

Presentation of Financial Results for the Second Quarter of FY2011

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SEKISUI CHEMICAL CO., LTD.

27 October, 2011

Summary of Profit and Loss

(Billions of yen)

	1H FY2011	1H FY2010	Difference	1H of FY2011 Plan*
Net Sales	471.4	446.2	25.2	472.0
Operating Income	24.7	20.2	4.5	23.0
Ordinary Income	25.2	20.5	4.6	23.0
Net Income	13.3	8.9	4.4	11.0
Dividend per Share (Yen)	7	5	2	7

*1H of FY2011 plan: Plan announced at the 1Q FY2011 results meeting



Net Sales and Operating Income by Company

(Billions of yen)

	1H of FY2011		1H of FY2010		Difference		Difference from 1H FY2011 Plan*
	Net Sales	Operating Income	Net Sales	Operating Income	Net Sales	Operating Income	Operating Income
Housing	219.4	14.4	208.1	11.8	11.3	2.5	1.4
UIEP**	93.7	-0.6	89.2	-2.5	4.4	1.9	0.4
HPP***	150.4	10.9	139.9	11.3	10.5	-0.5	-0.6
Others	20.1	-0.3	21.6	-0.2	-1.5	-0.1	0.3
Eliminations or Unallocatable Accounts	-12.1	0.3	-12.6	-0.2	0.5	0.5	0.2
Total	471.4	24.7	446.2	20.2	25.2	4.5	1.7

* 1H FY2011 Plan: Plan announced at the 1Q FY2011 results meeting **UIEP : Urban Infrastructure & Environmental Products Company

***HPP : High Performance Plastics Company

Housing: Revenue and profit rose due to the improved marginal profit resulting from the expanded sales volume of housing units and sales in the Living Environment business and the progress in cost-reduction efforts.
UIEP: Revenue increased on expanding sales volumes and the securing of profit margins, particularly for the core PVC products. Operating income also improved year on year.
HPP: Sales increased, but profits edged down due to one-time costs from new consolidations and the forex impact.



1. Leveraged the domestic core businesses

-Securing a plentiful order backlog at the beginning of the year led to the solid sales results. First half orders exceeded last year's first half level (Housing)

-Volume increased partially due to the reconstruction demand (UIEP)

2. Sales prices and cost reductions fully offset the rises in raw material and component costs

3. Advanced in preparing for business growth and revenue base fortification for next fiscal year and beyond

Business Growth and Revenue Base Fortification

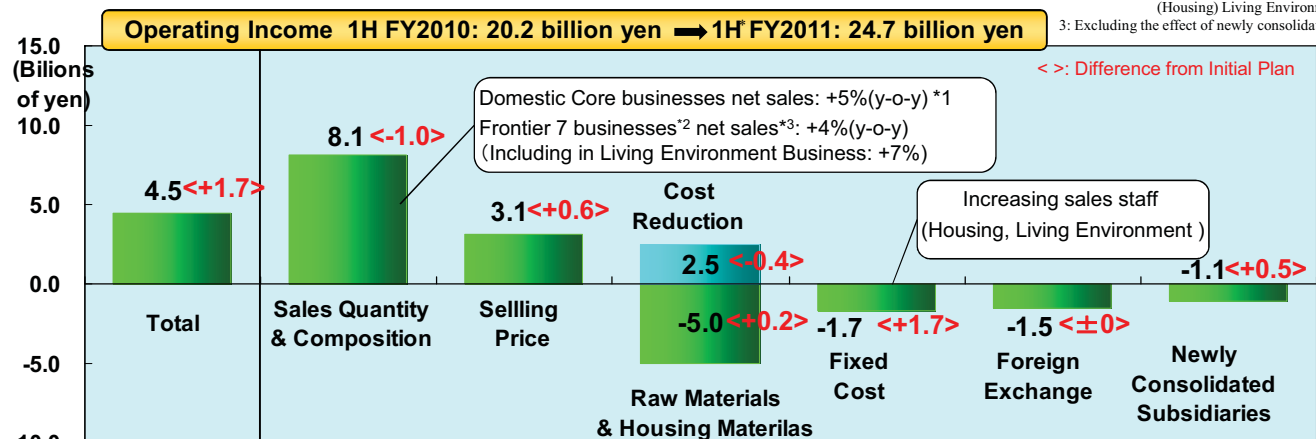
	Field	Measures
Expansion of Strategic Business Fields	IT	Expansion of the IT-related business by acquiring an ITO film business
	MD	Start of full-fledged development of overseas operations, using the acquired major U.S. diagnostic reagents business as a starting point
Strengthen of Core Business	Housing	Shift to the integrated production and sales operations in Tokyo, Chubu, and Kinki
	Housing	Full-fledged development of the housing business in Thailand (large expansion of production capacity)
	UIEP	Business alliance with Swing Corporation, Construction of the "full-package" order system

Analysis of Operating Income for the 1H of FY2011 (YoY)

*1 Domestic Core Business: Housing Business, UIEP (Domestic Core Business)

*2 Frontier 7 Businesses: (HPP) AT related business, IT related business, Medical related business, (UIEP) Pipeline Renewal business, Water infrastructure business (overseas), Performance materials business, (Housing) Living Environment business.

3: Excluding the effect of newly consolidated subsidiaries



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

Market

- Domestic demand recovered from the impact of the disaster; business slowed from an uncertain economic outlook and other factors
- The economic growth and expansion continued in developing countries in Asia and other regions, but the pace slowed somewhat
- The recovery pace slowed in the U.S. on slowing growth in private consumption and in other sectors
- Fiscal problems and other issues caused an economic slowdown in Europe

- The Japanese yen sustained historical high levels versus the U.S. dollar and euro
- Key raw material prices stabilized

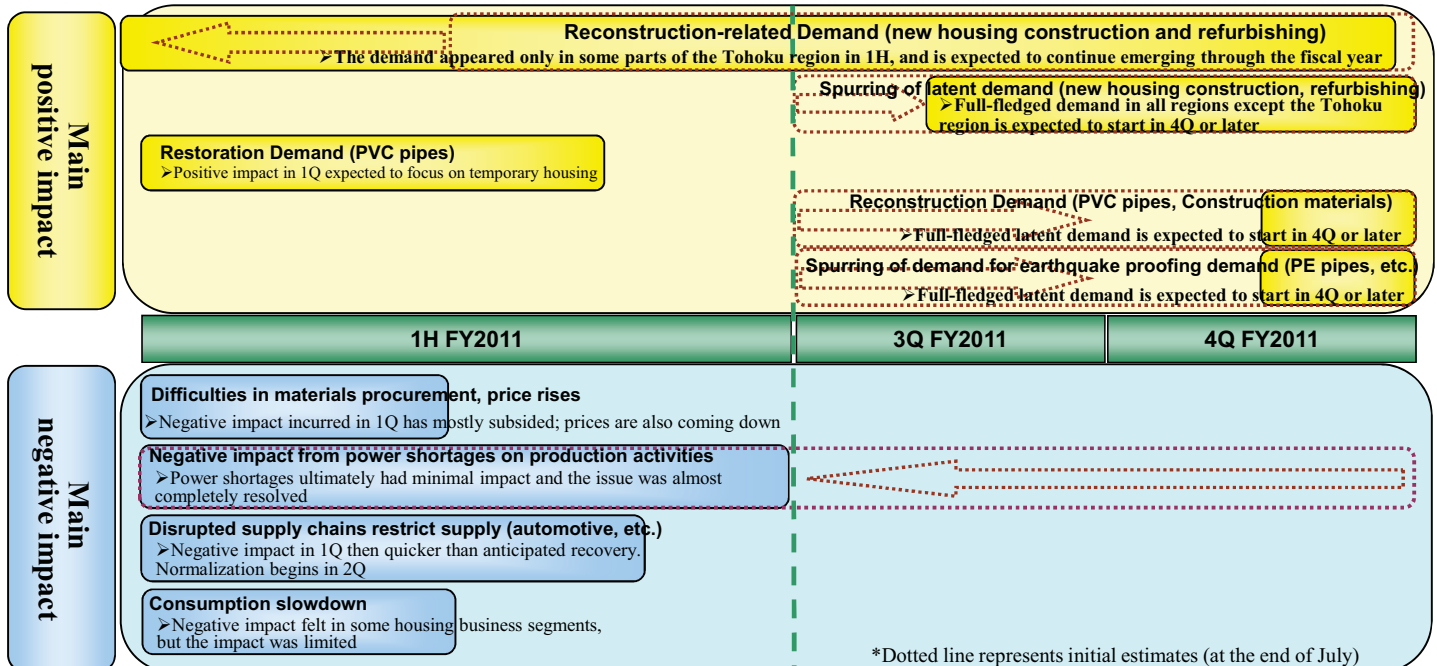
Progress Report on Main Businesses

	Business Field	Progress in 1H
Global Businesses	Automobile Field	Sales rose year on year by capturing demand in developing countries, overcoming the impacts from the strong yen and reduced domestic auto production in 1Q due to supply chain problems * In 1H FY2011, sales for AT-related business rose 1% (y-o-y)
	IT & Electronics Material Field	Sales of fine chemical products rose year on year, despite impacts from stockpiling inventories by clients in 1Q and LCD panel production adjustments in 2Q Sales of optical materials (tapes) declined, due to production adjustments for TV, mobile phones, and other end products * In 1H FY2011, sales for IT-related business fell 2% (y-o-y)
	Medical Field	Sales rose year on year, as ongoing sales expansion for diagnostic reagents and testing equipment overcame the impact from reduced demand in disaster-stricken areas * In 1H FY2011, sales of Sekisui Medical Co., Ltd. in Japan rose 4% (y-o-y)
	Pipeline Renewal Field	The project backlog increased but some orders were delayed until 2H, due to the slowing economies in the U.S. and Europe * In 1H FY2011, sales of pipeline renewal business rose 18% (y-o-y)
Domestic Businesses	Water Infrastructure Field	Sales and volume rose year on year, partially due to the appearance of reconstruction demand focused on temporary housing * In 1H FY2011, sales of water infrastructure business (domestic) rose 6% (y-o-y)
	Housing Field	1H new housing construction orders exceeded our initial plan by capturing some restoration demand Sales of the Living Environment business achieved our target despite disaster-related impacts, including component shortages * In 1H FY2011, housing unit order rose 3% and sales of Living Environment business rose 7%

Expected Impact of Earthquake Damage (As of the End of 2Q)

- The lack of a concrete restoration policy delayed the emergence of restoration-related demand; full-fledged demand is expected to start next fiscal year
- The earthquake's overall negative impact was not as great as we had anticipated and had almost disappeared by the end of 1H

Impact on Net Sales (1H)
 HPP: -1.6 billion yen
 UIEP: +1.8 billion yen
 Housing: A negligible impact



Net Sales and Operating Income by Company

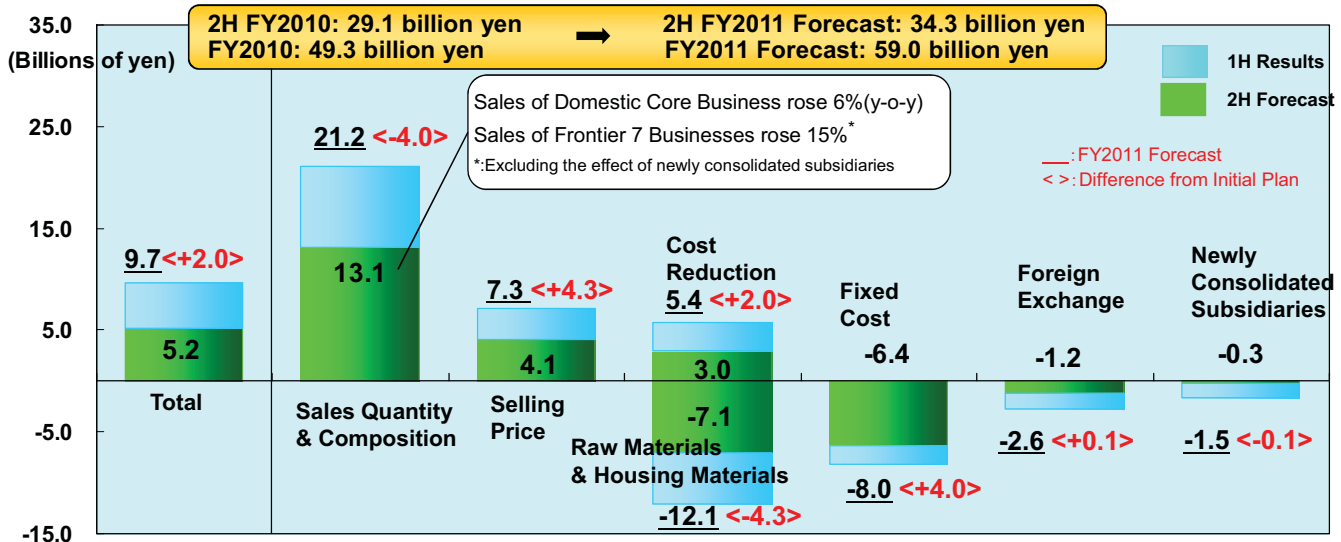
(Billions of yen)

	FY2011 (Revised Plan)		FY2010		Difference		FY2011 (Initial Plan)
	Net Sales	Operating Income	Net Sales	Operating Income	Net Sales	Operating Income	Operating Income
Housing	445.0	29.0	418.7	24.4	26.3	4.6	27.0
UIEP	206.0	5.0	195.6	1.5	10.4	3.5	5.0
HPP	314.0	26.0	281.6	24.4	32.4	1.6	26.0
Others	45.0	-0.7	43.1	-0.1	1.9	-0.6	-0.7
Eliminations or Unallocatable Accounts	-25.0	-0.3	-23.5	-0.8	-1.5	0.5	-0.3
Total	985.0	59.0	915.5	49.3	69.5	9.7	57.0

Key Measures for the Second Half of FY2011

1. Fortify the housing, water infrastructure, and other core domestic businesses; expand overseas sales of high value-added products
2. Maintain or raise sales prices and continue with cost reduction to steadily offset the rises in raw material and component costs
3. Increase investment return and establish a structure for strategic investment projects

Analysis of Operating Income for FY2011 (YoY)



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

Market

- Recovering domestic demand but risk of deteriorating business conditions from the strong yen and other factors
- Continuing overall brisk growth in developing countries in Asia and other regions
- Concern of eroding business conditions in the U.S. when economic stimulus policies expire at the fiscal year end
- Concern of worsening business conditions in Europe caused by the deepening debt problems

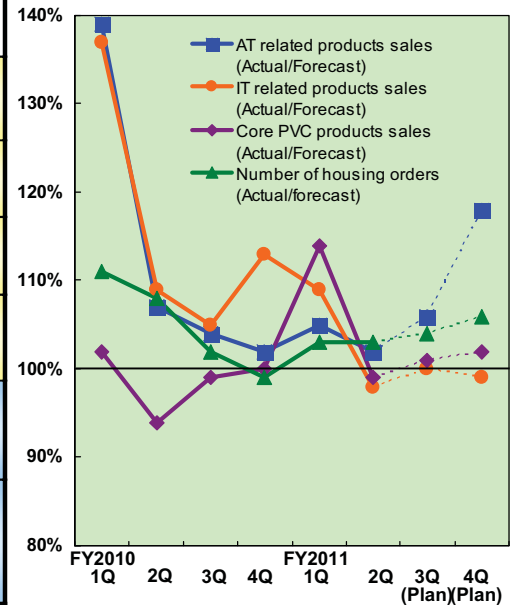
Risk

- The yen will remain strong versus the U.S. dollar and euro
- Key raw material prices stabilized
- Potential for demand fluctuation caused by the prolongation and reactivation of domestic various policies

Demand Estimates in Main Business

Business Field	Demand Estimates
Automobile Field	Forecast for increased demand from 1H and YoY as a result of continuing recovery in Japan from the impact of the reduced auto production and ongoing brisk demand in developing countries
IT & Electronics Material Field	Forecast for 1H market environment to continue in 2H Ongoing market growth for smart phones, tablets, and other devices
Medical Field	Forecast for demand growth from 1H to 2H, supported by post-earthquake market recovery and influenza-related demand
Pipeline Renewal Field	Forecast includes concern of declining public works demand in the U.S. and Europe due to fiscal budget tightening, but we expect steady budgets for restorative and renewal
Water Infrastructure Field	Increases in new housing construction starts, anti-seismic related demand, etc.
Housing Field	Forecast for the 2Q market environment to continue Continuing 1H trend of restoration-related demand emerging in some parts of the Tohoku region Government is still discussing possible extension or reactivation of support policies; at this stage, the potential impact is uncertain

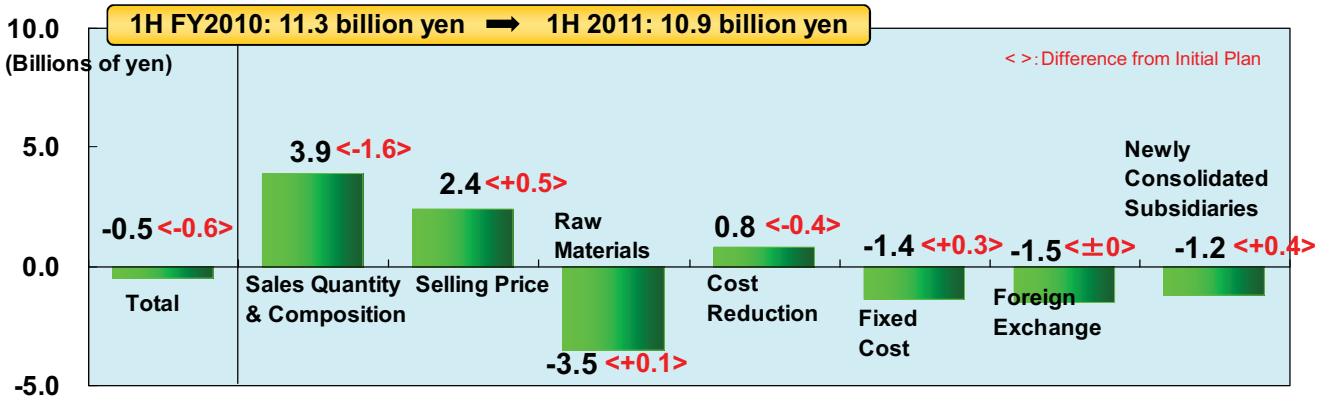
Sales and Orders in Main Businesses (y-o-y)



Overview for the First Half of FY2011

- IT** : -Sales volume of optical materials (tapes) fell short of our target due to weak demand for use in TVs and existing-model mobile phones
-Sales rose YoY for fine chemical products for LCD materials, despite the wide fluctuation in orders after the earthquake and the impact from the market conditions
- AT** : -Sales volume rose YoY as demand in developing countries overcame the reduced domestic auto production and forex impacts
-JV auto parts molding business established in India in anticipation of local market growth
- MD** : -Sales rose YoY, led by diagnostic reagents (but fell short of our target due to the earthquake)
-Operating infrastructure development for Sekisui Diagnostics

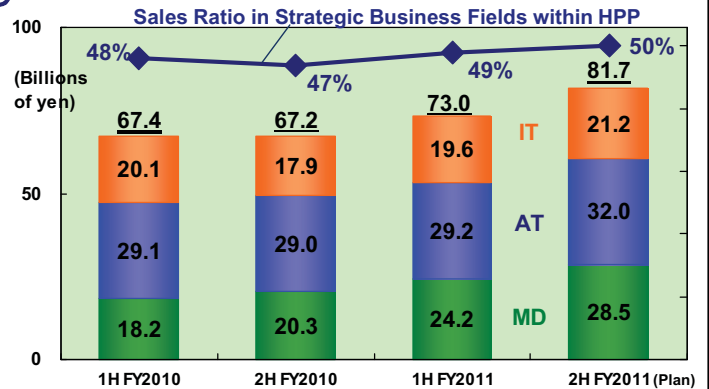
Analysis of Operating Income for the 1H of FY2011 (YoY)



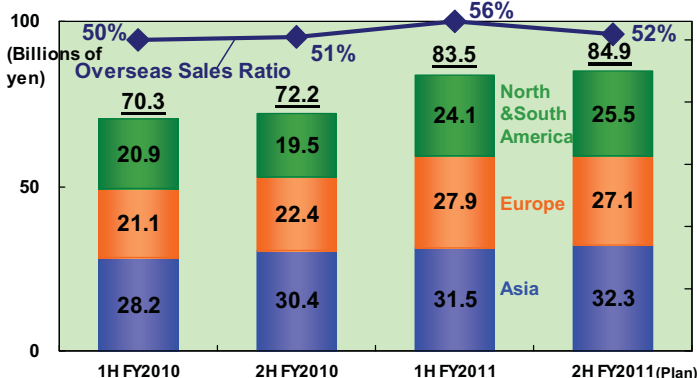
Key Measures for the Second Half of FY2011

- IT** : -Sales Expansion of optical materials for smart phones
-Establishment of a product expansion structure for ITO films (Sekisui Nano Coat Technology Co., Ltd.)
- AT** : -Sales expansion of high-performance interlayer films and a shift to overseas production (to avoid the forex impact)
-Broadening raw materials synergies for PVA (Sekisui Specialty Chemicals)
- MD** : -Aggressive expansion of the equipment business
-Realization of synergies overseas (Sekisui Diagnostics)

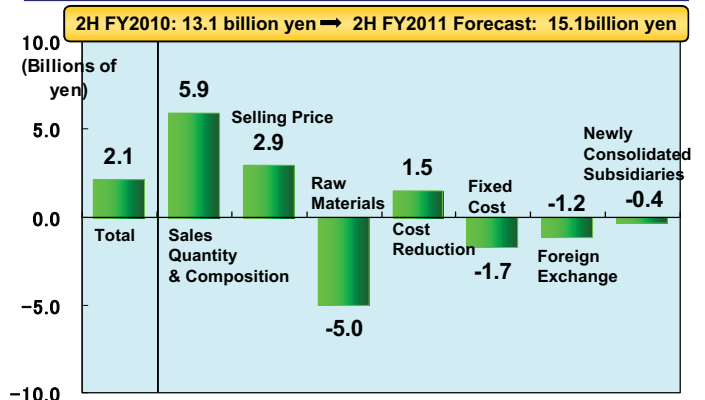
Sales in Strategic Business Fields



Overseas Sales



Analysis of Operating Income for the 2H of FY2011 (YoY)

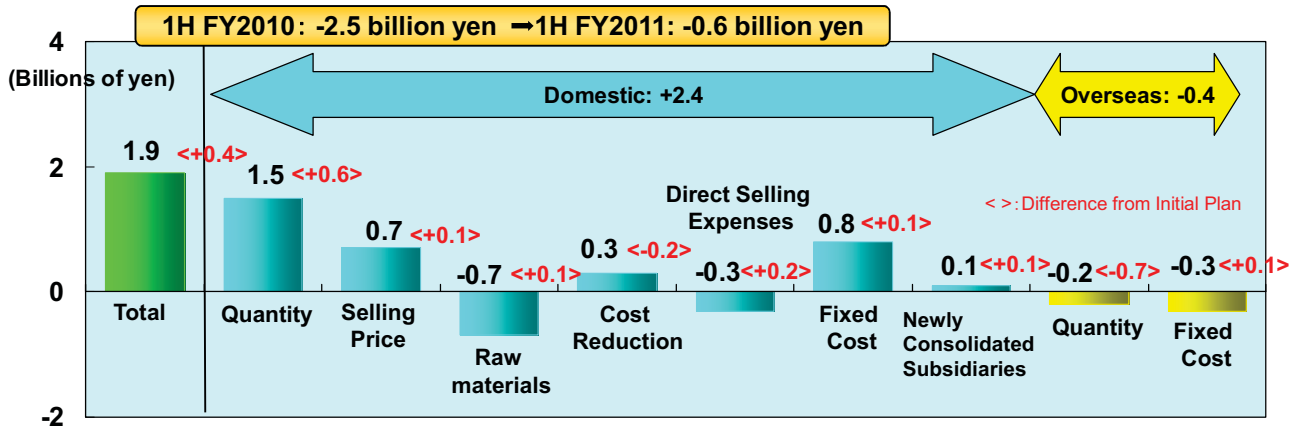


Overview for the First Half of FY2011

Domestic: Sales volume of core PVC products increased, with support from restoration demand
 Upward product price revisions (begun in May) to reflect rising raw material costs
 Progressed with structural preparation for the business model revision
 -Business alliance with Swing Corporation, Development of the value chain structure (assessment and diagnosis, design divisions)

Overseas: Fell short of our target due to the economic slowdowns in the U.S. and Europe. (Overseas Companies)
 Project backlog steadily increased (Pipeline Renewal business)

Analysis of Operating Income for the 1H of FY2011 (YoY)



Key Measures for the Second Half of FY2011

1. Acceleration of business model revision efforts

- Establishment of value chains in all businesses
- Broadening business domain from development of overall capabilities

2. Strengthen profitability for domestic businesses

- Securing of core PVC product volumes and margin
- Sales expansion of the frontier 7 growth products (pipeline renewal, PE pipes, insulation materials, etc.)

Growth Rates: Over 25%

3. Results attainment and expansion of the overseas business

- Progress establishing the value chain
- Develop overall capabilities (effective utilization of operating bases)

Participate in post-earthquake reconstruction

1. Creation of a business system specifically for the post-earthquake reconstruction

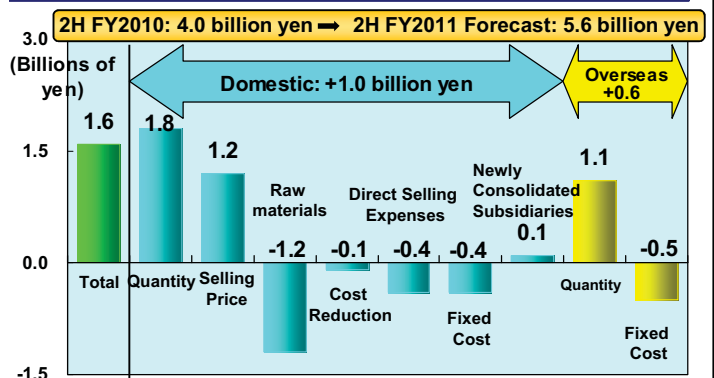
Full-fledged demand is expected to start next fiscal year

Net Sales and Operating Income in each Business Portfolio

(Billions of yen)

		FY2011		Difference	
		1H	Annual	1H	Annual
Domestic Core Businesses	Net Sales	50.5	107.8	2.7	5.1
	Operating Income	1.7	4.6	1.2	1.6
Domestic Growth Business	Net Sales	23.3	54.8	2.8	8.0
	Operating Income	-0.1	2.8	0.9	1.7
Overseas Business	Net Sales	13.4	34.1	0.1	4.7
	Operating Income	-1.0	0.3	-0.4	0.2

Analysis of Operating Income for the 2H of FY2011 (YoY)



Overview for the First Half of FY2011

1. Housing orders were slightly higher than our initial plan

In 1H FY2011, housing order rose 3% (y-o-y) (1Q: 3%, 2Q: 3%)*

*Housing order plan 1H FY2011: +2%(end of FY2010), +4% (after revised)

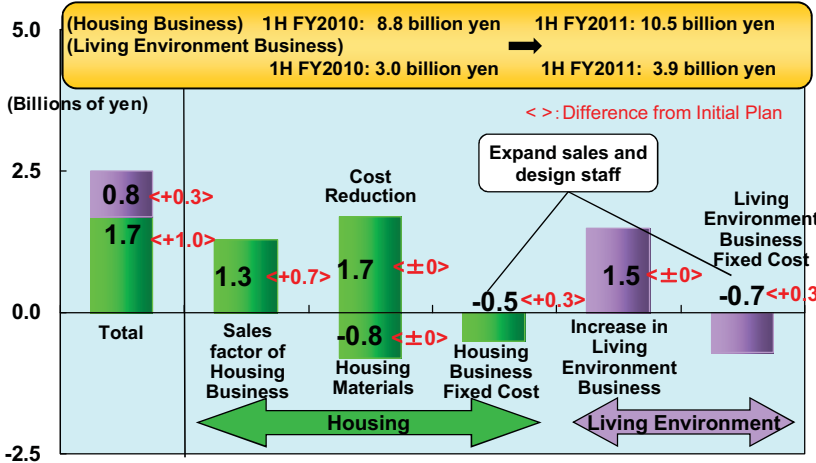
2. Sales of the Living Environment business achieved our target; the impact from the earthquake faded

In 1H FY2011, sales of Living Environment business rose 7% (y-o-y)

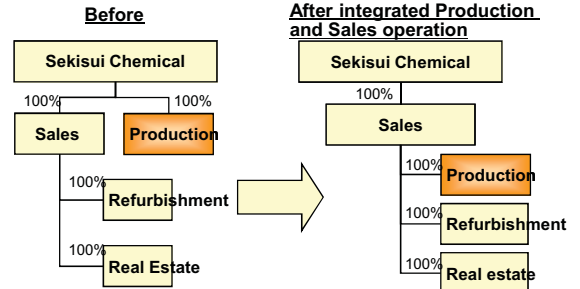
3. Responding to changes in the demand structure, we migrated to the integrated production and sales operations in Tokyo, Chubu, and Kinki areas

In July 2011, Progress integrating sales and production operations in the Tokyo, Chubu, Kinki regions

Analysis of Operating Income for the 1H of FY2011 (YoY)



Objectives of the Integrated Production and Sales Operations



Increase market shares in the areas (regions)

- Develop marketing catered to local area (regional) characteristics
- Pricing strategies for each area and popular products
- Flexible pricing setting for production options that differentiate the company
- Lower price setting on condition of off-season projects

Promoting efficient management

- Improve efficiency by interlinking sales, production, construction, and after-service operations
- Cost reduction by production leveling
- Further cost reduction in component and construction costs
- Restraining fixed costs by integrating operations

Key Measures for the Second Half of FY2011

1. Business growth and revenue base fortification for next fiscal year and beyond

2. Secure an order backlog at the beginning of the year for profit growth in next fiscal year

2H FY2011 Housing order plan (y-o-y) +5% (3Q: +4%, 4Q: +6%)*

* Housing order plan 2H FY2011 +8%(end of FY2010 forecast)

3. Further grow and solidify the business base of the Living Environment business

Living Environment Business Sales Plan: +10%(2H), +9%(Full year)

1. Enhance new sales staff capabilities

- Hiring of new recruits to expand sales staff completed (300 in the housing business, 70 in the refurbishing business)

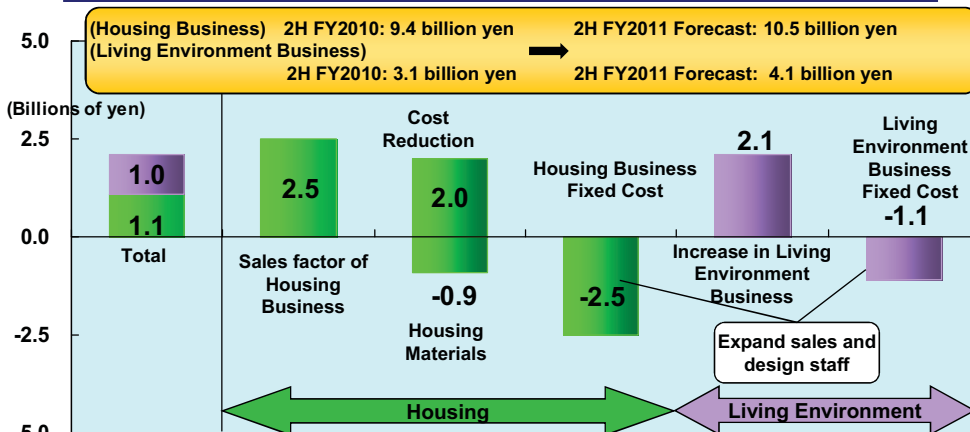
2. Respond to reconstruction demand, and strengthen regional strategies in Tokyo, Chubu, and Kinki

- Activate operations using the integrated production and sales operations in Tokyo, Chubu, and Kinki

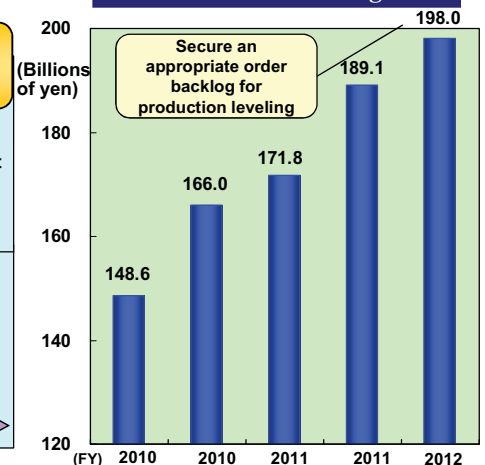
3. Strengthen the product strategy to fully highlight the leading product features

- Strengthen and expand sales of "Smart Heim"
- Fortify the lineup of products with "readily perceivable cost performance"

Analysis of Operating Income for the 2H of FY2011 (YoY)



Year-start Backlog



Measures to acquire housing orders in 2H

2Q market environment expected to continue in 2H

- The sluggish consumer sentiment in 2Q to continues due to weak stock markets, uncertain outlook, and other factors
- The potential impact from policies to stimulate home purchases is unknown because policy extensions have not been decided

Continuing emergence of restoration-related demand in some parts of the Tohoku region
- In 3Q, focus on follow-up services for the large number of customers that have applied for "Flat 35S" long-term fixed rate housing loans
- Growing demand for "homes with built-in solar power generation systems" and "energy-saving homes"

Measures to acquire housing orders

- **Respond to reconstruction demand, and strengthen regional strategies in Tokyo, Chubu, and Kinki**
- Concentrate on expanding sales by offering limited-area products for customers rebuilding homes
- **Expand sales of maximum energy-efficiency "Smart Heim" series of homes**
- Fully differentiate the company by highlighting the "zero utility cost" and leading product features
- **Fortify lineup of products with readily perceivable cost performance**
- Introduce the "Grant to you Frache" (Oct. 2011)
- Introduce the "bj" (renewal, Jan. 2012)
- **Use the "Warm Heim Campaign" to attract more customers**
- Respond to the anticipated decline in customer numbers in 3Q

Measures in Living Environment Business

1H FY2011

Sales of selected sales materials: +8% (y-o-y)
Sales of solar power generation systems: +21%(y-o-y)

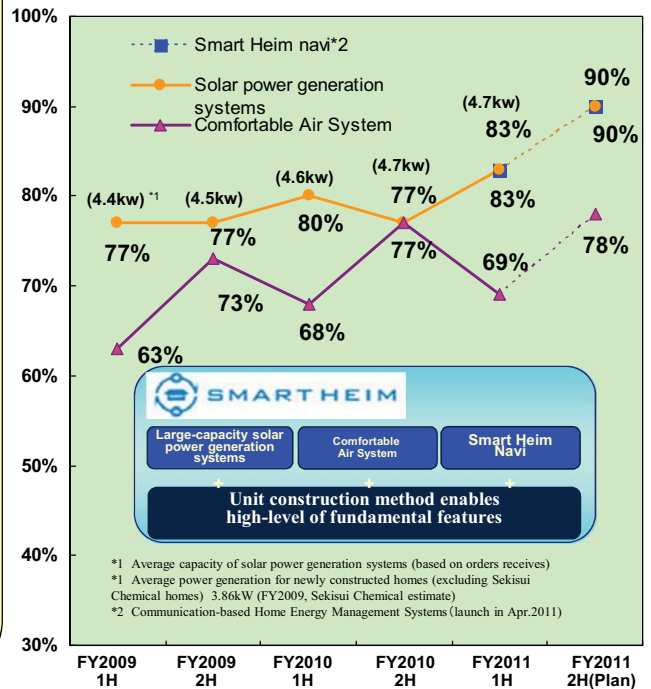
- **Continue expanding sales of selected sales materials**
- Expand sales of maximum energy-efficiency "Smart Heim Navi" and solar power generation systems
- Introduce the original "Warm Factory" products (Sep.)
- **Prepare for business base for growth beginning next fiscal year and beyond**
- Use our unique training system to quickly enhance new sales staff capabilities

2H FY2011 Plan

Housing Order: +5% (3Q: +4%, 4Q: +6%)*1*2
Sales of Living Environment Business: +10%*2

*1 2H FY2011 plan: +8%(end of FY2010), 2H FY2010: +1%
*2 year on year

Sales Percentages of Homes with High-performance Options



Financial Results

for the Second Quarter of FY2011

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



Number of Consolidated Companies

	September 30, 2011	March 31, 2011	Difference
Consolidated Subsidiaries	160	155	Sekisui Diagnostics (Former Genzyme Corporation, Diagnostic reagents business) Sekisui Nano Coat Technology Co., Ltd (Former Suzutora Corporation, ITO film for touch panels business), etc.
Affiliates (Equity Method)	8	8	-

Influence of Change in the Number of Consolidated Companies

(Billions of yen)

Net Sales	+8.3	Sekisui Diagnostics*
Operating Income	-1.2	Sekisui Nano Coat Technology Co., Ltd , etc. *

*Newly consolidated from the first quarter of FY2011


Summary of Profit and Loss

(Billions of yen)

	1H of FY2011	1H of FY2010	Difference	
Net Sales	471.4	446.2	25.2	(16.9)*
Gross Profit	140.0	130.5	9.6	
Gross Profit Rate	29.7%	29.2%	0.5%	
Selling, Gen. and Admin. Expenses	115.3	110.2	5.1	
Operating Income	24.7	20.2	4.5	(5.7)*
Equity in Earnings of Affiliates	0.6	0.8	-0.2	
Other Non-operating Income and expenses	-0.1	-0.5	0.4	
Ordinary Income	25.2	20.5	4.6	
Extraordinary Income	-	-	-	
Extraordinary Loss	2.7	2.6	0.1	
Income before Income Taxes	22.4	17.9	4.5	
Income Taxes	8.7	8.6	0.1	
Minority Interests	0.5	0.5	-0	
Net Income	13.3	8.9	4.4	
Dividend per Share (Yen)	7	5	2	

*Excluding the contribution from newly consolidated subsidiaries


Consolidated Cash Flows

(Billions of yen)

	1H of FY2011	1H of FY2010
Operating Activities Cash Flows	44.9	39.8
Investing Activities Cash Flows	-54.1* ¹	-14.7
Financing Activities Cash Flows	-3.9	-7.6
Net Increase in Cash and Cash Equivalents	-12.2* ²	15.8
Cash and Cash Equivalents at the End of Term	54.0	71.2
Free Cash Flow =Operating Activities Cash Flows +Investing Activities Cash Flows -Dividends Paid	-13.8	22.3

*1: Includes -11.9 billion yen in placement of time deposits, which are included in investing activities cash flow.

*2: The actual net increase in cash and cash equivalents amounted to 0.2 billion yen.


Balance Sheet (Assets)

(Billions of yen)

	September 30, 2011	March 31, 2011	Difference
Cash and Deposits	85.7	75.0	10.7
Account Receivable on Sales	142.8	148.0	-5.2
Inventories	134.8	117.9	16.9
Other Current Assets	29.4	38.7	-9.2
Tangible Fixed Assets	238.7	236.3	2.4
Intangible Fixed Assets	54.7	29.8	24.9
Investments in Securities	102.6	105.3	-2.7
Investments & Other Assets	41.3	39.3	2.0
Total Assets	830.0	790.2	39.8

 Newly Consolidated
Subsidiaries: +4.5
Housing: +3.4

Certificate of Deposit: -10.5

 Newly Consolidated
Subsidiaries: +7.5

 Newly Consolidated
Subsidiaries: +27.0

Balance Sheets (Liabilities & Net Assets)

(Billions of yen)

	September 30, 2011	March 31, 2011	Difference
No Interest Bearing Liabilities	337.1	315.6	21.5
Interest Bearing Liabilities	131.3	124.5	6.8
Total Liabilities	468.4	440.1	28.3
Capital Stock etc.	209.3	209.3	-0
Retained Earnings	181.7	172.7	9.0
Treasury Stock	-12.9	-13.0	0.1
Unrealized Holding Loss on Securities	-10.7	-8.2	-2.5
Minority Interests	11.1	9.7	1.4
Other Net Assets	-17.0	-20.4	3.4
Total Net Assets	361.6	350.0	11.5
Total Liabilities, Net Assets	830.0	790.2	39.8

 Advances Received:
+8.8

Bonds: +10.0

 Net Income: +13.3
Dividends Paid: -4.2


Depreciation & Amortization and Capital Expenditures

(Billions of yen)

	Depreciation & Amortization			Capital Expenditures		
	1H of FY2011	1H of FY2010	Difference	1H of FY2011	1H of FY2010	Difference
Housing	3.4	3.6	-0.2	3.7	3.1	0.6
UIEP	3.2	3.3	-0.1	2.3	2.5	-0.2
HPP	9.0	8.6	0.4	7.1	5.9	1.2
Others	0.9	0.9	-0	1.0	0.6	0.4
Eliminations or Unallocatable Accounts	0.3	0.3	0	0.2	0.3	-0.1
Total	16.9	16.8	0.1	14.3	12.4	1.9



(Billions of yen)

	FY2011 (Plan)	FY2010	Difference
Depreciation and Amortization	35.0	34.5	0.5
Capital Expenditure	36.0*	25.3	10.7
Research and Development Expenditure	25.0	24.7	0.3

*Expansion of production capacity at Taga Plant (HPP) and the plant in Thailand (Housing), etc.



(Billions of yen)

	FY2011 (Revised Plan)	FY2010	Difference	FY2011 (Initial Plan)
Net Sales	985.0	915.5	69.5	980.0
Operating Income	59.0	49.3	9.7	57.0
Recurring Income	57.5*	48.3	9.2	55.0
Income before Income Taxes	49.5	39.8	9.7	47.0
Net Income	28.0	23.6	4.4	26.0

* Highest recurring income forecast



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.

Housing Company Results and Plan

1. Main data in Housing business

		FY2011			FY2010			FY2009
		1H	2H (Plan)	Annual (Plan)	1H	2H	Annual	Annual
CONSOLIDATED	Net Sales (Billions of yen)	219.4	225.6	445.0	208.1	210.6	418.7	398.2
	Housing	156.6	160.4	317.0	149.5	151.5	301.0	292.4
	Houses	147.2	151.8	299.0	142.7	144.9	287.6	279.9
	Land	9.4	8.6	18.0	6.8	6.6	13.4	12.5
	Living Environment	62.8	65.2	128.0	58.6	59.1	117.7	105.8
	Refurbishing	43.6	45.9	89.6	40.9	41.0	81.8	72.2
	Interior-Exterior	2.8	3.0	5.9	3.0	2.7	5.8	5.4
	Real estate	16.3	16.3	32.6	14.7	15.4	30.1	28.2
OTHERS	1.Number of houses sold (Housing units)	6,330	6,650	12,980	6,020	6,600	12,620	12,600
	Detached houses	5,180	5,250	10,430	4,900	4,950	9,850	9,480
	Heim	4,170	4,250	8,420	4,090	3,980	8,070	7,740
	Two-U	1,010	1,000	2,010	810	970	1,780	1,740
	Apartments	1,150	1,400	2,550	1,120	1,650	2,770	3,120
	2. Main data							
	Prices<Sales subsidiaries : Detached houses>/ Unit (Millions of yen)	29.3	-	-	29.9	29.8	29.8	29.7
	Prices <Sales subsidiaries : Detached houses>/ Tsubo (3.3 Square meter) (Thousands of yen)	759	-	-	763	772	766	758
	Floor space (Square meter)	127.3	-	-	129.5	127.5	128.5	129.3
	Exhibition places (Units)	390	-	405	384	-	380	382
	Sales staff (Number of person)	2,301	-	2,230	2,217	-	2,131	2,212
	Rebuilding ratio (%)	36	36	36	31	33	32	33
	Referral sales ratio (%)	39	39	39	37	38	38	36

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

2. Housing orders

(Millions of yen)

	FY2011			FY2010			FY2009		
	1H	2H (Plan)	Annual (Plan)	1H	2H	Annual	1H	2H	Annual
Year-start Backlog	171,800	189,100	-	148,600	166,000	-	136,100	140,600	-
Growth Rate	+16%	+14%	-	+9%	+18%	-	-11%	-12%	-
New Orders	210,916	209,685	420,601	200,766	194,377	395,143	180,754	189,225	369,979
Growth Rate	+5%	+8%	+6%	+11%	+3%	+7%	-8%	+11%	+1%
Sales of houses	193,616	200,785	394,401	183,366	188,577	371,943	176,254	181,225	357,479
Growth Rate	+6%	+7%	+6%	+4%	+4%	+4%	-8%	-6%	-7%
Balance at the end	189,100	198,000	-	166,000	171,800	-	140,600	148,600	-
Growth Rate	+14%	+15%	-	+18%	+16%	-	-12%	+9%	-

3. Housing starts

(in number of unit)

	FY2011			FY2010			FY2009
	1H	2H (Plan)	Annual (Plan)	1H	2H	Annual	Annual
Housing starts*	448,000	432,000	880,000	407,885	411,125	819,010	775,277
Privately-owned houses* (included in above)=A	167,000	156,000	323,000	159,282	149,236	308,518	286,993
Sales by our company	6,330	6,650	12,980	6,020	6,600	12,620	12,600
Detached house sales by our company=B	5,180	5,250	10,430	4,900	4,950	9,850	9,480
Our share in Detached houses=B/A	3.1%	3.4%	3.2%	3.1%	3.3%	3.2%	3.3%

**"The housing starts" and "Privately-owned houses" after 1H of FY2011 are based on a forecast

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

	FY2011			FY2010			FY2009
	1H	2H (Plan)	Annual (Plan)	1H	2H	Annual	Annual
Solar power generation systems installed	83%	90%	86%	80%	77%	79%	77%
Tiled exterior walls (Heim type JX)	61%	63%	62%	59%	62%	61%	53%
All-electric housing	90%	92%	91%	92%	92%	92%	92%
Comfortable Air System	69%	78%	74%	68%	77%	73%	67%