

Our strategy

Vision and goal

Taylor Wimpey plc is a focused homebuilding company with operations in the UK, North America, Spain and Gibraltar. We aim to be the homebuilder of choice for customers, employees, shareholders and communities.

Looking at our largest businesses in more detail:



Focused strategy

UK

- Goal to be the leading homebuilder in the UK
- Current priority is relative margin improvement, followed by:
- Volume growth from increased outlets



North America

- Goal to be the homebuilder of choice in each of our markets
- Current focus on managing tough conditions – ‘cash and costs’, followed by:
- Reinvestment at lower cost as market turns



Merger benefits

Both businesses are strengthened by the merger

- Strengthened landbank
- Increased build cost efficiency
- Improved sales and customer care strategy
- Significant synergy benefits