



# Capital Markets Day

7th July 2023  
Petersmiths Park,  
Ollerton, Nottinghamshire



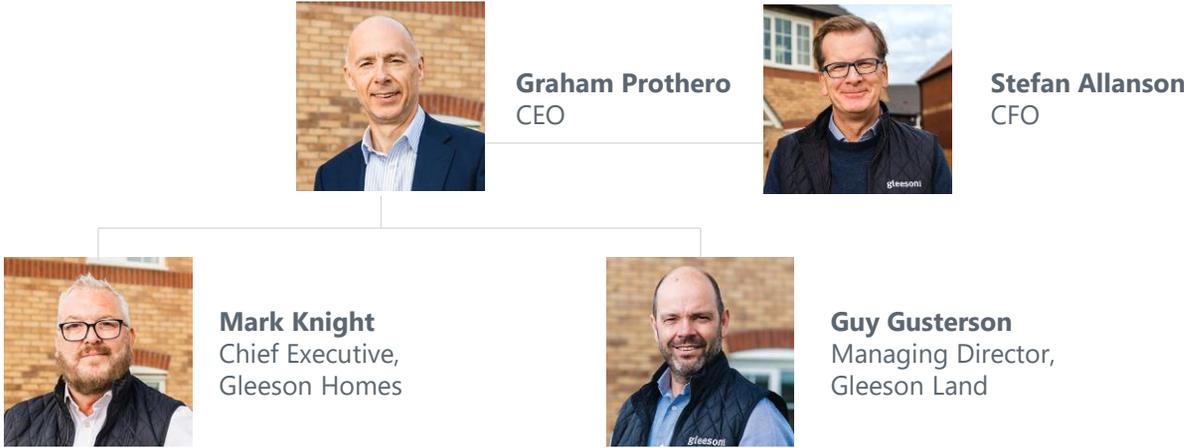
# Welcome

Putting in place  
the foundations  
for future growth

# Agenda

|  |               |                 |
|--|---------------|-----------------|
| Welcome and introductions              | 10:45 – 10:50 | Graham Prothero |
| Setting the scene and trading update   | 10:50 – 11:00 | Graham Prothero |
| Market backdrop                        | 11:00 – 11:20 | Stefan Allanson |
| Group strategic development            | 11:20 – 11:45 | Graham Prothero |
| <i>Break</i>                           | 11:45 - 12:00 |                 |
| Gleeson Land                           | 12:00 - 12:25 | Guy Gusterson   |
| Gleeson Homes: pt 1                    | 12:25 – 12:45 | Mark Knight     |
| <i>Lunch &amp; site/show home tour</i> | 12:45 – 14:15 |                 |
| Gleeson Homes: pt 2                    | 14:15 – 14:35 | Mark Knight     |
| Closing remarks and Q&A                | 14:35 – 15:00 | ALL             |

# Presenting today...



# Colleagues in attendance



**James Thomson**  
Non-Executive Chair



**Bryan Simpson**  
Divisional  
Managing Director,  
Central Division



**Andrew Davies**  
Divisional  
Managing Director,  
Northern Division



**Steve Gamble**  
Land and Planning  
Director



**Leanne Johnson**  
Head of Legal and  
Company Secretary



**Helen Randerson**  
Partnerships  
Director



**Mark Phelan**  
Customer Experience  
Director



**Costas Moraitis**  
IT Director



**Adam Butterfield**  
Design Manager



**Kat Keshmiri**  
National Marketing  
Manager

# Regional and site colleagues



**Allen Marshall**  
Regional Managing  
Director



**Craig Hart**  
Regional Construction  
Director



**Maxine Baxter**  
Sales Manager



**Gaia Martellucci**  
Field Sales Manager



**Rod Latham**  
Site Manager



**Tim Jones**  
Assistant Site Manager



**Josh Hutchinson**  
Sales Executive



**Sam Smith**  
Multi-Skilled Finisher



**Paul Hulme**  
Forklift Truck Driver

# Six months in...

- Arrived in a challenging market environment
- Group's resilience and potential immediately apparent, underpinned by:
  - Talented & highly motivated teams
  - Robust balance sheet
  - Strong market positions
  - Gleeson Homes has an excellent land pipeline, superb product and a huge and under-served market
  - Gleeson Land also has a strong pipeline, a great track record and highly credible market proposition
- **Significant potential to scale up the business**



# We have an exciting opportunity

Current market environment enabled us to further strengthen the business:

- Restructuring for growth
- Ensuring costs in line with projected volumes
- Refocusing marketing and sales efforts
- Driving build quality and pace

Looking ahead:

- Short-term: consolidating changes and adapting to new market conditions
- Medium and long-term: delivering real growth potential

# Trading update and immediate outlook

# Delivering in a challenging environment

- Results for FY2023 expected to be in line with expectations
- 1,723 completions for FY2023
- Shift in buyer demographics in H2
  - First-time buyers represent circa 50%
  - FTB demand expected to continue at current rates, with increasing interest from other value-driven buyers
- Gleeson Land completed 3 land sales
  - Strong pipeline including 3 sites in a sale process
- Period-end net cash of £5.2m
- Continue to see good level of land bids
- Planning environment remains tortuous
  - Under-resourced and slow at local level
  - Driven entirely by short-term politics at policy level
- Expect to resume growth trajectory through FY2024

## Key stats

|                 |  |
|-----------------|--|
| Completions:    | 1,723 (FY2022 2,000)                             |
| ASP:            | £186,200 (FY2022<br>£167,300)                    |
| NRR*:           | 0.64 (0.44 ex multi-unit<br>sales) (FY2022 0.62) |
| Cancellations*: | 19% (FY2022 15%)                                 |
| Cash:           | £5.2 million (FY2022<br>£33.8 million)           |
| FOB:            | 665 (FY2022 618)                                 |

\* Net reservation rate (NRR) and cancellation rate quoted for FY2023 H2 and FY2022 H2. Cancellations excludes multi-unit sales

# Current year outlook: Homes

- Settle the restructured model
- Restart land buying & site openings – plan to open 20-25 sites p/a
- Change in buyer demographics - refocusing our marketing
- Lead generation and visitor levels: hesitancy impacting conversion rates
- Deploying range of initiatives to translate interest into sales:
  - Targeted and appropriate incentives
  - Reinvigorate processes and training
  - Adding a shared ownership offering in FY24
- Agree selective multiple-unit sales
  - Working with key, aligned partners where we can grow the opportunity
- More efficient business post-restructure, with rigorous focus on costs
  - Improving our operating margin

**FY2024 is a re-set...FY2025 onwards provides a new base**

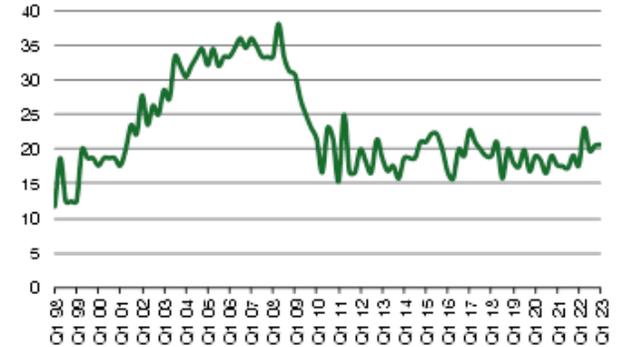


# Market backdrop

# Land & planning

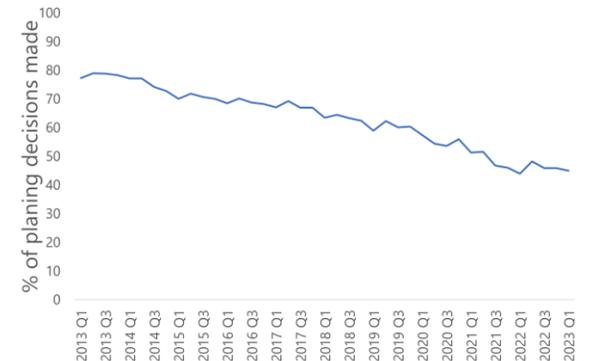
- Government policies and environmental issues are having an impact on planning and housing starts in England
- Planning taking longer and more uncertain – but rejection rate stable
- Land market – still competitive but regional and mid-size housebuilders more competitive than top 10
- Strong Gleeson Homes pipeline of 17,375 plots on 173 sites
  - 82 build sites, of which 71 actively selling
  - 92 sites not yet active
    - 7 sites owned and plan to open this year
- Strong Gleeson Land pipeline of 17,831 plots on 70 sites
  - 6 sites with consent or resolution to grant, 18 sites awaiting determination

Planning rejection rate  
(% of major developments)



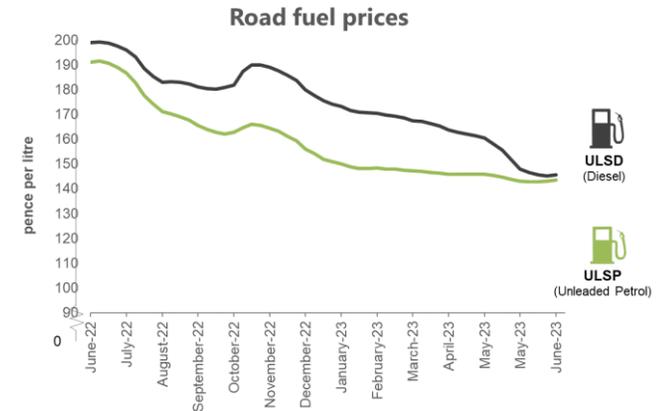
Source: DLUHC

Planning decisions made within 8 or 13 weeks



# Supply chain – healthy, and costs softening

- **Materials:**
  - Availability high
  - Call-off periods & delivery times back to normal
  - Fuel prices falling
  - Prices beginning to ease
- **Labour:**
  - Availability good
  - Lower rates for bricklayers, groundworkers, roofers & joiners
- **Build cost inflation:**
  - +10% in 12 months to December 2022
  - 1% lower in last 6 months
  - Expect a further -2% to -3% lower by December 2023



Source: Brick stocks Department for Business & Trade; Fuel prices Department for Energy Security & Net Zero

# Structural under-supply of quality, affordable homes

- Shortage of affordable homes in North of England and Midlands:

4.1 million households renting

0.6 million households on Local Authority waiting lists

2.1 million adults living with parents

## Little choice of affordable new build homes in North of England and East Midlands

5% of all homes bought below £200,000 are new build

13% of all homes bought above £200,000 are new build

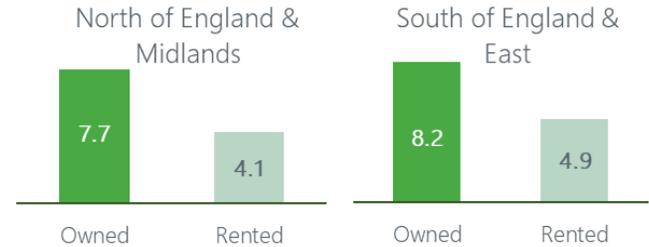
- Energy performance poor in most existing homes

12% of English housing stock rated A or B (EPC)

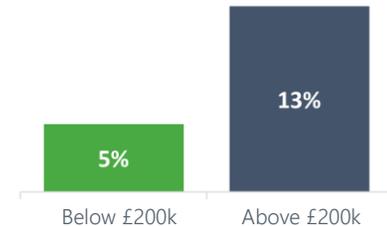
85% of new builds rated A or B (EPC)

96% of Gleeson Homes rated A or B (EPC)

Household tenure  
(millions of households)

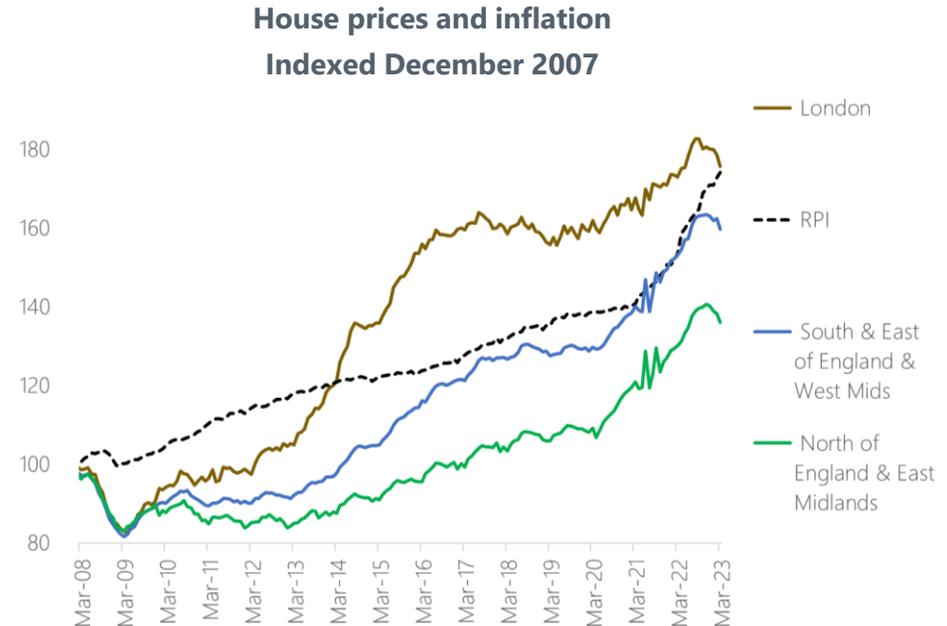


New build % of all homes bought in  
North of England & East Midlands



# House prices – North of England isn't North London

- Price increases since 2007 vary by region:
  - London up 76%
  - North of England & East Midlands up 36%
  - Below rise in RPI of 74%
- Since 2014:
  - National Living Wage up 65%
  - Gleeson prices up 53%
- Since August 2022:
  - London house prices down 4%
  - North of England & East Midlands prices down 3%



Source: Land Registry House Price Index

# Mortgage rates and costs

- Buyers still adjusting to higher cost of buying
- Mortgage rates up in recent weeks, but are below October 2022 peak
- Alternative products available following end of HtB in March 2023
  - First Homes, Shared Ownership, Deposit Unlock, HtB Mortgage guarantee, Own New
- Mortgage market healthy, arrears low, availability high
  - 85% LTV - 823 first time buyer products
  - 90% LTV - 420 first time buyer products

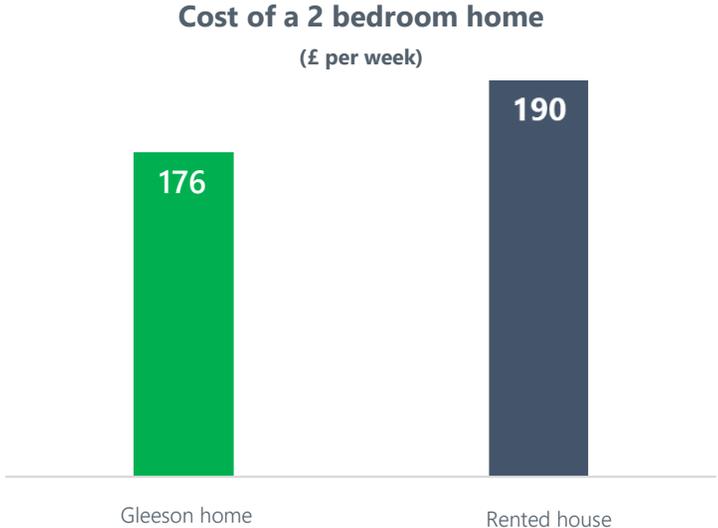
## Best available first-time-buyer mortgage rates:

|                | <u>5-yr fixed</u> | <u>2-yr fixed</u> | <u>Variable</u> |
|----------------|-------------------|-------------------|-----------------|
| <b>85% LTV</b> | <b>5.64%</b>      | <b>5.69%</b>      | <b>5.08%</b>    |
| <b>90% LTV</b> | <b>5.64%</b>      | <b>5.24%</b>      | <b>5.04%</b>    |

Source: Mortgage rates from Meridian mortgage broker & Moneyfactscompare.co.uk

# Cost of home ownership

- Rental costs increasing in North of England & East Midlands
  - 3-bed house rent up 5.3% in last 4 months to £231 per week
- Low-cost homes remain attractive versus renting alternative
- Typical Gleeson 2-bed home costs £176 per week to buy versus £190 per week to rent
  
- Energy cost savings increasingly important – typically £21 per week from July 2023
  - Average existing 3-bed house energy bill £2,600 p.a. from July 2023
  - Average Gleeson 3-bed house energy bill £1,500 p.a. from July 2023



Source: Median rental cost on new lettings in April 2023 from OnTheMarket; Mortgage payments based on average Gleeson 2-bed OMS forward orders £154,900 90% LTV 5 year fixed 35 year term at 5.64%

# House price comparison

- Gleeson Homes' selling prices significantly below other developers new build prices

£340,600 average new build house price in England

£272,600 average price of other housebuilders in Gleeson's regions

54% higher than Gleeson's average selling price of £177,300

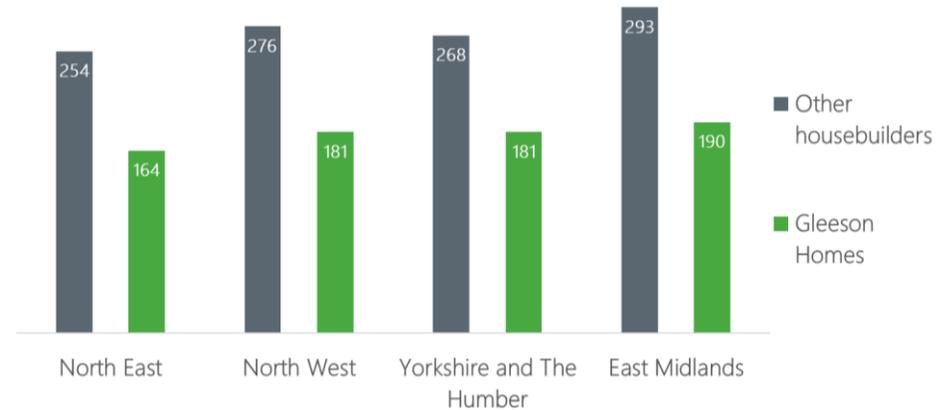
- Gleeson Homes' selling prices since September 2022:

Gross prices up 3%

Incentives up 3%

Net selling prices unchanged

**Gleeson Homes ASP vs Other housebuilders ASP (£'000)**



# Affordability

- Incomes increasing, especially lower paid  
National Living Wage increased 9.7% in April 2023

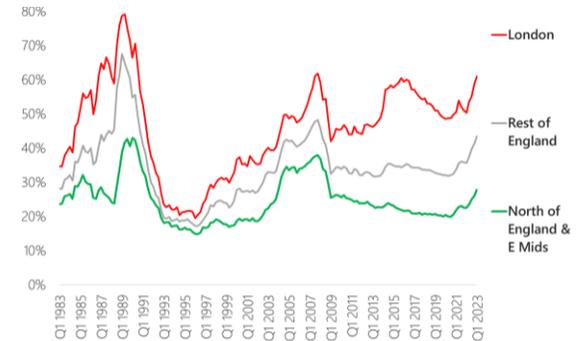
- Mortgage payments are affordable for FTB in North of England and East Midlands

|                                  | % of take home pay |
|----------------------------------|--------------------|
| London                           | 61%                |
| Rest of England                  | 43%                |
| North of England & East Midlands | 28%                |

**Gleeson 2-bedroom ASP v Affordability for a couple on NLW**



**Mortgage costs as a percentage of take home pay for first-time buyers**



Source: Nationwide, First Time Buyer Mortgage Payments as % of take home pay

Source: Gleeson FY23 2-bed ASP excluding affordable for the year to May 2023

# Buyer demographic changing

- Interest remains high, but buyers are hesitant and lack urgency
- Pandemic related excess savings and availability of overtime means many lower income buyers have deposits
- PRS and RPs more actively buying newbuild
- Gleeson Homes' product and pricing increasingly attractive to "value driven buyers" and "downsizers"

| <b>Gleeson Homes' buyers</b> | <u>FY22</u>  | <u>Last 6 months</u> |  |
|------------------------------|--------------|----------------------|--|
| First time buyers            | 71%          | 53%                  | Down from 81% in 2021                        |
| Buyer age (median)           | 31 year olds | 33 year olds         | Over 55 year olds now 20% of buyers'         |
| Cash buyers                  | 8%           | 10%                  | Up from 5% in FY20                           |
| Mortgage term (median)       | 30 years     | 35 years             | Higher rates driving increased term          |
| Loan to Value (median)       | 4.6x         | 4.3x                 | Higher mortgage cost driving lower multiples |
| Deposits (median)            | 15%          | 15%                  | Healthy deposits                             |

Gleeson Homes buyer data based on reservations during FY22 and H2 FY23; Median deposit based on non-HtB mortgages

# Committed to sustainability

- UNSDG 11: “Sustainable Cities & Communities”
  - Target 1: “Access for all to adequate, safe and affordable housing”
  - A couple earning the National Living Wage can afford a house on every Gleeson development
- Focus on biodiversity
  - Newly appointed Senior Ecologist
  - New biodiversity strategy being launched
- Driving down scope 3 emissions
  - 14% homes built with concrete bricks – aiming for 30% in FY24
  - Air Source Heat Pumps (ASHP) in all new home starts
- Zero waste to landfill
- 100% timber sustainably sourced



Communities



Environment



People



# Summary

- Planning taking longer . . . our pipelines are strong
- Build costs easing
- Structural under-supply . . . too few affordable, quality homes being built
- Mortgage availability strong, rates increasing but below October 2022 peak
- Buyers can afford the deposit . . . but hesitant and lack urgency
- “Downsizers” and “value driven buyers” increasingly attracted to Gleeson
- House prices in the North of England & East Midlands remain affordable

***A couple on the National Living Wage can afford to buy a home on any Gleeson Homes site***

# Group strategic development

# Medium-term opportunity

- Strong growth potential in both businesses
- Gleeson Land well-placed to expand its regional presence and rate of acquisitions
- Gleeson Homes has a visible route to 3,000 units in the medium term, implying double-digit percentage growth
- Opportunities to improve both margin and returns
- A stable environment would be significantly accretive



# However, the prize could be much bigger

## Gleeson Homes: **broadening out our proven model**

- Refreshed our product to broaden appeal and attract the squeezed middle
- Widening our marketing to older and second-time buyers
- Increasing our product range to improve flexibility and competitiveness
- Expanding our geography to capture more of our core target market
- Exploring opportunities in partnerships

## Gleeson Land: **expanding the footprint**

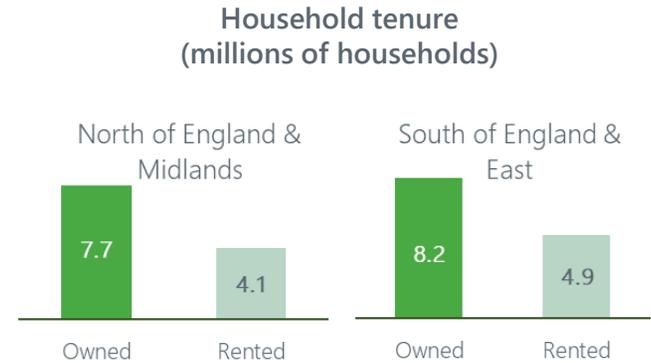
- Do more where we are already
- Geographic expansion into areas sharing same market dynamics

**Opportunity to be a 10,000 unit housebuilder with a materially scaled land promotion business**

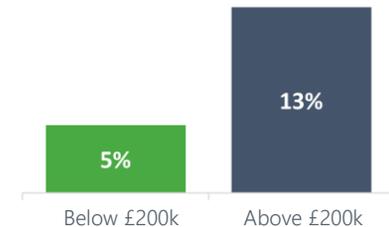
# Gleeson Homes: Broadening out our proven model

# Structural under-supply of quality, affordable homes

- Shortage of affordable homes in North of England and Midlands:
  - 4.1 million households renting
  - 0.6 million households on Local Authority waiting lists
  - 2.1 million adults living at home
- Little choice of affordable new build homes in North of England and East Midlands
  - 5% of all homes bought below £200,000 are new build
  - 13% of all homes bought above £200,000 are new build
- Energy performance poor in most existing homes
  - 12% of English housing stock rated A or B (EPC)
  - 85% of new builds rated A or B (EPC)
  - 96% of Gleeson Homes rated A or B (EPC)



New build % of all homes bought in  
North of England & East Midlands



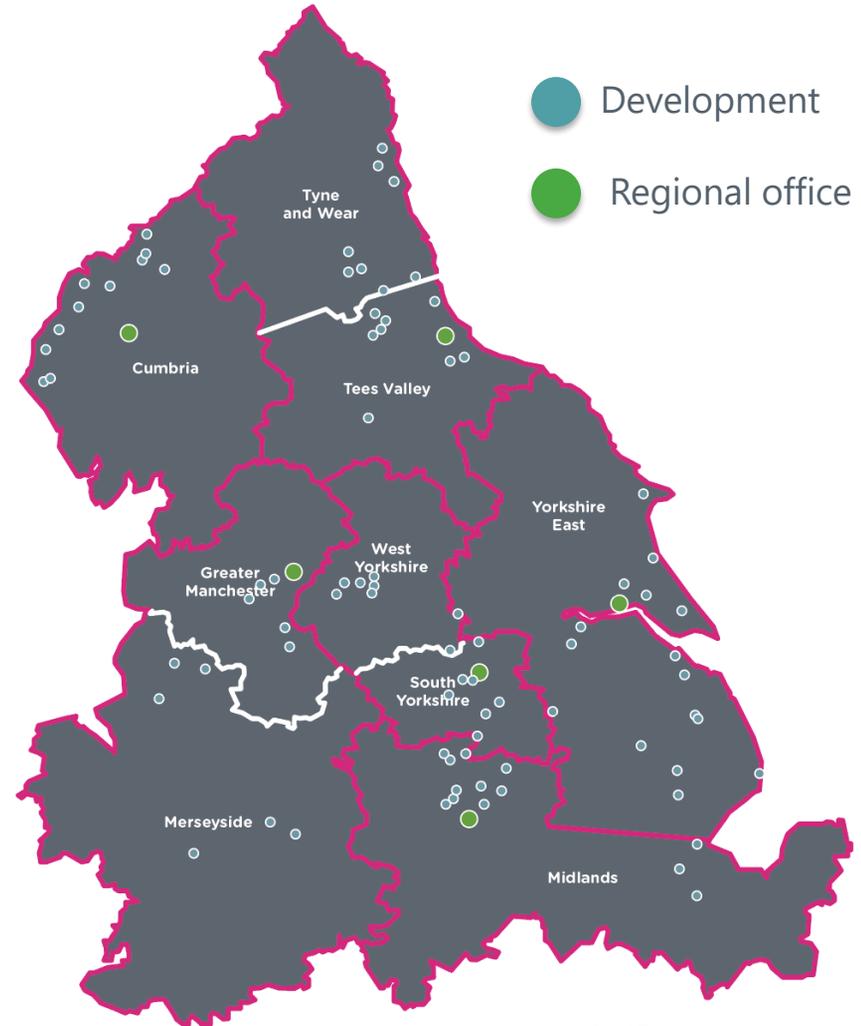
# Putting foundations in place for growth

- Business structure and improved standardisation
- Land model clarification
- Developing our potential in digital and data
- Exploring the opportunities in partnerships
- Balance sheet / firepower
  
- Refreshed and expanded product range
- Improve build quality and customer scores
- Improve sales process
- People development and training



# Business structure and improved standardisation

- Restructure complete
- 6 regional management teams across the same geographic coverage
- Standardised operating structure
- Opportunities for incremental regional expansion



# Land model clarification

- Purchase criteria simplified
- A couple on NLW can afford to buy on any Gleeson site
- Recognise variability in different regions and locations
- Improve review process and agility



# Opportunities in partnerships

- Forward funding structure enhances returns
- Access to land
- Opportunity to develop and de-risk larger, more efficient sites
- Developer skillset
- Our product is well located, well designed and well priced
- Increasingly receiving approaches from local authorities, housing associations and PRS
- Dedicated team but low additional investment
- Selective approach, offering incremental growth

CARLYLE



Living



# Balance sheet: delivering our potential

- Strong balance sheet
  - Net cash at year-end of £5m
  - Banking facilities of £105m
  - Low level of land creditors at £13.5m
- Well-capitalised to deliver medium-term potential
- Maintained capital allocation policy: balancing growth aspirations with shareholder requirements



# Break

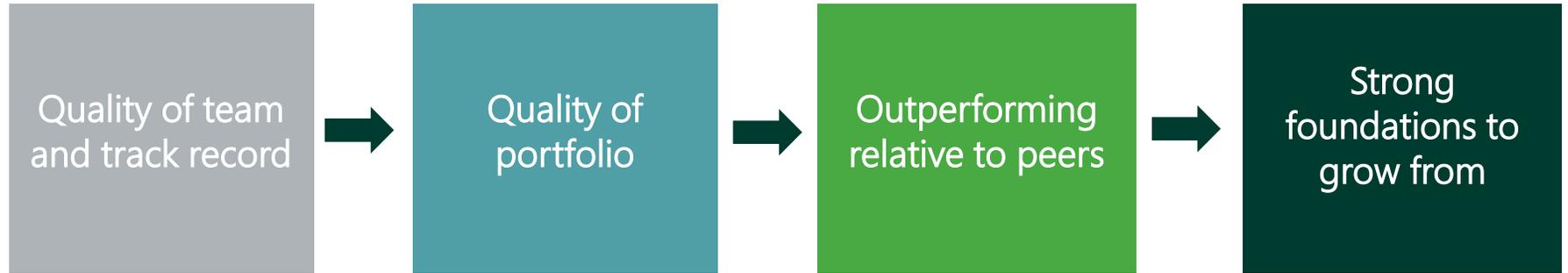
# Gleeson Land: Expanding the footprint

# Agenda

1. Observations on the business
2. Market overview
3. Growth strategy
4. Summary



# Observations on the business



# Market overview

- Average 7 year investment horizon
- Compelling business model
  - Low risk - we do not own the land
  - Huge potential
- Land sale market functioning despite volume housebuilders 'pausing'
- Business adapting well to planning challenges
- Growth strategy important in light of increasing competition





# Gleeson Homes: Refreshing our product

# Elevating the offering

- Two-year elevation refresh process complete
- New range reflects our geographic coverage and changing customer preferences
- Nationally described Space Standards Range meetings planning changes and Future Homes
- Attractive product enables access to wider customer demographics
- New elevations maintain margins while utilising the same materials and design as higher ASP peers
- Aesthetics well-received by planning officers, local authorities and private rental sector
- Efficiency, adding value – easy to build, designed to sell





Old Style

## Urban Refresh



Simplified detailing



Single brick solution



Verge detailing modernised



Grey door option



## Rural Refresh



Arched Heads  
Cottage style windows



Traditional canopy  
variations



Simplified brick  
detailing



Reed green door  
option



## Contemporary Refresh



Feature window  
Modern anthracite frames



Streamlined detailing



Contemporary door /  
canopy



Modern dormer style  
to specific types



## Stone Refresh



Cottage style windows



Traditional canopy variations



Simplified window head detailing



Black doors



## Render elevations



Render to front elevation



Brick soldier course heads and sills



Lean to canopy to front door



Brick corbels

# Sustainable, but aesthetic, solutions

- Highly efficient and popular with early adopters
- Some negative sentiment regarding early product designs
- Upcoming model due to be rolled-out following supplier discussions



# Business Information Modelling Update



3D View: {3D} Edit Type

Visible In Option all

Sun Path

Extents

Crop View

Crop Region Visible

Annotation Crop

Far Clip Active

Far Clip Offset 304800.0

Scope Box None

Section Box

Camera

Rendering Settings Edit...

Locked Orientation

Projection Mode Orthographic

Eye Elevation 8274.4

Target Elevation 4899.2

Camera Position Adjusting

Identity Data

View Template <None>

View Name {3D}

Dependency Independent

Title on Sheet

View Category

View Sub-Category

Phasing

[Properties help](#)

Apply

1 : 100

selects.



0



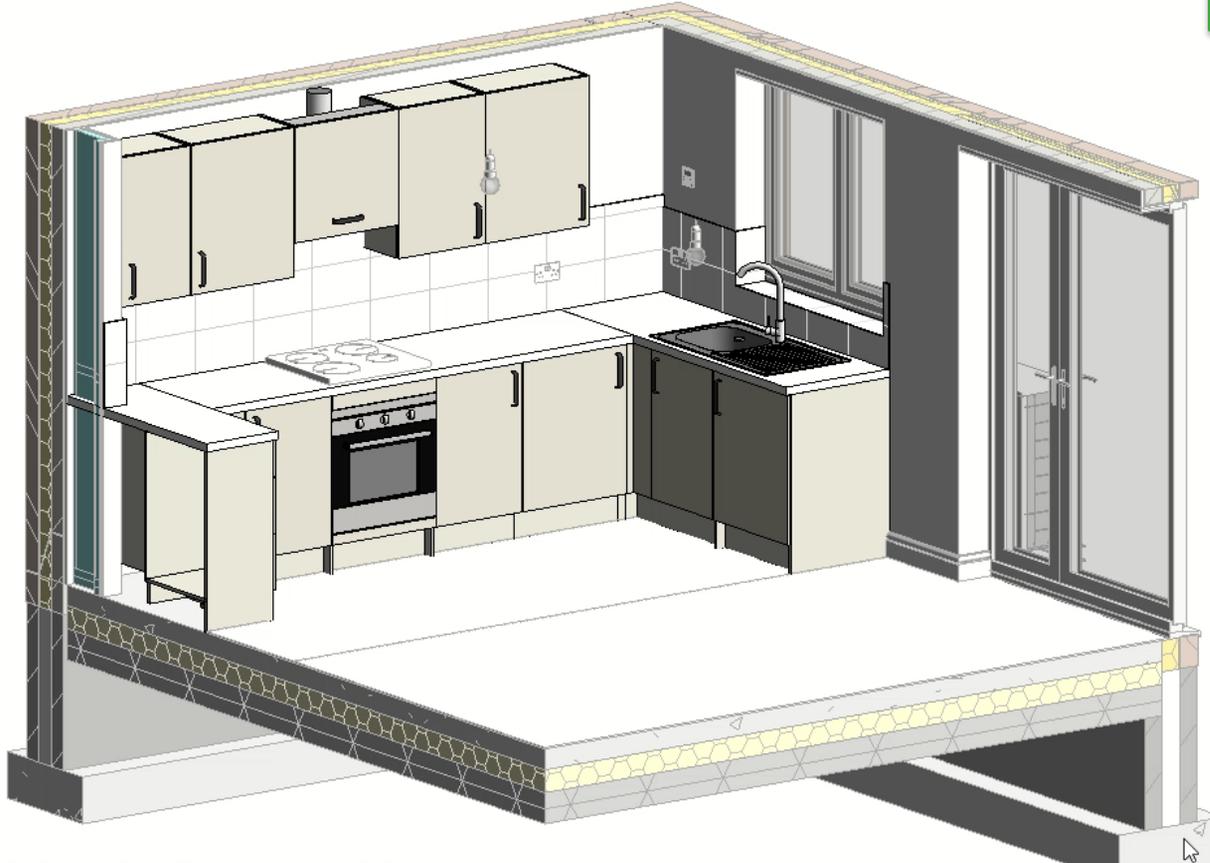
Main Model



Exclude Options



# Business Information Modelling Update



3D View: 3D - Kitchen (Standar) Edit Type

## Graphics

|                         |                          |
|-------------------------|--------------------------|
| View Scale              | 1 : 100                  |
| Scale Value             | 1: 100                   |
| Detail Level            | Fine                     |
| Parts Visibility        | Show Both                |
| Visibility/Graphics ... | Edit...                  |
| Graphic Display O...    | Edit...                  |
| Discipline              | Coordination             |
| Show Hidden Lines       | By Discipline            |
| Default Analysis Di...  | None                     |
| Visible In Option       | all                      |
| Sun Path                | <input type="checkbox"/> |

## Extents

|                     |                                     |
|---------------------|-------------------------------------|
| Crop View           | <input checked="" type="checkbox"/> |
| Crop Region Visible | <input type="checkbox"/>            |
| Annotation Crop     | <input type="checkbox"/>            |
| Far Clip Active     | <input type="checkbox"/>            |
| Far Clip Offset     | 304800.0                            |
| Scope Box           | None                                |
| Section Box         | <input checked="" type="checkbox"/> |

## Camera

|                    |                                     |
|--------------------|-------------------------------------|
| Rendering Settings | Edit...                             |
| Locked Orientation | <input checked="" type="checkbox"/> |
| Projection Mode    | Orthographic                        |
| Eye Elevation      | 291557.6                            |

[Properties help](#) Apply

1 : 100



selects.



:0

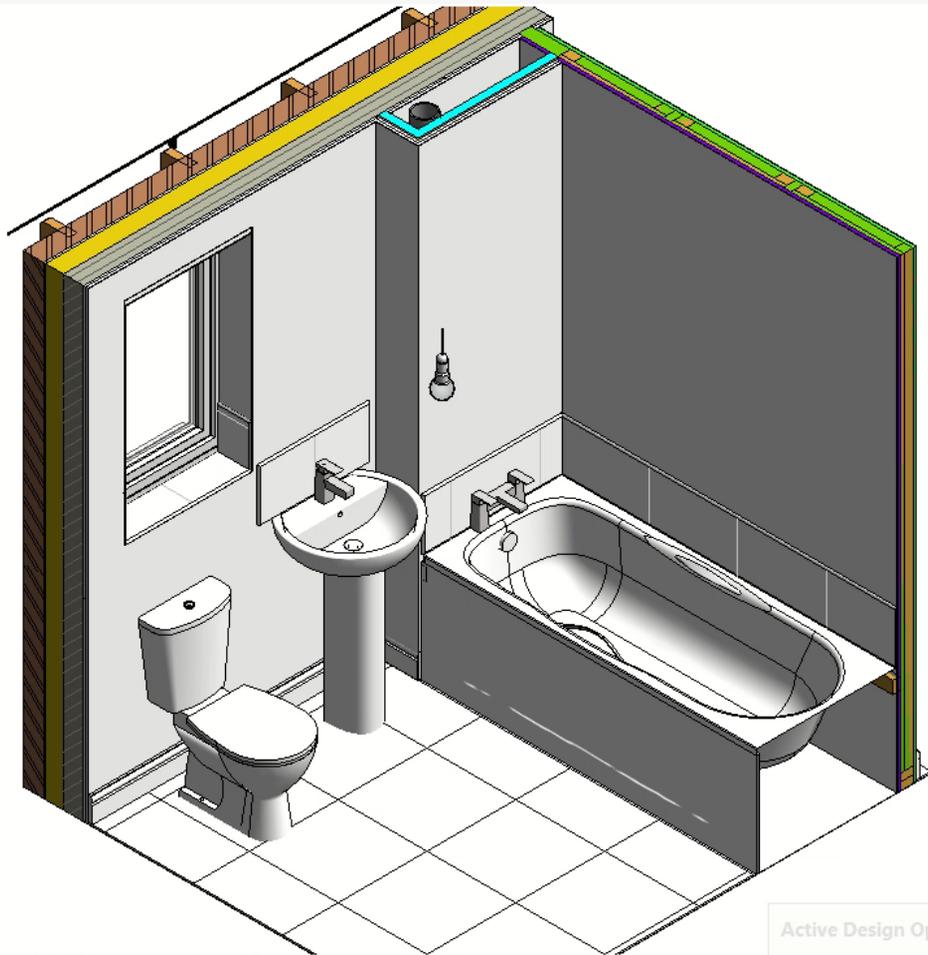


Standard Kitchen <primary>



Active Only





# Business Information Modelling Update



| 3D View: Bathroom 3D   |                                     | Edit Type |
|------------------------|-------------------------------------|-----------|
| Show Hidden Lines      | By Discipline                       |           |
| Default Analysis Di... | None                                |           |
| Visible In Option      | all                                 |           |
| Sun Path               | <input type="checkbox"/>            |           |
| <b>Extents</b>         |                                     |           |
| Crop View              | <input checked="" type="checkbox"/> |           |
| Crop Region Visible    | <input type="checkbox"/>            |           |
| Annotation Crop        | <input type="checkbox"/>            |           |
| Far Clip Active        | <input type="checkbox"/>            |           |
| Far Clip Offset        | 304800.0                            |           |
| Scope Box              | None                                |           |
| Section Box            | <input checked="" type="checkbox"/> |           |
| <b>Camera</b>          |                                     |           |
| Rendering Settings     | Edit...                             |           |
| Locked Orientation     | <input checked="" type="checkbox"/> |           |
| Projection Mode        | Orthographic                        |           |
| Eye Elevation          | 5165.5                              |           |
| Target Elevation       | 3717.0                              |           |
| Camera Position        | Adjusting                           |           |
| <b>Identity Data</b>   |                                     |           |
| View Template          | GLN - Bathroom 3D                   |           |
| View Name              | Bathroom 3D                         |           |
| Dependency             | Independent                         |           |
| Title on Sheet         |                                     |           |
| Sheet Number           | 0520                                |           |

**Active Design Option**  
 Selects an existing design option for editing.

Press F1 for more help

# Business Information Modelling (BIM) timeline

**Phase 1** – Develop models  
Forecasted completion end 2023

**Phase 2** – Cost Certainty  
Full quantities available end 2023  
COINS integration ongoing

**Commence trial site**

**Phase 3** – Regional Roll Out

Transition away from CAD to BIM for  
new developments through planning

**Phase 4** – Customer Engagement

Phase 1&2 – Group Managed  
Phase 3&4 – Full Roll Out

BIM maturity

# Lunch and site tour

# Gleeson Homes: Scaling up our infrastructure

# Restructuring

- Restructure delivers a leaner and more scalable business
  - Each region capable of 500 homes p/a
- New, more efficient local sales hub model
  - Tailored marketing initiatives
- Purchasing power provides economies of scale
- Ability to expand into additional regions
  - Lincolnshire from East Yorkshire and Midlands offices
  - Strong pipelines and organic growth of South and West Yorkshire

# Developing future skills and leadership

- Newly formed Gleeson Academy – sales, commercial and build
- Leadership Development Programme creating pipeline of future management
  - Revamped PDR
  - Gleeson Competency Framework and Conversations
  - Land Graduate Programme, second cohorts commence 2024
  - NVQ programme for site management < NVQ7
- Trade and skills development alongside NHBC and local colleges
- Increasing the number of women in construction roles

**gleeson**

PDRs are changing  
**New career conversations coming soon!**

Career conversations play an essential role at Gleeson for creating growth and development.

**What's new?**

- New document and guide aligned to reviewing performance and objectives using the new Gleeson Competency Framework.
- We're conducting the Career Conversations via a 'waterfall' effect in order to best share a clear vision and direction of the business, for when you're reviewing and setting your goals.

**Submit your training requests here:**

Submit your completed PDR documents via email to Jack Yates, Learning and Development Administrator. If you have any questions, please reach out to a member of the Learning and Development team or your HR Business Partner.

Sharon Jarvis, L&D Manager  
sharon.j Jarvis@gleeson.com

Jack Yates, L&D Administrator  
jack.yates@gleeson.com

**The main annual review window is 19th June – 11th August 2023**

**gleeson**

Career Conversations 2023  
**Why talk about personal development?**

"Continuous personal and professional development is your key to the future"

Completing your career conversation is the key opportunity to identify strengths in your career journey with clarity & insight. Each of us to reflect on our careers, our development and aspirations for growth.

**Training completed from the 2022 PDR requests:**

- Mental Health First Aid - 28 Days
- Safety Desk - 17 Days
- Signon/Signoff - 21 Days
- Gleeson Skills Development Programme - 55 Days
- Gleeson Leadership Development Programme - 70 Days
- Plus many more: Tools 360, Abrasive Wheel, Spot Stowpoint, Vehicle Bankman, PASMA Towers etc.

**Submit your training requests here:**

Submit your completed PDR documents via email to Jack Yates, Learning and Development Administrator. If you have any questions, please reach out to a member of the Learning and Development team or your HR Business Partner.

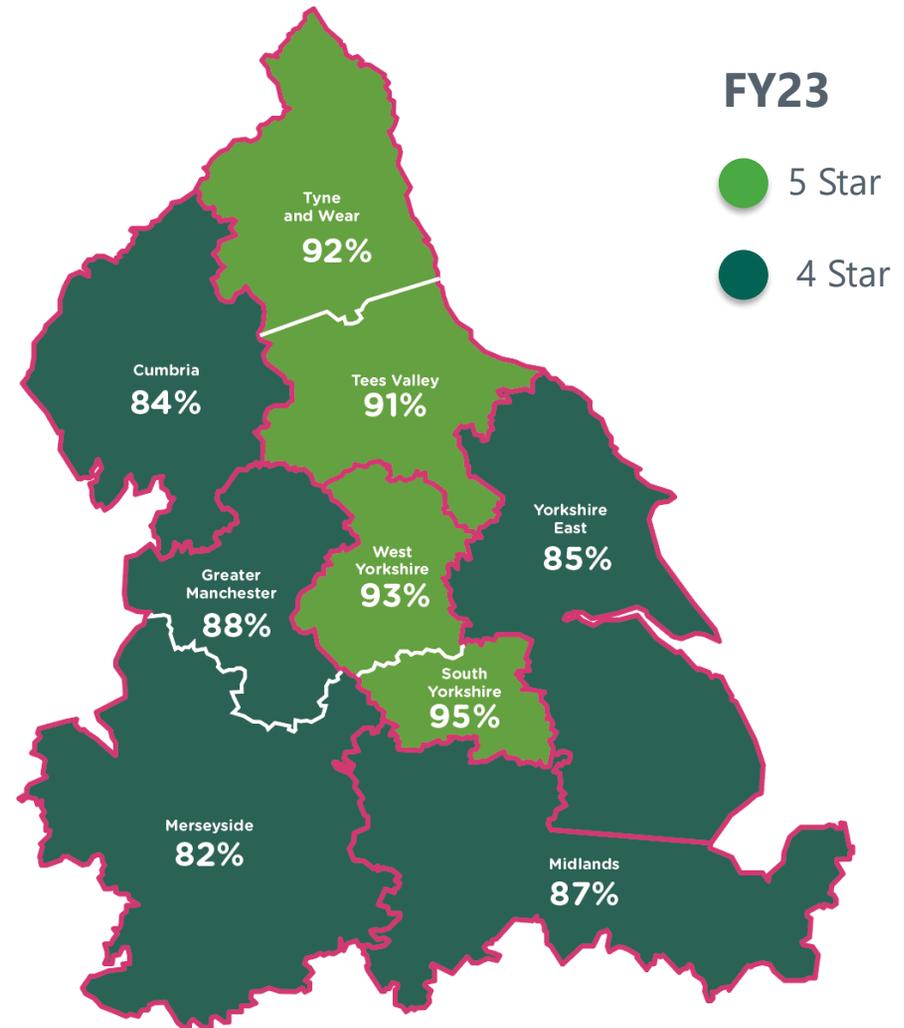
Sharon Jarvis, L&D Manager  
sharon.j Jarvis@gleeson.com

Jack Yates, L&D Administrator  
jack.yates@gleeson.com

**The main annual review window is 19th June – 11th August 2023**

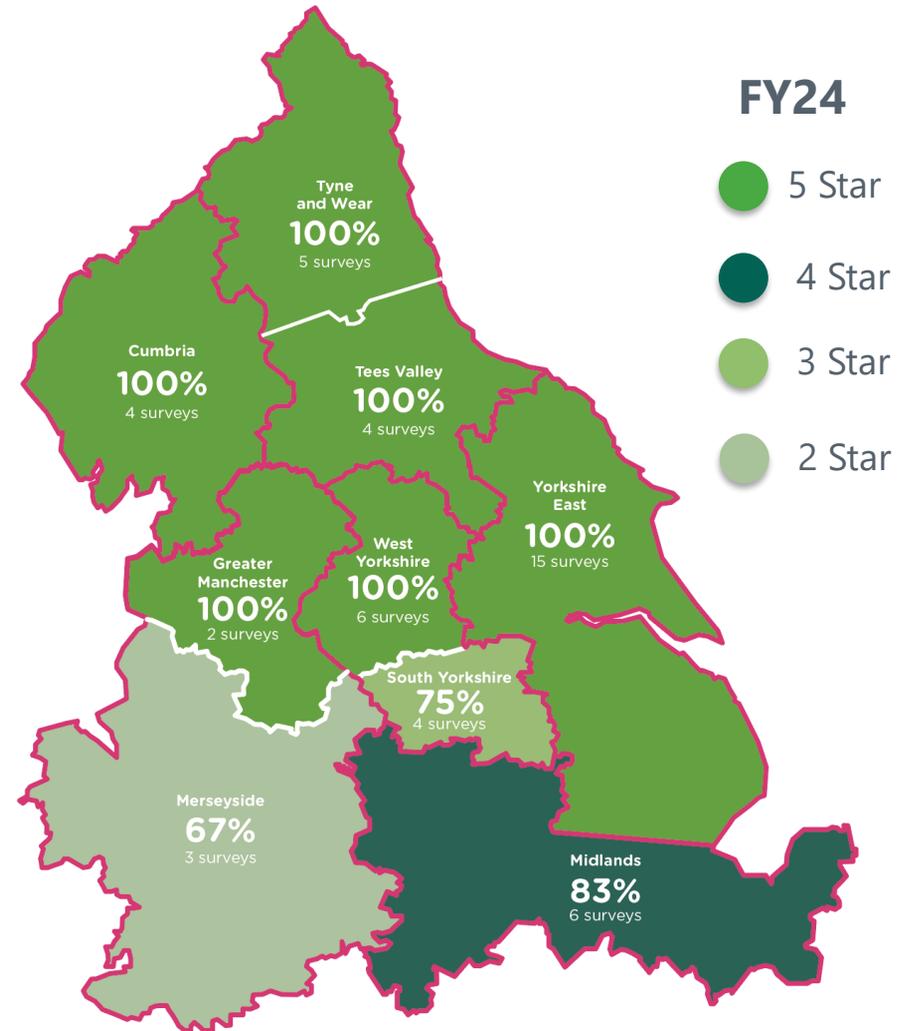
# Build quality and customer satisfaction

- Opportunity to create an industry leading “customer journey”
  - Targeting 5 Star customer satisfaction across all regions
- Customer and quality led approach
  - Digital transformation
  - Standardising product
  - Customer care investment
- **Embedding inherent quality and 5\* within our DNA an absolute priority**
- **FY23 Summary – 4 Star 89%**



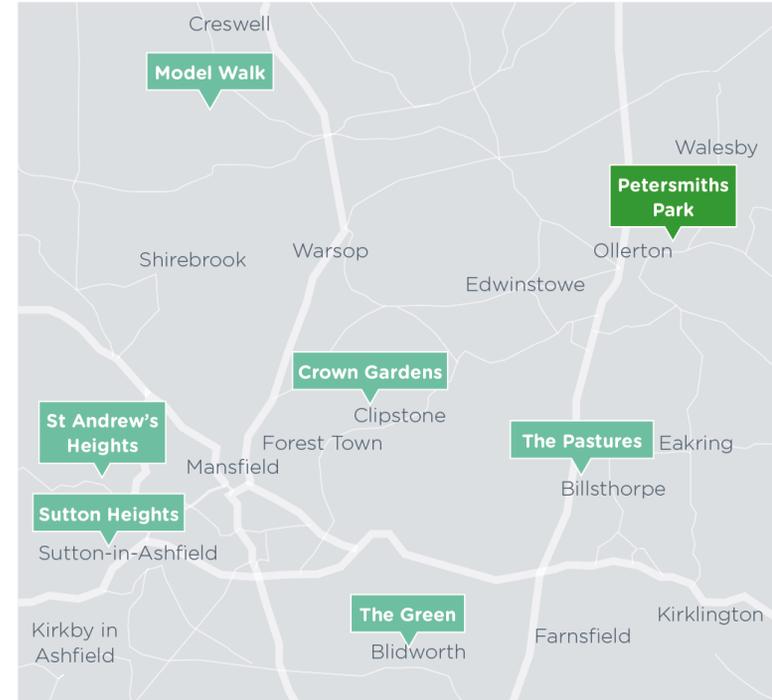
# FY24 month one

- Customer surveys beginning to be submitted
- 6/9 regions are at 5 star ratings
- **FY24 Summary – 5 Star 93.5% (YTD)**



# Targeted regional sales and marketing

- Enhanced sales processes, with the restructuring empowering regional sales teams
- Developing a “sales academy”, providing continuous learning and training
  - Central in-house sales and CRM trainers
- Tailored and data-led marketing initiatives and incentives
  - Targeting wider demographics including STBs, down-sizers and retirees
- Focus on improving lead generation to conversion ratio
- Post-restructuring, more disciplined approach to show home and hub opening
- Data analytics drive where our marketing is targeted – to find future sales!



# Attractive and affordable price points

Competitor price range of houses available for sale surrounding Petersmiths Park



# The foundations for future growth

- Restructuring makes us more efficient
- Fast-tracking skills and management development
- Rolling out high quality product range and specification
- Reinforcing sales and marketing systems with data-led targeting
- Ensuring price point remains attractive and, more importantly, affordable
- Driving quality and putting the customer journey at the heart of what we do
- Our people



# Closing remarks

# The aspiration

## Gleeson Homes: **broadening out our proven model**

- Refreshed our product to broaden appeal and attract the squeezed middle
- Widening our marketing to older and second-time buyers
- Increasing our product range to improve flexibility and competitiveness
- Expanding our geography to capture more of our core target market
- Exploring opportunities in partnerships

## Gleeson Land: **expanding the footprint**

- Do more where we are already
- Geographic expansion into areas sharing same market dynamics

**Opportunity to be a 10,000 unit housebuilder with a materially scaled land promotion business**

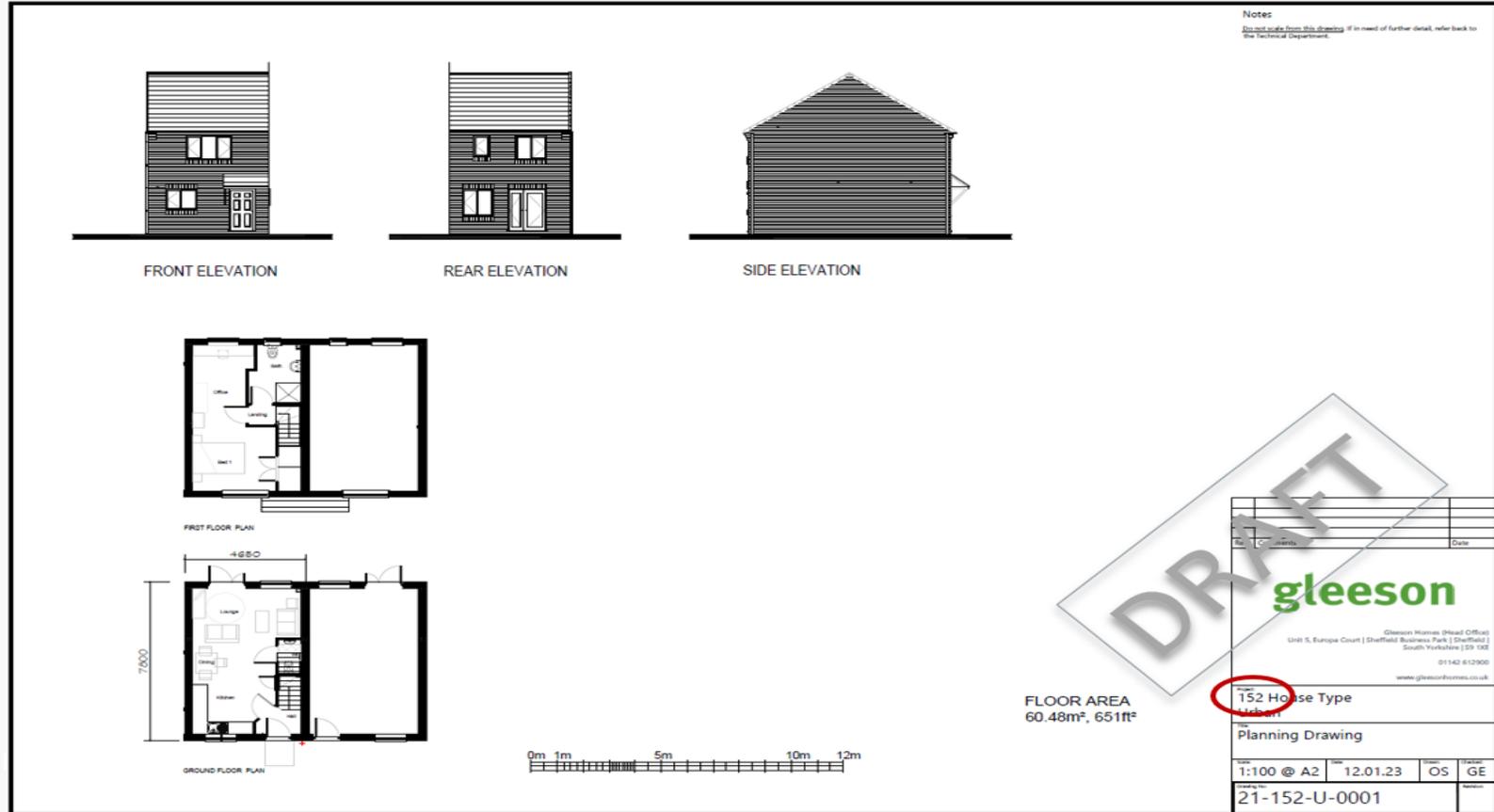
# Questions and answers

# Thank you

MJ Gleeson plc  
5 Europa Court, Sheffield Business Park  
Sheffield S9 1XE

# Appendix

# Product coming soon



Notes:

Do not scale from this drawing If in need of further detail, refer back to the Technical Department.



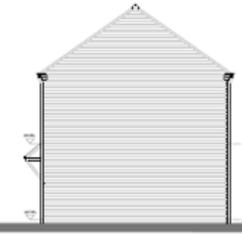
FRONT ELEVATION



SIDE ELEVATION



REAR ELEVATION



SIDE ELEVATION



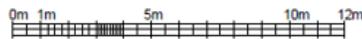
GROUND FLOOR PLAN



FIRST FLOOR PLAN

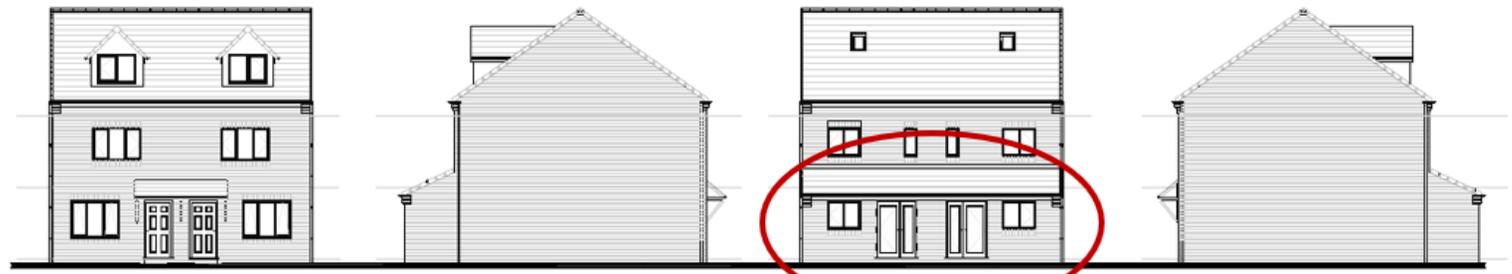


FLOOR AREA  
130.83m<sup>2</sup>, 1408ft<sup>2</sup>



|  |            |               |          |
|--|------------|---------------|----------|
| Project  |            | Date          |          |
| <b>gleeson</b>   |            |               |          |
| <small>Gleeson Homes (Head Office)<br/>Unit 5, Europe Court   Sheffield Business Park   Sheffield  <br/>South Yorkshire   S9 1XE<br/>01142 612900<br/>www.gleesonhomes.co.uk</small> |            |               |          |
| 369 House Type   |            |               |          |
| Urban  |            |               |          |
| Planning Drawing   |            |               |          |
| Scale  | 1:100 @ A2 | Date          | 28.04.23 |
| Project  | LR         | Version       | OS       |
| Drawing No.  |            | 21-369-U-0001 |          |

Notes  
 Do not scale from this drawing. If in need of further detail, refer back to the Technical Department.

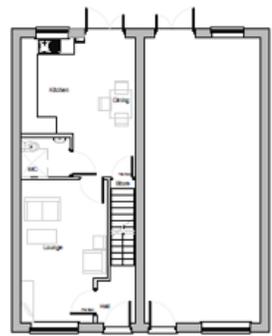


FRONT ELEVATION

SIDE ELEVATION

REAR ELEVATION

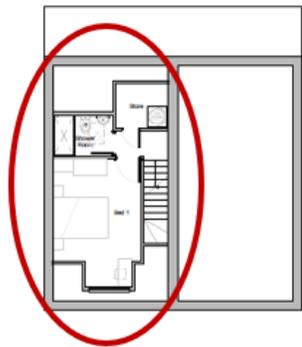
SIDE ELEVATION



GROUND FLOOR PLAN



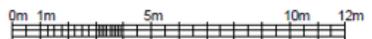
FIRST FLOOR PLAN



SECOND FLOOR PLAN



FLOOR AREA  
 110.0m<sup>2</sup>, 1184ft<sup>2</sup>



|  |                  |
|--|------------------|
|  |                  |
| Gleeson Homes (Head Office)<br>Unit 5, Europa Court   Sheffield Business Park   Sheffield<br>South Yorkshire   S19 1XE<br>01142 612900<br><a href="http://www.gleesonhomes.co.uk">www.gleesonhomes.co.uk</a> |                  |
| Name<br><b>390 House Type</b><br>Urban   | Date<br>28.04.23 |
| Title<br><b>Planning Drawing</b>   |                  |
| Scale<br>1:100 @ A2  | Author<br>LR     |
| Drawing No.<br>21-370-001  | Version<br>OS    |

Notes

Do not scale from this drawing. If in need of further detail, refer back to the Technical Department.



FRONT ELEVATION

SIDE ELEVATION

REAR ELEVATION

SIDE ELEVATION



GROUND FLOOR PLAN



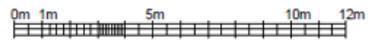
FIRST FLOOR PLAN



SECOND FLOOR PLAN



FLOOR AREA  
123.1m<sup>2</sup>, 1325ft<sup>2</sup>



|  |                |           |             |      |  |
|--|----------------|-----------|-------------|------|--|
| Rev  |                | Comments  |             | Date |  |
| <b>gleeson</b>   |                |           |             |      |  |
| <small>Gleeson Homes (Head Office)<br/>Unit 5, Europa Court   Sheffield Business Park   Sheffield<br/>South Yorkshire   S9 1XE<br/>01142 612900<br/>www.gleesonhomes.co.uk</small> |                |           |             |      |  |
| Project: 460 House Type  |                |           |             |      |  |
| Type: Urban  |                |           |             |      |  |
| Title: Planning Drawing  |                |           |             |      |  |
| Scale: 1:100 @ A2  | Date: 28.04.23 | Drawn: LR | Checked: OS |      |  |
| Drawing No: 21-460-U-0001  |                |           |             |      |  |

Notes  
 Do not scale from this drawing. If in need of further detail, refer back to the Technical Department.



FRONT ELEVATION

SIDE ELEVATION

REAR ELEVATION

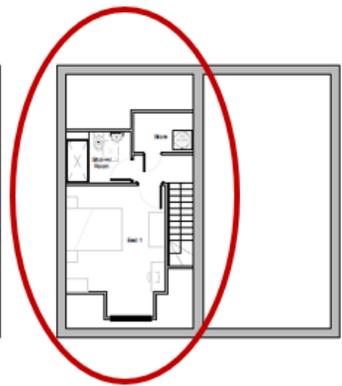
SIDE ELEVATION



GROUND FLOOR PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN



FLOOR AREA  
 111.8m<sup>2</sup>, 1203ft<sup>2</sup>



|  |                |
|--|----------------|
| Revisions  | Date           |
| <b>gleeson</b>   |                |
| Gleeson Homes (Head Office)<br>Unit 5, Europe Court   Sheffield Business Park   Sheffield  <br>South Yorkshire   S19 1XX<br>01142 612900<br>www.gleesonhomes.co.uk |                |
| Project  | 490 House Type |
| Site   | Urban          |
| Planning Drawing   |                |
| Scale  | 28.04.23       |
| Author   | LR             |
| Checker  | OS             |
| Sheet No.  | 21-461-001     |

Notes

Do not scale from this drawing. If in need of further detail, refer back to the Technical Department.

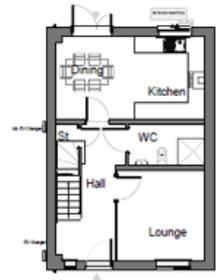


FRONT ELEVATION

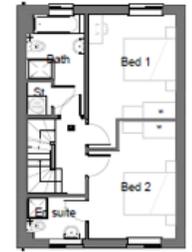
SIDE ELEVATION

REAR ELEVATION

SIDE ELEVATION



GROUND FLOOR PLAN



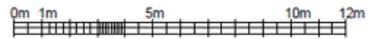
FIRST FLOOR PLAN



SECOND FLOOR PLAN



FLOOR AREA  
130.83m<sup>2</sup>, 1408ft<sup>2</sup>



|  |                |           |             |
|--|----------------|-----------|-------------|
| Comments   |                | Date      |             |
| <b>gleeson</b>   |                |           |             |
| <small>Gleeson Homes (Head Office)<br/>Unit 5, Europa Court   Sheffield Business Park   Sheffield  <br/>South Yorkshire   S9 1XE<br/>01142 612900<br/>www.gleesonhomes.co.uk</small> |                |           |             |
| Project: 550 House Type  |                |           |             |
| Urban  |                |           |             |
| Planning Drawing   |                |           |             |
| Scale: 1:100 @ A2  | Date: 28.04.23 | Drawn: LR | Checked: OS |
| Drawing No: 21-550-U-0001  |                | Revision: |             |

Notes

Do not scale from this drawing. If in need of further detail, refer back to the Technical Department.



FRONT ELEVATION



SIDE ELEVATION



REAR ELEVATION



SIDE ELEVATION



GROUND FLOOR PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN



FLOOR AREA  
147.5m<sup>2</sup>, 1588ft<sup>2</sup>



|  |                |           |             |
|--|----------------|-----------|-------------|
| Revisions  |                | Date      |             |
| <b>gleeson</b>   |                |           |             |
| <small>Gleeson Homes (Head Office)<br/>Unit 5, Europa Court   Sheffield Business Park   Sheffield<br/>South Yorkshire   S9 1XE<br/>01142 612000<br/>www.gleesonhomes.co.uk</small> |                |           |             |
| Name: 590 House Type   |                |           |             |
| Urban  |                |           |             |
| Title: Planning Drawing  |                |           |             |
| Scale: 1:100 @ A2  | Date: 28.04.23 | Drawn: LR | Checked: OS |
| Drawing No: 21-590-U-0001  |                | Revision  |             |