



Noriaki Tsuji

Haseko Corporation
Chairman and Director

To our stakeholders

The Corporate Philosophy of the Haseko Group is “To contribute to society by creating an optimal environment for cities and people.” Under this philosophy, we have been supported by our customers and other stakeholders as a corporate group for housing to create great living. Toward a “further leap forward as a corporate group for housing to create great living,” which is what the Company aims to be for the fiscal year ending March 31, 2030, our goal is to provide safe, secure, and comfortable housing. We hope to serve society and our stakeholders by striving to promote initiatives that align with Japan’s circumstances in the future, such as those for providing environmentally-friendly housing and housing for the elderly with a focus on for-sale condominiums; and for carrying out redevelopment, reconstruction, and other projects.

While we continue to work toward resolving social issues, we will step up initiatives for future growth by strengthening the competitiveness of core businesses, expanding investment in the Real Estate-Related Business, and investing in DX and human assets, all of which are focused strategies set out in Plan NS, which has entered its final fiscal year. Additionally, we are committed to advancing our progress as a sustainable corporate group by implementing management with a keen awareness of capital efficiency through accelerated growth strategy investment and enhanced shareholder returns, while maintaining a strong financial base, as well as proactively working toward sustainability by further enhancing cooperation between Group companies and demonstrating our comprehensive abilities.

The Haseko Group Philosophy

Corporate Philosophy

To contribute to society by creating an optimal environment for cities and people.

Principles of Conduct

1. **Customers First:** To provide the highest quality and best services to customers
2. **Sincerity:** To work with sincerity and earn customer trust
3. **Challenge:** To create new domains by exercising our comprehensive strengths and ability to take action
4. **Thankfulness and Pride:** To be always thankful, and work with confidence and pride
5. **Integrity:** To be a responsible societal citizen with ambition and integrity

Group Slogan

Aiming to become a corporate group for housing to create great living

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Editorial policy

The Haseko Group Integrated Report 2024 has been positioned as a tool for communicating with a wide range of stakeholders. It introduces the medium-term business plan, business strategies, CSR initiatives, and the Haseko Group’s growth (value creation) story. We hope that this report will help you better understand the Group.

Period covered

FY2023 (April 1, 2023–March 31, 2024)

Note, however, that some information from outside this period is also included.

Organizations covered

Haseko Corporation, 84 subsidiaries, and Ten affiliate companies.

Issued in: November 2024

Disclaimer concerning forward-looking statements

The forward-looking statements included in this report are based on the Company’s views at the time of its preparation. Please understand that actual results may differ from the forecasts included due to changes in a variety of factors.

Referenced guidelines

Haseko Group Integrated Report 2024 has been prepared using the International Integrated Reporting Framework issued by the International Integrated Reporting Council (IIRC) and the GRI Standards issued by the Global Reporting Initiative (GRI) as references.