

August 26, 2011

Sumitomo Forestry Co., Ltd.
Sumitomo Forestry Home Tech Co., Ltd.
Sumirin Enterprises Co., Ltd.

Sumitomo Forestry Home Tech to Launch *Reforest Home Insurance*

First Partnership with Financial Institutions in Japan's Renovation Industry to Discount Insurance Premiums

—Providing Full After-Sales Service and Peace of Mind for One's Home—

Sumitomo Forestry Home Tech Co., Ltd. (Head Office: Chiyoda-ku, Tokyo; President: Kunihiko 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 begin on September 1 recruiting customers for its *Reforest Home Insurance*, a new insurance for homeowners who renovate their home with Sumitomo Forestry Home Tech.

Reforest Home Insurance is an “all-risk”¹ home insurance policy underwritten by Mitsui Sumitomo Insurance Co., Ltd. It is the first² home insurance product of its kind in the renovation industry in Japan. It gives homeowners a roughly 10% discount³ off the normal home insurance premium when they renovate their home using a loan from one of the partner financial institutions⁴ of Sumitomo Forestry Home Tech, an arrangement that takes advantage of a special contract for wholesale insurance. Sumitomo Forestry Home Tech is looking to sell around 300 policies in the first fiscal year.

■ Product Overview

1 . First financial partnership in the renovation industry activates a special discount on insurance premium

Reforest Home Insurance covers a wide range of perils, including not only general fire, lightning, rupture/explosion, wind, hail, and snow damage, but also water leak, theft, flood, and breakage/vandalism. Insurance customers who also use a loan from one of Sumitomo Forestry Home Tech's financial partners qualify for a unique premium discount.

2 . Compare with your existing home insurance policy

Sumitomo Forestry Home Tech encourages homeowners when renovating their home to review the compensation amounts and coverage of their existing home insurance policy and also to add earthquake coverage to give them more peace of mind when it comes to their home.

3 . Prepare for “acts of God” during the renovation project

Reforest Home Insurance includes fire and earthquake coverage options that protect against “acts of God”—risks that are typically excluded in construction contracts—from the start of renovation work.

4 . Increased coverage for protection of attached equipment

Insurance plans are also available for coverage of accidents (breakdowns) to costly equipment such as solar power and fuel cell-based cogeneration systems.

5 . Feel supported by the combined strength of the Sumitomo Forestry Group

Sumitomo Forestry Home Tech and Sumirin Enterprises Co., Ltd. (Head Office: Chiyoda-ku, Tokyo; President: Mitsuru Ushiro; Provides a comprehensive range of services for the Sumitomo Forestry Group, including insurance agent, travel agent, and lease services), drawing on the comprehensive capabilities of the Sumitomo Forestry Group, will work together to provide customers with a range of services including preparing the documents needed to file a claim, getting a quote for repair work, and coordination with the renovation project.

Corporate Profile of Sumitomo Forestry Home Tech Co., Ltd.

1. Established: October 1, 1988
2. President: Kunihiko Takagiri
3. Capital: 100 million yen (wholly-owned subsidiary of Sumitomo Forestry Co., Ltd.)
4. Annual revenue: 41.8 billion yen (for fiscal year ended March 31, 2011)
5. Head Office: Hitotsubashi S1 Building 8F, 3-26 Kanda-nishikicho, Chiyoda-ku, Tokyo
6. Business Locations: 61 locations nationwide (as of July 31, 2011)
7. Number of employees: 1,311 (as of July 31, 2011)
8. Business activities: After-sales maintenance, including renovation of detached homes, historic houses, condominiums, stores, and offices

1. In addition to general fire, lightning, rupture/explosion, wind, hail, and snow damage, water leak, theft, flood, breakage/vandalism are also covered.

2. According to research by Sumitomo Forestry Co., Ltd. and Mitsui Sumitomo Insurance Company, Limited

3. Varies depending on the cost and nature of renovation

4. The Mortgage Corporation of Japan, Limited, and JACCS Co., Ltd. (Japan Consumer Credit Service)