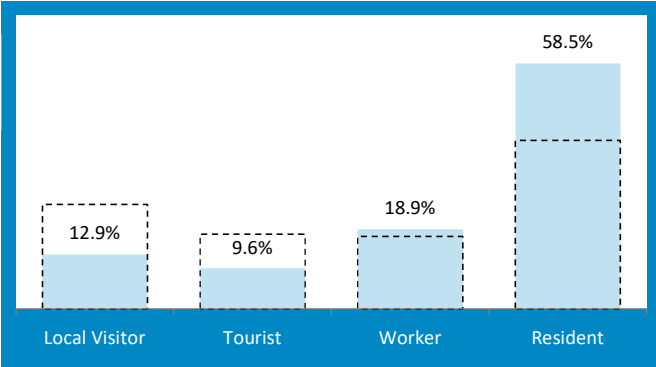
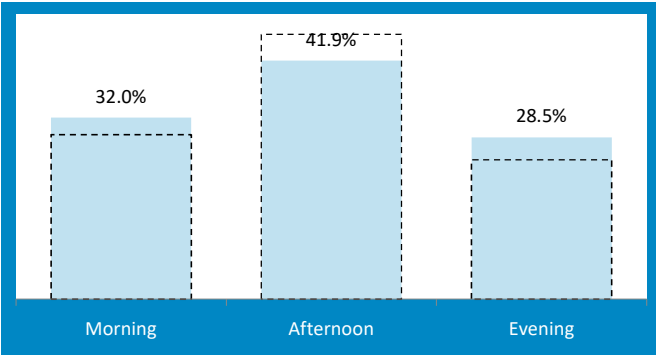
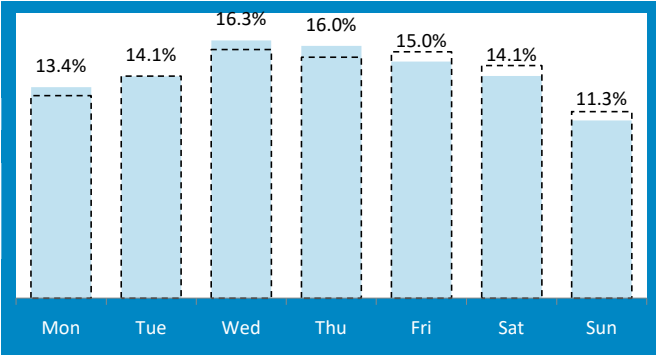


Area Quick Stats

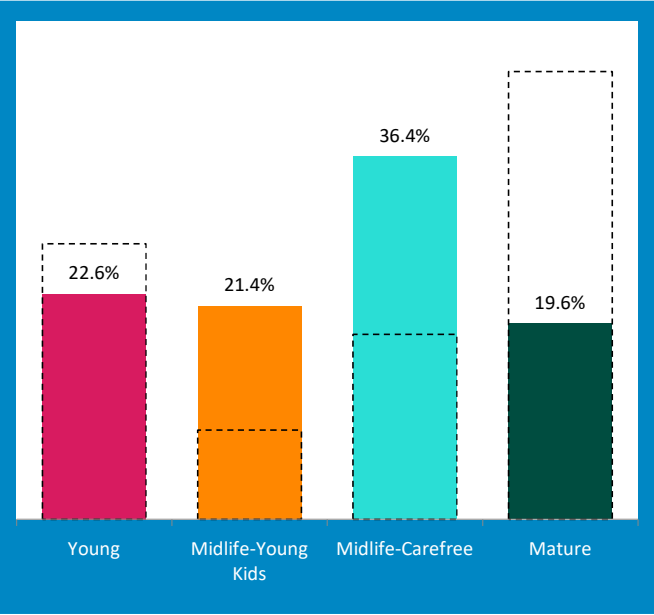
|                    |        | This Site<br>10 min WT | Benchmark<br>10 min WT |
|--------------------|--------|------------------------|------------------------|
| Total Pop          |        | 12,885                 | 5,344                  |
| Adult Pop          |        | 10,005                 | 4,529                  |
| Affluence          | Low    | 57%                    | 33%                    |
|                    | Medium | 17%                    | 38%                    |
|                    | High   | 26%                    | 27%                    |
| Young              |        | 40%                    | 28%                    |
| Midlife Young Kids |        | 18%                    | 11%                    |
| Midlife Carefree   |        | 40%                    | 16%                    |
| Mature             |        | 3%                     | 44%                    |
| Competition Count  |        | 26                     | 43                     |

Visitors



Spend Profile

|                                     | This Site | Benchmark |
|-------------------------------------|-----------|-----------|
| £ATV                                | £11       | £30       |
| Average Distance Travelled in miles | 39        | 27        |



Catchment Summary - Oddfellows

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** |     |     |
| 12,885                                  | 36,174     | 569,255             | 241        | 184        | 134         |     |     |
| Pop. & Adl. 18+ index based on all pubs |            |                     |            |            |             |     |     |
| 10,005                                  | 28,205     | 442,759             | 221        | 172        | 130         |     |     |
| 26                                      | 65         | 613                 | 60         | 64         | 78          |     |     |
| 385                                     | 434        | 722                 | 56         | 63         | 105         |     |     |
| 76.0%                                   | 78.0%      | 79.0%               | 95         | 98         | 99          |     |     |
| Affluence                               | Low        | 57.3%               | 35.8%      | 14.5%      | 173         | 108 | 44  |
|                                         | Medium     | 16.7%               | 21.6%      | 30.3%      | 44          | 57  | 79  |
|                                         | High       | 26.1%               | 41.4%      | 54.2%      | 95          | 151 | 197 |
| Mean Net Disposable income (£pa)        |            | £15,209             | £16,958    | £25,454    | 67          | 75  | 113 |
| Age Profile                             | 18-24      | 976                 | 2,621      | 38,823     | 89          | 85  | 80  |
|                                         | 25-34      | 2,751               | 7,245      | 75,673     | 158         | 148 | 98  |
|                                         | 35-44      | 2,422               | 6,720      | 85,244     | 139         | 138 | 111 |
|                                         | 45-64      | 2,838               | 8,207      | 143,797    | 88          | 90  | 101 |
|                                         | 65+        | 1,018               | 3,412      | 99,222     | 41          | 49  | 91  |

20 minute WT

10 minute WT

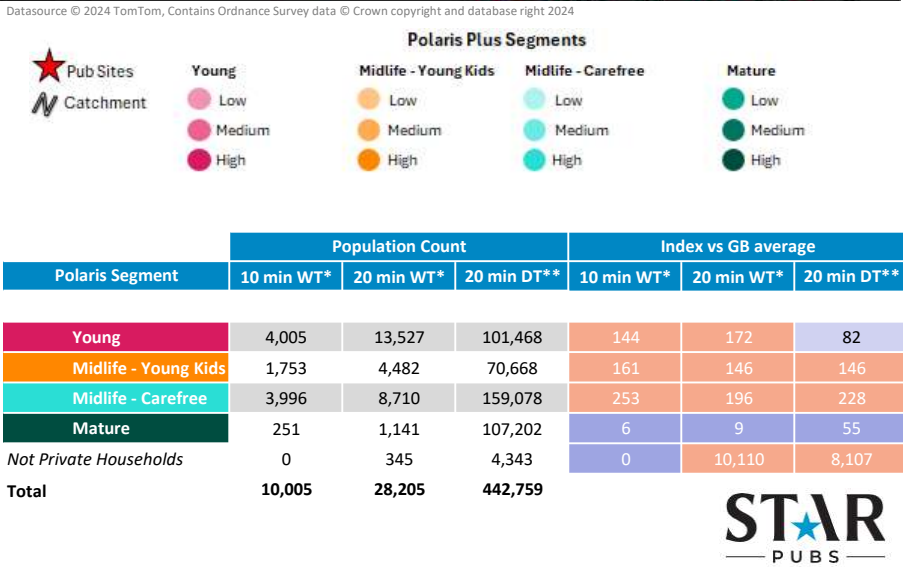
Watford

West Watford

Holywell

The Rookery

Osney



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Per Pub - Oddfellows

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

WT= Walktime, DT= Drivetime

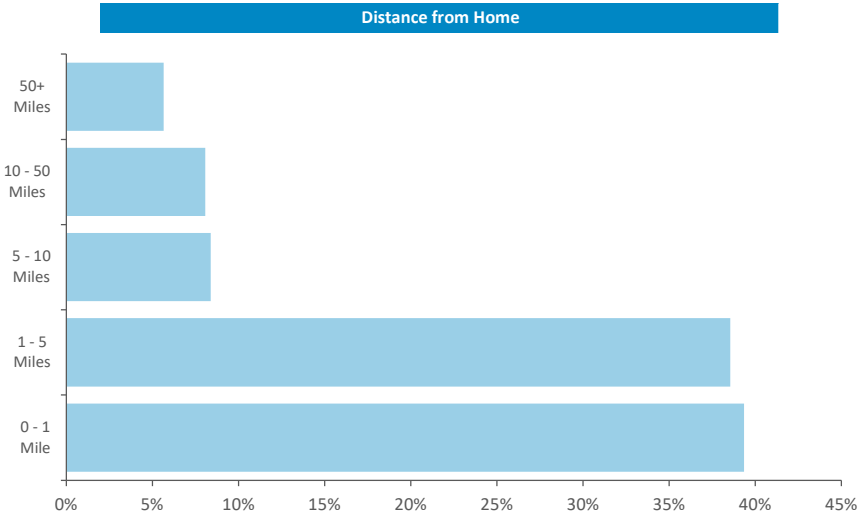
|                                |        |        |         |
|--------------------------------|--------|--------|---------|
| Adults 18+                     | 10,005 | 28,205 | 442,759 |
| Number of Competition Pubs     | 26     | 65     | 613     |
| Adults 18+ per Competition Pub | 385    | 434    | 722     |

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

| 10 Minute Walktime Catchment | Pubs | Target Customers | % Population | Index (av=100) |
|------------------------------|------|------------------|--------------|----------------|
| Classic                      | 0    | 965              | 9.6%         | 123            |
| Family Pub Dining            | 0    | 917              | 9.2%         | 101            |
| Great Pub Great Food         | 2    | 1,426            | 14.3%        | 85             |
| Leisure                      | 4    | 949              | 9.5%         | 94             |
| Mainstream                   | 7    | 1,393            | 13.9%        | 100            |
| Premium                      | 4    | 1,422            | 14.2%        | 99             |
| Restaurant                   | 9    | 2,513            | 25.1%        | 109            |
| Super Premium                | 0    | 422              | 4.2%         | 107            |

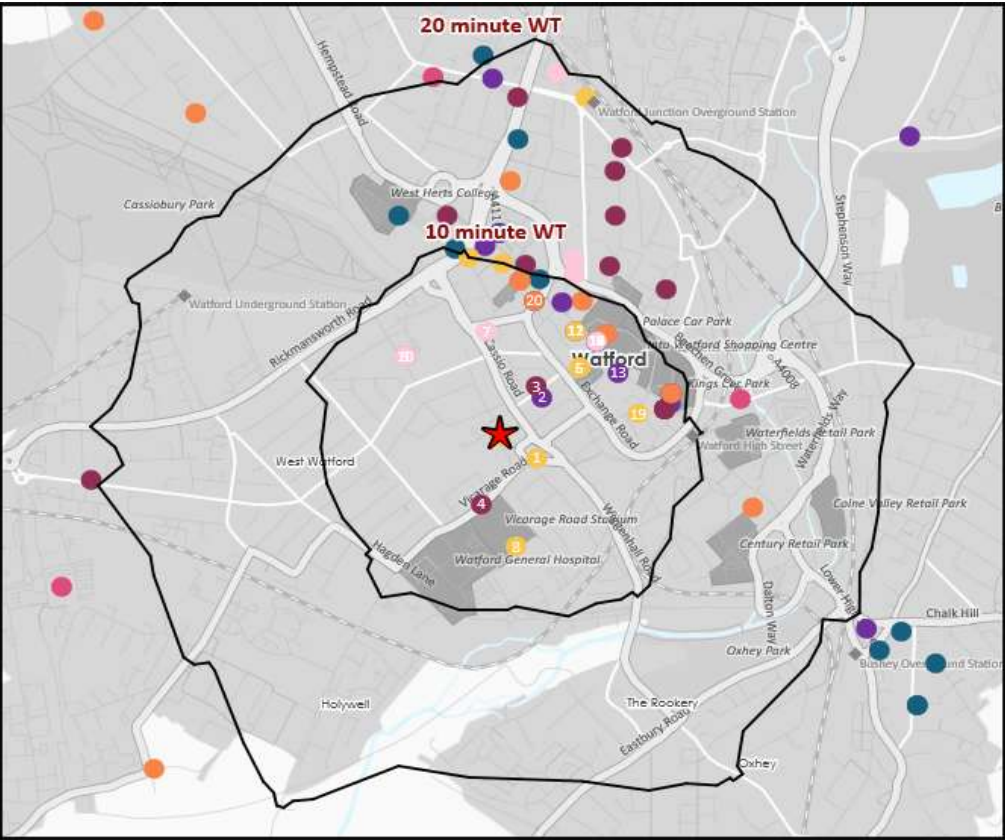
| 20 Minute Walktime Catchment | Pubs | Target Customers | % Population | Index (av=100) |
|------------------------------|------|------------------|--------------|----------------|
| Classic                      | 0    | 2,007            | 7.1%         | 91             |
| Family Pub Dining            | 2    | 2,181            | 7.7%         | 85             |
| Great Pub Great Food         | 6    | 4,563            | 16.2%        | 97             |
| Leisure                      | 9    | 2,639            | 9.4%         | 93             |
| Mainstream                   | 11   | 3,381            | 12.0%        | 86             |
| Premium                      | 13   | 4,283            | 15.2%        | 106            |
| Restaurant                   | 19   | 7,297            | 25.9%        | 112            |
| Super Premium                | 5    | 1,507            | 5.3%         | 136            |

| 20 Minute Drivetime Catchment | Pubs | Target Customers | % Population | Index (av=100) |
|-------------------------------|------|------------------|--------------|----------------|
| Classic                       | 2    | 20,125           | 4.6%         | 58             |
| Family Pub Dining             | 18   | 30,453           | 6.9%         | 76             |
| Great Pub Great Food          | 62   | 87,268           | 19.7%        | 118            |
| Leisure                       | 122  | 45,329           | 10.2%        | 102            |
| Mainstream                    | 38   | 47,133           | 10.7%        | 76             |
| Premium                       | 119  | 69,086           | 15.6%        | 109            |
| Restaurant                    | 177  | 113,403          | 25.6%        | 111            |
| Super Premium                 | 75   | 25,488           | 5.8%         | 146            |

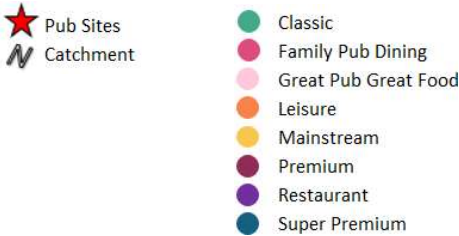


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Competition - Oddfellows



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| Ref | Name                            | Postcode | Operator                    | Segment        | Each pub's share of 20 min DT Sales * | Distance (miles) |
|-----|---------------------------------|----------|-----------------------------|----------------|---------------------------------------|------------------|
| 11  | Five Guys                       | WD17 2BS | Five Guys                   | Restaurant     | 27.8%                                 | 0.29             |
| 18  | Cassio Lounge                   | WD17 2DJ | Loungers                    | Premium        | 16.0%                                 | 0.30             |
| 14  | Chi Ka Yan                      | WD17 2DJ | Independent Free            | Restaurant     | 13.3%                                 | 0.30             |
| 16  | Florist                         | WD17 2DJ | New World Trading Company   | Great Pub Gre: | 8.1%                                  | 0.30             |
| 12  | Moon Under Water                | WD17 2BS | Wetherspoons GB             | Mainstream     | 6.4%                                  | 0.29             |
| 19  | Humo                            | WD18 0BW | Independent Free            | Mainstream     | 5.8%                                  | 0.30             |
| 20  | Nandos                          | WD17 1AZ | Nandos Restaurants          | Restaurant     | 5.5%                                  | 0.31             |
| 3   | Market Tavern                   | WD18 0PY | Independent Free            | Premium        | 4.7%                                  | 0.14             |
| 4   | Red Lion                        | WD18 0EY | Save Investments            | Premium        | 3.4%                                  | 0.16             |
| 10  | White House Hotel and Restaura  | WD18 7HP | Independent Free            | Great Pub Gre: | 3.2%                                  | 0.27             |
| 0   | Oddfellows                      | WD18 0RD | Star Pubs & Bars            | Mainstream     | 2.9%                                  | 0.00             |
| 1   | Two Trees Micro                 | WD18 0EH | Independent Free            | Mainstream     | 2.9%                                  | 0.09             |
| 8   | Watford Football Club Supporter | WD18 0ER | Independent Free            | Mainstream     | 0.0%                                  | 0.25             |
| 2   | La Bottega Italiana             | WD18 0PR | Independent Free            | Restaurant     | 0.0%                                  | 0.13             |
| 5   | Diamonds And Strings            | WD18 0PA | Star Pubs & Bars            | Mainstream     | 0.0%                                  | 0.23             |
| 6   | Travelodge                      | WD18 0PA | Dubai International Capital | Mainstream     | 0.0%                                  | 0.23             |
| 7   | Best Western Hotel              | WD18 0JF | Independent Free            | Great Pub Gre: | 0.0%                                  | 0.24             |
| 9   | West Herts Sports Club          | WD18 7HP | Independent Free            | Leisure        | 0.0%                                  | 0.27             |
| 13  | India Garden Restaurant         | WD17 2BW | Independent Free            | Restaurant     | 0.0%                                  | 0.29             |
| 15  | Cote                            | WD17 2DJ | Cote Restaurants            | Restaurant     | 0.0%                                  | 0.30             |
| 17  | Las Iguanas                     | WD17 2DJ | Big Table Group Ltd         | Restaurant     | 0.0%                                  | 0.30             |

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

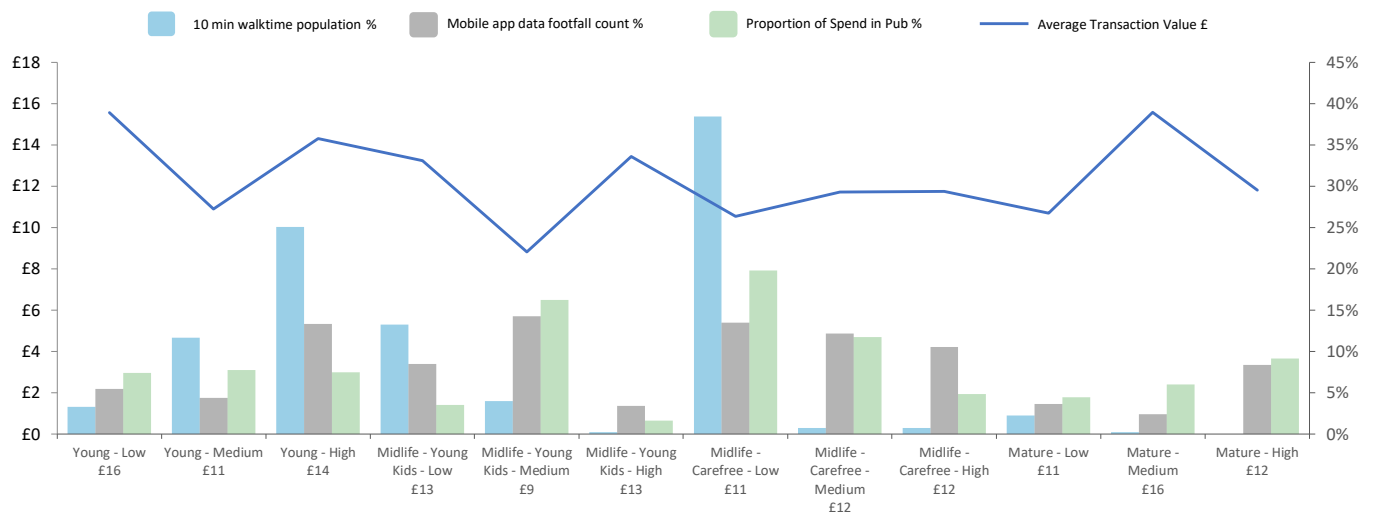
## Catchment Summary - Oddfellows

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| CGA ID | Name       | Postcode | Operator         | Segment    | Sparsity |
|--------|------------|----------|------------------|------------|----------|
| 143775 | Oddfellows | WD18 ORD | Star Pubs & Bars | Mainstream | 6        |



## Polaris Plus Profile



See the Glossary page for further information on the above variables

## Catchment Summary - Oddfellows

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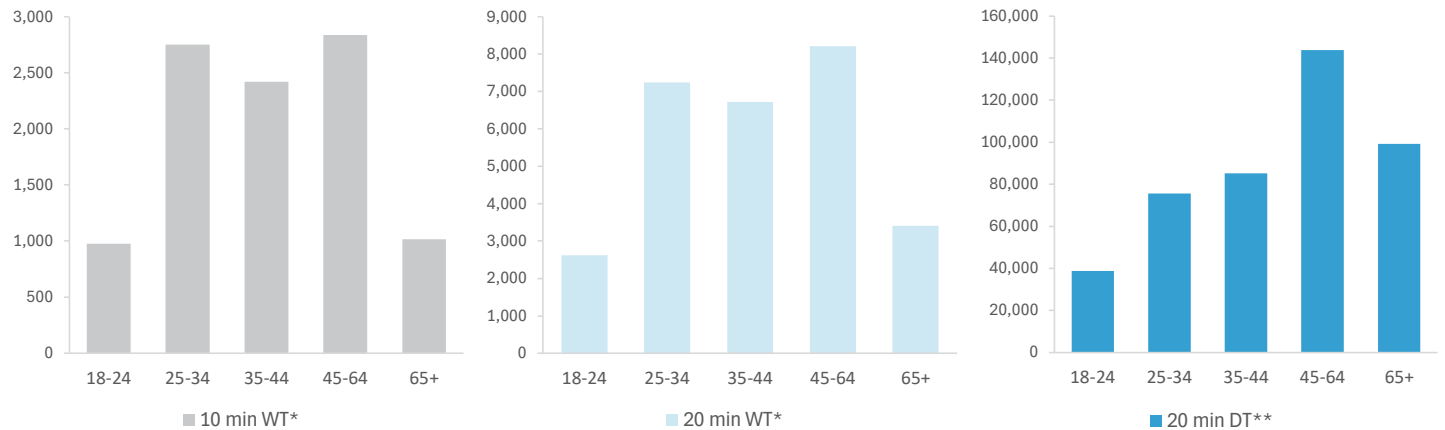
Over GB Average  
Around GB Average  
Under GB Average

\*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                       |        | 12,885                  | 36,174     | 569,255     | 241                 | 184        | 134         |
| Adults 18+                       |        | 10,005                  | 28,205     | 442,759     | 221                 | 172        | 130         |
| Competition Pubs                 |        | 26                      | 65         | 613         | 60                  | 64         | 78          |
| Adults 18+ per Competition Pub   |        | 385                     | 434        | 722         | 56                  | 63         | 105         |
| % Adults Likely to Drink         |        | 76.0%                   | 78.0%      | 79.0%       | 95                  | 98         | 99          |
| Affluence                        | Low    | 57.3%                   | 35.8%      | 14.5%       | 173                 | 108        | 44          |
|                                  | Medium | 16.7%                   | 21.6%      | 30.3%       | 44                  | 57         | 79          |
|                                  | High   | 26.1%                   | 41.4%      | 54.2%       | 95                  | 151        | 197         |
| Mean Net Disposable income (£pa) |        | £15,209                 | £16,958    | £25,454     | 67                  | 75         | 113         |
| Age Profile                      | 18-24  | 976                     | 2,621      | 38,823      | 89                  | 85         | 80          |
|                                  | 25-34  | 2,751                   | 7,245      | 75,673      | 158                 | 148        | 98          |
|                                  | 35-44  | 2,422                   | 6,720      | 85,244      | 139                 | 138        | 111         |
|                                  | 45-64  | 2,838                   | 8,207      | 143,797     | 88                  | 90         | 101         |
|                                  | 65+    | 1,018                   | 3,412      | 99,222      | 41                  | 49         | 91          |

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs

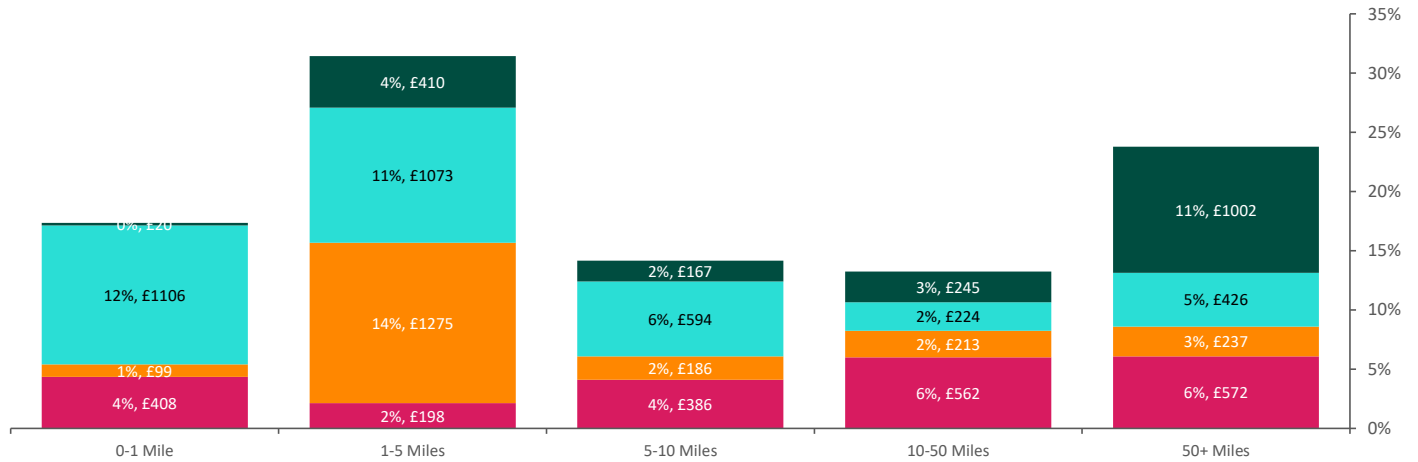


|                       |                     | Catchment Size (Counts) |              |               | Index vs GB Average |            |             |
|-----------------------|---------------------|-------------------------|--------------|---------------|---------------------|------------|-------------|
|                       |                     | 10 min WT*              | 20 min WT*   | 20 min DT**   | 10 min WT*          | 20 min WT* | 20 min DT** |
| Gender                | Male                | 6,436 (50%)             | 18,047 (50%) | 278,376 (49%) | 102                 | 102        | 100         |
|                       | Female              | 6,449 (50%)             | 18,127 (50%) | 290,879 (51%) | 98                  | 98         | 100         |
| Economic Status (16+) | Employed: Full-time | 4,570 (44%)             | 12,531 (43%) | 160,703 (35%) | 131                 | 127        | 103         |
|                       | Employed: Part-time | 1,238 (12%)             | 3,293 (11%)  | 52,643 (11%)  | 101                 | 95         | 96          |
|                       | Self employed       | 1,170 (11%)             | 3,313 (11%)  | 60,851 (13%)  | 123                 | 123        | 144         |
|                       | Unemployed          | 404 (4%)                | 1,148 (4%)   | 13,828 (3%)   | 143                 | 144        | 110         |
|                       | Full-time student   | 293 (3%)                | 816 (3%)     | 9,147 (2%)    | 114                 | 113        | 80          |
|                       | Retired             | 936 (9%)                | 2,906 (10%)  | 83,849 (18%)  | 42                  | 46         | 84          |
|                       | Other               | 1,689 (16%)             | 5,027 (17%)  | 76,791 (17%)  | 92                  | 97         | 94          |
| Total Worker Count    |                     | 8,872                   | 27,124       | 251,160       |                     |            |             |

See the Glossary page for further information on the above variables

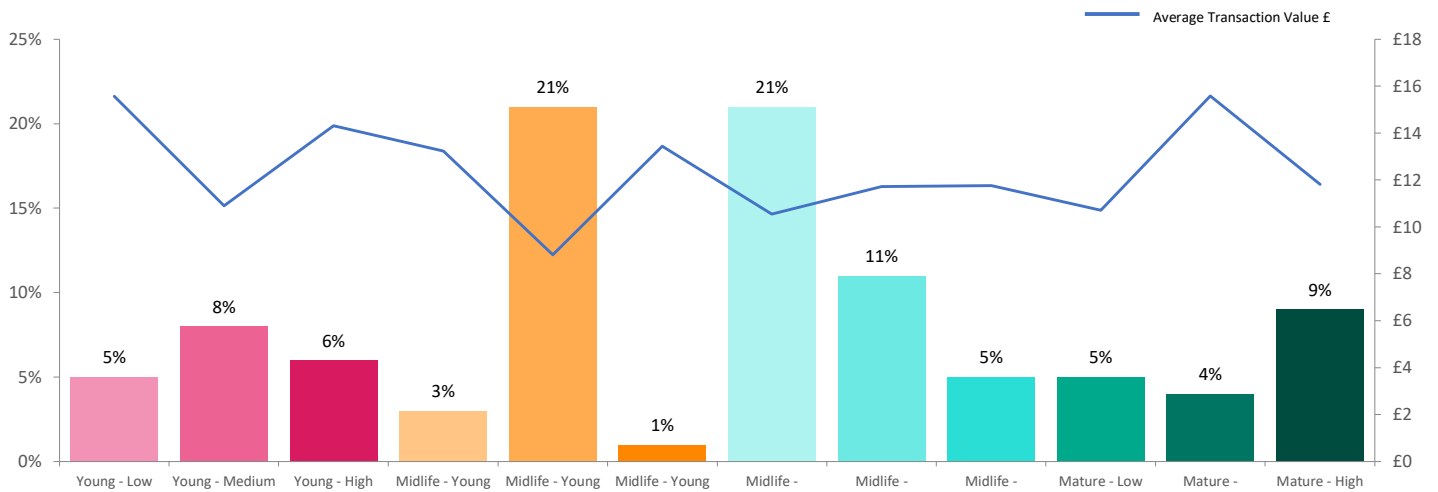
## Transactional Data Summary - Oddfellows

## Spend by Polaris and Distance from Home



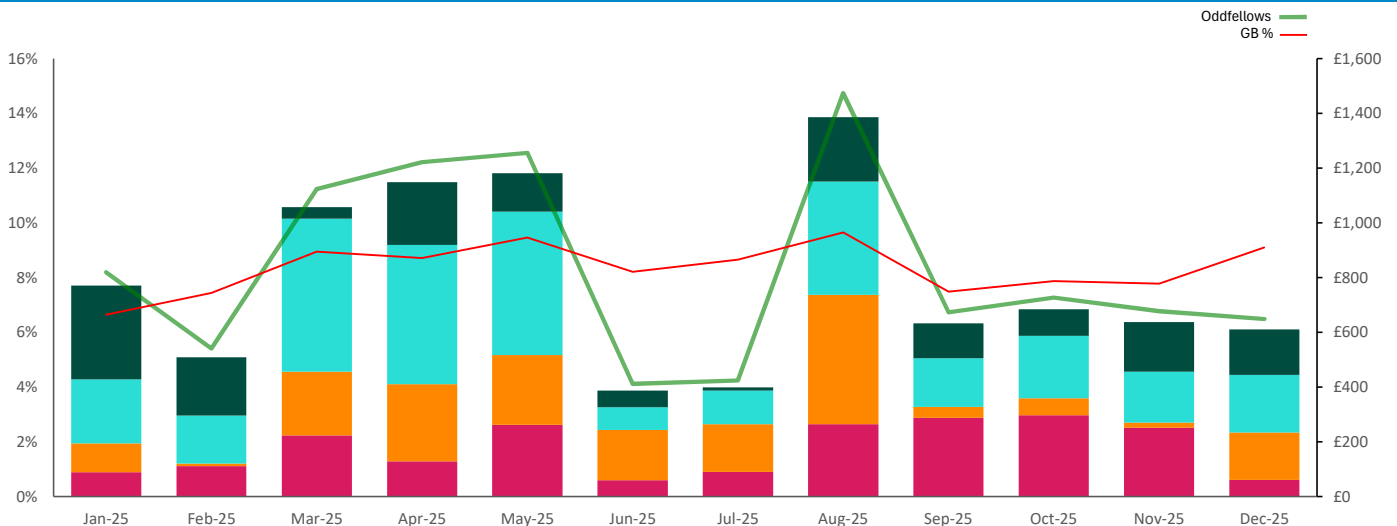
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

## % 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

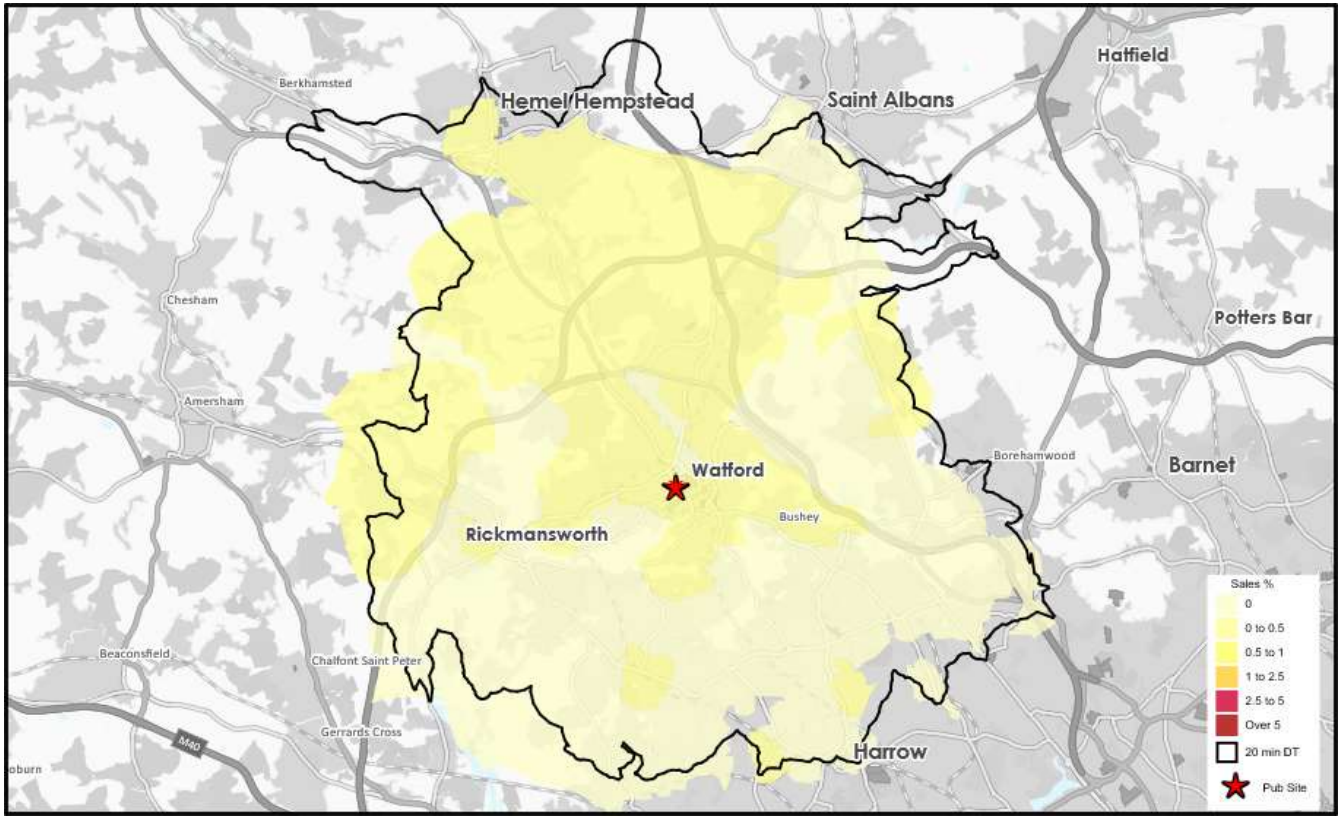


Seasonality of the spend split by month

## Transactional Data Maps - Oddfellows

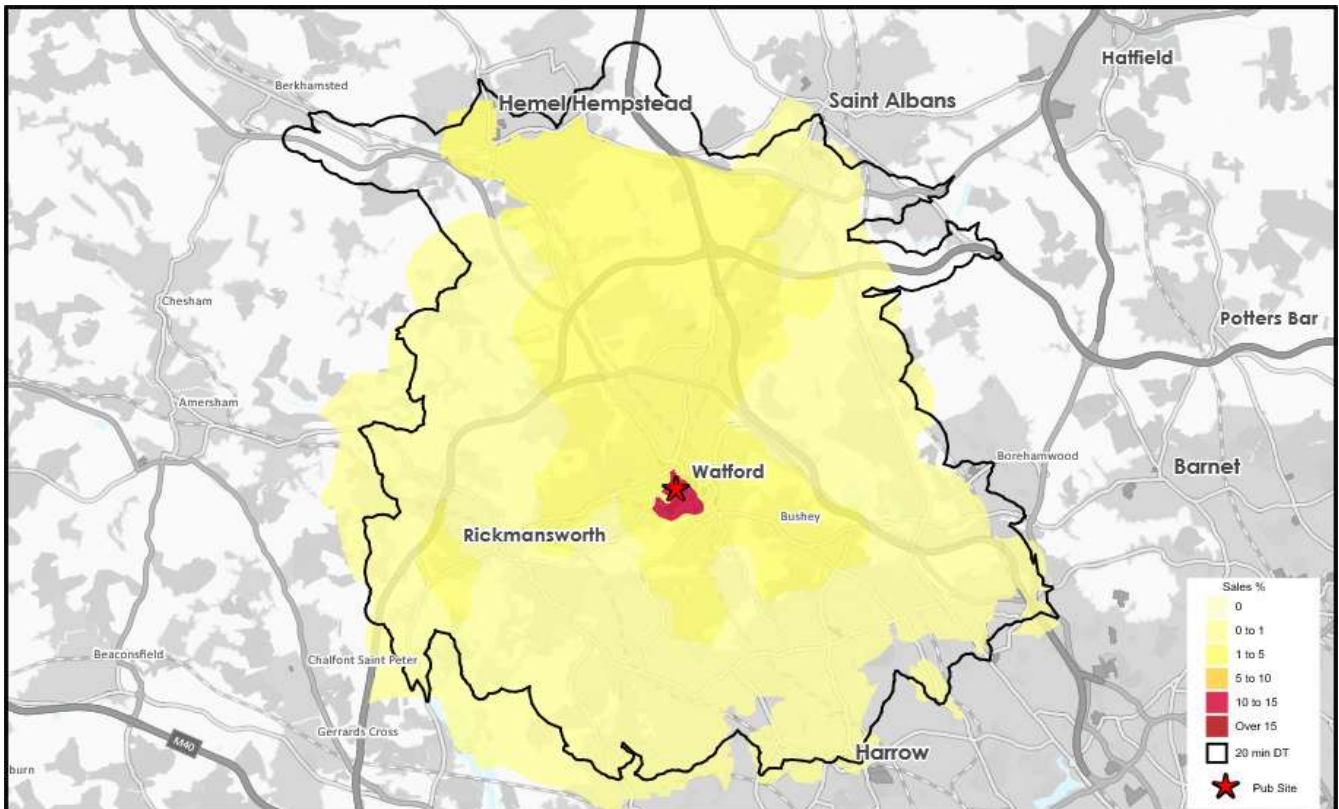
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## Oddfellows Share of Spend from Postcode Sectors within 20 minute Drive



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 Oddfellows

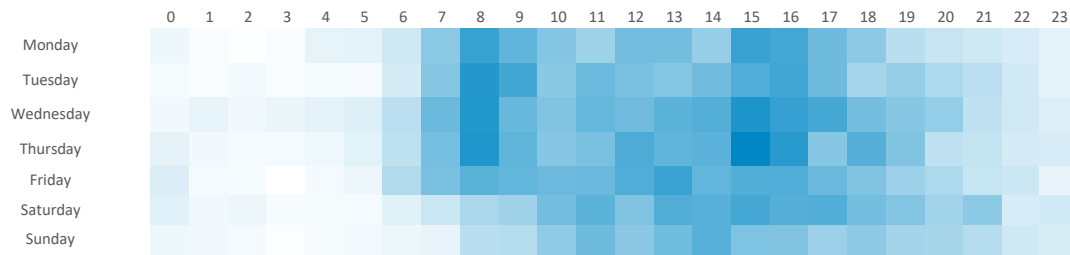


Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

## Mobile Data Summary - Oddfellows

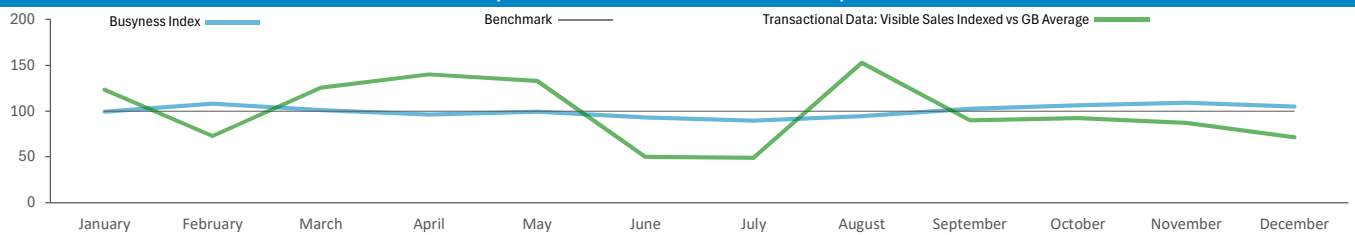
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## Time of Day/Day of Week



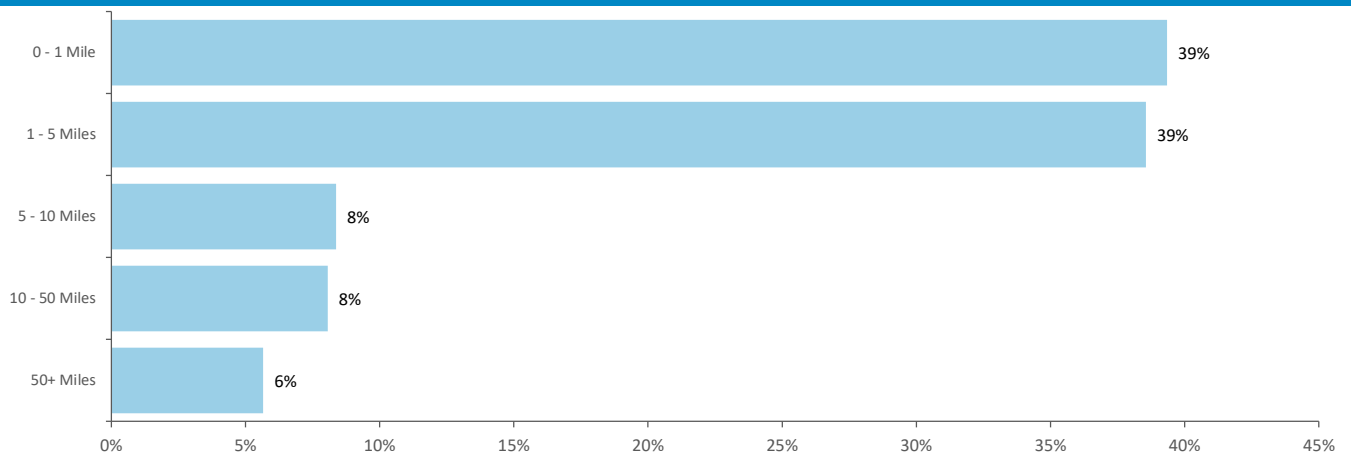
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Busyness Index and Transactional Visible Sales by Month



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

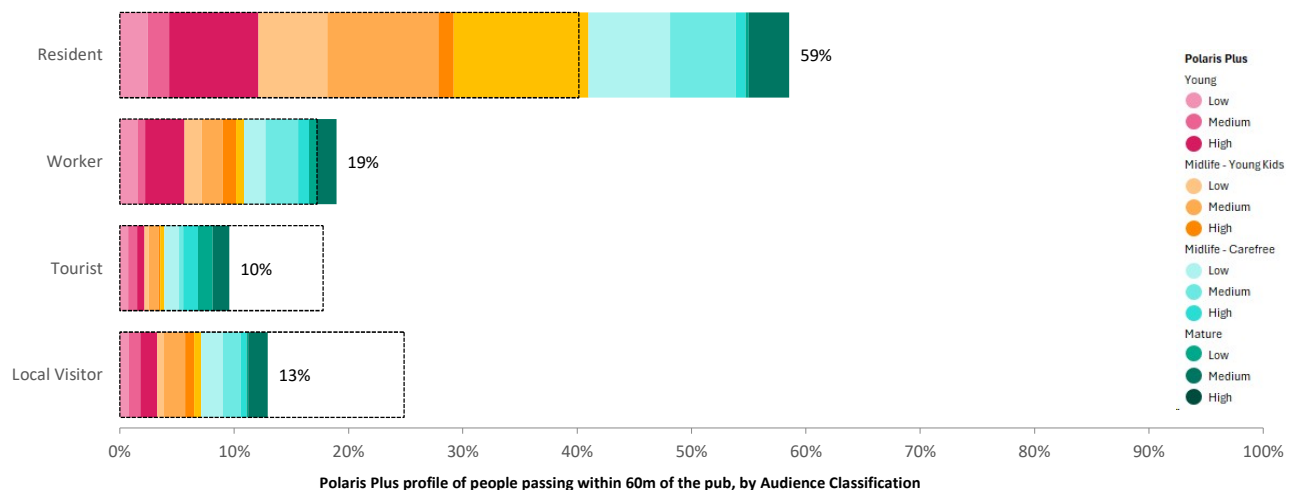
## Distance from Home



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

## Audience Classification by Polaris Plus

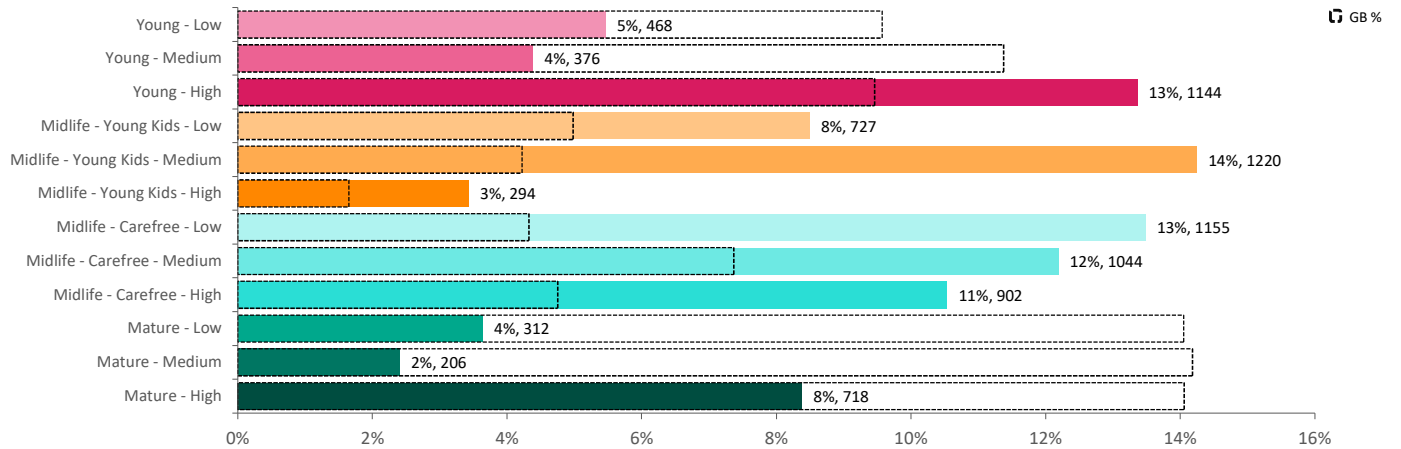
Base: GB



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

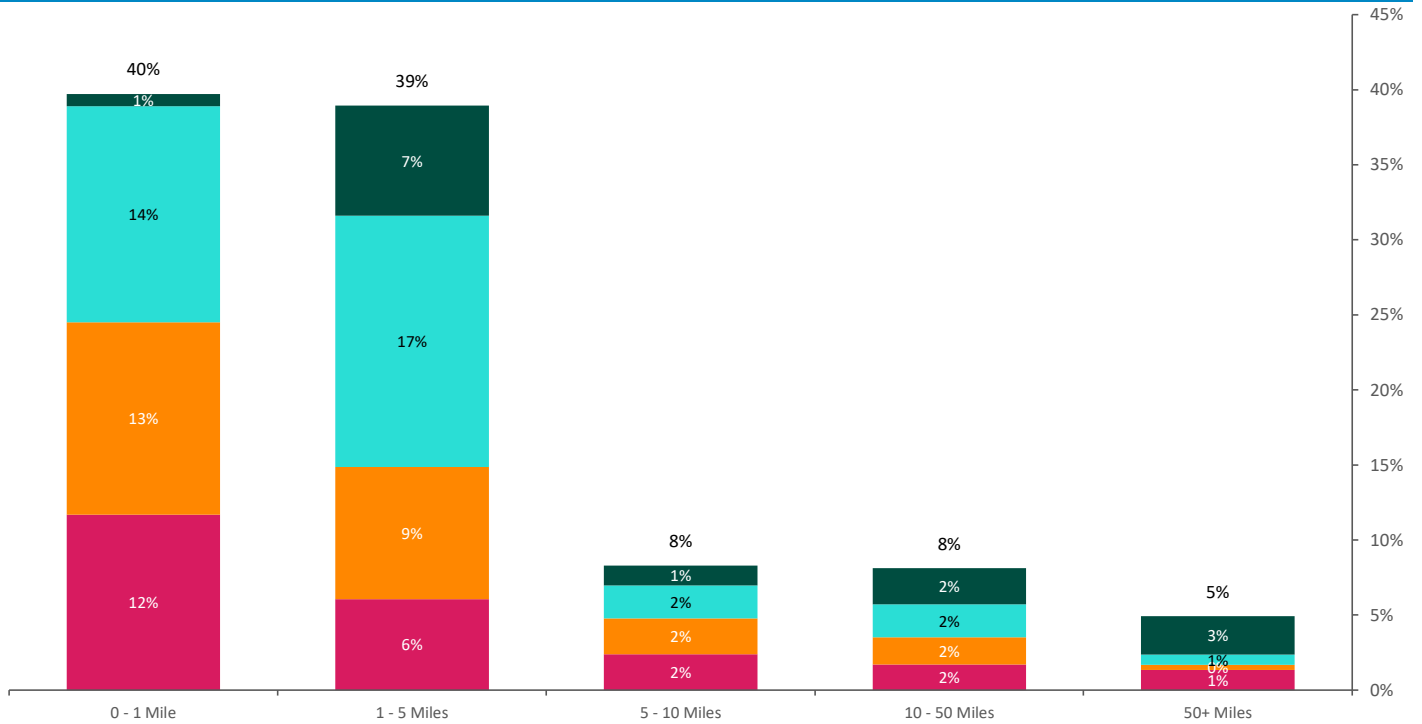
# Mobile Data Summary - Oddfellows

## Polaris Plus Profile



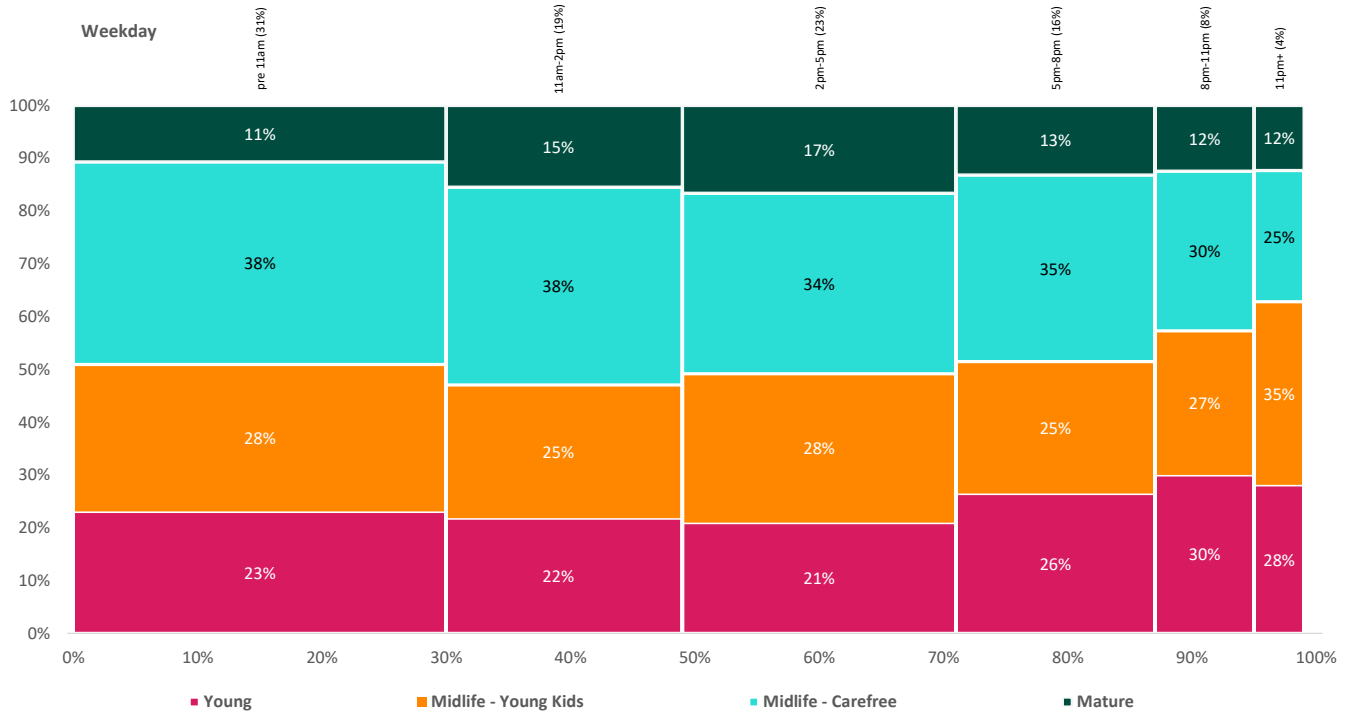
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

## Distance from Home by Polaris



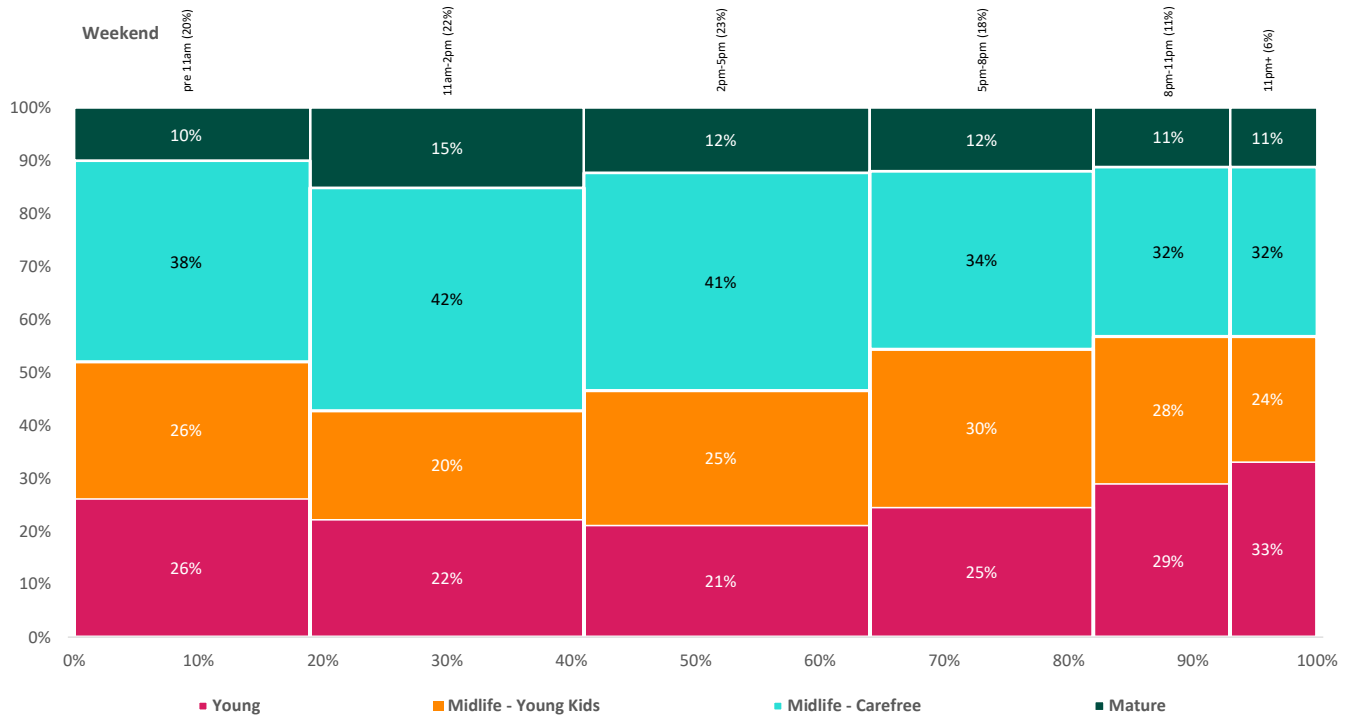
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



| Weekday              | pre 11am | 11am-2pm | 2pm-5pm | 5pm-8pm | 8pm-11pm | 11pm+ | All   |
|----------------------|----------|----------|---------|---------|----------|-------|-------|
| Mature               | 249      | 219      | 289     | 158     | 77       | 41    | 1,032 |
| Midlife - Carefree   | 894      | 532      | 594     | 422     | 186      | 82    | 2,710 |
| Midlife - Young Kids | 648      | 358      | 489     | 299     | 168      | 114   | 2,075 |
| Young                | 539      | 309      | 364     | 317     | 184      | 92    | 1,805 |
| All                  | 2,330    | 1,419    | 1,735   | 1,195   | 615      | 329   | 7,622 |

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

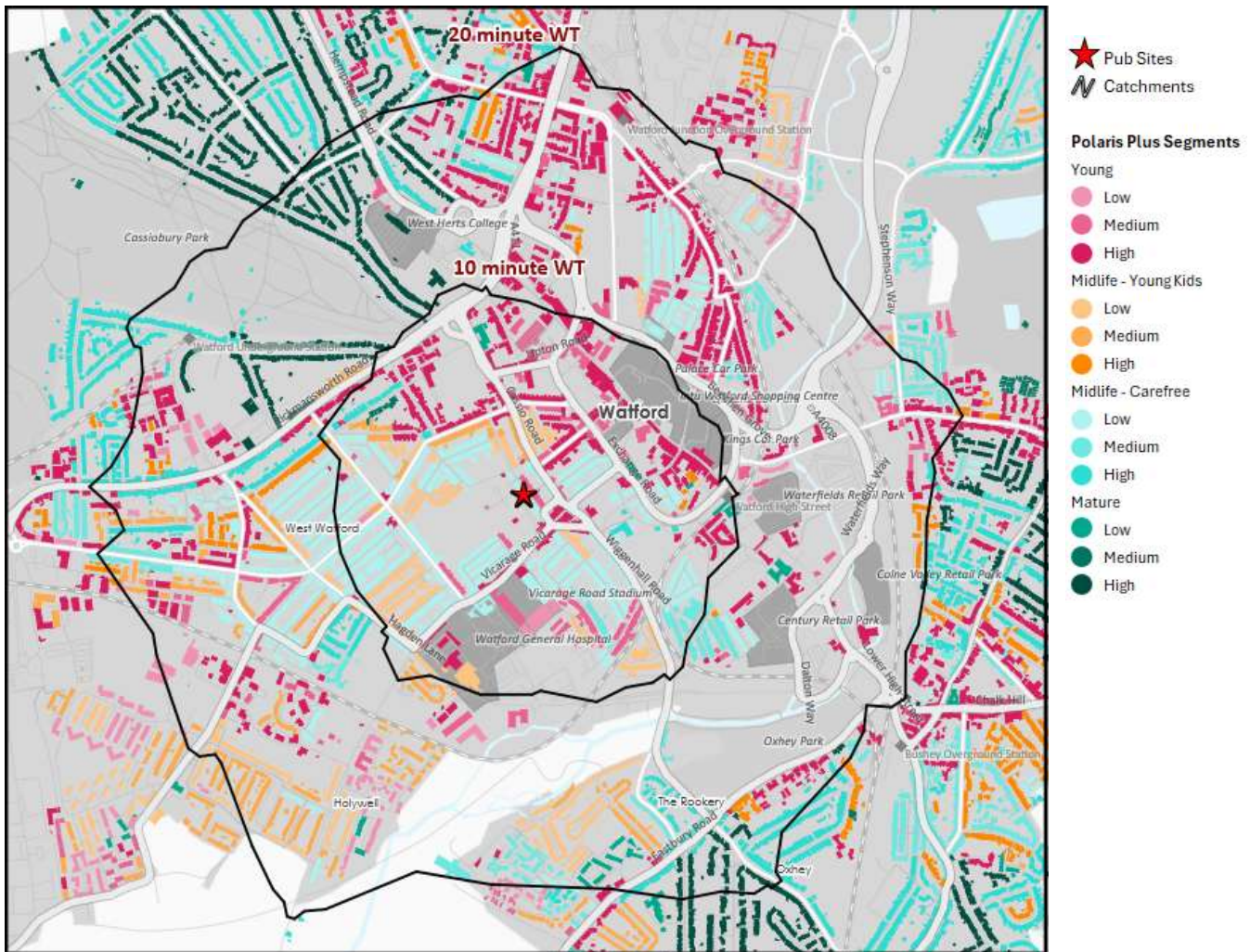


| Weekend              | pre 11am | 11am-2pm | 2pm-5pm | 5pm-8pm | 8pm-11pm | 11pm+ | All   |
|----------------------|----------|----------|---------|---------|----------|-------|-------|
| Young                | 51       | 83       | 71      | 55      | 32       | 18    | 310   |
| Midlife - Young Kids | 192      | 233      | 241     | 155     | 92       | 51    | 964   |
| Midlife - Carefree   | 130      | 113      | 148     | 138     | 79       | 38    | 645   |
| Mature               | 133      | 123      | 124     | 114     | 83       | 53    | 630   |
| All                  | 506      | 552      | 583     | 462     | 285      | 160   | 2,549 |

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

## Polaris Plus Summary - Oddfellows

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Polaris Plus Profile by Catchment

| 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** |
| <b>Young</b>                  |                  |            |             |                     |            |             |
| Low                           | 329              | 1,564      | 13,053      | 33                  | 56         | 30          |
| Medium                        | 1,167            | 2,889      | 23,668      | 106                 | 93         | 49          |
| High                          | 2,509            | 9,074      | 64,747      | 376                 | 482        | 219         |
| <b>Midlife - Young Kids</b>   |                  |            |             |                     |            |             |
| Low                           | 1,328            | 2,076      | 11,171      | 237                 | 132        | 45          |
| Medium                        | 399              | 1,852      | 48,707      | 90                  | 149        | 249         |
| High                          | 26               | 554        | 10,790      | 22                  | 168        | 209         |
| <b>Midlife - Carefree</b>     |                  |            |             |                     |            |             |
| Low                           | 3,845            | 6,109      | 24,631      | 902                 | 509        | 131         |
| Medium                        | 76               | 1,333      | 56,716      | 11                  | 66         | 179         |
| High                          | 75               | 1,268      | 77,731      | 16                  | 98         | 384         |
| <b>Mature</b>                 |                  |            |             |                     |            |             |
| Low                           | 227              | 334        | 15,413      | 17                  | 9          | 26          |
| Medium                        | 24               | 26         | 4,889       | 2                   | 1          | 7           |
| High                          | 0                | 781        | 86,900      | 0                   | 18         | 130         |
| <b>Not Private Households</b> | 0                | 345        | 4,343       | 0                   | 114        | 92          |
| <b>Total</b>                  | 10,005           | 28,205     | 442,759     |                     |            |             |

\*WT= Walktime, \*\*DT= Drivetime

Over GB Average  
Around GB Average  
Under GB Average