

Synergy of the Haseko Group

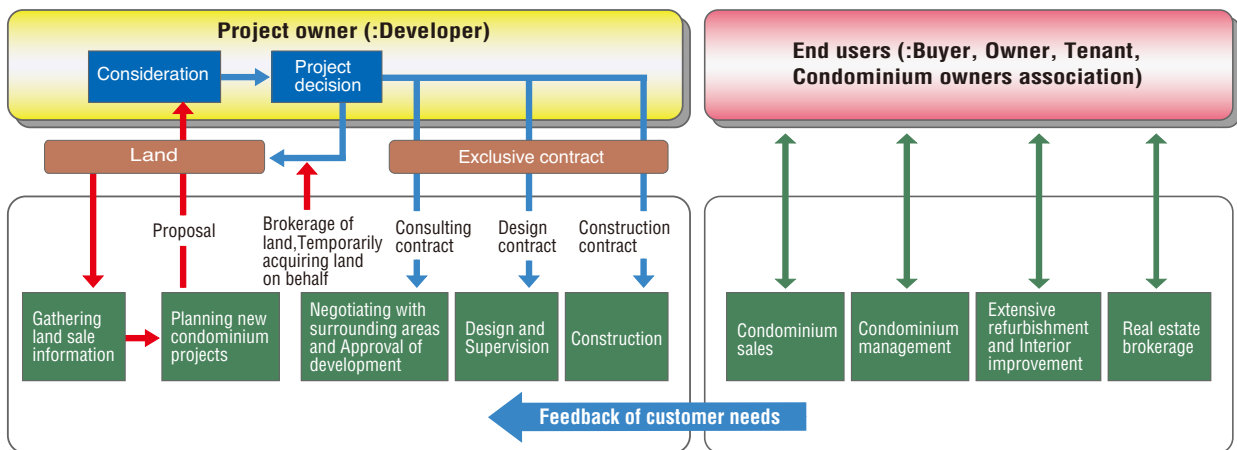
Endeavoring to expand and reinforce its business domains, the Haseko Group works to further reinforce coordination among Group companies and exercise its comprehensive strengths. By doing so, it aims to become a corporate group for housing to create great living, as it serves to support the life of people living in condominiums.

Construction-Related Business	<ul style="list-style-type: none"> ● Design and construction of new condominiums ● Condominium building replacement ● Redevelopment business ● Construction of retail facilities and other general buildings ● Construction of detached houses
Real Estate-Related business	<ul style="list-style-type: none"> ● Sale of for-sale condominium units ● Development, planning, and management of profit-generating properties ● Real estate leasing
Service-Related Business	<ul style="list-style-type: none"> ● Management of for-sale condominiums ● Large-scale repair work for condominiums ● Management of rental condominiums ● Interior remodeling ● Consigned sales of newly-built condominiums ● Real estate brokerage ● Operations of paid facilities for the elderly
Overseas-Related Business	<ul style="list-style-type: none"> ● Detached housing and resort business in Hawaii

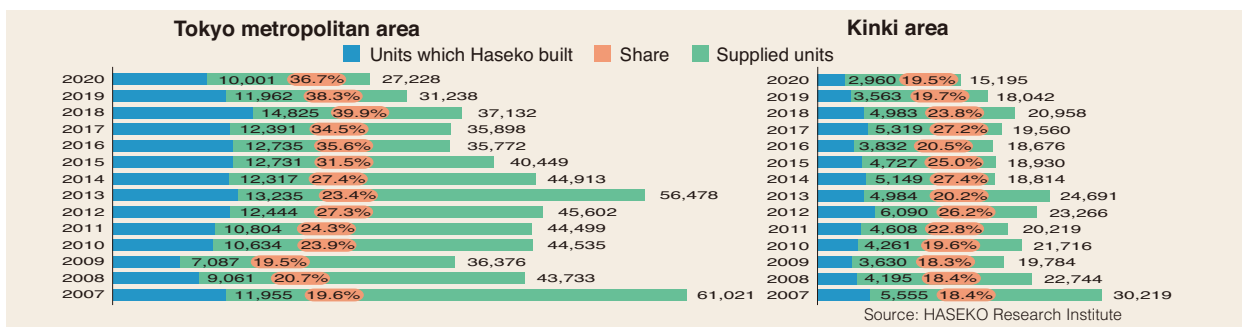
The Company has positioned "expanding investments in the real estate business" as one of its new focused strategies in the medium-term business plan starting in the fiscal year ended March 2021. In line with this, it has changed the classification of its reportable segments under which part of the Construction-Related Business and the Service-Related Business has been spun off as the Real Estate-Related Business applicable for the first quarter of the fiscal year ended March 2021 and thereafter.

Business Model of Haseko Exclusive Contracts

The greatest feature of Haseko's condominium business is the securement of orders in the form of Haseko Exclusive Contracts rather than simple consignment. The Haseko Exclusive Contracts are achieved by making proposals of business plans that integrate post-completion services of various types and providing land for project owners.



History of condominium units supplied



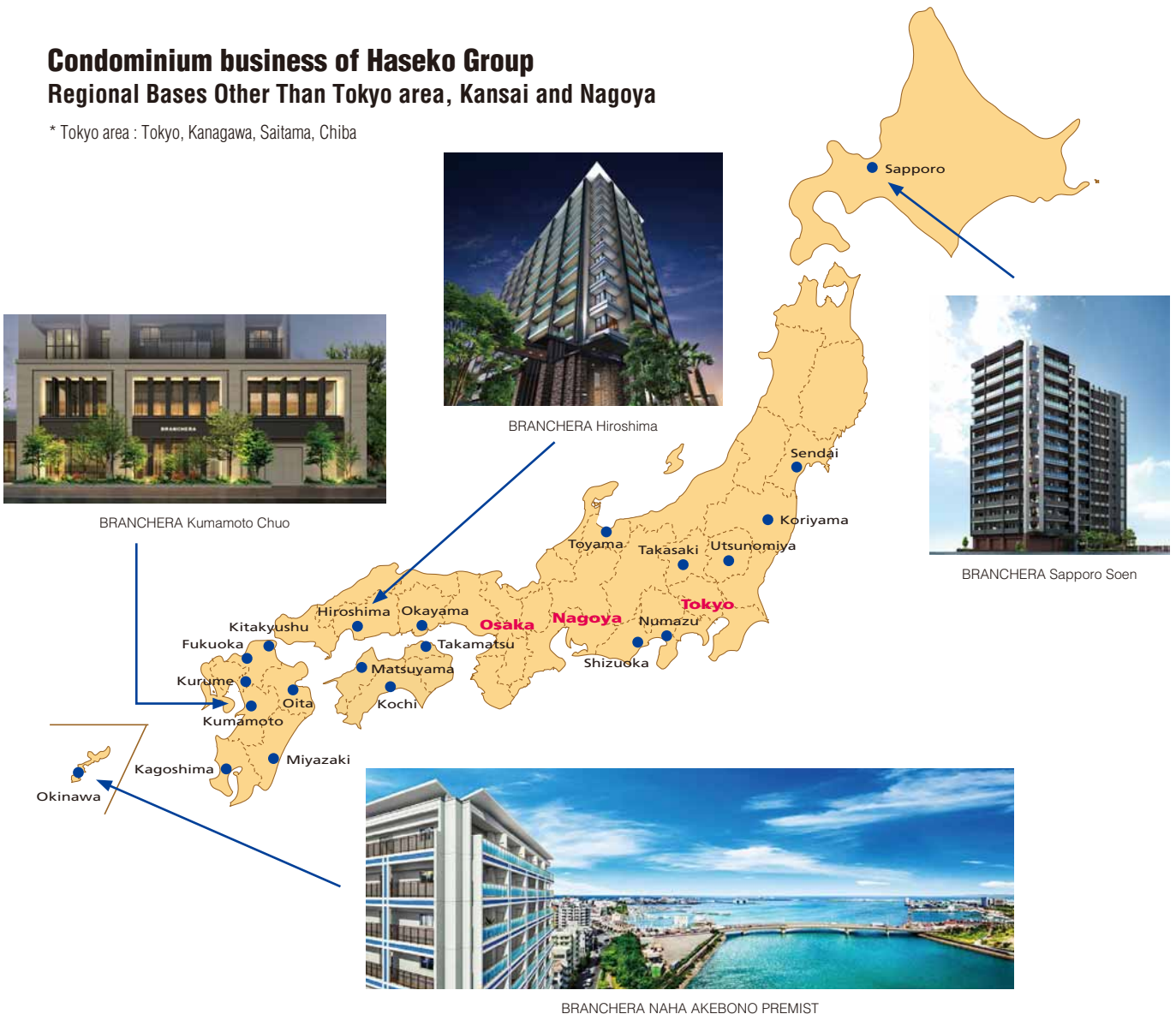
Initiatives to Expand Business Areas: Domestic Market

Haseko Corporation's Kyushu Operations Division, which was established in 2017 in Fukuoka, has evolved to become the Kyushu and Okinawa Operations Division and conducts business in the Kyushu and Okinawa region as an advanced base for coordination within the Group in charge of marketing where all functions including condominium management, rental management, for-sale condominium business, and facility renovation are integrated. The Company also newly established the Chugoku and Shikoku regions Business Promotion Department in 2018 to serve as the base of its real estate-related business in the Chugoku and Shikoku areas. Going forward, the Company intends to operate as a developer as well in these areas. In addition, the Company has expanded the activity areas of its business promotion department by opening operating offices in Northern Kanto in locations such as Utsunomiya and Takasaki, and in Shizuoka, deploying real estate staff. Through these measures, the Company has reinforced its efforts to establish a system that allows itself to construct condominiums on its own in prefectural capitals of the regions where a certain volume of condominium demand is available.

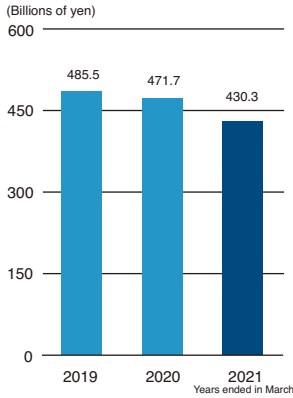
The service-related business group has been operating in major cities in Japan, led by management companies, and is expanding its network further through M&A, etc. With these endeavors, the Haseko Group as a whole is strategically engaging in such businesses as marketing, management, and development at its bases that stretch broadly from Hokkaido to Okinawa.

Condominium business of Haseko Group Regional Bases Other Than Tokyo area, Kansai and Nagoya

* Tokyo area : Tokyo, Kanagawa, Saitama, Chiba

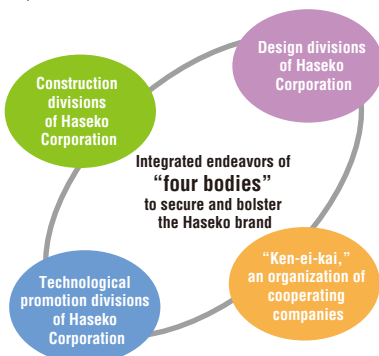


Orders received (Non-consolidated basis)



Conduct "Haseko Value Enhancement Activities" to provide customers with product quality and satisfaction

Integrate endeavors of the "four bodies" (the construction divisions, design divisions and technological promotion divisions of Haseko Corporation and "Ken-ei-kai," an organization of cooperating companies) to ensure smooth communications among them, in order to secure high quality and eventually improve customer satisfaction



Construction

Haseko Corporation has specialized in condominium construction, as shown by its cumulative construction track record of over 660,000 units built. Unlike ordinary general contractors, the Company deploys the unique business model of "Haseko Exclusive Contracts by providing land for project owners," in which it proposes land information it acquires on its own along with optimal project plans to project owners. The Company constructs condominiums by employing state-of-the-art, efficient (no reconstruction) and highly precise (minimal complaints) construction methods, and has established a construction management system that keeps to budgets with no major gaps and promotes smooth implementation of project schedules. This allows Haseko to maintain high productivity. This system is bolstered by the good long-term relationships with cooperating companies that have full knowledge of Haseko's construction methods. On top of their proficiency in construction, such companies adopt Haseko's new products and new technologies, etc. as quickly as possible through training courses and other measures. These measures are what have maintained Haseko's high productivity, which secures sufficient competitiveness and serves as a source of its high profitability.

Challenge for New Construction Fields

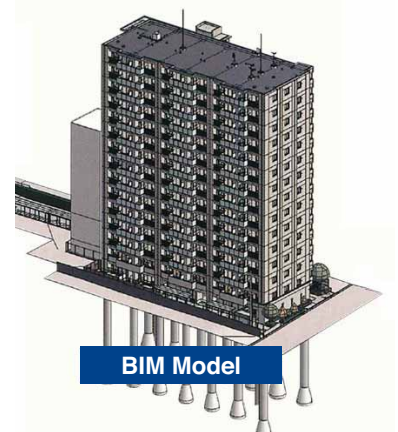
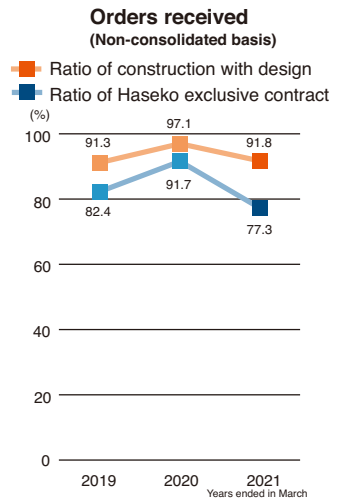
Taking advantage of the technological capabilities it has fostered through for-sale condominium construction and its abundant achievements, the Company is proactively working on a variety of construction fields, including not only residential-use properties such as ultra-skyscraper condominiums, rental condominiums, condominiums for students and elderly people, and corporate housing and dormitories, but also hotels, office buildings and logistics facilities. In April 2020, the Haseko Group incorporated HOSODA CORPORATION, which is engaged in sale, design and construction of wooden detached housing. Going forward, the Haseko Group will exert its synergies to meet all types of customer needs.



Design

The design section is always pursuing “what is best for residents,” and conducts design work from the viewpoint of the end users, receiving feedback from customers. In addition, it proactively works to enhance performance aspects, such as enriching the fundamental performance of condominiums, improving versatility and securing environmental and disaster prevention performances, by utilizing its accumulated know-how from the cumulative construction track record of over 650,000 units as well as new products and new technologies developed by Haseko Technical Research Institute. In addition, the Company is promoting the use of BIM throughout the design and construction process as well as the introduction of ICT-related technologies while also working on productivity reform at construction sites.

Moreover, at “LIPS,” which is the presentation space for condominiums that regularly exhibits products of approximately 70 manufacturers including exterior finishing materials, builders’ hardware, steel fittings, interior finishing materials and housing equipment. The space enables selection of products and materials in a prompt and secure manner, as it allows project owners and Haseko staff to jointly “see” and “touch” actual offerings as samples at the design stage.



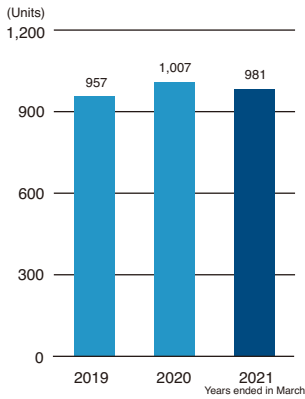
Initiatives to Innovate Production Technologies

In the fiscal year ended March 2020, the Company established a system to introduce BIM (Building Information Modeling), an advanced design technique for constructing three-dimensional building models on computers, to properties to be newly designed. Looking ahead, the Company aims to further strengthen its competitiveness by further utilizing BIM in the processes of design and construction and promoting digital transformation (DX).



PREMIST Funabashi Tsukada

Sales of newly-built for-sale condominiums (Haseko Group)



Taking advantage of the ability to gather land information and analyze the market, which the Company has fostered over many years, as well as its abundant achievements in real estate development, Haseko conducts a variety of real estate-related businesses including for-sale condominiums, for-sale detached housing, development and operation of profit-generating properties like rental condominiums, and consultation for effective use of land.

For-Sale Condominiums Business

The Company offers RENAI series condominiums, which mainly consist of family-type units, in metropolitan areas, and BRANCHERA series condominiums, which feature a variety of units including family-type and compact-type units, in core regional cities.

Development of Rental Condominiums

The Company is also engaged in developing profit-generating properties in pursuit of maximizing the asset value and use value of real estate. Aside from rental condominiums, the Company conducts planning and development of a variety of assets, including condominiums for students, hotels, office buildings and retail facilities.



BRANCHERA Nagahama Motohamacho

Haseko Real Estate Development Holdings Inc.

The company supervises the for-sale real estate businesses of the Haseko Group, integrating their common functions, working to enhance the business implementation system and reinforcing governance, among other endeavors, in order to achieve higher profitability.

Haseko Real Estate Development, Inc.

The company is a comprehensive real estate developer responsible for cultivating Haseko's new business domains, including development of the BRANCHERA series for-sale condominiums in core regional cities as well as compact condominiums, concept-focused rental condominiums, and condominiums for students in urban areas.

Sohgoh Real Estate Co., Ltd.

The company provides Renai brand for-sale condominiums mainly in metropolitan areas, demonstrating its unique product planning ability with considerations given to the environment, health, and safety. It is engaged in a wide variety of development projects, including detached housing and residential land development, rental condominiums, hotels, and rental office buildings.

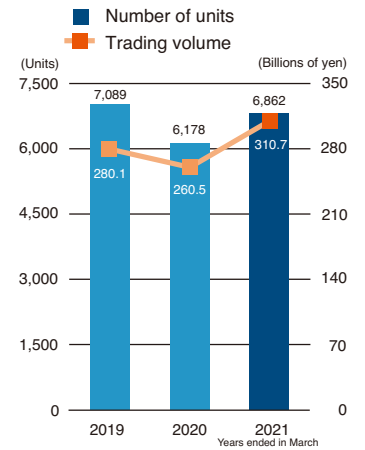
Haseko Urbest, which have a leading position in consigned sales of newly built condominiums in Japan, and Haseko Real Estate, which develops mainly in the brokerage and renovation businesses centered on existing real estate sales, will contribute to the revitalization of the condominium market and existing housing brokerage.

Haseko Urbest Inc.

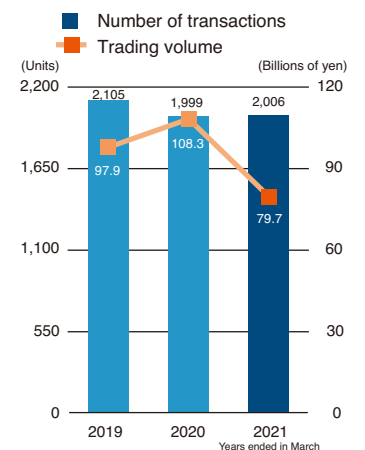
Haseko Urbest Inc. is responsible for consigned sales of newly built condominiums as its mainstay business, and conducts marketing through consultation for customers considering purchase of condominium units. On top of sales, it also plays an important role in reflecting the voice of customers into the Haseko Group toward new product planning and enhanced quality of design and construction. At the same time, the company is highly acknowledged by customers for its high-quality services in the process of condominium sales, from assistance before purchase to purchase agreement and delivery. Going forward, Haseko Urbest will utilize such know-how in selling newly-built, for-sale detached housing.



Consignment sales of newly-built for-sale condominiums (Haseko Urbest)



Brokerage of real estate (Haseko Real Estate)



Haseko Real Estate, Inc.

Haseko Real Estate, Inc. was born as an “integrated real estate brokerage company” through the integration of the Haseko Group’s real estate brokerage business, with an aim to proactively work on “vitalizing the transaction of existing housing” as an important area of the Group’s growth strategy. The company conducts brokerage business to handle wide-ranging real estate transaction needs, from brokerage, selling and buying to leasing of condominiums, detached housing, retail sites and profit-generating buildings, as well as renovation business to purchase, add value and re-sell existing housing. It also provides after-sales services, including its proprietary long-term building assurance service that takes advantage of the collective capabilities of the Group, so that customers can live comfortable lives after purchasing or selling their residences.

Real Estate Brokerage

Selling and buying, exchanging, leasing, agency and brokerage of real estate

Building: Condominiums, detached houses, profit-generating buildings, facilities for the elderly, hospitals and medical facilities, company housing, etc.

Land: Sites for condominiums and detached houses, commercial sites, sites for facilities for the elderly, sites for hospitals and medical facilities, sites for warehouses and plants, sites for large-scale, multi-use developments, land for consideration of equivalent exchange or effective use, etc.

Purchase and Resale

Purchase and resale of condominiums and profit-generating properties

Property acquisition: Condominiums and detached houses (from entire buildings to single units), profit-generating properties

Temporary holding: For renovation and conversion

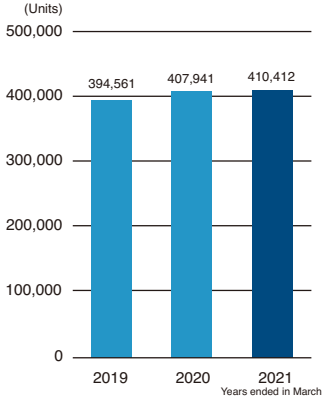
Sale: For the real estate market and business corporations

Real Estate Solution

Consultation for effective use of land, asset management, consultation for real estate investment Management and administration of real estate and project proposals

The company fully utilizes the networks of the Haseko Group to provide total support for business planning to operations and management of condominium projects, offices, retail stores, facilities for the elderly and other properties, helping customers to conduct asset management by realizing the property value to the maximum.

Condominium building management



The Haseko Group companies that conduct for-sale condominium management operations are commissioned by management associations, which are comprised of residents of condominiums, to provide a variety of technical and legal consultations including long-term repair plans, building inspections and large-scale repairs, armed with the technological capabilities unique to managing companies belonging to a general contractor group, and are engaged in the business to maintain and manage the foundations for living, including daily cleaning and facility maintenance. Moreover, they support planning and operations of a variety of events at condominiums designed to form a community and establish a system of mutual help among residents. Under Haseko Property Management Holdings Inc., which was established in 2017 as the intermediate holding company that supervises the for-sale condominium management operations of the Haseko Group, the four management companies are currently consigned with condominium management of over 400,000 units in total. They provide management services in wide areas covering Sapporo, Sendai, Koriyama, Chugoku and Shikoku regions and Kyushu and Okinawa regions, on top of the three major metropolitan areas.



Haseko Property Management Holdings Inc.

Working as an intermediary holding company that supervises the for-sale condominium management operations of the Haseko Group, the company integrates the knowledge, experience and know-how obtained by the respective companies engaged in this business through their management operations, and provides even a wider-range of services.

Haseko Community, Inc.

Tokyo metropolitan area, Kinki area, Chubu area, Sapporo, Sendai, Koriyama

Haseko Community Nishinihon Inc.

Chugoku area, Shikoku area, Kinki area

Haseko Community Kyushu Inc.

Kyushu area

Haseko Community Okinawa Inc.

Okinawa

Comprehensive Monitoring

Comprehensive monitoring operations conducted around the clock; security personnel dispatched in emergencies, and specialized technical staff available day-and-night.

Management and Cleaning

Reception, surveillance, attendance services and cleaning services of common areas by staff who have mastered professional knowledge and skills.

Maintenance and Management

Periodical inspection of elevators, water supply and drainage, fire prevention facilities and other accessorial facilities; proposals for repairs of defects; proposals for repair work plans and financing plans for forecasted future deterioration of buildings over time.

Clerical Services

In place of management associations, the company collects and keeps management fees and repair deposits, gives reminders for payment of unpaid proceeds, reports financial statements and providing accounting services including financial settlements.

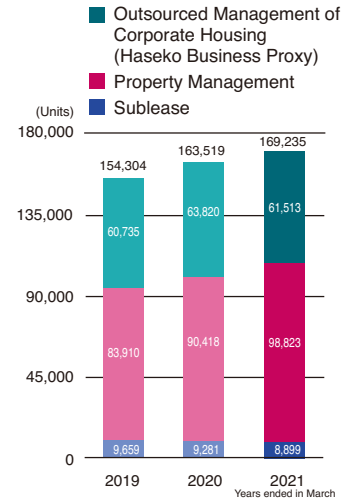
Life Support Services

The company provides services that support the daily lives of residents, including acceptance of clothes for cleaning, arranging for taxis and catering services, and conducting a variety of community events. Moreover, it offers services that enrich the living at condominiums, such as cafes and culture schools operated in condominiums as well as car sharing.

Management and Operation of Rental Condominiums

Haseko Livenet, Inc. implements comprehensive management of rental condominiums, including lease management and operations of condominiums, consulting on rental operations, and rental brokerage of condominiums, in the domains where rental condominiums, corporate real estate, and for-investment condominiums are mutually interrelated. The company has operation bases in eight locations in major cities of Sapporo, Sendai, Shizuoka, Nagoya, Hiroshima and Fukuoka as well as in the Tokyo metropolitan area and the Kinki area, and provides management and operation services in a manner that suits the respective markets. With its strong capabilities in leasing, market analysis and planning and proposal in the rental condominium management business, the company boasts industry-leading achievements in consigned property management of for-investment rental condominiums. In addition, the company has newly focused on a real estate solution business, conducting one-stop operations to meet property owners' needs.

Rental condominium management and operation



BRANSIESTA MORISHITA



BRANSIESTA IIDABASHI



BRANSIESTA RYOGOKU

Haseko Livenet, Inc.

Property Management

Sublease system in which the company rents the entire properties for lease, and handling of various procedures and work for rental operations as an agency; the "total package management" service in which the company performs building management on its own, and the full support for all aspects down to exit strategies.

Development of For-Investment Rental Condominiums

The company coordinates development of rental condominiums and prepares plans based on marketing results. It can achieve high occupancy rates by being simultaneously consigned for property management.

Haseko Business Proxy, Inc.

As a pioneer of the business model, the company is characterized by the high-quality service chosen by global companies.

Management Agency for Corporate Housing

Conducts review of the corporate housing systems and provides support to the corporate real estate strategy of clients; implements a solution business for corporate real estate, including rehabilitation of client owned corporate housing and proposals for efficient use of corporate land, and provides total support to clients' employees who are the "lessees" living in the company housing.

Furniture and Home Appliance Rental Business*

The company started a "furniture and home appliance rental business" as a new value-added service.

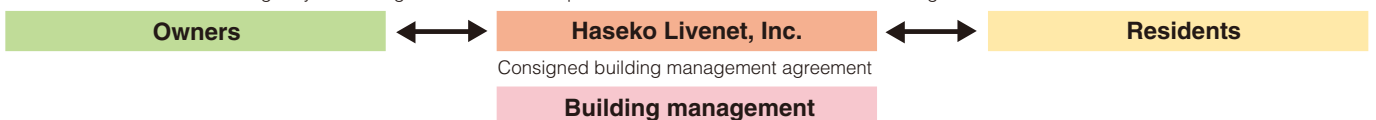
Products covered: a set of living goods including furniture and home appliances, gas stoves, and bedding

(* The company succeeded its "furniture and home appliance rental business," "home appliance sales business," and "office equipment rental business and vehicle lease business," which were conducted by Residential Service, Inc., a Haseko Group company, as of October 1, 2019.

Property Management

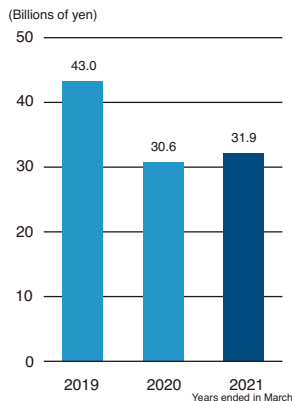
Agency service agreement for rental operations

Lease agreement



Total package management: Building management, handling of procedures and work as an agency, and sublease system

Orders received (Haseko Reform)



The number of for-sale condominiums in stock in Japan is estimated to surpass 6.75 million units. Of these, approximately 2.32 million units are reckoned to be in buildings built 30 or more years ago. Aside from these, many condominiums have become old and now require large-scale repair work to be conducted. Utilizing the Condominium Rehabilitation Division's Consultation Room for Building Replacement and Renovation as a service window, Haseko Group serves the management associations and owners of aged condominiums as a total advisor for rehabilitating the buildings, responding to a variety of needs for repairs, renovations and building replacement.

Haseko Reform Inc. is an integrated remodeling company boasting achievements in large-scale repair and renovation work encompassing over 640,000 units. The company makes optimum renewal proposals – including renovations of earthquake-resistant structures, ordinary repairs, large-scale repairs and remodeling – in accordance with the various building characteristics (size, design and specifications) of each asset with the aim of extending the building life. Moreover, it can deliver interior remodeling of exclusive areas and renovation of office buildings, dormitories, company housing and educational facilities, and provides construction quality that achieves maintenance and enhancement of the asset value of condominiums and other buildings.



Juyushi (excellent engineers of housing), or experts of building diagnosis, is organized by practitioners of condominium design, management and repair, etc., and implements diagnosis of the four aspects of building, earthquake resistance, facilities, and the environment and energy saving.

Work for Multi-Use Development Project: Whole Building Renovation



Share Place Mitaka

Creating a space that is coherent as a whole while intentionally utilizing existing walls and beams



Before



After

Offerings for Extending Building Life

Large-scale repairs

- Consideration given to repair work conducted with residents remaining in their units.
- Proposes construction methods that negate the need for scaffolds or curing sheets.

Renovations of earthquake-resistant structures

- Renovations of earthquake-resistant structures with residents continuing to live in their units.
- Conducts procedures to apply for subsidies to local governments and provides support for resident briefings.

Facility renovations

- The SAPS R method for replacing water supply pipes realizes durability of 60 years; the HAM-J method for drainage pipes completes work in a day for a single system.

Renovations for environmental friendliness and energy saving

- Renovations for energy saving, including heat insulation of buildings and adoption of multi-layer glass; advice on obtaining subsidies, etc.

Offerings for enhancing assets and lifestyle

Renovations for value enhancement.

- Employs barrier-free design, which is indispensable for the aged society.
- Renovations of entrances for improving the image.
- Prevents deterioration of building frame through external insulation.
- Replaces window sashes as a countermeasure against condensation.

Remodeling work

- Proposes optimum remodeling for not only unit floor plans and designs but also for replacement of water supply, drainage pipes and electricity facilities.
- Female interior coordinators make arrangements based on the condominium construction record data.
- Addresses a variety of themes such as lifestyles and adoption of natural materials.
- Conducts remodeling of detached houses as well.

Condominium Rehabilitation and Building Replacement Business

In conducting the condominium building replacement business, a variety of requests must be met from the management associations, including investigations for choosing repairs or building replacement, building diagnosis, evaluation of seismic capacity, comparison of rough estimates for repairs and building replacement costs, establishment of a building replacement investigation committee, consensus building, mediation of temporary housing, resettlement of the residents and management after the resettlement. This is why the number of condominium building replacement cases remains extremely small, standing at 303 properties (including those under preparation) as of April 1, 2021, of which 263 properties were completed.

In conducting condominium replacement, Haseko has proposed more specific options for building consensus and solving problems to the owners and management associations through coordination among the Group companies. As such, the Company has conducted condominium replacement in 35 cases the most in Japan, as of April 2020.



Palais Royal Midorigaoka
Our first building replacement condominium

Garden Flats Toyonaka Asahigaoka
Building replacement utilizing the adjoining land to eliminate the need for temporary housing



OBER Grandio Haginaka
The first resolution on building replacement applying the Revised Condominium Unit Ownership Act; project implemented by the initiative of the management association



BRANCHERA Ichikawa Gyotoku: Building replacement of a wooden-framed town house, entirely produced by the Haseko Group from design and construction to sales

Comprehensive Strengths of the Haseko Group Utilized in Condominium Rehabilitation

An advisor of total aspects for condominium rehabilitation to meet a variety of needs for “repair and renovation” and “building replacement”

Building diagnosis and renovations of earthquake-resistant structures, ordinary repairs, large-scale repairs and interior remodeling

Planning and design of condominium building replacement

Condominium building replacement construction

Purchase of redundant floors and sale to general consumers

Mediation of temporary housing and advisory for negotiations on displacement of tenants

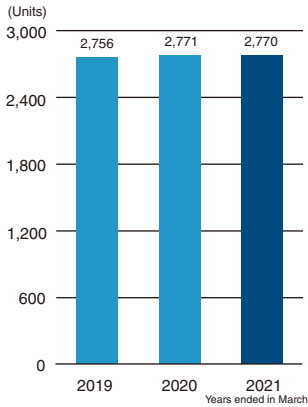
Proposal on condominium management and operation

Sale of for-sale condominiums and mediation of housing for mover

Mediation of paid facilities for the elderly and housing for the elderly

Senior Living Business and Overseas Business

Changes in the number of paid facilities for the elderly



Senior Living Business

In the Haseko Group, which takes into account Japan's super-aging society, Century Life Co., Ltd. has been planning and operating paid care facilities for the elderly. In 2016, Haseko Senior Holdings Co., Ltd. was established as a holding company controlling the senior living business as a whole and conducting project management, etc. Affiliating Century Life Co., Ltd. and Seikatsu Kagaku Un-Ei Co., Ltd., which have established and operated housing for the elderly for over 30 years, and Furusato Co., Ltd., which operates Furusato dementia-specialized day services and short-stay facilities in Kawasaki and Yokohama, the company offers services at approximately 100 operation centers in the three major metropolitan areas. By taking advantage of the characteristics of the respective affiliates, it provides paid facilities for the elderly, housing with services for the elderly, paid nursing care facilities for the elderly, group homes and home nursing care services.



A serviced apartment for Japanese people in Hanoi, Vietnam



A project in Ewa District, Hawaii



Rental housing in Duarte



Century City Oji: Next-generation housing for the elderly that forms a large-scale multi-use community comprising residential, retail, educational and medical facilities and incorporates the mechanism and scheme that comfortably ties multiple generations, ranging from the elderly to children, both in terms of operational know-how and physical products.



Overseas Business

Starting with its entry into the State of Hawaii in the U.S. in 1973, the Haseko Group implemented real estate business in the country in such areas as California and New York. The housing development project for actual use demand covering approximately 4,000 units in the Ewa District, Hawaii, which the Company conducted since 1999, completed in 2018, and ongoing operations in Hawaii are limited to resort development. Going forward, the Company plans to develop retail facilities, hotels and residences in areas with a good atmosphere for resorts and located close to lagoons and the coast.

In Southeast Asia, the Company opened a representative office in Vietnam in 2012. The Company developed a serviced apartment for Japanese people in Hanoi, Vietnam, which completed in 2017. In 2020, the Company entered into a partnership with Ecoba Vietnam, a local construction company, in order to further reinforce its housing construction business there.

New Initiatives

In March 2019, Haseko America, Inc. (HAI), a subsidiary, entered the senior living business in the U.S. by acquiring equity interest in 9 local senior residential facilities (approximately 1,200 units). Subsequently, HAI carried out equity investment in a special purpose company for development of rental housing in Duarte, Los Angeles County, California. By participating in the rental housing development business in North America where the market is highly transparent and strong rental demand is anticipated, the Company aims to build a revenue base for the Haseko Group's overseas business, enrich its knowledge of the development business in North America, and establish networks abroad.

HOSODA CORPORATION Newly Incorporated into the Haseko Group

In April 2020, the Haseko Group incorporated HOSODA CORPORATION, which is engaged in the sale and custom building of wooden detached housing. With the incorporation, the Company is working to expand its business domains and promote further reinforcement of business operations by enhancing synergy within the Haseko Group.

HOSODA CORPORATION

Since its founding in 1947, HOSODA CORPORATION has continued to value and pursue "wooden houses." In the ever-changing housing market, the company always pursues creative and innovative endeavors to enhance the quality of its offerings as a key player of house-making using the timber framework method. Through an integrated business system, it conducts on its own all processes of creating living spaces, from acquisition of sites to design, construction management, delivery and even maintenance services. Based on this system, the company has kept its practice of directly conducting construction bearing all responsibility, and has delivered more than 35,000 detached houses to date.

Currently, the company exerts synergistic effects as a member of the Haseko Group and responds to the diversifying needs of customers. Built on its wooden detached housing business including sales and custom building, the company is engaged in a variety of businesses such as town creation, remodeling and evaluation of seismic capacity of housing.



Timber framework method

Characteristically, the method prepares the skeleton frame of a building with the foundation, pillars and beams, and arranges load-bearing walls in a well-balanced manner, nailed with structural plywood, etc. to braces and the framework so that the building can withstand earthquakes and strong wind.

Proprietary "Growing Series" for-sale housing by HOSODA CORPORATION



Growing Square Kunitachi Concept House

Custom-built housing that realizes the dream home customers envision and the lifestyle they hope for



Hamadayama model house for "Ki-Kokochi-Moku" custom-built housing



A custom-built house that realizes a spacious living room on a site with limited space

Haseko Technical Center

Haseko Technical Center was established in March 2018 as a development base by integrating Haseko Technical Research Institute, Haseko Group Technical Training Center and Haseko Community Owl 24 Center with an aim to secure future progress in research and technological development. The center conducts research and technological development to secure safe and comfortable living from a lifestyle perspective, offers education and training for the Company's staff, and provides information on a variety of issues. In addition, Haseko Condominium Museum has been newly established in the main building. The museum displays exhibits explaining the history of the Haseko Group, track record and concepts of future housing, and features a section in which visitors can experience construction using virtual reality systems, etc. The Company works to enhance the center as a base to provide information on new technologies, new products and technical verifications, etc.



Haseko Condominium Museum

The museum allows visitors to learn all about condominiums, as they can see, touch and feel everything related to condominiums. Through actual offerings, visitors can experience the history of condominiums, from the birth of humankind through the establishment of apartments, and the differences between condominiums of earlier days and present times. The museum also shows the production flow and specification changes of condominiums, including design, construction and structures, introduces cases of repair and building replacement to maintain the asset value, and demonstrates the future prospects of condominiums. Visitors can also browse pamphlets of properties handled by the Haseko Group.



The operational flow of the condominium business and changes in condominium specifications are explained by using motion pictures and exhibits.



A profound movie depicts the birth of humankind through the history of apartments, highlighting the fulfillment found in humans residing together.



Changes in apartments in Japan and around the world are demonstrated through panels.

Haseko Technical Research Institute

Haseko Technical Research Institute features a Housing Test Building (for apartments), a full-scale model of an actual condominium, and a Multi-Purpose Test Building, which houses test areas for such subjects as structures, materials and environmental issues, and conducts a variety of performance tests and research and development on apartments. Aiming to create “housing in which residents can live securely and comfortably over a long time,” the institute is responding to the new needs of customers and society through such efforts as extending the life of buildings, improving seismic performance and environmental issues including reduction of CO₂ emissions.

Key Notable Technologies

Notable technologies of Haseko Technical Research Institute, which coordinates with the technology-related departments of Haseko Corporation and the Group companies as well as promotes joint research and development with universities and research institutions, are presented below.

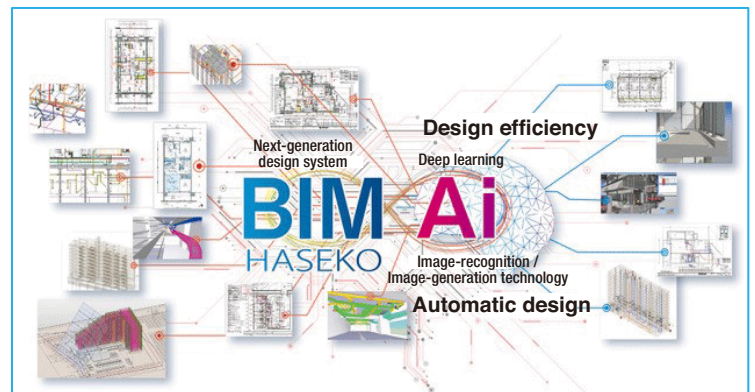


A multi-purpose test building with wall greenery effective for mitigating global warming and reducing CO₂ emissions

Haseko's Next-Generation Design System Started Joint Research Aimed at Utilization of Image-Generation Technology Using Deep Learning

The Digital Technology Lab of Haseko Corporation has started joint research with Incubit, Inc., which excels in image-recognition and image-generation technologies using deep learning, to promote utilization of AI technologies in the next-generation design system.

The joint study aims to explore the feasibility of automatic design and AI design and further enhance the efficiency of condominium design work by combining Haseko's knowledge on condominium design and massive quantities of drawing data it has created to date with Incubit's AI technologies, in particular its knowledge and technologies concerning deep learning.



Haseko's proprietary “H-BA concrete” - highly versatile environment-conscious concrete First adopted at part of a newly built condominium in Yokohama-shi, with an aim to popularize and expand its use for realizing a decarbonized society

H-BA concrete is eco-friendly concrete manufactured by blending ordinary Portland cement and blast furnace cement type-B and reduces CO₂ emissions derived from concrete materials by some 8.2% to 18.5%. It has the same quality as concrete generally used like ordinary concrete (general concrete) and has obtained a construction technology performance certificate by General Building Research Corporation of Japan (GBRC performance certificate No. 17-21).

Characteristics

- (1) Having the same quality as general-use concrete
As the H-BA concrete has the same intensity reappearance and endurance performance as general-use concrete, it is used as concrete with the quality that meets the JIS A 5308 (ready-mixed concrete).
- (2) Exerting a significant effect on CO₂ reduction through wide-ranging use for buildings
Applicable to all parts of buildings, the H-BA concrete can be used in a wide range of sections. Accordingly, the product is expected to be effective for greatly reducing CO₂ emissions (as it reduces CO₂ emissions derived from concrete materials by some 8.2% to 18.5%).
- (3) Produced and used for construction in the same way as general-use concrete

