

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

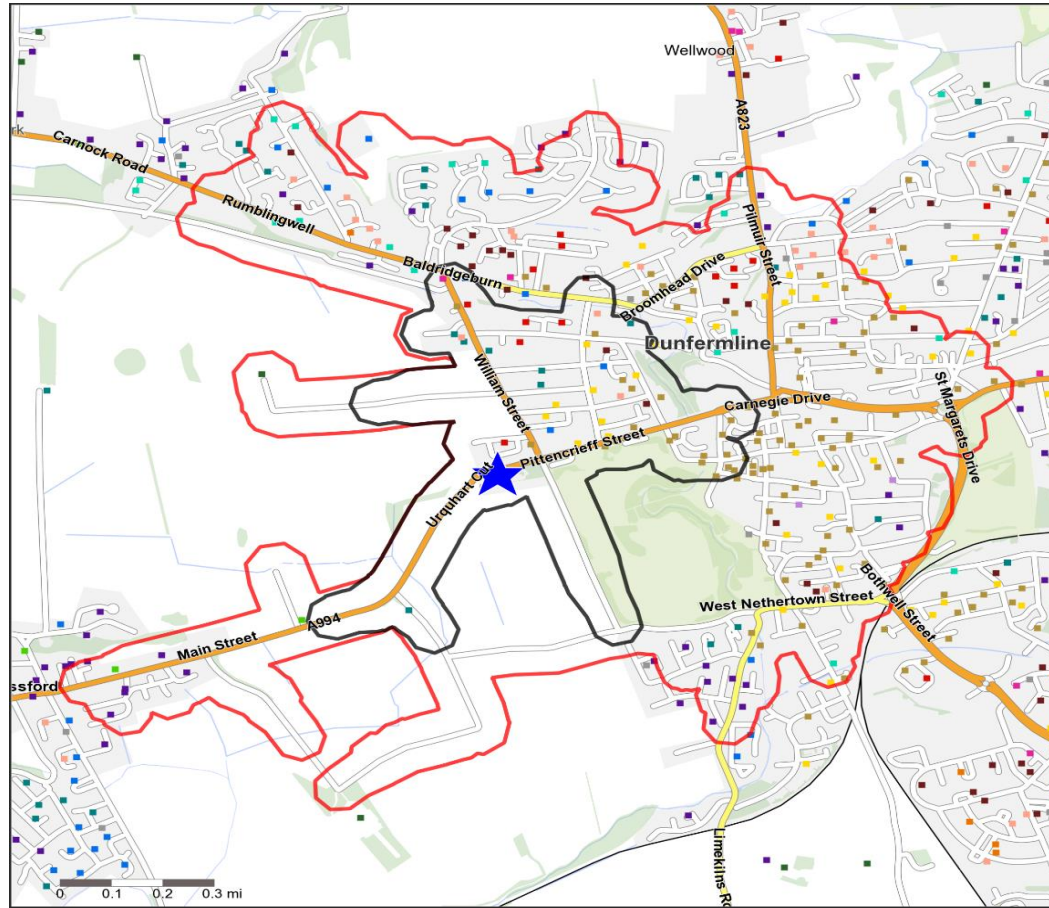
|                                              |       |       |         |
|----------------------------------------------|-------|-------|---------|
| Number of Pubs                               | 11    | 24    | 100     |
| Catchment Adults 18+                         | 1,796 | 7,789 | 123,649 |
| Catchment Adults 18+ Per Pub                 | 163   | 325   | 1,236   |
| Populaton Projection 2018 to 2028 (% change) | 1.52% | 2.26% | 3.74%   |

|      |                      | 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    | High Street Pub      | 1,748              | 97.3            | 188   | 1    | High Street Pub      | 6,654              | 85.4            | 165   | 1    | High Street Pub      | 88,654              | 71.7            | 138   |
| 2    | Community Pub        | 1,515              | 84.4            | 181   | 2    | Community Pub        | 5,903              | 75.8            | 163   | 2    | Premium Local        | 71,109              | 57.5            | 123   |
| 3    | Circuit Bar          | 981                | 54.6            | 87    | 3    | Circuit Bar          | 3,075              | 39.5            | 63    | 3    | Community Pub        | 70,053              | 56.7            | 90    |
| 4    | Premium Local        | 335                | 18.7            | 144   | 4    | Premium Local        | 2,580              | 33.1            | 256   | 4    | Great Pub Great Food | 48,788              | 39.5            | 305   |
| 5    | Craft Led            | 328                | 18.3            | 45    | 5    | Great Pub Great Food | 1,931              | 24.8            | 61    | 5    | Bit of Style         | 28,948              | 23.4            | 58    |
| 6    | Great Pub Great Food | 282                | 15.7            | 59    | 6    | Bit of Style         | 1,191              | 15.3            | 57    | 6    | Circuit Bar          | 20,361              | 16.5            | 61    |
| 7    | Bit of Style         | 232                | 12.9            | 125   | 7    | Craft Led            | 936                | 12.0            | 117   | 7    | Craft Led            | 9,596               | 7.8             | 75    |

|              | 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           | 190                    | 10.6            | 120   | 800                    | 10.3            | 116   | 10,647                 | 8.6             | 97    |
| C1           | 330                    | 18.4            | 150   | 1,343                  | 17.2            | 141   | 17,115                 | 13.8            | 113   |
| C2           | 179                    | 10.0            | 121   | 780                    | 10.0            | 121   | 11,927                 | 9.6             | 117   |
| DE           | 204                    | 11.4            | 110   | 933                    | 12.0            | 116   | 12,593                 | 10.2            | 99    |

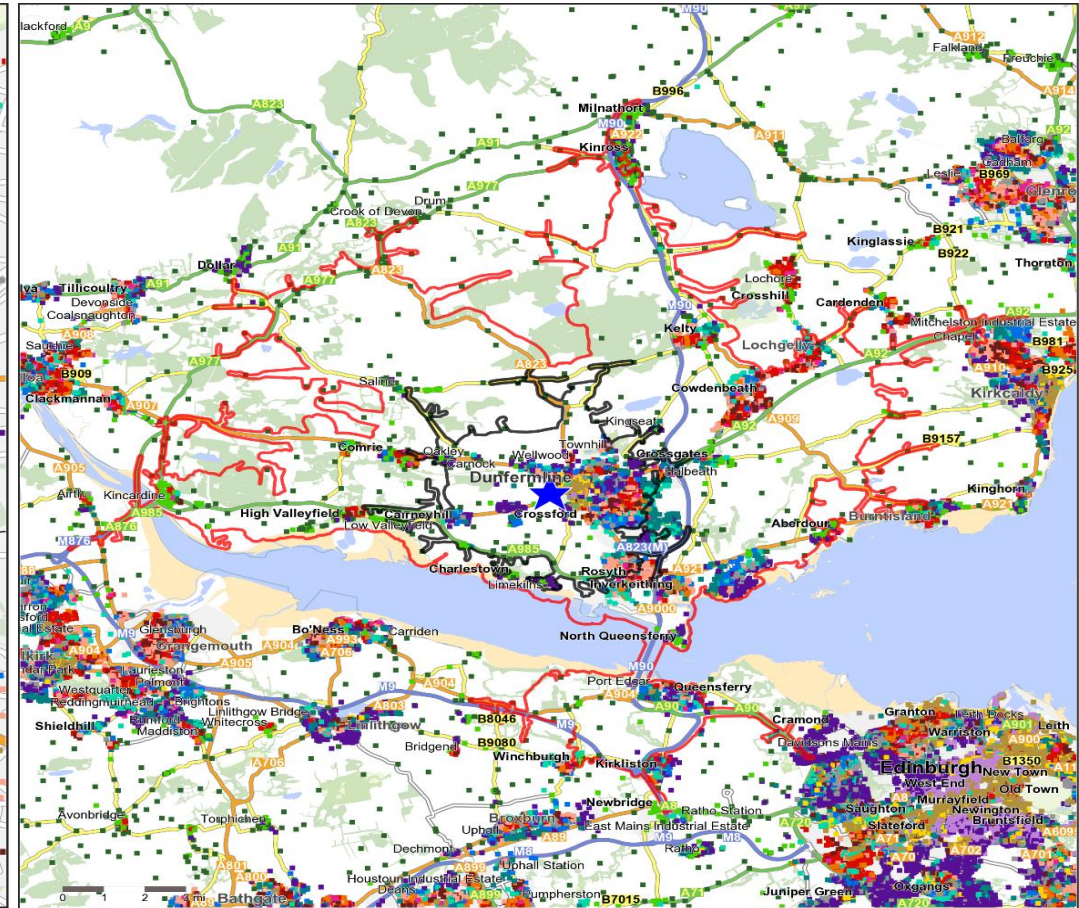
|                   | 10 Minute WT Catchment |                 |       | 20 Minute WT Catchment |                 |       | 20 Minute DT Catchment |                 |       |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
| Affluence (Bands) | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index |
| Low (0-6)         | 837                    | 46.6            | 141   | 3,335                  | 42.8            | 129   | 46,942                 | 38.0            | 114   |
| Medium (7-13)     | 531                    | 29.6            | 89    | 2,508                  | 32.2            | 97    | 43,710                 | 35.4            | 107   |
| High (14-19)      | 216                    | 12.0            | 42    | 1,252                  | 16.1            | 57    | 29,423                 | 23.8            | 84    |

## 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                       | 23                      | 23                      | 23                      |
|                     | A03 | Penthouse Chic        | 0                       | 0                       | 0                       | 0                       |
|                     | A04 | Metro High-Flyers     | 0                       | 0                       | 0                       | 0                       |
|                     | B05 | Premium Fortunes      | 0                       | 1                       | 3                       | 395                     |
|                     | B06 | Diamond Days          | 0                       | 136                     | 485                     | 1,500                   |
|                     | B07 | Alpha Families        | 1                       | 33                      | 976                     | 3,178                   |
|                     | B08 | Bank of Mum and Dad   | 0                       | 207                     | 1,245                   | 1,514                   |
|                     | B09 | Empty-Nest Adventure  | 0                       | 218                     | 4,178                   | 6,211                   |
|                     | C10 | Wealthy Landowners    | 1                       | 1                       | 292                     | 1,312                   |
|                     | C11 | Rural Vogue           | 0                       | 0                       | 182                     | 1,043                   |
|                     | C12 | Scattered Homesteads  | 0                       | 0                       | 112                     | 879                     |
|                     | C13 | Village Retirement    | 3                       | 4                       | 363                     | 1,891                   |
|                     | D14 | Satellite Settlers    | 4                       | 89                      | 727                     | 3,227                   |
|                     | D15 | Local Focus           | 0                       | 0                       | 421                     | 3,127                   |
|                     | D16 | Outlying Seniors      | 0                       | 0                       | 332                     | 4,021                   |
|                     | D17 | Far-Flung Outposts    | 0                       | 0                       | 0                       | 0                       |
|                     | E18 | Legacy Elders         | 0                       | 14                      | 730                     | 996                     |
|                     | E19 | Bungalow Heaven       | 0                       | 0                       | 714                     | 1,789                   |
|                     | E20 | Classic Grandparents  | 1                       | 17                      | 589                     | 858                     |
|                     | E21 | Solo Retirees         | 0                       | 0                       | 354                     | 1,012                   |
|                     | F22 | Boomerang Boarders    | 44                      | 147                     | 2,251                   | 3,415                   |
|                     | F23 | Family Ties           | 0                       | 143                     | 617                     | 1,361                   |
|                     | F24 | Fledgling Free        | 0                       | 84                      | 498                     | 2,128                   |
|                     | F25 | Dependable Me         | 51                      | 218                     | 1,527                   | 3,362                   |
|                     | G26 | Cafés and Catchments  | 114                     | 117                     | 146                     | 146                     |
|                     | G27 | Thriving Independence | 103                     | 195                     | 374                     | 792                     |
|                     | G28 | Modern Parents        | 10                      | 351                     | 3,488                   | 12,043                  |
|                     | G29 | Mid-Career Convention | 2                       | 10                      | 1,441                   | 4,192                   |
|                     | H30 | Primary Ambitions     | 0                       | 48                      | 255                     | 660                     |
|                     | H31 | Affordable Fringe     | 0                       | 40                      | 1,058                   | 2,509                   |
|                     | H32 | First-Rung Futures    | 3                       | 148                     | 648                     | 1,176                   |
|                     | H33 | Contemporary Starts   | 0                       | 49                      | 1,899                   | 6,098                   |
|                     | H34 | New Foundations       | 0                       | 0                       | 116                     | 553                     |
|                     | H35 | Flying Solo           | 0                       | 35                      | 85                      | 272                     |

|                     |     |                        | 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                       | 5                       | 460                     | 657                     |
|                     | I37 | Budget Generations     | 0                       | 0                       | 386                     | 1,358                   |
|                     | I38 | Economical Families    | 0                       | 0                       | 176                     | 499                     |
|                     | I39 | Families on a Budget   | 0                       | 0                       | 626                     | 2,227                   |
|                     | J40 | Value Rentals          | 0                       | 0                       | 793                     | 2,259                   |
|                     | J41 | Youthful Endeavours    | 0                       | 97                      | 297                     | 478                     |
|                     | J42 | Midlife Renters        | 18                      | 35                      | 353                     | 898                     |
|                     | J43 | Renting Rooms          | 0                       | 0                       | 0                       | 42                      |
|                     | K44 | Inner City Stalwarts   | 0                       | 0                       | 0                       | 0                       |
|                     | K45 | City Diversity         | 0                       | 0                       | 0                       | 0                       |
|                     | K46 | High Rise Residents    | 0                       | 309                     | 309                     | 453                     |
|                     | K47 | Single Essentials      | 325                     | 537                     | 3,056                   | 7,414                   |
|                     | K48 | Mature Workers         | 0                       | 0                       | 674                     | 3,496                   |
|                     | L49 | Flatlet Seniors        | 40                      | 307                     | 979                     | 1,858                   |
|                     | L50 | Pocket Pensions        | 13                      | 168                     | 423                     | 1,634                   |
|                     | L51 | Retirement Communities | 20                      | 136                     | 202                     | 277                     |
|                     | L52 | Estate Veterans        | 25                      | 58                      | 1,682                   | 5,120                   |
|                     | L53 | Seasoned Survivors     | 0                       | 29                      | 284                     | 303                     |
|                     | M54 | Down-to-Earth Owners   | 0                       | 112                     | 3,398                   | 9,792                   |
|                     | M55 | Back with the Folks    | 0                       | 72                      | 1,713                   | 3,153                   |
|                     | M56 | Self Supporters        | 42                      | 228                     | 1,679                   | 2,890                   |
|                     | 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          | 324                     | 917                     | 1,619                   | 1,932                   |
|                     | O61 | Career Builders        | 0                       | 214                     | 361                     | 732                     |
|                     | O62 | Central Pulse          | 0                       | 0                       | 0                       | 0                       |
|                     | O63 | Flexible Workforce     | 0                       | 2                       | 2                       | 2                       |
|                     | O64 | Bus-Route Renters      | 653                     | 2,207                   | 2,993                   | 4,368                   |
|                     | O65 | Learners & Earners     | 0                       | 0                       | 0                       | 0                       |
|                     | O66 | Student Scene          | 0                       | 0                       | 0                       | 0                       |
|                     | U99 | Unclassified           | 0                       | 29                      | 94                      | 121                     |
| Total               |     |                        | 1,797                   | 7,790                   | 48,688                  | 123,646                 |



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. O64 Bus-Route Renters

Singles renting affordable private flats further 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

### 2. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

### 3. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

### 2. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

### 3. K47 Single Essentials

Singles renting small social flats in town centres



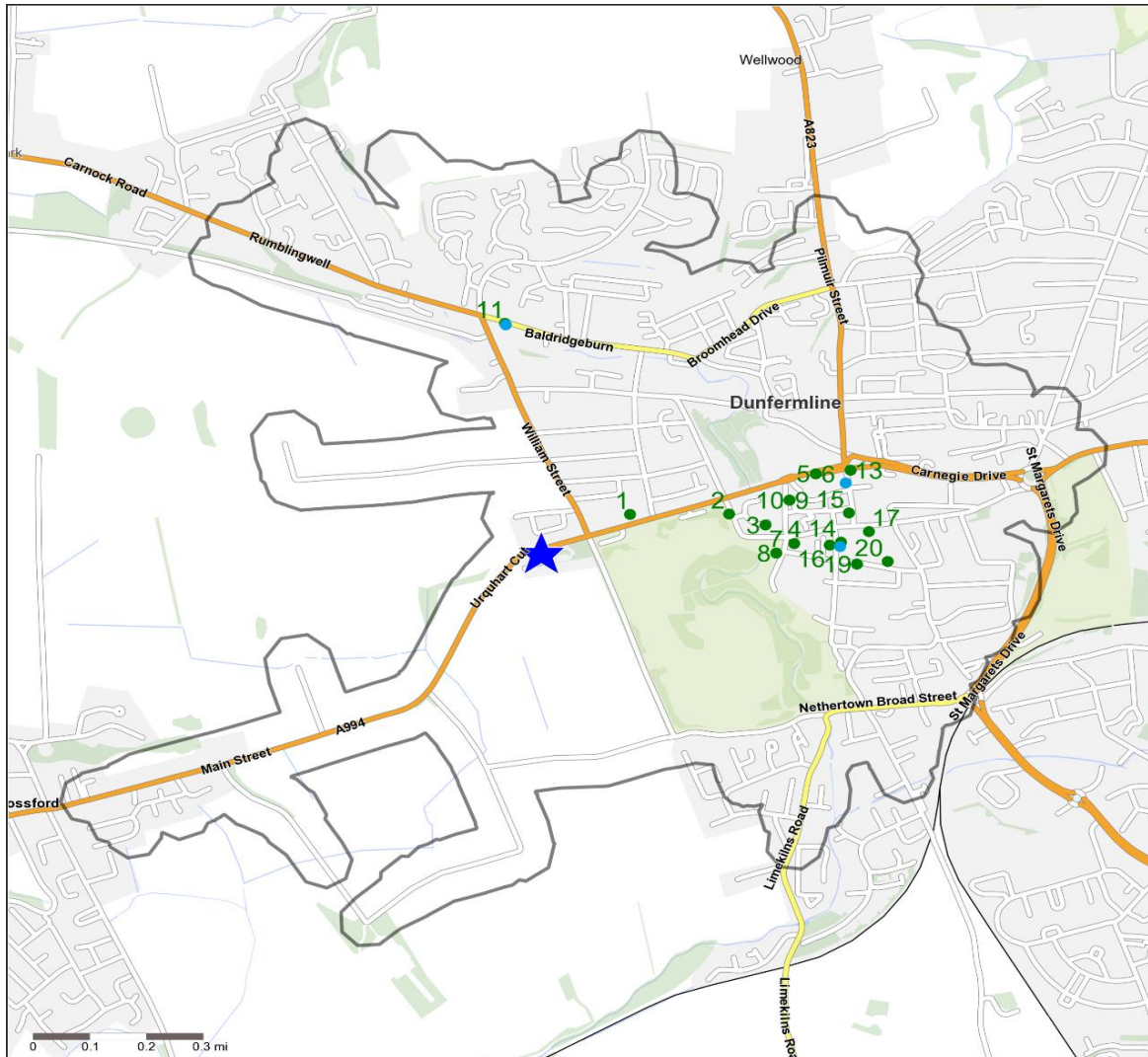
- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

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](mailto: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 |  |
| Female: Alone, Pair or Group  | 5,047              | 64.8            | 214   |        | 381              | 4.9             | 30    |  | 2,332            | 29.9            | 57    |  |
| Male: Alone                   | 4,503              | 57.8            | 194   |        | 1,638            | 21.0            | 135   |  | 1,618            | 20.8            | 39    |  |
| Male: Group                   | 4,321              | 55.5            | 243   |        | 1,544            | 19.8            | 76    |  | 1,894            | 24.3            | 49    |  |
| Male: Pair                    | 5,100              | 65.5            | 251   |        | 623              | 8.0             | 52    |  | 2,036            | 26.1            | 46    |  |
| Mixed Sex: Group              | 4,494              | 57.7            | 252   |        | 1,251            | 16.1            | 50    |  | 2,014            | 25.9            | 59    |  |
| Mixed Sex: Pair               | 3,317              | 42.6            | 182   |        | 3,103            | 39.8            | 123   |  | 1,340            | 17.2            | 40    |  |
| With Children                 | 3,927              | 50.4            | 174   |        | 430              | 5.5             | 33    |  | 3,403            | 43.7            | 83    |  |
| Unknown                       | 734                | 9.4             | 29    |        | 3,355            | 43.1            | 240   |  | 3,671            | 47.1            | 98    |  |
| For Eating:                   |                    |                 |       |        |                  |                 |       |  |                  |                 |       |  |
| Upmarket                      | 4,208              | 54.0            | 176   |        | 1,275            | 16.4            | 79    |  | 2,277            | 29.2            | 62    |  |
| Midmarket                     | 4,955              | 63.6            | 185   |        | 160              | 2.1             | 23    |  | 2,645            | 34.0            | 61    |  |
| Downmarket                    | 3,088              | 39.6            | 178   |        | 3,334            | 42.8            | 123   |  | 1,338            | 17.2            | 41    |  |
| For Drinking (monthly spend): |                    |                 |       |        |                  |                 |       |  |                  |                 |       |  |
| Nothing                       | 2,245              | 28.8            | 95    |        | 3,848            | 49.4            | 209   |  | 1,666            | 21.4            | 48    |  |
| Low (less than £10)           | 2,450              | 31.5            | 105   |        | 2,750            | 35.3            | 150   |  | 2,560            | 32.9            | 72    |  |
| Medium (Between £10 and £40)  | 2,446              | 31.4            | 103   |        | 2,966            | 38.1            | 213   |  | 2,347            | 30.1            | 60    |  |
| High (Greater than £40)       | 2,768              | 35.5            | 137   |        | 2,785            | 35.8            | 174   |  | 2,207            | 28.3            | 54    |  |

| 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  | 46,646              | 37.7            | 125   | 14,830           | 12.0            | 73    | 62,053           | 50.2            | 96    |
| Male: Alone                   | 39,982              | 32.3            | 109   | 30,135           | 24.4            | 156   | 53,412           | 43.2            | 81    |
| Male: Group                   | 26,359              | 21.3            | 93    | 37,776           | 30.6            | 117   | 59,393           | 48.0            | 97    |
| Male: Pair                    | 34,417              | 27.8            | 107   | 9,837            | 8.0             | 52    | 79,274           | 64.1            | 112   |
| Mixed Sex: Group              | 23,380              | 18.9            | 83    | 56,220           | 45.5            | 142   | 43,928           | 35.5            | 81    |
| Mixed Sex: Pair               | 38,896              | 31.5            | 134   | 45,044           | 36.4            | 112   | 39,588           | 32.0            | 75    |
| With Children                 | 40,942              | 33.1            | 114   | 22,953           | 18.6            | 110   | 59,633           | 48.2            | 91    |
| Unknown                       | 34,452              | 27.9            | 85    | 18,281           | 14.8            | 82    | 70,796           | 57.3            | 119   |
| For Eating:                   |                     |                 |       |                  |                 |       |                  |                 |       |
| Upmarket                      | 31,713              | 25.6            | 84    | 28,836           | 23.3            | 112   | 62,980           | 50.9            | 108   |
| Midmarket                     | 30,206              | 24.4            | 71    | 3,657            | 3.0             | 33    | 89,665           | 72.5            | 131   |
| Downmarket                    | 36,959              | 29.9            | 134   | 60,638           | 49.0            | 141   | 25,932           | 21.0            | 50    |
| For Drinking (monthly spend): |                     |                 |       |                  |                 |       |                  |                 |       |
| Nothing                       | 46,645              | 37.7            | 125   | 40,383           | 32.7            | 138   | 36,501           | 29.5            | 66    |
| Low (less than £10)           | 43,646              | 35.3            | 118   | 34,912           | 28.2            | 120   | 44,971           | 36.4            | 80    |
| Medium (Between £10 and £40)  | 41,271              | 33.4            | 109   | 25,235           | 20.4            | 114   | 57,023           | 46.1            | 92    |
| High (Greater than £40)       | 33,004              | 26.7            | 103   | 30,983           | 25.1            | 122   | 59,541           | 48.2            | 92    |

## Competitor Map



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★ Site   ● Star Pubs   ● Pubs   N Catchment

## Top 20 Nearest Competitors

| Order | Outlet Name                            | Operator             | Walktime From Site (Minutes) | Drivetime from Site (Minutes) |
|-------|----------------------------------------|----------------------|------------------------------|-------------------------------|
| 1     | Glen Tavern, KY12 8AN                  | Star Pubs & Bars     | 2.7                          | 0.8                           |
| 2     | Raffles, KY12 8AT                      | Independent Free     | 7.5                          | 1.4                           |
| 3     | Seven Kings, KY12 8DA                  | Greene King          | 8.8                          | 1.6                           |
| 4     | Tappie Toories, KY12 7NB               | Independent Free     | 9.7                          | 5.0                           |
| 5     | Brasshouse, KY12 7AN                   | Greene King          | 10.3                         | 2.2                           |
| 6     | Retros, KY12 7AN                       | Independent Free     | 10.3                         | 2.2                           |
| 7     | Creepy Wee Pub, KY12 7NA               | Independent Free     | 10.6                         | 5.0                           |
| 8     | Old Inn, KY12 7NA                      | Independent Free     | 10.6                         | 5.0                           |
| 9     | Bruce Tavern, KY12 7AG                 | Independent Free     | 10.6                         | 5.5                           |
| 10    | Cafe Continental, KY12 7AG             | Independent Free     | 10.6                         | 5.5                           |
| 11    | Thistle Tavern, KY12 9EG               | Star Pubs & Bars     | 11.2                         | 2.5                           |
| 12    | Coadys, KY12 7AJ                       | Star Pubs & Bars     | 11.8                         | 2.0                           |
| 13    | Corner Music Bar, KY12 7AJ             | Independent Free     | 11.8                         | 2.0                           |
| 14    | Montys, KY12 7NS                       | Star Pubs & Bars     | 11.8                         | 4.8                           |
| 15    | Commercial Inn, KY12 7EB               | Hawthorn Leisure     | 12.1                         | 2.1                           |
| 16    | Somewhere Else Lounge Bar, KY12 7NR    | Independent Free     | 12.7                         | 4.8                           |
| 17    | Guildhall And Linen Exchange, KY12 7DR | Wetherspoon          | 13.0                         | 4.2                           |
| 18    | De Brus, KY12 7NU                      | Independent Free     | 13.3                         | 4.7                           |
| 19    | Pj Molloy's, KY12 7NU                  | Caledonian Heritable | 13.3                         | 4.7                           |
| 20    | Fabric, KY12 7NT                       | Independent Free     | 14.5                         | 5.0                           |