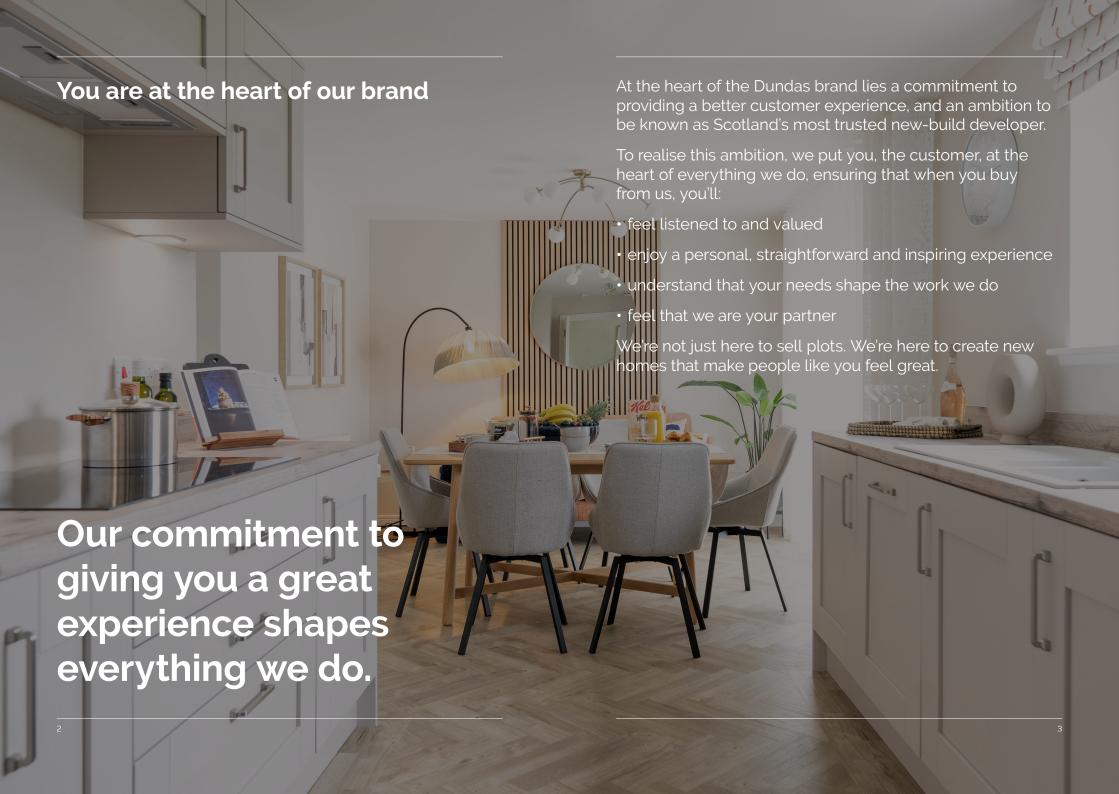


You are the heart of our brand





This is our purpose

We create new homes that make people feel great

It is the reason why we exist – it's why we come to work in the morning. It highlights the fact that we build homes that allow people to live life to the full, in places where they can put down roots and make happy memories. Without this being true, every other aspect of our work falls flat.

6



These are our values

Empathy Vision Dedication

Our 'living and breathing' core values are the things we believe in - and the strengths that help define us. They underpin everything we do, from the way we treat our colleagues and customers to the quality of the homes we build and the services we deliver. They shape how we work.

We listen and learn

We listen to each and every customer. We aim to understand their needs and involve them in the buying process as partners. We work hard to understand the reality of their lives, strive to provide them with solutions that meet their needs, and do everything we can to earn their trust.

We believe in better

We make the home-buying process as straight-forward, fun, exciting and stress-free as possible. We work to provide a better customer experience than any other house builder.

We inspire

We strive to deliver more than is expected and aim to delight and inspire each customer through the services and homes we offer.

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This is our promise to you

A better customer experience

We make this promise to all our customers, so that they know what they can expect from us. We deliver on this promise by making the process of buying a new home:

- 1. More Straightforward
- 2. More Inspiring
- 3. More Personal

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This is our promise to you

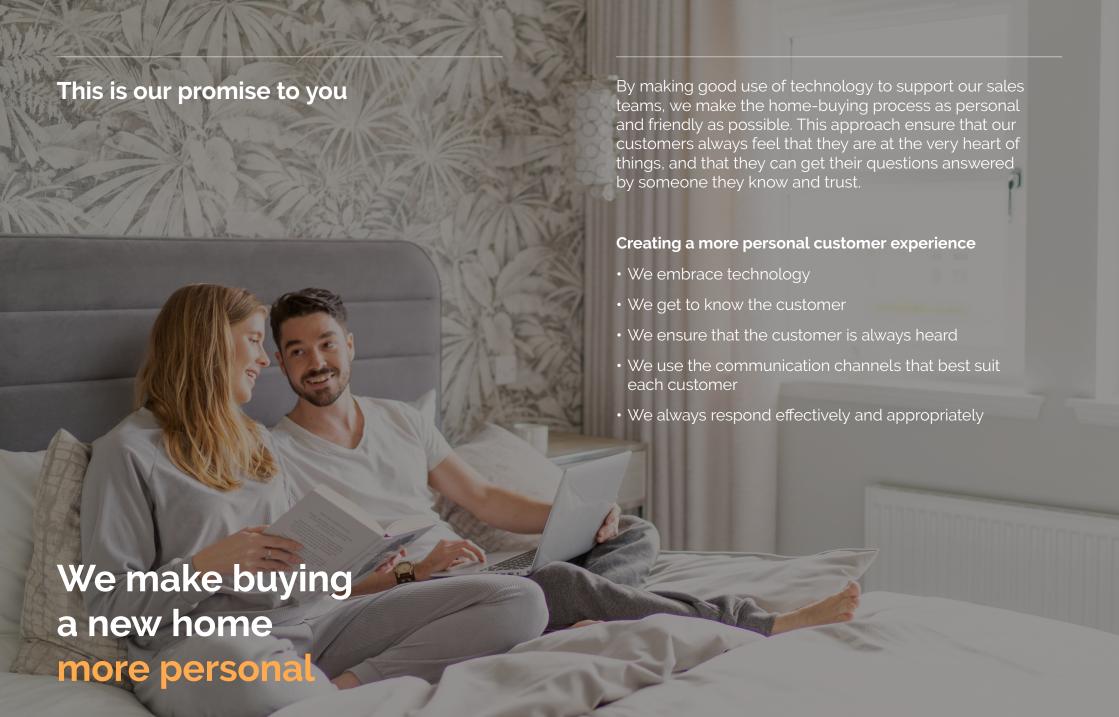
We put the needs of all our cutomers at the heart of everything we do. By identifying any pinch points early on, we deal with any frustrations before they become problems. We provide timely information to ensure all questions are answered and that customers know where things stand. Good communication between all parts of our business ensures we respond quickly and effectively to any requests.

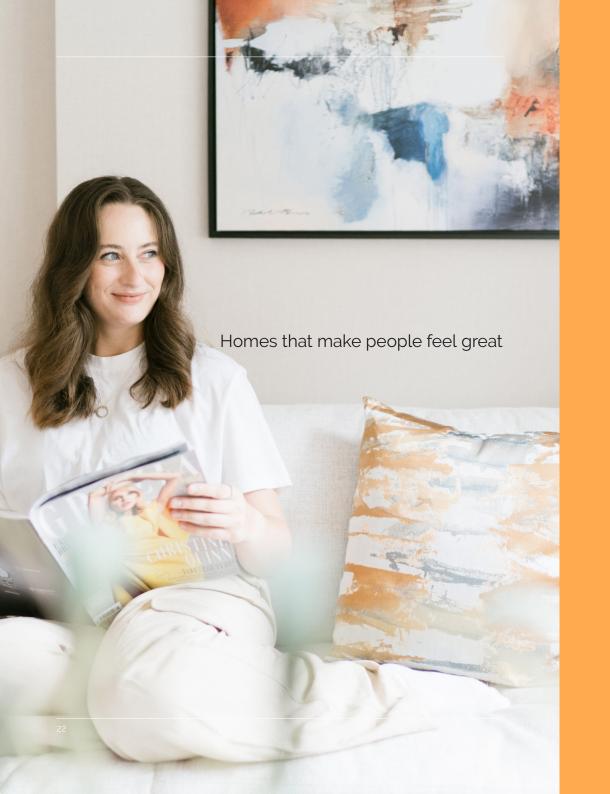
Creating a more straightforward customer experience

- We put the customers' needs first
- We remove pinch points from the process
- We provide timely and relevant information
- We communicate regularly and transparently
- We respond quickly and effectively

We make buying a new home more straightforward

This is our promise to you By listening to our customers, we create homes that meet the needs and aspirations of everyone we build for. We provide friendly advice and support to deliver an exciting buying experience – one that gives each customer confidence that their new home will inspire them as they take the next step on their life journey. Creating a more inspiring customer experience • We treat customers as individuals • We put their aspirations at the heart of what we do We view them as partners in the process We provide high quality information and advice We make buying a new home





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