

For Immediate Release

Sumitomo Forestry Co., Ltd.

Sumitomo Forestry Granted “Nadeshiko Brand” Designation for FY2015

**Recognized for initiatives supporting a balance between work and family life, and
encouraging women to play active roles in the workplace**

Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Head Office: Chiyoda-ku, Tokyo; hereafter “Sumitomo Forestry”) announced it has been designated as a “Nadeshiko Brand” for FY2015, after a joint selection by the Ministry of Economy, Trade and Industry (METI), and the Tokyo Stock Exchange (TSE). The Nadeshiko Brand is an initiative recognizing companies listed on TSE for their efforts promoting women’s success in the workplace. The initiative was first launched in 2012, and this is the first time Sumitomo Forestry was selected.

In 2003, Sumitomo Forestry initiated measures to promote women’s success in the workplace and established the Positive Action Team. At the same time, Sumitomo Forestry proactively employed women in job categories traditionally filled by men, such as sales, design, and on-site supervision. In 2005, Sumitomo Forestry significantly increased the scope of its support framework for employees who are caring for children and family members, helping them to strike a balance between work and family, thereby creating a more conducive working environment. As part of the framework’s review, Sumitomo Forestry’s president held a discussion with female employees raising children to discuss issues and seek opinions, which were subsequently reflected in the framework.

Since 2013, Sumitomo Forestry has established a Workstyle Diversification Department within the Personnel Department to centralize support related to working style and career development, such as caring for children and family members, career support, mental health issues, and reemployment. This provides a system supporting workstyle diversification by making it even easier for employees to receive advice.

Furthermore, Sumitomo Forestry Group “works to create an open and inclusive corporate culture that values diversity.” Based on this action guideline, the Group published the “Sumitomo Forestry Group Declaration on Empowering Women” in 2013 as part of its important business strategy to fully utilize a broad range of talents. The declaration includes three policies: 1. We will create a positive work environment for women; 2. We will leverage women’s unique creative powers; and 3. We will spur innovation through the participation of women. Based on these policies, Sumitomo Forestry Group proactively works to strengthen frameworks allowing women to play more active roles in the workplace, such as its frameworks for supporting childcare, and its employee training system.

As part of Sumitomo Forestry’s voluntary action plan to increase the number of women in managerial and board posts, the Company has publicly announced its target figure for the ratio of female managers. Together with creating a working environment conducive to women, Sumitomo Forestry has also been strengthening its human resource development aimed at producing executives from within the company, and aims to raise female managers to more than 5% by 2020.

Since 2007, Sumitomo Forestry has achieved the "Kurumin" certification for five consecutive terms. This certification is a recognition system established by the Ministry of Health, Labor and Welfare under the Act on Advancement of Measures to Support Raising Next-Generation Children. As of April 2015, Sumitomo Forestry is in its sixth two-year term. As a company supporting the raising of children, Sumitomo Forestry hopes to create a working environment where female employees raising children can fully utilize their talents, implementing systems encouraging male employees to participating in child-raising, and making the workplace more conducive for all employees.

Sumitomo Forestry Group is committed to promoting a dynamic workplace environment where each and every employee coming from diverse backgrounds can utilize their talents, regardless of gender, age, nationality, race, religion, or disability. By expanding its frameworks supporting the diverse working styles of its employees and empowering women at the workplace, Sumitomo Forestry aims to be a truly excellent company working to secure and nurture talents for the next generation.

* Regarding the Nadeshiko Brand

This is an initiative where METI and TSE jointly select and announce companies which encourage women to play active roles in the workplace for designation under the Nadeshiko Brand. The initiative started in FY2012 with companies listed in TSE's First Section, and was expanded in FY2015 to include companies listed in the Second Section, Mothers Section, as well as those listed in JASDAQ. Companies are scored based on two factors: (1) conducting career support for women, and (2) supporting women in balancing work and family, after which they are further categorized based on financial performance in each industry. The Nadeshiko Brand serves to introduce these companies, which can be considered to be those with growth potential since they have the management ability to utilize a variety of human resources as well as flexibility in assessments of their environments, to potential investors, so as to encourage investment in such companies and accelerate the implementation of similar initiatives in more companies. (Reference: METI web page)