

1 Mile Catchment Mosaic Profile

Per Pub Analysis

0.5 Mile
Catchment

1 Mile
Catchment

10 Minute DT
Catchment

H Aspiring Homemakers

J Transient Renters

F Suburban Stability

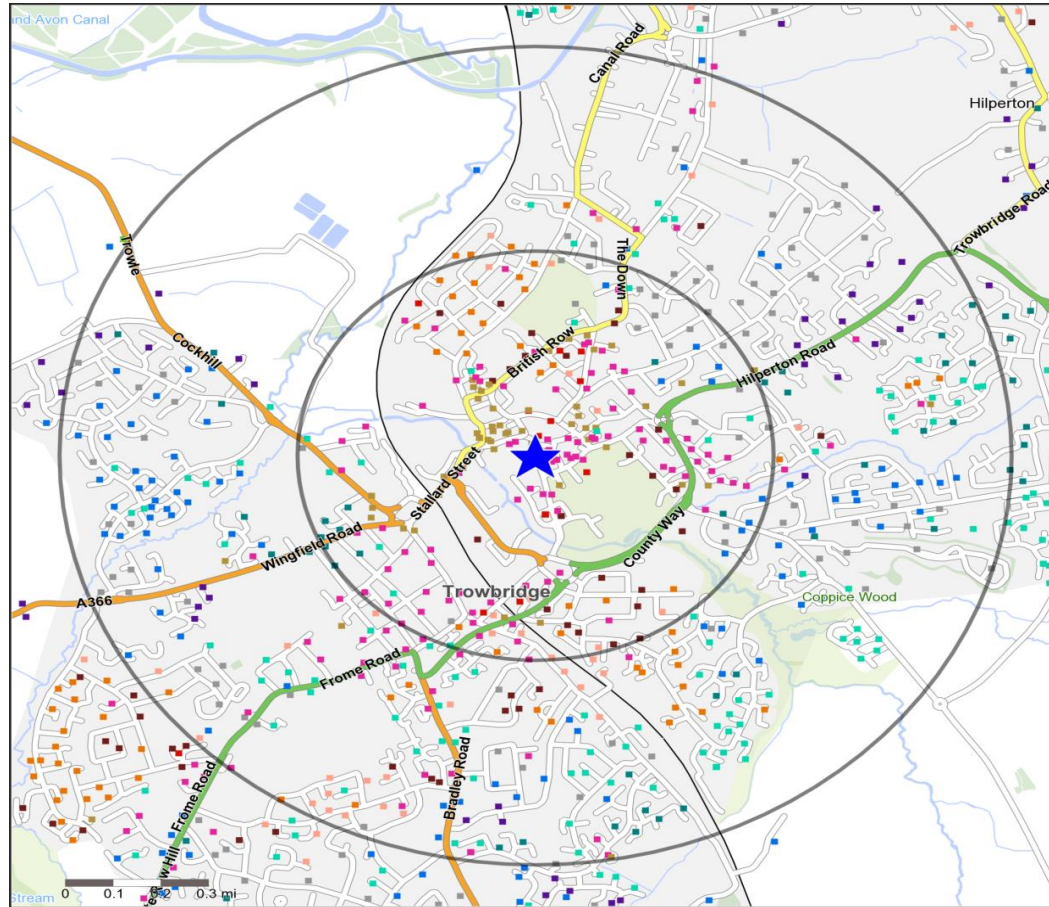


| | | | |
|------------------------------|-------|--------|--------|
| Number of Pubs | 16 | 20 | 41 |
| Catchment Adults 18+ | 7,206 | 21,483 | 42,120 |
| Catchment Adults 18+ Per Pub | 450 | 1,074 | 1,027 |

| Standard Catchment Pub Channel Index | 0.5 Mile Catchment | | | 1 Mile Catchment | | | 10 Minute DT Catchment | | |
|------------------------------------------------|---------------------|--------------------|-------|---------------------|--------------------|-------|------------------------|--------------------|-------|
| | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index |
| Great Pub Great Food Gold | 917 | 12.7 | 44 | 5,853 | 27.2 | 93 | 15,395 | 36.6 | 125 |
| Great Pub Great Food Silver | 1,621 | 22.5 | 49 | 11,188 | 52.1 | 113 | 25,631 | 60.9 | 132 |
| Mainstream Pub with Food - Suburban Value | 6,125 | 85.0 | 153 | 19,070 | 88.8 | 160 | 33,877 | 80.4 | 145 |
| Mainstream Pub with Food - Suburban Aspiration | 3,231 | 44.8 | 121 | 9,494 | 44.2 | 119 | 19,994 | 47.5 | 128 |
| Mainstream Pub with Food - Country Value | 200 | 2.8 | 22 | 1,118 | 5.2 | 42 | 3,702 | 8.8 | 71 |
| Mainstream Pub with Food - Country Aspiration | 348 | 4.8 | 39 | 1,245 | 5.8 | 47 | 4,854 | 11.5 | 93 |
| Bit of Style | 3,040 | 42.2 | 169 | 5,884 | 27.4 | 110 | 9,761 | 23.2 | 93 |
| YPV Mainstream | 177 | 2.5 | 121 | 309 | 1.4 | 71 | 386 | 0.9 | 45 |
| YPV Premium | 1,100 | 15.3 | 229 | 1,316 | 6.1 | 92 | 1,590 | 3.8 | 57 |
| Community Wet | 3,702 | 51.4 | 166 | 9,297 | 43.3 | 140 | 14,967 | 35.5 | 115 |
| Total 18+ Population in Catchment | 7,206 | | | 21,483 | | | 42,120 | | |

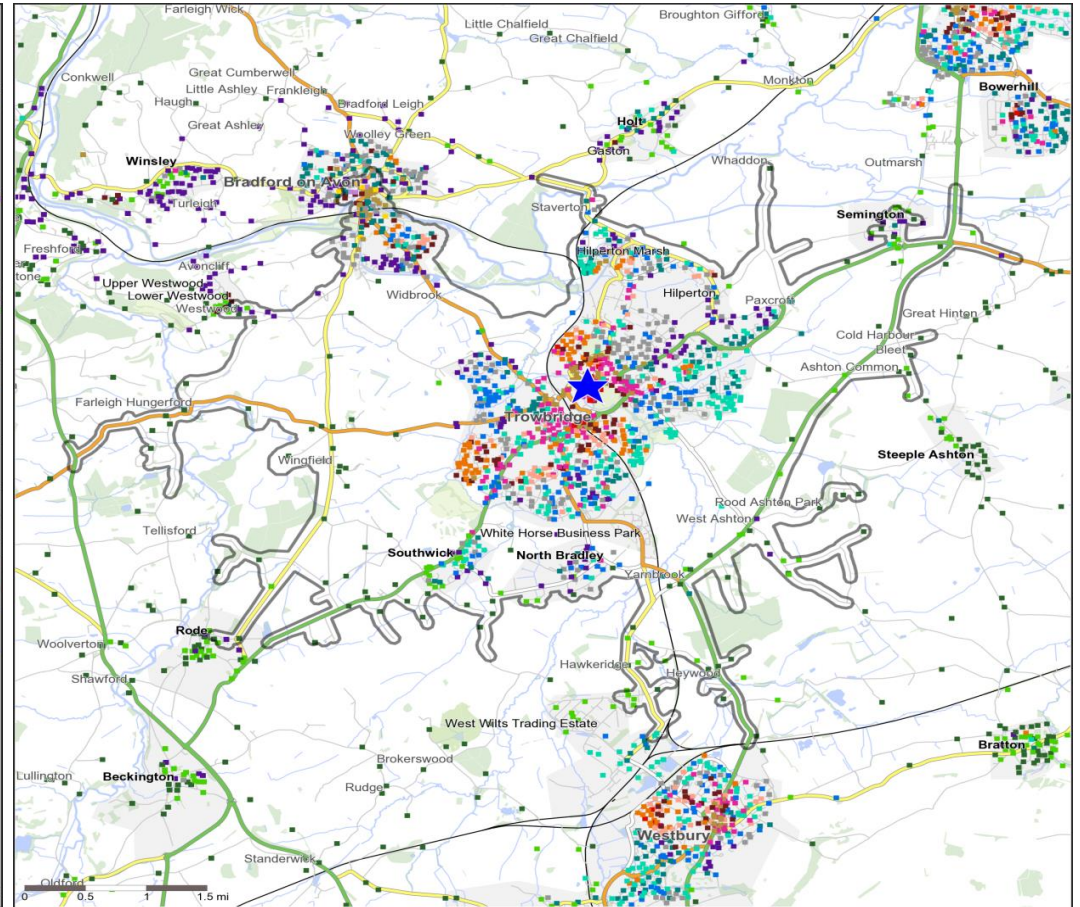
| Social Grade | 0.5 Mile Catchment | | 1 Mile Catchment | | 10 Minute DT Catchment | |
|--------------|--------------------|-------|------------------|-------|------------------------|-------|
| | % | Index | % | Index | % | Index |
| ABC1 | 42.2 | 80 | 46.8 | 88 | 52.4 | 99 |
| C2DE | 57.8 | 123 | 53.2 | 114 | 47.6 | 101 |

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

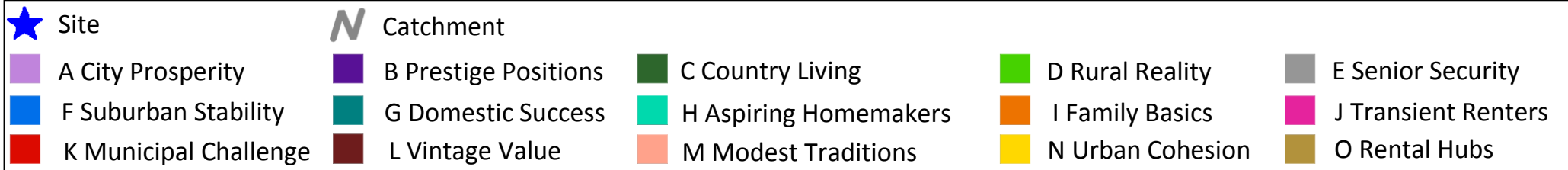


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Mosaic Groups in 10 minute DT Catchment Area



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Adults 18+ by Mosaic Type in Each Catchment

| | | | 0.5 Mile Catchment | | 1 Mile Catchment | | 10 Minute DT Catchment | | | | | 0.5 Mile Catchment | | 1 Mile Catchment | | 10 Minute DT Catchment | |
|---------------------|-----|-----------------------|----------------------|-----|----------------------|-----|------------------------|-----|---------------------|-----|----------------------|----------------------|------|----------------------|------|------------------------|-----|
| Mosaic Type Profile | | | Catchment Adults 18+ | % | Catchment Adults 18+ | % | Catchment Adults 18+ | % | Mosaic Type Profile | | | Catchment Adults 18+ | % | Catchment Adults 18+ | % | Catchment Adults 18+ | % |
| <div></div> | A01 | World-Class Wealth | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | <div></div> | I36 | Solid Economy | 46 | 0.6 | 835 | 3.9 | 1,529 | 3.6 |
| <div></div> | A02 | Uptown Elite | 0 | 0.0 | 0 | 0.0 | 59 | 0.1 | <div></div> | I37 | Budget Generations | 321 | 4.5 | 595 | 2.8 | 685 | 1.6 |
| <div></div> | A03 | Penthouse Chic | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | <div></div> | I38 | Childcare Squeeze | 156 | 2.2 | 205 | 1.0 | 281 | 0.7 |
| <div></div> | A04 | Metro High-Flyers | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | <div></div> | I39 | Families with Needs | 150 | 2.1 | 215 | 1.0 | 731 | 1.7 |
| <div></div> | B05 | Premium Fortunes | 0 | 0.0 | 0 | 0.0 | 41 | 0.1 | <div></div> | J40 | Make Do & Move On | 23 | 0.3 | 29 | 0.1 | 29 | 0.1 |
| <div></div> | B06 | Diamond Days | 0 | 0.0 | 170 | 0.8 | 342 | 0.8 | <div></div> | J41 | Disconnected Youth | 177 | 2.5 | 309 | 1.4 | 386 | 0.9 |
| <div></div> | B07 | Alpha Families | 0 | 0.0 | 42 | 0.2 | 651 | 1.5 | <div></div> | J42 | Midlife Stopgap | 1,393 | 19.3 | 2,308 | 10.7 | 2,814 | 6.7 |
| <div></div> | B08 | Bank of Mum and Dad | 0 | 0.0 | 122 | 0.6 | 433 | 1.0 | <div></div> | J43 | Renting a Room | 938 | 13.0 | 959 | 4.5 | 959 | 2.3 |
| <div></div> | B09 | Empty-Nest Adventure | 0 | 0.0 | 392 | 1.8 | 1,362 | 3.2 | <div></div> | K44 | Inner City Stalwarts | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 |
| <div></div> | C10 | Wealthy Landowners | 0 | 0.0 | 0 | 0.0 | 467 | 1.1 | <div></div> | K45 | Crowded Kaleidoscope | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 |
| <div></div> | C11 | Rural Vogue | 0 | 0.0 | 0 | 0.0 | 157 | 0.4 | <div></div> | K46 | High Rise Residents | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 |
| <div></div> | C12 | Scattered Homesteads | 0 | 0.0 | 0 | 0.0 | 33 | 0.1 | <div></div> | K47 | Streetwise Singles | 221 | 3.1 | 221 | 1.0 | 221 | 0.5 |
| <div></div> | C13 | Village Retirement | 0 | 0.0 | 0 | 0.0 | 525 | 1.2 | <div></div> | K48 | Low Income Workers | 0 | 0.0 | 0 | 0.0 | 19 | 0.0 |
| <div></div> | D14 | Satellite Settlers | 0 | 0.0 | 4 | 0.0 | 1,047 | 2.5 | <div></div> | L49 | Dependent Greys | 100 | 1.4 | 122 | 0.6 | 122 | 0.3 |
| <div></div> | D15 | Local Focus | 0 | 0.0 | 0 | 0.0 | 64 | 0.2 | <div></div> | L50 | Pocket Pensions | 0 | 0.0 | 311 | 1.4 | 560 | 1.3 |
| <div></div> | D16 | Outlying Seniors | 0 | 0.0 | 0 | 0.0 | 196 | 0.5 | <div></div> | L51 | Aided Elderly | 198 | 2.7 | 198 | 0.9 | 432 | 1.0 |
| <div></div> | D17 | Far-Flung Outposts | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | <div></div> | L52 | Estate Veterans | 202 | 2.8 | 315 | 1.5 | 925 | 2.2 |
| <div></div> | E18 | Legacy Elders | 22 | 0.3 | 332 | 1.5 | 1,158 | 2.7 | <div></div> | L53 | Seasoned Survivors | 174 | 2.4 | 234 | 1.1 | 254 | 0.6 |
| <div></div> | E19 | Bungalow Heaven | 200 | 2.8 | 981 | 4.6 | 1,580 | 3.8 | <div></div> | M54 | Down-to-Earth Owners | 11 | 0.2 | 272 | 1.3 | 429 | 1.0 |
| <div></div> | E20 | Classic Grandparents | 64 | 0.9 | 637 | 3.0 | 1,141 | 2.7 | <div></div> | M55 | Offspring Overspill | 81 | 1.1 | 446 | 2.1 | 818 | 1.9 |
| <div></div> | E21 | Solo Retirees | 215 | 3.0 | 792 | 3.7 | 1,191 | 2.8 | <div></div> | M56 | Self Supporters | 209 | 2.9 | 564 | 2.6 | 680 | 1.6 |
| <div></div> | F22 | Boomerang Boarders | 87 | 1.2 | 700 | 3.3 | 1,439 | 3.4 | <div></div> | N57 | Community Elders | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 |
| <div></div> | F23 | Family Ties | 128 | 1.8 | 1,559 | 7.3 | 2,351 | 5.6 | <div></div> | N58 | Cultural Comfort | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 |
| <div></div> | F24 | Fledgling Free | 0 | 0.0 | 133 | 0.6 | 290 | 0.7 | <div></div> | N59 | Asian Heritage | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 |
| <div></div> | F25 | Dependable Me | 74 | 1.0 | 638 | 3.0 | 1,256 | 3.0 | <div></div> | N60 | Ageing Access | 0 | 0.0 | 0 | 0.0 | 108 | 0.3 |
| <div></div> | G26 | Cafés and Catchments | 0 | 0.0 | 99 | 0.5 | 113 | 0.3 | <div></div> | O61 | Career Builders | 49 | 0.7 | 49 | 0.2 | 598 | 1.4 |
| <div></div> | G27 | Thriving Independence | 348 | 4.8 | 386 | 1.8 | 1,210 | 2.9 | <div></div> | O62 | Central Pulse | 211 | 2.9 | 211 | 1.0 | 211 | 0.5 |
| <div></div> | G28 | Modern Parents | 0 | 0.0 | 616 | 2.9 | 2,725 | 6.5 | <div></div> | O63 | Flexible Workforce | 20 | 0.3 | 20 | 0.1 | 20 | 0.0 |
| <div></div> | G29 | Mid-Career Convention | 41 | 0.6 | 469 | 2.2 | 1,341 | 3.2 | <div></div> | O64 | Bus-Route Renters | 845 | 11.7 | 1,001 | 4.7 | 1,134 | 2.7 |
| <div></div> | H30 | Primary Ambitions | 301 | 4.2 | 1,535 | 7.1 | 1,797 | 4.3 | <div></div> | O65 | Learners & Earners | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 |
| <div></div> | H31 | Affordable Fringe | 40 | 0.6 | 948 | 4.4 | 1,511 | 3.6 | <div></div> | O66 | Student Scene | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 |
| <div></div> | H32 | First-Rung Futures | 104 | 1.4 | 398 | 1.9 | 958 | 2.3 | <div></div> | U99 | Unclassified | 24 | 0.3 | 24 | 0.1 | 24 | 0.1 |
| <div></div> | H33 | Contemporary Starts | 0 | 0.0 | 804 | 3.7 | 2,062 | 4.9 | Total | | | 7,206 | | 21,483 | | 42,120 | |
| <div></div> | H34 | New Foundations | 9 | 0.1 | 199 | 0.9 | 426 | 1.0 | | | | | | | | | |
| <div></div> | H35 | Flying Solo | 24 | 0.3 | 84 | 0.4 | 225 | 0.5 | | | | | | | | | |

Top 5 Mosaic Types

1. J42 Midlife Stopgap

Maturing singles in employment who are renting short-term affordable homes



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

2. F23 Family Ties

Active families with teens and adult children whose prolonged support is eating up household resources



- Parents aged 41-55
- Adult children at home, often students
- Also have a child under 18
- Own semi or detached homes
- Supporting kids can cause money strains
- Technology for entertainment

3. H30 Primary Ambitions

Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

4. O64 Bus-Route Renters

Singles renting affordable private flats away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

5. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the elderly



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

Full visualisation of all types and groups are available in Segmentation Portal:

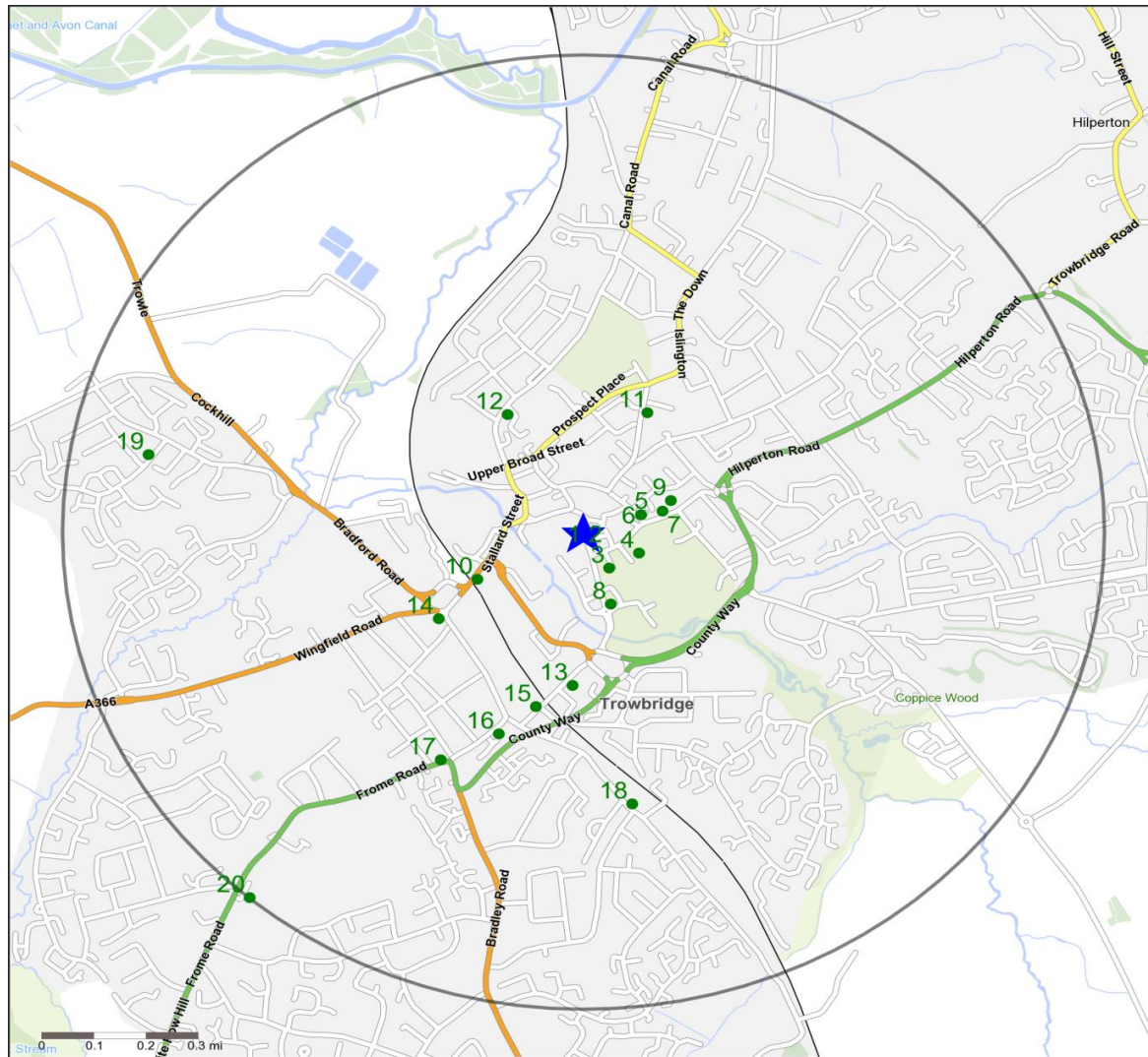
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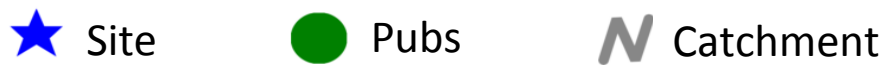
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Competitor Map



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Top 20 Nearest Competitors

| Order | Outlet Name | Operator | Distance From Site (Miles) | Drivetime from Site (Minutes) |
|-------|------------------|---------------------------|----------------------------|-------------------------------|
| 1 | Kings Arms | Independent Free | 0.0 | 3.1 |
| 2 | Courthouse | Star Pubs & Bars | 0.0 | 3.1 |
| 3 | Sir Isaac Pitman | Wetherspoon | 0.1 | 2.9 |
| 4 | Albany Palace | Wetherspoon | 0.1 | 3.6 |
| 5 | White Swan | Unknown | 0.1 | 1.9 |
| 6 | Black Pearl | Independent Free | 0.1 | 1.9 |
| 7 | Malt House | Independent Free | 0.2 | 3.3 |
| 8 | Valeroso Lounge | Loungers | 0.2 | 2.5 |
| 9 | Carpenters Arms | Independent Free | 0.2 | 3.4 |
| 10 | Rose & Crown | Banwell House Pub Company | 0.2 | 1.3 |
| 11 | Crown | Punch Pub Company | 0.3 | 2.1 |
| 12 | Twelve Bells | Hawthorn Leisure | 0.3 | 1.7 |
| 13 | Lamb Inn | Wadworth & Co Limited | 0.3 | 2.8 |
| 14 | Stallards | Independent Free | 0.3 | 1.6 |
| 15 | Greyhound | Pubfolio Ltd | 0.4 | 2.5 |
| 16 | Ship | Punch Pub Company | 0.5 | 2.3 |
| 17 | Anchor & Hope | Wellington | 0.6 | 2.7 |
| 18 | Dursley Arms | Enterprise Inns | 0.6 | 3.5 |
| 19 | Wiltshire Yeoman | Greene King | 0.9 | 4.3 |
| 20 | Black Horse | Greene King | 1.0 | 4.6 |