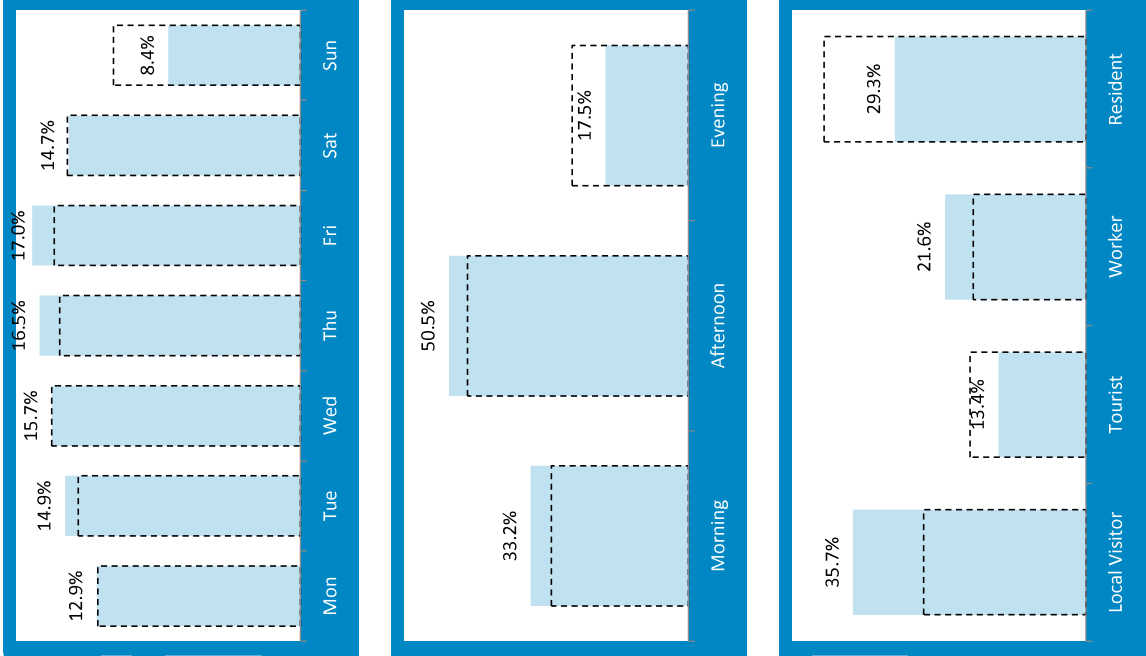


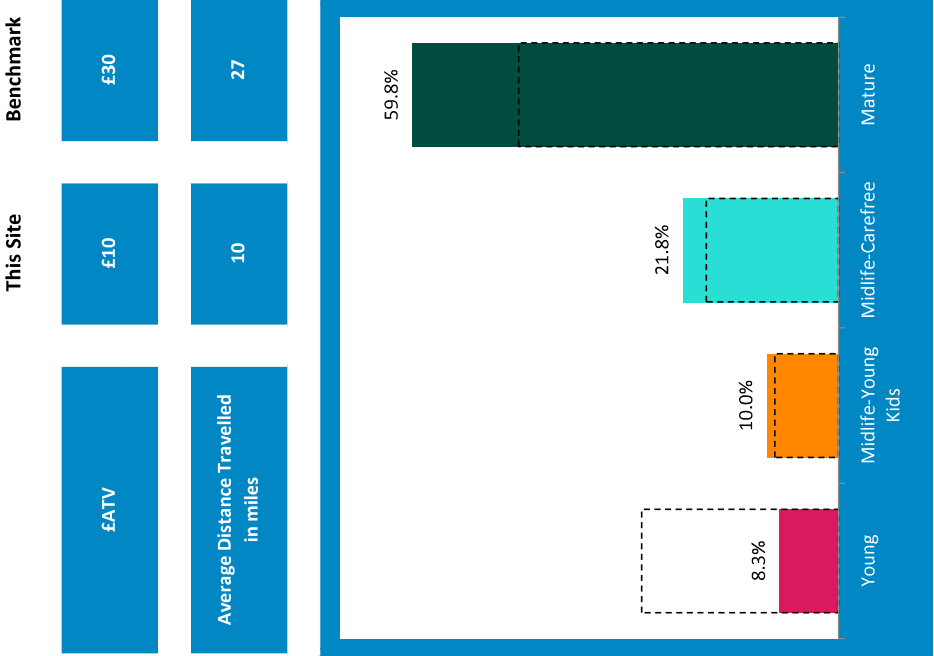
Area Quick Stats

This Site		Benchmark
10 min WT		10 min WT
Affluence	Total Pop	3,305
	Adult Pop	2,738
		5,344
Low		
	Medium	37%
	High	33%
Young		
	Midlife Young Kids	3%
	Midlife Carefree	4%
Mature		
		6%
		83%
Competition Count		43

Visitors



Spend Profile



Catchment Summary - Unicorn Inn

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

*WT= Walktime

**DT= Drivetime

Catchment Size (Counts)			
10 min	20 min	20 min	20 min
WT*	WT*	WT*	DT**

Index vs GB Average			
10 min	20 min	20 min	20 min
WT*	WT*	WT*	DT**

Population
Adults 18+
Competition Pubs
Adults 18+ per Competition Pub
% Adults Likely to Drink

3,305	9,598	285,769
-------	-------	---------

2,738	7,782	224,447
17	20	329
161	389	682
81.0%	82.0%	81.0%

2,738	7,782	224,447
17	20	329
161	389	682
81.0%	82.0%	81.0%

Affluence	Low
	Medium
	High

36.9%	29.2%	28.6%
36.1%	36.5%	47.1%
24.1%	33.3%	23.6%

*Affluence does not include Not Private Households

111	88	86
94	95	123
88	121	86

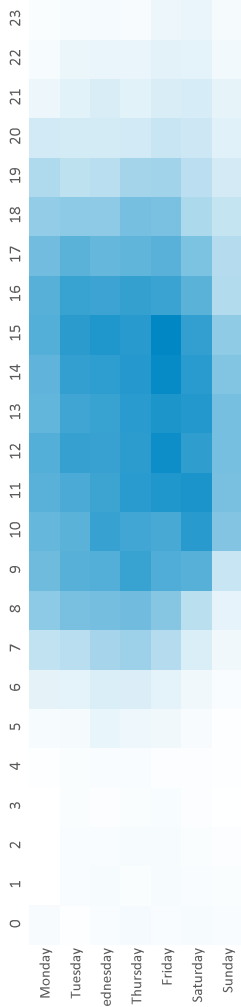
Age Profile	18-24
	25-34
	35-44
	45-64
	65+

£21,529	£24,191	£23,693
203	621	19,546
358	1,034	38,047
374	1,237	40,798
833	2,608	72,519
970	2,282	53,537

72	76	80
80	80	98
84	95	106
100	108	101
153	124	97

Mobile Data Summary

Time of Day/Day of Week



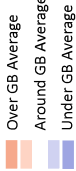
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Per Pub - Unicorn Inn

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

Adults 18+	2,738	7,782	224,447
Number of Competition Pubs	17	20	329
Adults 18+ per Competition Pub	161	389	682

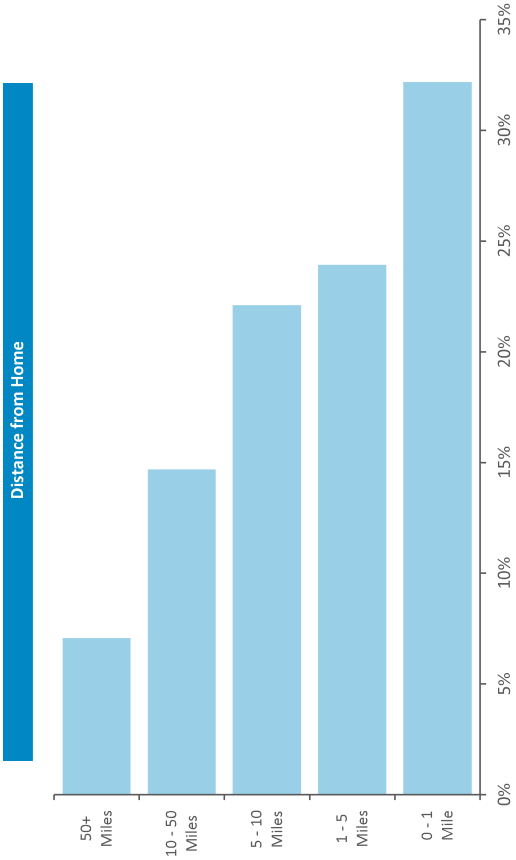
WT= Walktime, DT= Drivetime



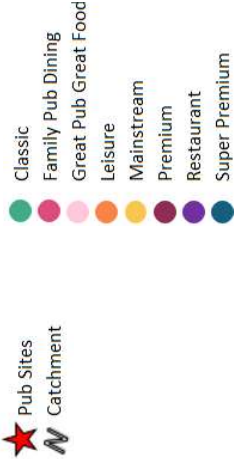
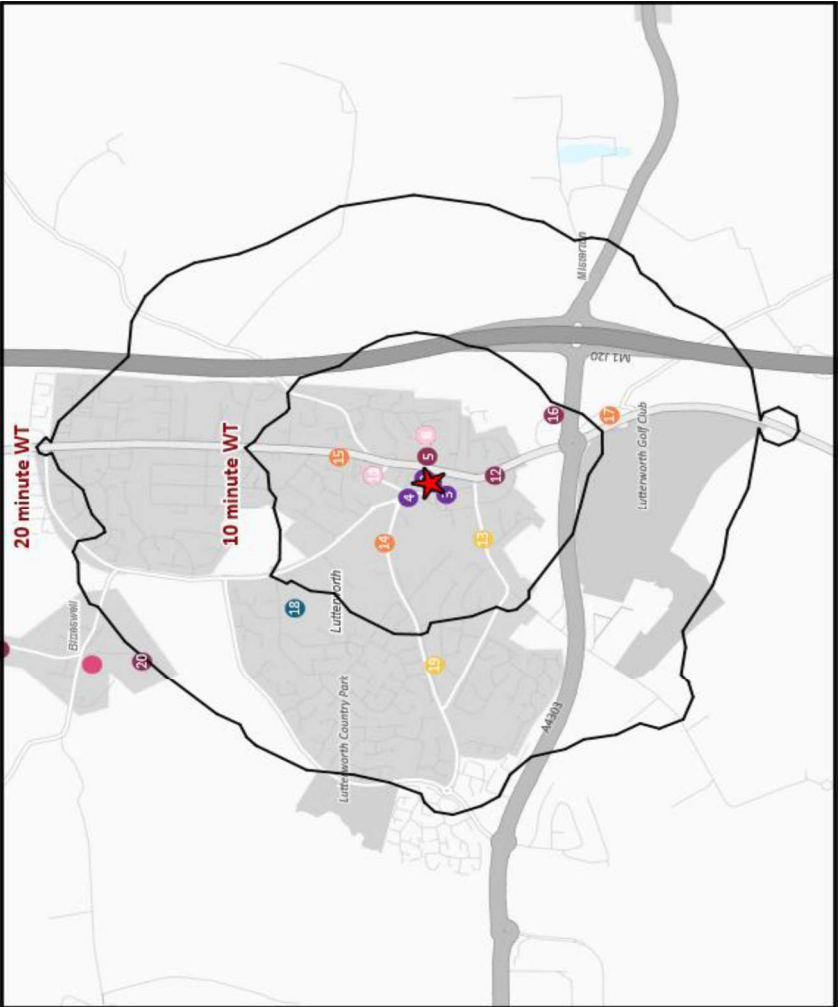
10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	201	7.4%	94
Family Pub Dining	0	255	9.3%	102
Great Pub Great Food	2	475	17.3%	104
Leisure	3	277	10.1%	101
Mainstream	1	405	14.8%	106
Premium	6	378	13.8%	96
Restaurant	5	577	21.1%	92
Super Premium	0	89	3.2%	82

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	524	6.7%	86
Family Pub Dining	0	691	8.9%	98
Great Pub Great Food	2	1,448	18.6%	111
Leisure	3	821	10.6%	105
Mainstream	3	1,085	13.9%	100
Premium	6	1,110	14.3%	100
Restaurant	5	1,732	22.3%	97
Super Premium	1	290	3.7%	95

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	20	17,202	7.7%	98
Family Pub Dining	21	20,464	9.1%	100
Great Pub Great Food	32	38,937	17.4%	104
Leisure	54	23,258	10.4%	103
Mainstream	77	32,138	14.3%	103
Premium	68	32,158	14.3%	100
Restaurant	44	50,697	22.6%	98
Super Premium	13	8,078	3.6%	92



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
17	Lutterworth Golf Club	LE17 4HN	Independent Free	Leisure	16.9%	0.48
16	Elms Lutterworth	LE17 4HB	Independent Free	Premium	13.9%	0.35
6	Elms	LE17 4AP	Marston's	Great Pub Gre	13.2%	0.13
19	Red Arrow	LE17 4QF	Greene King	Mainstream	11.0%	0.50
15	Lutterworth Club	LE17 4NF	Independent Free	Leisure	9.9%	0.24
9	Real Ale Classroom	LE17 4AP	Independent Free	Premium	7.3%	0.13
0	Unicorn Inn	LE17 4AE	Star Pubs & Bars	Premium	6.6%	0.00
5	Shambles	LE17 4DW	Marston's	Premium	6.4%	0.07
3	Indian Vojon	LE17 4AG	Independent Free	Restaurant	4.4%	0.05
4	Vieta	LE17 4EG	Independent Free	Restaurant	3.9%	0.07
8	New Sunar Gow	LE17 4AP	Independent Free	Restaurant	2.5%	0.13
12	Fox Inn	LE17 4BN	Stonegate Pub Company	Premium	1.9%	0.16
14	Lutterworth Cricket Club	LE17 4RB	Independent Free	Leisure	1.0%	0.20
7	Koggys Bar	LE17 4AP	Independent Free	Mainstream	0.5%	0.13
2	Cheikhos	LE17 4AW	Independent Free	Restaurant	0.2%	0.02
10	Greyhound	LE17 4ED	Independent Free	Great Pub Gre	0.1%	0.15
18	Lutterworth Community College	LE17 4EW	Independent Free	Super Premium	0.1%	0.48
1	Paper Tiger Cantonese Restaurar	LE17 4AE	Independent Free	Restaurant	0.0%	0.00
11	Lutterworth Masonic Association	LE17 4ED	Independent Free	Premium	0.0%	0.15
13	Travelodge	LE17 4DB	Dubai International Capital	Mainstream	0.0%	0.20
20	Olde Royal Oak	LE17 4SA	Punch Pub Company	Premium	0.0%	0.87

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

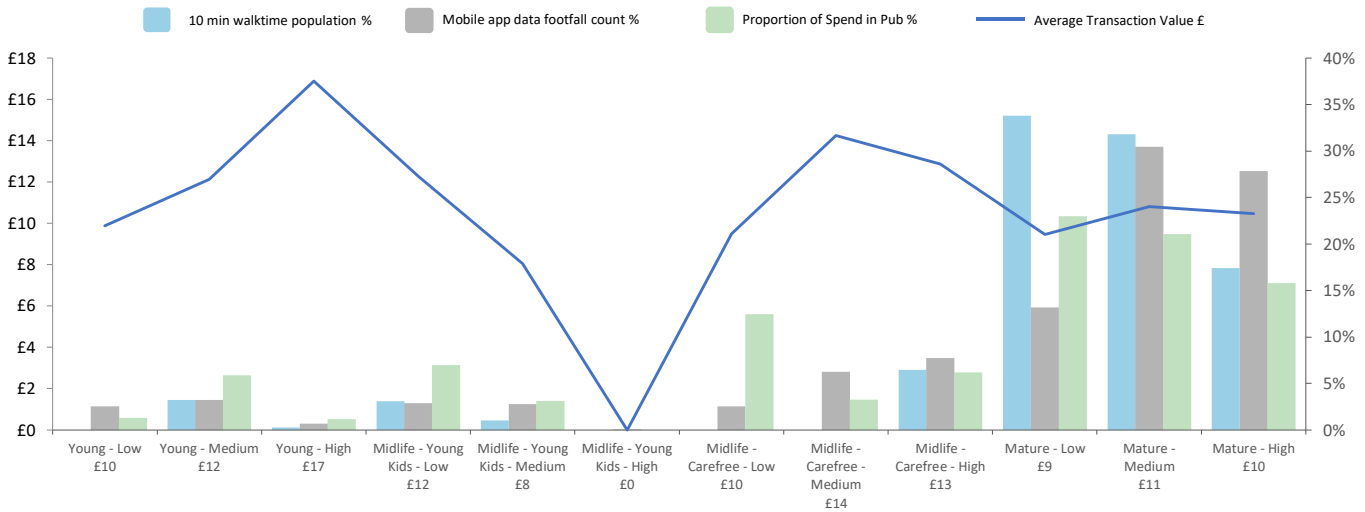
Catchment Summary - Unicorn Inn

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
68895	Unicorn Inn	LE17 4AE	Star Pubs & Bars	Premium	12



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Unicorn Inn

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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	3,305	9,598	285,769	62	49	67
Adults 18+	2,738	7,782	224,447	60	47	66
Competition Pubs	17	20	329	40	20	42
Adults 18+ per Competition Pub	161	389	682	24	57	100
% Adults Likely to Drink	81.0%	82.0%	81.0%	101	103	101

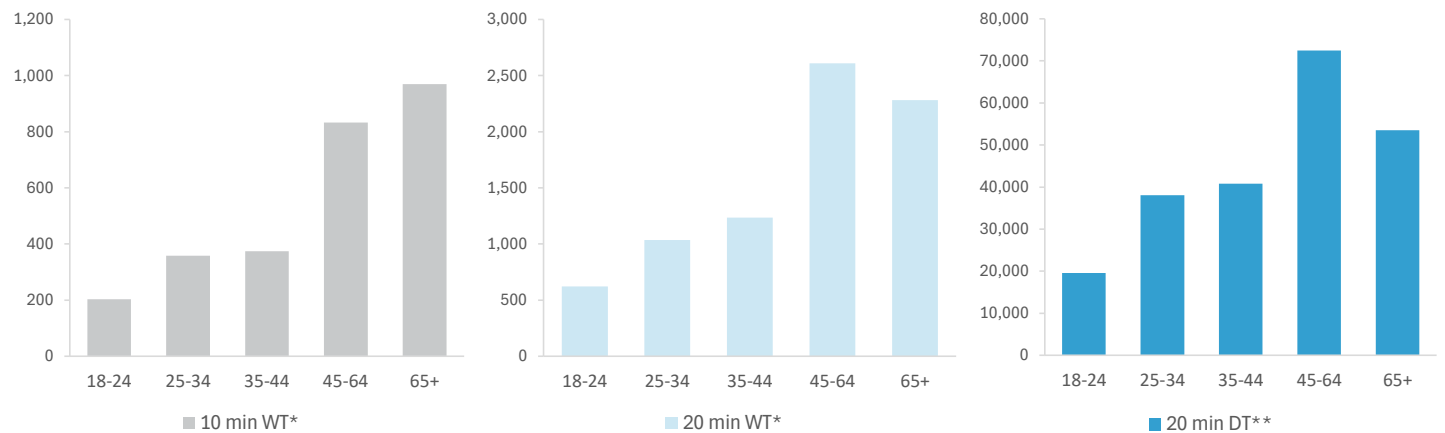
Population & Adults 18+ index is based on all pubs

Affluence	Low	36.9%	29.2%	28.6%	111	88	86
	Medium	36.1%	36.5%	47.1%	94	95	123
	High	24.1%	33.3%	23.6%	88	121	86

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£21,529	£24,191	£23,693	95	107	105
----------------------------------	---------	---------	---------	----	-----	-----

Age Profile	18-24	203	621	19,546	72	76	80
	25-34	358	1,034	38,047	80	80	98
	35-44	374	1,237	40,798	84	95	106
	45-64	833	2,608	72,519	100	108	101
	65+	970	2,282	53,537	153	124	97

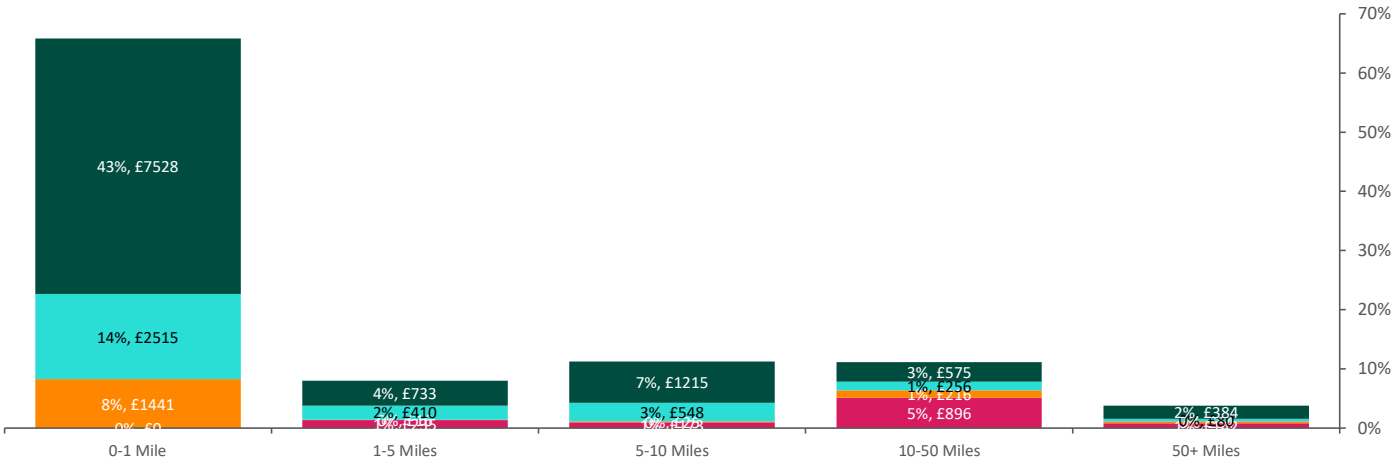


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,584 (48%)	4,721 (49%)	141,538 (50%)	98	100	101
	Female	1,721 (52%)	4,877 (51%)	144,231 (50%)	102	100	99
Economic Status (16+)	Employed: Full-time	920 (33%)	2,895 (36%)	89,290 (39%)	96	106	113
	Employed: Part-time	322 (11%)	977 (12%)	28,893 (12%)	96	102	104
	Self employed	257 (9%)	684 (9%)	20,610 (9%)	98	92	96
	Unemployed	40 (1%)	141 (2%)	5,247 (2%)	52	64	82
	Full-time student	47 (2%)	151 (2%)	4,403 (2%)	67	75	76
	Retired	935 (33%)	2,282 (28%)	51,453 (22%)	153	131	102
	Other	296 (11%)	889 (11%)	31,924 (14%)	59	62	77
Total Worker Count		2,590	8,374	149,067			

See the Glossary page for further information on the above variables

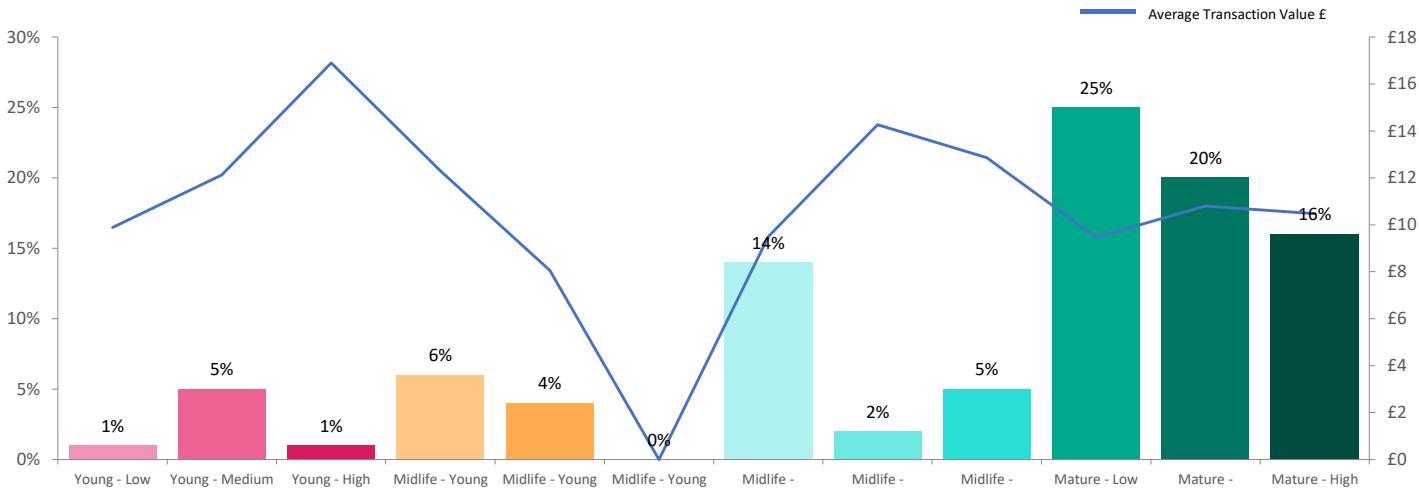
Transactional Data Summary - Unicorn Inn

Spend by Polaris and Distance from Home



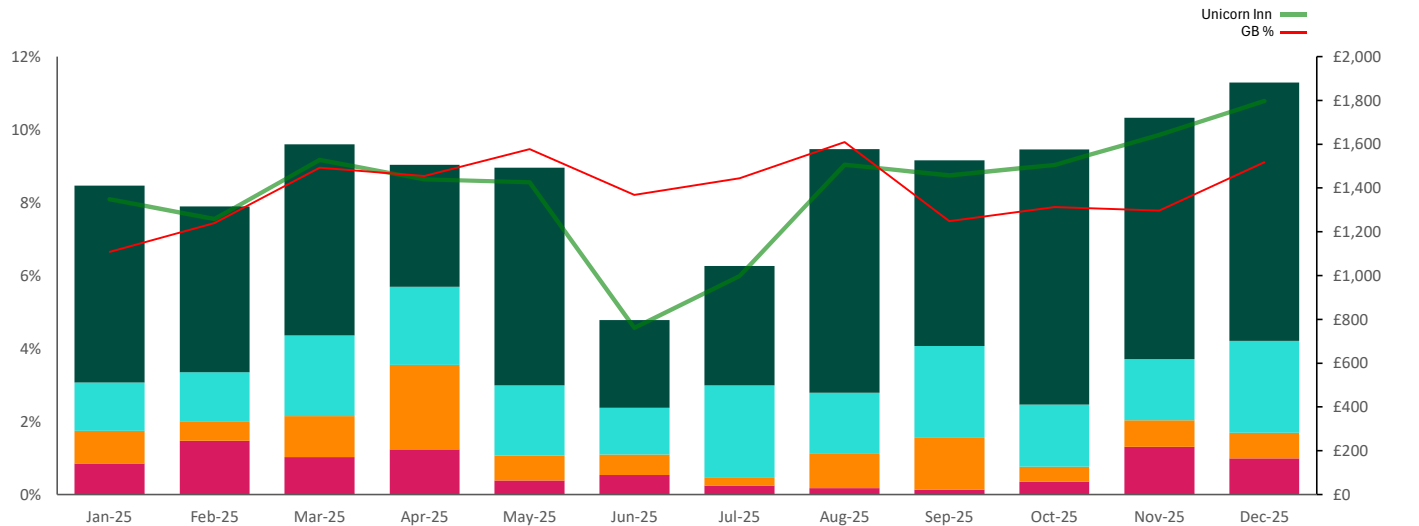
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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

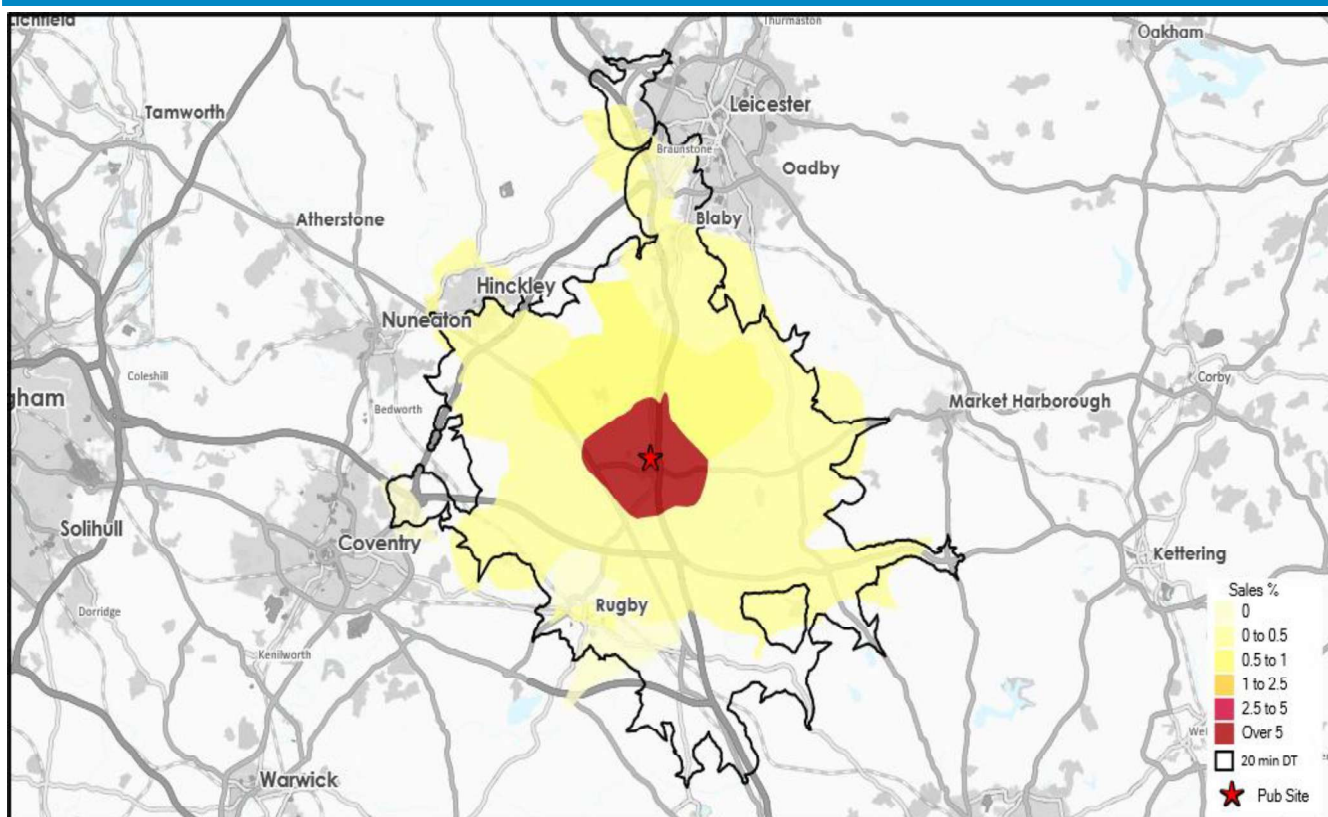


Seasonality of the spend split by month

Transactional Data Maps - Unicorn Inn

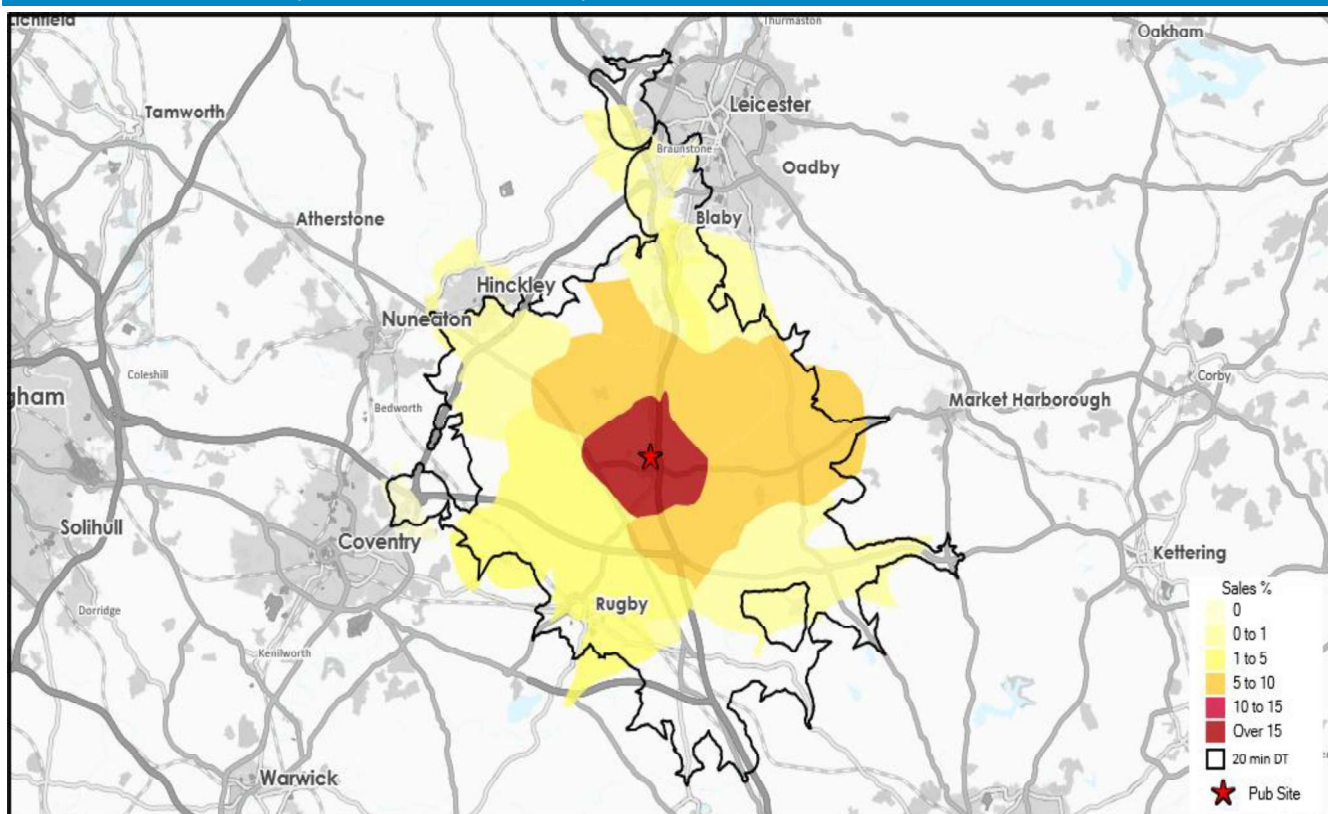
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Unicorn Inn Share of Spend from Postcode Sectors within 20 minute Drive



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

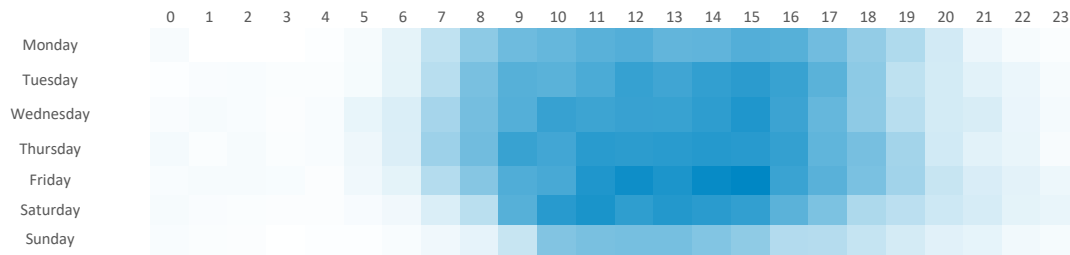
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Unicorn Inn



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

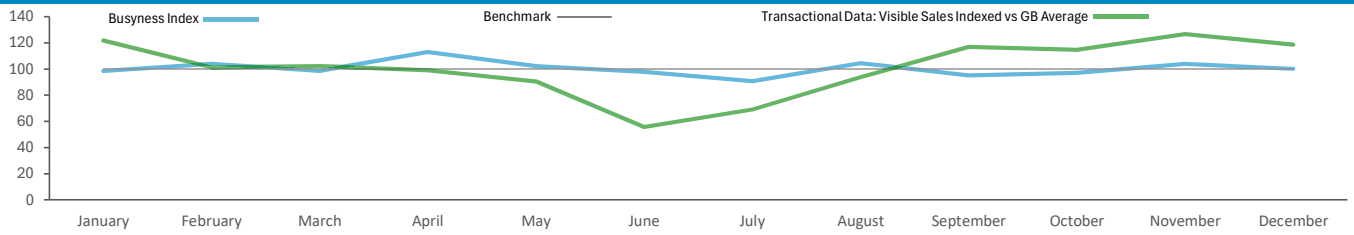
Mobile Data Summary - Unicorn Inn

Time of Day/Day of Week



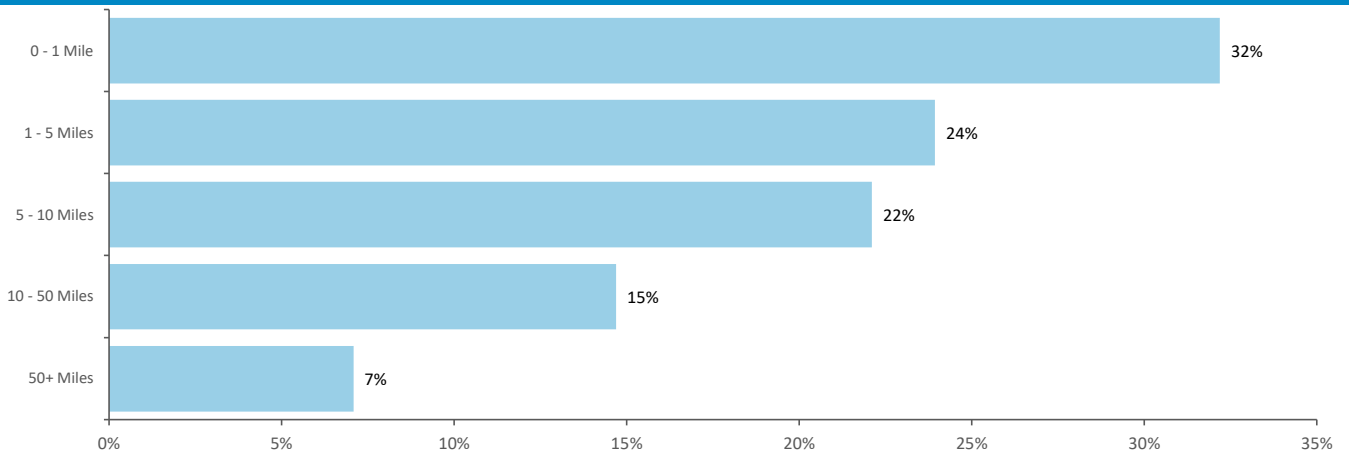
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



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

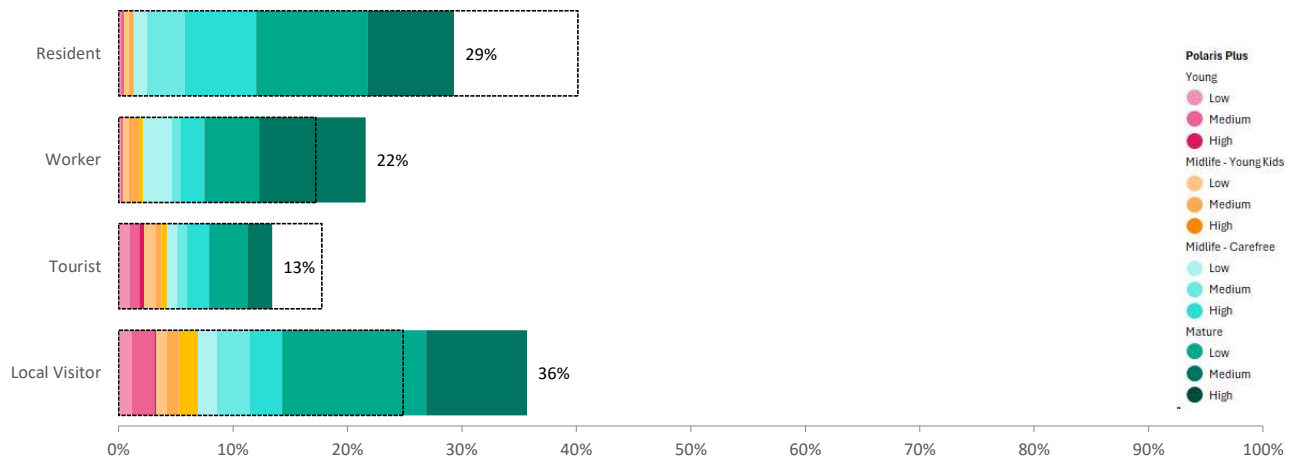
Distance from Home



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

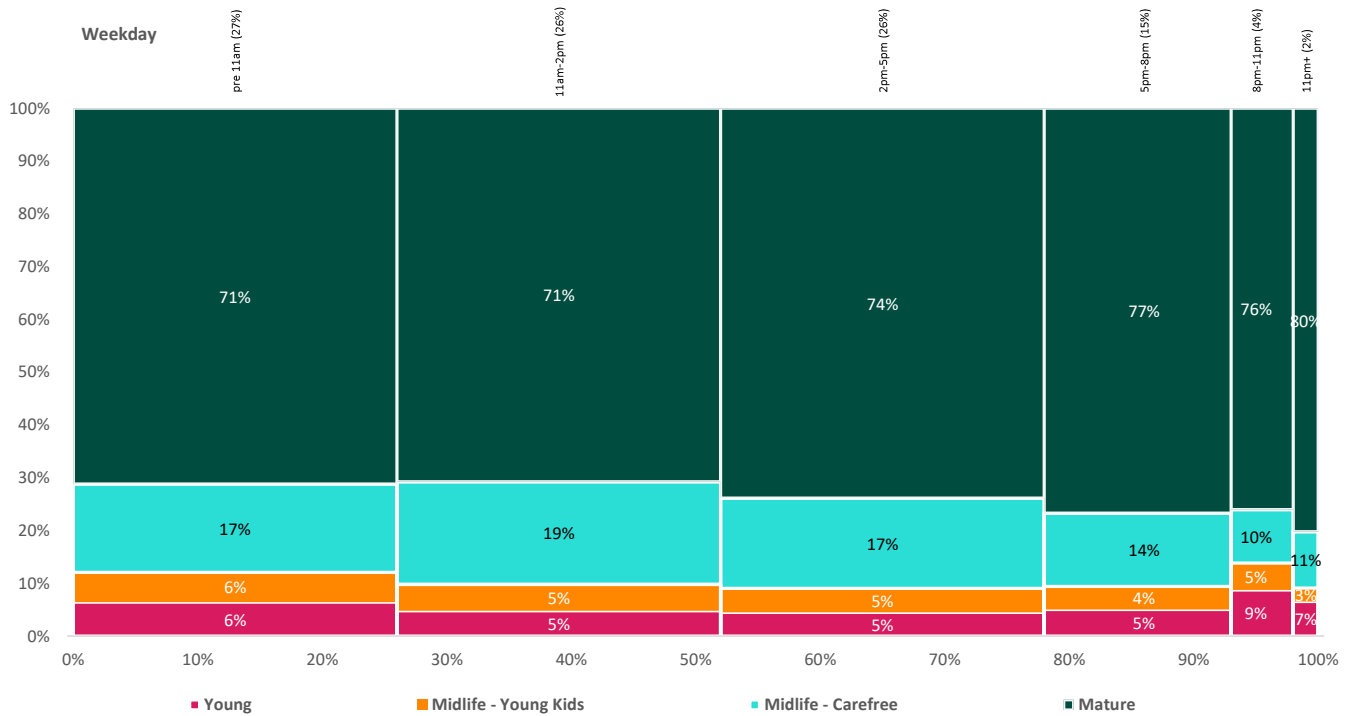
Audience Classification by Polaris Plus

Base: GB



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

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	6,496	6,217	6,621	3,964	1,162	548	25,008
Midlife - Carefree	1,527	1,707	1,533	718	155	72	5,711
Midlife - Young Kids	511	436	406	224	79	18	1,674
Young	588	424	405	262	133	45	1,857
All	9,123	8,784	8,965	5,168	1,528	682	34,250

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	1,551	2,166	1,982	981	436	222	7,338
Midlife - Young Kids	464	610	380	210	86	38	1,788
Midlife - Carefree	116	155	88	59	27	12	457
Mature	123	155	153	94	40	21	586
All	2,254	3,087	2,603	1,343	589	293	10,168

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

Polaris Plus Summary - Unicorn Inn

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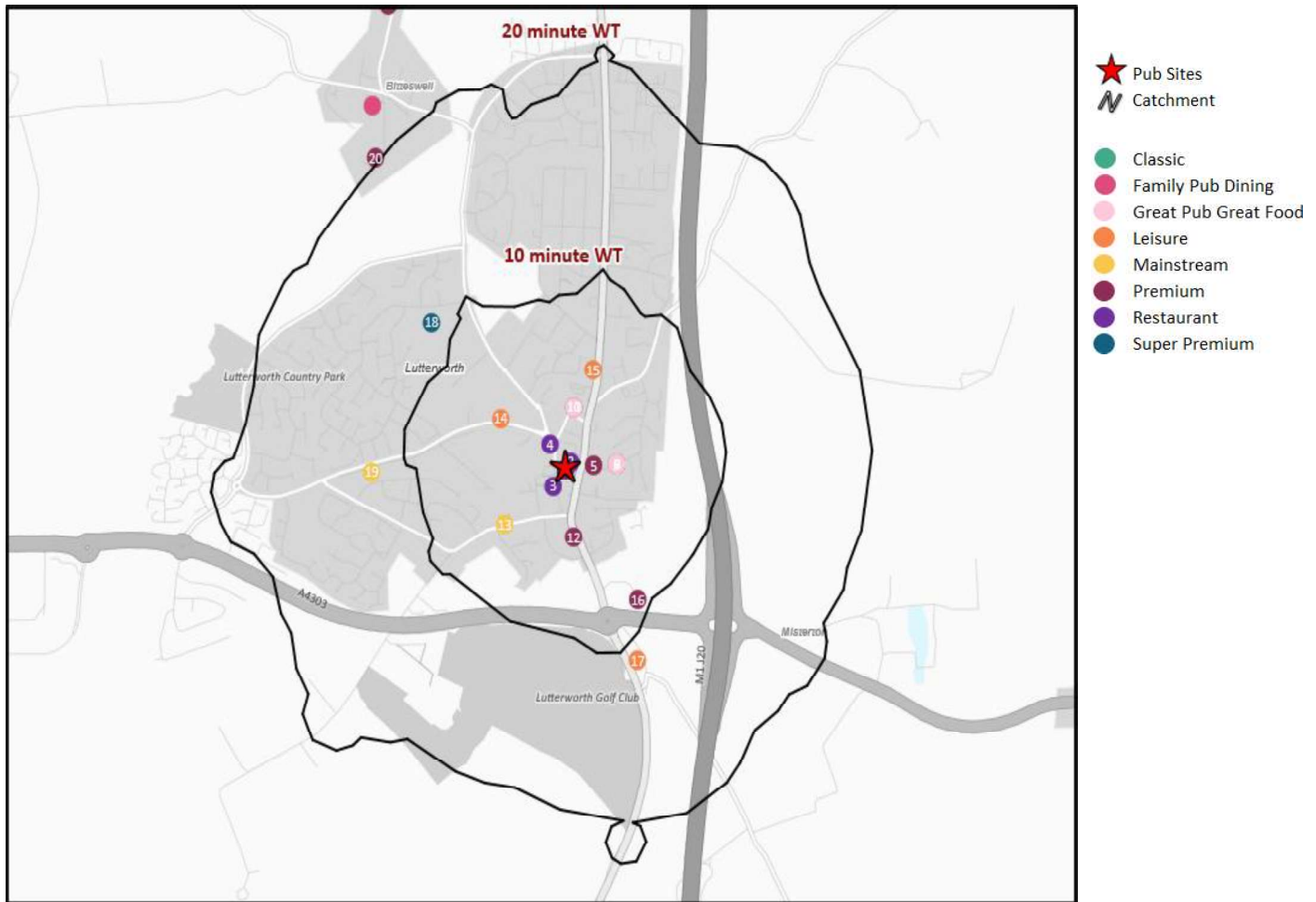
Polaris Plus Profile by Catchment

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**
Young						
Low	0	87	13,243	0	11	60
Medium	88	102	22,335	29	12	90
High	7	7	2,863	4	1	19
Midlife - Young Kids						
Low	84	447	10,302	55	103	82
Medium	28	244	5,671	23	71	57
High	0	0	158	0	0	6
Midlife - Carefree						
Low	0	131	17,508	0	40	183
Medium	0	392	16,702	0	70	104
High	177	260	9,861	141	73	96
Mature						
Low	926	1,609	23,141	250	153	76
Medium	871	2,100	61,010	203	172	173
High	477	2,323	40,166	116	198	119
Not Private Households	80	80	1,487	273	96	62
Total	2,738	7,782	224,447			

*WT= Walktime, **DT= Drivetime

Over GB Average
 Around GB Average
 Under GB Average

CGA Summary - Unicorn Inn



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Unicorn Inn	LE17 4AE	Star Pubs & Bars	Premium	6.6%	81.7%	0.00
1	Paper Tiger Cantonese Restaurant	LE17 4AE	Independent Free	Restaurant	0.0%	0.0%	0.00
2	Cheikhos	LE17 4AW	Independent Free	Restaurant	0.2%	76.1%	0.02
3	Indian Vojon	LE17 4AG	Independent Free	Restaurant	4.4%	76.1%	0.05
4	Vieta	LE17 4EG	Independent Free	Restaurant	3.9%	75.3%	0.07
5	Shambles	LE17 4DW	Marston's	Premium	6.4%	63.1%	0.07
6	Elms	LE17 4AP	Marston's	Great Pub Great Food	13.2%	55.3%	0.13
7	Koggys Bar	LE17 4AP	Independent Free	Mainstream	0.5%	57.1%	0.13
8	New Sunar Gow	LE17 4AP	Independent Free	Restaurant	2.5%	81.4%	0.13
9	Real Ale Classroom	LE17 4AP	Independent Free	Premium	7.3%	85.5%	0.13
10	Greyhound	LE17 4ED	Independent Free	Great Pub Great Food	0.1%	81.9%	0.15
11	Lutterworth Masonic Association	LE17 4ED	Independent Free	Premium	0.0%	0.0%	0.15
12	Fox Inn	LE17 4BN	Stonegate Pub Company	Premium	1.9%	72.4%	0.16
13	Travelodge	LE17 4DB	Dubai International Capital	Mainstream	0.0%	0.0%	0.20
14	Lutterworth Cricket Club	LE17 4RB	Independent Free	Leisure	1.0%	82.3%	0.20
15	Lutterworth Club	LE17 4NF	Independent Free	Leisure	9.9%	93.4%	0.24
16	Elms Lutterworth	LE17 4HB	Independent Free	Premium	13.9%	58.2%	0.35
17	Lutterworth Golf Club	LE17 4HN	Independent Free	Leisure	16.9%	70.4%	0.48
18	Lutterworth Community College	LE17 4EW	Independent Free	Super Premium	0.1%	76.4%	0.48
19	Red Arrow	LE17 4QF	Greene King	Mainstream	11.0%	82.7%	0.50
20	Olde Royal Oak	LE17 4SA	Punch Pub Company	Premium	0.0%	0.0%	0.87

Distance: < 0.25 mile

0.5-0.75 mile

1+ mile

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

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

CGA Summary - Unicorn Inn

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,738	7,782	224,447
Number of Competition Pubs	17	20	329
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10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Leisure	3	821	10.6%	105
Mainstream	3	1,085	13.9%	100
Premium	6	1,110	14.3%	100
Restaurant	5	1,732	22.3%	97
Super Premium	1	290	3.7%	95

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	20	17,202	7.7%	98
Family Pub Dining	21	20,464	9.1%	100
Great Pub Great Food	32	38,937	17.4%	104
Leisure	54	23,258	10.4%	103
Mainstream	77	32,138	14.3%	103
Premium	68	32,158	14.3%	100
Restaurant	44	50,697	22.6%	98
Super Premium	13	8,078	3.6%	92

Glossary

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs. Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																																								
Age Profile	Counts of residents by Age band																																								
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.																																								
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ Full-time: In full-time employment Part-time: In part-time employment Self employed: In full-time or part-time employment, with or without employees Unemployed: Unemployed, not currently working but are actively seeking Retired: a person who has retired from a working or professional career Other: Includes long term sick, disabled, looking after home/family																																								
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB																																								
Over GB Average	Index value is >= 120																																								
	Index value is >= 105 and < 120																																								
Around GB Average	Index value is >= 95 and < 105																																								
	Index value is >= 80 and < 95																																								
Under GB Average	Index value is < 80																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestyle, Energy Levels and Demand.																																									
Consumer Insight	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</td><td>"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"</td><td>"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."</td><td>"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"</td></tr></table>	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds	"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."	"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"	"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."	"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"																												
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The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.																																									
Competition Pubs																																									
Competition Pubs are the following HUK Segments: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium																																									
Mobile data																																									
Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.																																									
Mobile Data - Audience Classification																																									
Resident: Lives in the area. Worker: Works in the area but doesn't live there. Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.																																									
Acorn																																									
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Transactional data																																									
Consumer Spend data provides actual credit and debit card expenditure for hospitality venues allowing you to see spend and average transaction value at an pub level. The data shows who from a Polaris segmentation is spending in the pub.																																									
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Sparsity is a measure of how built-up an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																									
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