

Understanding Persimmon

Financial Highlights:

£189,558

Average selling price +1%

£654.9m

Profit from operations +3%

£582.7m

Profit before tax +3%

137.5p

Basic earnings per share +3%

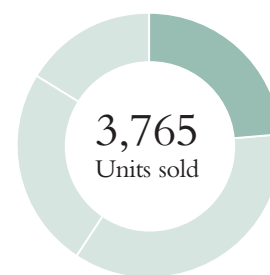
51.20p

Dividend per share +10%

Our Divisions:

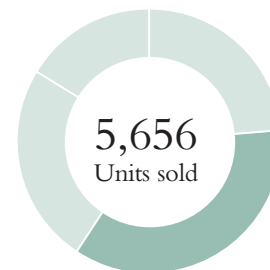
North Division

This division includes Persimmon Homes operating businesses in Scotland, the North East and Yorkshire.



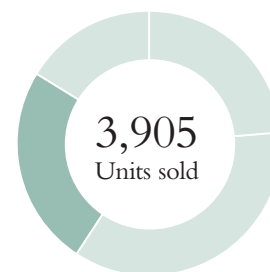
Central Division

Our Central Division includes our North West, Birmingham, Shires and Eastern regions of Persimmon Homes.



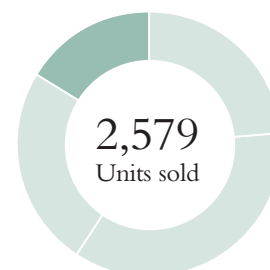
South Division

This division includes our Persimmon Homes Southern, Western and Wales regions and incorporates Westbury Partnerships and Space4.



Charles Church

Charles Church builds homes across the UK from nine regional offices which are integrated into each division.



Our Brands:



The Persimmon Homes business is our core operation. There are 24 regional Persimmon offices from Exeter to Edinburgh, building quality homes which provide the very best in design, construction and service. The wide range of property types includes three, four and five-bed detached properties; two and three-bed terraced and semi-detached houses; bungalows and apartments.



Charles Church provides a range of premium homes, in both modern and traditional styles. Charles Church is one of the country's foremost house building brands with an unrivalled reputation for the design and quality of the homes it builds.



The Westbury Partnerships business focuses on social housing, in conjunction with Space4, our timber frame manufacturing operation. By working closely together with Housing Associations, this business aims to offer solutions to some of the affordable housing problems the Government wishes to resolve.

