Terms and conditions

Free upgrades

1. This offer is available between 09/04/2026 and 07/05/2026 (both dates inclusive) ("the **Offer Period"**) on selected Persimmon developments and plots only in our Midlands operating company area, subject to customer status and availability. [It applies only to Persimmon homes where a purchase price (disregarding (i) the value of any extras or finishing touches You may order and (ii) this Offer and (iii) any other financial incentive given to You by Us) ("**Price**") is agreed at formal reservation of £250,000 or more]. 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 any 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.

2. The term "Upgrades" means upgrades to a Persimmon new home comprising upgraded kitchen units, integrated appliances and flooring throughout shown as being available in Persimmon's Finishing Touches brochure as at the date of reservation (subject to the availability of such fixtures and fittings with Us being entitled to exchange any such fixtures and fittings with alternatives that We (acting reasonably) believe are of comparable quality and style).

3. Our sales representative will let You know in writing, during the Offer Period whether or not You potentially qualify for this Offer (qualification would ultimately remain subject to these terms and conditions). To qualify for this offer You need to have entered into a reservation agreement with Us (which includes the payment of the required reservation fee) for the specific Persimmon home to which Our Offer relates no later than 07/06/2026 (time being of the essence).

4. The Offer comprises the provision and fitting (where appropriate) of the Upgrades to the new home reserved. The Offer cannot be substituted for anything else (including for any monetary sum).

5. Regardless of the Offer that We say that 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 where any one or more of the following apply:

   5.1 using a buy to let mortgage product; or
   5.2 using the First Homes Scheme or other Discount from Market Value scheme; or
   5.3 using any Government Help to Buy or similar scheme; or
   5.4 using any of Persimmon part exchange or home change scheme; or
   5.5 using any shared ownership or shared equity scheme; or

5.6 where one or more of the purchasers is a corporate entity, LLP or partnership.

6. If You qualify for the Offer You accept and acknowledge that in certain circumstances the fitting of the Upgrades may not be finished by the completion date of the sale and purchase of the new home. If this should apply then You will give Us reasonable access to the new home after completion to manage the fitting and delivery of the Upgrades (which We shall endeavour to achieve as soon as reasonable practicable). You shall not be entitled to any compensation or alternative product for any late fitting of the Upgrades.

7. Persimmon shall have sole discretion to decide whether You are entitled to the Offer provided by this scheme. 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 though to these terms and conditions). Any suspension, cancellation or amendment will be published on Persimmon's website.

8. You agree that You shall not be entitled to exchange the Offer for any cash sum or other benefit.

9. 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