

October 8, 2014

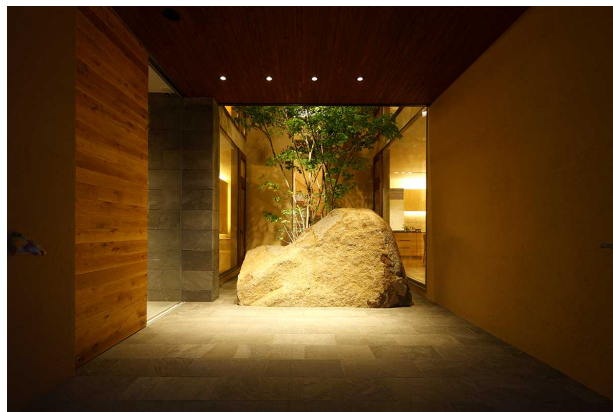
For Immediate Release

Sumitomo Forestry Co., Ltd.

Responding to preferences of the wealthy
Full-Scale Launch of “Estate Design Project”
Opening of model home in Komazawa, Setagaya-ku

Sumitomo Forestry Co., Ltd. has launched its Estate Design Project in full swing, and announced today that it has opened a model home in the Komazawa Park Housing Gallery (Setagaya-ku, Tokyo). The project is designed to better satisfy affluent customers.

The goal of this project is to strengthen the provision of homes targeting affluent customers who are very particular about design, in a housing market where the environment is becoming increasingly competitive.



■ Background

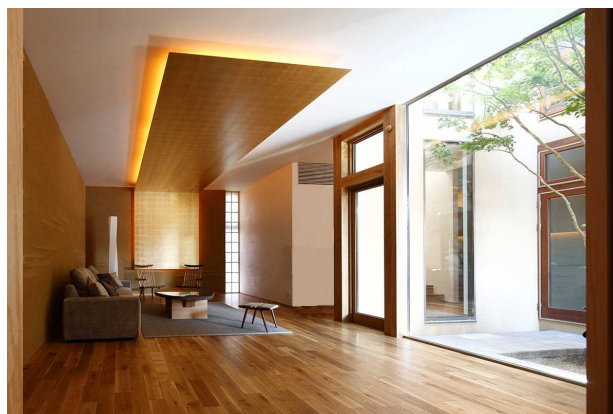
In the past, in order to better satisfy affluent customers, Sumitomo Forestry has strived to construct quality model homes in major urban areas, to strengthen design capabilities, and to build up a design team capable of giving fine-tuned responses. The aim of this project is to raise the bar even further.

The first step has been to construct two types of urban model homes: the Komazawa Model Home, and the Yagoto Model Home (in Nagoya City, Aichi Prefecture). Both model homes have been designed by the Design Partner Group (DPG), a design team that is in charge of special properties with a high degree of difficulty at Sumitomo Forestry.

Next January, Sumitomo Forestry also plans to begin selling a new product based on these two model homes. In addition to DPG, designing this new product will be 80 new designers appointed on October 1 to take charge of exclusive properties at branches nationwide in a bid to further strengthen the Company’s design capabilities.

■ About the Komazawa Model Home

The first phase in the project is the Komazawa Model Home. This home is designed to create an impression of the “refined elegance of Japan built in the city,” expressing a space where residents can feel tranquility and the seasons of Japan within the outer walls built to the boundaries of the site. By positioning a garden in the center, planted primarily with trees native to Japan’s fields and mountains, and by seamlessly linking each room to this garden, the design realizes a series of expansive spaces



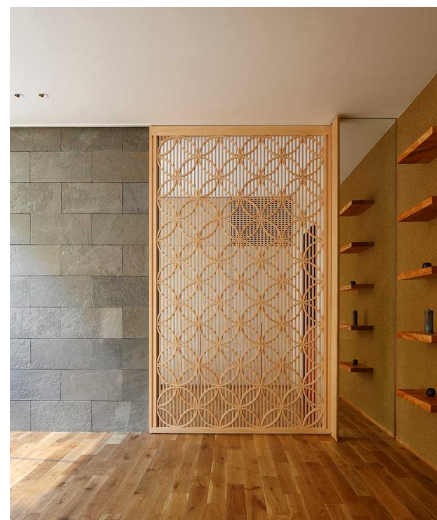
Happiness Grows from Trees



SUMITOMO FORESTRY

that “open inward.” The Yagoto Model Home, which is the second phase in the project, utilizes the distinctively spacious characteristics of the site to propose a floor plan that “opens outward.”

Furthermore, during the planning stage for the Komazawa Model Home, Sumitomo Forestry collaborated with interior designer Yukio Hashimoto to express the traditions and culture of Japan. A tasteful design has been embraced, such as adopting traditional Japanese techniques, including plastered walls using a Japanese plastering technique, lacquering, gold leaf, silver leaf, and fretwork *shoji* sliding doors. Timber grown in Japan has also been amply used in this model home, such as Japanese cypress for the post timber, and Hokkaido oak for the interior materials. This is Sumitomo Forestry’s first model home to utilize Japanese cypress for the post timber using the Big-Frame Construction Method,* with Japanese timber being used for 69% of the principal structural members.



By creating a system whereby Sumitomo Forestry’s design capabilities are demonstrated more than ever before, the company will strengthen its provision of homes that satisfy the preferences of the wealthy.

* Developed exclusively by Sumitomo Forestry, the Big-Frame (BF) Construction Method was the first wooden beam Rahmen structure method to be successfully patented in Japan (patent No. 3713256) when launched in February 2005. Instead of load-bearing walls, the BF construction method uses heavy section large columns that are linked together directly with dedicated “metal-touch” joiners (purpose-specific BF metal joints). This creates an extremely strong structural framework.