

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

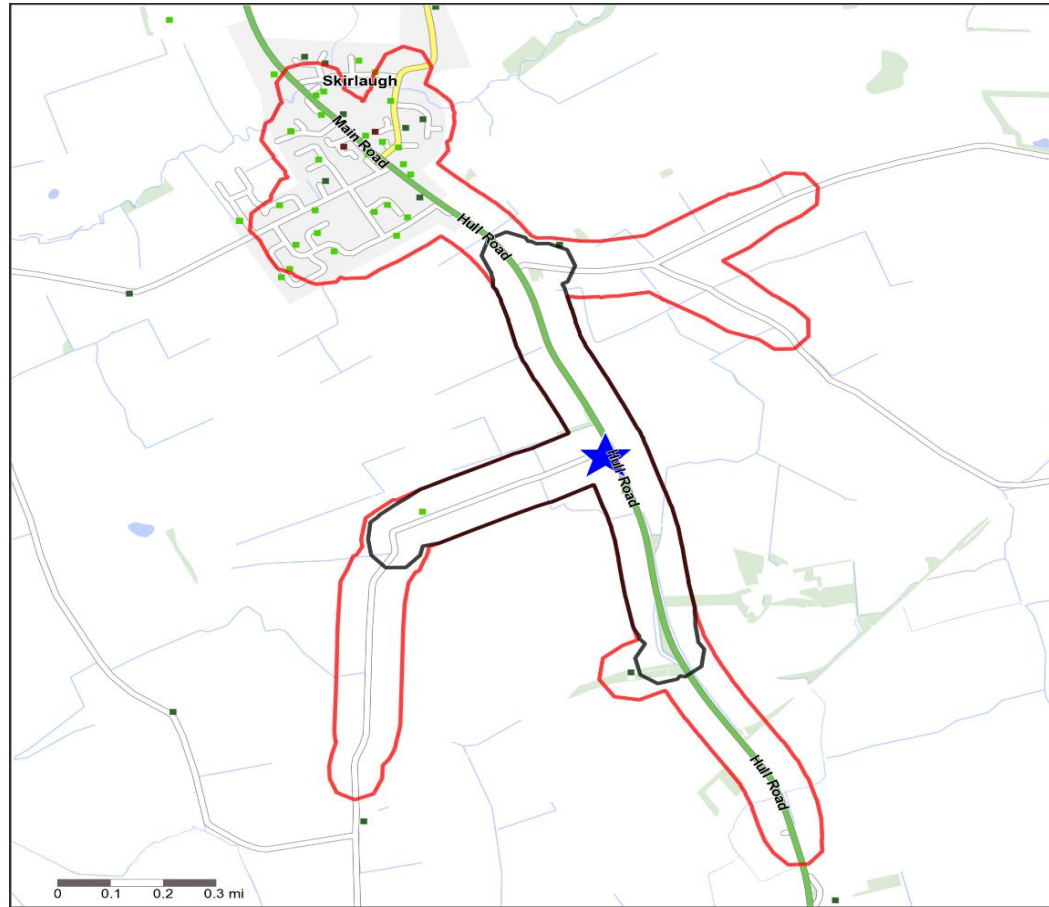
|  |       |       |         |
|--|-------|-------|---------|
| Number of Pubs                               | 0     | 2     | 177     |
| Catchment Adults 18+                         | 48    | 1,085 | 136,254 |
| Catchment Adults 18+ Per Pub                 | -     | 543   | 770     |
| Populaton Projection 2018 to 2028 (% change) | 6.78% | 3.84% | 2.42%   |

|      |                      | 10 Minute Walktime |                 |       |             |      |                      | 20 Minute Walktime |                 |       |             |      |                      | 20 Minute Drivetime |                 |       |             |
|------|----------------------|--------------------|-----------------|-------|-------------|------|----------------------|--------------------|-----------------|-------|-------------|------|----------------------|---------------------|-----------------|-------|-------------|
| Rank | Type                 | Target Customers   | % of Population | Index |             | Rank | Type                 | Target Customers   | % of Population | Index |             | Rank | Type                 | Target Customers    | % of Population | Index |             |
| 1    | Community Pub        | 39                 | 81.3            | 157   | <div></div> | 1    | Community Pub        | 564                | 52.0            | 100   | <div></div> | 1    | High Street Pub      | 112,626             | 82.7            | 160   | <div></div> |
| 2    | High Street Pub      | 37                 | 77.1            | 165   | <div></div> | 2    | Great Pub Great Food | 524                | 48.3            | 104   | <div></div> | 2    | Community Pub        | 102,871             | 75.5            | 162   | <div></div> |
| 3    | Great Pub Great Food | 11                 | 22.9            | 36    | <div></div> | 3    | Premium Local        | 524                | 48.3            | 77    | <div></div> | 3    | Premium Local        | 45,100              | 33.1            | 53    | <div></div> |
| 4    | Premium Local        | 11                 | 22.9            | 177   | <div></div> | 4    | High Street Pub      | 482                | 44.4            | 344   | <div></div> | 4    | Great Pub Great Food | 33,774              | 24.8            | 192   | <div></div> |
| 5    | Bit of Style         | 0                  | 0.0             | 0     | <div></div> | 5    | Bit of Style         | 0                  | 0.0             | 0     | <div></div> | 5    | Bit of Style         | 17,509              | 12.9            | 32    | <div></div> |
| 6    | Circuit Bar          | 0                  | 0.0             | 0     | <div></div> | 6    | Circuit Bar          | 0                  | 0.0             | 0     | <div></div> | 6    | Circuit Bar          | 9,589               | 7.0             | 26    | <div></div> |
| 7    | Craft Led            | 0                  | 0.0             | 0     | <div></div> | 7    | Craft Led            | 0                  | 0.0             | 0     | <div></div> | 7    | Craft Led            | 7,103               | 5.2             | 51    | <div></div> |

|              | 10 Minute WT Catchment |                 |       | 20 Minute WT Catchment |                 |       | 20 Minute DT Catchment |                 |       |
|--------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
| Social Grade | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index |
| AB           | 2                      | 4.2             | 47    | 63                     | 5.8             | 66    | 7,276                  | 5.3             | 60    |
| C1           | 7                      | 14.6            | 119   | 129                    | 11.9            | 97    | 15,006                 | 11.0            | 90    |
| C2           | 5                      | 10.4            | 126   | 92                     | 8.5             | 103   | 14,393                 | 10.6            | 128   |
| DE           | 4                      | 8.3             | 81    | 68                     | 6.3             | 61    | 19,799                 | 14.5            | 141   |

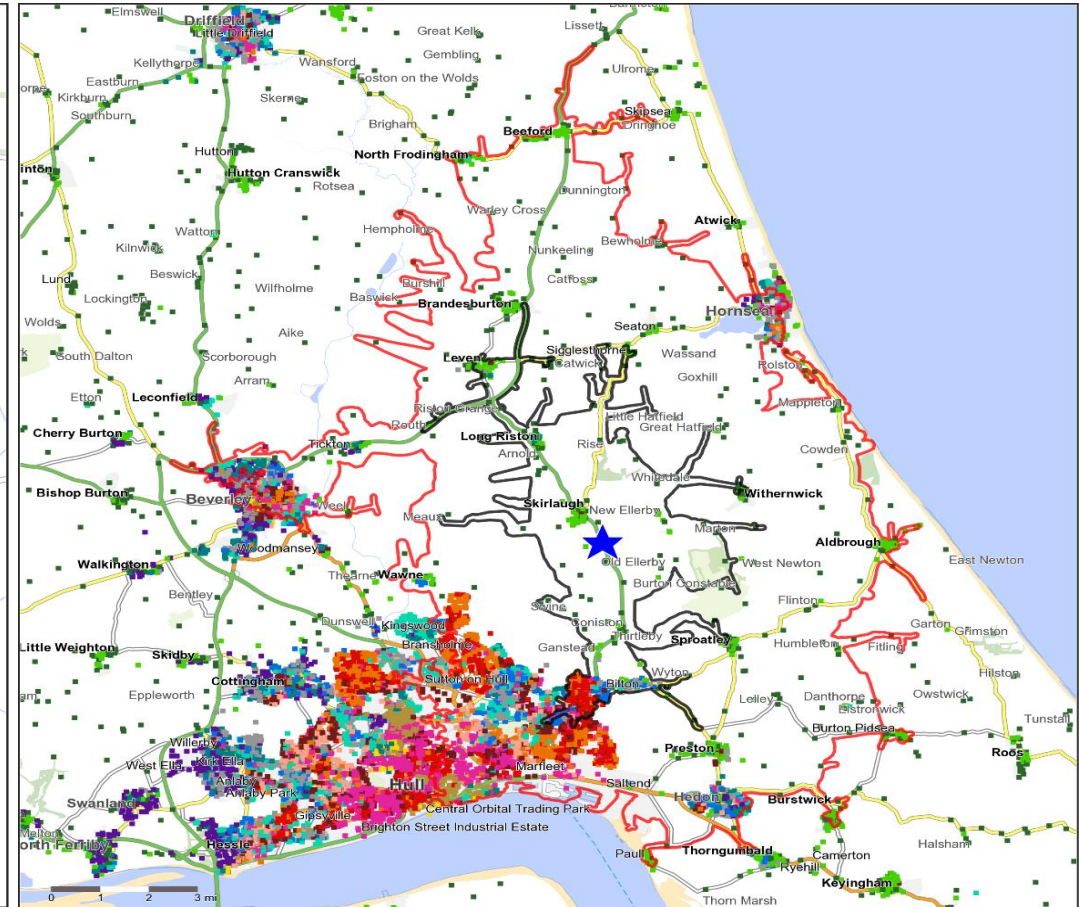
|                   | 10 Minute WT Catchment |                 |       | 20 Minute WT Catchment |                 |       | 20 Minute DT Catchment |                 |       |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
| Affluence (Bands) | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index |
| Low (0-6)         | 9                      | 18.8            | 57    | 329                    | 30.3            | 91    | 84,411                 | 62.0            | 187   |
| Medium (7-13)     | 34                     | 70.8            | 214   | 522                    | 48.1            | 145   | 42,393                 | 31.1            | 94    |
| High (14-19)      | 4                      | 8.3             | 29    | 177                    | 16.3            | 57    | 10,635                 | 7.8             | 27    |

## Mosaic Groups in 10 and 20 Minute WT Catchment Areas



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## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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## Adults 18+ by Mosaic Type in Each Catchment

|                     |     |                       | 10 Minute<br>WT         | 20 Minute<br>WT         | 10 Minute<br>DT         | 20 Minute<br>DT         |
|---------------------|-----|-----------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Mosaic Type Profile |     |                       | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ |
|                     | A01 | World-Class Wealth    | 0                       | 0                       | 0                       | 0                       |
|                     | A02 | Uptown Elite          | 0                       | 0                       | 0                       | 0                       |
|                     | A03 | Penthouse Chic        | 0                       | 0                       | 0                       | 0                       |
|                     | A04 | Metro High-Flyers     | 0                       | 0                       | 0                       | 0                       |
|                     | B05 | Premium Fortunes      | 0                       | 0                       | 0                       | 71                      |
|                     | B06 | Diamond Days          | 0                       | 0                       | 0                       | 398                     |
|                     | B07 | Alpha Families        | 0                       | 0                       | 0                       | 180                     |
|                     | B08 | Bank of Mum and Dad   | 0                       | 0                       | 0                       | 204                     |
|                     | B09 | Empty-Nest Adventure  | 0                       | 0                       | 0                       | 1,123                   |
|                     | C10 | Wealthy Landowners    | 0                       | 0                       | 126                     | 477                     |
|                     | C11 | Rural Vogue           | 5                       | 22                      | 266                     | 1,147                   |
|                     | C12 | Scattered Homesteads  | 2                       | 4                       | 421                     | 1,630                   |
|                     | C13 | Village Retirement    | 1                       | 163                     | 938                     | 2,493                   |
|                     | D14 | Satellite Settlers    | 2                       | 336                     | 1,764                   | 4,354                   |
|                     | D15 | Local Focus           | 0                       | 78                      | 238                     | 1,586                   |
|                     | D16 | Outlying Seniors      | 37                      | 418                     | 1,348                   | 6,126                   |
|                     | D17 | Far-Flung Outposts    | 0                       | 0                       | 0                       | 0                       |
|                     | E18 | Legacy Elders         | 0                       | 0                       | 0                       | 540                     |
|                     | E19 | Bungalow Heaven       | 0                       | 0                       | 717                     | 4,468                   |
|                     | E20 | Classic Grandparents  | 0                       | 0                       | 226                     | 3,445                   |
|                     | E21 | Solo Retirees         | 0                       | 0                       | 112                     | 1,930                   |
|                     | F22 | Boomerang Boarders    | 0                       | 0                       | 184                     | 1,275                   |
|                     | F23 | Family Ties           | 0                       | 0                       | 26                      | 1,214                   |
|                     | F24 | Fledgling Free        | 0                       | 0                       | 1,757                   | 5,573                   |
|                     | F25 | Dependable Me         | 0                       | 0                       | 132                     | 2,265                   |
|                     | G26 | Cafés and Catchments  | 0                       | 0                       | 0                       | 0                       |
|                     | G27 | Thriving Independence | 0                       | 0                       | 0                       | 655                     |
|                     | G28 | Modern Parents        | 0                       | 0                       | 247                     | 3,103                   |
|                     | G29 | Mid-Career Convention | 0                       | 0                       | 58                      | 1,617                   |
|                     | H30 | Primary Ambitions     | 0                       | 0                       | 0                       | 1,178                   |
|                     | H31 | Affordable Fringe     | 0                       | 0                       | 121                     | 6,838                   |
|                     | H32 | First-Rung Futures    | 0                       | 0                       | 56                      | 2,939                   |
|                     | H33 | Contemporary Starts   | 0                       | 0                       | 60                      | 1,491                   |
|                     | H34 | New Foundations       | 0                       | 0                       | 0                       | 198                     |
|                     | H35 | Flying Solo           | 0                       | 0                       | 2                       | 482                     |

|                     |     |                        | 10 Minute<br>WT         | 20 Minute<br>WT         | 10 Minute<br>DT         | 20 Minute<br>DT         |
|---------------------|-----|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Mosaic Type Profile |     |                        | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ |
|                     | I36 | Solid Economy          | 0                       | 0                       | 0                       | 398                     |
|                     | I37 | Budget Generations     | 0                       | 0                       | 0                       | 788                     |
|                     | I38 | Economical Families    | 0                       | 0                       | 6                       | 4,478                   |
|                     | I39 | Families on a Budget   | 0                       | 0                       | 1,044                   | 13,340                  |
|                     | J40 | Value Rentals          | 0                       | 0                       | 630                     | 3,561                   |
|                     | J41 | Youthful Endeavours    | 0                       | 0                       | 0                       | 631                     |
|                     | J42 | Midlife Renters        | 0                       | 0                       | 0                       | 3,644                   |
|                     | J43 | Renting Rooms          | 0                       | 0                       | 0                       | 6,468                   |
|                     | K44 | Inner City Stalwarts   | 0                       | 0                       | 0                       | 0                       |
|                     | K45 | City Diversity         | 0                       | 0                       | 0                       | 0                       |
|                     | K46 | High Rise Residents    | 0                       | 0                       | 166                     | 567                     |
|                     | K47 | Single Essentials      | 0                       | 0                       | 133                     | 1,397                   |
|                     | K48 | Mature Workers         | 0                       | 0                       | 3,791                   | 16,478                  |
|                     | L49 | Flatlet Seniors        | 0                       | 0                       | 195                     | 2,351                   |
|                     | L50 | Pocket Pensions        | 0                       | 64                      | 367                     | 3,045                   |
|                     | L51 | Retirement Communities | 0                       | 0                       | 48                      | 701                     |
|                     | L52 | Estate Veterans        | 0                       | 0                       | 271                     | 1,478                   |
|                     | L53 | Seasoned Survivors     | 0                       | 0                       | 171                     | 3,610                   |
|                     | M54 | Down-to-Earth Owners   | 0                       | 0                       | 178                     | 3,216                   |
|                     | M55 | Back with the Folks    | 0                       | 0                       | 12                      | 2,952                   |
|                     | M56 | Self Supporters        | 0                       | 0                       | 0                       | 3,152                   |
|                     | N57 | Community Elders       | 0                       | 0                       | 0                       | 0                       |
|                     | N58 | Culture & Comfort      | 0                       | 0                       | 0                       | 0                       |
|                     | N59 | Large Family Living    | 0                       | 0                       | 0                       | 0                       |
|                     | N60 | Ageing Access          | 0                       | 0                       | 0                       | 656                     |
|                     | O61 | Career Builders        | 0                       | 0                       | 0                       | 919                     |
|                     | O62 | Central Pulse          | 0                       | 0                       | 0                       | 1,187                   |
|                     | O63 | Flexible Workforce     | 0                       | 0                       | 0                       | 0                       |
|                     | O64 | Bus-Route Renters      | 0                       | 0                       | 0                       | 1,084                   |
|                     | O65 | Learners & Earners     | 0                       | 0                       | 0                       | 2                       |
|                     | O66 | Student Scene          | 0                       | 0                       | 0                       | 176                     |
|                     | U99 | Unclassified           | 0                       | 0                       | 0                       | 973                     |
| Total               |     |                        | 47                      | 1,085                   | 15,811                  | 136,252                 |



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

### 2. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

### 3. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

### 2. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

### 3. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

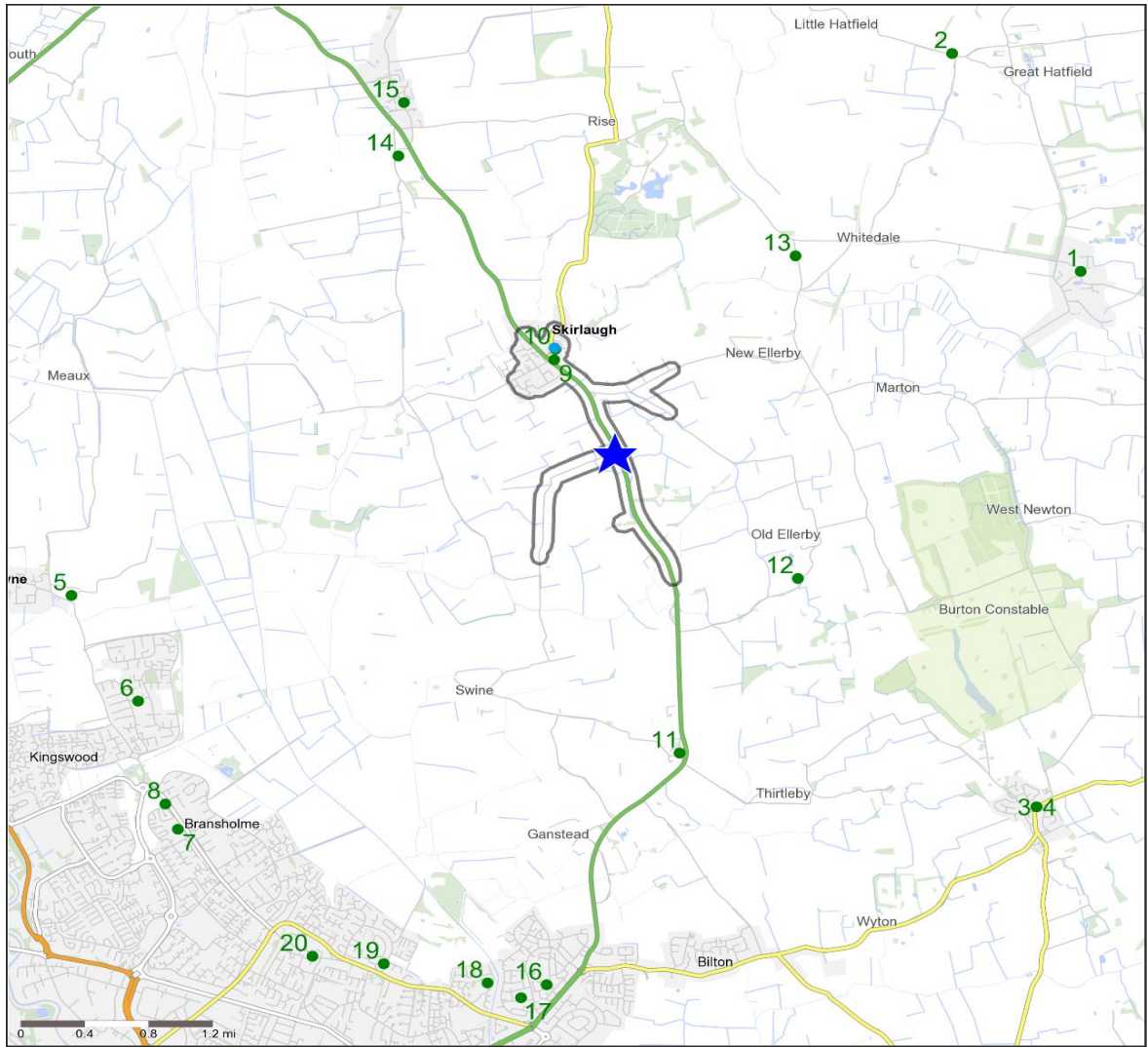
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk:

EMSUKHelpdesk@experian.com | 0115 968 5099

| Activity Group Structure      | 20 Minute Walktime |                 |       |                  |                 |       |                  |                 |       |                  |                 |       |
|-------------------------------|--------------------|-----------------|-------|------------------|-----------------|-------|------------------|-----------------|-------|------------------|-----------------|-------|
|                               | High               |                 |       | Medium           |                 |       | Low              |                 |       |                  |                 |       |
|                               | Target Customers   | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index |
| Female: Alone, Pair or Group  | 0                  | 0.0             | 0     | 414              | 38.2            | 233   | 670              | 61.8            | 119   |                  |                 |       |
| Male: Alone                   | 482                | 44.4            | 149   | 0                | 0.0             | 0     | 603              | 55.6            | 104   |                  |                 |       |
| Male: Group                   | 64                 | 5.9             | 26    | 241              | 22.2            | 85    | 780              | 71.9            | 145   |                  |                 |       |
| Male: Pair                    | 64                 | 5.9             | 23    | 0                | 0.0             | 0     | 1,021            | 94.1            | 164   |                  |                 |       |
| Mixed Sex: Group              | 0                  | 0.0             | 0     | 995              | 91.7            | 287   | 90               | 8.3             | 19    |                  |                 |       |
| Mixed Sex: Pair               | 336                | 31.0            | 132   | 584              | 53.8            | 166   | 165              | 15.2            | 36    |                  |                 |       |
| With Children                 | 0                  | 0.0             | 0     | 78               | 7.2             | 43    | 1,006            | 92.7            | 175   |                  |                 |       |
| Unknown                       | 414                | 38.2            | 116   | 0                | 0.0             | 0     | 670              | 61.8            | 129   |                  |                 |       |
| For Eating:                   |                    |                 |       |                  |                 |       |                  |                 |       |                  |                 |       |
| Upmarket                      | 0                  | 0.0             | 0     | 0                | 0.0             | 0     | 1,085            | 100.0           | 212   |                  |                 |       |
| Midmarket                     | 0                  | 0.0             | 0     | 0                | 0.0             | 0     | 1,085            | 100.0           | 181   |                  |                 |       |
| Downmarket                    | 0                  | 0.0             | 0     | 496              | 45.7            | 131   | 588              | 54.2            | 130   |                  |                 |       |
| For Drinking (monthly spend): |                    |                 |       |                  |                 |       |                  |                 |       |                  |                 |       |
| Nothing                       | 500                | 46.1            | 152   | 86               | 7.9             | 34    | 498              | 45.9            | 102   |                  |                 |       |
| Low (less than £10)           | 166                | 15.3            | 51    | 855              | 78.8            | 336   | 64               | 5.9             | 13    |                  |                 |       |
| Medium (Between £10 and £40)  | 0                  | 0.0             | 0     | 166              | 15.3            | 86    | 918              | 84.6            | 168   |                  |                 |       |
| High (Greater than £40)       | 0                  | 0.0             | 0     | 0                | 0.0             | 0     | 1,085            | 100.0           | 191   |                  |                 |       |

| Activity Group Structure      | 20 Minute Drivetime |                 |       |                  |                 |       |                  |                 |       |
|-------------------------------|---------------------|-----------------|-------|------------------|-----------------|-------|------------------|-----------------|-------|
|                               | High                |                 |       | Medium           |                 |       | Low              |                 |       |
|                               | Target Customers    | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index |
| Female: Alone, Pair or Group  | 28,369              | 20.8            | 69    | 21,530           | 15.8            | 97    | 85,382           | 62.7            | 120   |
| Male: Alone                   | 42,626              | 31.3            | 105   | 25,335           | 18.6            | 119   | 67,319           | 49.4            | 93    |
| Male: Group                   | 40,825              | 30.0            | 131   | 32,922           | 24.2            | 92    | 61,533           | 45.2            | 91    |
| Male: Pair                    | 28,392              | 20.8            | 80    | 25,040           | 18.4            | 121   | 81,848           | 60.1            | 105   |
| Mixed Sex: Group              | 29,533              | 21.7            | 95    | 37,091           | 27.2            | 85    | 68,656           | 50.4            | 115   |
| Mixed Sex: Pair               | 31,885              | 23.4            | 100   | 53,704           | 39.4            | 121   | 49,692           | 36.5            | 85    |
| With Children                 | 41,934              | 30.8            | 106   | 25,544           | 18.7            | 111   | 67,803           | 49.8            | 94    |
| Unknown                       | 38,720              | 28.4            | 87    | 12,566           | 9.2             | 51    | 83,995           | 61.6            | 129   |
| For Eating:                   |                     |                 |       |                  |                 |       |                  |                 |       |
| Upmarket                      | 22,064              | 16.2            | 53    | 24,714           | 18.1            | 87    | 88,503           | 65.0            | 137   |
| Midmarket                     | 31,751              | 23.3            | 68    | 14,851           | 10.9            | 121   | 88,678           | 65.1            | 118   |
| Downmarket                    | 50,962              | 37.4            | 168   | 54,695           | 40.1            | 115   | 29,623           | 21.7            | 52    |
| For Drinking (monthly spend): |                     |                 |       |                  |                 |       |                  |                 |       |
| Nothing                       | 53,859              | 39.5            | 131   | 34,914           | 25.6            | 108   | 46,507           | 34.1            | 76    |
| Low (less than £10)           | 28,916              | 21.2            | 71    | 38,340           | 28.1            | 120   | 68,024           | 49.9            | 110   |
| Medium (Between £10 and £40)  | 26,053              | 19.1            | 63    | 20,616           | 15.1            | 85    | 88,611           | 65.0            | 129   |
| High (Greater than £40)       | 15,169              | 11.1            | 43    | 40,884           | 30.0            | 146   | 79,228           | 58.1            | 111   |

## Competitor Map



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## Top 20 Nearest Competitors

| Order | Outlet Name                 | Operator                   | Walktime From Site (Minutes) | Drivetime from Site (Minutes) |
|-------|-----------------------------|----------------------------|------------------------------|-------------------------------|
| 1     | Falcon, HU11 4TA            | Independent Free           | 0.0                          | 10.1                          |
| 2     | Wrygarth Inn, HU11 4UY      | Independent Free           | 0.0                          | 10.5                          |
| 3     | Blue Bell Inn, HU11 4PA     | *Other Small Retail Groups | 0.0                          | 10.7                          |
| 4     | Constable Arms, HU11 4PA    | Marston's                  | 0.0                          | 10.7                          |
| 5     | Waggoners Arms, HU 7 5XA    | Independent Free           | 0.0                          | 14.2                          |
| 6     | Skippers Tavern, HU 7 5BJ   | Independent Free           | 0.0                          | 17.1                          |
| 7     | Wawne Ferry, HU 7 4JH       | Trust Inns                 | 0.0                          | 19.9                          |
| 8     | Meadows, HU 7 4HA           | Admiral Taverns Ltd        | 0.0                          | 20.0                          |
| 9     | Duke Of York, HU11 5ET      | Unknown                    | 14.5                         | 1.7                           |
| 10    | Sun Inn, HU11 5EU           | Star Pubs & Bars           | 17.2                         | 2.2                           |
| 11    | Blacksmiths Arms, HU11 4JR  | Independent Free           | 42.9                         | 3.7                           |
| 12    | Blue Bell, HU11 5AJ         | Independent Free           | 43.2                         | 3.9                           |
| 13    | Railway Inn, HU11 5BS       | Independent Free           | 50.1                         | 6.0                           |
| 14    | Bay Horse, HU11 5HP         | Independent Free           | 51.3                         | 5.8                           |
| 15    | Travellers Rest, HU11 5JF   | Unknown                    | 54.3                         | 5.9                           |
| 16    | Crows Nest Hotel, HU 8 9QP  | Star Pubs & Bars           | 85.5                         | 8.6                           |
| 17    | Dart, HU 8 9LX              | Admiral Taverns Ltd        | 94.6                         | 9.9                           |
| 18    | Royal Charter, HU 8 9EQ     | Marston's                  | 101.3                        | 10.9                          |
| 19    | Saltshouse Tavern, HU 8 9JD | Stonegate Pub Company      | 109.3                        | 13.3                          |
| 20    | Duke Of York, HU 7 4TD      | Marston's                  | 118.8                        | 15.0                          |