

## Media and Investor Relations Policy

### Introduction and Objectives

It is vital that we communicate clear and accurate company messages to our stakeholders.

These audiences specifically break down into:

- The investment community;
- Government;
- Customers;
- Local communities neighbouring our offices and sites;
- Team Members
- Other stakeholders.

### Policy Statement

One method which we choose to communicate to these audiences is through the news media.

Whilst this can be highly effective at projecting the appropriate company brand image, badly aligned and inaccurate media comment can be extremely damaging to the reputation of the company, our people and our product.

To ensure maximum effectiveness in dealing with the media all Taylor Wimpey Team Members, and the agencies we work with should adhere to the following procedures for all press liaison. The rationale for creating this policy is to ensure a consistent communication activity across Taylor Wimpey that is co-ordinated and managed effectively.

This is important for a number of reasons:

- To show uniformity and consistency across the company;
- To avoid confusion for journalists;
- To ensure the company does not issue conflicting or contradictory messages to the same media outlets at the same time;

To exercise control of commercially sensitive information particularly around key financial landmarks.

### Press Interviews

Proposed press interviews with national press for senior Taylor Wimpey managers should be agreed with Corporate Communications team. Only approved company spokespeople will comment on behalf of the company and any of its business activity.

### Corporate Activity

Any issues that have the potential to create media interest and which may cause damage to the reputation of Taylor Wimpey should be referred to Corporate Communications.

### Spokespeople

Designated media spokespeople should be kept to a minimum for each business unit or region and all company spokespeople will be media trained by Corporate Communications.

The Board of Taylor Wimpey plc will monitor the effectiveness of this Policy and will review the Policy on a regular basis and annually as a minimum

Approved by



Chief Executive

Taylor Wimpey plc July  
2007

For further information on this procedure please contact the Corporate Communications team  
020 7355 8100.

## **Applicability**

This policy applies globally in respect of corporate issues and its principles apply in all areas  
of the business

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basis and annually as a minimum

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