



# Agenda

## Results Presentation 28 February 2012

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# Chairman's overview - Performance highlights

- Consistent improvement against backdrop of challenging conditions
  - underlying PBT increased by 55%
  - strong free cash flow resulting in cash balances

	2011			2010		
	Reported	Adjustments	Underlying	Reported	Adjustments	Underlying
Turnover *	<b>£1,535.0m</b>			£1,569.5m		
Operating profits	<b>£161.9m</b>	<b>(£8.9m) **</b>	<b>£153.0m</b>	£204.3m	<b>(£75.6m) **</b>	£128.7m
Operating margin	<b>10.5%</b>		<b>10.0%</b>	13.0%		8.2%
Pre-tax profits	<b>£147.2m</b>	<b>£0.9m ***</b>	<b>£148.1m</b>	£153.9m	<b>(£58.4m) ***</b>	£95.5m
Earnings per share	<b>36.1p</b>		<b>36.8p</b>	38.3p		24.8p
(Cash)/Borrowings ****	<b>(£41.0m)</b>			£51.0m		
Dividend per share	<b>10.0p</b>			7.5p		

\* Stated after fair value charge of £20.1m on shared equity sales (2010: £19.6m)

\*\* Exceptional NRV release of £13.3m (2010: £80.2m) and goodwill impairment of £4.4m (2010: £4.6m)

\*\*\* Exceptional NRV release of £13.3m (2010: £80.2m), exceptional net finance costs of £9.8m (2010: £17.2m) and goodwill impairment of £4.4m (2010: £4.6m)

\*\*\*\* Before finance lease obligations and prepaid financing costs





# Chairman's overview

- Strong improvement in profitability
  - continued operating margin growth
  - maximisation of selling prices, minimising development costs
- High quality land bank
  - successful delivery of strategic sites
- 9% increase in forward sales to c.£927m
- Full year total dividend of 10.0p - 33% increase on prior year
- £1.9bn shareholder capital return programme - £6.20 per share

**“The strategy we have consistently pursued over the last four years has again resulted in a significant improvement in Persimmon's results”**



# Strategy

“Creating sustainable shareholder value for the long term”

Mike Farley, Group Chief Executive



# Strategy – Capital return programme

- Proposal to return £6.20 per share in cash to shareholders over 9½ years
- Surplus capital of c.£1.9bn to be returned through a series of substantial dividend payments

	Pence per share (p)	Dividend (£m)
June 2013	75	226.5
June 2015	95	286.9
June 2017	110	332.2
June 2019	110	332.2
June 2020	115	347.3
June 2021	115	347.3
	<b>620</b>	<b>1,872.4</b>

- Payments to be made no later than dates specified

# Strategy – Key considerations

- Key considerations in shaping strategy
  - set against the backdrop of the current constrained mortgage market
  - continued margin improvement
  - increasing cash generated from operations
  - industry leading work in progress efficiency to be maintained - WIP turn of 4x
  - maintain focus on minimising development costs and overheads



## Strategy – Key considerations (cont)

- conversion of strategic land remains a top priority
- business scale to allow most effective land replacement
- continuous improvement in the development value of the existing land bank
- maintain a largely ungeared balance sheet
- retain and protect equity base in support of long term land holdings

**“Outstanding operational performance will underpin delivery”**





# Strategy – Key features of future operations

- Sales volume expansion to reflect market conditions and take advantage of existing capacity
- Maximise selling prices within a constrained pricing environment
- Underlying operating margin to return to 15% - 17% range over medium term
- Forward land to return towards a five year supply with increasing content of land converted from our strategic portfolio
- Facilities only used for working capital purposes in seasonal peaks
- Discipline over capital employed through the development cycle - minimise financial risk



## Strategy – Key features of future operations (cont)

- Capital returned from surplus generated from underlying operational cash flows
- Grow return on average capital employed to industry high levels - maintain appropriate capital structure
- Greater certainty over value and timing of shareholder returns

**“Continued investment will support our development into a stronger, larger business over the next decade”**



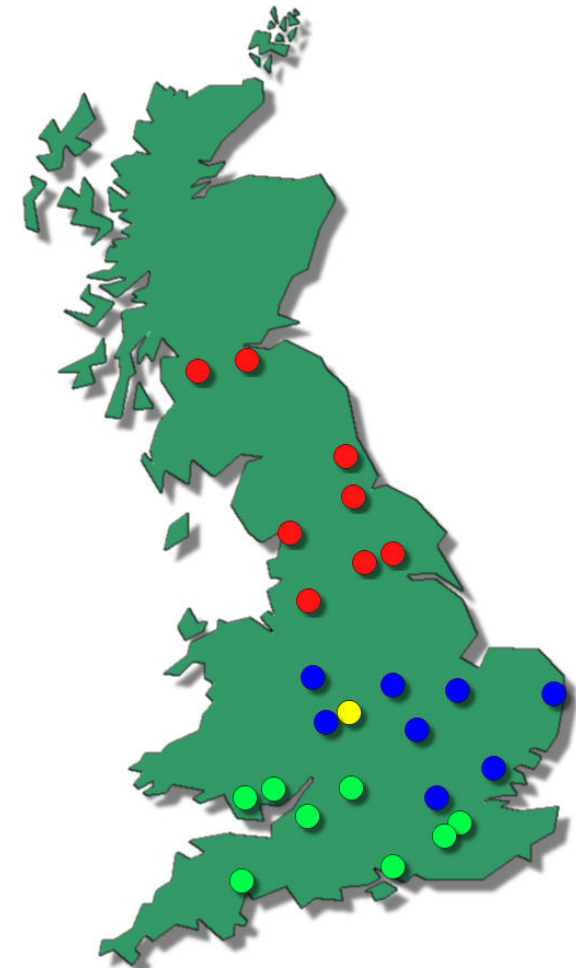
# Review of operations

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# Review of operations - Group overview

- c.140 new sites opened during 2011
- c.1.4% contraction in average house size - 1,115 sqft
- Focused on traditional and affordable product
  - 19% apartments sold (national average: 38%)
  - 35% houses sold under £150,000 (national average: 28%)
- Impact of FirstBuy
  - over 900 reservations secured to date
  - first time buyer visitor growth
- Westbury Partnerships continues to develop within changing environment
- Space4 efficiencies continue to benefit operational businesses - 3,250 units delivered



Regional Offices (by Division)

# Review of operations - Group overview

## Underlying profitability and cash generation continues to improve

	2011	2010	Change
<b>Underlying performance:</b>			
Unit completions	<b>9,360</b>	9,384	-
Average selling price *	<b>£166,142</b>	£169,339	(2%)
Operating profits **	<b>£153.0m</b>	£128.7m	+ 19%
Operating margin **	<b>10.0%</b>	8.2%	+ 1.8%
Pre-tax profits **	<b>£148.1m</b>	£95.5m	+ 55%
Net cash inflow from operations (pre working capital)	<b>£163.4m</b>	£137.7m	+ 19%
Gearing ***	<b>0%</b>	3%	(3%)
<hr/>			
Net asset value per share	<b>608.6p</b>	579.1p	+ 5%
Tangible net asset value per share	<b>525.7p</b>	494.2p	+ 6%

Underlying performance presented before goodwill impairment and exceptional items (where applicable)

\* Calculated from nominal value of turnover (2011: before fair value charge of £20.1m on shared equity sales; 2010: £19.6m)

\*\* Stated after fair value charge of £20.1m on shared equity sales (2010: £19.6m)

\*\*\* Before finance lease obligations and prepaid financing costs

# Review of operations - Group overview

## Product Profile - 12 months ended 31 December 2011:

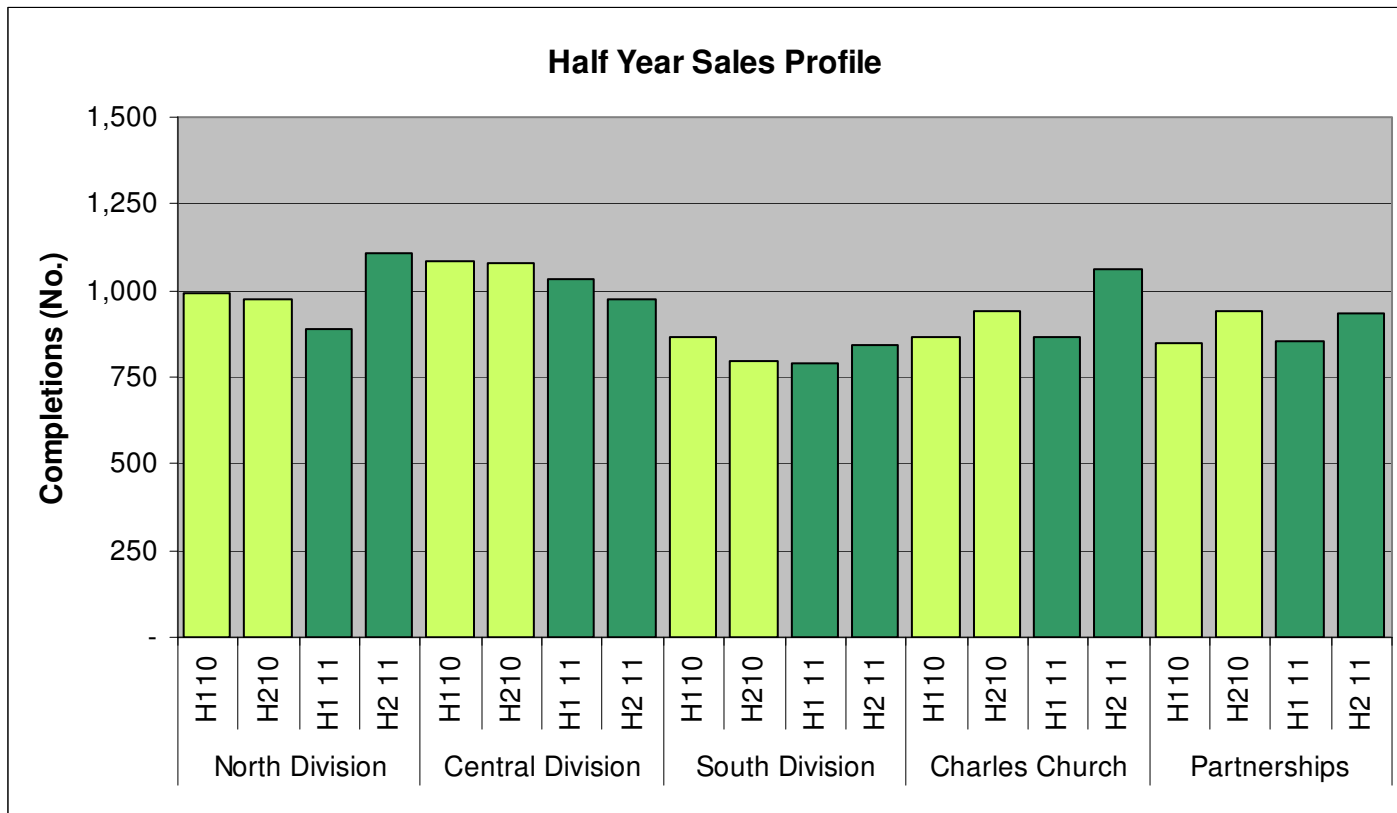
	Unit completions	Completions change	Average selling price *	Average price change	Plots owned and under control	Plot count change
Persimmon North	1,996 21%	+ 1%	£160,766	(0%)	16,920 27%	(5%)
Persimmon Central	2,012 22%	(7%)	£170,117	(4%)	10,829 17%	(5%)
Persimmon South	1,635 17%	(2%)	£172,784	(4%)	15,556 25%	20%
Charles Church	1,928 21%	+ 7%	£225,251	(2%)	7,691 12%	27%
Partnerships	1,789 19%	+ 0%	£97,899	(1%)	12,339 19%	15%
<b>Total</b>	<b>9,360</b>		<b>£166,142</b>		<b>63,335</b>	
Change vs 31 December 2010		(0%)		(2%)		8%

\* Calculated from nominal value of turnover (2011: before fair value charge of £20.1m on shared equity sales; 2010: £19.6m)

- Higher proportion of smaller house types completed in year
- Outperformance of Charles Church - over 50% of sales in the south



# Review of operations - Group overview



- Strong Autumn sales season experienced
- Progressive roll out of Westbury Partnerships brand across all regions
- Charles Church brand continues to be robust

# Review of operations - Land holdings & replacement

- Land bank quality enhanced by further investment
- c.14,300 plots acquired in 2011 - c.72% in southern markets
- c.48% of plots acquired from strategic land interests
- c.6.8 years consented supply - 63,335 plots
- c.16,500 acres of strategic land held - c.60% held in southern markets
- Over 800 acres of new strategic land interests acquired in the year
- c.20% of 2011 legal completions from land acquired post 2008
- c.35% of anticipated legal completions for 2012 from land acquired post 2008
- First legal completions from St Modwen JV - 8 sites operational in 2012



# Review of operations - Current trading

- **Strong start to 2012:**
  - Visitor levels c.10% ahead of prior year over first eight weeks
  - Cancellation rates remain at low levels (c.18%)
  - Private net reservation rate per site up c.22% on same period last year
- **Site activity:**
  - c.60 sites to open in H1 2012
  - Work in progress investment continues to be tightly controlled - c.4x turn
  - Production from new sites to deliver further margin improvement
- **Pricing and incentives:**
  - Pricing stable to date
  - Equity retention a key feature in current market - FirstBuy
  - Increasing utilisation of part exchange

# Review of operations - Current trading

- **Solid platform for 2012 activity**

<b>1 January Forward Sales</b>	<b>Units</b>	<b>ASP</b>	<b>Revenue</b>
<b>2012</b>	<b>4,753</b>	<b>£129,392</b>	<b>£615.0m</b>
<b>2011</b>	<b>4,206</b>	<b>£134,365</b>	<b>£565.1m</b>
<b>Movement</b>	<b>+13%</b>	<b>(4%)</b>	<b>+9%</b>

<b>Current Forward Sales</b> (inc. first 8 weeks sales)	<b>Units</b>	<b>ASP</b>	<b>Revenue</b>
<b>2012</b>	<b>6,509</b>	<b>£142,482</b>	<b>£927.4m</b>
<b>2011</b>	<b>5,758</b>	<b>£147,282</b>	<b>£848.1m</b>
<b>Movement</b>	<b>+13%</b>	<b>(3%)</b>	<b>+9%</b>

Calculated from nominal value of turnover (before fair value charge on shared equity sales)

# Outlook - Overall market

- UK housing market remains challenging
- Government austerity measures impacting on employment
- Difficulties in securing mortgage credit remains key constraint
- Government backed guaranteed 95% LTV mortgage to be launched this Spring
- Draft National Planning Policy Framework supportive of improved land availability
- Industry output subdued - total building starts in line with the prior year but c.42% lower than 2007 peak of c.193,000
- Total new build sales of c.111,000 up c.10% on 2010 but remains c.40% lower than 2007 peak
- FirstBuy initiative supporting the return of first time buyers to the market - but stamp duty exemption ends 24 March 2012
- Pricing remains stable
- Underlying fundamentals remain strong - demand for new housing will continue to increase



# Outlook – Focus on operational improvement

- National outlet network - c.60 sites to open H1 2012
- Build advanced in support of 9% increase in forward sales
- Strong operational gearing provided by existing national office network
- Space4 to provide increased contribution as building regulations increase
- Forward land focused on traditional product mix - just 13% apartment content
- Planning activity focused on maximising development value
- Delivery of enhanced cash margins to continue
- Capital efficiencies to improve
- Exciting strategic land opportunities

**“Our disciplined approach will provide long term benefits to the business and our shareholders”**

*Mike Farley, Group Chief Executive*



# Financial review

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Mike Killoran, Group Finance Director



# Financial review - Trading overview

- Underlying pre-tax profit growth of 55%

Adjusted trading (for NRV, shared equity fair value charge and goodwill impairment)

	2011				2010			
	Adjusted	Exceptional	Total	% of revenue	Adjusted	Exceptional	Total	% of revenue
Revenue (adjusted)	£1,555.1m		£1,555.1m		£1,589.1m		£1,589.1m	
Cost of sales:								
- land cost	(£367.6m)		(£367.6m)	(23.6%)	(£401.8m)		(£401.8m)	(25.3%)
- exceptional NRV release		£13.3m	£13.3m	0.8%		£80.2m	£80.2m	5.0%
- build and other direct costs	(£944.4m)		(£944.4m)	(60.7%)	(£972.9m)		(£972.9m)	(61.2%)
Total cost of sales	(£1,312.0m)	£13.3m	(£1,298.7m)	(83.5%)	(£1,374.7m)	£80.2m	(£1,294.5m)	(81.5%)
Gross profit	£243.1m	£13.3m	£256.4m	16.5%	£214.4m	£80.2m	£294.6m	18.5%
Operating expenses	(£78.9m)		(£78.9m)	(5.1%)	(£77.0m)		(£77.0m)	(4.8%)
Other operating income	£8.9m		£8.9m	0.6%	£10.9m		£10.9m	0.7%
Operating profit (adjusted)	£173.1m	£13.3m	£186.4m	12.0%	£148.3m	£80.2m	£228.5m	14.4%
								Change
Underlying interest charge	(£4.9m)		(£4.9m)		(£33.2m)		(£33.2m)	
Shared equity fair value adjustment	(£20.1m)		(£20.1m)		(£19.6m)		(£19.6m)	
Underlying pre-tax profit	£148.1m		£148.1m		£95.5m		£95.5m	+55%
Goodwill impairment	(£4.4m)		(£4.4m)		(£4.6m)		(£4.6m)	
Exceptional interest charge*		(£9.8m)	(£9.8m)			(£17.2m)	(£17.2m)	
Reported pre-tax profit	£143.7m	£3.5m	£147.2m		£90.9m	£63.0m	£153.9m	

See Appendix 3 for reconciliation to current year reported performance

\* on prepayment of Senior Loan Notes

# Financial review - Trading overview

- Underlying operating margin of 10.0% - statutory operating margin of 10.5%
- Underlying performance:

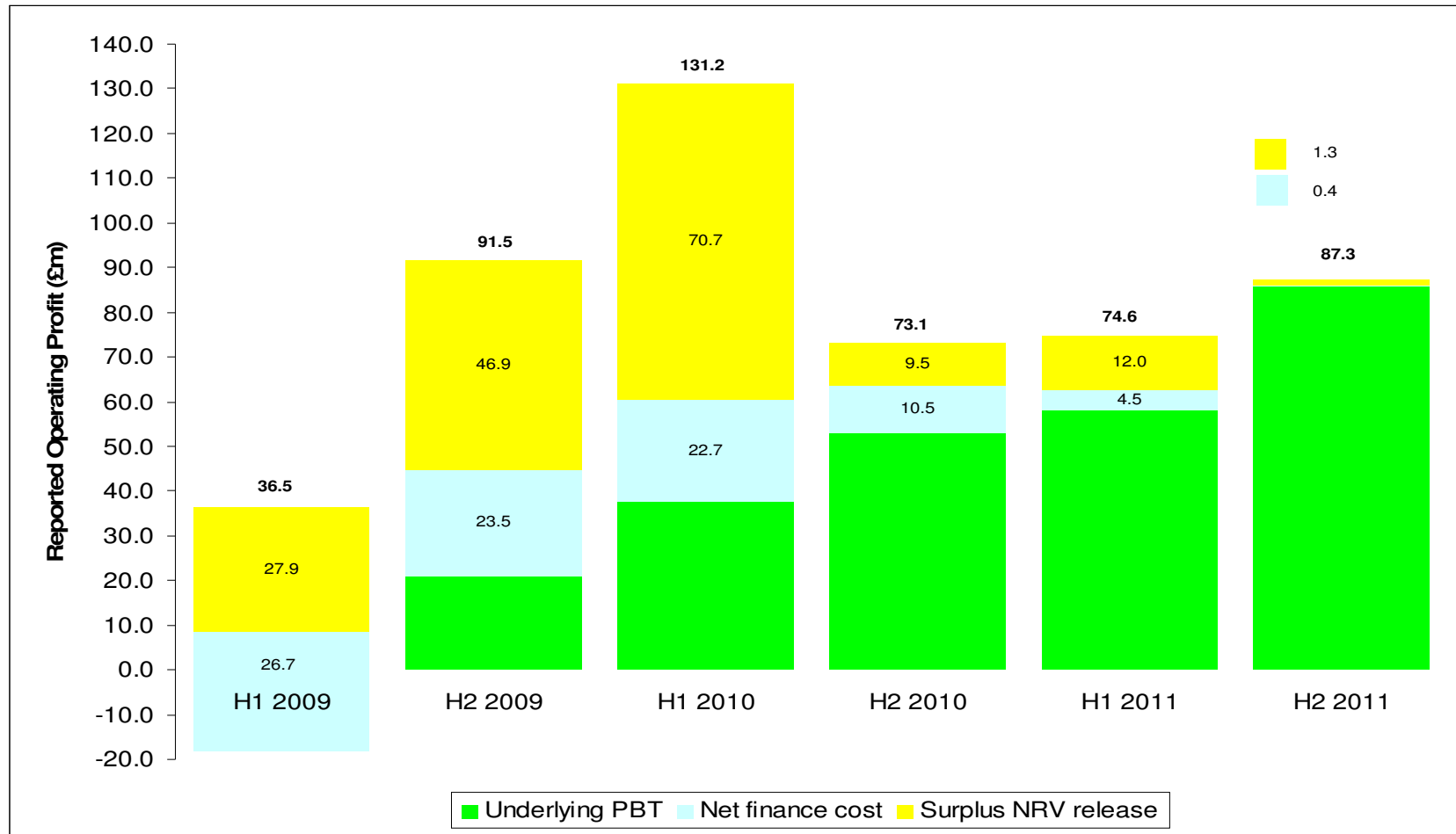
	2011 FY	2011 H2	2011 H1	2010 FY	2010 H2	2010 H1
Gross margin	<b>14.5%</b>	15.3%	13.7%	12.4%	12.5%	12.3%
Operating expenses	<b>(5.1%)</b>	(5.1%)	(5.2%)	(4.9%)	(5.0%)	(4.8%)
Other operating income	<b>0.6%</b>	0.6%	0.5%	0.7%	0.9%	0.5%
Operating margin	<b>10.0%</b>	10.8%	9.0%	8.2%	8.4%	8.0%

Underlying performance presented before goodwill impairment and exceptional items; % calculated from fair value of turnover

- Full year gross margin improvement of 2.1%
- Land cost recoveries reduced to 23.9% (2010: 25.6%) - 8.3% reduction in land cost recovery per plot
- Build and direct costs per plot 2.7% down on 2010
- 14.7% increase in gross margin per unit sold (2011: £23,823, 2010: £20,763)
- Sales and marketing costs at 3.0% of revenue

# Financial review - Trading overview

- Operating profit history - continued growth in underlying profit delivery



# Financial review - Land holdings at 31 Dec 2011

- Cost to revenue percentage of owned & controlled plots of 18.5% (Dec 10: 19.9%)

	Number of plots Dec 2010	<b>Number of plots Dec 2011</b>	Number of plots Change	Anticipated ave. revenue	Average plot cost	Cost to revenue Dec 2011	Cost to revenue Dec 2010
Plots owned	42,387	<b>43,970</b>	+ 1,583	£159,555	£31,140	19.5%	21.2%
Plots under control	16,475	<b>19,365</b>	+ 2,890	£157,463	£25,607	16.3%	16.4%
<b>Total owned &amp; under control</b>	<b>58,862</b>	<b>63,335</b>	<b>+ 4,473</b>	<b>£158,915</b>	<b>£29,448</b>	<b>18.5%</b>	<b>19.9%</b>
Proceeding to contract (terms agreed)	4,086	<b>4,714</b>	+ 628	£176,131	£44,353	25.2%	26.2%
<b>Grand total of all plots</b>	<b>62,948</b>	<b>68,049</b>	<b>+ 5,101</b>	<b>£160,108</b>	<b>£30,480</b>	<b>19.0%</b>	<b>20.4%</b>
	Grand total of all plots - Dec 2010			£154,947	£31,604	20.4%	

Plot cost to revenue ratio history:	Cost to revenue %						
	Dec 2011	Jun 2011	Dec 2010	Jun 2010	Dec 2009	Jun 2009	Dec 2008
Plots owned	19.5%	20.7%	21.2%	21.8%	22.0%	21.8%	22.1%
Plots under control	16.3%	16.8%	16.4%	17.0%	16.1%	16.5%	14.8%
<b>Total owned &amp; under control</b>	<b>18.5%</b>	<b>19.4%</b>	<b>19.9%</b>	<b>20.7%</b>	<b>20.6%</b>	<b>20.6%</b>	<b>20.4%</b>
Proceeding to contract (terms agreed)	25.2%	22.2%	26.2%	23.6%	24.3%	10.1%	10.8%
<b>Grand total of all plots</b>	<b>19.0%</b>	<b>19.6%</b>	<b>20.4%</b>	<b>20.8%</b>	<b>20.7%</b>	<b>20.5%</b>	<b>20.3%</b>

# Financial review - Balance sheet

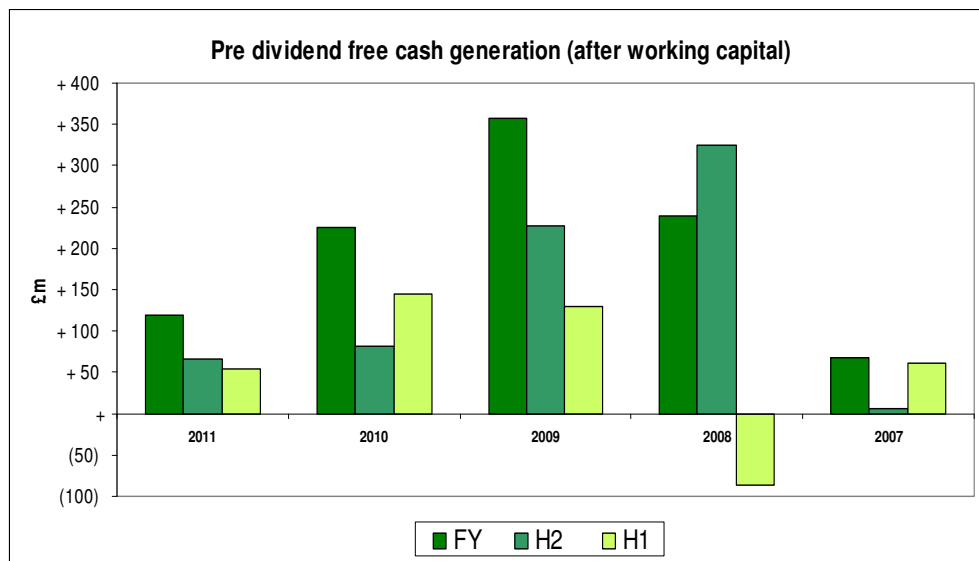
- Net assets c.£95m higher than December 2010 at £1.8bn
- Land expenditure profile:

	H1	H2	FY
2009	£127m	£49m	£176m
2010	£94m	£108m	£202m
2011	£139m	£134m	£273m

- Work in progress of £427.8m (Dec 10: £413.5m)
  - strong control over build rates and costs maintained
- Shared equity debtor of £164.0m (Dec 10: £115.2m)
  - c.26% of legal completions sold with an element of equity retained
- Land creditors in line with prior year at £199.7m (Dec 10: £195.8m)
  - continued cash flow management through deferred terms



# Financial review - Cash generation



Pre dividend free cash generation (£m)			
	FY	H2	H1
<b>2011</b>	<b>+ 119.4</b>	<b>+ 66.0</b>	<b>+ 53.4</b>
2010	+ 225.6	+ 80.8	+ 144.8
2009	+ 356.8	+ 227.8	+ 129.0
2008	+ 239.2	+ 325.1	(85.9)
2007	+ 67.0	+ 5.8	+ 61.2
2006	+ 583.1		
2005	+ 167.3		
2004	+ 151.3		
2003	+ 119.9		
2002	+ 194.0		

- Strong free cash generation - £119m total free cash generated in 2011 (2010: £226m)
- Underlying free cash of £163m generated
- Funding the investment in sales incentives through reduction in other working capital requirements
- Average drawn debt of £84m in the year offset by average cash holdings of £12m

# Summary

- Continued improvement in underlying margins
- Maintained drive towards further cost efficiencies
- Strong liquidity and ungeared balance sheet
- Excellent asset base
- High quality land replacement along with strategic land successes to support further growth
- Development of a stronger, larger business
- Long term alignment of operations with shareholder returns

**“The successful execution of this strategy will optimise the financial performance of the business and enhance value for shareholders”**

*Nicholas Wrigley, Group Chairman*

# Appendices

- Appendix 1 - Financial record: Income Statement  
Balance Sheet
- Appendix 2 - Half yearly profit & loss
- Appendix 3 - Income Statement - Cost recoveries
- Appendix 4 - Income Statement - 10 year record
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- Appendix 6 - Trading performance - Divisional split
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- Appendix 8 - Balance Sheet
- Appendix 9 - Cash flows
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- Appendix 11 - New housing starts



# Appendix 1: Financial record - Income Statement

<b>Underlying performance:</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Unit completions	15,905	10,202	8,976	9,384	<b>9,360</b>
Turnover *	£3,014.9m	£1,755.1m	£1,420.6m	£1,569.5m	<b>£1,535.0m</b>
Average Selling Price **	£189,558	£172,994	£160,513	£169,339	<b>£166,142</b>
Operating profit *	£657.3m	£198.3m	£57.2m	£128.7m	<b>£153.0m</b>
Pre-tax profit *	£585.1m	£126.6m	£7.0m	£95.5m	<b>£148.1m</b>
Basic EPS *	138.3p	35.3p	2.1p	24.8p	<b>36.8p</b>
Diluted EPS *	137.6p	35.2p	2.1p	24.6p	<b>36.5p</b>
Dividend per share	51.20p	5.00p	Nil	7.50p	<b>10.00p</b>
Return on Average Capital Employed ***	21.7%	6.4%	2.8%	6.9%	<b>8.3%</b>

Underlying performance presented before goodwill impairment and exceptional items (where applicable)

\* Stated after fair value charge of £20.1m on shared equity sales (2010: £19.6m; 2009: £20.1m; 2008: £9.8m; 2007: £nil)

\*\* Calculated from nominal value of turnover (2011: before fair value charge of £20.1m on shared equity sales; 2010: £19.6m; 2009: £20.1m; 2008: £9.8m; 2007: £nil)

\*\*\* 12 month average and stated after fair value charge of £20.1m on shared equity sales (2010: £19.6m; 2009: £20.1m; 2008: £9.8m; 2007: £nil)

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# Appendix 1: Financial record - Balance Sheet

	2007	2008	2009	2010	2011
Shareholders' funds	£2,345.4m	£1,555.2m	£1,623.2m	£1,744.0m	<b>£1,839.3m</b>
Borrowings/(Cash) *	£721.1m	£600.7m	£267.5m	£51.0m	<b>(£41.0m)</b>
Gearing *	31%	39%	16%	3%	<b>0%</b>
Net asset value per share	781.4p	518.0p	540.2p	579.1p	<b>608.6p</b>
Work in progress	£814.8m	£634.0m	£485.5m	£413.5m	<b>£427.8m</b>
% of turnover **	27%	36%	34%	26%	<b>28%</b>
Land ***	£2,423.6m	£1,847.5m	£1,633.9m	£1,575.8m	<b>£1,484.2m</b>
% of turnover **	80%	105%	115%	100%	<b>97%</b>
Part exchange stock	£146.9m	£54.5m	£9.3m	£32.8m	<b>£39.1m</b>
% of turnover **	5%	3%	1%	2%	<b>3%</b>
Shared equity debt	£13.1m	£25.8m	£68.0m	£115.2m	<b>£164.0m</b>
% of turnover **	0%	1%	5%	7%	<b>11%</b>
Total % of turnover **	112%	145%	155%	135%	<b>139%</b>
Land creditor	£319.5m	£313.7m	£183.9m	£195.8m	<b>£199.7m</b>
% of land value	13%	17%	11%	12%	<b>13%</b>

\* Before finance lease obligations and prepaid financing costs

\*\* Calculated from turnover after fair value charge on shared equity sales

\*\*\* Restated to include land options

Appendix 1 - 2 of 2



## Appendix 2: Half yearly profit & loss

Underlying performance:	2011 H2	2011 H1	2010 H2	2010 H1
Unit completions	4,921	4,439	4,727	4,657
Turnover *	£822.2m	£712.8m	£792.9m	£776.6m
Operating profit *	£88.8m	£64.2m	£66.6m	£62.1m
Operating margin *	10.8%	9.0%	8.4%	8.0%
Interest & finance costs	£4.2m	£6.1m	£12.4m	£21.8m
Imputed interest **	(£3.8m)	(£1.6m)	(£1.9m)	£0.9m
Pre-tax profit *	£88.4m	£59.7m	£56.1m	£39.4m
Pre-tax profit margin *	10.8%	8.4%	7.1%	5.1%
Pre-tax profit per plot *	£17,971	£13,460	£11,860	£8,472

Underlying performance presented before goodwill impairment and exceptional items (where applicable)

\* Stated after fair value charge of £10.9m (H211) and £9.2m (H111) on shared equity sales (H210: £9.4m; H110: £10.2m)

\*\* Interest imputed in accordance with IAS 2 and IAS 18

Appendix 2

# Appendix 3: Income Statement - Cost recoveries

## Performance reconciliation - FY 2011:

	Reported (pre-exceptional)		Add back: Goodwill impairment	Underlying		Add back: Shared equity fair value	Include: Exceptional items	Adjusted	
Revenue	£1,535.0m			£1,535.0m		£20.1m		£1,555.1m	
Land costs	(£367.6m)	(23.9%)		(£367.6m)	(23.9%)			(£367.6m)	(23.6%)
Exceptional NRV release	-	-		-	-		£13.3m	£13.3m	0.8%
Build and other direct costs	(£944.4m)	(61.6%)		(£944.4m)	(61.6%)			(£944.4m)	(60.7%)
Total cost of sales	(£1,312.0m)	(85.5%)		(£1,312.0m)	(85.5%)		£13.3m	(£1,298.7m)	(83.5%)
<b>Gross profit</b>	<b>£223.0m</b>	<b>14.5%</b>		<b>£223.0m</b>	<b>14.5%</b>	£20.1m	£13.3m	<b>£256.4m</b>	<b>16.5%</b>
Operating expenses	(£83.3m)	(5.4%)	£4.4m	(£78.9m)	(5.1%)			(£78.9m)	(5.1%)
Other operating income	£8.9m	0.6%		£8.9m	0.6%			£8.9m	0.6%
<b>Operating profit</b>	<b>£148.6m</b>	<b>9.7%</b>	£4.4m	<b>£153.0m</b>	<b>10.0%</b>	£20.1m	£13.3m	<b>£186.4m</b>	<b>12.0%</b>
Net interest & finance costs	(£10.3m)	(0.7%)		(£10.3m)	(0.7%)		(£9.8m)	(£20.1m)	(1.3%)
Imputed interest	£5.4m	0.4%		£5.4m	0.4%	(£7.4m)		(£2.0m)	(0.1%)
Total interest	(£4.9m)	(0.3%)		(£4.9m)	(0.3%)	(£7.4m)	(£9.8m)	(£22.1m)	(1.4%)
<b>Pre-tax profit</b>	<b>£143.7m</b>	<b>9.4%</b>	£4.4m	<b>£148.1m</b>	<b>9.7%</b>	£12.7m	£3.5m	<b>£164.3m</b>	<b>10.6%</b>
Exceptional items	£3.5m	0.2%							
<b>Pre-tax profit (post-exceptional)</b>	<b>£147.2m</b>	<b>9.6%</b>							

Appendix 3 - 1 of 2

## Appendix 3: Income Statement - Cost recoveries

Underlying performance per plot:	2011 FY	2010 FY	Change	2011 FY	2010 FY	Change
Revenue *	<b>£163,999</b>	£167,249	(1.9%)	<b>100.0%</b>	100.0%	
Land costs	<b>(£39,276)</b>	(£42,814)	(8.3%)	<b>(23.9%)</b>	(25.6%)	+ 1.7%
Build and other direct costs	<b>(£100,900)</b>	(£103,672)	(2.7%)	<b>(61.6%)</b>	(62.0%)	+ 0.4%
Gross margin *	<b>£23,823</b>	£20,763	+ 14.7%	<b>14.5%</b>	12.4%	+ 2.1%
Operating expenses	<b>(£8,429)</b>	(£8,228)	+ 2.4%	<b>(5.1%)</b>	(4.9%)	(0.2%)
Other operating income	<b>£947</b>	£1,183	(19.9%)	<b>0.6%</b>	0.7%	(0.1%)
Operating margin *	<b>£16,341</b>	<b>£13,718</b>	+ 19.1%	<b>10.0%</b>	8.2%	+ 1.8%

Underlying performance presented before goodwill impairment and exceptional items (where applicable)

\* Stated after fair value charge of £20.1m on shared equity sales (2010: £19.6m)

Appendix 3 - 2 of 2



# Appendix 4: Income Statement - 10 year record

Underlying performance:	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Unit completions	12,352	12,163	12,360	12,636	16,701	15,905	10,202	8,976	9,384	<b>9,360</b>
Turnover *	£1,711.1m	£1,883.0m	£2,131.3m	£2,285.7m	£3,141.9m	£3,014.9m	£1,755.1m	£1,420.6m	£1,569.5m	<b>£1,535.0m</b>
Operating profit *	£299.8m	£381.7m	£498.0m	£527.8m	£652.7m	£657.3m	£198.3m	£57.2m	£128.7m	<b>£153.0m</b>
Pre-tax profit *	£267.6m	£352.5m	£468.0m	£495.4m	£582.1m	£585.1m	£126.6m	£7.0m	£95.5m	<b>£148.1m</b>
Basic EPS *	67.0p	86.8p	113.5p	118.4p	137.5p	138.3p	35.3p	2.1p	24.8p	<b>36.8p</b>
Dividend per share	15.15p	18.30p	27.50p	31.00p	46.50p	51.20p	5.00p	0.00p	7.50p	<b>10.00p</b>
Net asset value per share	334.7p	398.7p	486.5p	574.9p	680.2p	781.4p	518.0p	540.2p	579.1p	<b>608.6p</b>

Underlying performance presented before goodwill impairment and exceptional items (where applicable)

\* Stated after fair value charge of £20.1m on shared equity sales (2010: £19.6m; 2009: £20.1m; 2008: £9.8m; 2002-07: £nil)

Appendix 4



## Appendix 5: Trading performance - Business split

Underlying performance:		2011 FY	2010 FY	Change
<b>Units</b>	Persimmon Core	<b>5,643</b>	5,795	(3%)
	Charles Church	<b>1,928</b>	1,803	+ 7%
	Partnerships	<b>1,789</b>	1,786	+ 0%
	<b>Total</b>	<b>9,360</b>	9,384	(0%)
<b>Average Selling Price *</b>		£	£	
	Persimmon Core	<b>167,582</b>	172,475	(3%)
	Charles Church	<b>225,251</b>	229,213	(2%)
	Partnerships	<b>97,899</b>	98,720	(1%)
	<b>Total</b>	<b>166,142</b>	169,339	(2%)
<b>Turnover **</b>		£m	£m	
	Persimmon Core	<b>929.2</b>	982.8	(5%)
	Charles Church	<b>430.7</b>	410.4	+ 5%
	Partnerships	<b>175.1</b>	176.3	(1%)
	<b>Total</b>	<b>1,535.0</b>	1,569.5	(2%)

Underlying performance presented before goodwill impairment and exceptional items (where applicable)

\* Calculated from nominal value of turnover (FY 2011 before fair value charge on shared equity sales of £20.1m; 2010: £19.6m)

\*\* Stated after fair value charge on shared equity sales

Appendix 5 - 1 of 6

## Appendix 5: Trading performance - Business split

Underlying performance:		2011	2010	
		FY	FY	Change
<b>Gross Profit **</b>		<b>£m</b>	£m	
	Persimmon Core	<b>134.1</b>	114.2	+ 17%
	Charles Church	<b>63.7</b>	53.7	+ 19%
	Partnerships	<b>25.2</b>	26.9	(6%)
	<b>Total</b>	<b>223.0</b>	194.8	+ 14%
<b>Gross Margin **</b>	Persimmon Core	<b>14.4%</b>	11.6%	+ 2.8%
	Charles Church	<b>14.8%</b>	13.1%	+ 1.7%
	Partnerships	<b>14.4%</b>	15.3%	(0.9%)
	<b>Total</b>	<b>14.5%</b>	12.4%	+ 2.1%

\*\* Stated after fair value charge on shared equity sales

Appendix 5 - 2 of 6

## Appendix 5: Trading performance - Business split

Underlying performance:		2011	2010	
		H2	H2	Change
<b>Units</b>	Persimmon Core	<b>No.</b> <b>2,926</b>	No. 2,850	+ 3%
	Charles Church	<b>1,061</b>	938	+ 13%
	Partnerships	<b>934</b>	939	(1%)
	<b>Total</b>	<b>4,921</b>	4,727	+ 4%
<b>Average Selling Price *</b>		<b>£</b>	£	
	Persimmon Core	<b>168,551</b>	173,426	(3%)
	Charles Church	<b>232,841</b>	232,887	(0%)
	Partnerships	<b>99,442</b>	95,454	+ 4%
<b>Total</b>	<b>169,295</b>	169,736	(0%)	
<b>Turnover **</b>		<b>£m</b>	£m	
	Persimmon Core	<b>484.2</b>	486.1	(0%)
	Charles Church	<b>245.2</b>	217.2	+ 13%
	Partnerships	<b>92.8</b>	89.6	+ 4%
<b>Total</b>	<b>822.2</b>	792.9	+ 4%	

Underlying performance presented before goodwill impairment and exceptional items (where applicable)

\* Calculated from nominal value of turnover (H2 2011 before fair value on shared equity sales of £10.9m; H2 2010: £9.4m)

\*\* Stated after fair value charge on shared equity sales

Appendix 5 - 3 of 6



## Appendix 5: Trading performance - Business split

Underlying performance:		2011	2010	
		H2	H2	Change
<b>Gross Profit **</b>	Persimmon Core	<b>£m</b> 73.8	£m 56.6	+ 30%
	Charles Church	38.5	30.1	+ 28%
	Partnerships	13.3	12.5	+ 6%
	<b>Total</b>	<b>125.6</b>	99.2	+ 27%
<b>Gross Margin **</b>	Persimmon Core	15.2%	11.6%	+ 3.6%
	Charles Church	15.7%	13.9%	+ 1.8%
	Partnerships	14.3%	14.0%	+ 0.3%
	<b>Total</b>	<b>15.3%</b>	12.5%	+ 2.8%

\*\* Stated after fair value charge on shared equity sales

Appendix 5 - 4 of 6

# Appendix 5: Trading performance - Business split

Underlying performance:		2011 H1	2010 H1	Change
<b>Units</b>		<b>No.</b>	No.	
	Persimmon Core	<b>2,717</b>	2,945	(8%)
	Charles Church	<b>867</b>	865	+ 0%
	Partnerships	<b>855</b>	847	+ 1%
	<b>Total</b>	<b>4,439</b>	4,657	(5%)
<b>Average Selling Price *</b>		<b>£</b>	£	
	Persimmon Core	<b>166,538</b>	171,556	(3%)
	Charles Church	<b>215,963</b>	225,229	(4%)
	Partnerships	<b>96,213</b>	102,341	(6%)
	<b>Total</b>	<b>162,647</b>	168,936	(4%)
<b>Turnover **</b>		<b>£m</b>	£m	
	Persimmon Core	<b>445.0</b>	496.7	(10%)
	Charles Church	<b>185.5</b>	193.2	(4%)
	Partnerships	<b>82.3</b>	86.7	(5%)
	<b>Total</b>	<b>712.8</b>	776.6	(8%)

Underlying performance presented before goodwill impairment and exceptional items (where applicable)

\* Calculated from nominal value of turnover (H1 2011 before fair value charge on shared equity sales of £9.2m; H1 2010: £10.2m)

\*\* Stated after fair value charge to shared equity sales

Appendix 5 - 5 of 6



## Appendix 5: Trading performance - Business split

Underlying performance:		2011 H1	2010 H1	Change
		£m	£m	
<b>Gross Profit **</b>	Persimmon Core	60.3	57.6	+ 5%
	Charles Church	25.2	23.6	+ 7%
	Partnerships	11.9	14.4	(17%)
	Total	97.4	95.6	+ 2%
<b>Gross Margin **</b>	Persimmon Core	13.6%	11.6%	+ 2.0%
	Charles Church	13.6%	12.2%	+ 1.4%
	Partnerships	14.5%	16.6%	(2.1%)
	Total	13.7%	12.3%	+ 1.4%

\*\* Stated after fair value charge to shared equity sales

Appendix 5 - 6 of 6

## Appendix 6: Trading performance - Divisional split

	31 December 2011			
	Units No.	Average Sale Price (£)*	Annual average price change	Plots owned and under control
Yorkshire	475	156,027	(4%)	4,216
Scotland	591	161,472	+ 6%	3,956
North West	522	153,722	+ 10%	5,225
North East	489	156,710	(4%)	5,733
<b>North Division</b>	<b>2,077</b>	<b>157,158</b>	<b>+ 2%</b>	<b>19,130</b>
31 December 2010	2,145	154,104		19,616
Change	(3%)	+ 2%		(2%)

\* Calculated from nominal value of turnover (before fair value charge on shared equity sales)

Appendix 6 - 1 of 4



## Appendix 6: Trading performance - Divisional split

	31 December 2011			
	Units No.	Average Sale Price (£)*	Annual average price change	Plots owned and under control
Birmingham	1,073	134,404	(10%)	4,906
Shires	515	197,598	+ 4%	3,289
Eastern	1,046	152,617	(1%)	6,061
<b>Central Division</b>	<b>2,634</b>	<b>153,992</b>	<b>(4%)</b>	<b>14,256</b>
31 December 2010	2,869	160,130		14,678
Change	(8%)	(4%)		(3%)

\* Calculated from nominal value of turnover (before fair value charge on shared equity sales)

Appendix 6 - 2 of 4



## Appendix 6: Trading performance - Divisional split

	31 December 2011			
	Units No.	Average Sale Price (£)*	Annual average price change	Plots owned and under control
Southern	704	156,001	(7%)	4,504
Western	977	159,979	(5%)	11,931
Wales	386	144,329	(2%)	3,896
Westbury Partnerships	207	96,647	+ 28%	1,187
<b>South Division</b>	<b>2,274</b>	<b>150,326</b>	<b>(5%)</b>	<b>21,518</b>
31 December 2010	2,257	157,467		17,695
Change	+ 1%	(5%)		+ 22%

\* Calculated from nominal value of turnover (before fair value charge on shared equity sales)

Appendix 6 - 3 of 4

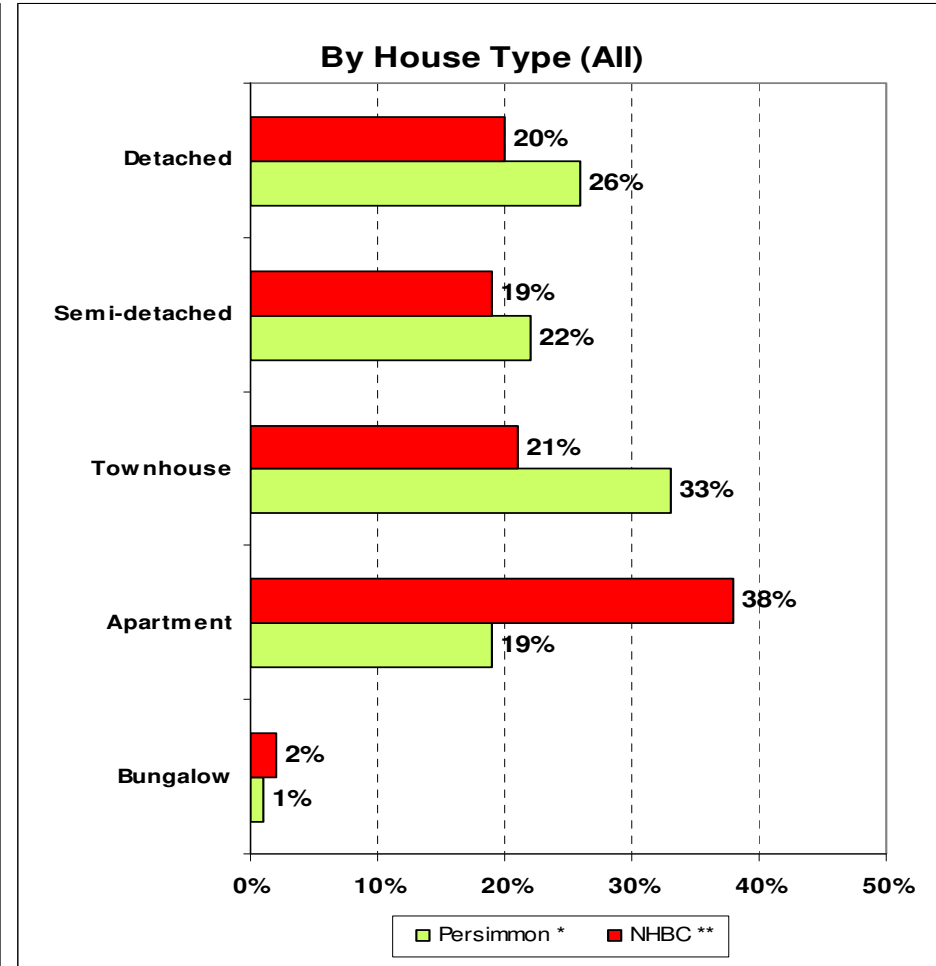
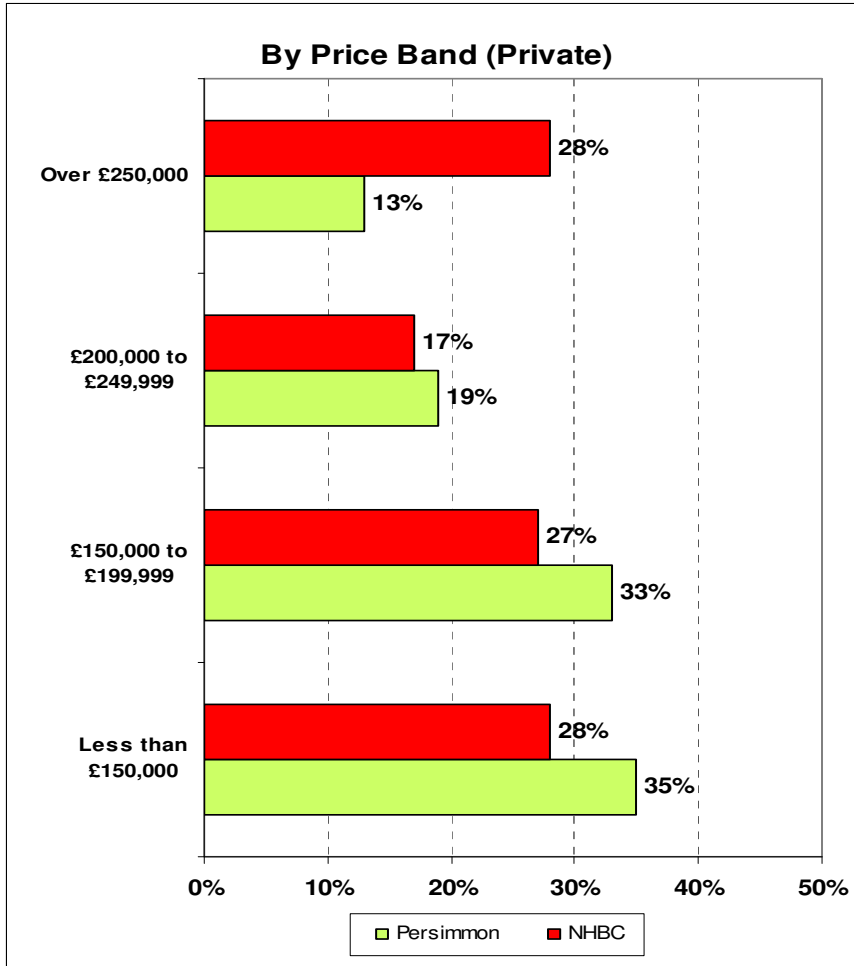
## Appendix 6: Trading performance - Divisional split

	Units No.	31 December 2011 Average Sale Price (£)*	Plots owned and under control
<b>Charles Church</b>	<b>2,375</b>	<b>202,617</b>	<b>8,431</b>
31 December 2010	2,113	209,989	6,873
Change	+ 12%	(4%)	+ 23%

\* Calculated from nominal value of turnover (before fair value charge on shared equity sales)

Appendix 6 - 4 of 4

# Appendix 7: Analysis of unit sales



\* Persimmon data represents completions in the period \*\* NHBC data represents registrations in the period  
 NHBC Source: New House-Building Statistics (Q4 2011)

## Appendix 8: Balance Sheet

	2011	2010	Change
Work in progress	<b>£427.8m</b>	£413.5m	+ £14.3m
Land	<b>£1,484.2m</b>	£1,575.8m	(£91.6m)
Land creditors	<b>£199.7m</b>	£195.8m	+ £3.9m
Part exchange stock	<b>£39.1m</b>	£32.8m	+ £6.3m
Shared equity debt	<b>£164.0m</b>	£115.2m	+ £48.8m
(Cash)/Borrowings *	<b>(£41.0m)</b>	£51.0m	(£92.0m)
Gearing *	<b>0%</b>	3%	(3%)
Shareholders' funds	<b>£1,839.3m</b>	£1,744.0m	+ £95.3m
Capital employed	<b>£1,798.3m</b>	£1,795.0m	+ £3.3m
Net asset value per share	<b>608.6p</b>	579.1p	+29.5p

\* Before finance lease obligations and prepaid financing costs

Appendix 8

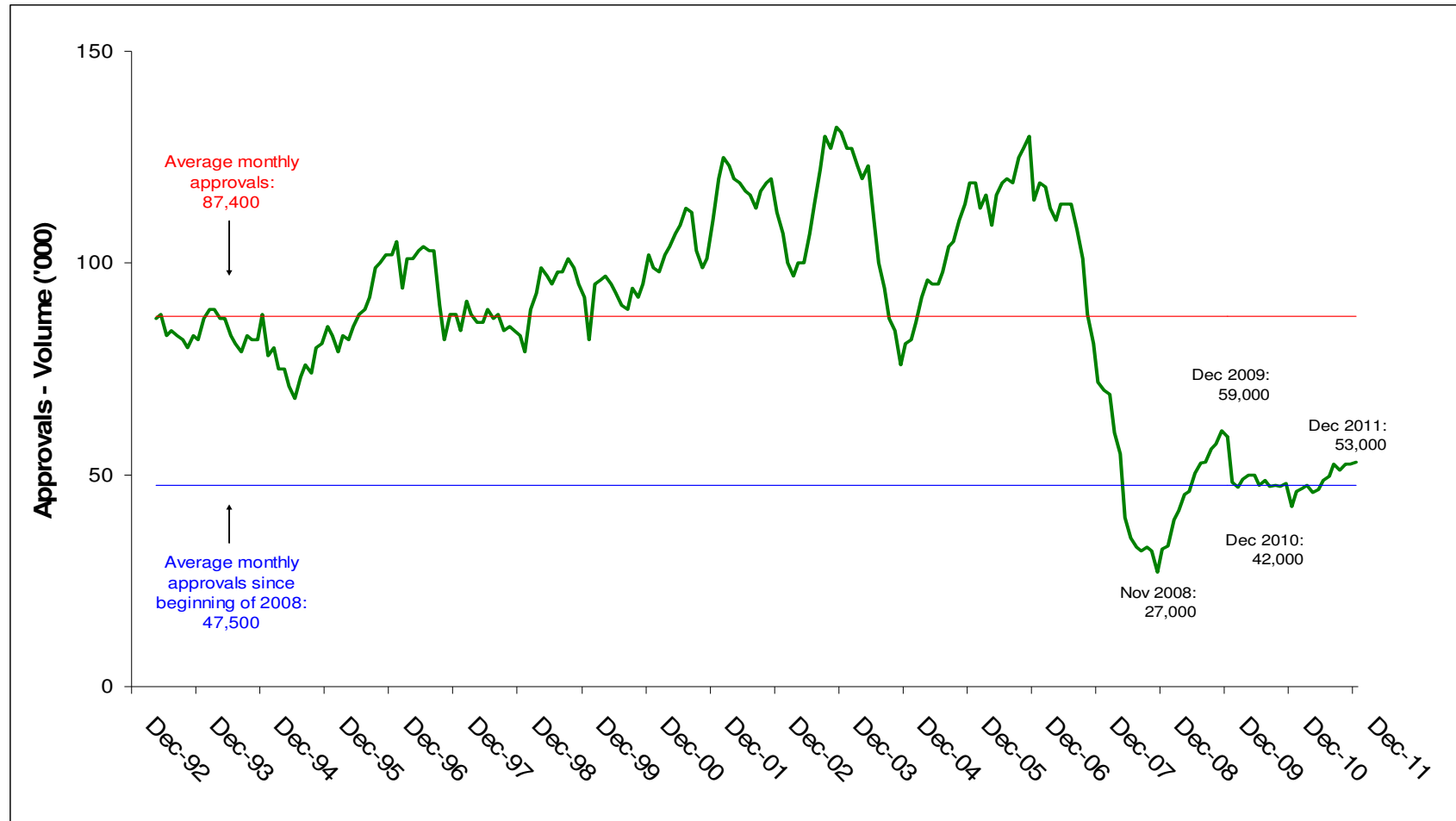


## Appendix 9: Cash flows

	H111 £m	H211 £m	FY11 £m	FY10 £m
Operating cash (before working capital movements)	68.9	94.5	163.4	137.7
Investment in working capital:				
Decrease in gross land	71.6	33.3	104.9	138.3
(Decrease) / Increase in land creditors	(29.4)	33.3	3.9	11.9
<b>Net land divestment</b>	<b>42.2</b>	<b>66.6</b>	<b>108.8</b>	<b>150.2</b>
(Increase) / Decrease in WIP, part exchange and showhouses	(6.2)	(15.6)	(21.8)	56.5
Other working capital movements	(32.4)	(55.1)	(87.5)	(27.7)
<b>Cash flow from operations</b>	<b>72.5</b>	<b>90.4</b>	<b>162.9</b>	<b>316.7</b>
Net interest and similar charges paid - underlying	(9.2)	(1.5)	(10.7)	(28.7)
Net interest and similar charges paid - exceptional	(8.2)	-	(8.2)	(7.6)
Tax paid	-	(22.1)	(22.1)	(54.9)
Net capital expenditure and JV investment	(1.7)	(0.8)	(2.5)	0.1
<b>Cash flow before dividends, share transactions and financing</b>	<b>53.4</b>	<b>66.0</b>	<b>119.4</b>	<b>225.6</b>
Net share transactions	0.1	2.3	2.4	-
Dividends paid to Group shareholders	(13.6)	(12.0)	(25.6)	(9.0)
<b>Cash flow before financing</b>	<b>39.9</b>	<b>56.3</b>	<b>96.2</b>	<b>216.6</b>
Net loan repayments	(177.1)	(0.7)	(177.8)	(227.1)
Financing transaction costs	(3.6)	(0.1)	(3.7)	-
Finance lease payments	(0.5)	-	(0.5)	(0.7)
<b>(Decrease) / Increase in cash</b>	<b>(141.3)</b>	<b>55.5</b>	<b>(85.8)</b>	<b>(11.2)</b>

Appendix 9

# Appendix 10: Mortgage approvals for house purchase

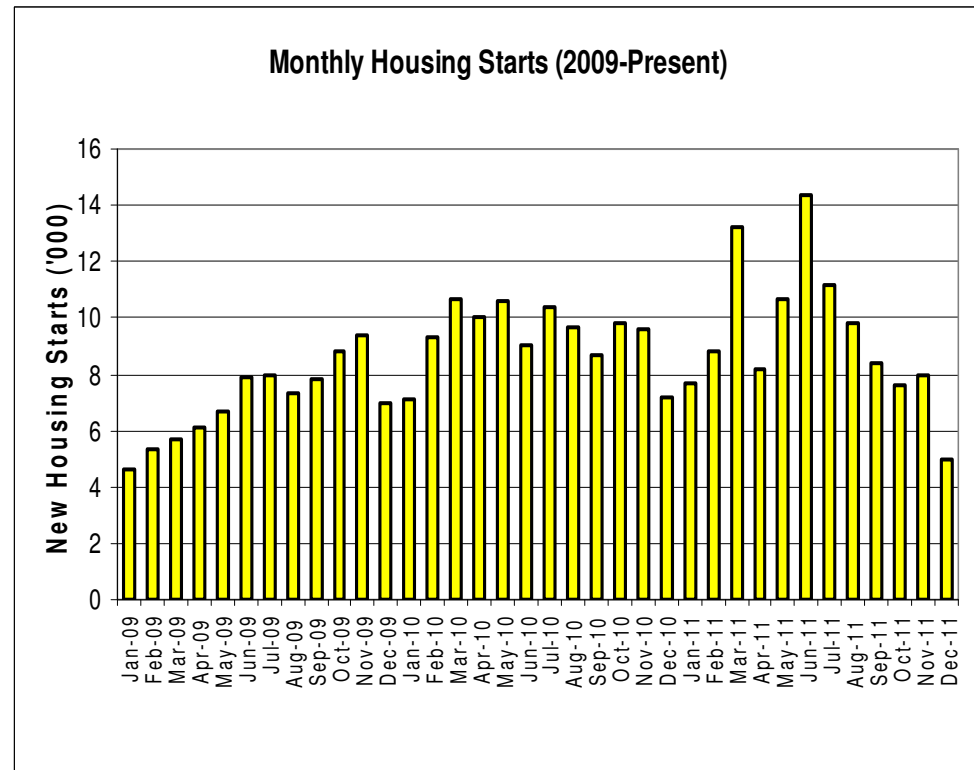
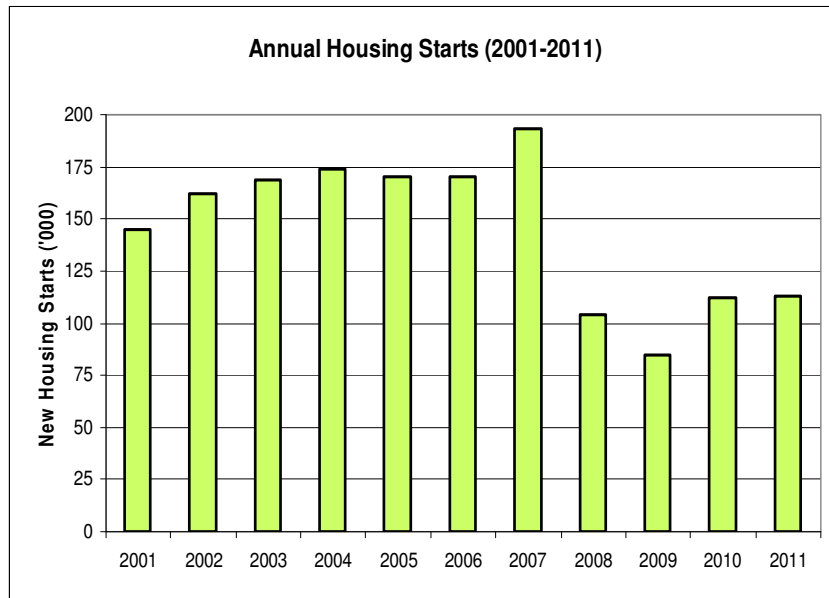


Source: Bank of England Data

Appendix 10



# Appendix 11: New housing starts



Source: NHBC New House-Building Statistics (Q4 2011)

## Appendix 11



# Disclaimer

## Important Notice

Certain statements in this results presentation are forward looking statements.

Forward looking statements involve evaluating a number of risks, uncertainties or assumptions that could cause actual results to differ materially from those expressed or implied by those statements.

Forward looking statements regarding past trends, results or activities should not be taken as a representation that such trends, results or activities will continue in the future.

Undue reliance should not be placed on forward looking statements.

