

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

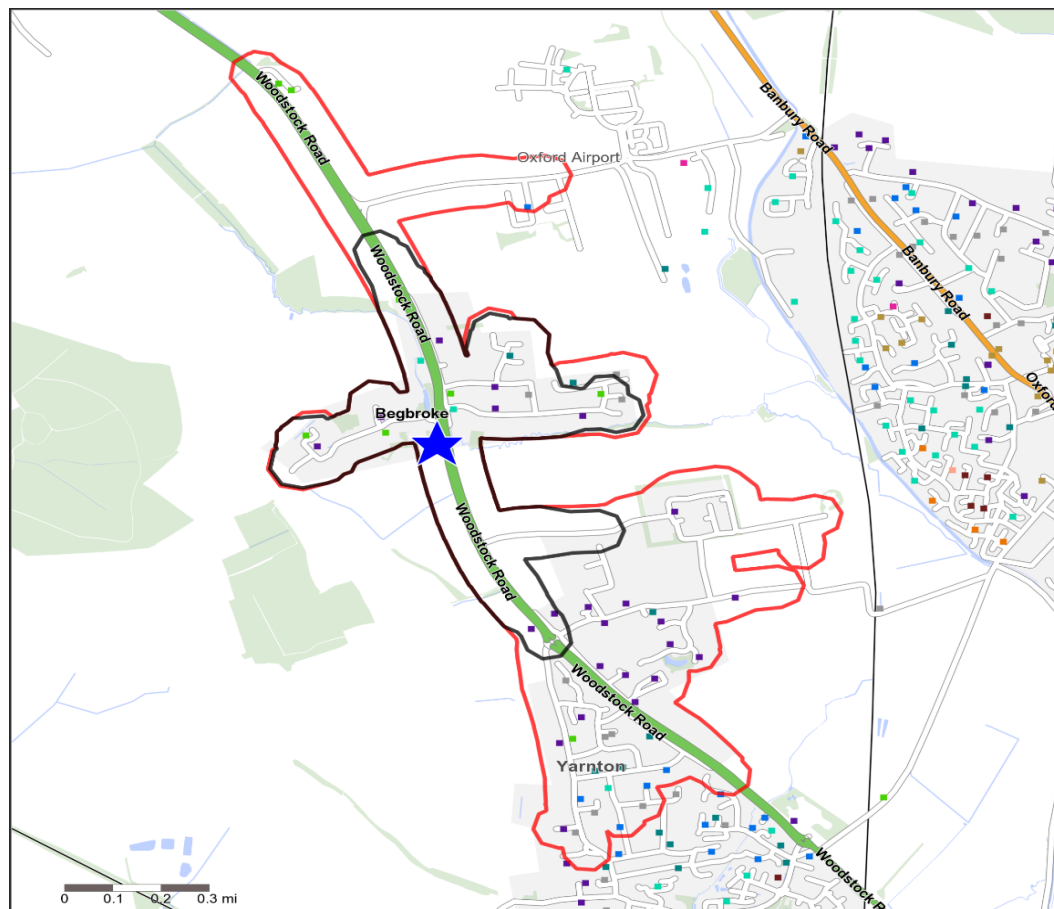
| | | | |
|--|-------|-------|---------|
| Number of Pubs | 1 | 1 | 283 |
| Catchment Adults 18+ | 558 | 1,768 | 268,572 |
| Catchment Adults 18+ Per Pub | 558 | 1,768 | 949 |
| Populaton Projection 2018 to 2028 (% change) | 2.32% | 4.45% | 6.01% |

| | | 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 | Premium Local | 528 | 94.6 | 183 | 1 | Premium Local | 1,467 | 83.0 | 160 | 1 | Premium Local | 158,409 | 59.0 | 114 |
| 2 | Great Pub Great Food | 514 | 92.1 | 198 | 2 | Great Pub Great Food | 1,322 | 74.8 | 160 | 2 | Great Pub Great Food | 148,518 | 55.3 | 119 |
| 3 | High Street Pub | 134 | 24.0 | 38 | 3 | High Street Pub | 719 | 40.7 | 65 | 3 | High Street Pub | 147,034 | 54.7 | 87 |
| 4 | Bit of Style | 129 | 23.1 | 179 | 4 | Bit of Style | 446 | 25.2 | 195 | 4 | Bit of Style | 123,293 | 45.9 | 355 |
| 5 | Community Pub | 19 | 3.4 | 8 | 5 | Community Pub | 245 | 13.9 | 34 | 5 | Community Pub | 84,758 | 31.6 | 78 |
| 6 | Circuit Bar | 14 | 2.5 | 9 | 6 | Circuit Bar | 67 | 3.8 | 14 | 6 | Craft Led | 48,058 | 17.9 | 67 |
| 7 | Craft Led | 0 | 0.0 | 0 | 7 | Craft Led | 47 | 2.7 | 26 | 7 | Circuit Bar | 39,999 | 14.9 | 145 |

| | 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 | 69 | 12.4 | 140 | 200 | 11.3 | 128 | 34,676 | 12.9 | 146 |
| C1 | 65 | 11.6 | 95 | 188 | 10.6 | 87 | 30,394 | 11.3 | 92 |
| C2 | 44 | 7.9 | 96 | 143 | 8.1 | 98 | 16,327 | 6.1 | 74 |
| DE | 25 | 4.5 | 44 | 84 | 4.8 | 46 | 17,434 | 6.5 | 63 |

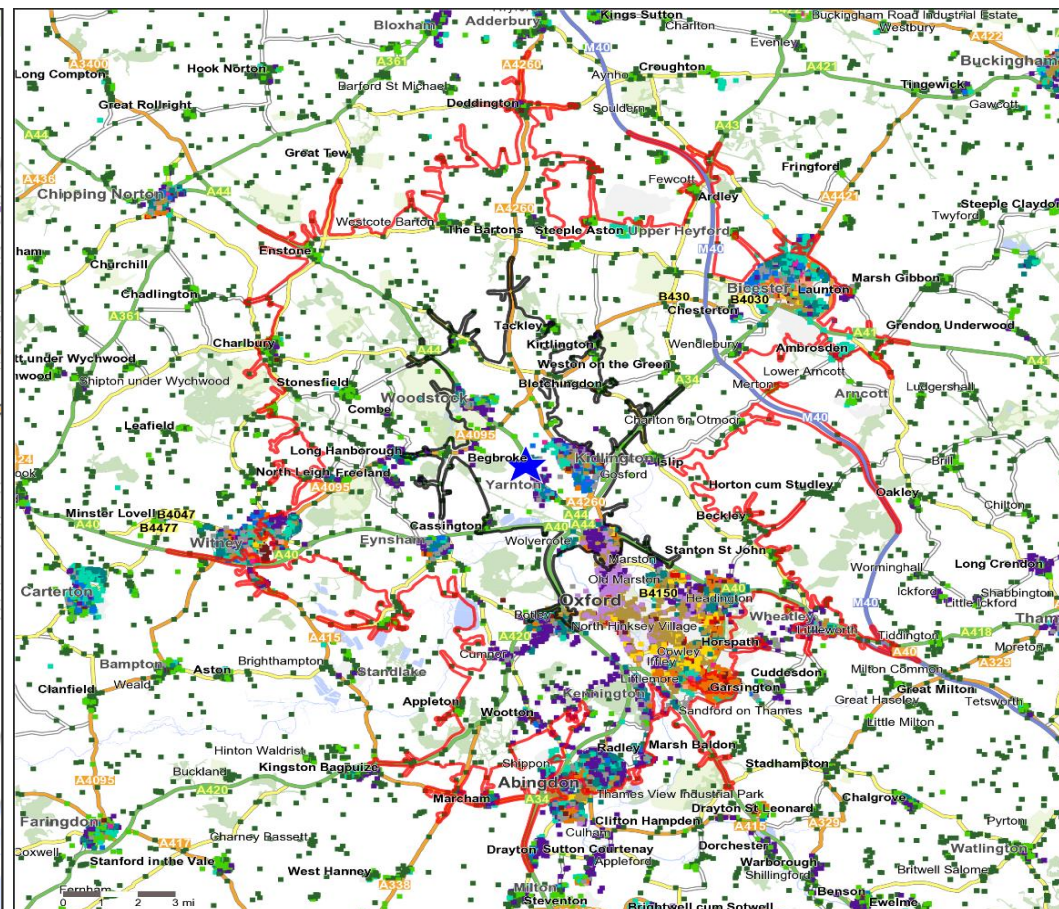
| | 10 Minute WT Catchment | | | 20 Minute WT Catchment | | | 20 Minute DT Catchment | | |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
| Affluence (Bands) | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index |
| Low (0-6) | 0 | 0.0 | 0 | 21 | 1.2 | 4 | 34,155 | 12.7 | 38 |
| Medium (7-13) | 93 | 16.7 | 50 | 412 | 23.3 | 70 | 79,588 | 29.6 | 89 |
| High (14-19) | 446 | 79.9 | 281 | 1,327 | 75.1 | 264 | 111,642 | 41.6 | 146 |

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 WT | 20 Minute WT | 10 Minute DT | 20 Minute DT |
|---------------------|-----------------------|--|-------------------------|-------------------------|-------------------------|-------------------------|
| Mosaic Type Profile | | | Catchment Adults 18+ | Catchment Adults 18+ | Catchment Adults 18+ | Catchment Adults 18+ |
| A01 | World-Class Wealth | | 0 | 0 | 127 | 1,927 |
| A02 | Uptown Elite | | 0 | 0 | 2,416 | 15,630 |
| A03 | Penthouse Chic | | 0 | 0 | 0 | 0 |
| A04 | Metro High-Flyers | | 0 | 0 | 348 | 5,170 |
| B05 | Premium Fortunes | | 0 | 0 | 1,624 | 4,584 |
| B06 | Diamond Days | | 28 | 64 | 1,628 | 5,229 |
| B07 | Alpha Families | | 40 | 231 | 1,083 | 5,944 |
| B08 | Bank of Mum and Dad | | 172 | 210 | 885 | 5,765 |
| B09 | Empty-Nest Adventure | | 44 | 120 | 448 | 3,894 |
| C10 | Wealthy Landowners | | 0 | 0 | 872 | 7,830 |
| C11 | Rural Vogue | | 0 | 0 | 230 | 2,239 |
| C12 | Scattered Homesteads | | 0 | 0 | 49 | 217 |
| C13 | Village Retirement | | 0 | 1 | 718 | 7,184 |
| D14 | Satellite Settlers | | 97 | 161 | 1,681 | 7,828 |
| D15 | Local Focus | | 0 | 0 | 237 | 1,687 |
| D16 | Outlying Seniors | | 0 | 0 | 315 | 1,226 |
| D17 | Far-Flung Outposts | | 0 | 0 | 0 | 0 |
| E18 | Legacy Elders | | 19 | 96 | 1,980 | 7,900 |
| E19 | Bungalow Heaven | | 30 | 198 | 802 | 2,609 |
| E20 | Classic Grandparents | | 0 | 44 | 344 | 2,056 |
| E21 | Solo Retirees | | 0 | 0 | 735 | 3,174 |
| F22 | Boomerang Boarders | | 0 | 54 | 1,521 | 3,344 |
| F23 | Family Ties | | 0 | 84 | 1,177 | 3,727 |
| F24 | Fledgling Free | | 0 | 0 | 0 | 110 |
| F25 | Dependable Me | | 0 | 45 | 562 | 2,441 |
| G26 | Cafés and Catchments | | 0 | 0 | 933 | 7,418 |
| G27 | Thriving Independence | | 0 | 4 | 2,566 | 17,327 |
| G28 | Modern Parents | | 1 | 16 | 49 | 3,719 |
| G29 | Mid-Career Convention | | 114 | 352 | 1,517 | 6,339 |
| H30 | Primary Ambitions | | 0 | 11 | 759 | 9,741 |
| H31 | Affordable Fringe | | 0 | 0 | 0 | 522 |
| H32 | First-Rung Futures | | 0 | 0 | 394 | 1,665 |
| H33 | Contemporary Starts | | 14 | 16 | 541 | 7,980 |
| H34 | New Foundations | | 0 | 0 | 153 | 711 |
| H35 | Flying Solo | | 0 | 47 | 973 | 2,417 |

| | | | 10 Minute WT | 20 Minute WT | 10 Minute DT | 20 Minute DT |
|---------------------|------------------------|--|-------------------------|-------------------------|-------------------------|-------------------------|
| Mosaic Type Profile | | | Catchment Adults 18+ | Catchment Adults 18+ | Catchment Adults 18+ | Catchment Adults 18+ |
| I36 | Solid Economy | | 0 | 0 | 1,264 | 16,148 |
| I37 | Budget Generations | | 0 | 0 | 53 | 171 |
| I38 | Economical Families | | 0 | 0 | 0 | 119 |
| I39 | Families on a Budget | | 0 | 0 | 0 | 336 |
| J40 | Value Rentals | | 0 | 0 | 0 | 26 |
| J41 | Youthful Endeavours | | 0 | 0 | 0 | 154 |
| J42 | Midlife Renters | | 0 | 1 | 260 | 1,706 |
| J43 | Renting Rooms | | 0 | 0 | 0 | 94 |
| K44 | Inner City Stalwarts | | 0 | 0 | 163 | 1,781 |
| K45 | City Diversity | | 0 | 0 | 0 | 1,156 |
| K46 | High Rise Residents | | 0 | 0 | 0 | 394 |
| K47 | Single Essentials | | 0 | 0 | 0 | 753 |
| K48 | Mature Workers | | 0 | 0 | 0 | 17 |
| L49 | Flatlet Seniors | | 0 | 0 | 0 | 533 |
| L50 | Pocket Pensions | | 0 | 0 | 348 | 1,824 |
| L51 | Retirement Communities | | 0 | 7 | 826 | 3,122 |
| L52 | Estate Veterans | | 0 | 0 | 231 | 1,438 |
| L53 | Seasoned Survivors | | 0 | 0 | 0 | 0 |
| M54 | Down-to-Earth Owners | | 0 | 0 | 50 | 153 |
| M55 | Back with the Folks | | 0 | 0 | 181 | 1,530 |
| M56 | Self Supporters | | 0 | 0 | 0 | 181 |
| N57 | Community Elders | | 0 | 0 | 73 | 5,953 |
| N58 | Culture & Comfort | | 0 | 0 | 0 | 3,568 |
| N59 | Large Family Living | | 0 | 0 | 0 | 0 |
| N60 | Ageing Access | | 0 | 0 | 270 | 4,638 |
| O61 | Career Builders | | 0 | 0 | 2,916 | 18,656 |
| O62 | Central Pulse | | 0 | 0 | 19 | 3,855 |
| O63 | Flexible Workforce | | 0 | 0 | 93 | 4,392 |
| O64 | Bus-Route Renters | | 0 | 4 | 121 | 1,752 |
| O65 | Learners & Earners | | 0 | 0 | 0 | 11,549 |
| O66 | Student Scene | | 0 | 0 | 35 | 4,771 |
| U99 | Unclassified | | 0 | 0 | 306 | 18,247 |
| Total | | | 559 | 1,766 | 34,876 | 268,571 |

Top 3 Mosaic Types in a 20 Minute Walktime

1. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

2. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

3. B08 Bank of Mum and Dad

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support



- Married couples aged 50-65
- Adult children at home
- High salaries from senior positions
- Quality 4 bed detached homes
- Mortgage nearly paid off
- Use technology practically

Top 3 Mosaic Types in a 20 Minute Drivetime

1. O61 Career Builders

Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties



- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

2. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

3. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords



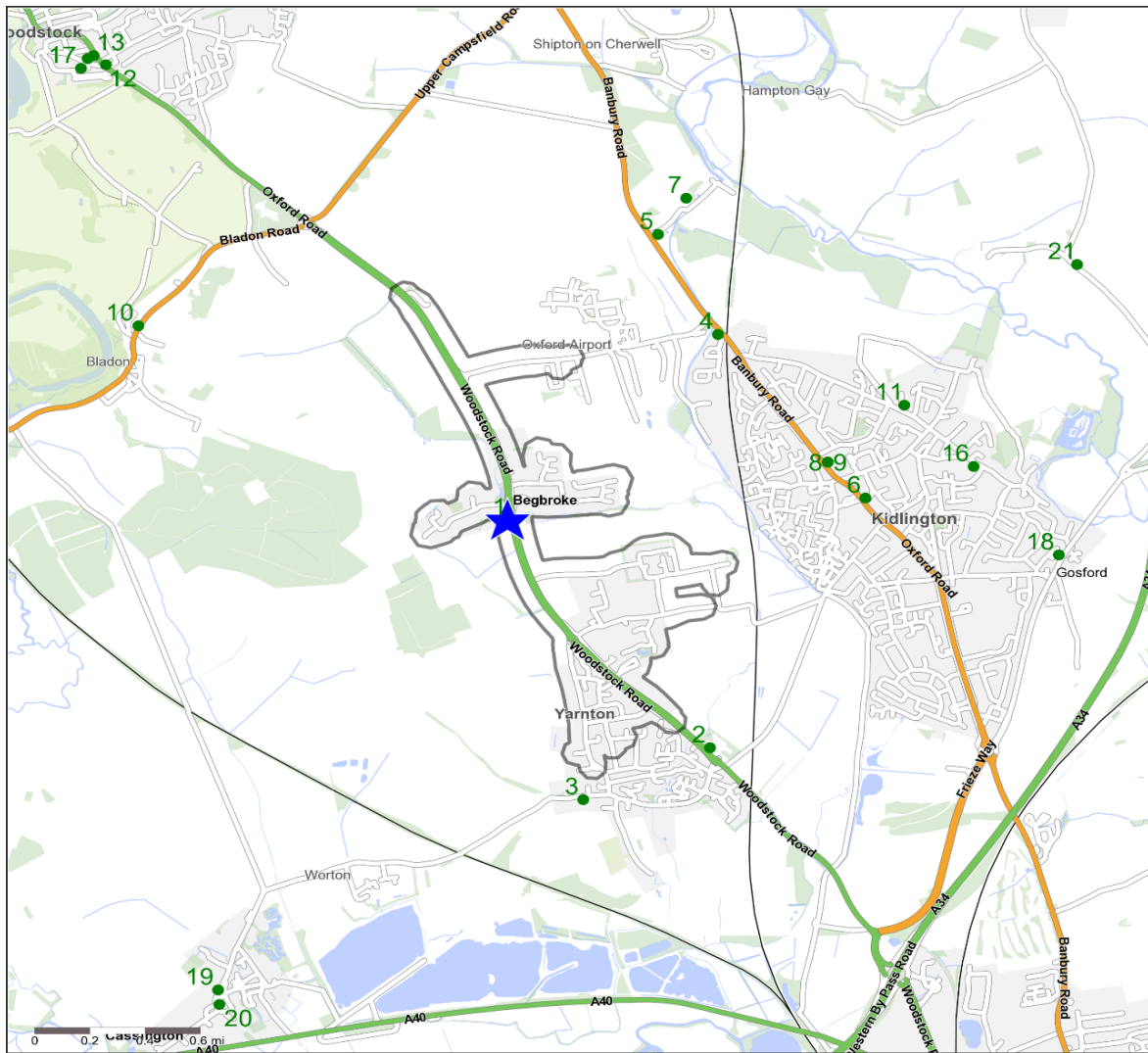
- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

Full visualisation of all types and groups are available in Segmentation Portal: 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 |
| Female: Alone, Pair or Group | 397 | 22.5 | 74 | 393 | 22.2 | 136 | 979 | 55.4 | 106 |
| Male: Alone | 196 | 11.1 | 37 | 372 | 21.0 | 135 | 1,200 | 67.9 | 127 |
| Male: Group | 189 | 10.7 | 47 | 815 | 46.1 | 176 | 764 | 43.2 | 87 |
| Male: Pair | 151 | 8.5 | 33 | 45 | 2.5 | 17 | 1,572 | 88.9 | 155 |
| Mixed Sex: Group | 300 | 17.0 | 74 | 856 | 48.4 | 152 | 613 | 34.7 | 79 |
| Mixed Sex: Pair | 927 | 52.4 | 224 | 374 | 21.2 | 65 | 467 | 26.4 | 62 |
| With Children | 163 | 9.2 | 32 | 432 | 24.4 | 145 | 1,172 | 66.3 | 125 |
| Unknown | 613 | 34.7 | 106 | 240 | 13.6 | 76 | 915 | 51.8 | 108 |
| For Eating: | | | | | | | | | |
| Upmarket | 779 | 44.1 | 144 | 253 | 14.3 | 69 | 736 | 41.6 | 88 |
| Midmarket | 365 | 20.6 | 60 | 47 | 2.7 | 29 | 1,356 | 76.7 | 139 |
| Downmarket | 242 | 13.7 | 62 | 961 | 54.4 | 156 | 565 | 32.0 | 77 |
| For Drinking (monthly spend): | | | | | | | | | |
| Nothing | 403 | 22.8 | 75 | 735 | 41.6 | 176 | 630 | 35.6 | 80 |
| Low (less than £10) | 957 | 54.1 | 181 | 409 | 23.1 | 99 | 402 | 22.7 | 50 |
| Medium (Between £10 and £40) | 956 | 54.1 | 177 | 236 | 13.3 | 75 | 576 | 32.6 | 65 |
| High (Greater than £40) | 495 | 28.0 | 108 | 425 | 24.0 | 117 | 848 | 48.0 | 92 |

| 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 | 89,186 | 33.2 | 110 | 56,220 | 20.9 | 128 | 104,919 | 39.1 | 75 |
| Male: Alone | 51,601 | 19.2 | 65 | 67,951 | 25.3 | 162 | 130,772 | 48.7 | 91 |
| Male: Group | 51,285 | 19.1 | 83 | 60,759 | 22.6 | 86 | 138,280 | 51.5 | 104 |
| Male: Pair | 62,489 | 23.3 | 89 | 19,508 | 7.3 | 48 | 168,328 | 62.7 | 109 |
| Mixed Sex: Group | 52,807 | 19.7 | 86 | 93,563 | 34.8 | 109 | 103,955 | 38.7 | 88 |
| Mixed Sex: Pair | 58,634 | 21.8 | 93 | 78,490 | 29.2 | 90 | 113,201 | 42.1 | 99 |
| With Children | 54,692 | 20.4 | 70 | 42,318 | 15.8 | 94 | 153,314 | 57.1 | 108 |
| Unknown | 88,956 | 33.1 | 101 | 47,091 | 17.5 | 98 | 114,277 | 42.5 | 89 |
| For Eating: | | | | | | | | | |
| Upmarket | 107,306 | 40.0 | 130 | 70,065 | 26.1 | 125 | 72,954 | 27.2 | 57 |
| Midmarket | 96,860 | 36.1 | 105 | 39,855 | 14.8 | 164 | 113,610 | 42.3 | 76 |
| Downmarket | 42,003 | 15.6 | 70 | 72,094 | 26.8 | 77 | 136,227 | 50.7 | 122 |
| For Drinking (monthly spend): | | | | | | | | | |
| Nothing | 59,548 | 22.2 | 73 | 60,325 | 22.5 | 95 | 130,452 | 48.6 | 108 |
| Low (less than £10) | 87,078 | 32.4 | 109 | 49,566 | 18.5 | 79 | 113,681 | 42.3 | 93 |
| Medium (Between £10 and £40) | 104,835 | 39.0 | 128 | 50,459 | 18.8 | 105 | 95,031 | 35.4 | 70 |
| High (Greater than £40) | 105,522 | 39.3 | 152 | 51,715 | 19.3 | 94 | 93,087 | 34.7 | 66 |

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 | Royal Sun, OX 5 1RZ | Star Pubs & Bars | 0.0 | 0.1 |
| 2 | Turnpike, OX 5 1PJ | Mitchells & Butlers | 22.9 | 2.6 |
| 3 | Red Lion, OX 5 1QD | Hawthorn Leisure | 24.7 | 4.4 |
| 4 | Wise Alderman, OX 5 1BF | Star Pubs & Bars | 32.3 | 4.4 |
| 5 | Jolly Boatman, OX 5 1JU | Greene King | 39.2 | 4.9 |
| 6 | Red Lion, OX 5 2BP | Mitchells & Butlers | 40.1 | 6.1 |
| 7 | Boat Inn, OX 5 1JY | Greene King | 41.9 | 5.7 |
| 8 | Black Bull, OX 5 2BT | Punch Pub Company | 42.6 | 6.4 |
| 9 | Black Horse, OX 5 2BT | Greene King | 42.6 | 6.4 |
| 10 | White House, OX20 1RQ | Greene King | 42.9 | 4.3 |
| 11 | Kings Arms, OX 5 2AJ | *Other Small Retail Groups | 46.2 | 7.2 |
| 12 | Punch Bowl, OX20 1TR | Arkells | 47.1 | 4.4 |
| 13 | Hampers Food And Wine, OX20 1TH | Independent Free | 47.7 | 4.6 |
| 14 | Brothertons Wine Bar, OX20 1TE | Independent Free | 48.3 | 4.8 |
| 15 | Crown Inn, OX20 1TE | Wellington | 48.3 | 4.8 |
| 16 | Six Bells, OX 5 2EF | New River Retail | 48.3 | 8.1 |
| 17 | Kings Head, OX20 1UD | Star Pubs & Bars | 48.9 | 4.9 |
| 18 | Miller & Carter, OX 5 2PX | Mitchells & Butlers | 50.1 | 7.6 |
| 19 | Red Lion, OX29 4DN | Punch Pub Company | 57.0 | 8.8 |
| 20 | Chequers Inn, OX29 4DG | Independent Free | 58.2 | 8.9 |