

Sumitomo Forestry has been able to survive and grow for over 300 years by relying on its core strengths. First, we put **customer satisfaction** above all else, and this philosophy has helped us become No. 1 in many ways. We also observe the highest **ethical standards**, realizing that “sustainable forestry” has been and will continue to be the key to our longevity. These ideals are vigorously pursued by the employees of Sumitomo Forestry, whose **astounding qualifications** ensure success.

**see our core strengths»**



what ensures our growth?

KTI is cooperating with state-run plantations in the planting of falcata forests. These trees will mature in five to seven years.

Sumitomo Forestry has developed a robot for inspecting foundations and plumbing beneath the floor, providing enhanced peace of mind.

in many ways, No. 1



# 1.

## *Customer Satisfaction*

Sumitomo Forestry is No. 1 in more ways than one. For instance, we are Japan's No. 1 importer of timber products. The Company is also the No. 1 seller of custom-built wooden homes in Japan. Our subsidiary Nelson Pine Industries Limited, in New Zealand, boasts the world's No. 1 production capacity for medium-density fiberboard (MDF) at a single factory. And most important of all, we are the No. 1 choice of consumers. Sumitomo Forestry's single-unit housing division was **named No. 1 for after-sales service in a customer satisfaction survey of more than 10,000 consumers** conducted in January and February 2003 by Nikkei Business Publications, Inc. This marks the fourth time—and the second consecutive year—that we have been honored with this prestigious award, and we are pleased that our efforts to enhance customer satisfaction are being recognized in this way. Reflecting the Company's solid customer-first management philosophy of providing pleasant, worry-free homes, Sumitomo Forestry boasts the industry's leading after-sales service structure. This structure consists of experienced maintenance technicians on call 24 hours each day of the year, a customer call center, and after-sales service specialist teams based in more than 50 branch offices around Japan.

## 2.

### *Ethical Standards*

Established in 1691 as a division of the predecessor to the Sumitomo Group and charged with overseeing the production and supply of support beams used in mining operations and of charcoal for smelting metals, Sumitomo Forestry for more than 300 years has maintained a clear focus on wood materials while steadily expanding its operational scope. Since our beginning, **sustainable forestry has been at the heart of our operations**, and we intend to continue protecting forests for the next three centuries, as well. » Remaining true to the spirit of the Company founder, whose name lives on in the Sumitomo Group of companies, Sumitomo Forestry places the utmost emphasis on building trust-based relationships with all stakeholders. Accordingly, we prioritize the achievement of solid, sustainable performance results over the reckless pursuit of profits in our business operations. This spirit, undergirding the activities of all the Company's business segments, continues to guide our operations and fuel our resolve to contribute positively to society.

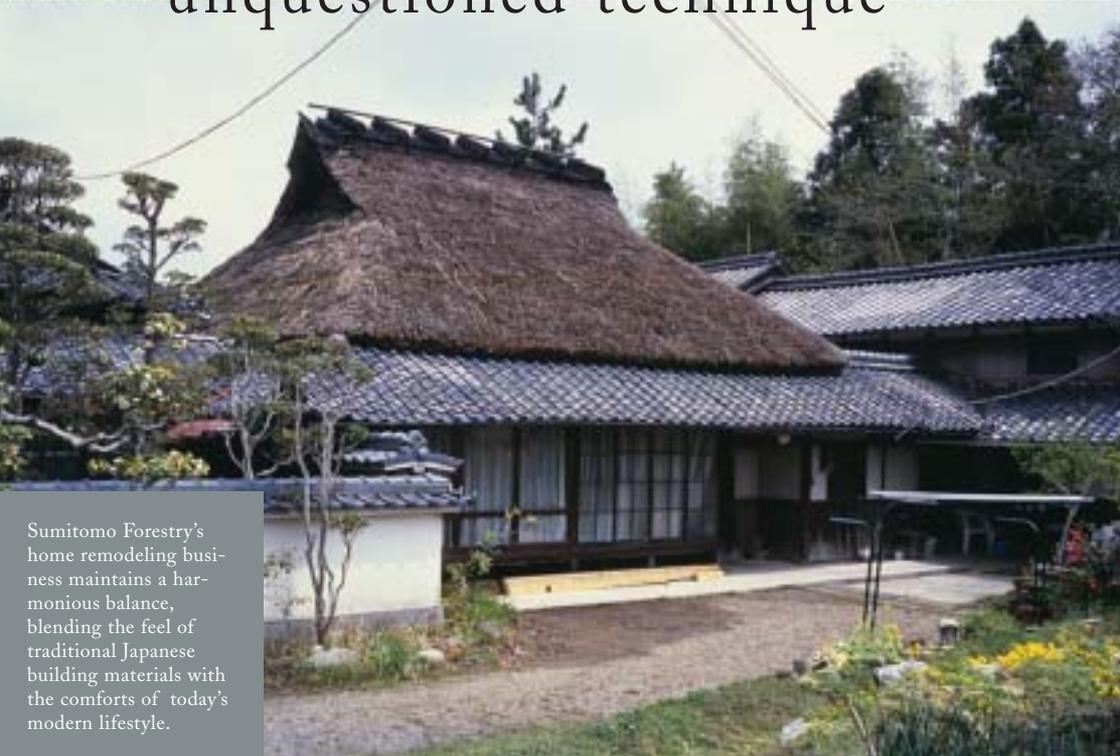
Masatomo Sumitomo (1585-1652) is regarded as the spiritual founder of the Sumitomo Group. His teachings live on in the Sumitomo spirit of today.

more than **300** years





## unquestioned technique



Sumitomo Forestry's home remodeling business maintains a harmonious balance, blending the feel of traditional Japanese building materials with the comforts of today's modern lifestyle.

# 3.

## *Astounding Qualifications*

Of the 216 marketing and project management staff at Sumitomo Forestry Home Tech Co., Ltd., which focuses on the Home Remodeling business, 208, or **an astounding 96.3%, are nationally certified and registered architects** with excellent engineering skills (as of May 1, 2003). At Sumitomo Forestry, which employs the traditional Japanese post-and-beam construction method in building custom-made homes, more than half of the 3,364 employees, or 1,782 people, associated with the Housing and Housing-Related segment have professional architect qualifications (as of June 30, 2003). » Sumitomo Forestry aims to elevate the Japanese standard of living comfort. As a first step toward achieving this lofty goal, we offer customers satisfying homes and related services that are backed by our time-tested technological capabilities.

P.T. Kutai Timber Indonesia (KTI), a manufacturer of plywood in Indonesia has established the KTI Educational Foundation. This Foundation distributes scholarships to elementary school children from poor families.



and more, for sustainable growth