

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

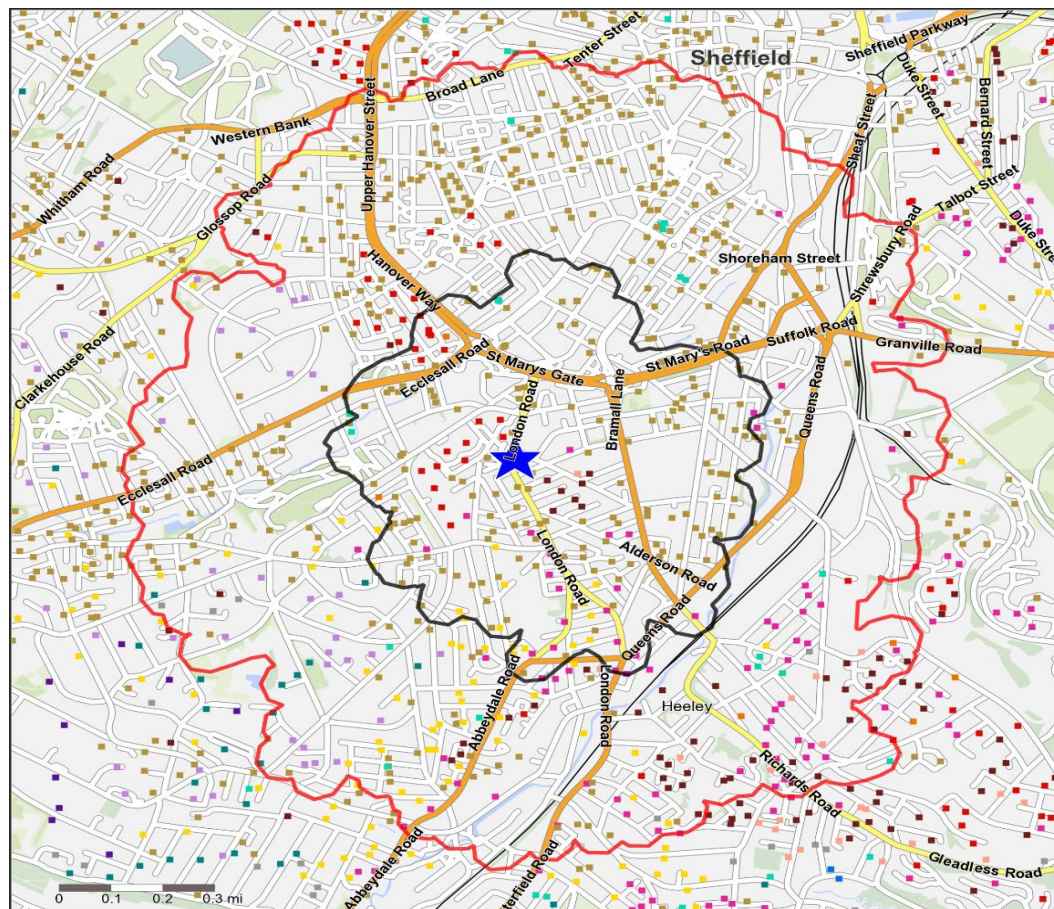
| | | | |
|--|--------|--------|---------|
| Number of Pubs | 17 | 112 | 418 |
| Catchment Adults 18+ | 12,726 | 41,898 | 441,743 |
| Catchment Adults 18+ Per Pub | 749 | 374 | 1,057 |
| Populaton Projection 2018 to 2028 (% change) | 9.91% | 10.00% | 5.96% |

| | | 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 | 9,751 | 76.6 | 148 | 1 | High Street Pub | 30,993 | 74.0 | 143 | 1 | High Street Pub | 359,519 | 81.4 | 157 |
| 2 | Circuit Bar | 8,166 | 64.2 | 138 | 2 | Bit of Style | 25,589 | 61.1 | 131 | 2 | Community Pub | 295,054 | 66.8 | 143 |
| 3 | Craft Led | 7,928 | 62.3 | 99 | 3 | Circuit Bar | 24,212 | 57.8 | 92 | 3 | Premium Local | 162,399 | 36.8 | 58 |
| 4 | Bit of Style | 7,496 | 58.9 | 456 | 4 | Craft Led | 23,565 | 56.2 | 435 | 4 | Bit of Style | 120,498 | 27.3 | 211 |
| 5 | Premium Local | 4,682 | 36.8 | 91 | 5 | Community Pub | 18,796 | 44.9 | 111 | 5 | Great Pub Great Food | 112,391 | 25.4 | 63 |
| 6 | Community Pub | 4,080 | 32.1 | 119 | 6 | Premium Local | 11,645 | 27.8 | 104 | 6 | Circuit Bar | 87,022 | 19.7 | 73 |
| 7 | Great Pub Great Food | 38 | 0.3 | 3 | 7 | Great Pub Great Food | 2,697 | 6.4 | 62 | 7 | Craft Led | 85,584 | 19.4 | 188 |

| | 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 | 887 | 7.0 | 79 | 3,361 | 8.0 | 91 | 36,531 | 8.3 | 94 |
| C1 | 1,854 | 14.6 | 119 | 6,717 | 16.0 | 131 | 54,657 | 12.4 | 101 |
| C2 | 513 | 4.0 | 49 | 1,461 | 3.5 | 42 | 32,409 | 7.3 | 89 |
| DE | 1,457 | 11.4 | 111 | 3,289 | 7.9 | 76 | 47,704 | 10.8 | 105 |

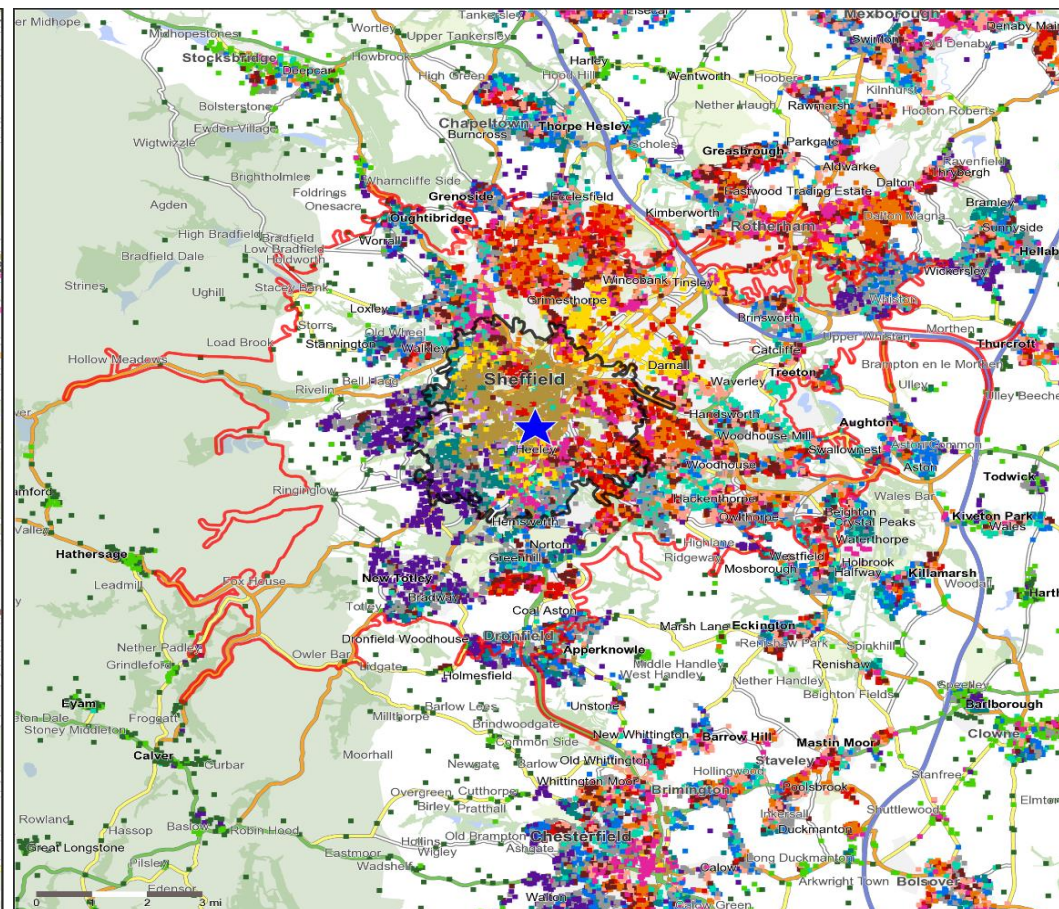
| | 10 Minute WT Catchment | | | 20 Minute WT Catchment | | | 20 Minute DT Catchment | | |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
| Affluence (Bands) | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index |
| Low (0-6) | 7,823 | 61.5 | 185 | 19,549 | 46.7 | 141 | 231,113 | 52.3 | 158 |
| Medium (7-13) | 1,140 | 9.0 | 27 | 6,362 | 15.2 | 46 | 122,947 | 27.8 | 84 |
| High (14-19) | 71 | 0.6 | 2 | 1,552 | 3.7 | 13 | 53,246 | 12.1 | 42 |

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 | 11 | 11 |
| A02 | Uptown Elite | | 19 | 1,103 | 3,076 | 3,087 |
| A03 | Penthouse Chic | | 0 | 0 | 0 | 0 |
| A04 | Metro High-Flyers | | 0 | 0 | 0 | 0 |
| B05 | Premium Fortunes | | 0 | 0 | 958 | 3,538 |
| B06 | Diamond Days | | 0 | 0 | 1,298 | 6,028 |
| B07 | Alpha Families | | 0 | 0 | 365 | 4,275 |
| B08 | Bank of Mum and Dad | | 0 | 6 | 445 | 3,793 |
| B09 | Empty-Nest Adventure | | 0 | 0 | 248 | 6,817 |
| C10 | Wealthy Landowners | | 0 | 0 | 1 | 1,144 |
| C11 | Rural Vogue | | 0 | 0 | 0 | 196 |
| C12 | Scattered Homesteads | | 0 | 0 | 0 | 116 |
| C13 | Village Retirement | | 0 | 0 | 0 | 56 |
| D14 | Satellite Settlers | | 0 | 0 | 0 | 593 |
| D15 | Local Focus | | 0 | 0 | 0 | 28 |
| D16 | Outlying Seniors | | 0 | 0 | 0 | 0 |
| D17 | Far-Flung Outposts | | 0 | 0 | 0 | 0 |
| E18 | Legacy Elders | | 0 | 70 | 4,496 | 14,529 |
| E19 | Bungalow Heaven | | 0 | 0 | 48 | 4,619 |
| E20 | Classic Grandparents | | 0 | 0 | 2,976 | 16,823 |
| E21 | Solo Retirees | | 0 | 28 | 2,480 | 10,105 |
| F22 | Boomerang Boarders | | 0 | 0 | 678 | 8,156 |
| F23 | Family Ties | | 0 | 0 | 141 | 1,386 |
| F24 | Fledgling Free | | 0 | 0 | 120 | 5,546 |
| F25 | Dependable Me | | 0 | 0 | 929 | 6,526 |
| G26 | Cafés and Catchments | | 0 | 238 | 5,085 | 6,013 |
| G27 | Thriving Independence | | 0 | 143 | 4,518 | 7,687 |
| G28 | Modern Parents | | 0 | 0 | 0 | 2,624 |
| G29 | Mid-Career Convention | | 0 | 0 | 352 | 9,122 |
| H30 | Primary Ambitions | | 0 | 167 | 2,045 | 5,910 |
| H31 | Affordable Fringe | | 0 | 0 | 475 | 14,023 |
| H32 | First-Rung Futures | | 0 | 0 | 1,628 | 10,726 |
| H33 | Contemporary Starts | | 0 | 0 | 0 | 1,883 |
| H34 | New Foundations | | 240 | 1,259 | 2,745 | 3,000 |
| H35 | Flying Solo | | 0 | 11 | 176 | 793 |

| | | | 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 | | 54 | 96 | 332 | 1,081 |
| I37 | Budget Generations | | 0 | 0 | 38 | 4,673 |
| I38 | Economical Families | | 0 | 63 | 425 | 6,713 |
| I39 | Families on a Budget | | 47 | 58 | 6,356 | 24,974 |
| J40 | Value Rentals | | 0 | 21 | 559 | 5,557 |
| J41 | Youthful Endeavours | | 16 | 66 | 872 | 2,931 |
| J42 | Midlife Renters | | 0 | 1,164 | 7,645 | 13,164 |
| J43 | Renting Rooms | | 827 | 1,660 | 5,288 | 11,539 |
| K44 | Inner City Stalwarts | | 113 | 471 | 783 | 784 |
| K45 | City Diversity | | 123 | 291 | 1,248 | 1,418 |
| K46 | High Rise Residents | | 531 | 578 | 1,882 | 2,153 |
| K47 | Single Essentials | | 691 | 908 | 3,549 | 9,980 |
| K48 | Mature Workers | | 0 | 32 | 4,032 | 20,889 |
| L49 | Flatlet Seniors | | 29 | 150 | 2,556 | 10,629 |
| L50 | Pocket Pensions | | 31 | 130 | 874 | 6,975 |
| L51 | Retirement Communities | | 0 | 188 | 1,679 | 3,580 |
| L52 | Estate Veterans | | 156 | 686 | 2,926 | 12,282 |
| L53 | Seasoned Survivors | | 52 | 366 | 1,776 | 8,329 |
| M54 | Down-to-Earth Owners | | 0 | 6 | 411 | 9,509 |
| M55 | Back with the Folks | | 0 | 120 | 513 | 8,747 |
| M56 | Self Supporters | | 4 | 26 | 669 | 7,828 |
| N57 | Community Elders | | 25 | 219 | 736 | 1,356 |
| N58 | Culture & Comfort | | 38 | 430 | 636 | 833 |
| N59 | Large Family Living | | 437 | 812 | 1,843 | 12,878 |
| N60 | Ageing Access | | 63 | 1,121 | 11,147 | 11,493 |
| O61 | Career Builders | | 18 | 969 | 7,725 | 9,126 |
| O62 | Central Pulse | | 1,469 | 3,667 | 10,431 | 10,604 |
| O63 | Flexible Workforce | | 194 | 644 | 1,007 | 1,093 |
| O64 | Bus-Route Renters | | 0 | 291 | 1,702 | 2,750 |
| O65 | Learners & Earners | | 4,230 | 8,142 | 18,982 | 18,982 |
| O66 | Student Scene | | 1,325 | 9,224 | 24,279 | 24,279 |
| U99 | Unclassified | | 1,992 | 6,271 | 15,303 | 15,457 |
| Total | | | 12,724 | 41,895 | 173,498 | 441,739 |

Top 3 Mosaic Types in a 20 Minute Walktime

1. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

2. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

3. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

3. K48 Mature Workers

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



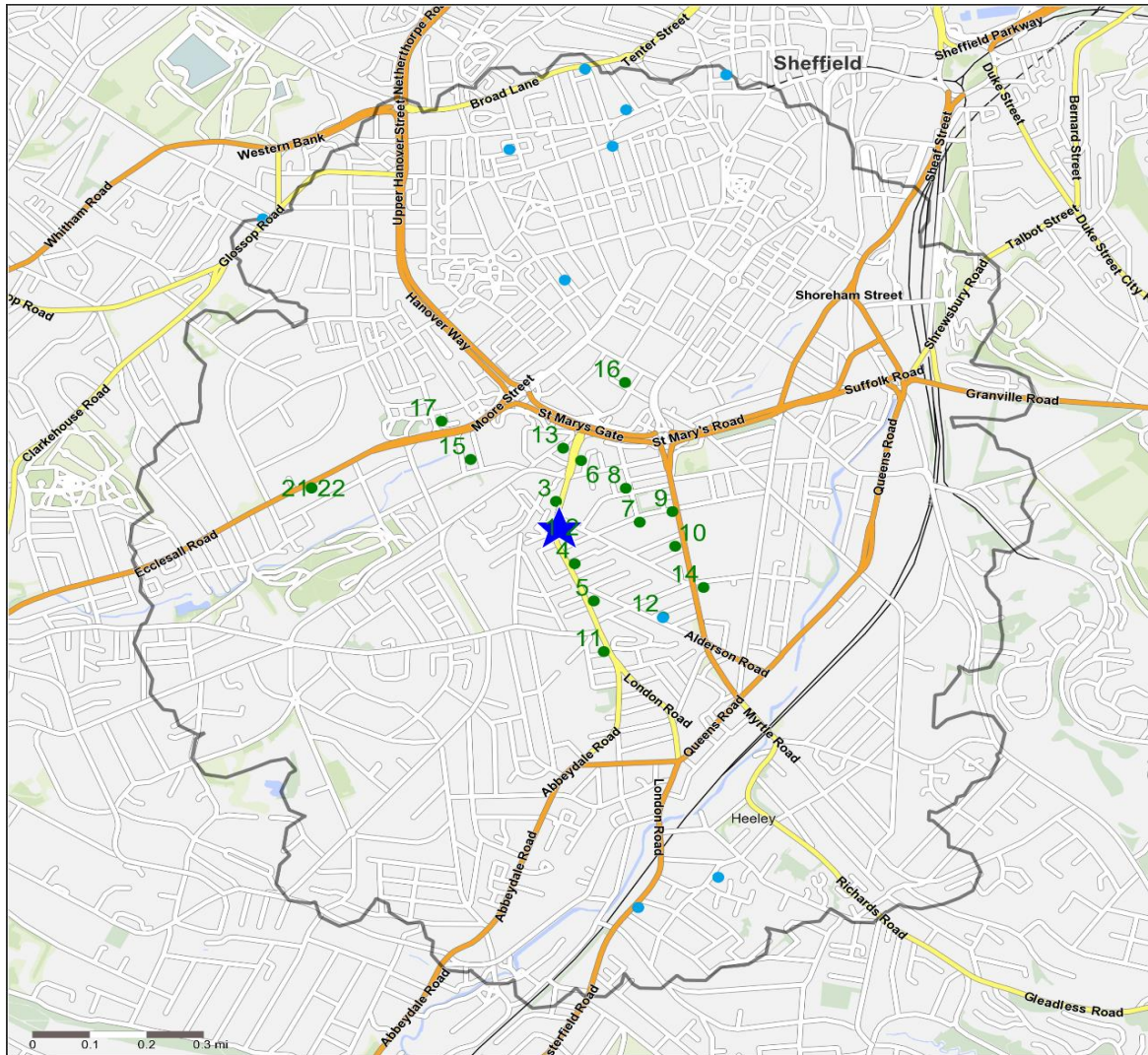
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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 | 28,771 | 68.7 | 227 | | 2,725 | 6.5 | 40 | | 4,131 | 9.9 | 19 | |
| Male: Alone | 14,900 | 35.6 | 119 | | 13,005 | 31.0 | 199 | | 7,722 | 18.4 | 35 | |
| Male: Group | 8,368 | 20.0 | 87 | | 21,056 | 50.3 | 192 | | 6,203 | 14.8 | 30 | |
| Male: Pair | 20,176 | 48.2 | 185 | | 3,621 | 8.6 | 57 | | 11,829 | 28.2 | 49 | |
| Mixed Sex: Group | 29,484 | 70.4 | 308 | | 2,084 | 5.0 | 16 | | 4,059 | 9.7 | 22 | |
| Mixed Sex: Pair | 22,615 | 54.0 | 230 | | 6,553 | 15.6 | 48 | | 6,459 | 15.4 | 36 | |
| With Children | 6,623 | 15.8 | 55 | | 845 | 2.0 | 12 | | 28,159 | 67.2 | 127 | |
| Unknown | 18,530 | 44.2 | 135 | | 4,287 | 10.2 | 57 | | 12,810 | 30.6 | 64 | |
| For Eating: | | | | | | | | | | | | |
| Upmarket | 25,844 | 61.7 | 201 | | 7,174 | 17.1 | 82 | | 2,609 | 6.2 | 13 | |
| Midmarket | 31,208 | 74.5 | 217 | | 1,334 | 3.2 | 35 | | 3,084 | 7.4 | 13 | |
| Downmarket | 18,046 | 43.1 | 194 | | 8,930 | 21.3 | 61 | | 8,651 | 20.6 | 50 | |
| For Drinking (monthly spend): | | | | | | | | | | | | |
| Nothing | 3,210 | 7.7 | 25 | | 10,567 | 25.2 | 107 | | 21,850 | 52.2 | 116 | |
| Low (less than £10) | 2,975 | 7.1 | 24 | | 9,763 | 23.3 | 99 | | 22,889 | 54.6 | 120 | |
| Medium (Between £10 and £40) | 14,784 | 35.3 | 115 | | 3,022 | 7.2 | 40 | | 17,821 | 42.5 | 85 | |
| High (Greater than £40) | 16,756 | 40.0 | 155 | | 1,225 | 2.9 | 14 | | 17,645 | 42.1 | 81 | |

| Activity Group Structure | 20 Minute Drivetime | | | | | | | | | |
|-------------------------------|---------------------|-----------------|-------|------------------|-----------------|-------|------------------|-----------------|-------|------------------|
| | High | | | Medium | | | Low | | | |
| | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers |
| Female: Alone, Pair or Group | 146,784 | 33.2 | 110 | 45,338 | 10.3 | 63 | 234,164 | 53.0 | 102 | |
| Male: Alone | 146,900 | 33.3 | 112 | 98,589 | 22.3 | 143 | 180,797 | 40.9 | 77 | |
| Male: Group | 121,163 | 27.4 | 120 | 134,726 | 30.5 | 116 | 170,397 | 38.6 | 78 | |
| Male: Pair | 152,747 | 34.6 | 133 | 66,123 | 15.0 | 98 | 207,416 | 47.0 | 82 | |
| Mixed Sex: Group | 144,697 | 32.8 | 143 | 67,683 | 15.3 | 48 | 213,906 | 48.4 | 110 | |
| Mixed Sex: Pair | 139,719 | 31.6 | 135 | 130,971 | 29.6 | 91 | 155,596 | 35.2 | 82 | |
| With Children | 125,081 | 28.3 | 98 | 57,594 | 13.0 | 77 | 243,612 | 55.1 | 104 | |
| Unknown | 121,011 | 27.4 | 83 | 71,202 | 16.1 | 90 | 234,073 | 53.0 | 111 | |
| For Eating: | | | | | | | | | | |
| Upmarket | 156,538 | 35.4 | 116 | 73,779 | 16.7 | 80 | 195,969 | 44.4 | 94 | |
| Midmarket | 183,381 | 41.5 | 121 | 32,866 | 7.4 | 82 | 210,039 | 47.5 | 86 | |
| Downmarket | 154,914 | 35.1 | 158 | 140,541 | 31.8 | 91 | 130,831 | 29.6 | 71 | |
| For Drinking (monthly spend): | | | | | | | | | | |
| Nothing | 125,462 | 28.4 | 94 | 102,666 | 23.2 | 98 | 198,159 | 44.9 | 100 | |
| Low (less than £10) | 110,224 | 25.0 | 84 | 69,708 | 15.8 | 67 | 246,355 | 55.8 | 123 | |
| Medium (Between £10 and £40) | 143,176 | 32.4 | 106 | 43,276 | 9.8 | 55 | 239,834 | 54.3 | 108 | |
| High (Greater than £40) | 104,669 | 23.7 | 92 | 89,090 | 20.2 | 98 | 232,528 | 52.6 | 101 | |

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 | Barrel Inn, S 2 4LE | *Other Small Retail Groups | 0.0 | 0.1 |
| 2 | Old Crown Inn, S 2 4LE | Star Pubs & Bars | 0.0 | 0.1 |
| 3 | Barrys Bar, S 2 4LR | Ei Group | 0.9 | 0.5 |
| 4 | Cremorne, S 2 4LH | Independent Free | 1.2 | 0.8 |
| 5 | Orchid, S 2 4LJ | Independent Free | 3.0 | 0.9 |
| 6 | Clubhouse, S 2 4LA | Independent Free | 3.0 | 0.9 |
| 7 | Music Box, S 2 4QU | Independent Free | 3.3 | 0.9 |
| 8 | Sportsman Inn, S 2 4QH | *Other Small Retail Groups | 3.9 | 1.0 |
| 9 | Cricketers Arms, S 2 4RD | Unknown | 4.5 | 1.2 |
| 10 | Railway Hotel, S 2 4RF | Independent Free | 4.8 | 1.4 |
| 11 | Bar Ambasada Pl, S 2 4NA | Independent Free | 4.8 | 1.6 |
| 12 | Golden Lion, S 2 4UB | Star Pubs & Bars | 5.1 | 1.6 |
| 13 | Beer Engine, S 11 8FJ | Independent Free | 5.4 | 1.2 |
| 14 | Sheaf House Hotel, S 2 4RH | Ei Group | 6.0 | 1.6 |
| 15 | Sheaf Island, S 11 8HW | Wetherspoon | 6.0 | 1.7 |
| 16 | Dempseys, S 1 4PR | Independent Free | 6.9 | 2.5 |
| 17 | Classic Rock Bar, S 11 8JB | Independent Free | 10.9 | 2.7 |
| 18 | Champs Sports Bar & Grill, S 11 8NX | Punch Pub Company | 13.0 | 2.9 |
| 19 | Country Club Pub, S 11 8NX | Independent Free | 13.0 | 2.9 |
| 20 | Graze Inn, S 11 8NX | Independent Free | 13.0 | 2.9 |