statements due to changes in global economic, business, competitive market and regulatory factors.

### Major Indicator

#### 1.Exchange Rate

	FY2008		FY2009		
	1 <sup>st</sup> Half	2 <sup>nd</sup> Half	1 <sup>st</sup> Half (Projection)	1 <sup>st</sup> Half (Actual)	2 <sup>nd</sup> Half (Projection)
U.S. Dollar (Yen / U.S. dollar)	104	98	95	90	90
Euro (Yen / euro)	149	130	125	132	132

\*Recurring Income bases

#### 2.Naphtha Price

	FY2008				FY2009			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Domestic Naphtha Price (Yen / KL)	70,900	85,800	52,000	27,000	33,300	41,000	41,000	41,000

\*Domestic Naphtha Price after 2<sup>nd</sup> Q of FY2009 are based on a forecast

#### 3.Housing Starts

	FY2007			FY2008			FY2009		
	1 <sup>st</sup> H	2 <sup>nd</sup> H	Annual	1 <sup>st</sup> H	2 <sup>nd</sup> H	Annual	1 <sup>st</sup> H	2 <sup>nd</sup> H	Annual
Housing Stars (Thousands of units)	533	502	1,036	581	458	1,039	391	459	850

\*The housing starts after 1<sup>st</sup> Half of FY2009 are based on a forecast

## Housing Company Results and Plan

### 1. Main data in Housing business

		FY2009			FY2008			FY2007
		1st H	2nd H (Plan)	Annual (Plan)	1st H	2nd H	Annual	Annual
CONSOLIDATED	Sales (Billions of yen)	196.4	201.6	398.0	211.9	212.6	424.5	420.0
	Housing	145.6	147.4	293.0	163.1	163.9	327.1	326.7
	Houses	139.3	140.7	280.0	155.4	157.9	313.3	312.3
	Land	6.3	6.7	13.0	7.8	6.1	13.8	14.4
	Living environment	50.8	54.2	105.0	48.8	48.6	97.4	93.3
	Refurbishing	34.6	36.1	70.7	32.8	32.8	65.7	63.5
	Interior-Exterior	2.3	3.1	5.4	2.7	2.4	5.1	5.6
Real estate	13.8	15.0	28.8	13.3	13.4	26.7	24.2	
OTHERS	1.Number of houses sold (housing units)	6,120	6,550	12,670	6,900	7,650	14,550	14,350
	Detached houses	4,700	4,850	9,550	5,000	5,300	10,300	10,100
	Heim	3,850	3,950	7,800	4,050	4,300	8,350	8,050
	Two-U	850	900	1,750	950	1,000	1,950	2,050
	Apartments	1,420	1,700	3,120	1,900	2,350	4,250	4,250
	2. Main data							
	Prices<Sales subsidiaries : Detached houses>/Unit (Millions of Yen)	29.6	-	-	29.5	29.4	29.5	29.3
	Prices<Sales subsidiaries : Detached houses>/Tsubo(3 3m <sup>2</sup> ) (Thousands of Yen)	753	-	-	739	745	743	734
	Floor space (m <sup>2</sup> )	129.7	-	-	131.7	130.3	131.0	131.7
	Exhibition places (Unit: Structure)	393	-	385	416	-	407	438
	Sales staff (Number of person)	2,325	-	2,265	2,463	-	2,327	2,370
	Replacement ratio (%)*	31	34	33	36	35	35	36
	Referral sales ratio (%)*	35	36	36	34	35	34	34

\* Replacement ratio and Referral ratio are based on time of orders- received.

### 2. Housing order

(Millions of yen)

	FY2009			FY2008			FY2007		
	1st H	2nd H (Plan)	Annual (Plan)	1st H	2nd H	Annual	1st H	2nd H	Annual
Backlogs at beginning	136,100	140,600	-	153,000	159,400	-	150,000	144,300	-
Growth Rate	-11%	-12%	-	+2%	+11%	-	-1%	-8%	-
New Orders	180,754	192,421	373,175	197,277	169,808	367,085	186,646	197,786	384,432
Growth Rate	-8%	+13%	+2%	+6%	-14%	-4%	-6%	+3%	-2%
Sales of houses	176,254	179,921	356,175	190,877	193,108	383,985	192,346	189,086	381,432
Growth Rate	-8%	-7%	-7%	-1%	+2%	+1%	-1%	-5%	-3%
Balance at the end	140,600	153,100	-	159,400	136,100	-	144,300	153,000	-
Growth Rate	-12%	+13%	-	+11%	-11%	-	-8%	+2%	-

### 3. Housing starts

(in number of unit)

	FY2009			FY2008			FY2007
	1st H	2nd H (Plan)	Annual (Plan)	1st H	2nd H	Annual	Annual
Housing starts*	391,000	459,000	850,000	580,964	458,216	1,039,180	1,035,598
Privately-owned houses* (included in above)=A	151,000	135,000	286,000	175,676	134,988	310,664	311,803
Sales by our company	6,120	6,550	12,670	6,900	7,650	14,550	14,350
Detached house sales by our co.=B	4,700	4,850	9,550	5,000	5,300	10,300	10,100
Our share in Detached houses=B/A	3.1%	3.6%	3.3%	2.8%	3.9%	3.3%	3.2%

\*"The housing starts" and "Privately owned houses" after 1st H of FY2009 are based on a forecast

### 4. The ratio of the houses equipped with the high- performance specifications

	FY2009			FY2008			FY2007
	1st H	2nd H (Plan)	Annual (Plan)	1st H	2nd H	Annual	Annual
Photovoltaic generation systems installed	77%	75%	76%	50%	54%	52%	43%
Tiled exterior wall (Heim type JX)	55%	57%	56%	50%	50%	50%	52%
All electric model	93%	93%	93%	91%	92%	91%	88%
Warm Airy	63%	75%	70%	56%	71%	64%	55%