

May 17, 2011

Sumitomo Forestry Co., Ltd.

Sumitomo Forestry Home Tech Co., Ltd.

## **Sumitomo Forestry Home Tech to Launch *Reforest Ma:Ri* Fixed Price Condo Renovation Package**

—Fortifies Remodeling and Renovation Business and  
Company's Renovation Team to Accept Orders in Tokyo, with More Locations Coming—

Sumitomo Forestry Home Tech Co., Ltd. (Head Office: Chiyoda-ku, Tokyo; President: Kunihiro Takagiri), a wholly-owned subsidiary of Sumitomo Forestry Co., Ltd. (Head Office: Chiyoda-ku, Tokyo; President and Representative Director: Akira Ichikawa) specializing in building renovations, will launch *Reforest Ma:Ri*, a revamped version of *Ma:Ri*, the company's fixed-price condominium renovation package, on May 19.

In contrast with *Ma:Ri*, *Reforest Ma:Ri* gives clearer information on the fixed price portion of its price structure, while offering wood-inspired interior designs and functional, modern facilities possible only with the Sumitomo Forestry Group. To meet diverse customer needs, Sumitomo Forestry Home Tech will establish a new condominium renovation team for Tokyo's 23 wards. The company will grow its team and strengthen service capabilities as the sales area expands beyond the Tokyo metropolis. Sumitomo Forestry Home Tech is targeting ¥2 billion in revenue from condo renovations for the fiscal year ending March 31, 2014.

### ■ ***Reforest Ma:Ri* Product Description**

Name: *Reforest Ma:Ri* (named after "Reforest," Sumitomo Forestry Home Tech's renovation brand, with redesigned logo)

Product launch: May 19, 2011

Sales area: Tokyo's 23 wards (to expand to the Tokyo metropolitan area, Osaka, and Nagoya areas in June, and nationwide thereafter)

#### Product features:

(1) Clearer price structure based on fixed price system and greater selection of standard equipment

The basic construction work and standard equipment costs have been combined into one easy price, and each component price has been revised to reduce total cost.

- Price: ¥105,000/m<sup>2</sup> (tax included) \* For renovation area of 70m<sup>2</sup>  
(This product is available for renovation areas of 50-100m<sup>2</sup>; price varies according to area range)
- Includes: Installation costs for scaffolding and other temporary structures, demolition work, woodwork, plumbing, electrical, waste disposal, kitchen, washroom, toilet room, bath and shower, water heater replacement, interior doors, entrance hall storage area, storage units, interior work, design fee

- Facilities equipment: Each condominium is equipped with elegant, easy-to-use facilities and select bath and kitchen units with exceptional utility and style.
- Interior features: Our select flooring materials maintain their attractiveness for the longest periods and are more durable and functional than most sound-insulating floors installed directly on concrete

(2) Customizable design

This product includes options to meet individual needs based on a fixed price system. For example, flooring materials can be upgraded to any of a number of solid wood varieties including teak, walnut, maple, and bamboo to match entrance hall storage cabinets, interior doors, and other interior parts. Our customizable designs allow for personalized interiors, custom kitchens, and a suitable environment for living with pets.

(3) Full support

Sumitomo Forestry Home Service Co., Ltd. (Head Office: Shinjuku-ku, Tokyo; President: Shinji Shinomori) can help customers who are considering renovating after purchasing a pre-owned condominium, starting with a home search. We can answer any questions you have about temporary housing, moving, loans, and more through our partner companies.