

Creating Attractive Living Spaces

The Haseko Group aims to create a better living environment for cities and people. We will work on creating attractive living spaces by demonstrating the collective capabilities of the Haseko Group continuing to support—in all aspects—the lives of people living in condominiums, while tackling various social issues such as the decreasing population, aging society with fewer children and environmental problems.

For more information, please visit ▶

ESG Date ▶

Related SDGs



Material Issues of Creating Attractive Living Spaces

Sustainable living and sustainable cities

Through our condominium projects, which are our core business, we will proactively promote the introduction of new technologies and services that can help us meet the diverse needs of our stakeholders while also contributing to the realization of a sustainable society.

Product safety (service safety)

We will realize high levels of quality and comfort so that residents can feel a greater sense of safety and security at home than anywhere else. We will also make thorough and ongoing efforts to prevent crime and disasters, including preparation against earthquakes.

Technological development

We will promote digital transformation (DX) and the development of technologies and services that can serve as a foundation for supporting efforts toward environmental considerations and the addressing of social issues.

Care of community and engagement

We will contribute toward improving the value of the community as a whole by building a community that not only consists of condominium residents and service users but also includes local residents.

Sustainable living and sustainable cities

Product safety (service safety) Technological development

Promotion of ZEH condominiums (ZEH-M) business

As more importance is attached to reducing CO₂ emissions from the household sector toward a decarbonized society, it has become essential to promote energy-saving of the house itself. Recognizing that realizing energy-saving housing complexes is an area that can greatly contribute to realizing a decarbonized society, the Haseko Group is making efforts to promote ZEH-M. In FY2023, 50 commenced construction projects met or exceeded the ZEH-M Oriented standard.

Efforts to turn all condominiums developed in-house into ZEH (from FY2022)

For more information, please visit ▶

The Haseko Group, will strive to increase the ratio of ZEH-M among the new condominiums primarily developed by the Group, including Haseko Real Estate Development, Inc. and Sohgo Real Estate Co., Ltd., companies engaged in the condominium development business. In addition, we will ensure that all condominiums for sale and rental condominiums held by the Group and designed in fiscal 2022 or later meet the ZEH-M Oriented standard.

As part of our efforts to date, Haseko Real Estate Development, Inc. and Sohgo Real Estate Co., Ltd. have been registered as "ZEH Developers," and Hosoda Corporation, which is engaged in the detached house business, has been registered as a "ZEH Builder."

*What are ZEH and ZEH-M?
ZEH stands for "zero energy house" and refers to houses that achieve an annual net energy consumption of zero, while ZEH-M is ZEH for housing complexes.

*What is a "ZEH Developer"?
A company that plays a central role in forming ZEH-M projects by making public its Action Plan for ZEH-M Popularization, Progress of the Plan, ZEH-M Installation Plan, and ZEH-M Installation Results in accordance with the ZEH-M Roadmap published by the Ministry of Economy, Trade and Industry (METI)

*What is a "ZEH Builder"?
A company that sets a business goal of increasing the percentage of "ZEH," "Nearly ZEH," and "ZEH Oriented" houses to total orders received to 50% or more by fiscal 2020, based on the ZEH Roadmap published by the METI.

Environment-friendly initiatives

Initiatives at BRANSIESTA Urayasu (Urayasu-shi, Chiba)

At "Bransiesta Urayasu," an urban rental condominium completed in February 2023, we have proactively introduced initiatives conducive to "environmental consideration in daily life," such as the use of wooden structures and environmentally friendly concrete.

Installation of wooden housing units on the top floor

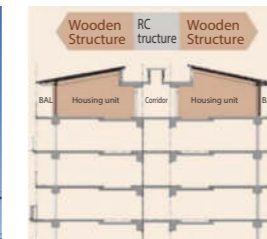
Hybrid structures that combine reinforced concrete with wooden construction are adopted on the top floor. The housing unit is fitted with a sloped roof loft, and wood is used to construct the ceiling and loft lattice. Wood produces less CO₂ emissions than other construction materials when manufactured and used for

construction and has the added benefit of fixing CO₂.

Adoption of the eco-friendly "H-BA Concrete"

The reinforced concrete structures on the top floor utilize Haseko's unique H-BA Concrete, an environment-friendly concrete that can reduce CO₂ emissions derived from concrete materials while retaining the same performance as ordinary concrete.

In addition to building wooden housing units on the top floor and raising the value of the upper floors, the building was also recognized as a new form of urban housing complex for the city, and it received the Wood Design Award 2023.



Structural diagram of top floor



Photograph of top floor unit interior



Pouring of H-BA Concrete



Awarded the DBJ Green Building Certification*

Haseko Real Estate Development is a series of hybrid condominiums with "Work" and "Live," fully equipped with shared working spaces (open space and private room available) that the residents can utilize 24 hours a day and each facility needed for focused or relaxed work. We were particular about designing each shared spaces, including the working space, aiming to "switch between being focused and relaxed" and remove a "feeling of isolation," which are big issues in working from home. WORVE was awarded the DBJ Green Building 5 Star Certification for properties, as the building with the "excellent environmental and social consideration," the highest level in Japan, as a result of the appreciation of advanced initiatives to support residents' wellness and lifestyles.

*A certification program to support properties which give proper care to environment and society



WORVE



Working space (WORVE Osaka Honmachi)

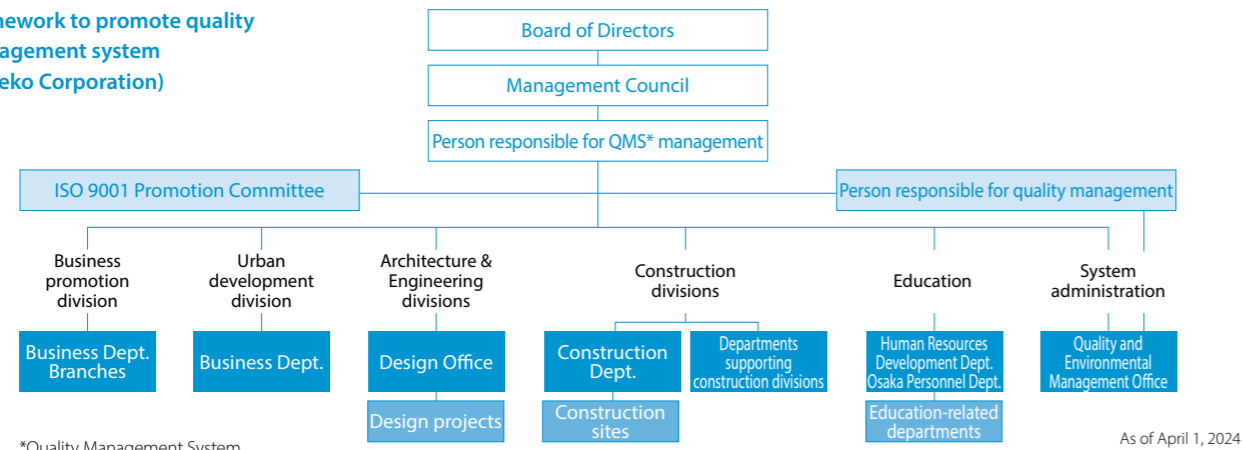
Initiatives for Quality Improvement

Quality management system

[For more information, please visit ▶](#)

Haseko Corporation, Haseko Reform Inc., and Fujikensetsu Co., Ltd. have established a quality management system based on ISO 9001 and are working to improve quality by setting a quality policy.

Framework to promote quality management system (Haseko Corporation)



*Quality Management System

As of April 1, 2024

Construction of "Resilient" Condominiums Considering the Prevention and Reduction of Disaster

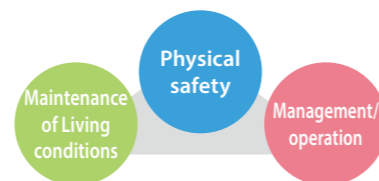
As Japan continues to be hit by large-scale natural disasters and earthquakes, the call is growing for disaster-resilient housing. In order to provide more safe, secure, and comfortable housing, we will work hard to promote the construction of disaster-resilient condominiums that can recover from disaster on their own by taking advantage of the collective capabilities of the Haseko Group in disaster countermeasures both from the tangible and intangible aspects.

Proposal of Hazard-resistant Condominium

The Disaster Resilient Technology Working Group, which was established by the Haseko Group in the wake of increasingly severe natural disasters, has prepared and has been providing services based on the Proposal of Hazard-resistant Condominium covering exclusive and communal areas, essential services, as well as operation and management.

The Proposal will be actively made to properties inside and outside the Group for adoption to support residents both from the tangible and intangible aspects of the Haseko Group's safe, secure and comfortable condominiums leveraging the advantages of collective living.

Basic policy for the Proposal of Hazard-resistant Condominium



- 1 Protect physical safety in the event of a disaster
- 2 Maintain living conditions until the infrastructure is restored after the disaster
- 3 Develop the management and operation systems including those after the disaster

"Three-piece set disaster prevention equipment" to secure post-disaster living necessities

The Haseko Group has long believed that it is important to not only ensure the basic performance of condominiums per se, but also develop the framework to secure the basic necessities of life for residents after a disaster has occurred. From such perspective, we became the first in Japan to adopt an emergency potable water generation system in a for-sale condominium in 2003, and have since been putting efforts into adopting and proposing the "three-piece set disaster prevention equipment"—which consists of an emergency potable water generation system, emergency manhole toilets and benches that convert into cooking stoves as disaster prevention facilities to secure post-disaster living necessities, i.e., water, toilets and fire—in for-sale condominiums designed and

constructed by us.

In addition, Hosoda Corporation is promoting the use of a "five-piece disaster prevention equipment set" for customers who are building new detached houses or renovating existing ones to secure their lifelines in the event of an emergency.



Three-piece set disaster prevention equipment

Creation of New Values by Means of Condominium Renewals

Renovation example: *Sustaina Branche Hongyotoku* (Ichikawa City, Chiba Prefecture)

The Haseko Group is working on Japan's first condominium project to achieve virtually zero CO₂ emissions during building operations by completely renovating an existing corporate housing apartment to further operate research and technological development for realizing a decarbonized society. As part of the project, the Group is conducting renovation work on "*Sustaina Branche Hongyotoku*."

Of the 36 units in this condominium, 13 have been set up as RESIDENCE LABO experimental residential housing for shaping the future, with different verification experiments being carried out in each unit. Through the maximum exploitation of IoT devices and AI technology, as well as technologies for extending the life of buildings, energy-saving technology, and wellness housing technology, we will utilize the various data obtained from actual

living environments in research and technological development aimed at creating new housing value, as we work to achieve the "optimization of living" through LIM*.

This project was selected for the "Next Generation Housing Project 2022" which contributes to public awareness of leading technologies, as a "residential-type experimental home for creating future housing with smart home systems," in the "Leading Businesses of Sustainable Buildings etc. (Next-Generation Housing) program in FY2022 2nd" conducted by the Ministry of Land, Infrastructure, Transport and Tourism.

For more on the RESIDENCE LABO's main initiatives, see the project page.

*LIM: The concept of utilizing information related to living accumulated by condominium buildings, such as the condition of the building, the use of facilities, and residents' movements since people started living there.



Before renovation



After renovation

RESIDENCE LABO

[For more information, please visit ▶](#)



The digital transformation (DX) of the Haseko Group

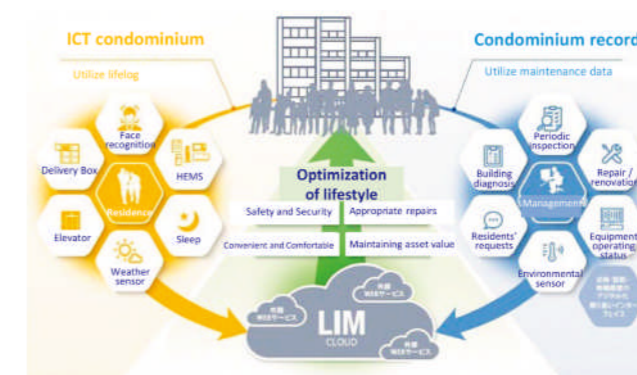
The Haseko Group is undertaking digital transformation (DX) with the aim of making further progress as a "corporate group for housing to create great living." We are working to improve productivity in the design and construction of housing complexes that utilize the latest technology, raise the quality of life for their residents, and create safer, more secure, and more comfortable living environments. We will leverage the comprehensive strengths of our Group to create new value in housing and living.

ICT condominiums

By harnessing the power of ICT (information and communications technology), including sensor networks, AI and cloud service applications, we are promoting the creation of high-value-added condominiums. We have implemented a variety of cutting-edge technologies to make everyday life more convenient and comfortable, such as facial recognition auto-locks for common and private entrances, smart locks for entrances of residential units, parcel delivery boxes, and an app for residents that is linked to the weather and earthquake sensors installed in the building.

The different types of digital data acquired from the ICT condominiums are collected and analyzed as "living information" on the BIM & LIM Cloud information platform, and then combined with BIM data to create new value, such as improving the convenience of residents and extending the lifespan of the building. Most recently, a demonstration experiment is planned for an "all-facial recognition condominium" at WORVE Naha Izumizaki.

Conceptual diagram of LIM (Living Information Modeling)



Enabling diverse lifestyles

“Be-Fit,” a new living space that can be changed freely to suit life stages and lifestyles

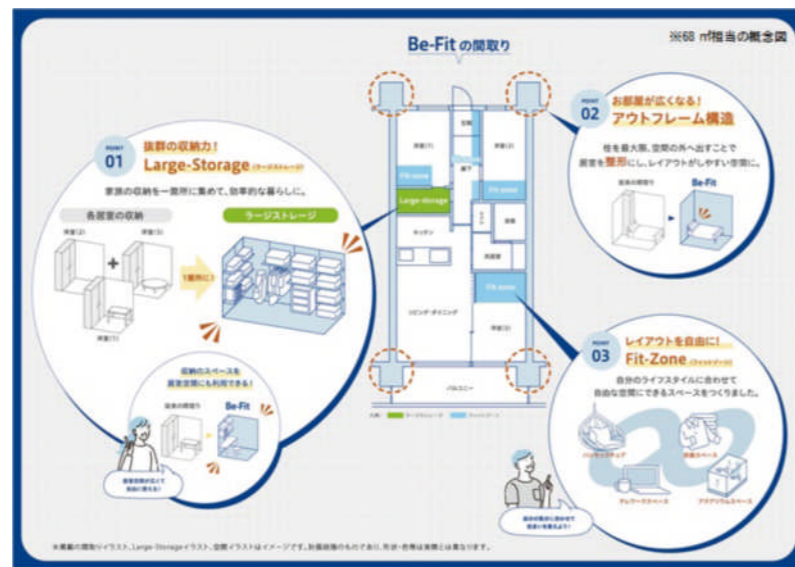
While residential floor areas in for-sale condominiums continue to shrink, the needs associated with living and work styles are diversifying, leading to a growing demand for living spaces that can be used in multiple, unlimited ways.

“Be-Fit” allows residents the freedom to use their space as they wish by aggregating each housing unit’s storage spaces and moving the pillars to the exterior to create a streamlined living area. Utilizing shelving, boxes, and other height-adjustable and movable wall furniture, it becomes easy to adapt to changes in life stages, such as their children’s growth, their hobbies, etc.

Be-Fit is a floor plan that can be adapted to suit people’s lifestyles and ever-changing living conditions, and it has now been adopted for the first time in two properties: Renai Matsudo Minori-dai (Matsudo City, Chiba Prefecture) and Branchera Kawasaki Oshima (Kawasaki City, Kanagawa Prefecture). We will continue to promote its adoption, proposing its use not only in building projects owned by Haseko Corporation, but also in properties owned by other companies.

*Be-Fit: Be = Ensuring all **Basic** & **Essential** features are in place, creating a living space that **Fits**

Be-Fit



*The floor plan, Large-Storage, and spaces shown above are intended for illustrative purposes.

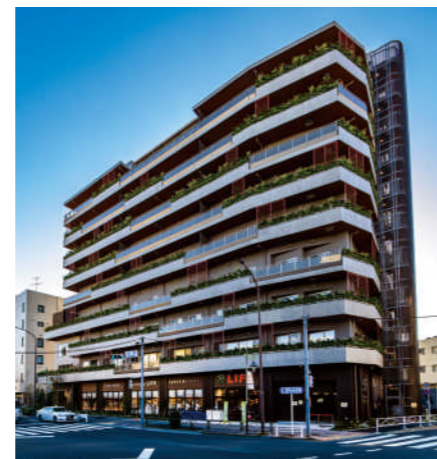
“Brancheile Meguro,” senior living residences suitable for the new age (Shimomeguro, Meguro-ku)

Haseko Senior Well Design, a Haseko Group company that is active in the senior business, operates the Brancheile series of housing for the elderly. The Brancheile brand is based on the philosophy of “providing lively and enjoyable housing for living more freely as yourself” in an era in which more people are living to be 100 years old.

In May 2023, we opened “Brancheile Kuramae,” and in December of the same year, “Brancheile Meguro,” a paid facility for the elderly with nursing care services, was launched in Tokyo’s Meguro-ku. Brancheile Meguro is a residence for seniors that adopts biophilic design to express the connection between humans and nature through its exterior appearance, and has a supermarket on the ground floor. By combining housing units for independent living with nursing care accommodation, residents living independently may later switch to care accommodation that has nursing care staff on duty 24 hours a day, should they require nursing care in future. In this way, we provide secure arrangements for residents to continue living in an environment they have become accustomed to.

The facility is also equipped with services such as IoT-powered facial recognition for unlocking automatic doors, sending delivery notifications, and simplified entry and exit procedures for family members. In addition, Haseko’s original

health support services for improving exercise and eating habits, wine seminars, art and design, and a variety of other experiential programs also contribute to a healthy and exciting living environment.



Biophilic design of building’s exterior

Care of community and engagement

We will contribute toward improving the value of the region as a whole by supporting regional revitalization and the building of a prosperous community that includes local residents.

Regional revitalization (area management) initiatives

In 2020, Haseko Corporation signed a project contract on the “Municipal Sakura-no-Miya Housing Complex Reconstruction (Phase 2)” as a representative corporation, and in the wake of this, it has engaged in activities for local revitalization and area management around Kobe City’s Kita *Suzurandai* district.

We participate in and assume the responsibility of secretariat for the “*Kitasuzumarumaruru*,” an area platform which consists of local resident group and activity group, local university, railway operator, regional commercial business, residential property company, botanical garden, and hospital.

We mainly implement to formulate the “*Kita Suzu Tsuzuku Vision*” outlining the direction for the district’s community development, to create multi-

generational interaction opportunities and a lively atmosphere by utilizing local parks, to publish the “*Kita Suzu Tsuzuku Newsletter*” to disseminate the information of local shops, attractiveness and activity, and to study management system of public space by local community.



Initiatives in Asuka Village, Nara Prefecture

Business to bring old traditional homes back to life as accommodation

While Asuka Village has many historical sites of the Asuka era including palaces and the entire village is required to be preserved as a historical landscape area, it has issues including declining population, a shortage in accommodation facilities and an increasing number of vacant homes. Haseko Corporation launched the Asuka Village Project Promotion Office to promote a business to help solve these issues.

In December 2020, we established HASEKO VILLAGE LIFE Inc., a new company engaging in the regional revitalization and accommodation operation businesses at Asuka Village, to promote the accommodation business mainly using renovated old traditional houses. In March 2022, we opened our first hotel, BRANCHERA VILLA ASUKA, an old traditional house hotel.

Moreover, in recognition of its efforts to value local wisdom and ways of thinking, BRANCHERA VILLA ASUKA received the Executive Committee Special Award for Environmental Regional Branding at the Japanese Ministry of the Environment’s 11th Good Life Awards. Also in December 2020,

Asuka Village, Nara Women’s University and the Haseko Group concluded a framework agreement on industry-government-academia cooperation for the purposes of regional revitalization, historical preservation activities, and creation and development of a vibrant regional society in Asuka Village to address its regional issues by drawing on “historical resources” (Asuka Village), “knowledge” (Nara Women’s University) and “vitality” (the Haseko Group). The three parties are jointly promoting a project for making use of a 400-year-old home with a thatched roof.



Signing ceremony for the industry-government-academia comprehensive coordination agreement



Accommodation facility in a restored old traditional house, “BRANCHERA VILLA ASUKA”

Received an Award at the Mécénat Awards 2023

“Historical and landscape conservation activities, and regional revitalization efforts in Asuka Village, Nara Prefecture” received an Award for Excellence at the Mécénat Awards 2023 sponsored by the Association for Corporate Support of the Arts.

The Mécénat Awards recognize particularly outstanding certified activities in “This is MECENAT 2022”. In this fiscal year, six prizes were awarded in total, comprising one Grand Mécénat Award and five Awards for Excellence.



Mécénat Awards 2023 presentation ceremony