

Terms and Conditions – The Maples Development Offer – South Midlands – May 2026

“Up to £25,000 to Spend Your Way” Offer

1. In this Offer, “Contract” means the legal contract that You and We will exchange for the sale and purchase of a Persimmon home. The term includes regional equivalents (such as missive in Scotland). It does not include the reservation agreement that You and We enter into. In these terms, “Price” means the purchase price for the Persimmon home as will be stated in the transfer deed or lease (or in either case regional equivalent) and in any event does not include any additional sums payable for extras, fixtures and fittings, and enhancements and does not take account of the Offer.
2. This offer is available between 9.00am GMT on 2nd May 2026 and 5pm GMT on 3rd May 2026 (both dates inclusive) (“the **Offer Period**”) at selected Persimmon developments and plots only within the Persimmon South Midlands operating company area, subject to customer status and availability. In these terms, “You” means the customer(s) and applies if the relevant Persimmon home is being acquired by one or more persons. “Us” and “Our” are references to Persimmon. “The Offer” means the offer detailed in paragraph 4 below. The provision of the Offer is strictly subject to these terms and conditions. “We” means Us and You. For the avoidance of doubt, if You comprise more than one person and either or any of You withdraw from the purchase of the Persimmon home, the person(s) so withdrawing shall not be entitled to the Offer.
3. Our sales representative will confirm in writing, during the Offer Period, whether You potentially qualify for this Offer (qualification would ultimately remain subject to these terms and conditions). To qualify, You must have entered into a reservation agreement with Us (including the payment of the required reservation fee) for The Maples Persimmon home to which Our Offer relates no later than 5pm GMT on 2nd June 2026 (time being of the essence).
4. The Offer comprises a financial incentive (available on completion of Your purchase of the Persimmon new home) that:
 - 4.1 equates to 5% of the Price (subject to clause 4.2); and
 - 4.2 is a sum that, regardless of the amount of the Price, shall not under any circumstances exceed £25,000; and
 - 4.3 will be applied on completion of Your purchase of the new home and will be reflected on the completion statement as a deduction from the completion balance (if you select a cashback then the amount of the cashback will not be shown as a deduction from the Price on the completion statement (this is the document that shows the balance due from You to Us on completion)). The Offer will not be paid or given to You by any other means other than as set out in Clause 4.3.

5. The financial incentive comprised in the Offer can be used by You in a number of ways, depending on Your individual circumstances and requirements (these exhaustively comprise, as a contribution to deposit, as a contribution to legal fees, as a contribution to stamp duty land tax or as a cashback). You shall speak to an independent financial advisor as early as possible to ensure that You are using the financial incentive in the best way for Your circumstances.
6. Regardless of the Offer that We say You are entitled to receive on or prior to reservation of the Persimmon home, You will not be eligible to receive and take advantage of the Offer if You purchase the Persimmon home under any of the following conditions:
 - Using a buy-to-let mortgage product;
 - Using the First Homes Scheme or other Discount from Market Value scheme;
 - Using any Government Help to Buy or similar scheme;
 - Using any Persimmon part exchange or home change scheme;
 - Using any shared ownership or shared equity scheme;
 - Where one or more of the purchasers is a corporate entity, LLP, or partnership;
 - Where You are, for any reason, exempt from any legal obligation to pay Stamp Duty Land Tax.
7. Persimmon shall have sole discretion to decide whether You are entitled to the Offer. Persimmon reserves the right to suspend, cancel, or amend this Offer at any time without notice. Provided always that the terms of an Offer to an individual may not be amended where the availability of the Offer and eligibility for the Offer have been communicated in writing to that individual on or before reservation of a specific Persimmon home, without prejudice to these terms and conditions. Any suspension, cancellation, or amendment will be published on the Persimmon website.
8. Notwithstanding Your potential entitlement to receive the Offer, these terms and conditions (and anything else communicated to You by Persimmon) do not give to You any period of exclusivity to purchase a particular plot and (unless a valid reservation agreement has been entered into between ourselves and remains in force and effect) We shall be entitled to enter into a reservation agreement with any third party at any time