

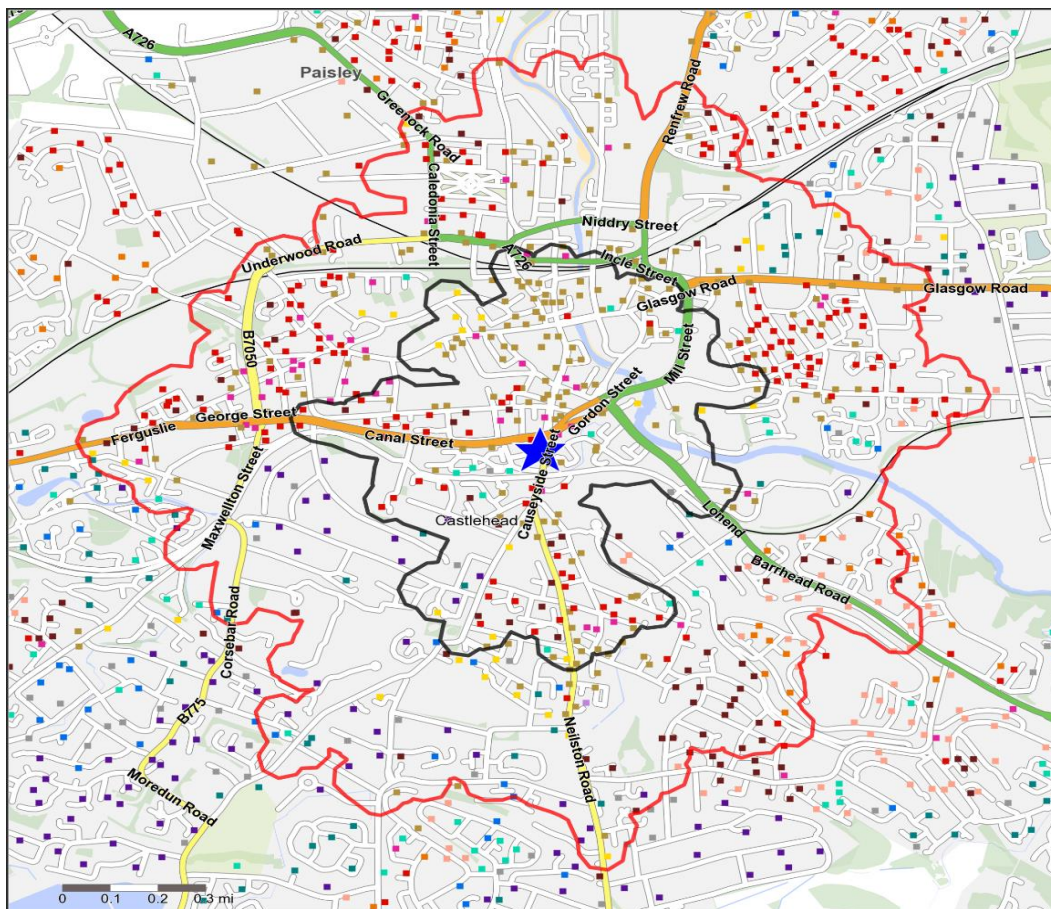
| Per Pub Analysis                             | 10 Minute WT Catchment | 20 Minute WT Catchment | 20 Minute DT Catchment |
|----------------------------------------------|------------------------|------------------------|------------------------|
| Number of Pubs                               | 34                     | 47                     | 532                    |
| Catchment Adults 18+                         | 7,386                  | 23,536                 | 503,592                |
| Catchment Adults 18+ Per Pub                 | 217                    | 501                    | 947                    |
| Populaton Projection 2018 to 2028 (% change) | 0.11%                  | -0.22%                 | 2.32%                  |

|      |                      | 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      | 6,364              | 86.2            | 166   | 1    | High Street Pub      | 19,925             | 84.7            | 163   | 1    | High Street Pub      | 389,545             | 77.4            | 149   |
| 2    | Community Pub        | 5,946              | 80.5            | 173   | 2    | Community Pub        | 19,251             | 81.8            | 175   | 2    | Community Pub        | 292,328             | 58.0            | 125   |
| 3    | Circuit Bar          | 4,478              | 60.6            | 96    | 3    | Circuit Bar          | 11,882             | 50.5            | 80    | 3    | Premium Local        | 187,796             | 37.3            | 59    |
| 4    | Craft Led            | 2,070              | 28.0            | 217   | 4    | Craft Led            | 6,681              | 28.4            | 220   | 4    | Circuit Bar          | 152,863             | 30.4            | 235   |
| 5    | Bit of Style         | 1,248              | 16.9            | 42    | 5    | Premium Local        | 4,152              | 17.6            | 44    | 5    | Bit of Style         | 150,730             | 29.9            | 74    |
| 6    | Premium Local        | 491                | 6.6             | 25    | 6    | Bit of Style         | 3,088              | 13.1            | 49    | 6    | Great Pub Great Food | 147,545             | 29.3            | 109   |
| 7    | Great Pub Great Food | 361                | 4.9             | 47    | 7    | Great Pub Great Food | 2,929              | 12.4            | 121   | 7    | Craft Led            | 124,756             | 24.8            | 240   |

|              | 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           | 525                    | 7.1             | 80    | 1,614                  | 6.9             | 78    | 46,346                 | 9.2             | 104   |
| C1           | 1,314                  | 17.8            | 145   | 4,170                  | 17.7            | 144   | 78,628                 | 15.6            | 127   |
| C2           | 670                    | 9.1             | 110   | 2,261                  | 9.6             | 116   | 36,912                 | 7.3             | 89    |
| DE           | 1,312                  | 17.8            | 173   | 4,352                  | 18.5            | 180   | 62,021                 | 12.3            | 120   |

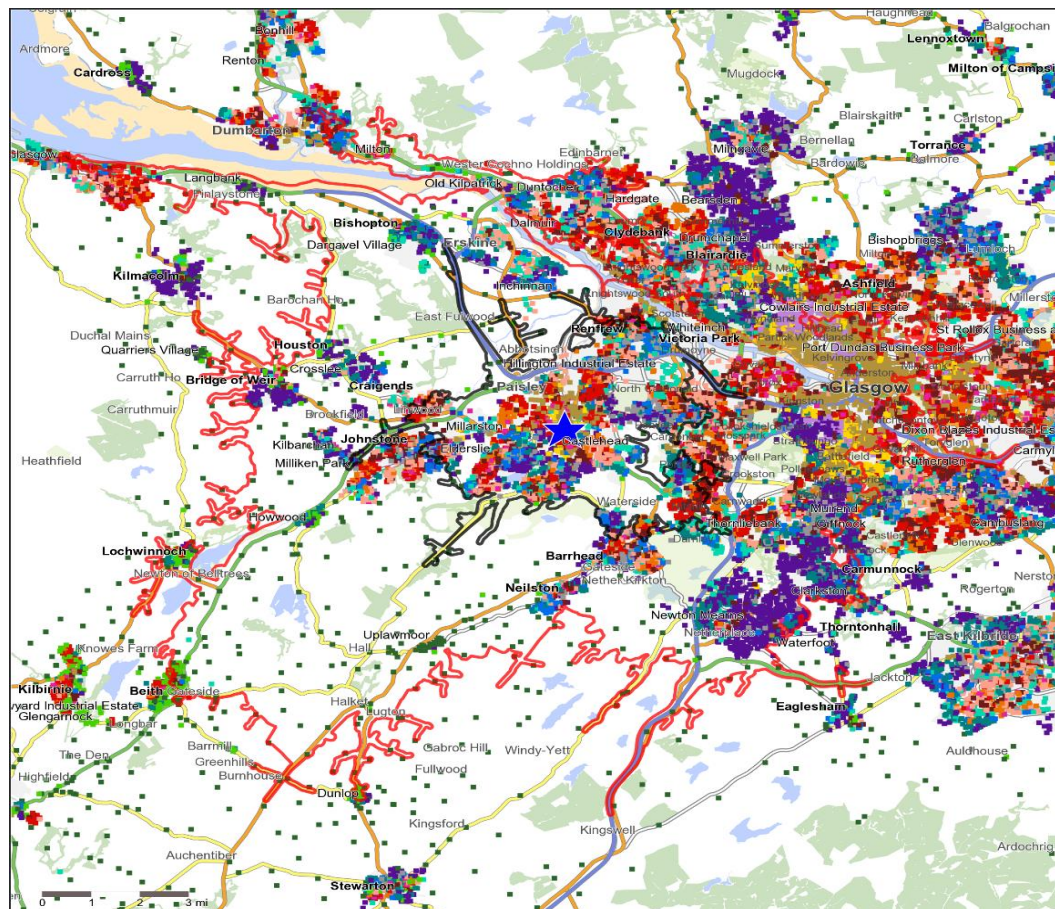
|                   | 10 Minute WT Catchment |                 |       | 20 Minute WT Catchment |                 |       | 20 Minute DT Catchment |                 |       |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
| Affluence (Bands) | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index |
| Low (0-6)         | 3,649                  | 49.4            | 149   | 12,125                 | 51.5            | 155   | 179,493                | 35.6            | 107   |
| Medium (7-13)     | 1,549                  | 21.0            | 63    | 5,453                  | 23.2            | 70    | 162,804                | 32.3            | 97    |
| High (14-19)      | 263                    | 3.6             | 13    | 1,880                  | 8.0             | 28    | 100,272                | 19.9            | 70    |

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

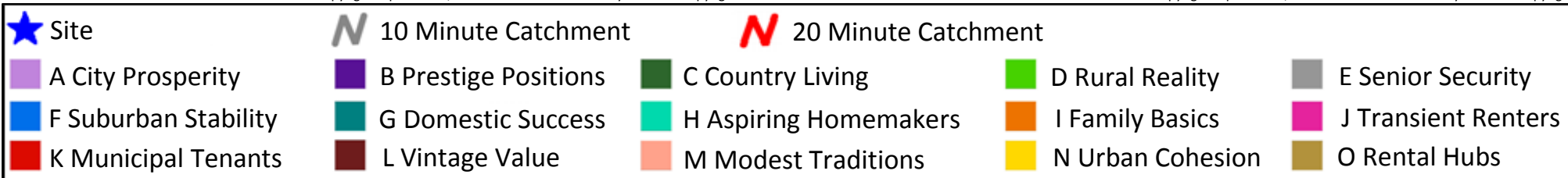


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## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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                       | 263                     |                         |                         |
| A02                 | Uptown Elite          | 0   | 4   | 4                       | 10,438                  |                         |                         |
| A03                 | Penthouse Chic        | 0   | 0   | 0                       | 0                       |                         |                         |
| A04                 | Metro High-Flyers     | 0   | 0   | 0                       | 2,450                   |                         |                         |
| B05                 | Premium Fortunes      | 0   | 162 | 356                     | 10,806                  |                         |                         |
| B06                 | Diamond Days          | 28  | 102 | 1,164                   | 11,186                  |                         |                         |
| B07                 | Alpha Families        | 0   | 192 | 748                     | 7,766                   |                         |                         |
| B08                 | Bank of Mum and Dad   | 61  | 472 | 1,928                   | 8,835                   |                         |                         |
| B09                 | Empty-Nest Adventure  | 0   | 116 | 3,062                   | 8,525                   |                         |                         |
| C10                 | Wealthy Landowners    | 0   | 0   | 31                      | 1,400                   |                         |                         |
| C11                 | Rural Vogue           | 0   | 0   | 54                      | 720                     |                         |                         |
| C12                 | Scattered Homesteads  | 0   | 0   | 35                      | 575                     |                         |                         |
| C13                 | Village Retirement    | 0   | 0   | 15                      | 1,138                   |                         |                         |
| D14                 | Satellite Settlers    | 0   | 0   | 18                      | 1,928                   |                         |                         |
| D15                 | Local Focus           | 0   | 0   | 0                       | 1,425                   |                         |                         |
| D16                 | Outlying Seniors      | 0   | 0   | 2                       | 1,873                   |                         |                         |
| D17                 | Far-Flung Outposts    | 0   | 0   | 0                       | 0                       |                         |                         |
| E18                 | Legacy Elders         | 30  | 158 | 3,127                   | 8,677                   |                         |                         |
| E19                 | Bungalow Heaven       | 0   | 0   | 573                     | 1,448                   |                         |                         |
| E20                 | Classic Grandparents  | 0   | 5   | 2,582                   | 4,312                   |                         |                         |
| E21                 | Solo Retirees         | 35  | 81  | 1,486                   | 5,232                   |                         |                         |
| F22                 | Boomerang Boarders    | 0   | 168 | 4,364                   | 9,218                   |                         |                         |
| F23                 | Family Ties           | 0   | 58  | 2,049                   | 5,906                   |                         |                         |
| F24                 | Fledgling Free        | 2   | 82  | 738                     | 2,261                   |                         |                         |
| F25                 | Dependable Me         | 0   | 102 | 2,500                   | 8,322                   |                         |                         |
| G26                 | Cafés and Catchments  | 11  | 93  | 444                     | 9,980                   |                         |                         |
| G27                 | Thriving Independence | 4   | 602 | 1,265                   | 5,926                   |                         |                         |
| G28                 | Modern Parents        | 0   | 103 | 6,085                   | 18,359                  |                         |                         |
| G29                 | Mid-Career Convention | 0   | 0   | 792                     | 8,172                   |                         |                         |
| H30                 | Primary Ambitions     | 133 | 386 | 3,048                   | 7,178                   |                         |                         |
| H31                 | Affordable Fringe     | 0   | 85  | 1,541                   | 7,835                   |                         |                         |
| H32                 | First-Rung Futures    | 65  | 249 | 2,640                   | 7,551                   |                         |                         |
| H33                 | Contemporary Starts   | 0   | 0   | 1,146                   | 3,804                   |                         |                         |
| H34                 | New Foundations       | 53  | 70  | 141                     | 1,482                   |                         |                         |
| H35                 | Flying Solo           | 44  | 59  | 181                     | 868                     |                         |                         |

|                     |                        |       |       | 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     | 12    | 443                     | 2,210                   |                         |                         |
| I37                 | Budget Generations     | 0     | 221   | 982                     | 2,515                   |                         |                         |
| I38                 | Economical Families    | 0     | 86    | 1,449                   | 3,126                   |                         |                         |
| I39                 | Families on a Budget   | 0     | 36    | 4,153                   | 10,334                  |                         |                         |
| J40                 | Value Rentals          | 0     | 0     | 749                     | 2,336                   |                         |                         |
| J41                 | Youthful Endeavours    | 87    | 125   | 1,066                   | 2,104                   |                         |                         |
| J42                 | Midlife Renters        | 0     | 57    | 304                     | 1,117                   |                         |                         |
| J43                 | Renting Rooms          | 363   | 1,192 | 1,381                   | 5,345                   |                         |                         |
| K44                 | Inner City Stalwarts   | 8     | 14    | 14                      | 4,743                   |                         |                         |
| K45                 | City Diversity         | 0     | 122   | 122                     | 2,306                   |                         |                         |
| K46                 | High Rise Residents    | 678   | 968   | 2,090                   | 14,473                  |                         |                         |
| K47                 | Single Essentials      | 1,023 | 4,852 | 15,323                  | 44,414                  |                         |                         |
| K48                 | Mature Workers         | 0     | 14    | 1,585                   | 3,945                   |                         |                         |
| L49                 | Flatlet Seniors        | 443   | 1,973 | 6,087                   | 22,078                  |                         |                         |
| L50                 | Pocket Pensions        | 0     | 0     | 514                     | 2,398                   |                         |                         |
| L51                 | Retirement Communities | 90    | 574   | 1,302                   | 7,122                   |                         |                         |
| L52                 | Estate Veterans        | 0     | 69    | 2,257                   | 7,032                   |                         |                         |
| L53                 | Seasoned Survivors     | 65    | 221   | 3,097                   | 8,251                   |                         |                         |
| M54                 | Down-to-Earth Owners   | 0     | 585   | 6,655                   | 17,821                  |                         |                         |
| M55                 | Back with the Folks    | 0     | 284   | 3,024                   | 16,266                  |                         |                         |
| M56                 | Self Supporters        | 0     | 82    | 2,466                   | 9,100                   |                         |                         |
| N57                 | Community Elders       | 0     | 0     | 0                       | 556                     |                         |                         |
| N58                 | Culture & Comfort      | 0     | 0     | 0                       | 1,503                   |                         |                         |
| N59                 | Large Family Living    | 0     | 0     | 0                       | 435                     |                         |                         |
| N60                 | Ageing Access          | 476   | 1,526 | 2,240                   | 20,176                  |                         |                         |
| O61                 | Career Builders        | 92    | 203   | 298                     | 3,908                   |                         |                         |
| O62                 | Central Pulse          | 747   | 1,068 | 1,068                   | 51,582                  |                         |                         |
| O63                 | Flexible Workforce     | 4     | 18    | 24                      | 4,936                   |                         |                         |
| O64                 | Bus-Route Renters      | 2,360 | 5,209 | 7,977                   | 24,625                  |                         |                         |
| O65                 | Learners & Earners     | 8     | 145   | 145                     | 3,581                   |                         |                         |
| O66                 | Student Scene          | 87    | 87    | 87                      | 7,916                   |                         |                         |
| U99                 | Unclassified           | 389   | 443   | 870                     | 9,481                   |                         |                         |
| Total               |                        |       |       | 7,386                   | 23,535                  | 109,891                 | 503,594                 |

## 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. 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

### 3. L49 Flatlet Seniors

Ageing singles with basic income renting small flats in centrally located developments



- Ageing singles
- Vulnerable to poor health
- 1 bedroom socially rented units
- Disabled parking permits
- Low income
- City location

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. 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

### 3. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



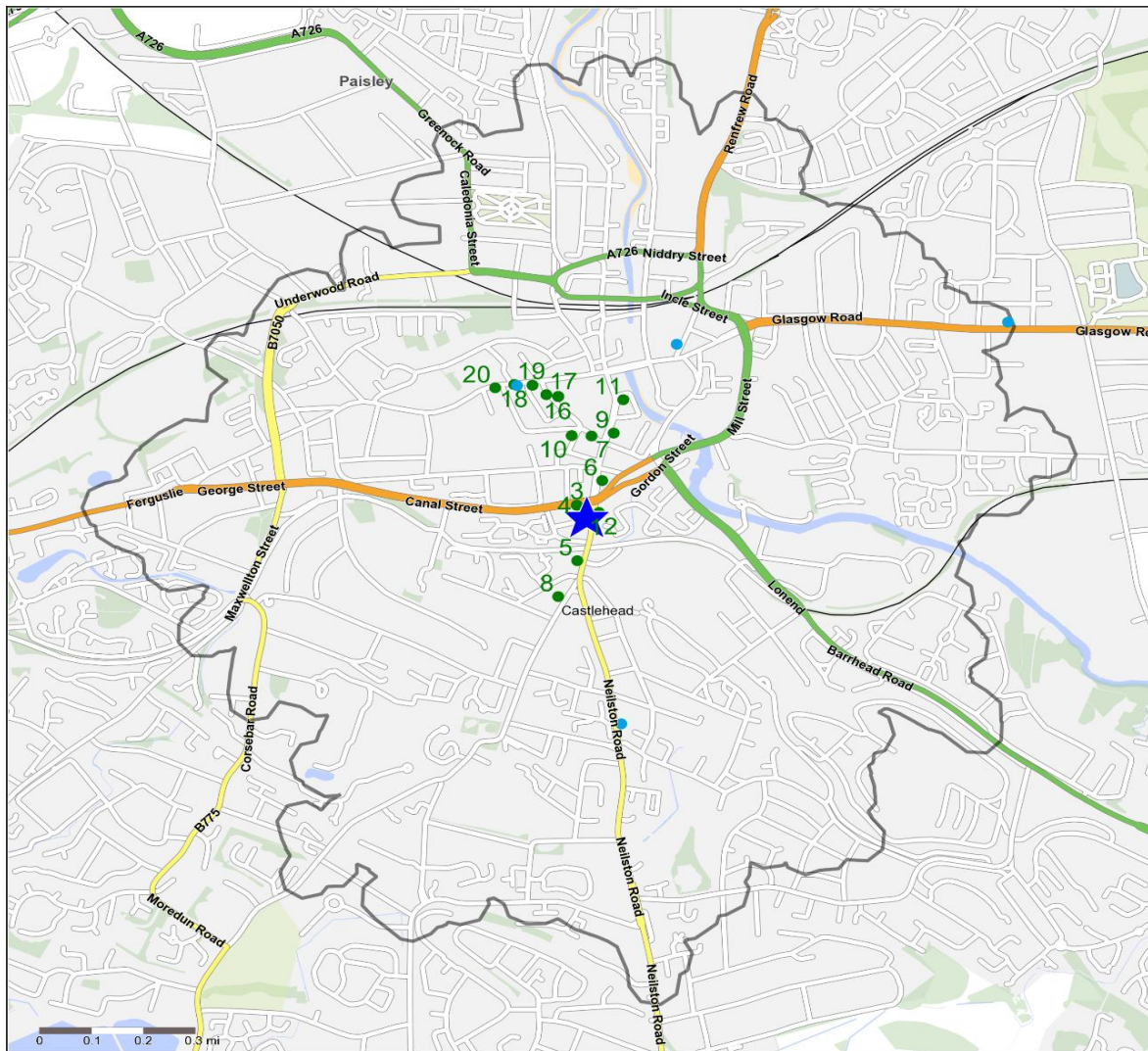
- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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  | 15,684             | 66.6            | 220   |        | 1,904            | 8.1             | 49    |  | 5,505            | 23.4            | 45    |  |
| Male: Alone                   | 12,210             | 51.9            | 174   |        | 6,856            | 29.1            | 187   |  | 4,026            | 17.1            | 32    |  |
| Male: Group                   | 10,591             | 45.0            | 197   |        | 9,058            | 38.5            | 147   |  | 3,444            | 14.6            | 29    |  |
| Male: Pair                    | 17,073             | 72.5            | 278   |        | 2,083            | 8.9             | 58    |  | 3,937            | 16.7            | 29    |  |
| Mixed Sex: Group              | 16,252             | 69.1            | 302   |        | 3,575            | 15.2            | 48    |  | 3,266            | 13.9            | 32    |  |
| Mixed Sex: Pair               | 7,962              | 33.8            | 144   |        | 12,269           | 52.1            | 160   |  | 2,862            | 12.2            | 28    |  |
| With Children                 | 11,644             | 49.5            | 171   |        | 250              | 1.1             | 6     |  | 11,198           | 47.6            | 90    |  |
| Unknown                       | 3,232              | 13.7            | 42    |        | 9,322            | 39.6            | 221   |  | 10,539           | 44.8            | 93    |  |
| For Eating:                   |                    |                 |       |        |                  |                 |       |  |                  |                 |       |  |
| Upmarket                      | 10,081             | 42.8            | 140   |        | 7,309            | 31.1            | 149   |  | 5,702            | 24.2            | 51    |  |
| Midmarket                     | 17,229             | 73.2            | 213   |        | 236              | 1.0             | 11    |  | 5,628            | 23.9            | 43    |  |
| Downmarket                    | 7,517              | 31.9            | 144   |        | 11,685           | 49.6            | 142   |  | 3,891            | 16.5            | 40    |  |
| For Drinking (monthly spend): |                    |                 |       |        |                  |                 |       |  |                  |                 |       |  |
| Nothing                       | 8,767              | 37.2            | 123   |        | 6,859            | 29.1            | 123   |  | 7,467            | 31.7            | 71    |  |
| Low (less than £10)           | 3,623              | 15.4            | 52    |        | 6,278            | 26.7            | 114   |  | 13,192           | 56.1            | 124   |  |
| Medium (Between £10 and £40)  | 4,998              | 21.2            | 69    |        | 7,357            | 31.3            | 175   |  | 10,738           | 45.6            | 91    |  |
| High (Greater than £40)       | 5,834              | 24.8            | 96    |        | 6,941            | 29.5            | 144   |  | 10,318           | 43.8            | 84    |  |

| 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  | 262,336             | 52.1            | 172   |        | 35,382           | 7.0             | 43    |  | 196,393          | 39.0            | 75    |  |
| Male: Alone                   | 169,023             | 33.6            | 113   |        | 126,275          | 25.1            | 161   |  | 198,813          | 39.5            | 74    |  |
| Male: Group                   | 185,138             | 36.8            | 161   |        | 151,981          | 30.2            | 115   |  | 156,992          | 31.2            | 63    |  |
| Male: Pair                    | 258,373             | 51.3            | 197   |        | 51,414           | 10.2            | 67    |  | 184,324          | 36.6            | 64    |  |
| Mixed Sex: Group              | 215,265             | 42.7            | 187   |        | 125,991          | 25.0            | 78    |  | 152,855          | 30.4            | 69    |  |
| Mixed Sex: Pair               | 172,167             | 34.2            | 146   |        | 189,769          | 37.7            | 116   |  | 132,174          | 26.2            | 61    |  |
| With Children                 | 172,254             | 34.2            | 118   |        | 53,503           | 10.6            | 63    |  | 268,353          | 53.3            | 101   |  |
| Unknown                       | 160,245             | 31.8            | 97    |        | 109,878          | 21.8            | 122   |  | 223,988          | 44.5            | 93    |  |
| For Eating:                   |                     |                 |       |        |                  |                 |       |  |                  |                 |       |  |
| Upmarket                      | 201,688             | 40.0            | 131   |        | 109,921          | 21.8            | 105   |  | 182,502          | 36.2            | 77    |  |
| Midmarket                     | 256,974             | 51.0            | 149   |        | 28,404           | 5.6             | 63    |  | 208,733          | 41.4            | 75    |  |
| Downmarket                    | 124,826             | 24.8            | 112   |        | 246,781          | 49.0            | 140   |  | 122,504          | 24.3            | 58    |  |
| For Drinking (monthly spend): |                     |                 |       |        |                  |                 |       |  |                  |                 |       |  |
| Nothing                       | 162,928             | 32.4            | 107   |        | 130,474          | 25.9            | 110   |  | 200,709          | 39.9            | 89    |  |
| Low (less than £10)           | 151,170             | 30.0            | 101   |        | 70,457           | 14.0            | 60    |  | 272,484          | 54.1            | 119   |  |
| Medium (Between £10 and £40)  | 217,876             | 43.3            | 141   |        | 87,035           | 17.3            | 97    |  | 189,200          | 37.6            | 75    |  |
| High (Greater than £40)       | 198,588             | 39.4            | 152   |        | 102,402          | 20.3            | 99    |  | 193,121          | 38.3            | 73    |  |

## 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     | Afton Bar, PA 1 1YP          | Star Pubs & Bars             | 0.0                          | 0.2                           |
| 2     | Tea Gardens Tavern, PA 1 1YT | Unknown                      | 0.9                          | 0.4                           |
| 3     | Canal Station, PA 1 2HD      | Maclay Inns                  | 1.5                          | 0.3                           |
| 4     | Station Lounge, PA 1 2HD     | Hawthorn Leisure             | 1.5                          | 0.3                           |
| 5     | Wellington Bar, PA 1 1TX     | Independent Free             | 1.8                          | 0.5                           |
| 6     | Corkers, PA 1 1YN            | Retail & Licensed Properties | 2.1                          | 0.7                           |
| 7     | Imperial, PA 1 1YG           | Independent Free             | 3.3                          | 0.9                           |
| 8     | Craig Dhu, PA 2 6DA          | Greene King                  | 3.3                          | 1.0                           |
| 9     | Kennedys, PA 1 1UL           | Independent Free             | 3.6                          | 1.2                           |
| 10    | Bungalow, PA 1 1YD           | Independent Free             | 4.2                          | 1.0                           |
| 11    | Wallace, PA 1 1UW            | Unknown                      | 5.4                          | 1.1                           |
| 12    | Bull Inn, PA 1 1XU           | Stonegate Pub Company        | 6.0                          | 1.1                           |
| 13    | Cafe Borgia, PA 1 1XU        | Independent Free             | 6.0                          | 1.1                           |
| 14    | Cafuffals, PA 1 1XU          | Independent Free             | 6.0                          | 1.1                           |
| 15    | Cosmopolitan, PA 1 1XU       | Independent Free             | 6.0                          | 1.1                           |
| 16    | Kilty Kilty, PA 1 1XU        | Independent Free             | 6.0                          | 1.1                           |
| 17    | Gantry, PA 1 1XY             | Independent Free             | 6.0                          | 1.2                           |
| 18    | Hogshead, PA 1 2AH           | Unknown                      | 7.2                          | 1.5                           |
| 19    | Wee Howff, PA 1 2AN          | Star Pubs & Bars             | 7.9                          | 1.5                           |
| 20    | Caffe Luna, PA 1 2AS         | Independent Free             | 8.2                          | 1.7                           |