

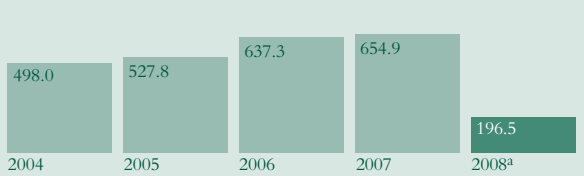
## Overview of Persimmon

### Results and Key Financial Performance Indicators

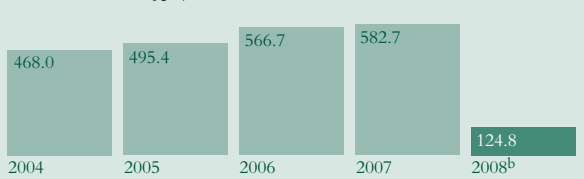
#### Revenue (£m)



#### Profit from operations (£m)



#### Profit before tax (£m)



#### Gearing (%)



#### Return on average capital employed (%)



#### Free cash generation (£m)<sup>e</sup>



<sup>a</sup> Stated before exceptional items of £911.1m. After exceptional items, the 2008 figure is a loss of £714.6m

<sup>b</sup> Stated before exceptional items of £904.8m. After exceptional items, the 2008 figure is a loss of £780.0m

<sup>c</sup> Stated after exceptional items

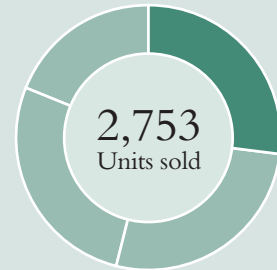
<sup>d</sup> Stated before exceptional items. After exceptional items, the 2008 figure is -23.1%

<sup>e</sup> Stated before dividends, financing and acquisitions (where applicable)

### Divisions

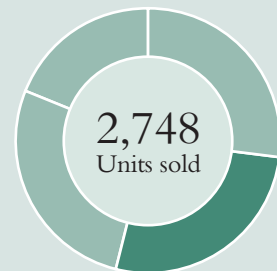
#### North Division

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



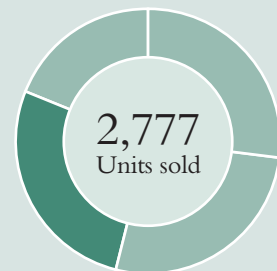
#### Central Division

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



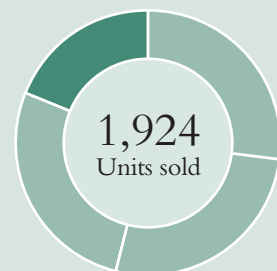
#### South Division

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 regional offices which are integrated into each division.



## Brands



The Persimmon Homes business is our core operation. We have 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 town houses and semi-detached houses; bungalows and apartments.



**CHARLES CHURCH**

THE NAME ON THE FINEST HOMES

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.



**Westbury**  
partnerships

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 country's affordable housing problems.