

## Improving Social Value

**S** Customer Initiatives**Basic Approach**

The Sekisui House Group aims to deliver “the best quality and technology,” as stipulated in the Corporate Philosophy. For the Group, the “best quality” means earning the trust and satisfaction of our customers at every stage, including research and product development, sales, design, production, construction, and after-sales services. To achieve this, our employees continuously refine their skills to support this goal and actively pursue challenges in product development and proposals from the customer’s perspective. Since housing is an essential form of social capital, we are committed to our mission of providing customers with safe, secure, healthy, and comfortable housing. Accordingly, we strive for continuous improvement in quality management for products and services, as well as in after-sales services. Through these efforts, we aim to create high-quality housing stock for the future.

**Structure for Responsible Quality Management of Products and Service**

The Sekisui House Group is committed to ensuring the quality of its products and services to provide customers with safety, peace of mind, health, and comfortable living environments throughout their lives. In the event of serious quality issues due to unexpected human errors or other factors during our long support period, we have established a Quality Management Committee under the Risk Management Committee, which serves as an advisory body to the Board of Directors. This committee deliberates on risk identification and response measures from a specialized perspective. Under the Quality Management Committee, we have also formed quality review meetings focusing on five areas: products, design, production, construction, and customer satisfaction. Representatives from each Group company meet every two months to effectively manage quality-related risks and to implement preventive measures when necessary.

**Product Safety and Quality Management Initiative**

Quality management of products designed, developed, and produced by the Company is a crucial initiative that ensures the safety of the products we offer to our customers. Thus, we have established specific quality

standards for the products we develop. Through the accumulated knowledge gained from our corporate activities and research, we design products based on a wide range of quality standards. After thorough verification, we develop products and components that are safe, high-efficiency, and high-quality. At our domestic and overseas manufacturing facilities, we operate under a quality management system compliant with ISO 9001, adhering to our unique standards. To continuously improve and maintain construction quality, our site supervisors work together with construction managers and crafters from all Sekisui House Construction companies and partner building constructors during the construction phase. They establish an inspection framework based on their respective responsibilities to maintain and enhance construction quality.

**Product safety risk assessment in the design and development phase**

We have established design reviews where relevant departments discuss design details at each stage of the process—from planning and concept to basic design—using a special format to ensure there are no oversights in verification items. Specifically regarding safety, we thoroughly validate the designs, including prototypes, to confirm their validity. Additionally, we manage improvement requests related to product specifications and past issue information through a dedicated database, which is utilized in creating new designs and improving existing ones.

**Quality Management Certification**

In 1998, our entire Production & Procurement Division, including all domestic consolidated Group factories,<sup>1</sup> was the first in the industry to acquire certification under the ISO 9001 international quality management system standard. Since then, we have consistently maintained and updated this certification through regular audits.

<sup>1</sup> The Tohoku Factory, Kanto Factory, Shizuoka Factory, Hyogo Factory, and Yamaguchi Factory

**Product quality management initiatives in the production and manufacturing phase**

To ensure design quality at our production factories, we manage the four M’s related to production—man, machine, method, and material—while

producing and manufacturing our products. We continuously observe manufacturing conditions with monitoring devices. Inspectors from the Manufacturing Division conduct daily checks and quality inspections. We periodically confirm the performance of key structural elements such as welding, adhesion, and paint coating through the Quality Control Division. The progress and results of these activities are shared across all factories. We are promoting automation and digital transformation (DX) technologies in inspections, ensuring the management of inspectors’ qualifications, automating pass/fail determinations, preventing omissions, and utilizing inspection records. Furthermore, we conduct periodic mutual audits between factories to eliminate discrepancies and maintain high-quality standards.

**Quality maintenance and improvement initiatives in the construction phase**

To achieve customer satisfaction, we are committed to maintaining and improving construction quality through collaboration among all Company business sites, Group companies involved in construction (Sekisui House Construction companies), and partner building constructors.

**Sekisui House Chief Technician Certification**

The Sekisui House Chief Technician Certification evaluates the skills of construction technicians fairly and accurately. Established in 1983 as a voluntary certification system by the Sekisui House Cooperation Association, it became the first certification in the construction and housing industry to receive ministerial authorization in April 1985, aligning it with national standards. Sekisui House supports the administration of this certification examination.

The examination, held annually, covers three areas: foundation work, framing/exterior work, and interior finishing. In FY2024, 146 individuals passed the certification. To date, over 16,400 technicians have been certified, significantly contributing to the maintenance and improvement of construction quality as onsite work leaders.



The blue construction helmet is worn by certified Sekisui House Chief Technicians