

January 21, 2015

For Immediate Release

Sumitomo Forestry Co., Ltd.

**Plans to open three centers**  
**Sumitomo Forestry Enters Day Care Business to Promote  
Elderly Care Services**

In anticipation of Japan's aging society, Sumitomo Forestry Co., Ltd. has announced that it will enter the day care business. Fill Care Co., Ltd. (President: Toshikatsu Nakazawa; Head Office: Yokohama City, Kanagawa Prefecture; wholly owned subsidiary of Sumitomo Forestry), a Group company engaged in the management of private-pay elderly care facilities, plans to open three new day care centers, aiming to increase its range of nursing care services for the elderly and further expand its lines of business.

Utilizing its design capabilities built up in the housing business, Sumitomo Forestry will provide both tangible and intangible day care services of a high quality required by the community, such as making proposals for living room spaces in which residents can relax as if they were in their own homes, and providing services having a high degree of freedom by way of multiple programs.

■ **Background**

Japan's society is steadily aging at a speed unparalleled in other countries. According to the *Annual Report on the Aging Society: 2014*, published by the Cabinet Office, as of October 2013, Japan's total population was 127.3 million, of which its elderly population aged 65 or older was a record high 31.9 million, or 25.1 percent of the total population; and its population aged 75 or older was 15.6 million, or 12.3 percent. Furthermore, it is expected that in 2020, when Tokyo is scheduled to host the Olympic and Paralympic Games, Japan's elderly ratio (percentage of the total population aged 65 or older) will reach 29.1 percent. It is estimated that Japan's population aged 65 or older will peak at 38.78 million in 2042, after which, it will begin to decline, although its elderly ratio will continue to rise, and in 2055, it is estimated that the percentage of Japan's total population aged 75 or older will exceed 25 percent, or one in four people. The provision of medical and nursing care services and the development of systems capable of dealing with this increase in the elderly population are pressing issues for Japan.

By 2025, when the baby boom generation will reach 75 years or older, the Japanese government aims to build an integrated community care system, providing housing, medical care, nursing care, preventive services and livelihood support in an integrated manner, whereby citizens can continue to live life in their own way in the communities where they are used to living until their final days even if they require a severe degree of nursing care. With an eye to providing integrated and ongoing at-home medical and nursing care, the government is promoting collaboration with relevant organizations as well as the creation of systems, and so it seems likely that the role of day care, an at-home nursing care service, will also further increase in importance.

Against such a background, in April 2012, Sumitomo Forestry established the new Lifestyle Service Division for the purpose of enhancing the activity and positivity of its peripheral services related to housing and lifestyles, such as its various businesses related to everyday life and those related to an aging society. It has since developed systems promoting elderly care services, including those by relevant Group companies. Fill Care already operates ten private-pay elderly care facilities, with a focus around Kanagawa, and as a consequence of this new venture into the day care business, it aims to provide high-quality nursing care services by increasing the options available to residents according to their nursing care circumstances and wishes. By building wide-ranging systems in nursing care and providing "housing- and lifestyle-related" services that address an aging society, Sumitomo Forestry will play an important part in realizing an affluent society.

Happiness Grows from Trees

■ **Day care centers scheduled to open**

Center to be developed	Higashi-Yamata Center	Tsundayama Center	Nerima Nishiki Center
Location	Higashiyamada, Tsuzuki-ku, Yokohama City, Kanagawa Prefecture	Shimosakunobe, Takatsu-ku, Kawasaki City, Kanagawa Prefecture	Nishiki, Nerima-ku, Tokyo
Closest station	“Kita-yamata” Station, Yokohama Municipal Subway Green Line	“Tsundayama” Station, JR Nambu Line	“Tobu-Nerima” Station, Tobu Tojo Line
Planned capacity	35	35	35
Planned start	May 2015	June 2015	2015, month TBC

■ **Features of day care**

At private-pay elderly care facilities operated by Fill Care, based on a motto of “intimate nursing care like a real family member,” efforts are made to provide a level of care that is attuned to the wishes of each and every resident and their families bearing in mind their individual circumstances. With respect to day care too, based on a concept of “providing a level of day care where individual clients can relax while enjoying trees and greenery in a homely space,” Fill Care will continue to operate its facilities with features only found in a Sumitomo Forestry Group company, by enhancing both tangible aspects such as facilities and equipment as well as intangible aspects such as rehabilitation and recreation programs.

- (1) Utilizing the Group’s know-how cultivated from building homes, the tangible aspects of the facilities will be enhanced, and the interior will be designed so that clients can relax as if they were at home, by making good use of wooden floors and fixtures, and by creating a space where they can enjoy the qualities of wood.

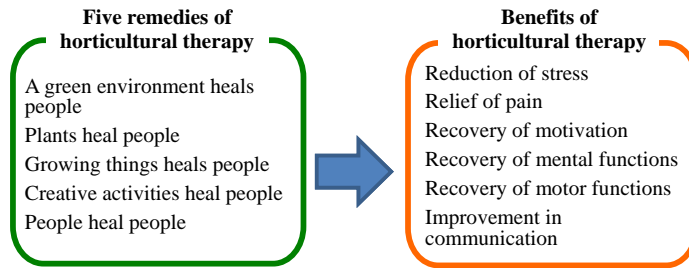


<Conceptual drawings of Tsundayama Center>

- (2) Instead of the traditional one-size-fits-all recreation program, several activity programs will be prepared so that individual users are able to select their preferred program according to their physical condition and mood on the day. Persons requiring nursing care often tend to lose their sociability, but by putting the priority in day care on respecting the will of individuals, the aim is to motivate clients to participate and for them to become actively involved, thereby maintaining their sociability.
- (3) Rehabilitation is in high demand by users, and it is set to become an increasingly important function of day care. As part of rehabilitation, “horticultural therapy” will be introduced. This form of therapy is said to be effective in restoring physical and mental function by patients coming in touch with nature and greenery.  
(A horticultural therapy garden is currently being constructed based on a proposal by Masahiro Toyoda, an Associate Professor at the Graduate School of Landscape Design and Management, University of Hyogo. Going forward, a horticultural therapy program will be offered under the professor’s supervision.)

“Horticultural therapy” is a form of therapy whose aims are psychological recovery, such as reduction of stress and improvement of motivation and mental function, physical recovery such as of motor functions, and improvement of sociability such as relationships with people, through a green environment and through the cultivation and use of plants. Anticipated effects for the elderly include reduced stress, exercise associated with physical activity, and prevention and reduced progression of dementia through interaction with others.

■ **Overview of horticultural therapy**



<Conceptual illustration of the horticultural therapy program>

Sumitomo Forestry will build a community-based system that supports users in their daily life, increasing the options for nursing care by developing its day care business in conjunction with its existing private-pay elderly care facilities.

About Sumitomo Forestry

Founded in 1691, Sumitomo Forestry Co., Ltd. and its Group companies have broadened business activities focused on wood. Based on its corporate philosophy—“utilize timber as a renewable, healthy and environmentally friendly natural resource, and contributes to a prosperous society through all types of housing-related services”— and with its approximately 250,000 hectares of owned and managed forest, the global network that spans more than 20 countries and expertise and technology in housing-related businesses, Sumitomo Forestry Group is developing the Forestry and Environment Business, the Timber and Building Materials Business, the Housing Business, the Overseas Business, the Lifestyle Service Business and other businesses both in Japan and abroad. Adding such businesses as wooden biomass power generation and Timber Solution, it will continue to pursue the potential of timber.

President and Representative Director: Akira Ichikawa    Head Office: Chiyoda-ku, Tokyo.