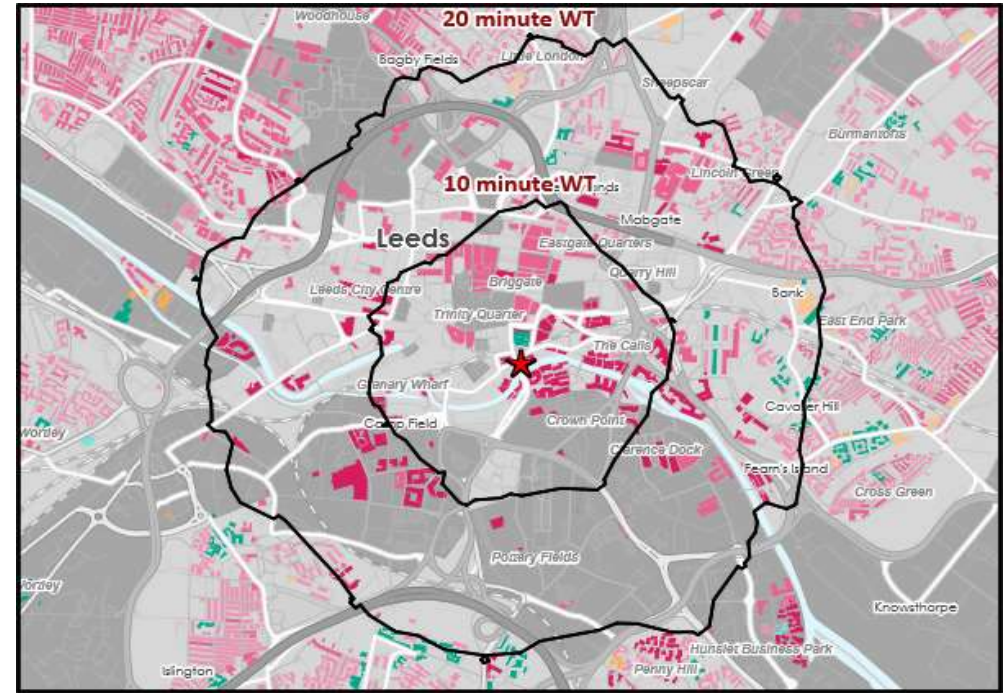


Catchment Summary - Viva Italian Restaurant

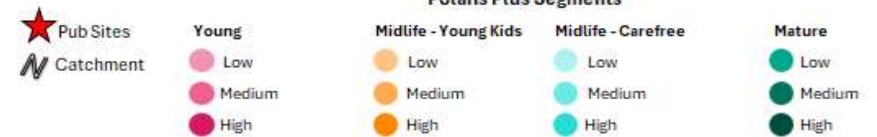
- Over GB Average
- Around GB Average
- Under GB Average
- *WT= Walktime
- **DT= Drivetime

		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		7,083	35,299	829,552	134	182	198
Adults 18+		6,708	32,269	656,479	150	199	195
Competition Pubs		110	186	808	579	423	200
Adults 18+ per Competition Pub		61	173	812	7	20	92
% Adults Likely to Drink		81,2%	78,1%	73,7%	108	103	98
Affluence	Low	1,1%	12,6%	41,2%	3	38	124
	Medium	11,0%	40,6%	40,5%	29	106	106
	High	87,7%	43,3%	17,2%	320	158	63
Mean Net Disposable income (£pa)		£14,585	£13,082	£18,410	68	61	86
Age Profile	18-24	1,681	11,744	106,216	281	393	151
	25-34	3,236	11,515	128,974	338	241	115
	35-44	1,264	4,869	115,021	132	102	103
	45-64	457	2,918	184,308	25	33	88
	65+	70	1,223	121,960	5	18	77

*Affluence does not include Not Private Households

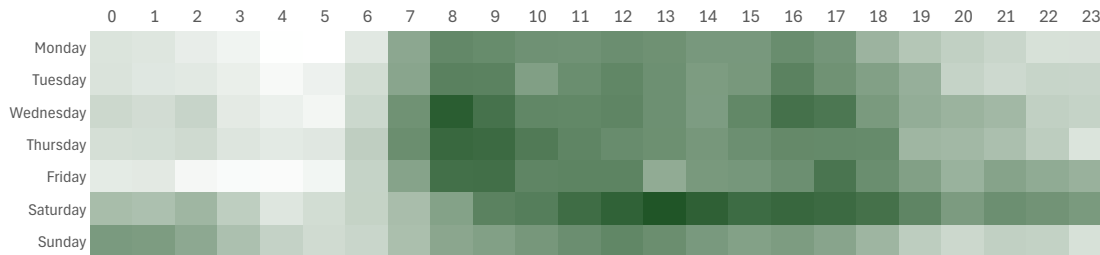


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Mobile Data Summary

Time of Day/Day of Week



Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	6,648	30,386	264,924	356	338	145
Midlife - Young Kids	0	53	69,378	0	2	97
Midlife - Carefree	0	0	70,016	0	0	68
Mature	47	695	244,939	2	5	84
<i>Not Private Households</i>	13	1,135	7,222	1,602	29,071	9,093
Total	6,708	32,269	656,479			

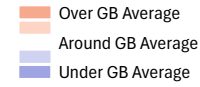


Per Pub - Viva Italian Restaurant

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

Adults 18+	6.708	32.269	656.479
Number of Competition Pubs	110	186	808
Adults 18+ per Competition Pub	61	173	812

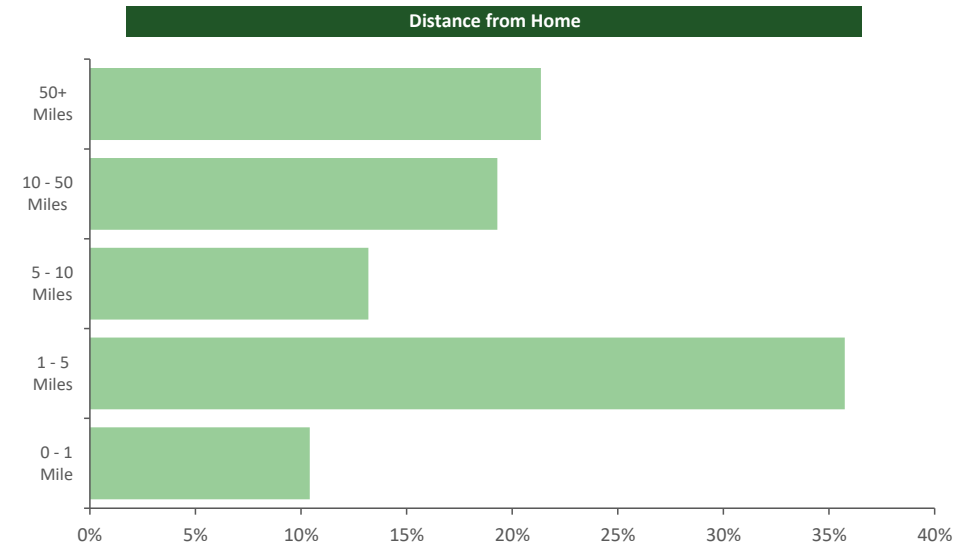
WT= Walktime, DT= Drivetime



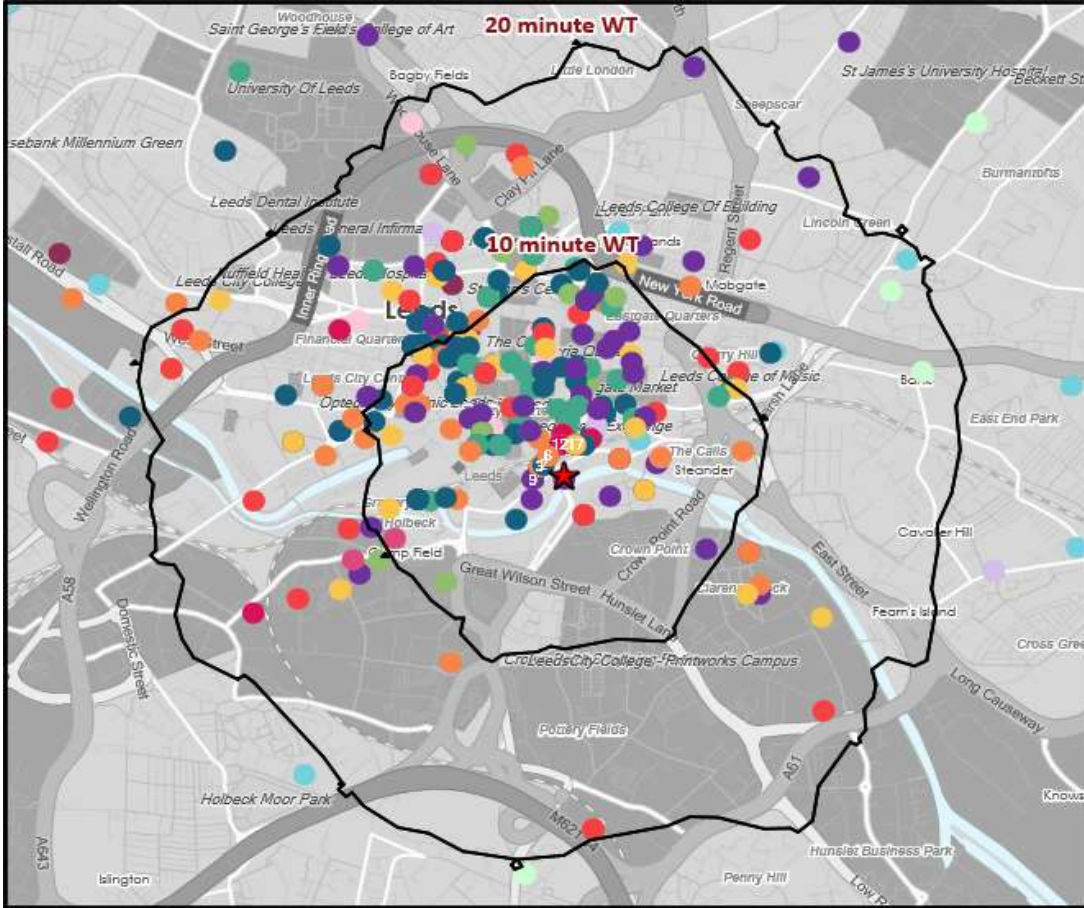
10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	62	2.573	38,4%	461
Circuit Bar	13	90	1,3%	32
Community Pub	0	92	1,4%	7
Craft Led	0	1.089	16,2%	453
Great Pub Great Food	9	2.559	38,1%	210
High Street Pub	23	146	2,2%	12
Premium Local	1	146	2,2%	13

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	102	8.266	25,6%	308
Circuit Bar	20	1.944	6,0%	144
Community Pub	2	2.434	7,5%	39
Craft Led	0	4.397	13,6%	381
Great Pub Great Food	13	7.806	24,2%	133
High Street Pub	40	3.485	10,8%	57
Premium Local	2	2.803	8,7%	51

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	113	54.228	8,3%	99
Circuit Bar	41	33.809	5,1%	123
Community Pub	111	139.792	21,3%	109
Craft Led	0	30.085	4,6%	128
Great Pub Great Food	20	92.830	14,1%	78
High Street Pub	153	140.869	21,5%	114
Premium Local	69	94.008	14,3%	85



Competition - Viva Italian Restaurant



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
12	Bar Fibre	LS 1 6LY	Independent Free	ABOS	20,2%	0,08
9	Bibis Criterion	LS 1 4AG	Independent Free	Restaurants	17,8%	0,07
6	Viaduct	LS 1 6ER	Independent Free	Circuit Bar	14,6%	0,06
12	Queens Court	LS 1 6LY	Stonegate Pub Company	Night Club	9,8%	0,08
17	Call Lane Social & Tiki Hideaway	LS 1 6DT	Escapism Bar Group Ltd	ABOS	7,5%	0,08
3	Chaophraya	LS 1 4AD	Thai Leisure Group	Casual Dining	6,9%	0,06
17	Revolution	LS 1 6DT	Revolution Bars Group	ABOS	6,2%	0,08
12	Smokestack	LS 1 6LY	Independent Free	Night Club	4,5%	0,08
6	Stone Roses Bar	LS 1 6ER	Independent Free	ABOS	3,7%	0,06
9	Farrands	LS 1 4AG	Independent Free	Restaurants	2,9%	0,07
0	Bridge Inn	LS 1 7HG	Star Pubs & Bars	GPGF	2,5%	0,00
0	Viva Italian Restaurant	LS 1 7HG	Independent Free	Restaurants	1,9%	0,00
9	Malmaison Hotel	LS 1 4AG	Malmaison & Hotel du Vin	Hotel	1,3%	0,07
3	Blayds	LS 1 4AD	Independent Free	ABOS	0,2%	0,06
3	Travelodge	LS 1 4AD	Dubai International Capital	Hotel	0,0%	0,06
2	Shed Bar	LS 1 4LJ	Concept Taverns	ABOS	0,0%	0,05
6	Briggate Boutique	LS 1 6ER	Independent Free	Hotel	0,0%	0,06
12	Viet Guy	LS 1 6LY	Independent Free	Restaurants	0,0%	0,08
12	Hedonist Project	LS 1 6LY	Independent Free	High Street Put	0,0%	0,08
17	Power Corruption Lies	LS 1 6DT	Independent Free	ABOS	0,0%	0,08
17	Brooklyn	LS 1 6DT	Escapism Bar Group Ltd	ABOS	0,0%	0,08

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.



Catchment Summary - Viva Italian Restaurant



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CGA ID	Name	Postcode	Operator	Segment	Sparsity
73252	Viva Italian Restaurant	LS 1 7HG	Independent Free	Restaurants	4



★ Pub Sites
 N Catchments

Polaris Plus Segments

Young

- Low
- Medium
- High

Midlife - Young Kids

- Low
- Medium
- High

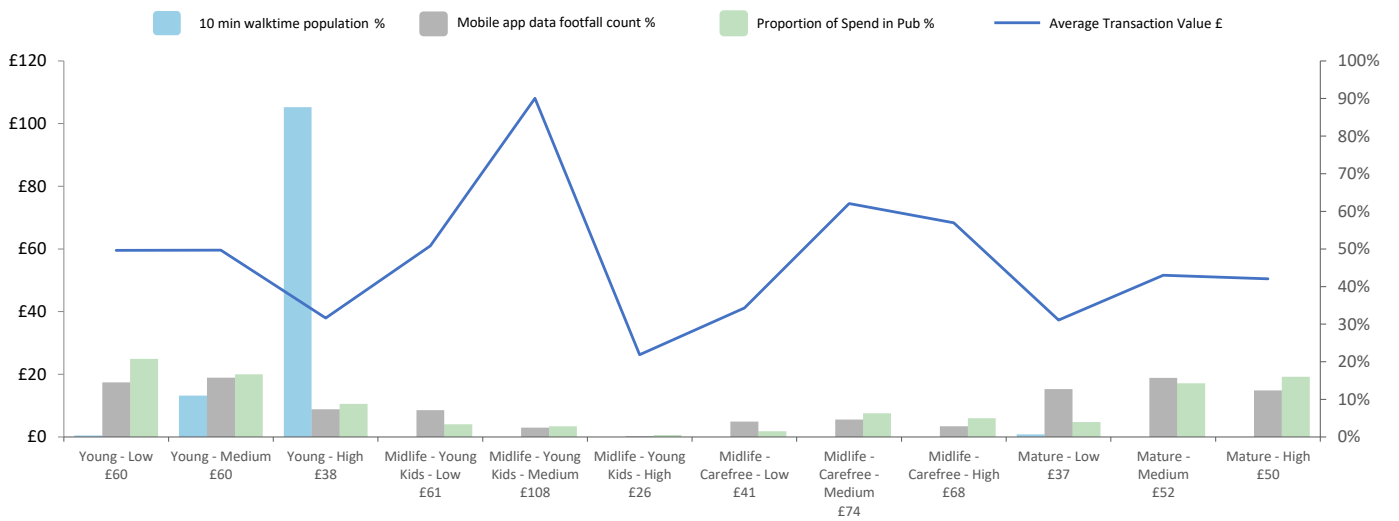
Midlife - Carefree

- Low
- Medium
- High

Mature

- Low
- Medium
- High

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Viva Italian Restaurant



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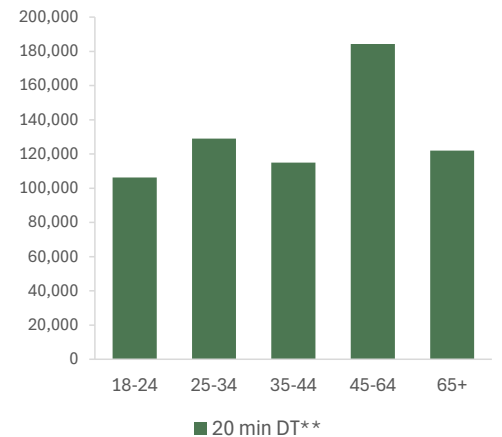
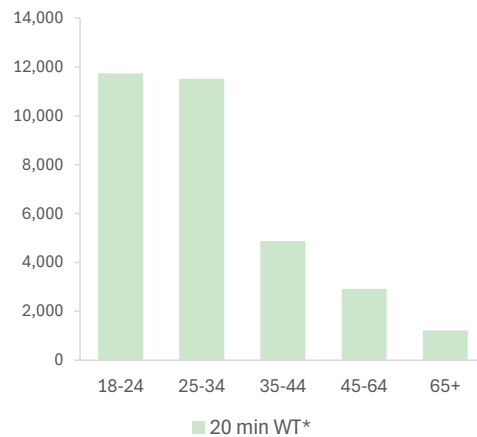
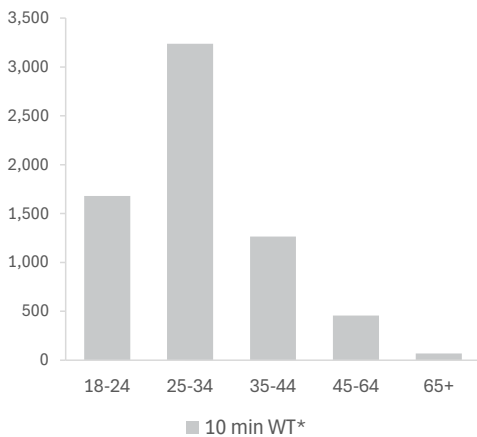
- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime, **DT= Drivetime

		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		7,083	35,299	829,552	134	182	198
Adults 18+		6,708	32,269	656,479	150	199	195
Competition Pubs		110	186	808	579	423	200
Adults 18+ per Competition Pub		61	173	812	7	20	92
% Adults Likely to Drink		81,2%	78,1%	73,7%	108	103	98
Affluence	Low	1,1%	12,6%	41,2%	3	38	124
	Medium	11,0%	40,6%	40,5%	29	106	106
	High	87,7%	43,3%	17,2%	320	158	63
Mean Net Disposable income (£pa)		£14,585	£13,082	£18,410	68	61	86
Age Profile	18-24	1,681	11,744	106,216	281	393	151
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	35-44	1,264	4,869	115,021	132	102	103
	45-64	457	2,918	184,308	25	33	88
	65+	70	1,223	121,960	5	18	77

Population & Adults 18+ index is based on all pubs

Affluence does not include Not Private Households



		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	4,295 (61%)	19,359 (55%)	408,078 (49%)	124	112	100
	Female	2,788 (39%)	15,940 (45%)	421,474 (51%)	77	89	100
Economic Status (16+)	Employed: Full-time	4,563 (67%)	14,208 (44%)	240,691 (36%)	197	127	104
	Employed: Part-time	342 (5%)	1,600 (5%)	80,029 (12%)	42	40	98
	Self employed	471 (7%)	1,455 (4%)	48,356 (7%)	76	49	78
	Unemployed	173 (3%)	775 (2%)	19,402 (3%)	100	93	112
	Full-time student	260 (4%)	2,707 (8%)	24,758 (4%)	162	351	155
	Retired	121 (2%)	1,088 (3%)	119,365 (18%)	8	15	81
	Other	832 (12%)	10,732 (33%)	142,591 (21%)	70	188	121
Total Worker Count		18,931	37,863	390,638			

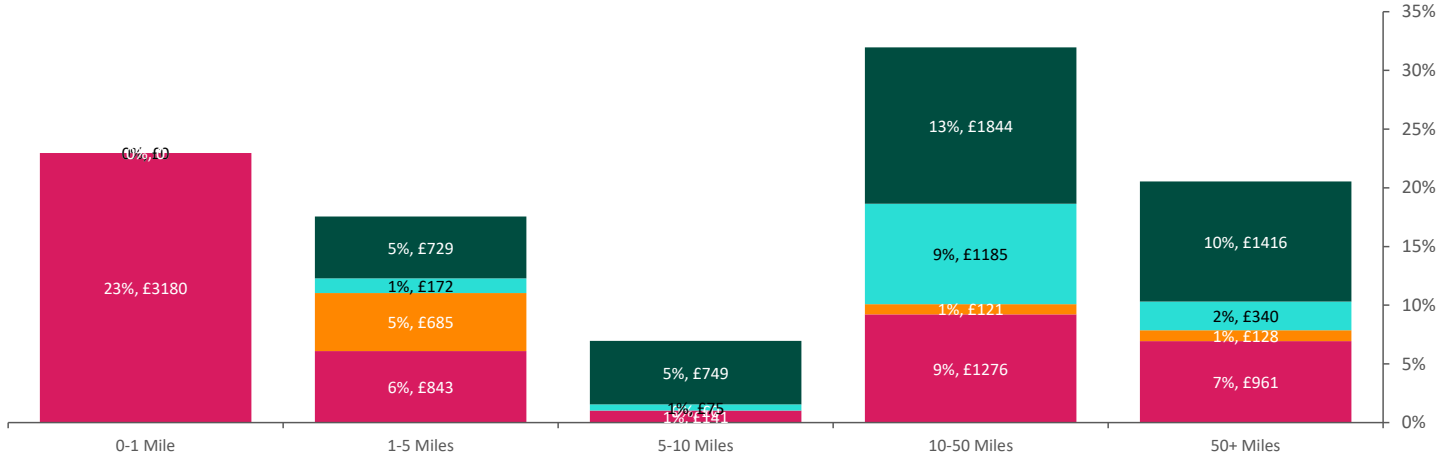
See the Glossary page for further information on the above variables

Transactional Data Summary - Viva Italian Restaurant



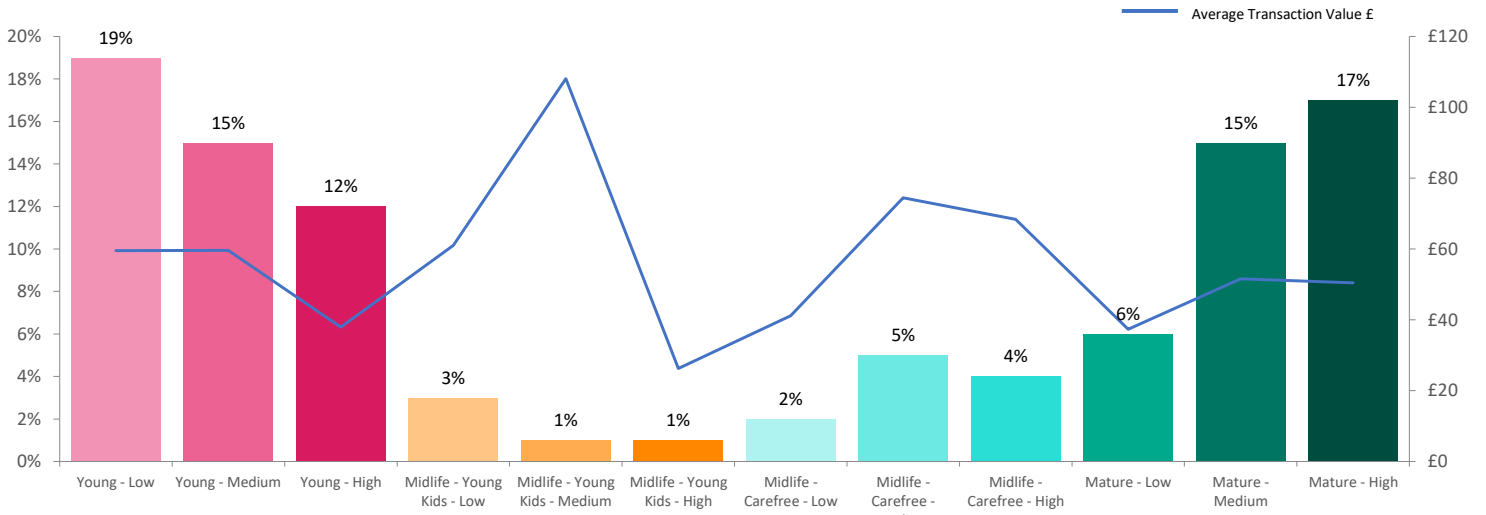
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Spend by Polaris and Distance from Home



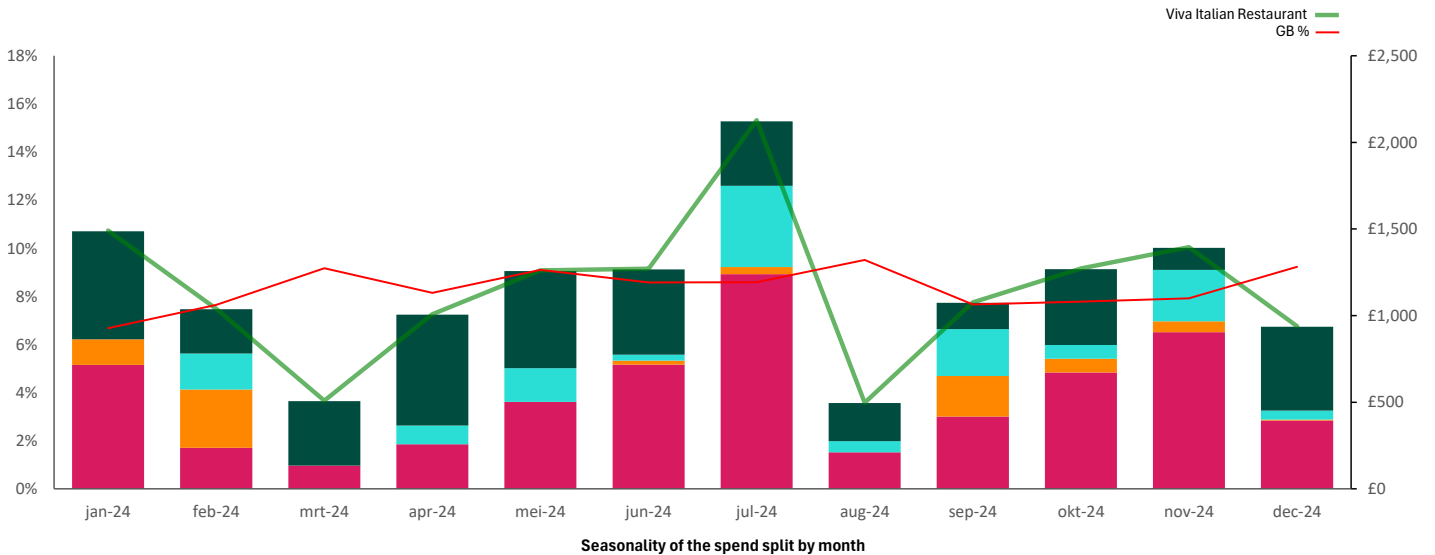
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

% of Transactions and Average Transaction Values (£) by Polaris Plus



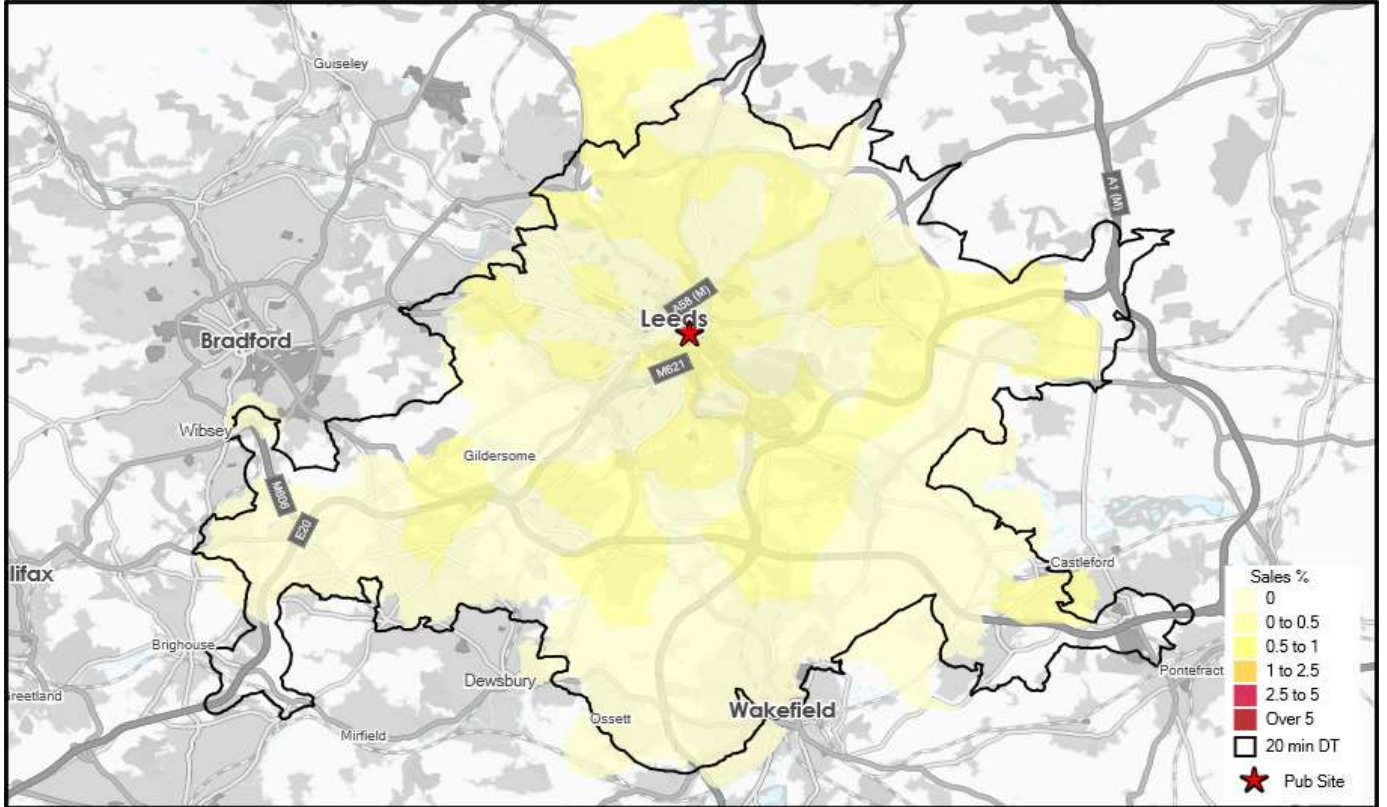
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



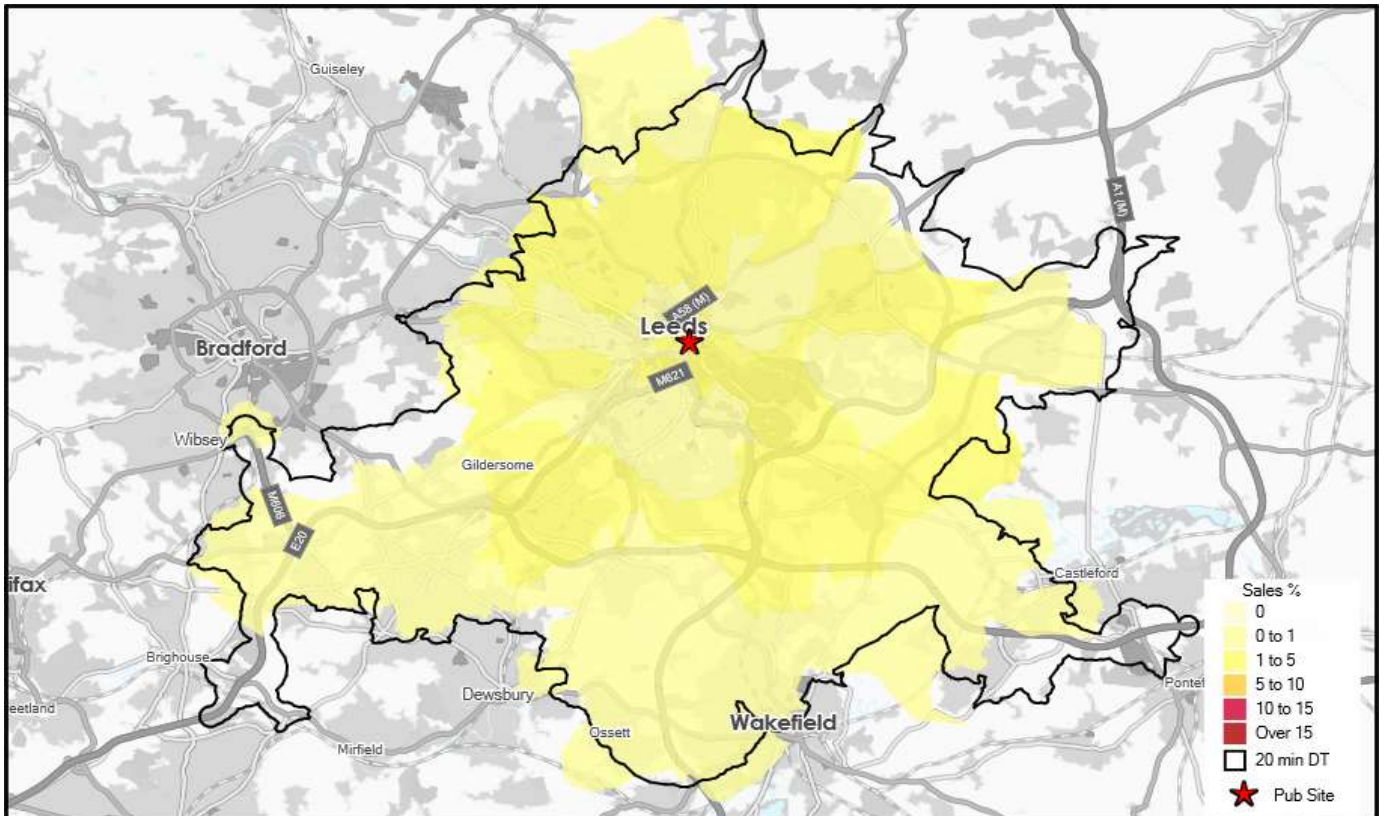
Seasonality of the spend split by month

Viva Italian Restaurant Share of Spend from Postcode Sectors within 20 minute Drive



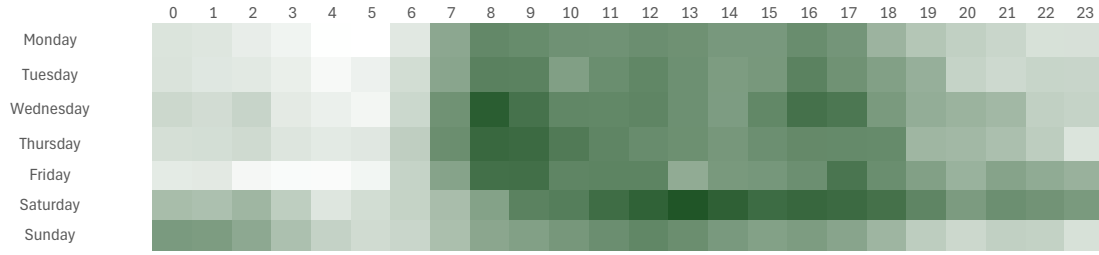
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Viva Italian Restaurant



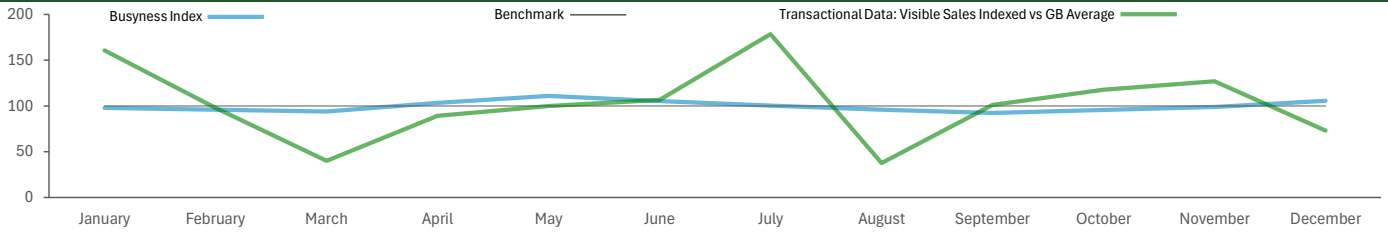
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



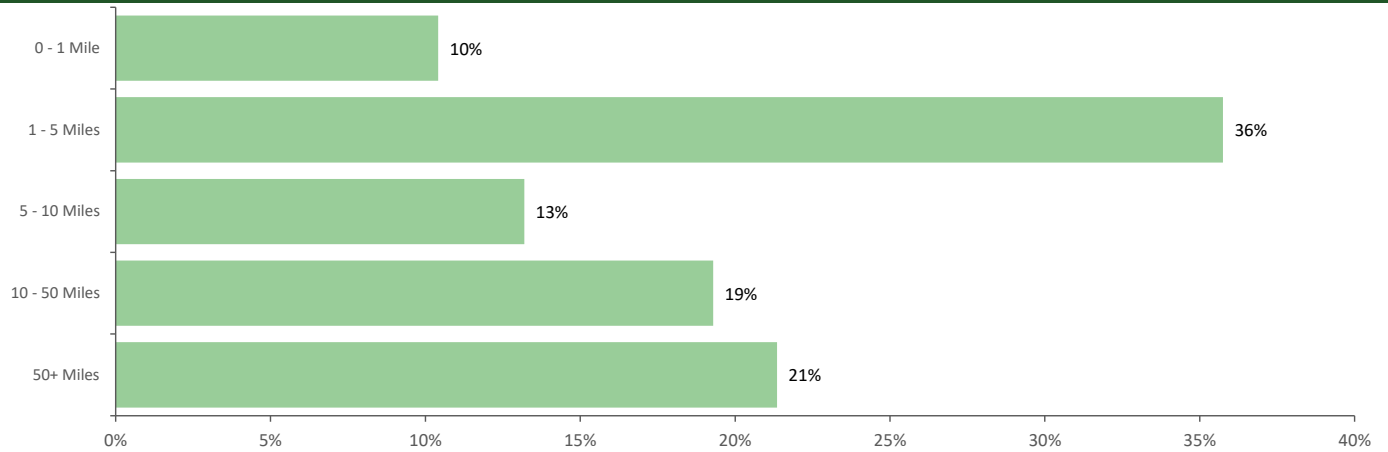
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index > 100 indicates it is busier than average. Transactional: Index > 100 indicates month's sales higher than month's GB average

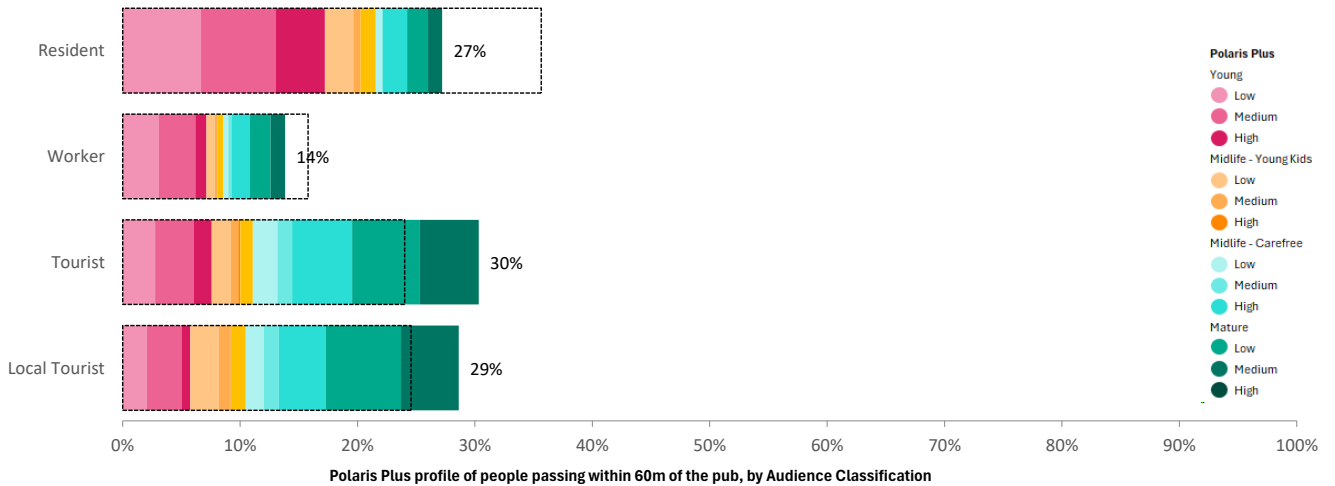
Distance from Home



Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Audience Classification by Polaris Plus

Base: GB

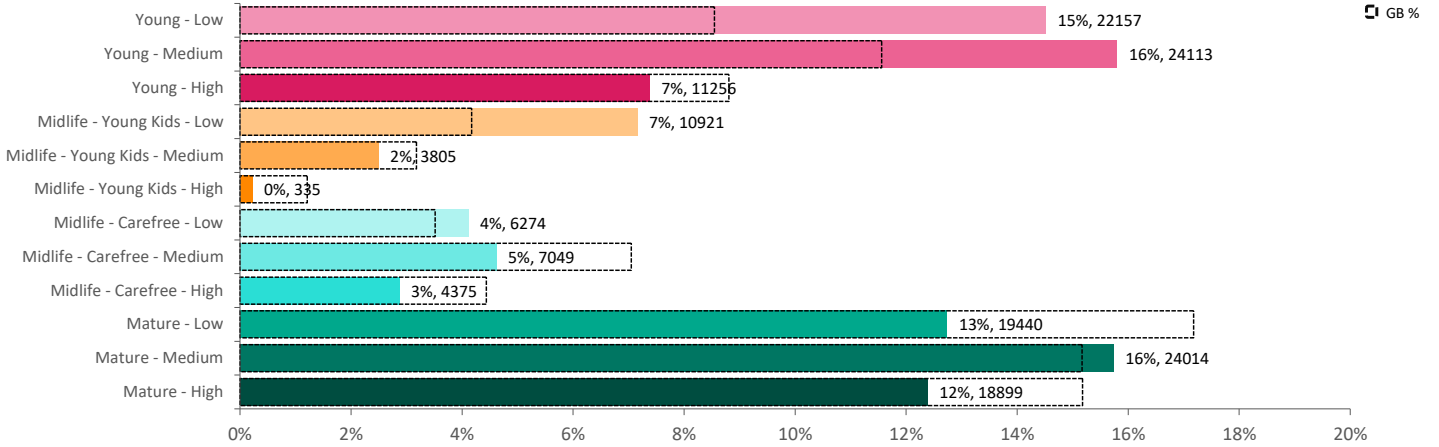


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Viva Italian Restaurant

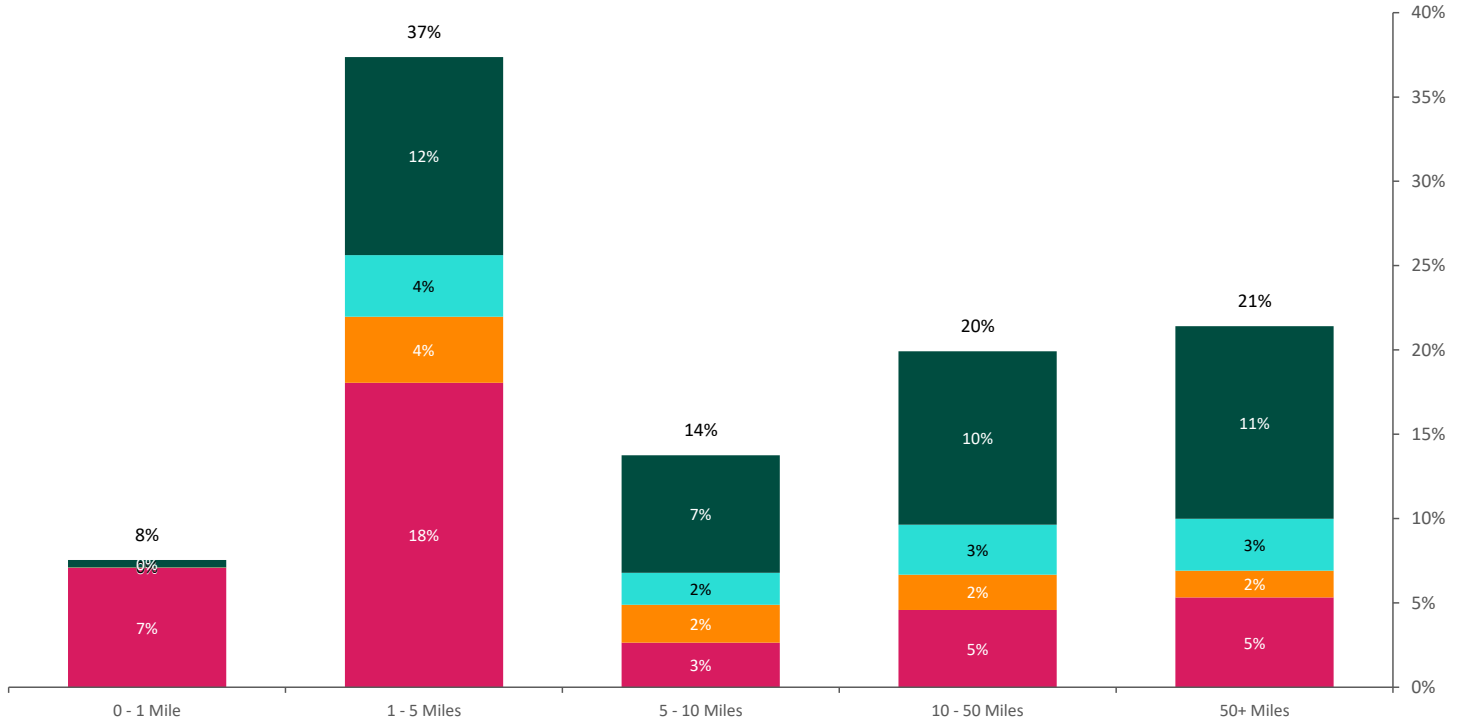
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Polaris Plus Profile



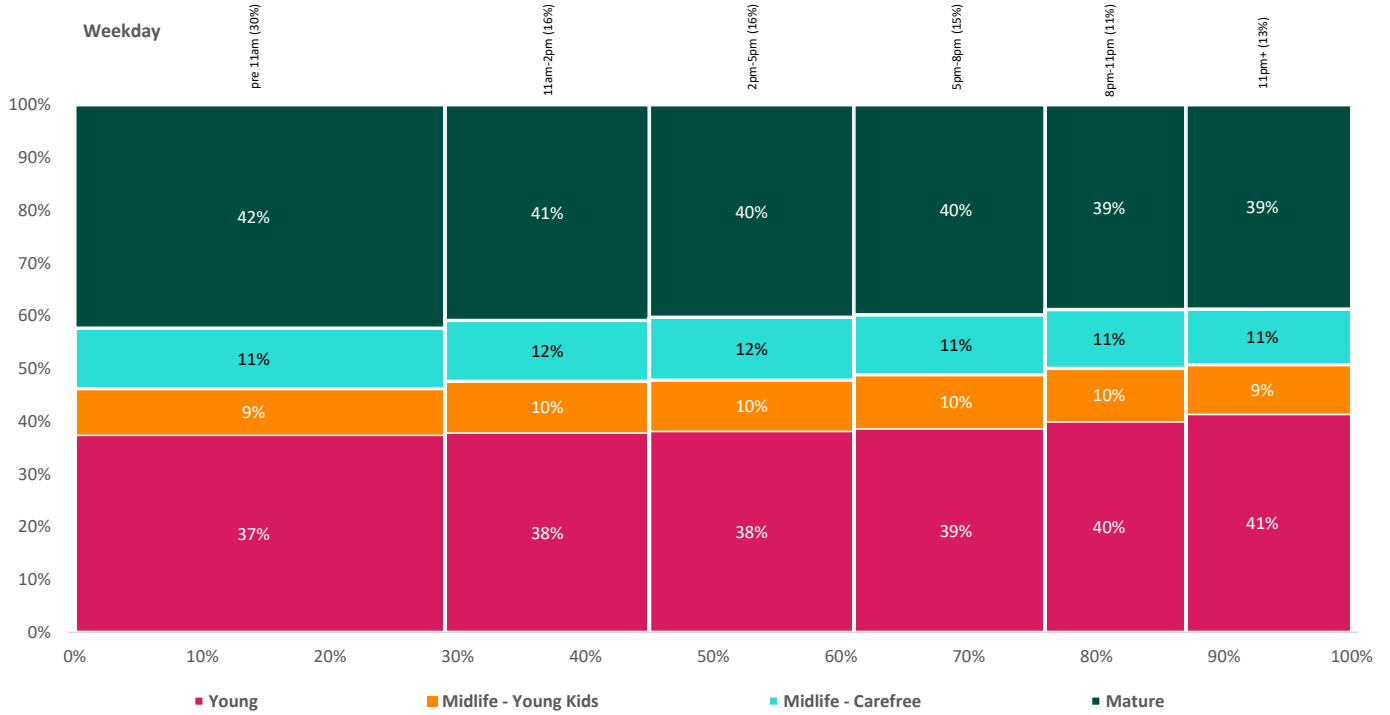
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Time of Day by Polaris: Weekday (Monday to Friday)



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		18.233	9.702	9.377	8.554	6.016	7.147	59.029
Midlife - Carefree		4.917	2.751	2.779	2.439	1.733	1.951	16.571
Midlife - Young Kids		3.759	2.291	2.226	2.177	1.551	1.712	13.716
Young		16.138	9.003	8.896	8.319	6.209	7.655	56.221
All		43.047	23.747	23.278	21.489	15.509	18.466	145.538

Time of Day by Polaris: Weekend (Saturday and Sunday)



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		6.227	4.554	4.246	3.522	3.046	4.439	26.034
Midlife - Young Kids		1.931	1.240	1.286	1.130	807	1.323	7.717
Midlife - Carefree		1.540	944	922	882	672	1.250	6.210
Mature		6.367	4.049	3.679	3.262	2.644	4.559	24.561
All		16.065	10.786	10.133	8.797	7.170	11.571	64.521

Time of day and busyness from within a 60m radius of the pub calculated using GPS data

Polaris Plus Summary - Viva Italian Restaurant



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★ Pub Sites
 M Catchments

Polaris Plus Segments

- Young**
 - Low
 - Medium
 - High
- Midlife - Young Kids**
 - Low
 - Medium
 - High
- Midlife - Carefree**
 - Low
 - Medium
 - High
- Mature**
 - Low
 - Medium
 - High

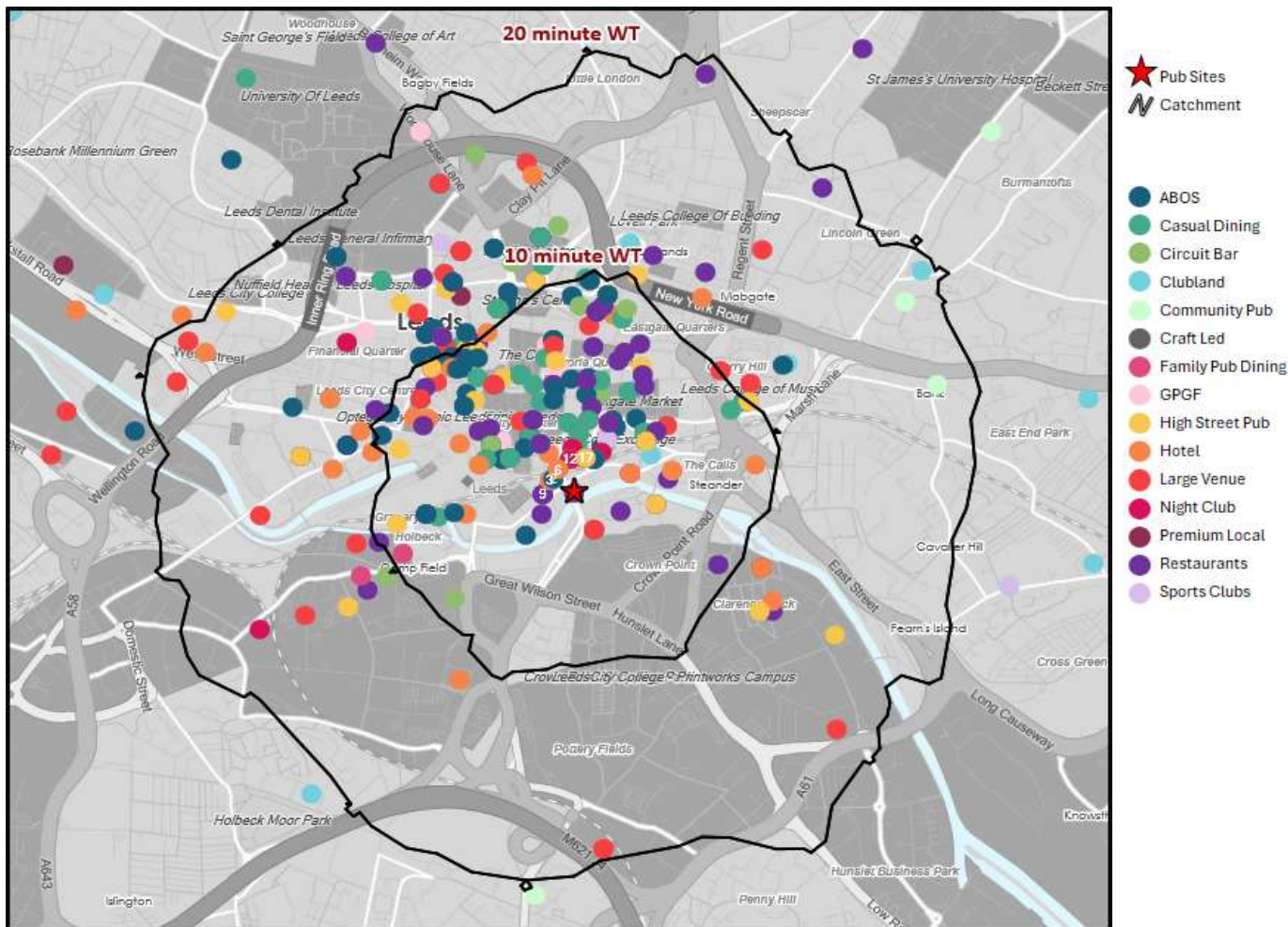
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	28	3.305	104.259	4	104	161
Medium	737	13.113	121.733	98	363	166
High	5.883	13.968	38.932	1.292	638	87
Midlife - Young Kids						
Low	0	53	56.207	0	3	156
Medium	0	0	12.341	0	0	44
High	0	0	830	0	0	11
Midlife - Carefree						
Low	0	0	36.741	0	0	134
Medium	0	0	26.896	0	0	58
High	0	0	6.379	0	0	22
Mature						
Low	47	695	73.402	5	16	82
Medium	0	0	105.031	0	0	103
High	0	0	66.506	0	0	67
Not Private Households	13	1.135	7.222	16	291	91
Total	6.708	32.269	656.479			

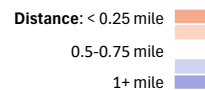
Over GB Average
 Around GB Average
 Under GB Average

CGA Summary - Viva Italian Restaurant



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Bridge Inn	LS 17HG	Star Pubs & Bars	GPGF	2,5%	45,9%	0,00
0	Viva Italian Restaurant	LS 17HG	Independent Free	Restaurants	1,9%	40,0%	0,00
2	Shed Bar	LS 14LJ	Concept Taverns	ABOS	0,0%	0,0%	0,05
3	Blayds	LS 14AD	Independent Free	ABOS	0,2%	73,0%	0,06
3	Chaophraya	LS 14AD	Thai Leisure Group	Casual Dining	6,9%	33,2%	0,06
3	Travelodge	LS 14AD	Dubai International Capital	Hotel	0,0%	0,9%	0,06
6	Stone Roses Bar	LS 16ER	Independent Free	ABOS	3,7%	24,5%	0,06
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6	Briggate Boutique	LS 16ER	Independent Free	Hotel	0,0%	0,0%	0,06
9	Malmaison Hotel	LS 14AG	Malmaison & Hotel du Vin	Hotel	1,3%	7,3%	0,07
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12	Viet Guy	LS 16LY	Independent Free	Restaurants	0,0%	0,0%	0,08
12	Smokestack	LS 16LY	Independent Free	Night Club	4,5%	40,6%	0,08
12	Hedonist Project	LS 16LY	Independent Free	High Street Pub	0,0%	0,0%	0,08
12	Queens Court	LS 16LY	Stonegate Pub Company	Night Club	9,8%	43,6%	0,08
17	Call Lane Social & Tiki Hideaway	LS 16DT	Escapism Bar Group Ltd	ABOS	7,5%	34,0%	0,08
17	Power Corruption Lies	LS 16DT	Independent Free	ABOS	0,0%	0,0%	0,08
17	Brooklyn	LS 16DT	Escapism Bar Group Ltd	ABOS	0,0%	0,0%	0,08
17	Revolution	LS 16DT	Revolution Bars Group	ABOS	6,2%	26,7%	0,08



* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

CGA Summary - Viva Italian Restaurant



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■ Over GB Average
■ Around GB Average
■ Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6.708	32.269	656.479
Number of Competition Pubs	110	186	808
Adults 18+ per Competition Pub	61	173	812

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Bit of Style	62	2.573	38,4%	461
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Premium Local	2	2.803	8,7%	51

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Circuit Bar	41	33.809	5,1%	123
Community Pub	111	139.792	21,3%	109
Craft Led	0	30.085	4,6%	128
Great Pub Great Food	20	92.830	14,1%	78
High Street Pub	153	140.869	21,5%	114
Premium Local	69	94.008	14,3%	85

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	<p>Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3</p>																																								
Age Profile	Counts of residents by Age band																																								
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: Includes long term sick, disabled, looking after home/family</p>																																								
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB																																								
Over GB Average	Index value is >= 120																																								
Around GB Average	Index value is >= 105 and < 120																																								
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Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.																																									
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