



Persimmon Plc

CHIEF EXECUTIVE'S UPDATE

Annual General Meeting

30 April 2026



Strong performance in 2025

Delivery of clear strategy is driving continued growth

Underlying PBT

£446m

up 13%

Underlying EPS

100.7p

up 9%

Outlets

277

up 3%

Net private sales per outlet per week

0.70

0.59 ex bulk, up 4%

Completions

11,905

up 12%

HBF score

5-star

5th consecutive year

Owned and controlled landbank +3%

84,879

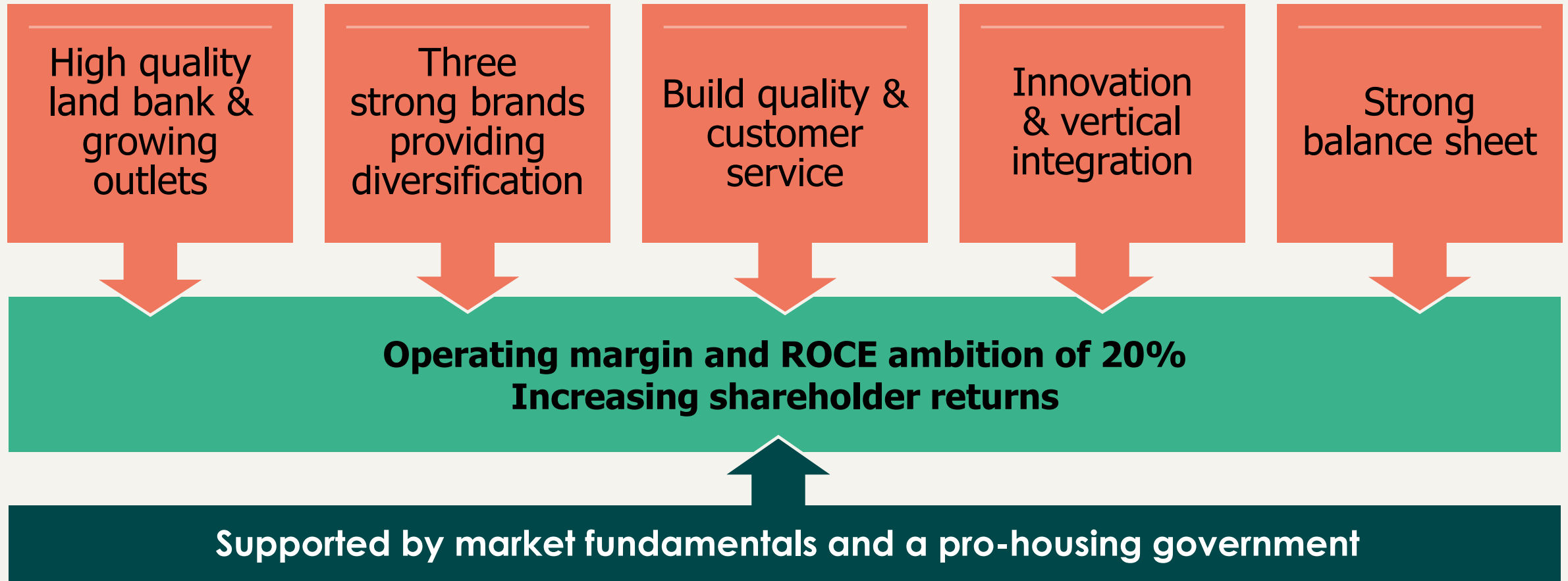
70,236 plots owned

Current (2026) total forward order book +5%











£2.46bn

Private forward order book
£1.80bn, up 7%

Growing returns into the medium-term



Delivering growth now and positioning for future growth

Key enablers	2025 delivery	Future growth
High-quality land bank & growing outlets	 Growth in outlets; investment in short-term and strategic land bank at good margins	 Improved pipeline visibility; driving margin improvement into medium term; on-track for 300 outlets
Diversification through three strong brands, all well-positioned at the value end of their respective markets	 Enhanced all three brands' marketing, quality and efficiency; growth in all three brands	 Complementary brands driving sales and land opportunities; current forward order book up
Consistently strong build quality and customer service	 Delivery step-change while maintaining improved reputation; Trustpilot 'Excellent' & HBF 5-star	 Platform for further growth in enquiries and sales and enabling new partner relationships
Investing in vertical integration and innovation	 New automated Space4 timber frame and roof truss lines; enhanced digital controls	 Driving cost and efficiency benefits; improving build times and reducing cost of reworks
Strong balance sheet	 Continued disciplined investment and further progress on building safety remediation	 Strong platform for future investment and capital allocation flexibility

We are building more routes to more markets to build more homes and drive returns

Trading update highlights

- Built on strong performance in 2025 in early months of the year
- Good sales performance
 - Net private sales rate up 3%
 - Private forward sales up 7%
 - Private forward order book ASP up 5%
- Strong planning performance
 - Average outlets up 2% year on year
 - Successful applications up over 10% in Q1
- Geopolitical uncertainty
 - Supply chain inflation could impact H2 2026 and 2027
 - Potential impact on customer sentiment
- Assuming market conditions do not materially deteriorate, on track for consensus PBT and 12-12,500 homes



Building on our progress

- Self help strategy and disciplined investment continues to drive growth
- Managing market uncertainty, drawing on Persimmon's unique capabilities
 - Entered period in robust position
 - Three strong brands
 - Industry-leading vertical integration
 - High-quality land bank
- Supported by balance sheet
 - Building safety progress
- Continue to target growth and growing shareholder returns





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