

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

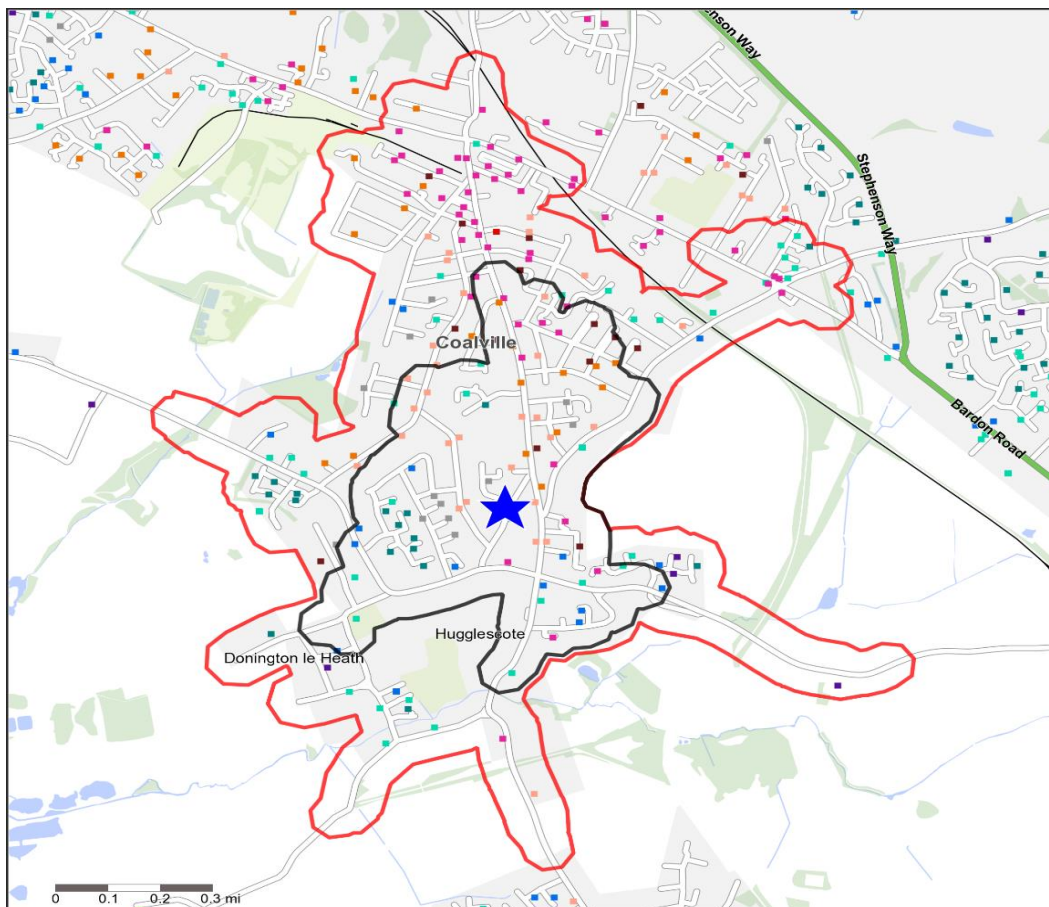
| | | | |
|--|-------|-------|---------|
| Number of Pubs | 1 | 8 | 213 |
| Catchment Adults 18+ | 3,894 | 7,583 | 217,419 |
| Catchment Adults 18+ Per Pub | 3,894 | 948 | 1,021 |
| Populaton Projection 2018 to 2028 (% change) | 6.26% | 6.31% | 7.40% |

| | | 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 | 3,682 | 94.6 | 183 | 1 | High Street Pub | 7,087 | 93.5 | 180 | 1 | High Street Pub | 142,283 | 65.4 | 126 |
| 2 | Community Pub | 3,049 | 78.3 | 168 | 2 | Community Pub | 6,059 | 79.9 | 171 | 2 | Premium Local | 121,770 | 56.0 | 120 |
| 3 | Premium Local | 1,613 | 41.4 | 66 | 3 | Premium Local | 2,937 | 38.7 | 61 | 3 | Community Pub | 106,651 | 49.1 | 78 |
| 4 | Great Pub Great Food | 903 | 23.2 | 179 | 4 | Bit of Style | 1,934 | 25.5 | 197 | 4 | Great Pub Great Food | 86,090 | 39.6 | 306 |
| 5 | Bit of Style | 745 | 19.1 | 47 | 5 | Great Pub Great Food | 1,657 | 21.9 | 54 | 5 | Bit of Style | 57,211 | 26.3 | 65 |
| 6 | Circuit Bar | 241 | 6.2 | 23 | 6 | Circuit Bar | 868 | 11.4 | 43 | 6 | Circuit Bar | 34,401 | 15.8 | 59 |
| 7 | Craft Led | 200 | 5.1 | 50 | 7 | Craft Led | 668 | 8.8 | 86 | 7 | Craft Led | 20,449 | 9.4 | 91 |

| Social Grade | 10 Minute WT Catchment | | | 20 Minute WT Catchment | | | 20 Minute DT Catchment | | |
|--------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
| | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index |
| AB | 239 | 6.1 | 69 | 438 | 5.8 | 65 | 18,010 | 8.3 | 94 |
| C1 | 429 | 11.0 | 90 | 867 | 11.4 | 93 | 24,608 | 11.3 | 92 |
| C2 | 427 | 11.0 | 133 | 853 | 11.2 | 136 | 18,568 | 8.5 | 103 |
| DE | 451 | 11.6 | 113 | 1,005 | 13.3 | 129 | 19,809 | 9.1 | 89 |

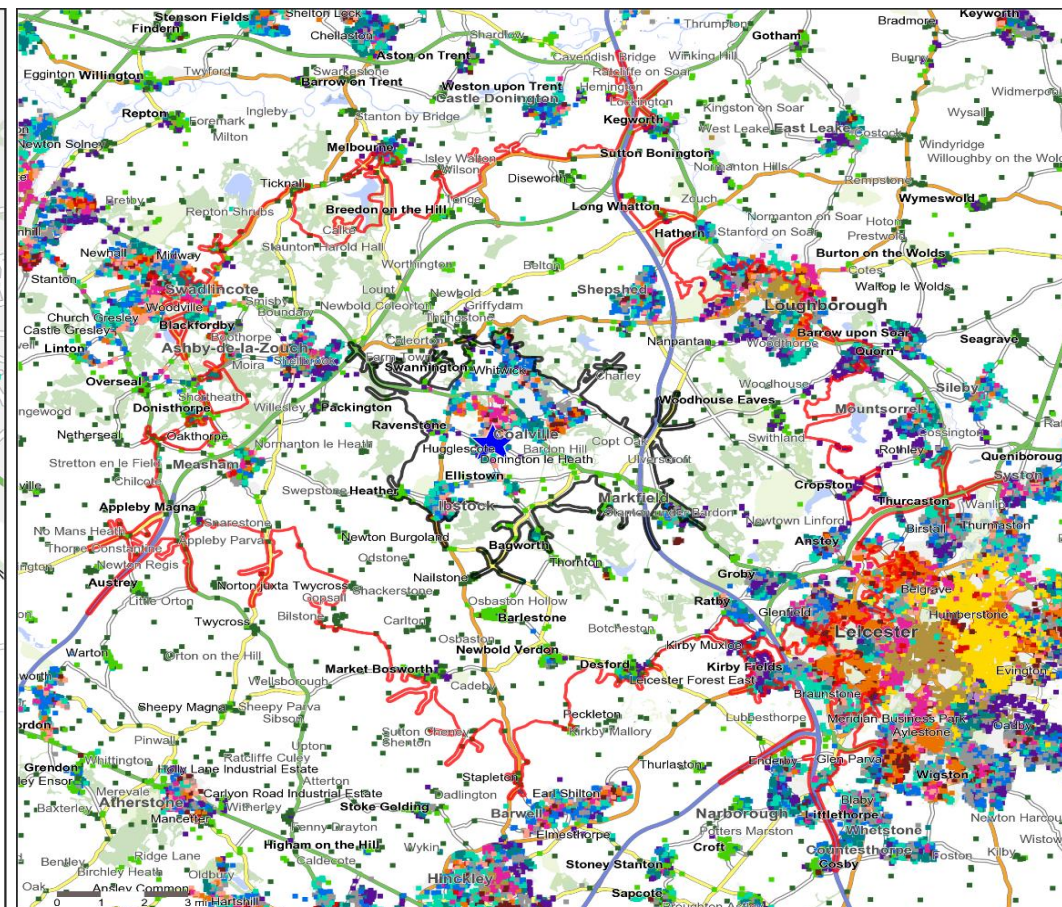
| Affluence (Bands) | 10 Minute WT Catchment | | | 20 Minute WT Catchment | | | 20 Minute DT Catchment | | |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
| | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index |
| Low (0-6) | 1,804 | 46.3 | 140 | 3,820 | 50.4 | 152 | 67,462 | 31.0 | 94 |
| Medium (7-13) | 1,573 | 40.4 | 122 | 2,761 | 36.4 | 110 | 82,564 | 38.0 | 115 |
| High (14-19) | 322 | 8.3 | 29 | 610 | 8.0 | 28 | 46,152 | 21.2 | 75 |

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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| | | |
|----------------------|-----------------------|---------------------|
| Site | 10 Minute Catchment | 20 Minute Catchment |
| A City Prosperity | B Prestige Positions | C Country Living |
| F Suburban Stability | G Domestic Success | D Rural Reality |
| K Municipal Tenants | L Vintage Value | E Senior Security |
| | H Aspiring Homemakers | I Family Basics |
| | M Modest Traditions | N Urban Cohesion |
| | | J Transient Renters |
| | | O Rental Hubs |

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 | 47 |
| A03 | Penthouse Chic | 0 | 0 | 0 | 0 |
| A04 | Metro High-Flyers | 0 | 0 | 0 | 0 |
| B05 | Premium Fortunes | 0 | 0 | 5 | 429 |
| B06 | Diamond Days | 0 | 0 | 37 | 2,009 |
| B07 | Alpha Families | 0 | 0 | 196 | 3,696 |
| B08 | Bank of Mum and Dad | 14 | 25 | 137 | 3,596 |
| B09 | Empty-Nest Adventure | 20 | 37 | 704 | 7,569 |
| C10 | Wealthy Landowners | 0 | 0 | 323 | 3,402 |
| C11 | Rural Vogue | 0 | 0 | 136 | 1,720 |
| C12 | Scattered Homesteads | 0 | 0 | 41 | 289 |
| C13 | Village Retirement | 0 | 0 | 285 | 5,468 |
| D14 | Satellite Settlers | 0 | 0 | 1,468 | 9,286 |
| D15 | Local Focus | 0 | 0 | 887 | 4,575 |
| D16 | Outlying Seniors | 0 | 0 | 1,053 | 4,468 |
| D17 | Far-Flung Outposts | 0 | 0 | 0 | 0 |
| E18 | Legacy Elders | 0 | 0 | 10 | 2,272 |
| E19 | Bungalow Heaven | 144 | 269 | 2,684 | 10,065 |
| E20 | Classic Grandparents | 82 | 82 | 511 | 4,144 |
| E21 | Solo Retirees | 115 | 115 | 511 | 4,523 |
| F22 | Boomerang Boarders | 114 | 114 | 1,203 | 5,459 |
| F23 | Family Ties | 0 | 0 | 370 | 1,689 |
| F24 | Fledgling Free | 205 | 371 | 3,644 | 8,551 |
| F25 | Dependable Me | 341 | 382 | 2,107 | 7,257 |
| G26 | Cafés and Catchments | 0 | 0 | 0 | 299 |
| G27 | Thriving Independence | 0 | 0 | 0 | 2,823 |
| G28 | Modern Parents | 216 | 420 | 2,796 | 8,872 |
| G29 | Mid-Career Convention | 40 | 72 | 1,503 | 8,258 |
| H30 | Primary Ambitions | 59 | 106 | 336 | 2,669 |
| H31 | Affordable Fringe | 235 | 511 | 2,837 | 8,606 |
| H32 | First-Rung Futures | 200 | 597 | 2,239 | 7,655 |
| H33 | Contemporary Starts | 23 | 47 | 2,272 | 11,709 |
| H34 | New Foundations | 10 | 62 | 306 | 1,028 |
| H35 | Flying Solo | 0 | 55 | 328 | 1,788 |

| | | 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 | 41 | 197 | 368 | 1,953 |
| I37 | Budget Generations | 9 | 12 | 670 | 2,526 |
| I38 | Economical Families | 329 | 436 | 961 | 2,378 |
| I39 | Families on a Budget | 40 | 44 | 1,018 | 10,708 |
| J40 | Value Rentals | 197 | 574 | 1,179 | 2,661 |
| J41 | Youthful Endeavours | 7 | 91 | 181 | 1,350 |
| J42 | Midlife Renters | 161 | 440 | 1,335 | 6,390 |
| J43 | Renting Rooms | 19 | 304 | 438 | 1,051 |
| 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 | 0 | 16 | 139 | 1,603 |
| K48 | Mature Workers | 0 | 0 | 356 | 1,944 |
| L49 | Flatlet Seniors | 0 | 0 | 180 | 769 |
| L50 | Pocket Pensions | 91 | 184 | 879 | 4,495 |
| L51 | Retirement Communities | 0 | 0 | 0 | 749 |
| L52 | Estate Veterans | 12 | 29 | 562 | 1,978 |
| L53 | Seasoned Survivors | 120 | 345 | 387 | 1,013 |
| M54 | Down-to-Earth Owners | 136 | 192 | 1,109 | 2,026 |
| M55 | Back with the Folks | 233 | 326 | 758 | 4,768 |
| M56 | Self Supporters | 683 | 1,126 | 3,233 | 6,695 |
| N57 | Community Elders | 0 | 0 | 0 | 326 |
| N58 | Culture & Comfort | 0 | 0 | 0 | 69 |
| N59 | Large Family Living | 0 | 0 | 0 | 42 |
| N60 | Ageing Access | 0 | 0 | 0 | 566 |
| O61 | Career Builders | 0 | 0 | 0 | 771 |
| O62 | Central Pulse | 0 | 0 | 0 | 223 |
| O63 | Flexible Workforce | 0 | 0 | 0 | 154 |
| O64 | Bus-Route Renters | 0 | 0 | 0 | 636 |
| O65 | Learners & Earners | 0 | 0 | 0 | 4,209 |
| O66 | Student Scene | 0 | 0 | 0 | 4,045 |
| U99 | Unclassified | 0 | 0 | 0 | 7,101 |
| Total | | 3,896 | 7,581 | 42,682 | 217,420 |

Top 3 Mosaic Types in a 20 Minute Walktime

1. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

2. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

3. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabittees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

Top 3 Mosaic Types in a 20 Minute Drivetime

1. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

2. 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

3. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



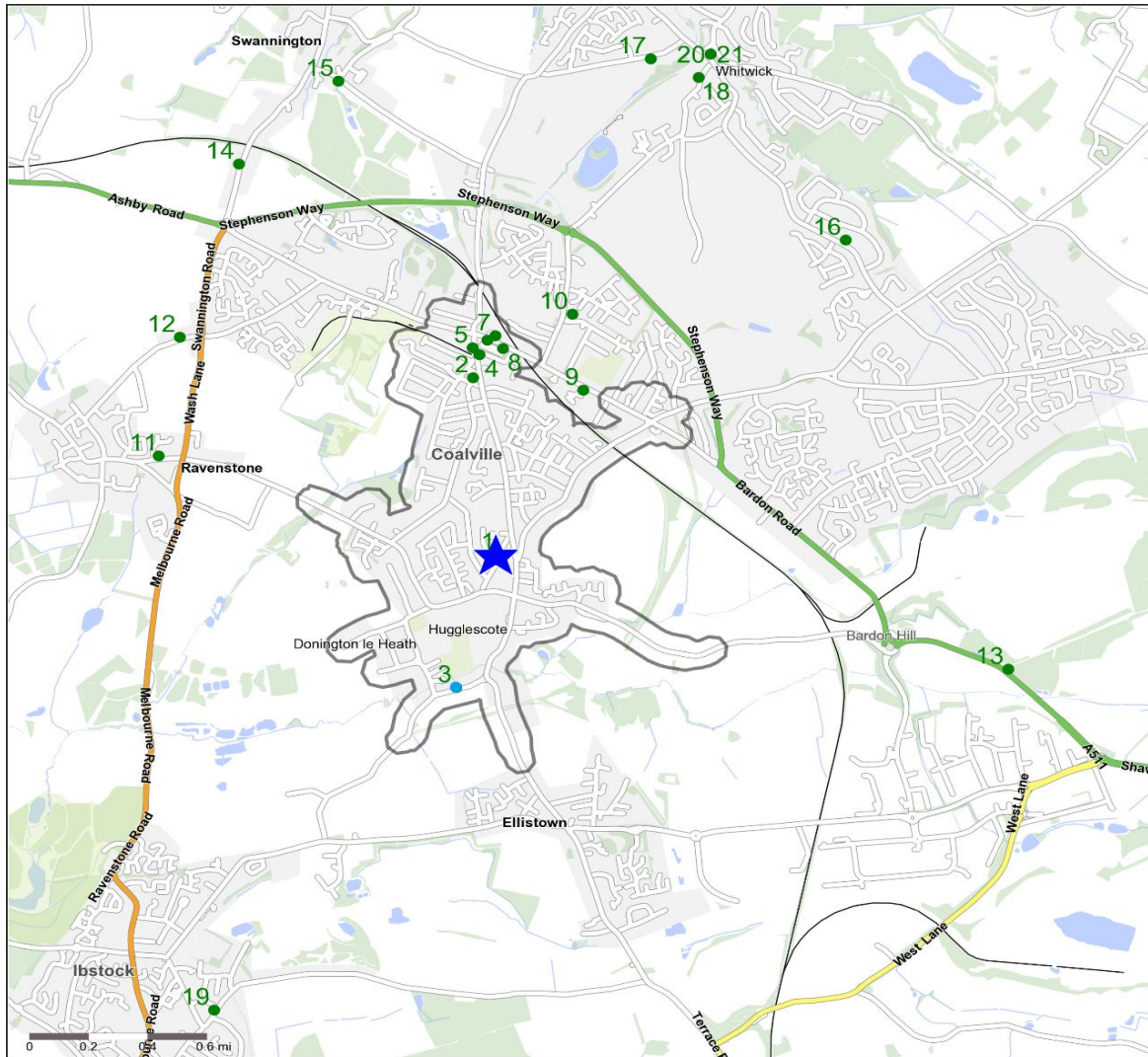
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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 | 2,567 | 33.9 | 112 | 1,024 | 13.5 | 83 | 3,992 | 52.6 | 101 | | |
| Male: Alone | 2,465 | 32.5 | 109 | 1,126 | 14.8 | 95 | 3,991 | 52.6 | 99 | | |
| Male: Group | 1,643 | 21.7 | 95 | 2,518 | 33.2 | 127 | 3,422 | 45.1 | 91 | | |
| Male: Pair | 1,620 | 21.4 | 82 | 3,366 | 44.4 | 291 | 2,597 | 34.2 | 60 | | |
| Mixed Sex: Group | 1,897 | 25.0 | 109 | 1,800 | 23.7 | 74 | 3,886 | 51.2 | 117 | | |
| Mixed Sex: Pair | 2,002 | 26.4 | 113 | 2,075 | 27.4 | 84 | 3,506 | 46.2 | 108 | | |
| With Children | 3,491 | 46.0 | 159 | 2,060 | 27.2 | 161 | 2,031 | 26.8 | 51 | | |
| Unknown | 2,853 | 37.6 | 115 | 802 | 10.6 | 59 | 3,928 | 51.8 | 108 | | |
| For Eating: | | | | | | | | | | | |
| Upmarket | 1,269 | 16.7 | 55 | 2,540 | 33.5 | 161 | 3,773 | 49.8 | 105 | | |
| Midmarket | 2,353 | 31.0 | 90 | 388 | 5.1 | 57 | 4,842 | 63.9 | 115 | | |
| Downmarket | 2,534 | 33.4 | 150 | 3,759 | 49.6 | 142 | 1,290 | 17.0 | 41 | | |
| For Drinking (monthly spend): | | | | | | | | | | | |
| Nothing | 2,018 | 26.6 | 88 | 2,534 | 33.4 | 141 | 3,031 | 40.0 | 89 | | |
| Low (less than £10) | 1,706 | 22.5 | 75 | 2,288 | 30.2 | 128 | 3,590 | 47.3 | 104 | | |
| Medium (Between £10 and £40) | 1,706 | 22.5 | 74 | 1,000 | 13.2 | 74 | 4,877 | 64.3 | 128 | | |
| High (Greater than £40) | 1,041 | 13.7 | 53 | 1,583 | 20.9 | 102 | 4,959 | 65.4 | 125 | | |

| 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 | 62,702 | 28.8 | 95 | 32,464 | 14.9 | 91 | 115,153 | 53.0 | 102 | |
| Male: Alone | 55,861 | 25.7 | 86 | 39,789 | 18.3 | 117 | 114,669 | 52.7 | 99 | |
| Male: Group | 40,906 | 18.8 | 82 | 63,499 | 29.2 | 112 | 105,914 | 48.7 | 98 | |
| Male: Pair | 42,383 | 19.5 | 75 | 31,926 | 14.7 | 96 | 136,009 | 62.6 | 109 | |
| Mixed Sex: Group | 40,375 | 18.6 | 81 | 82,250 | 37.8 | 118 | 87,693 | 40.3 | 92 | |
| Mixed Sex: Pair | 72,707 | 33.4 | 143 | 61,258 | 28.2 | 87 | 76,353 | 35.1 | 82 | |
| With Children | 53,329 | 24.5 | 85 | 48,723 | 22.4 | 133 | 108,266 | 49.8 | 94 | |
| Unknown | 61,529 | 28.3 | 86 | 30,919 | 14.2 | 79 | 117,870 | 54.2 | 113 | |
| For Eating: | | | | | | | | | | |
| Upmarket | 62,082 | 28.6 | 93 | 34,177 | 15.7 | 76 | 114,059 | 52.5 | 111 | |
| Midmarket | 46,130 | 21.2 | 62 | 15,845 | 7.3 | 81 | 148,343 | 68.2 | 123 | |
| Downmarket | 60,907 | 28.0 | 126 | 95,156 | 43.8 | 125 | 54,255 | 25.0 | 60 | |
| For Drinking (monthly spend): | | | | | | | | | | |
| Nothing | 53,584 | 24.6 | 81 | 70,830 | 32.6 | 138 | 85,905 | 39.5 | 88 | |
| Low (less than £10) | 67,158 | 30.9 | 103 | 63,515 | 29.2 | 124 | 79,645 | 36.6 | 81 | |
| Medium (Between £10 and £40) | 66,262 | 30.5 | 100 | 27,371 | 12.6 | 71 | 116,685 | 53.7 | 107 | |
| High (Greater than £40) | 43,415 | 20.0 | 77 | 41,389 | 19.0 | 93 | 125,514 | 57.7 | 110 | |

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 | Gate Inn, LE67 2HG | Star Pubs & Bars | 0.0 | 0.1 |
| 2 | Monkey Walk, LE67 3WD | Wetherspoon | 13.6 | 2.6 |
| 3 | Corner Pin, LE67 2GE | Star Pubs & Bars | 14.2 | 2.9 |
| 4 | Engineers Arms, LE67 3PD | *Other Small Retail Groups | 15.1 | 2.5 |
| 5 | Snibstone New Inn, LE67 3PE | Marston's | 15.4 | 2.5 |
| 6 | Bitter And Twister Micropub, LE67 3ED | Independent Free | 17.5 | 2.9 |
| 7 | Red House, LE67 3EA | Admiral Taverns Ltd | 18.4 | 3.0 |
| 8 | Stamford & Warrington Hotel, LE67 3EE | Admiral Taverns Ltd | 19.0 | 3.1 |
| 9 | Leicester Inn, LE67 3JA | New River Retail | 22.0 | 3.6 |
| 10 | Victoria Hotel, LE67 3FA | Punch Pub Company | 25.7 | 4.2 |
| 11 | Plough Inn, LE67 2AQ | *Other Small Retail Groups | 29.6 | 4.5 |
| 12 | Kings Arms, LE67 2AF | Marston's | 38.3 | 5.9 |
| 13 | Birch Tree Inn, LE67 1TD | Everards | 39.8 | 4.7 |
| 14 | Station Inn, LE67 8RE | Admiral Taverns Ltd | 40.1 | 6.9 |
| 15 | Robin Hood, LE67 8QQ | Admiral Taverns Ltd | 40.4 | 6.4 |
| 16 | Lady Jane, LE67 5PH | New River Retail | 41.9 | 6.5 |
| 17 | Black Horse, LE67 5DN | Star Pubs & Bars | 44.7 | 7.5 |
| 18 | Kings Arms, LE67 5ET | Admiral Taverns Ltd | 45.3 | 7.6 |
| 19 | Waggon & Horses, LE67 6LA | Ei Group | 50.1 | 7.8 |
| 20 | Three Crowns, LE67 5DT | Ei Group | 52.5 | 8.0 |