

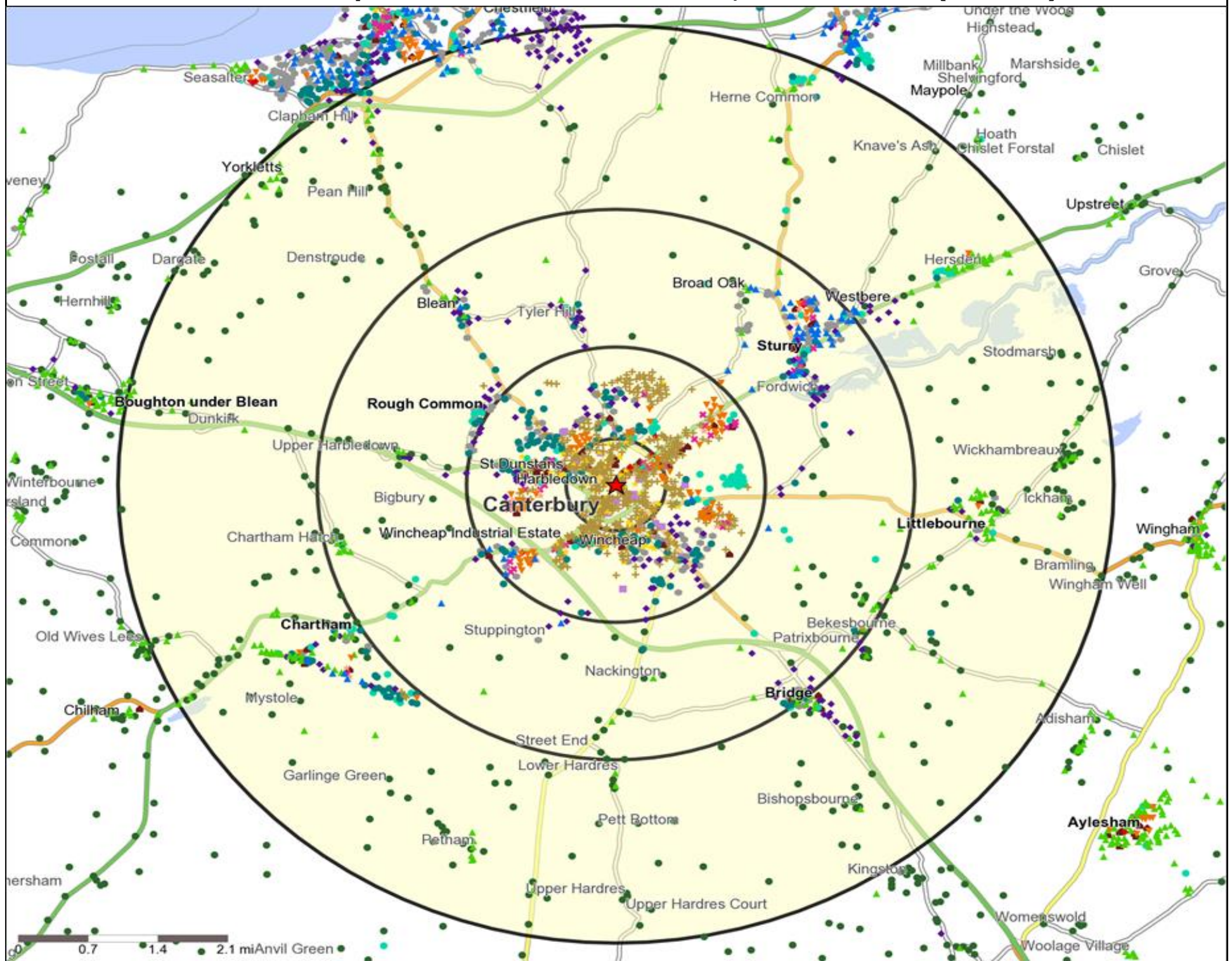
| Age Data Table           | Count:  |         |         |         |           | Index:  |         |         |         |           |
|--------------------------|---------|---------|---------|---------|-----------|---------|---------|---------|---------|-----------|
|                          | 0 - 0.5 | 0 - 1.5 | 0 - 3.0 | 0 - 5.0 | 15 Min    | 0 - 0.5 | 0 - 1.5 | 0 - 3.0 | 0 - 5.0 | 15 Min    |
|                          | Miles   | Miles   | Miles   | Miles   | Drivetime | Miles   | Miles   | Miles   | Miles   | Drivetime |
| 0-15                     | 1,325   | 7,204   | 9,123   | 12,330  | 14,438    | 57      | 70      | 72      | 78      | 81        |
| 16-17                    | 279     | 1,171   | 1,428   | 1,842   | 2,058     | 97      | 91      | 91      | 94      | 93        |
| 18-24                    | 4,113   | 19,067  | 21,008  | 21,869  | 22,602    | 366     | 382     | 342     | 287     | 263       |
| 25-34                    | 2,403   | 7,774   | 8,792   | 10,474  | 11,496    | 141     | 103     | 95      | 91      | 88        |
| 35-44                    | 1,081   | 4,272   | 5,460   | 7,419   | 8,726     | 69      | 61      | 63      | 70      | 72        |
| 45-54                    | 936     | 4,689   | 6,328   | 9,098   | 10,874    | 53      | 60      | 66      | 76      | 81        |
| 55-64                    | 810     | 3,896   | 5,432   | 7,574   | 9,153     | 58      | 63      | 71      | 80      | 85        |
| 65+                      | 1,476   | 7,020   | 10,218  | 13,513  | 15,716    | 66      | 71      | 84      | 89      | 92        |
| Population estimate 2015 | 12,423  | 55,093  | 67,789  | 84,119  | 95,063    | 100     | 100     | 100     | 100     | 100       |

| Ethnicity - Census 2011                     |         |         | Count:  |         |           | %:      |         |         |         |           |
|---------------------------------------------|---------|---------|---------|---------|-----------|---------|---------|---------|---------|-----------|
|                                             | 0 - 0.5 | 0 - 1.5 | 0 - 3.0 | 0 - 5.0 | 15 Min    | 0 - 0.5 | 0 - 1.5 | 0 - 3.0 | 0 - 5.0 | 15 Min    |
|                                             | Miles   | Miles   | Miles   | Miles   | Drivetime | Miles   | Miles   | Miles   | Miles   | Drivetime |
| White                                       | 9,722   | 43,932  | 55,172  | 70,265  | 80,985    | 87%     | 86%     | 87%     | 89%     | 90%       |
| Mixed / Multiple Ethnic Groups              | 338     | 1,323   | 1,518   | 1,771   | 1,887     | 3%      | 3%      | 2%      | 2%      | 2%        |
| Asian / Asian British                       | 667     | 3,609   | 4,031   | 4,278   | 4,376     | 6%      | 7%      | 6%      | 5%      | 5%        |
| Black / African / Caribbean / Black British | 234     | 1,443   | 1,623   | 1,708   | 1,744     | 2%      | 3%      | 3%      | 2%      | 2%        |
| Other Ethnic Group                          | 202     | 822     | 945     | 1,046   | 1,101     | 2%      | 2%      | 1%      | 1%      | 1%        |
| All People (Ethnic Group)                   | 11,163  | 51,129  | 63,289  | 79,068  | 90,093    | 100     | 100     | 100     | 100     | 100       |

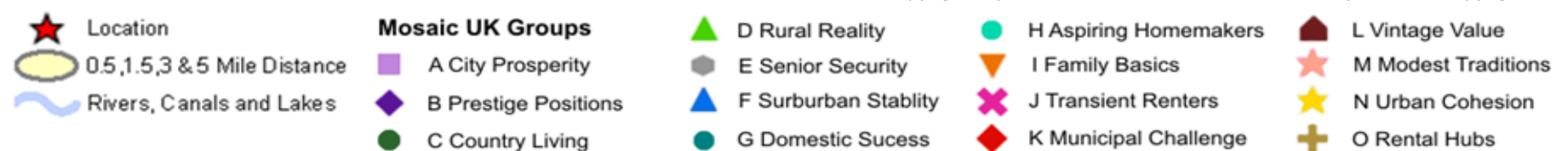




## Mosaic UK Map and Data: THOMAS BECKET, CANTERBURY (201810)



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### Mosaic UK Data Table (Residential)

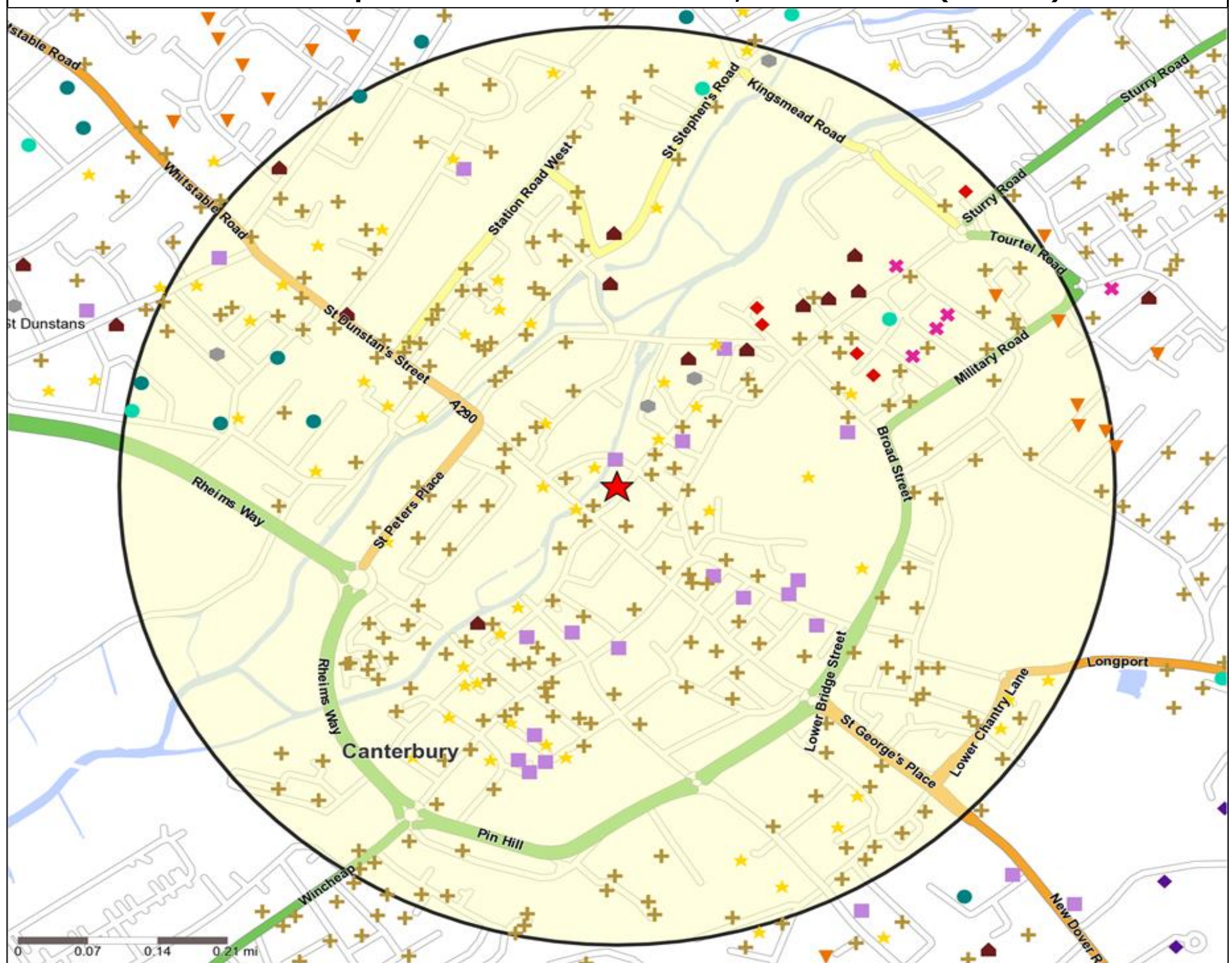
|                             | Count:        |               |               |               |                  | Index:  |         |         |         |                  |
|-----------------------------|---------------|---------------|---------------|---------------|------------------|---------|---------|---------|---------|------------------|
|                             | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles | 15 Min Drivetime | 0 - 0.5 | 0 - 1.5 | 0 - 3.0 | 0 - 5.0 | 15 Min Drivetime |
| A City Prosperity (18+)     | 291           | 503           | 503           | 503           | 503              | 67      | 29      | 24      | 19      | 17               |
| B Prestige Positions (18+)  | 0             | 1,318         | 2,689         | 4,244         | 4,528            | 0       | 44      | 74      | 93      | 87               |
| C Country Living (18+)      | 0             | 39            | 1,088         | 4,443         | 6,839            | 0       | 1       | 31      | 102     | 138              |
| D Rural Reality (18+)       | 0             | 2             | 853           | 4,307         | 7,474            | 0       | 0       | 25      | 99      | 151              |
| E Senior Security (18+)     | 117           | 2,161         | 4,266         | 4,955         | 5,101            | 14      | 65      | 105     | 97      | 88               |
| F Suburban Stability (18+)  | 0             | 332           | 1,785         | 2,346         | 2,835            | 0       | 13      | 59      | 61      | 65               |
| G Domestic Success (18+)    | 339           | 2,992         | 3,998         | 4,988         | 5,652            | 39      | 88      | 95      | 95      | 94               |
| H Aspiring Homemakers (18+) | 34            | 2,083         | 2,548         | 3,837         | 4,535            | 4       | 56      | 56      | 67      | 70               |
| I Family Basics (18+)       | 330           | 3,725         | 3,923         | 4,225         | 4,387            | 44      | 127     | 109     | 93      | 85               |
| J Transient Renters (18+)   | 120           | 1,382         | 1,599         | 1,646         | 1,708            | 20      | 59      | 55      | 46      | 42               |
| K Municipal Challenge (18+) | 88            | 214           | 241           | 241           | 241              | 15      | 9       | 8       | 7       | 6                |
| L Vintage Value (18+)       | 486           | 1,576         | 1,906         | 2,153         | 2,350            | 75      | 62      | 61      | 55      | 52               |
| M Modest Traditions (18+)   | 0             | 402           | 560           | 645           | 904              | 0       | 21      | 24      | 22      | 27               |
| N Urban Cohesion (18+)      | 1,248         | 2,248         | 2,248         | 2,248         | 2,248            | 231     | 106     | 86      | 69      | 60               |
| O Rental Hubs (18+)         | 7,252         | 21,671        | 21,728        | 21,850        | 21,916           | 913     | 692     | 565     | 453     | 399              |
| Adults 18+ estimate 2015    | 10,305        | 40,648        | 49,935        | 62,631        | 71,221           | 100     | 100     | 100     | 100     | 100              |

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## Mosaic UK Map and Data: THOMAS BECKET, CANTERBURY (201810)



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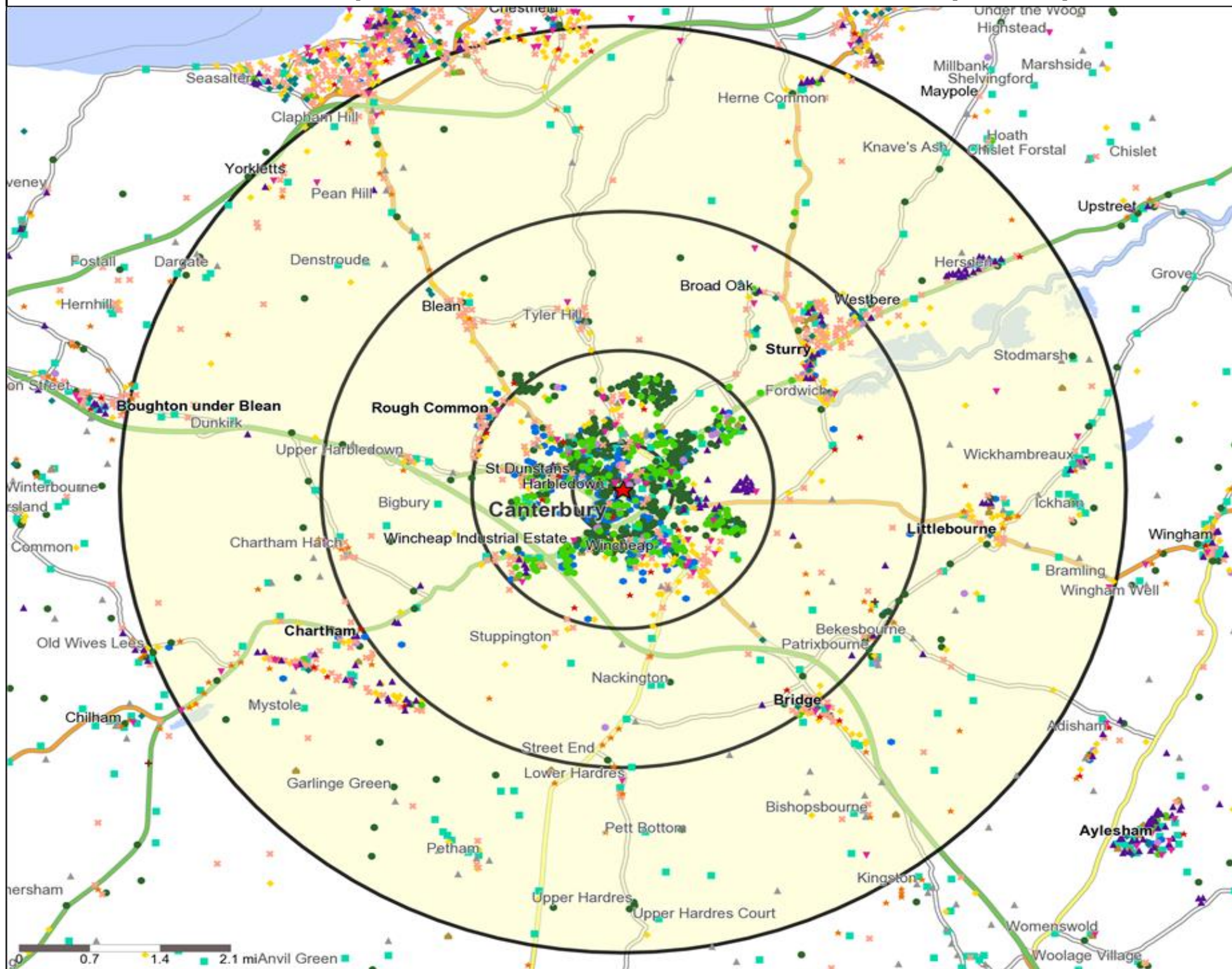
| Mosaic UK Data Table (Residential) | Count:        | Index:        |
|------------------------------------|---------------|---------------|
|                                    | 0 - 0.5 Miles | 0 - 0.5 Miles |
| A City Prosperity (18+)            | 291           | 67            |
| B Prestige Positions (18+)         | 0             | 0             |
| C Country Living (18+)             | 0             | 0             |
| D Rural Reality (18+)              | 0             | 0             |
| E Senior Security (18+)            | 117           | 14            |
| F Suburban Stability (18+)         | 0             | 0             |
| G Domestic Success (18+)           | 339           | 39            |
| H Aspiring Homemakers (18+)        | 34            | 4             |
| I Family Basics (18+)              | 330           | 44            |
| J Transient Renters (18+)          | 120           | 20            |
| K Municipal Challenge (18+)        | 88            | 15            |
| L Vintage Value (18+)              | 486           | 75            |
| M Modest Traditions (18+)          | 0             | 0             |
| N Urban Cohesion (18+)             | 1,248         | 231           |
| O Rental Hubs (18+)                | 7,252         | 913           |
| Adults 18+ estimate 2015           | 10,305        | 100           |

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## Occasions Map and Data: THOMAS BECKET, CANTERBURY (201810)



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|                                 |                         |                            |                        |                        |
|---------------------------------|-------------------------|----------------------------|------------------------|------------------------|
| ★ Location                      | <b>Occasions Types</b>  | ▲ 04 Weekend Millionaires  | ● 08 Student Social    | ★ 12 Midweek Meal Deal |
| ○ 0.5, 1.5, 3 & 5 Mile Distance | ■ 01 Mine's a Pint      | ● 05 Out On The Town       | ▼ 09 Leisurely Lunch   | ◆ 13 Date Night        |
| ~ Rivers, Canals and Lakes      | ◆ 02 Early Doors        | ▲ 06 Business and Pleasure | ✕ 10 Wining and Dining | ★ 14 Birthday Treat    |
|                                 | ● 03 Everyday is Friday | ● 07 Sporting Pints        | ▲ 11 Household Outing  | ✕ 15 Pre Show Meal     |

### Occasions Data Table

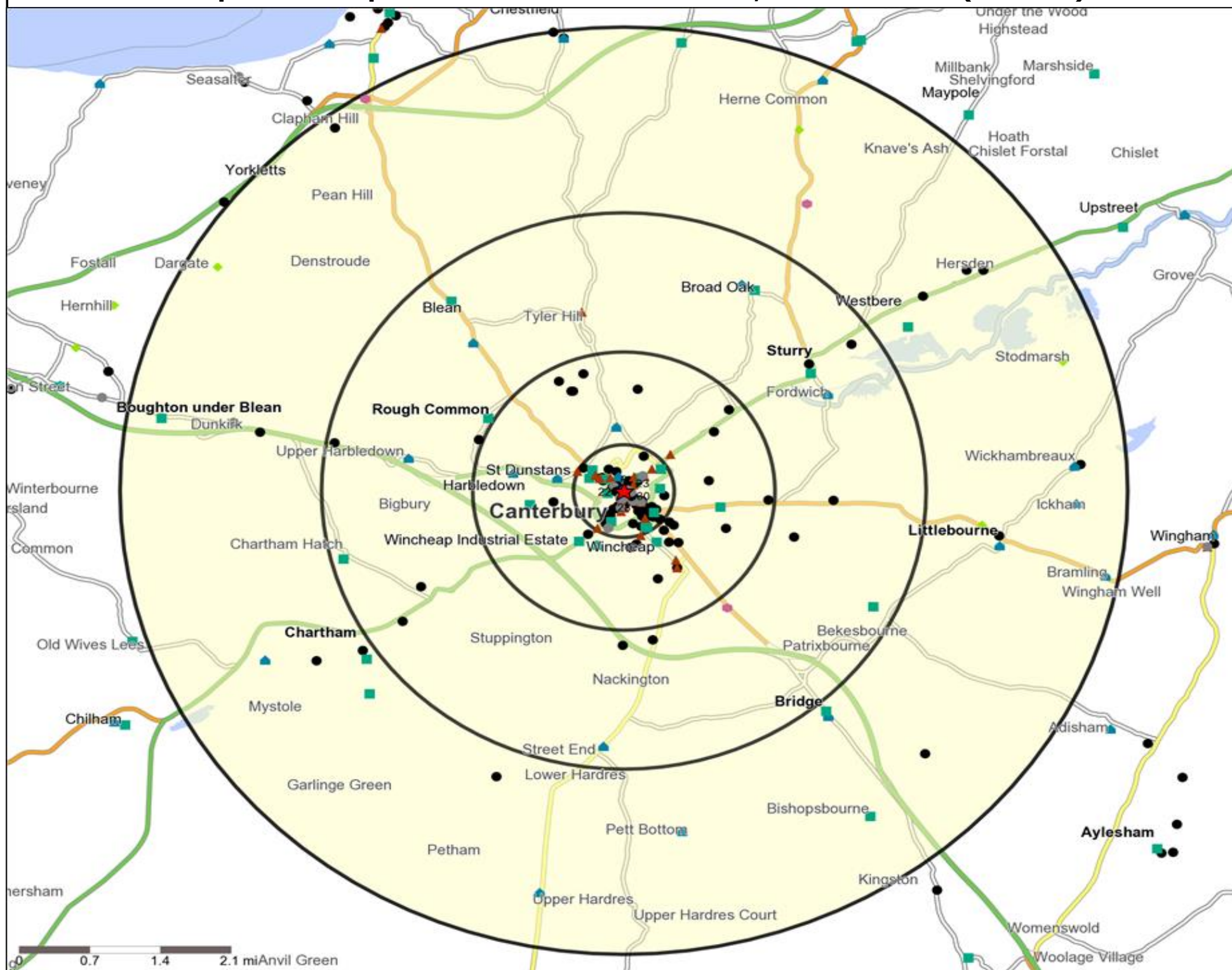
|                          | Count:        |               |               |               |                  | Index:  |         |         |         |                  |
|--------------------------|---------------|---------------|---------------|---------------|------------------|---------|---------|---------|---------|------------------|
|                          | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles | 15 Min Drivetime | 0 - 0.5 | 0 - 1.5 | 0 - 3.0 | 0 - 5.0 | 15 Min Drivetime |
| 01 Mine's a Pint         | 505           | 2,166         | 2,711         | 3,492         | 4,140            | 71      | 72      | 74      | 77      | 81               |
| 02 Early Doors           | 154           | 1,262         | 1,840         | 2,528         | 3,034            | 26      | 50      | 60      | 67      | 71               |
| 03 Everyday is Friday    | 545           | 2,163         | 2,582         | 3,245         | 3,709            | 108     | 101     | 99      | 100     | 102              |
| 04 Weekend Millionaires  | 142           | 1,475         | 1,889         | 2,657         | 3,156            | 19      | 48      | 50      | 57      | 60               |
| 05 Out On The Town       | 1,489         | 4,606         | 5,183         | 5,893         | 6,287            | 212     | 154     | 143     | 131     | 124              |
| 06 Business and Pleasure | 352           | 1,531         | 1,790         | 2,288         | 2,604            | 97      | 99      | 96      | 98      | 99               |
| 07 Sporting Pints        | 1,024         | 3,894         | 4,211         | 4,662         | 4,987            | 132     | 118     | 106     | 94      | 89               |
| 08 Student Social        | 1,870         | 7,266         | 7,676         | 8,293         | 8,657            | 570     | 520     | 455     | 395     | 365              |
| 09 Leisurely Lunch       | 437           | 2,188         | 2,905         | 3,891         | 4,536            | 63      | 75      | 82      | 88      | 91               |
| 10 Wining and Dining     | 441           | 2,089         | 3,021         | 4,261         | 4,938            | 56      | 63      | 75      | 85      | 87               |
| 11 Household Outing      | 252           | 1,651         | 2,139         | 2,761         | 3,199            | 41      | 62      | 67      | 69      | 71               |
| 12 Midweek Meal Deal     | 409           | 1,820         | 2,114         | 2,664         | 3,052            | 117     | 122     | 118     | 119     | 121              |
| 13 Date Night            | 370           | 1,659         | 2,422         | 3,483         | 4,088            | 67      | 70      | 85      | 98      | 102              |
| 14 Birthday Treat        | 247           | 1,512         | 2,104         | 2,917         | 3,422            | 44      | 64      | 73      | 82      | 85               |
| 15 Pre Show Meal         | 211           | 702           | 885           | 1,125         | 1,279            | 110     | 86      | 90      | 92      | 92               |
| Number of Occasions      | 8,448         | 35,984        | 43,472        | 54,160        | 61,088           | 100     | 100     | 100     | 100     | 100              |

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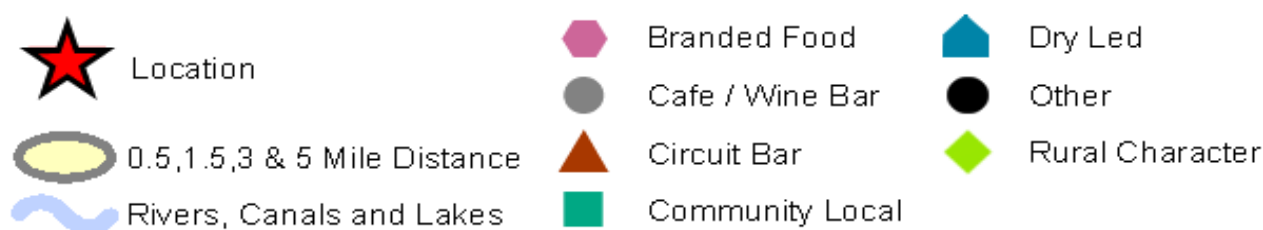




## Competition Map and Data: THOMAS BECKET, CANTERBURY (201810)



Numbers on competition points relate to the distance ranking in the competition table on page 7. Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015



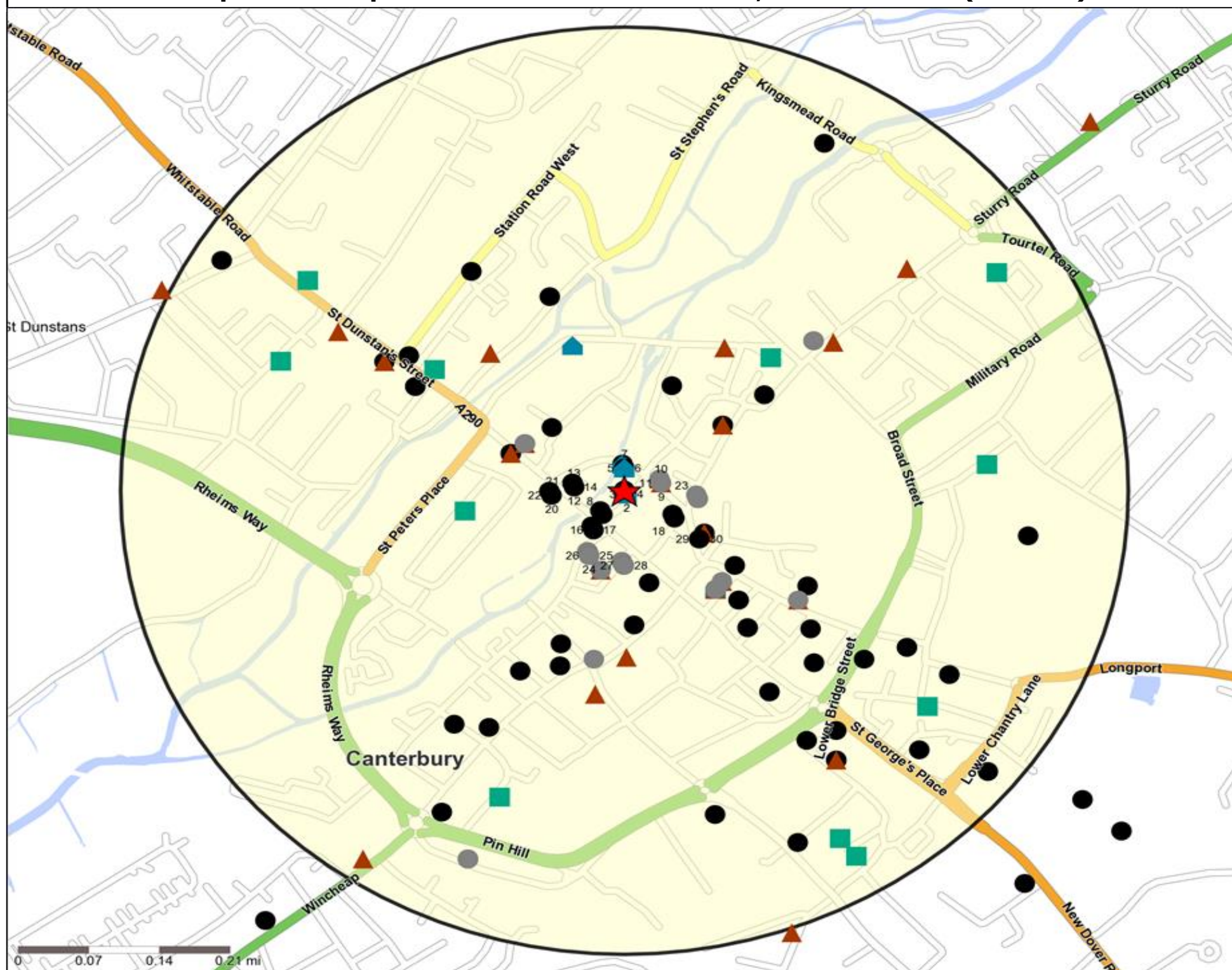
### Competition Type Summary Table

| Reporting Category | 0 - 0.5 Miles | 0 - 1.5 Miles | 0 - 3.0 Miles | 0 - 5.0 Miles |
|--------------------|---------------|---------------|---------------|---------------|
| Café / Wine Bar    | 11            | 11            | 11            | 12            |
| Circuit Bar        | 19            | 24            | 25            | 25            |
| Community Local    | 11            | 16            | 22            | 28            |
| Dry Led            | 5             | 8             | 14            | 25            |
| Branded Food Pub   | 0             | 0             | 1             | 3             |
| Rural              | 0             | 0             | 0             | 3             |
| Other              | 86            | 109           | 119           | 130           |
| <b>Total</b>       | <b>132</b>    | <b>168</b>    | <b>192</b>    | <b>226</b>    |





## Competition Map and Data: THOMAS BECKET, CANTERBURY (201810)



Numbers on competition points relate to the distance ranking in the competition table on page 7. Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Community Local
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes

### Competition Type Summary Table

| Reporting Category | 0 - 0.5 Miles |
|--------------------|---------------|
| Café / Wine Bar    | 11            |
| Circuit Bar        | 19            |
| Community Local    | 11            |
| Dry Led            | 5             |
| Branded Food Pub   | 0             |
| Rural              | 0             |
| Other              | 86            |
| <b>Total</b>       | <b>132</b>    |



## Local Competition: THOMAS BECKET, CANTERBURY (201810)

### List of Pubs (sorted by distance from Punch outlet) - Top 30 by Distance

| Rank | Pub name                       | Address                           | Owner              | Postcode | Category        | Distance (Miles) |
|------|--------------------------------|-----------------------------------|--------------------|----------|-----------------|------------------|
| N/A  | THOMAS BECKET, CANTERBURY      | 21 BEST LANE, CANTERBURY, CT1 2JB | Punch Taverns      | CT 1 2JB | Punch Taverns   | 0.00             |
| 1    | Kings                          | 14-15 Best Lane, Canterbury       | Independent Free   | CT 1 2JB | Other           | 0.00             |
| 2    | Pizza Express                  | 4 Best Lane, Canterbury           | Hony Capital       | CT 1 2JB | Other           | 0.00             |
| 3    | Olive Grove                    | 12 Best Lane, Canterbury          | Independent Free   | CT 1 2JB | Other           | 0.00             |
| 4    | Thomas Becket                  | 21 Best Lane, Canterbury          | Punch Pub Company  | CT 1 2JB | Dry Led         | 0.00             |
| 5    | Canterbury Tales               | 12 The Friars, Canterbury         | Punch Pub Company  | CT 1 2AS | Dry Led         | 0.02             |
| 6    | Pilgrims Hotel                 | 18 The Friars, Canterbury         | Independent Free   | CT 1 2AS | Dry Led         | 0.02             |
| 7    | Marlowe Theatre                | The Friars, Canterbury            | Independent Free   | CT 1 2AS | Other           | 0.02             |
| 8    | Ask Italian                    | 24 High Street, Canterbury        | Azzurri Group Ltd  | CT 1 2AY | Other           | 0.03             |
| 9    | Seven Stars Inn                | 1 Orange Street, Canterbury       | Enterprise Inns    | CT 1 2JA | Circuit Bar     | 0.04             |
| 10   | Ballroom                       | 15 Orange Street, Canterbury      | Independent Free   | CT 1 2JA | Circuit Bar     | 0.04             |
| 11   | Margaritas                     | 4-6 Orange Street, Canterbury     | Independent Free   | CT 1 2JA | Cafe / Wine Bar | 0.04             |
| 12   | Old Weavers                    | 1-3 St Peters Street, Canterbury  | Independent Free   | CT 1 2AT | Other           | 0.05             |
| 13   | Wildwood                       | St Peters Street, Canterbury      | Tasty              | CT 1 2AT | Other           | 0.05             |
| 14   | Canterbury Steak & Grill House | 10 St Peters Street, Canterbury   | Independent Free   | CT 1 2AT | Other           | 0.05             |
| 15   | Boho                           | 27 High Street, Canterbury        | Independent Free   | CT 1 2AZ | Other           | 0.05             |
| 16   | Chimichanga                    | 29a High Street, Canterbury       | Prezzo plc         | CT 1 2AZ | Other           | 0.05             |
| 17   | Prezzo                         | 29 High Street, Canterbury        | Prezzo plc         | CT 1 2AZ | Other           | 0.05             |
| 18   | Manolis Taverna                | 10 Guildhall Street, Canterbury   | Independent Free   | CT 1 2JQ | Other           | 0.06             |
| 19   | Gourmet Burger Kitchen         | 49A St Peter Street, Canterbury   | Nandos Restaurants | CT 1 2BE | Other           | 0.07             |
| 20   | Zizzi                          | 53 St Peters Street, Canterbury   | Azzurri Group Ltd  | CT 1 2BE | Other           | 0.07             |
| 21   | Picture House                  | 49a St Peters Street, Canterbury  | Independent Free   | CT 1 2BE | Other           | 0.07             |
| 22   | Marlowes                       | 55 St Peters Street, Canterbury   | Independent Free   | CT 1 2BE | Other           | 0.07             |
| 23   | Cafe Venezia                   | 60-61 Palace Street, Canterbury   | Independent Free   | CT 1 2DY | Cafe / Wine Bar | 0.07             |
| 24   | Michael Caines                 | 30-33 High Street, Canterbury     | Independent Free   | CT 1 2RX | Other           | 0.08             |
| 25   | Old Brewery Tavern             | 30-31 High Street, Canterbury     | Independent Free   | CT 1 2RX | Cafe / Wine Bar | 0.08             |
| 26   | Abode                          | 30-33 High Street, Canterbury     | Abode Hotels       | CT 1 2RX | Other           | 0.08             |
| 27   | Pizza Hut                      | 39 High Street, Canterbury        | Pizza Hut UK Ltd   | CT 1 2RY | Other           | 0.08             |
| 28   | Cuban                          | 41b-43 High Street, Canterbury    | Independent Free   | CT 1 2RY | Cafe / Wine Bar | 0.08             |
| 29   | Strada                         | 10-11 Sun Street, Canterbury      | Sun Capital        | CT 1 2HX | Other           | 0.09             |
| 30   | Deesons                        | 25-26 Sun Street, Canterbury      | Independent Free   | CT 1 2HX | Other           | 0.09             |