

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

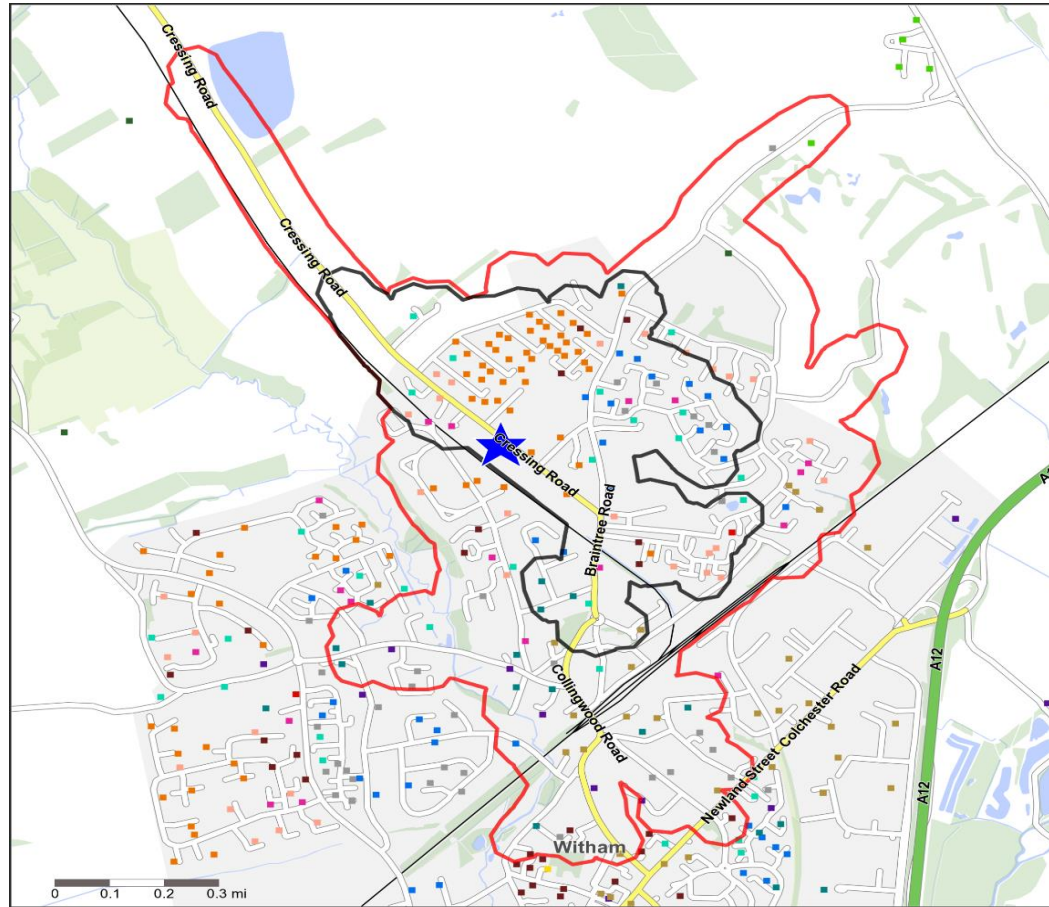
| | | | |
|--|-------|-------|---------|
| Number of Pubs | 2 | 6 | 153 |
| Catchment Adults 18+ | 3,057 | 6,353 | 167,225 |
| Catchment Adults 18+ Per Pub | 1,529 | 1,059 | 1,093 |
| Populaton Projection 2018 to 2028 (% change) | 8.35% | 7.93% | 7.15% |

| | | 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 | Rank | | Type | Target Customers | % of Population | Index | | |
| 1 | | High Street Pub | 2,993 | 97.9 | 189 | | | | | | | | | High Street Pub | 114,383 | 68.4 | 132 | | | | | | | | |
| 2 | | Community Pub | 2,693 | 88.1 | 189 | | | | | | | | | Premium Local | 107,108 | 64.1 | 137 | | | | | | | | |
| 3 | | Premium Local | 1,042 | 34.1 | 54 | | | | | | | | | Great Pub Great Food | 86,400 | 51.7 | 82 | | | | | | | | |
| 4 | | Great Pub Great Food | 465 | 15.2 | 118 | | | | | | | | | Community Pub | 72,868 | 43.6 | 337 | | | | | | | | |
| 5 | | Bit of Style | 448 | 14.7 | 36 | | | | | | | | | Bit of Style | 50,755 | 30.4 | 75 | | | | | | | | |
| 6 | | Craft Led | 289 | 9.5 | 35 | | | | | | | | | Circuit Bar | 20,463 | 12.2 | 46 | | | | | | | | |
| 7 | | Circuit Bar | 266 | 8.7 | 84 | | | | | | | | | Craft Led | 9,122 | 5.5 | 53 | | | | | | | | |

| | 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 | 178 | 5.8 | 66 | 452 | 7.1 | 80 | 15,280 | 9.1 | 103 |
| C1 | 398 | 13.0 | 106 | 878 | 13.8 | 113 | 21,914 | 13.1 | 107 |
| C2 | 332 | 10.9 | 132 | 635 | 10.0 | 121 | 15,484 | 9.3 | 112 |
| DE | 360 | 11.8 | 114 | 662 | 10.4 | 101 | 13,389 | 8.0 | 78 |

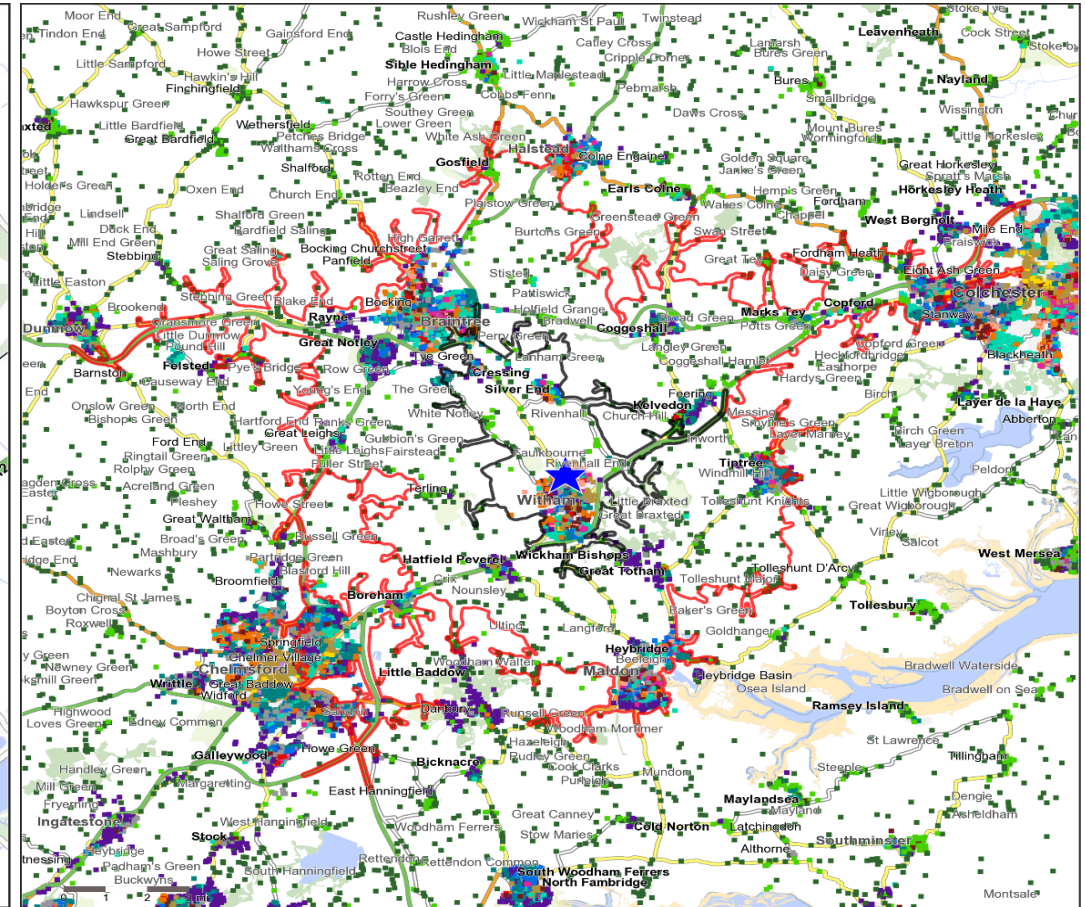
| | 10 Minute WT Catchment | | | 20 Minute WT Catchment | | | 20 Minute DT Catchment | | |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
| Affluence (Bands) | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index |
| Low (0-6) | 1,180 | 38.6 | 116 | 2,081 | 32.8 | 99 | 30,770 | 18.4 | 55 |
| Medium (7-13) | 1,406 | 46.0 | 139 | 2,556 | 40.2 | 121 | 55,738 | 33.3 | 101 |
| High (14-19) | 347 | 11.4 | 40 | 1,251 | 19.7 | 69 | 70,047 | 41.9 | 147 |

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



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 | 0 | 0 |
| | A02 | Uptown Elite | 0 | 0 | 0 | 15 |
| | A03 | Penthouse Chic | 0 | 0 | 0 | 0 |
| | A04 | Metro High-Flyers | 0 | 0 | 0 | 0 |
| | B05 | Premium Fortunes | 0 | 0 | 18 | 500 |
| | B06 | Diamond Days | 6 | 24 | 95 | 1,438 |
| | B07 | Alpha Families | 0 | 20 | 125 | 5,147 |
| | B08 | Bank of Mum and Dad | 5 | 25 | 392 | 5,065 |
| | B09 | Empty-Nest Adventure | 0 | 154 | 289 | 5,105 |
| | C10 | Wealthy Landowners | 0 | 11 | 281 | 3,792 |
| | C11 | Rural Vogue | 0 | 0 | 145 | 2,348 |
| | C12 | Scattered Homesteads | 0 | 0 | 7 | 259 |
| | C13 | Village Retirement | 0 | 0 | 454 | 5,463 |
| | D14 | Satellite Settlers | 2 | 43 | 691 | 7,901 |
| | D15 | Local Focus | 0 | 0 | 483 | 2,433 |
| | D16 | Outlying Seniors | 0 | 0 | 293 | 2,034 |
| | D17 | Far-Flung Outposts | 0 | 0 | 0 | 0 |
| | E18 | Legacy Elders | 2 | 258 | 603 | 4,038 |
| | E19 | Bungalow Heaven | 0 | 6 | 463 | 4,075 |
| | E20 | Classic Grandparents | 68 | 68 | 434 | 2,607 |
| | E21 | Solo Retirees | 131 | 196 | 812 | 5,036 |
| | F22 | Boomerang Boarders | 37 | 158 | 1,075 | 4,408 |
| | F23 | Family Ties | 33 | 33 | 581 | 4,832 |
| | F24 | Fledgling Free | 97 | 119 | 516 | 1,658 |
| | F25 | Dependable Me | 308 | 317 | 1,044 | 4,657 |
| | G26 | Cafés and Catchments | 2 | 7 | 7 | 1,256 |
| | G27 | Thriving Independence | 39 | 255 | 878 | 8,081 |
| | G28 | Modern Parents | 0 | 0 | 587 | 7,746 |
| | G29 | Mid-Career Convention | 0 | 1 | 512 | 9,732 |
| | H30 | Primary Ambitions | 142 | 196 | 1,110 | 9,339 |
| | H31 | Affordable Fringe | 88 | 110 | 309 | 1,315 |
| | H32 | First-Rung Futures | 170 | 356 | 1,009 | 4,066 |
| | H33 | Contemporary Starts | 0 | 63 | 1,758 | 5,308 |
| | H34 | New Foundations | 0 | 6 | 20 | 743 |
| | H35 | Flying Solo | 50 | 54 | 409 | 2,042 |

| | | | 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 | 900 | 1,172 | 4,011 | 9,960 |
| | I37 | Budget Generations | 114 | 114 | 400 | 797 |
| | I38 | Economical Families | 98 | 98 | 376 | 509 |
| | I39 | Families on a Budget | 0 | 0 | 41 | 473 |
| | J40 | Value Rentals | 0 | 8 | 150 | 439 |
| | J41 | Youthful Endeavours | 0 | 0 | 148 | 744 |
| | J42 | Midlife Renters | 203 | 434 | 1,202 | 6,159 |
| | J43 | Renting Rooms | 0 | 0 | 0 | 156 |
| | K44 | Inner City Stalwarts | 0 | 0 | 0 | 0 |
| | K45 | City Diversity | 0 | 0 | 0 | 0 |
| | K46 | High Rise Residents | 0 | 0 | 0 | 0 |
| | K47 | Single Essentials | 24 | 42 | 164 | 1,025 |
| | K48 | Mature Workers | 0 | 0 | 0 | 177 |
| | L49 | Flatlet Seniors | 0 | 2 | 190 | 803 |
| | L50 | Pocket Pensions | 32 | 117 | 813 | 3,270 |
| | L51 | Retirement Communities | 0 | 71 | 411 | 2,205 |
| | L52 | Estate Veterans | 113 | 113 | 981 | 3,602 |
| | L53 | Seasoned Survivors | 0 | 0 | 0 | 35 |
| | M54 | Down-to-Earth Owners | 66 | 136 | 370 | 921 |
| | M55 | Back with the Folks | 156 | 717 | 1,629 | 3,664 |
| | M56 | Self Supporters | 103 | 198 | 502 | 900 |
| | N57 | Community Elders | 0 | 0 | 0 | 0 |
| | N58 | Culture & Comfort | 2 | 2 | 2 | 2 |
| | N59 | Large Family Living | 0 | 0 | 0 | 0 |
| | N60 | Ageing Access | 0 | 4 | 59 | 410 |
| | O61 | Career Builders | 45 | 215 | 304 | 1,793 |
| | O62 | Central Pulse | 0 | 0 | 0 | 0 |
| | O63 | Flexible Workforce | 0 | 0 | 0 | 196 |
| | O64 | Bus-Route Renters | 22 | 430 | 1,220 | 6,340 |
| | O65 | Learners & Earners | 0 | 0 | 0 | 0 |
| | O66 | Student Scene | 0 | 0 | 0 | 0 |
| | U99 | Unclassified | 0 | 0 | 0 | 206 |
| Total | | | 3,058 | 6,353 | 28,373 | 167,225 |

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

3. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



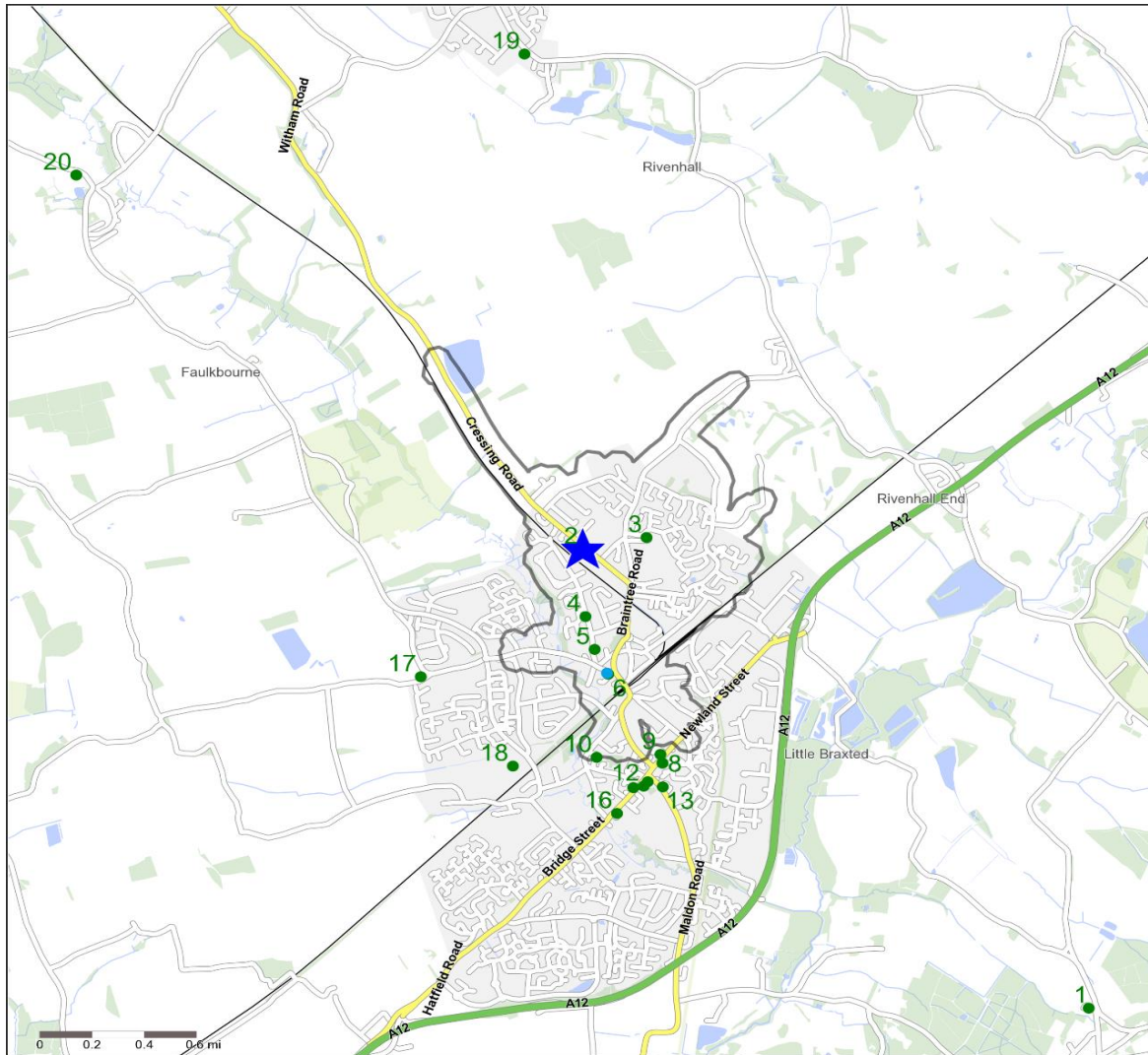
- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

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 | Target Customers | % of Population | Index |
| Female: Alone, Pair or Group | 2,214 | 34.8 | 115 | 1,675 | 26.4 | 161 | 2,464 | 38.8 | 74 | | | |
| Male: Alone | 2,643 | 41.6 | 140 | 521 | 8.2 | 53 | 3,190 | 50.2 | 94 | | | |
| Male: Group | 1,726 | 27.2 | 119 | 1,389 | 21.9 | 83 | 3,239 | 51.0 | 103 | | | |
| Male: Pair | 2,231 | 35.1 | 135 | 1,171 | 18.4 | 121 | 2,951 | 46.5 | 81 | | | |
| Mixed Sex: Group | 1,296 | 20.4 | 89 | 2,549 | 40.1 | 126 | 2,508 | 39.5 | 90 | | | |
| Mixed Sex: Pair | 2,133 | 33.6 | 143 | 2,349 | 37.0 | 114 | 1,871 | 29.5 | 69 | | | |
| With Children | 2,683 | 42.2 | 146 | 1,465 | 23.1 | 137 | 2,206 | 34.7 | 66 | | | |
| Unknown | 2,298 | 36.2 | 110 | 1,474 | 23.2 | 129 | 2,582 | 40.6 | 85 | | | |
| For Eating: | | | | | | | | | | | | |
| Upmarket | 2,130 | 33.5 | 109 | 2,035 | 32.0 | 154 | 2,189 | 34.5 | 73 | | | |
| Midmarket | 2,484 | 39.1 | 114 | 1,226 | 19.3 | 214 | 2,643 | 41.6 | 75 | | | |
| Downmarket | 2,496 | 39.3 | 177 | 2,163 | 34.0 | 98 | 1,695 | 26.7 | 64 | | | |
| For Drinking (monthly spend): | | | | | | | | | | | | |
| Nothing | 2,874 | 45.2 | 150 | 1,229 | 19.3 | 82 | 2,251 | 35.4 | 79 | | | |
| Low (less than £10) | 1,612 | 25.4 | 85 | 2,754 | 43.3 | 185 | 1,988 | 31.3 | 69 | | | |
| Medium (Between £10 and £40) | 1,612 | 25.4 | 83 | 1,029 | 16.2 | 91 | 3,712 | 58.4 | 116 | | | |
| High (Greater than £40) | 1,624 | 25.6 | 99 | 1,183 | 18.6 | 91 | 3,546 | 55.8 | 107 | | | |

| 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 | 56,197 | 33.6 | 111 | 29,503 | 17.6 | 108 | 81,319 | 48.6 | 93 |
| Male: Alone | 42,166 | 25.2 | 85 | 29,303 | 17.5 | 112 | 95,549 | 57.1 | 107 |
| Male: Group | 34,438 | 20.6 | 90 | 45,380 | 27.1 | 104 | 87,200 | 52.1 | 105 |
| Male: Pair | 38,243 | 22.9 | 88 | 16,102 | 9.6 | 63 | 112,674 | 67.4 | 117 |
| Mixed Sex: Group | 28,291 | 16.9 | 74 | 75,846 | 45.4 | 142 | 62,883 | 37.6 | 86 |
| Mixed Sex: Pair | 60,566 | 36.2 | 154 | 48,982 | 29.3 | 90 | 57,471 | 34.4 | 80 |
| With Children | 49,449 | 29.6 | 102 | 30,879 | 18.5 | 110 | 86,690 | 51.8 | 98 |
| Unknown | 49,696 | 29.7 | 90 | 38,210 | 22.8 | 127 | 79,113 | 47.3 | 99 |
| For Eating: | | | | | | | | | |
| Upmarket | 56,499 | 33.8 | 110 | 40,723 | 24.4 | 117 | 69,797 | 41.7 | 88 |
| Midmarket | 46,389 | 27.7 | 81 | 13,234 | 7.9 | 88 | 107,396 | 64.2 | 116 |
| Downmarket | 41,224 | 24.7 | 111 | 64,488 | 38.6 | 111 | 61,306 | 36.7 | 88 |
| For Drinking (monthly spend): | | | | | | | | | |
| Nothing | 49,754 | 29.8 | 98 | 45,916 | 27.5 | 116 | 71,348 | 42.7 | 95 |
| Low (less than £10) | 63,450 | 37.9 | 127 | 48,995 | 29.3 | 125 | 54,573 | 32.6 | 72 |
| Medium (Between £10 and £40) | 58,228 | 34.8 | 114 | 26,078 | 15.6 | 87 | 82,712 | 49.5 | 98 |
| High (Greater than £40) | 44,625 | 26.7 | 103 | 34,463 | 20.6 | 100 | 87,930 | 52.6 | 101 |

Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

 Site
  Star Pubs
  Pubs
  Catchment

Top 20 Nearest Competitors

| Order | Outlet Name | Operator | Walktime From Site (Minutes) | Drivetime from Site (Minutes) |
|-------|-------------------------------|------------------|------------------------------|-------------------------------|
| 1 | Green Man, CM 8 3LB | Greene King | 0.0 | 11.4 |
| 2 | Cherry Tree, CM 8 2NW | Star Pubs & Bars | 0.0 | 0.2 |
| 3 | Little Elms, CM 8 2LX | Independent Free | 6.0 | 1.3 |
| 4 | Woolpack, CM 8 2JP | Independent Free | 11.5 | 2.7 |
| 5 | White Horse, CM 8 2JL | Hawthorn Leisure | 12.1 | 2.5 |
| 6 | Albert, CM 8 2DE | Star Pubs & Bars | 12.4 | 2.6 |
| 7 | Red Lion, CM 8 2AF | Star Pubs & Bars | 21.7 | 4.5 |
| 8 | White Hart Hotel, CM 8 2AF | Greene King | 21.7 | 4.5 |
| 9 | George, CM 8 2AQ | Hawthorn Leisure | 21.7 | 4.6 |
| 10 | Sir Charlie Lockram, CM 8 2BJ | Independent Free | 22.6 | 4.6 |
| 11 | Monni's & Mezzo, CM 8 2BD | Independent Free | 22.9 | 4.6 |
| 12 | Valero Lounge, CM 8 2BE | Loungers | 22.9 | 4.9 |
| 13 | Crofters Brasserie, CM 8 2AA | Independent Free | 23.2 | 4.9 |
| 14 | Battesford Court, CM 8 1AH | Wetherspoon | 23.5 | 4.8 |
| 15 | Hold The Anchovies, CM 8 1AH | Independent Free | 23.5 | 4.8 |
| 16 | Swan, CM 8 1BE | Greene King | 26.6 | 5.4 |
| 17 | Victoria, CM 8 1LT | Greene King | 26.9 | 5.0 |
| 18 | Old Pottery Kiln, CM 8 1FQ | Marston's | 29.0 | 6.0 |
| 19 | Western Arms, CM 8 3SD | Greene King | 68.0 | 6.8 |
| 20 | Cross Keys, CM 8 1RQ | Independent Free | 76.8 | 6.7 |