

Summary of Business Performance and Forecast

- For the six months ended September 30, 2010 -

2010.11.11

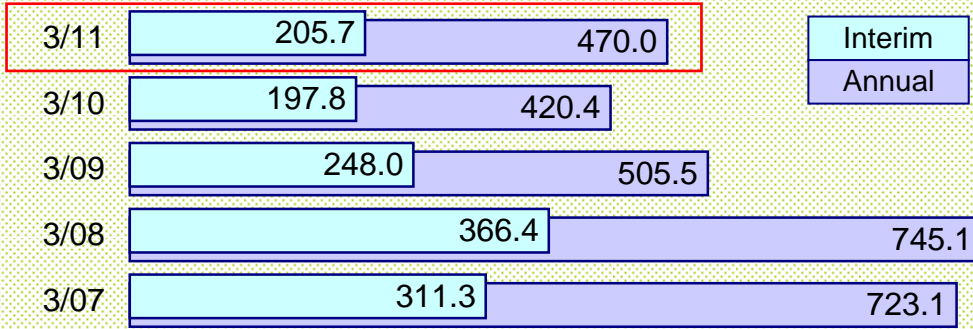


Disclaimer:

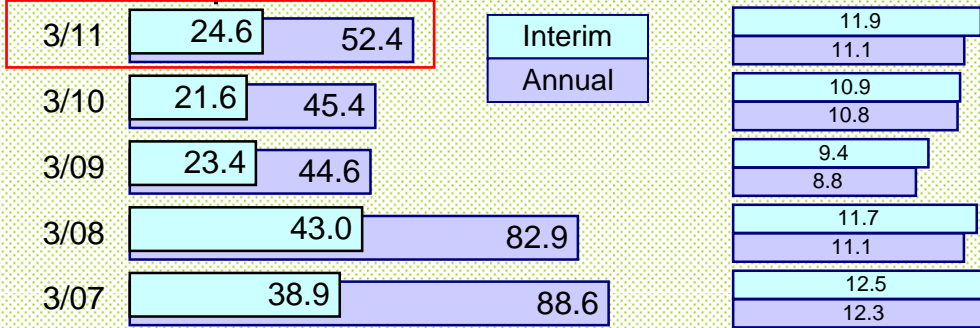
Forecasts or assessment figures on this document is depend and based on data available at the date of issue.
Results or actual performances may be different from those estimates because of unexpected affairs.

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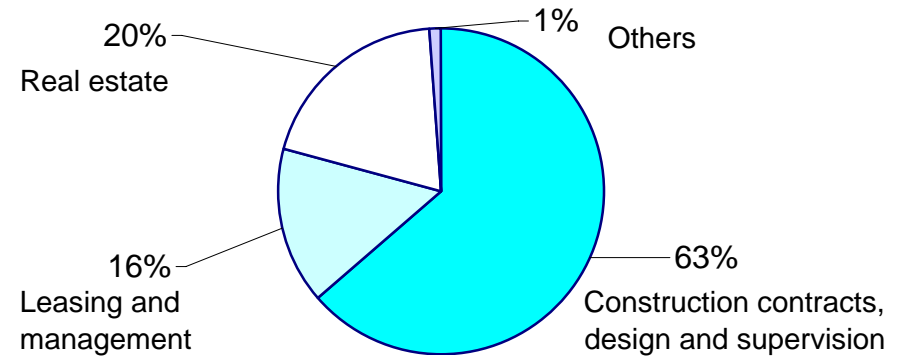
Net sales (Consolidated)



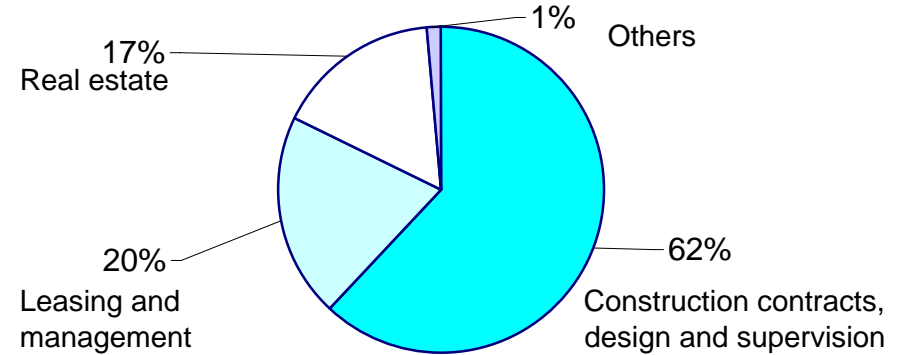
Gross profit (Consolidated)



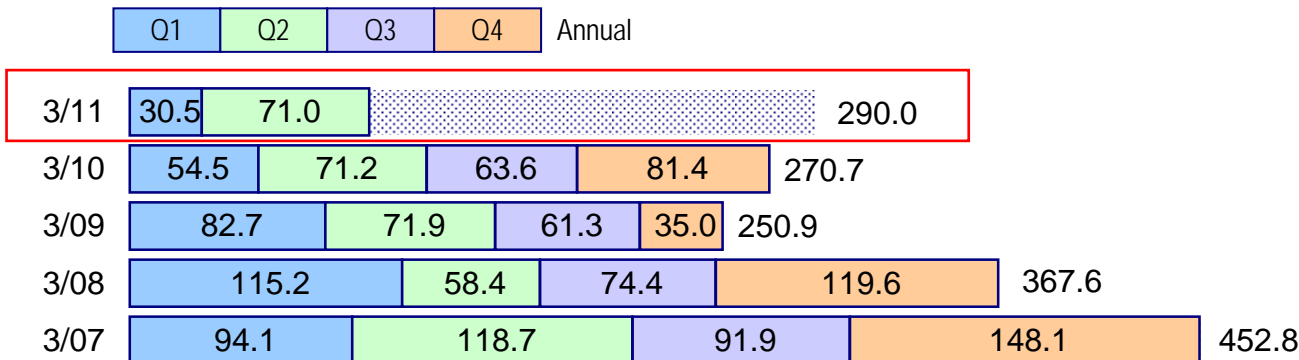
Net sales, 3/2011 Interim - Composition ratio



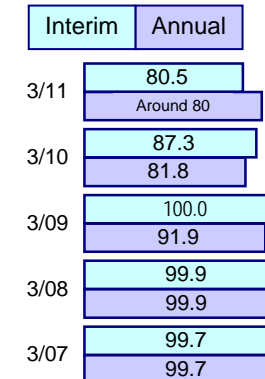
Gross profit, 3/2011 Interim - Composition ratio



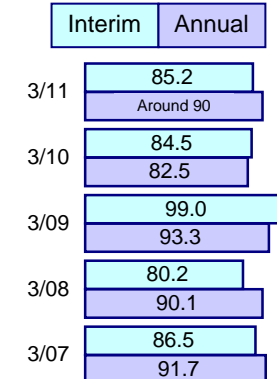
Orders received (Non-consolidated)



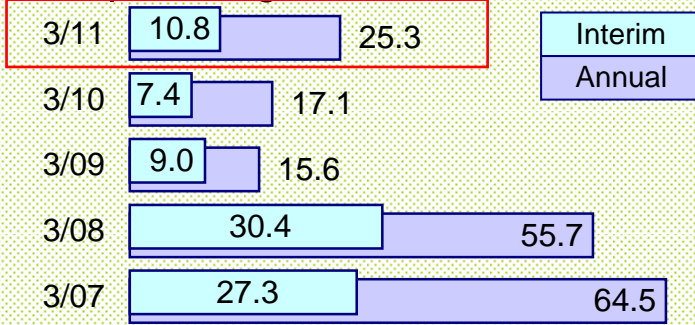
Haseko-designated orders, %



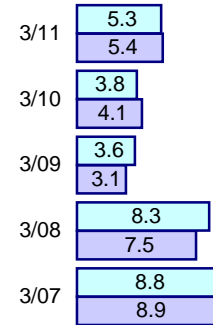
Construction-with-design orders, %



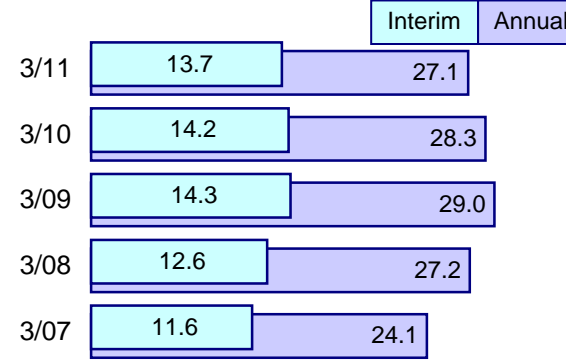
Operating income (Consolidated)



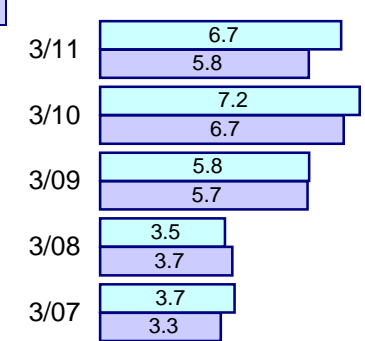
Ratio of operating income to net sales, %



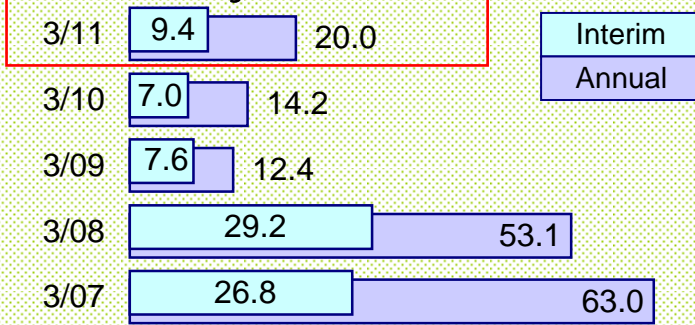
SG&A: Selling, general and administrative expenses



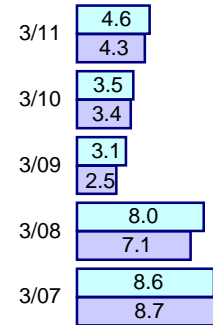
Ratio of SG&A to net sales, %



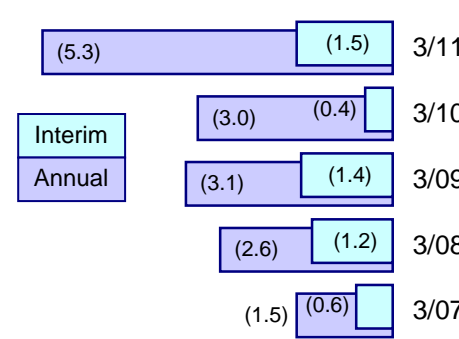
Ordinary income (Consolidated)



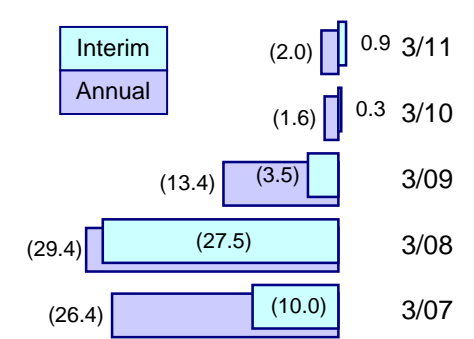
Ratio of ordinary income to net sales, %



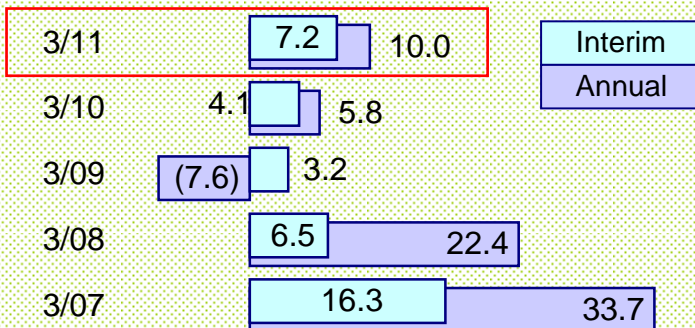
Other income (expenses), net



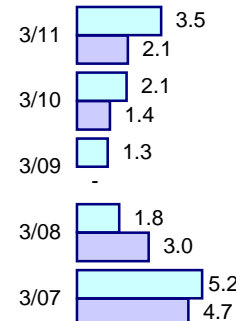
Special income (losses), net



Net income (Consolidated)



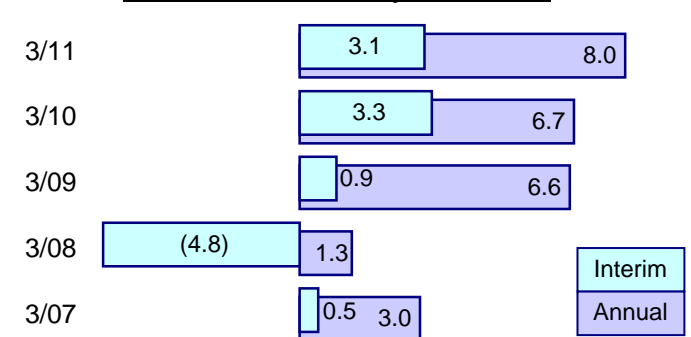
Ratio of net income to net sales, %



Earnings per share, diluted



Income taxes and minority interests, net



Interim

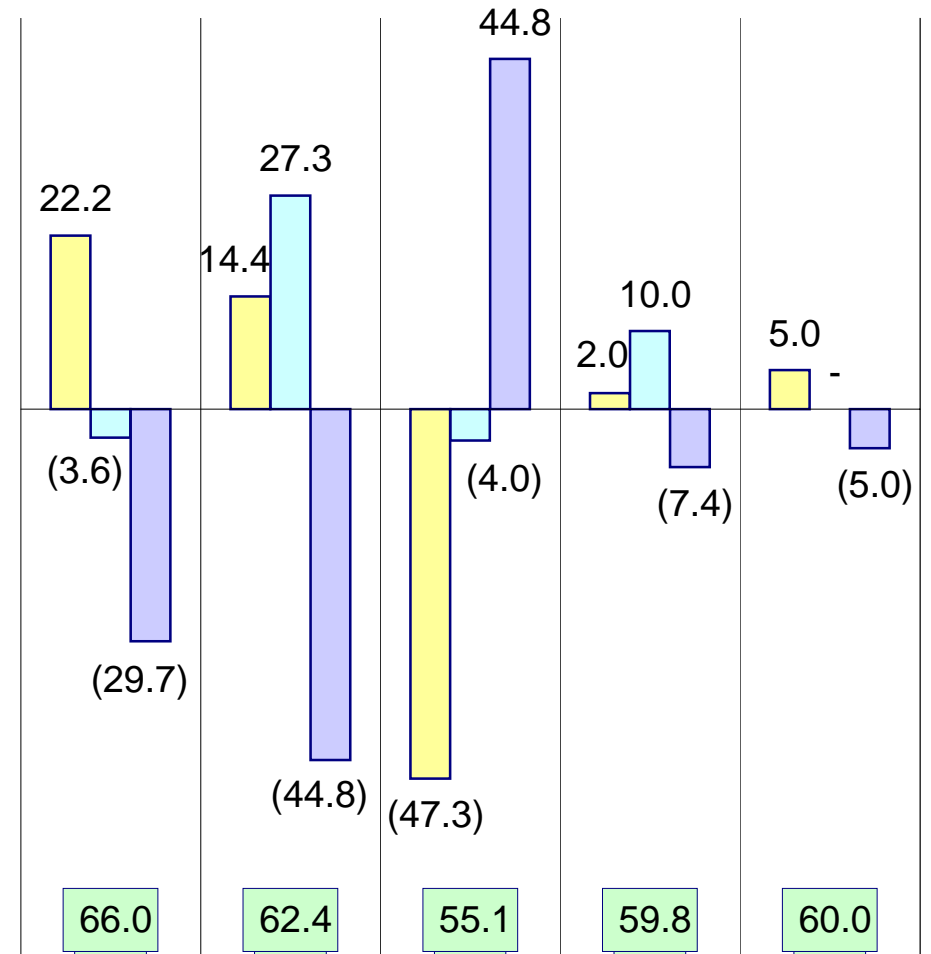
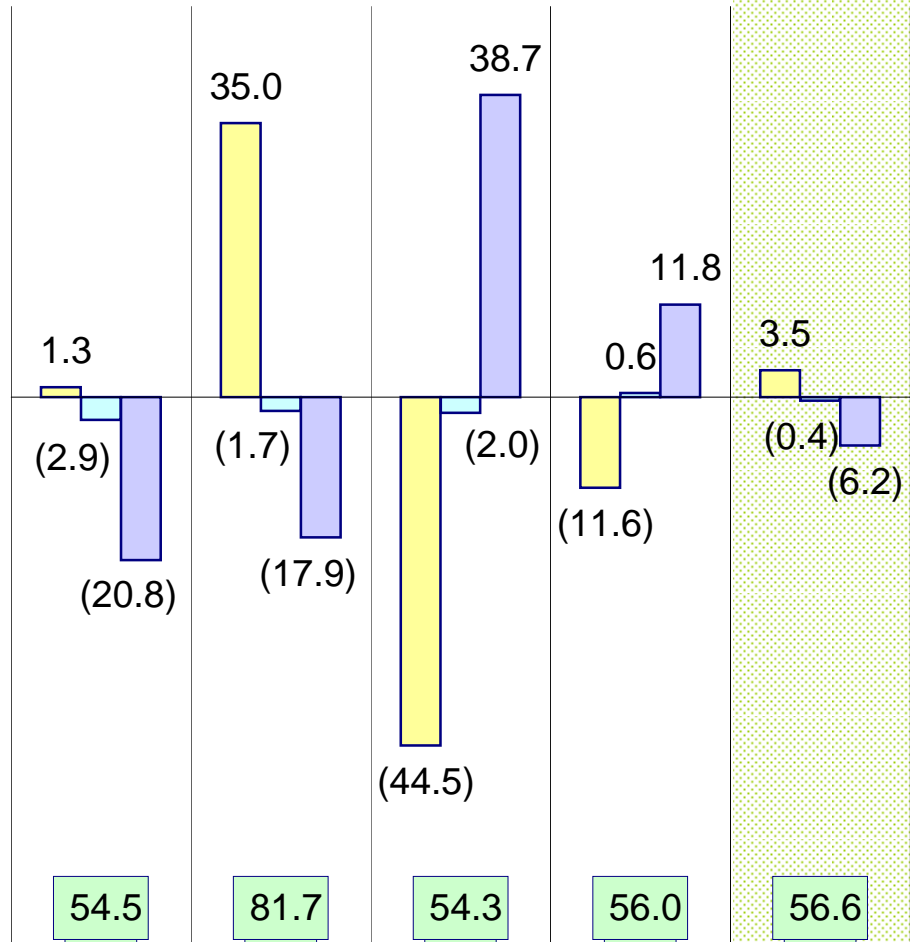
Annual

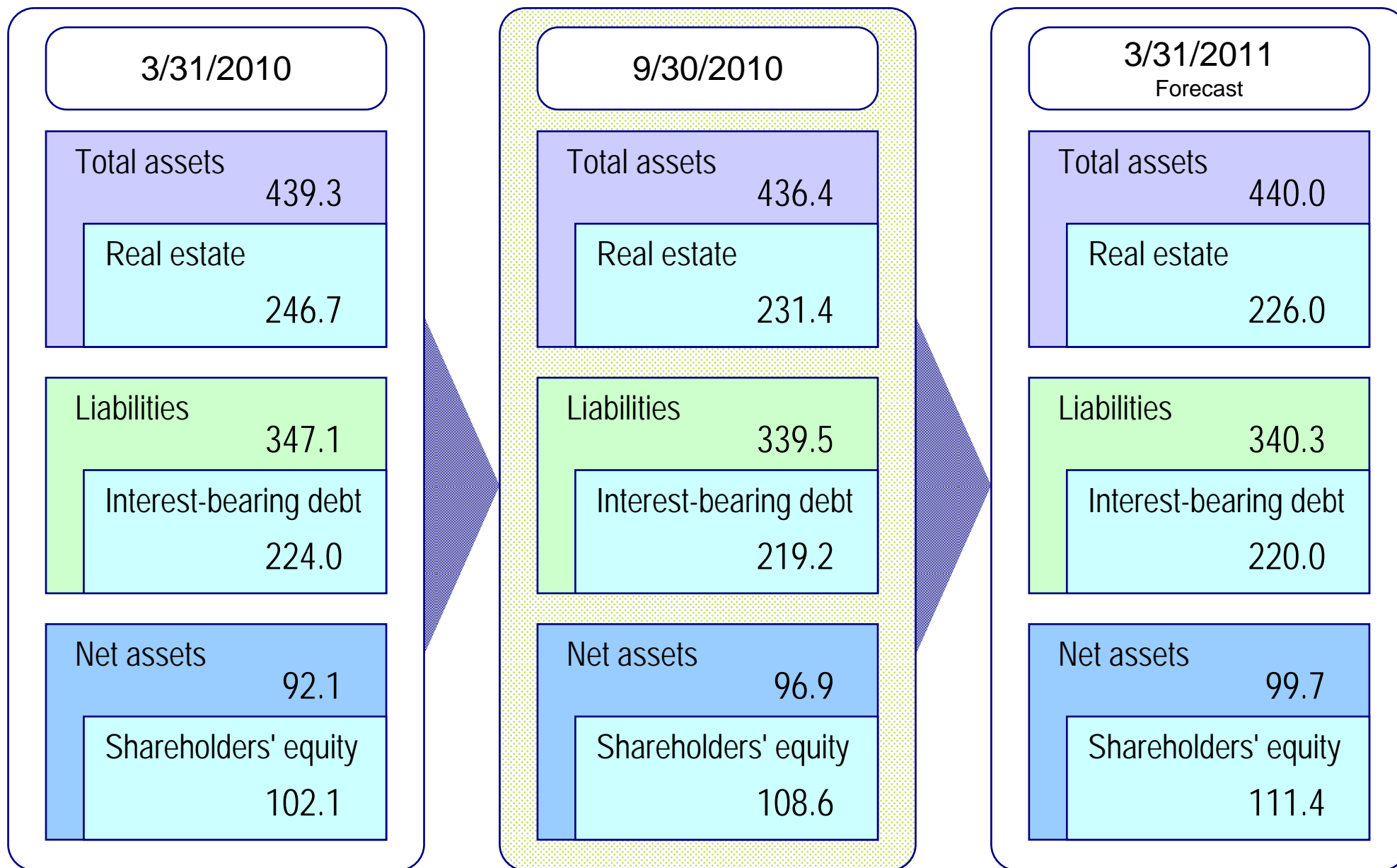
■ Operating
 ■ Investing
 ■ Financing
 ■ Cash at End of FY

■ Operating
 ■ Investing
 ■ Financing
 ■ Cash at End of FY

March 2007 March 2008 March 2009 March 2010 March 2011

March 2007 March 2008 March 2009 March 2010 March 2011





Debt / Shareholders' equity 219.4%
 Net assets / Total assets 21.0%

Debt / Shareholders' equity 201.9%
 Net assets / Total assets 22.2%

Debt / Shareholders' equity 197.5%
 Net assets / Total assets 22.7%

	3/31/2010	Net income of 3/2011 1st half	Others	9/30/2010	Net income of 3/2011 2nd half	Others	3/31/2011 Forecast
Capital stock	57.5	-	-	57.5	-	-	57.5
Capital surplus	7.5	-	-	7.5	-	-	7.5
Retained earnings	37.2	7.2	(0.8)	43.7	2.8	-	46.4
Treasury stock	(0.1)	-	(0.0)	(0.1)	-	-	(0.1)
Shareholders' equity	102.1	7.2	(0.8)	108.6	2.8	-	111.4
Cumulative translation adjustments	(10.7)	-	(1.6)	(12.3)	-	-	(12.3)
Net unrealized gain on other securities	0.6	-	(0.1)	0.5	-	-	0.5
Minority interests	0.1	-	0.0	0.1	-	-	0.1
Net assets	92.1	7.2	(2.5)	96.9	2.8	-	99.7
Common stock issued	1,503,971,989 shares			1,503,971,989 shares			1,503,971,989 shares
Treasury stock	764,692 shares			778,080 shares			778,080 shares

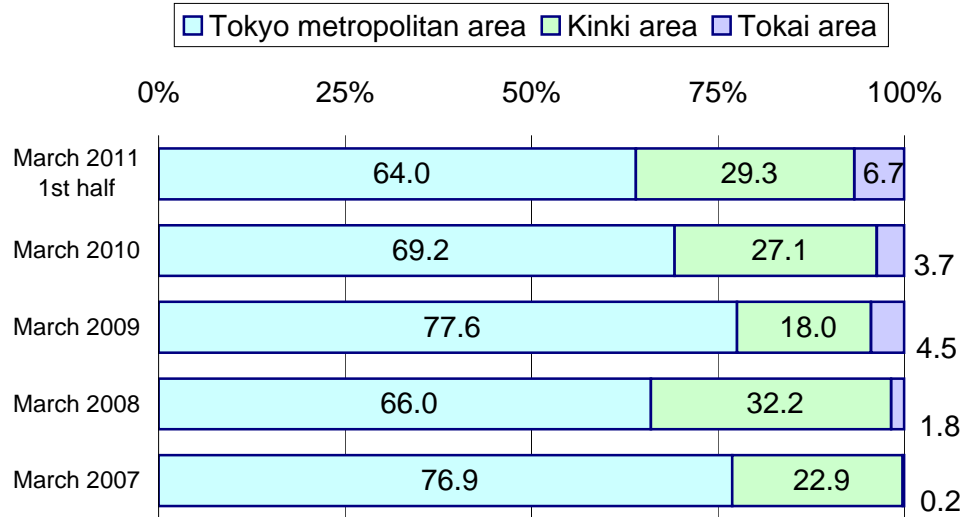
Preferred stock, Class B I

- > Outstanding: 90 million shares (as of 9/30/2010)
- > Amount: 45 billion yen
- > Conversion Start: 10/1/2015

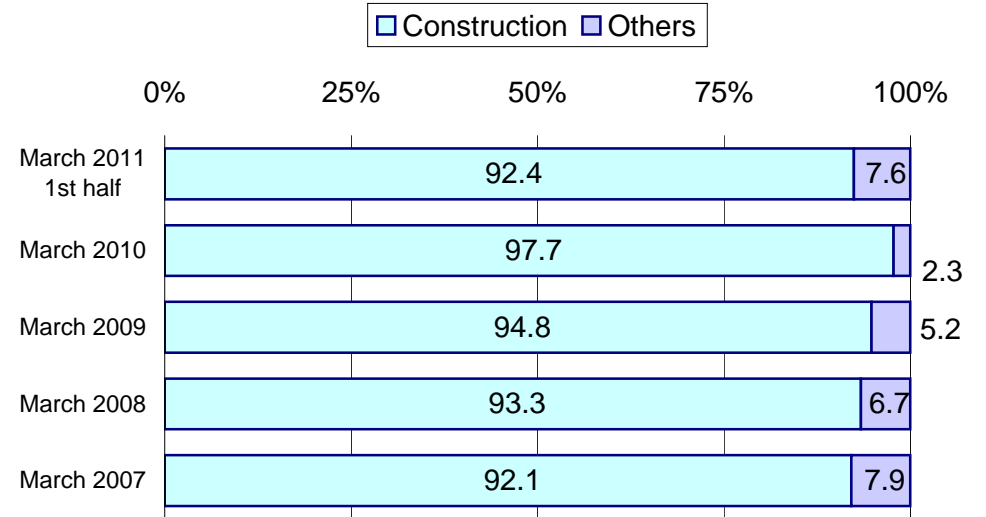
Redemption schedule:

Plan to redeem during the entitled mandatory redemption period, from 4/1/2009 to 9/30/2014, while considering our future profit level and balance sheets

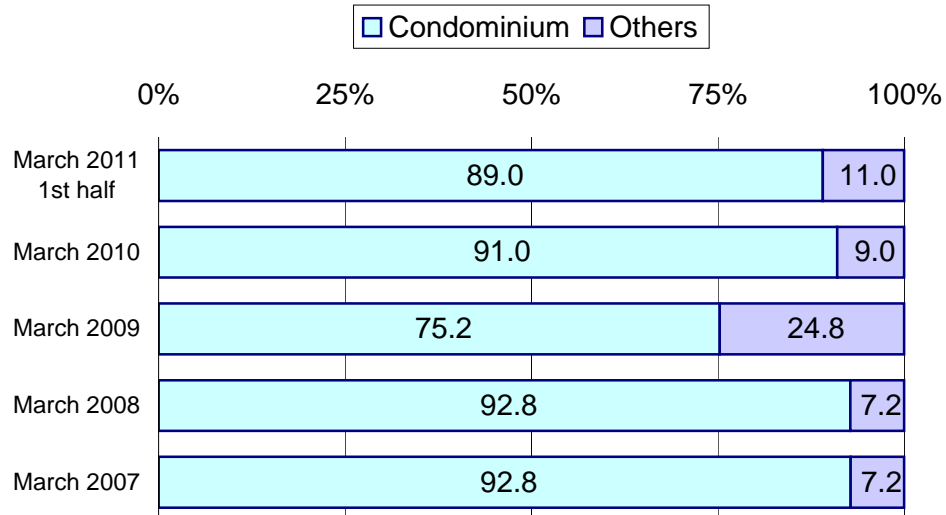
Orders by region, %



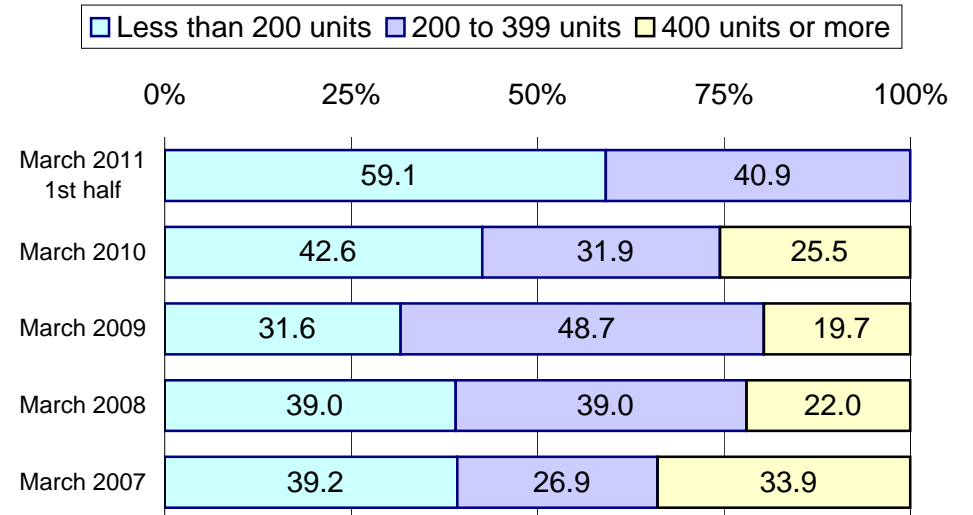
Orders by type, %



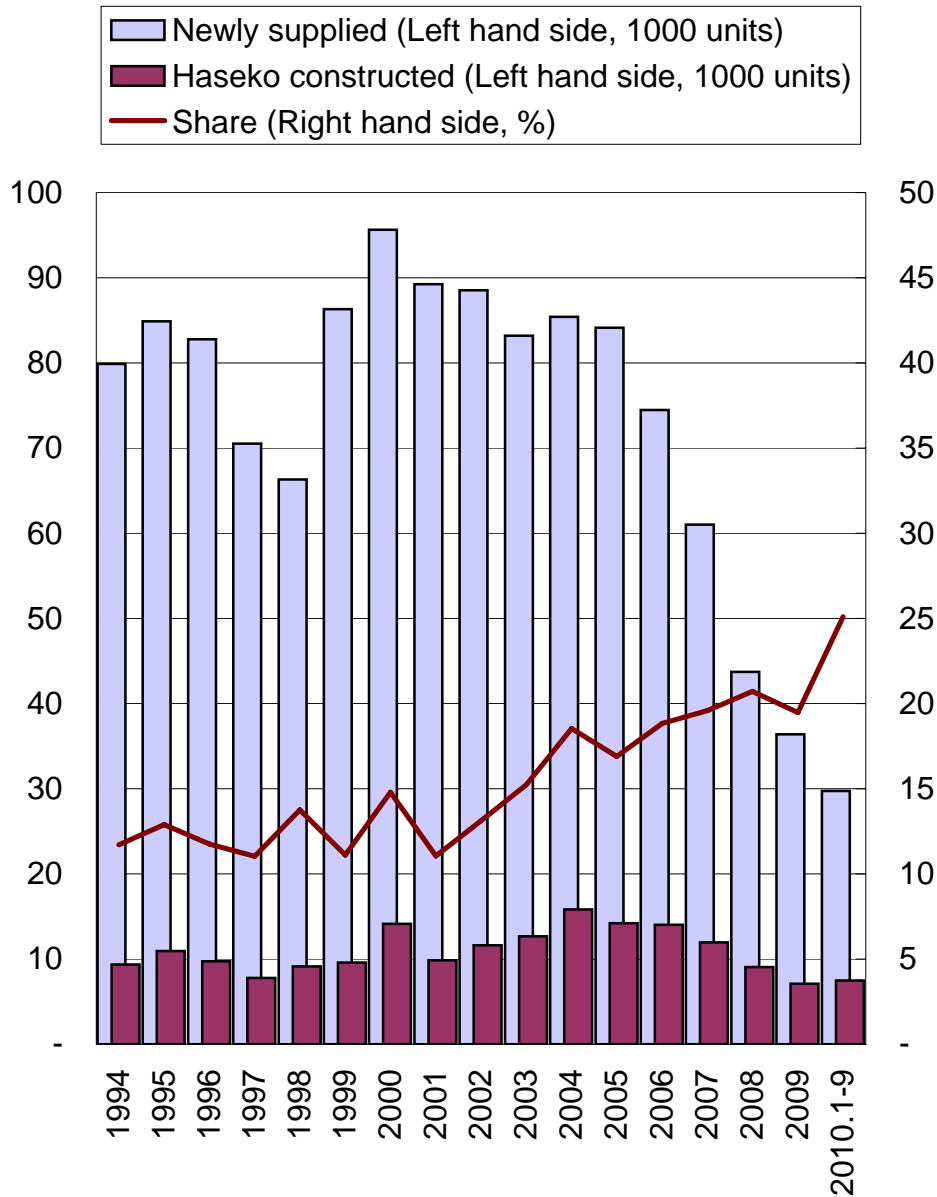
Breakdown of construction orders, %



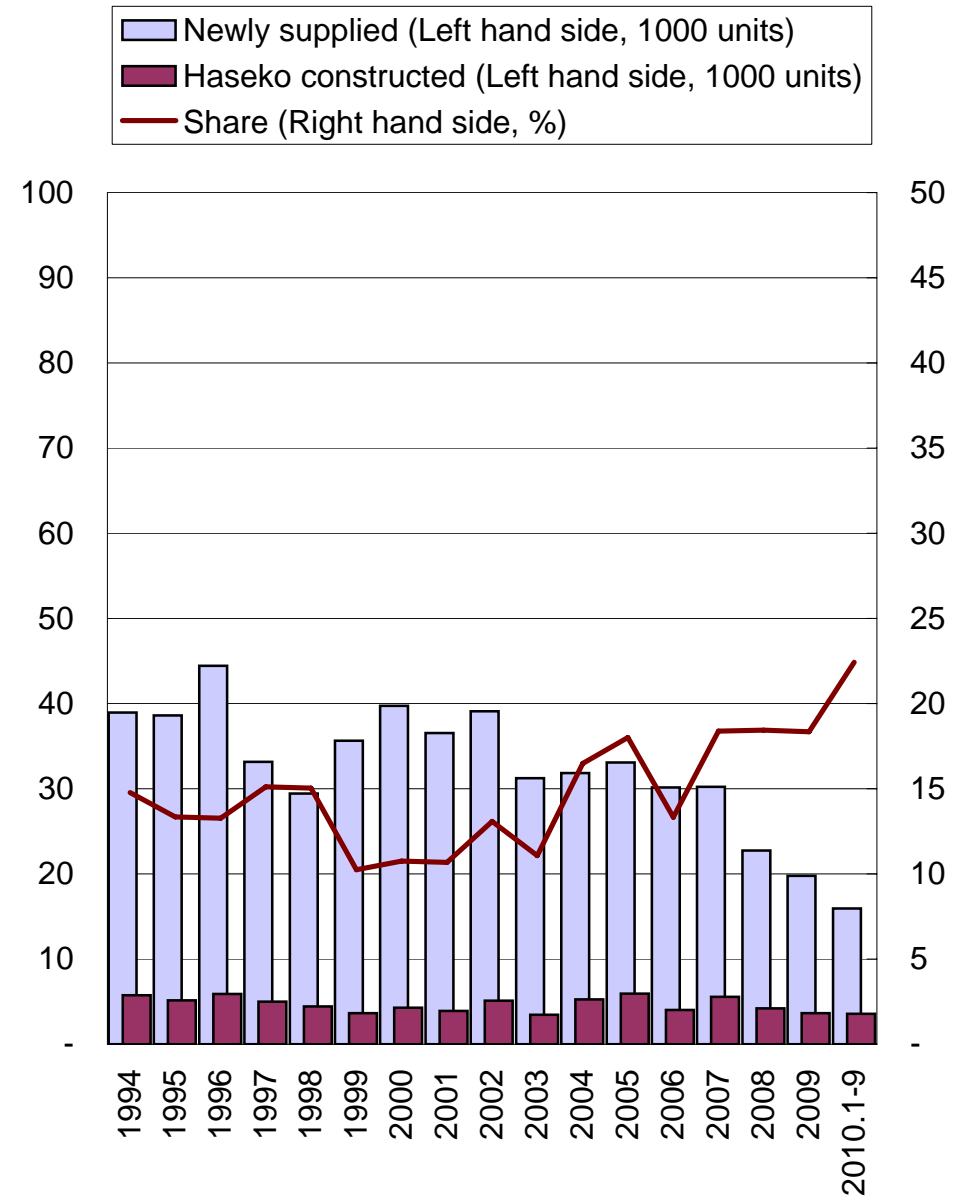
Condominium orders by size, %



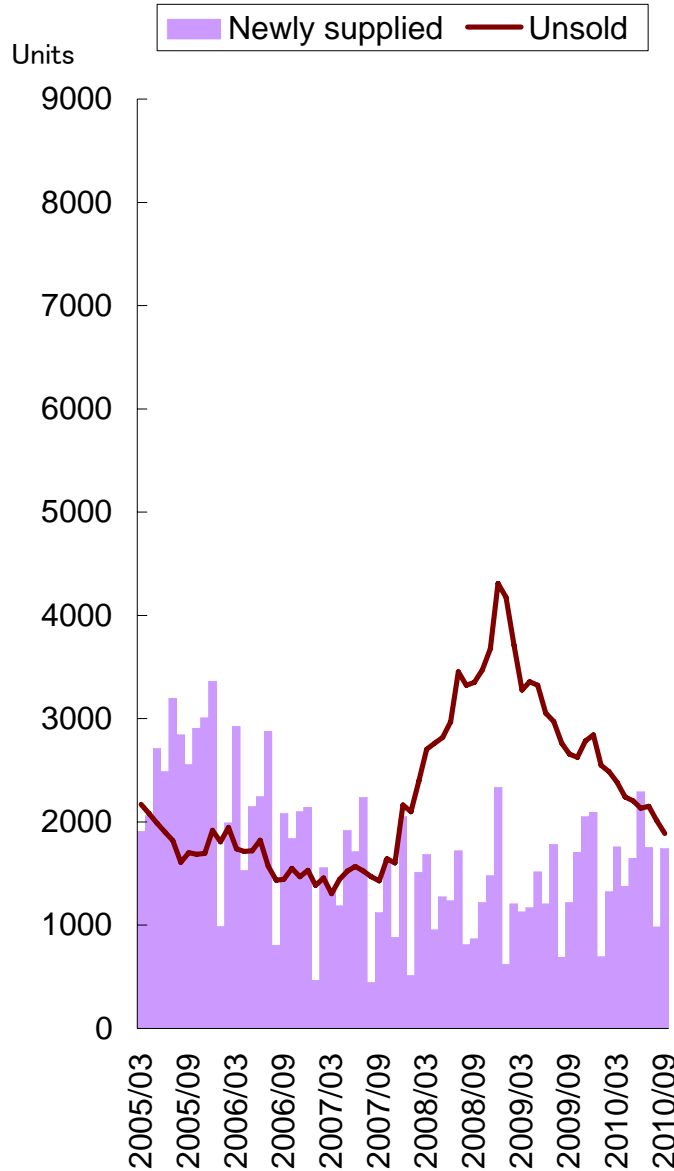
Tokyo metropolitan area



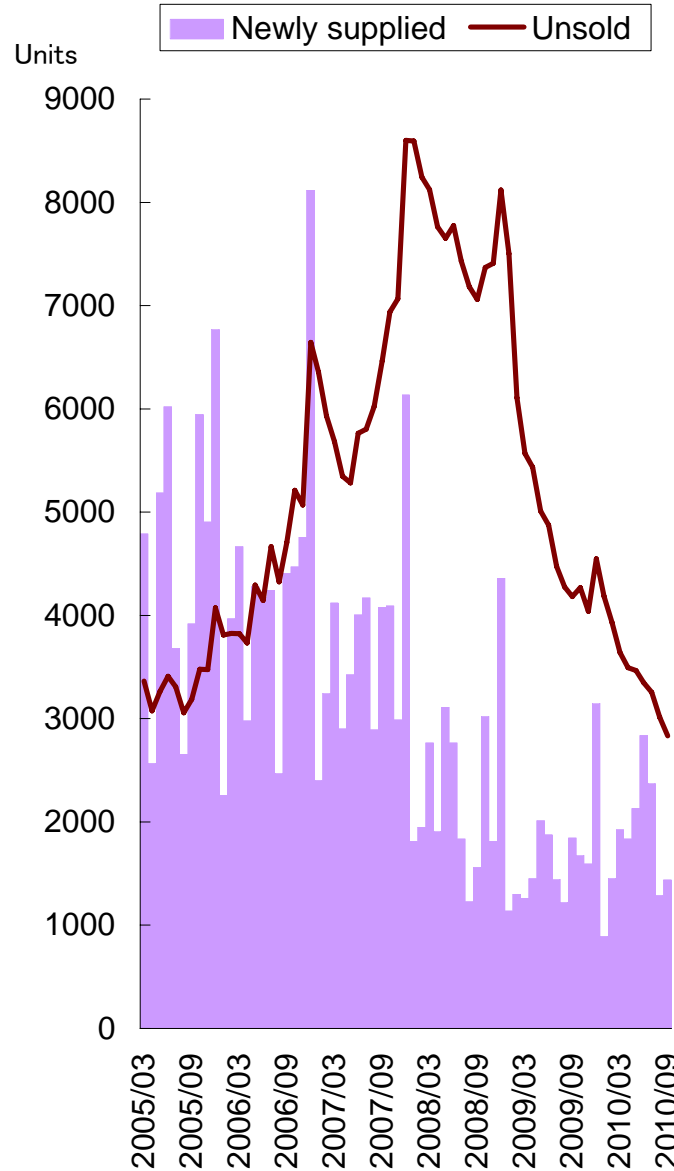
Kinki area



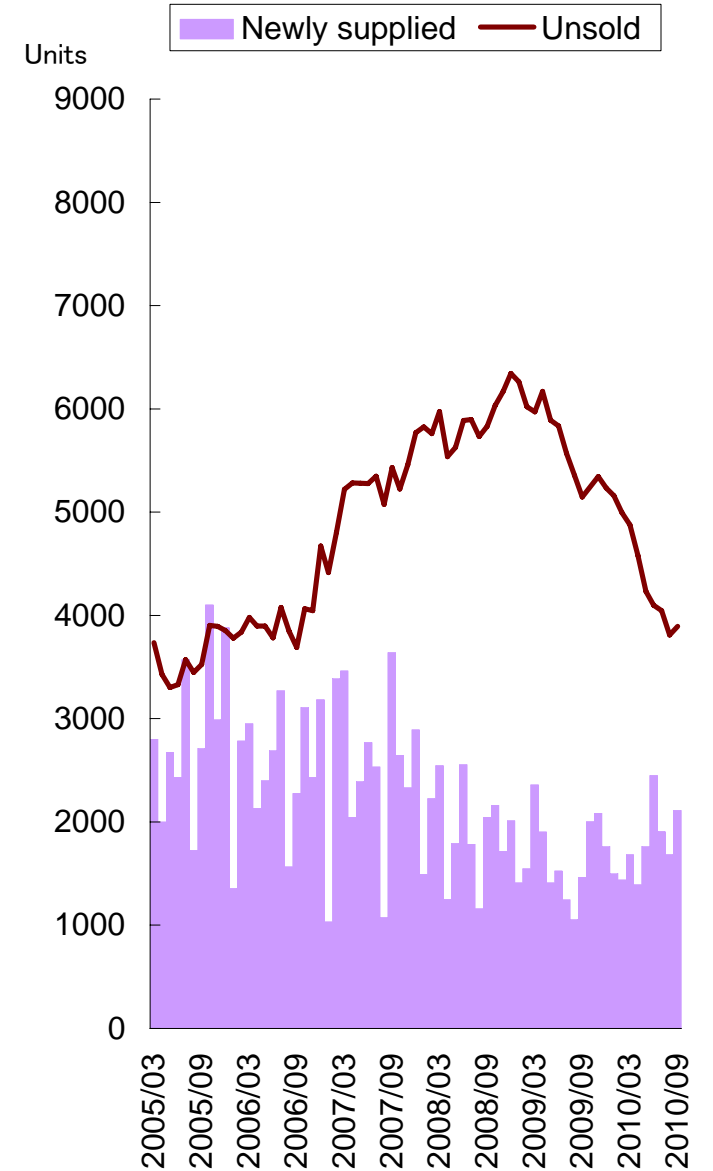
Tokyo 23 wards



Tokyo metropolitan area except 23 wards



Kinki area



Tokyo 23 wards

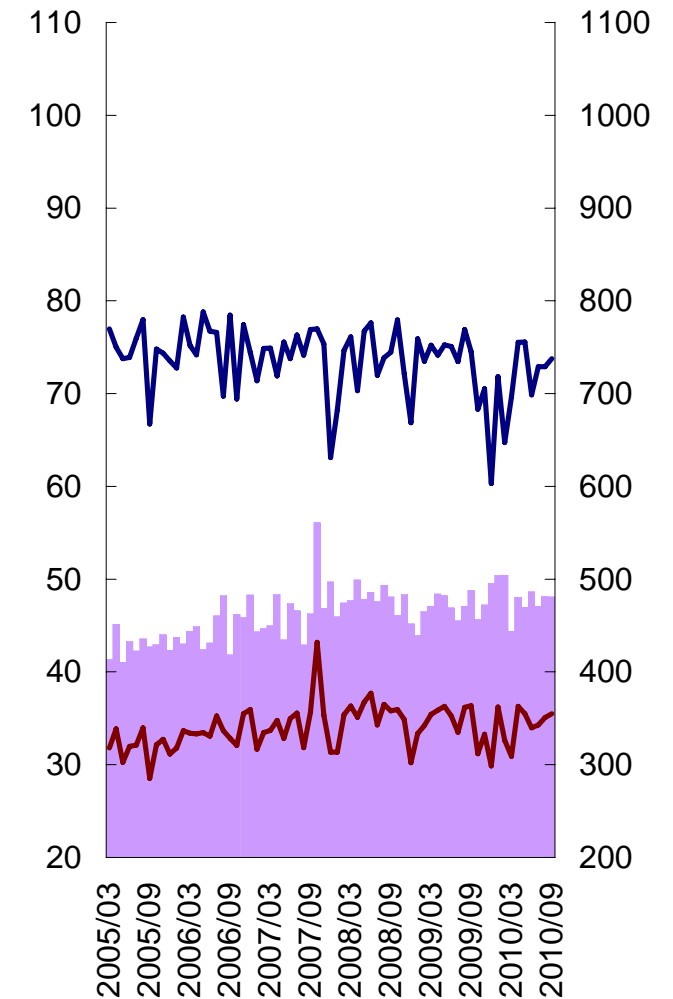
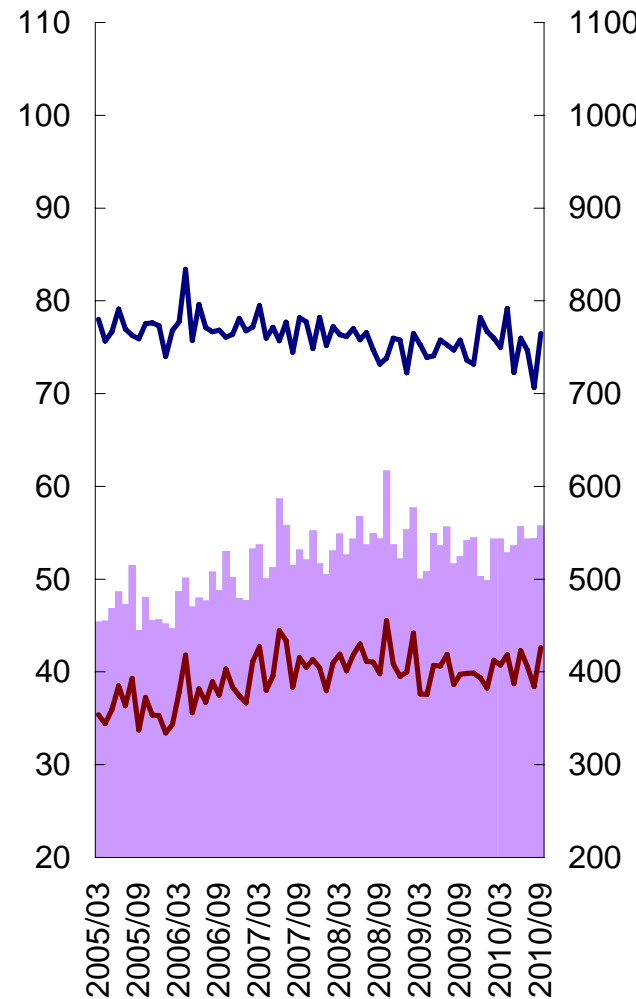
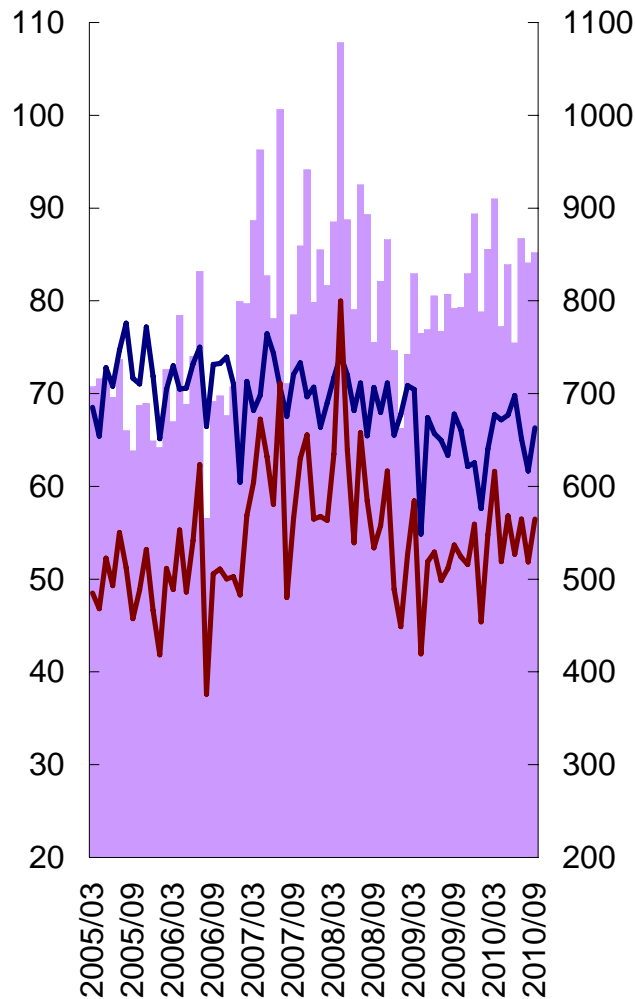
Tokyo metropolitan area
except 23 wards

Kinki area

■ Average price per m2, 1000 yen, right hand side
— Average area, m2, left hand side
— Average price, million yen, left hand side

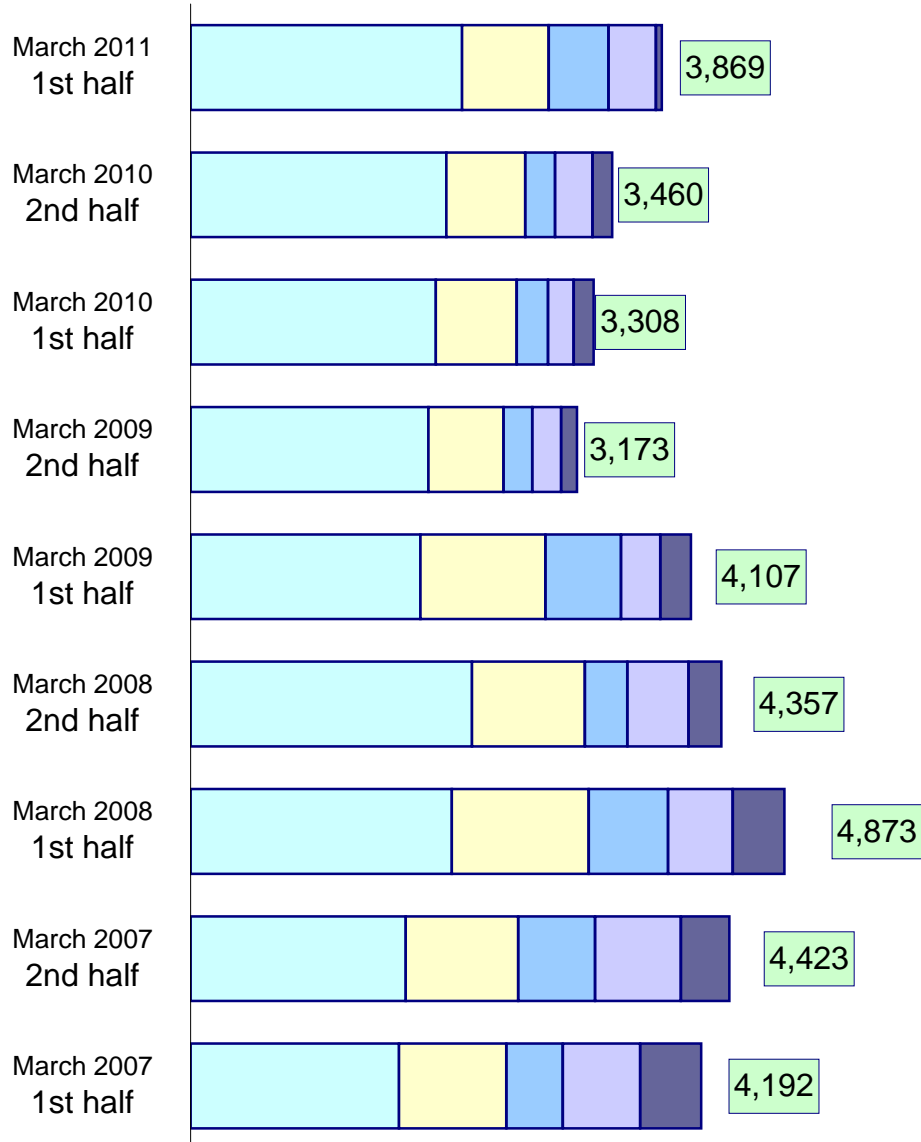
■ Average price per m2, 1000 yen, right hand side
— Average area, m2, left hand side
— Average price, million yen, left hand side

■ Average price per m2, 1000 yen, right hand side
— Average area, m2, left hand side
— Average price, million yen, left hand side



Tokyo metropolitan area

■ Tokyo
 ■ Kanagawa
 ■ Chiba
 ■ Saitama
 ■ Others



Kinki area

■ Osaka
 ■ Hyogo
 ■ Kyoto
 ■ Nara
 ■ Shiga

