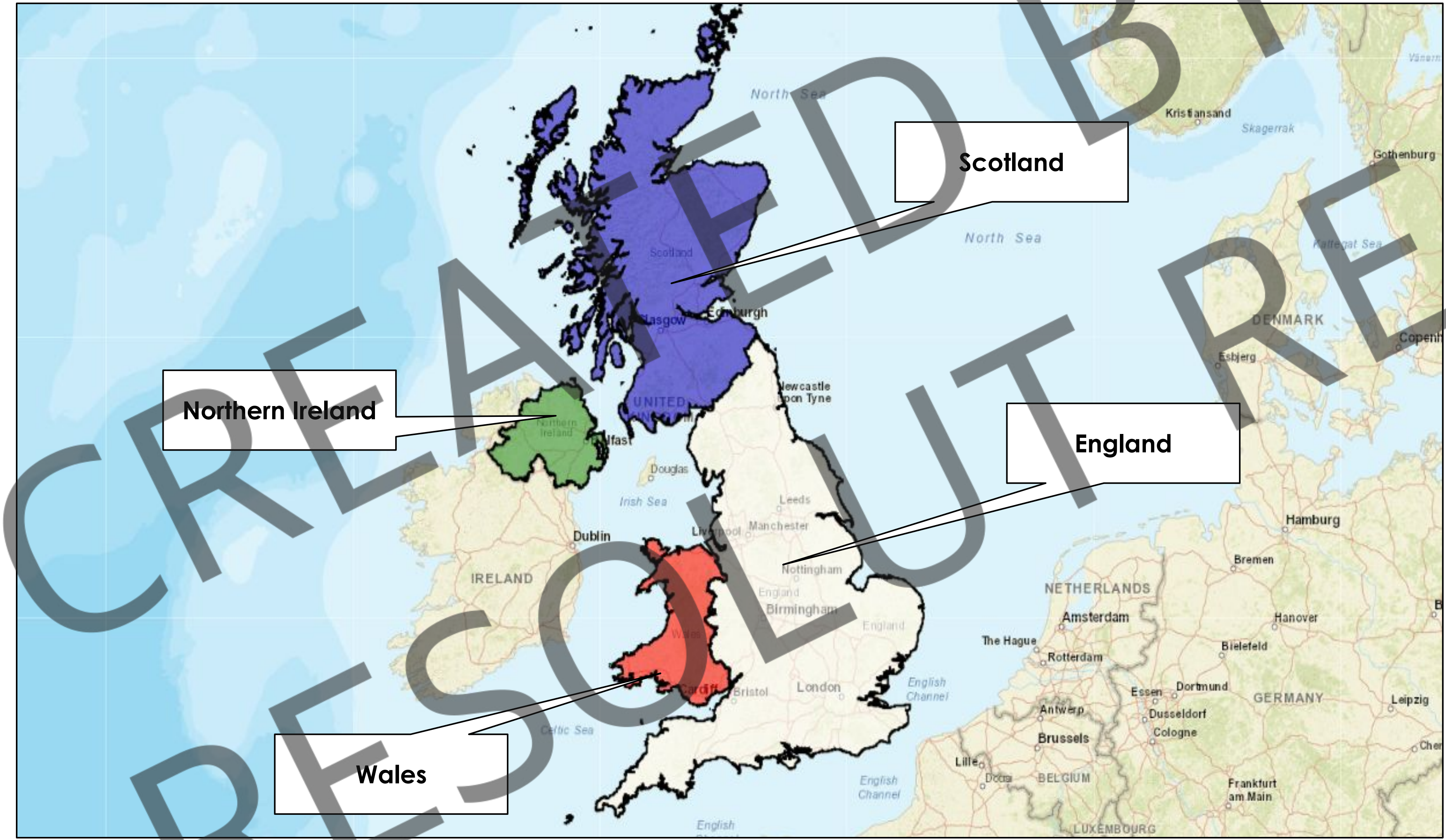
DONUT SAMPLE

BIRMINGHAM, UK

MARKET ASSESSMENT

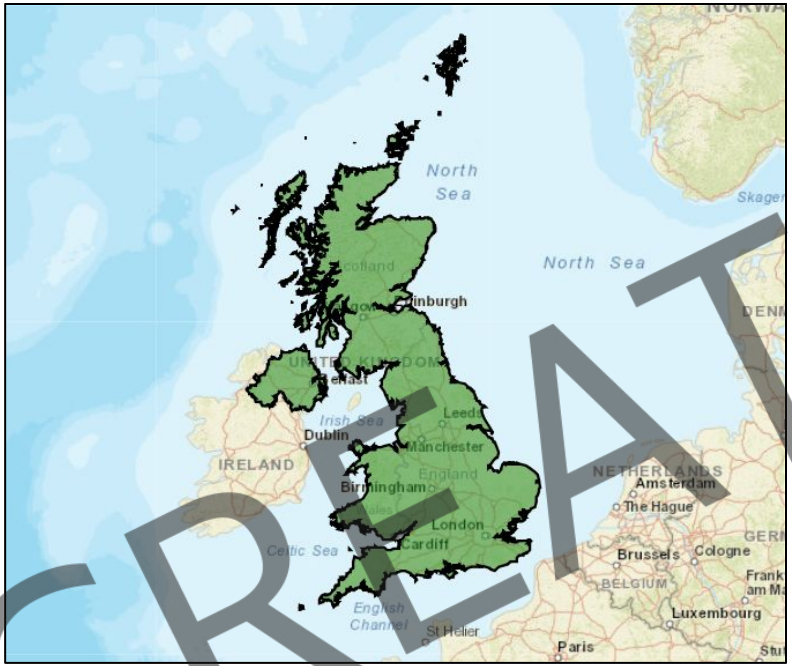
UNITED KINGDOM OVERVIEW

UNITED KINGDOM OVERVIEW



RESOLUT RE

UNITED KINGDOM



MARKET FACTS	
2017 POPULATION	65,520,954
2017 POPULATION DENSITY (PER SQ. KM)	712
2022 POPULATION	67,510,312
ANN. POPULATION GROWTH RATE (NTL)	0.60%
2017 PURCHASING POWER: PER CAPITA	£18,262
2017 PURCHASING POWER: INDEX	100
2017 MEDIAN AGE	41
2017 TOTAL HOUSEHOLDS	28,477,015
2017 AGES 15-29	6,384,155
2017 FEMALE POPULATION %	50.7%

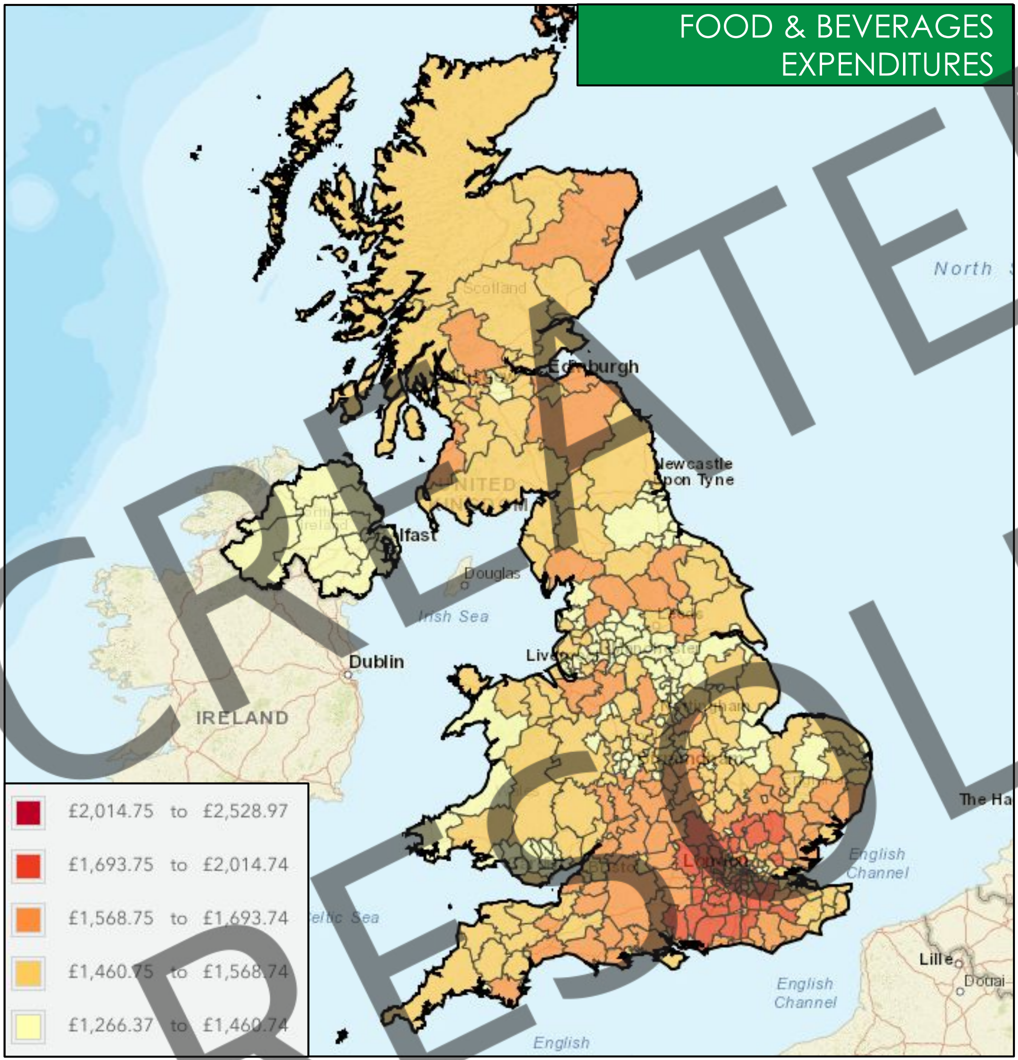
UNITED KINGDOM

MARKET POTENTIAL

Consumer Spending	Total Amount Spent (£)	Per Capita Spent (£)	Spend Potential Index
Food and Beverages	£100,474,446,006	£1,533	100
Alcoholic Beverages	£19,794,943,728	£302	100
Recreational Expenditures	£41,956,233,926	£640	100
Catering Services	£51,754,945,835	£790	100

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the United Kingdom average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

UNITED KINGDOM
AT A GLANCE - RETAIL EXPENDITURES



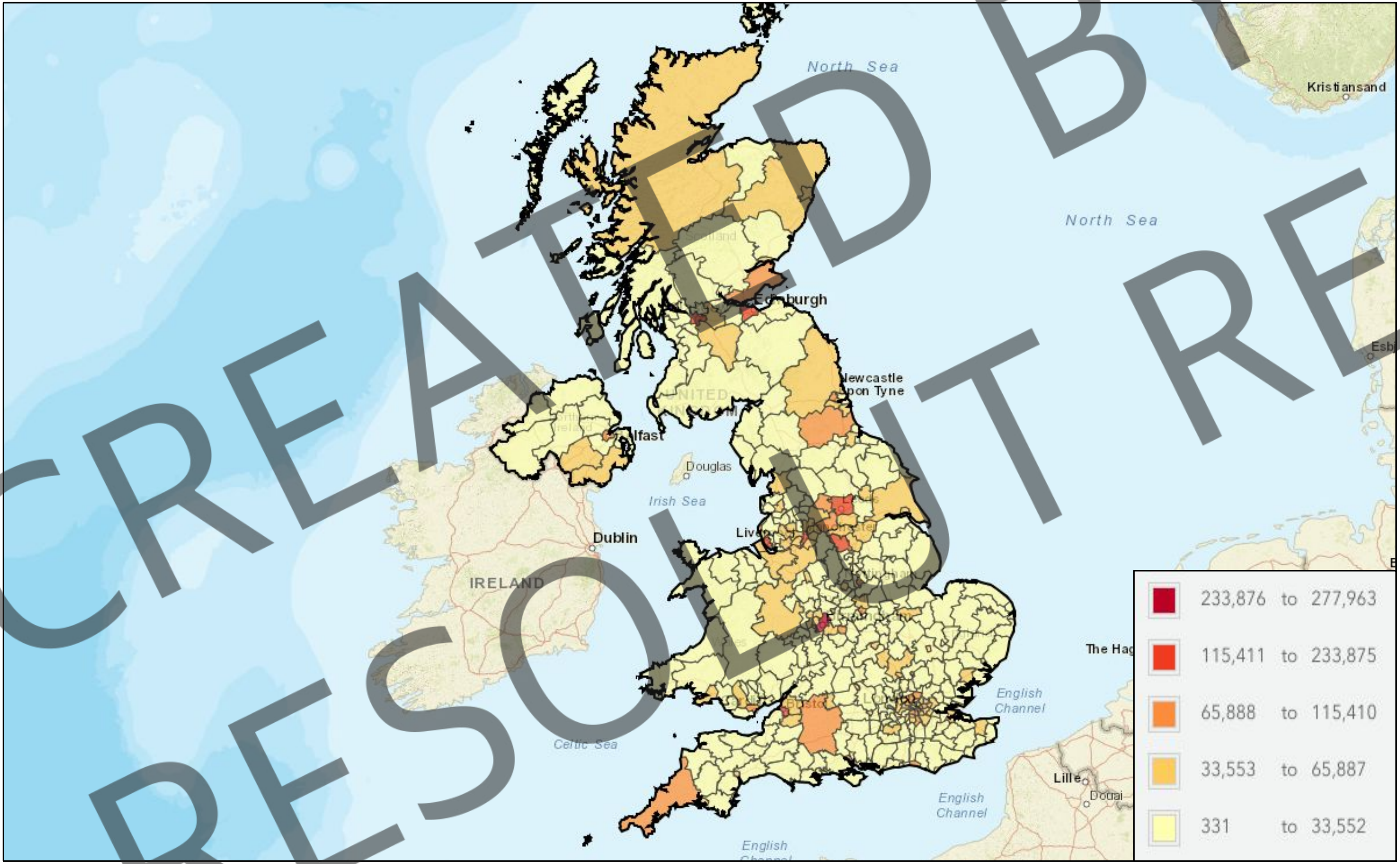
ENTERTAINMENT	CONSUMER ELECTRONICS
£41,956,233,926 *TOTAL SPENT*	**£18,451,856,073** *TOTAL SPENT*

HOUSEHOLD APPLIANCES	FOOD & BEVERAGE
£8,057,760,526 *TOTAL SPENT*	**£100,474,446,006** *TOTAL SPENT*

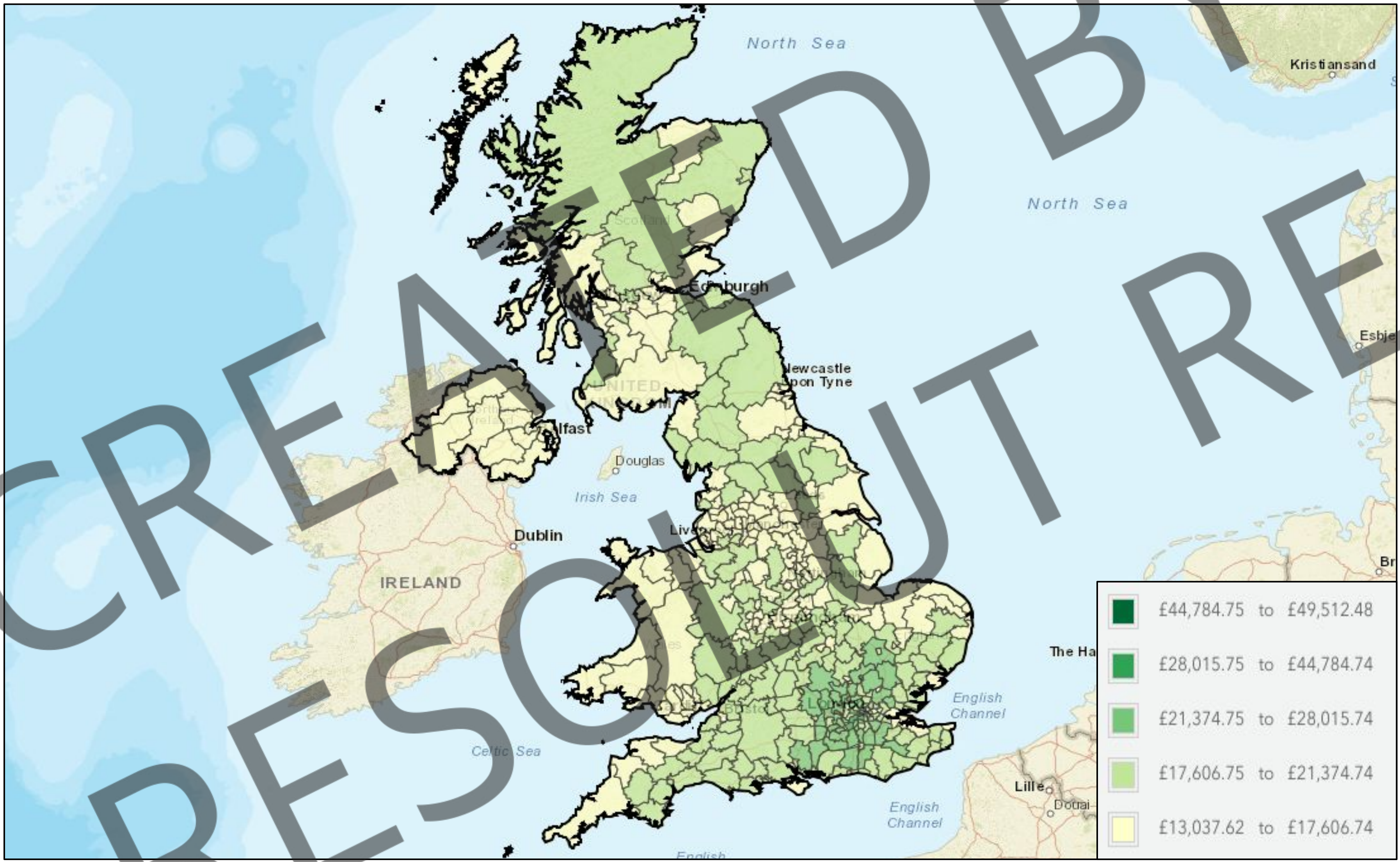
FURNITURE & FURNISHINGS	JEWELRY & PERSONAL EFFECTS
£20,570,885,898 *TOTAL SPENT*	**£15,006,396,793** *TOTAL SPENT*

UNITED KINGDOM

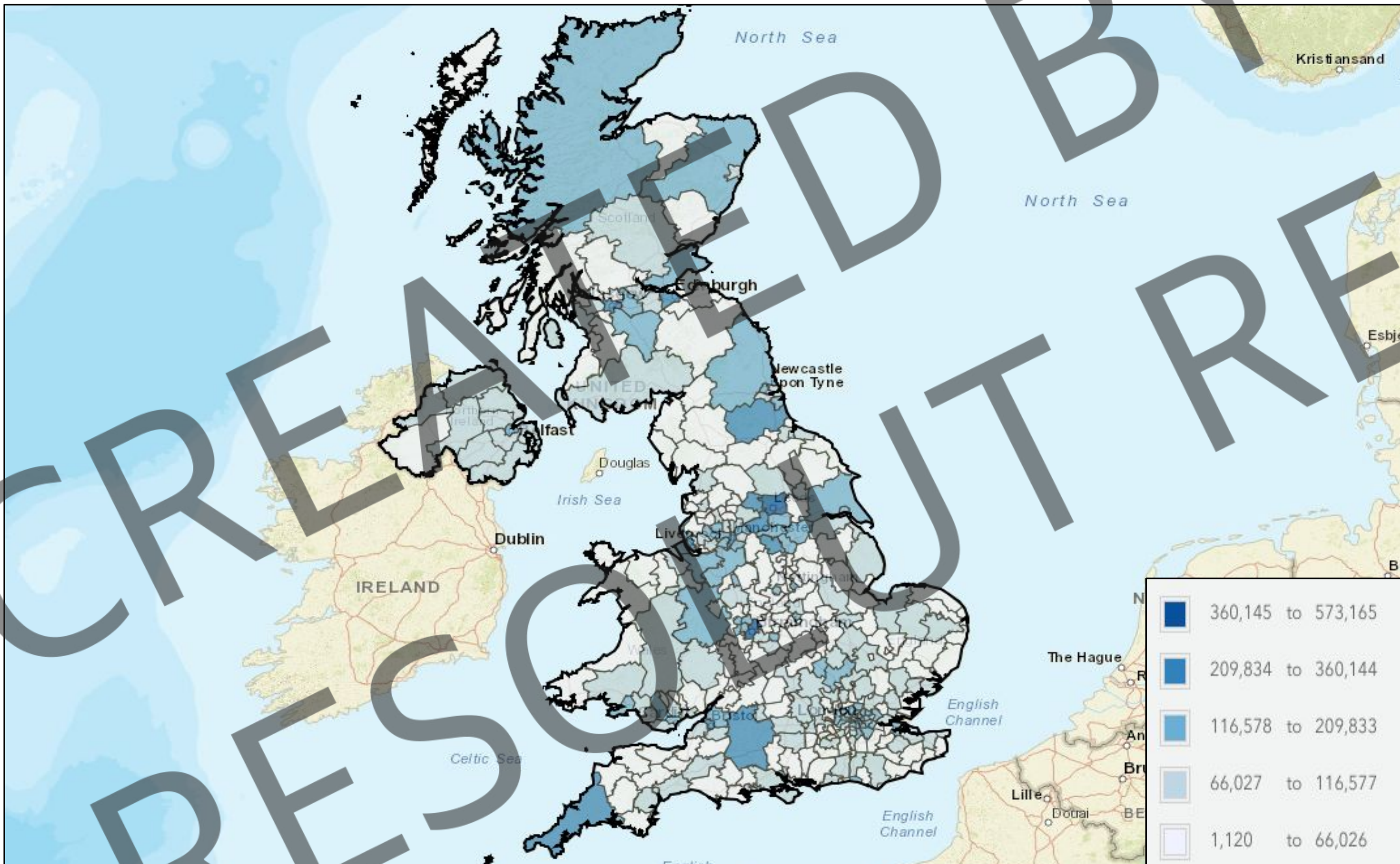
AGES 15 - 29



UNITED KINGDOM
PURCHASING POWER



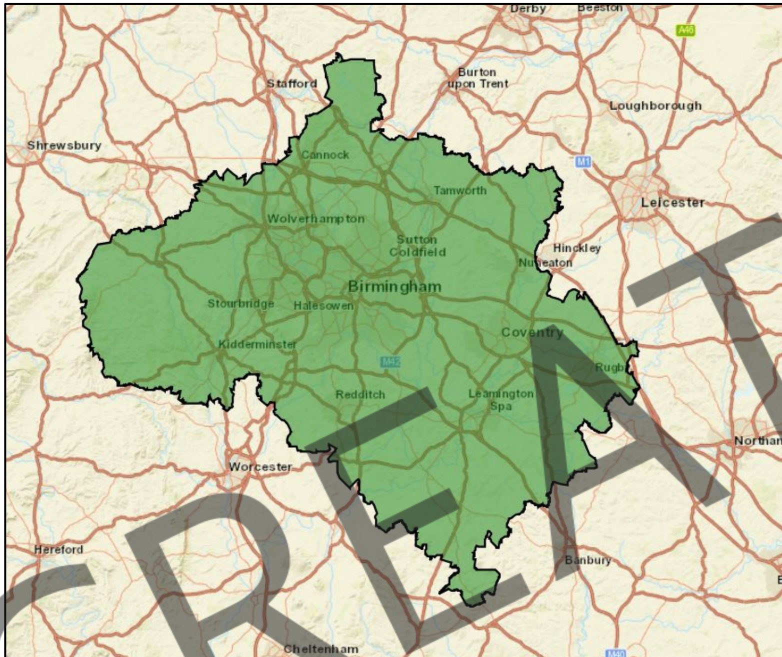
UNITED KINGDOM
FEMALE POPULATION



RESOLUT RE

BIRMINGHAM, ENGLAND

BIRMINGHAM METROPOLITAN AREA



MARKET FACTS	
2017 POPULATION	4,169,773
2017 POPULATION DENSITY (PER SQ. KM)	2,267
2022 POPULATION	4,375,968
ANN. POPULATION GROWTH RATE	0.97%
ANN. POPULATION GROWTH RATE (NTL)	0.60%
2017 PURCHASING POWER: PER CAPITA	£15,869
2017 PURCHASING POWER: INDEX	87
2017 MEDIAN AGE	33
2017 TOTAL HOUSEHOLDS	1,750,309
2017 AGES 15-29	847,499
2017 FEMALE POPULATION %	50.5%

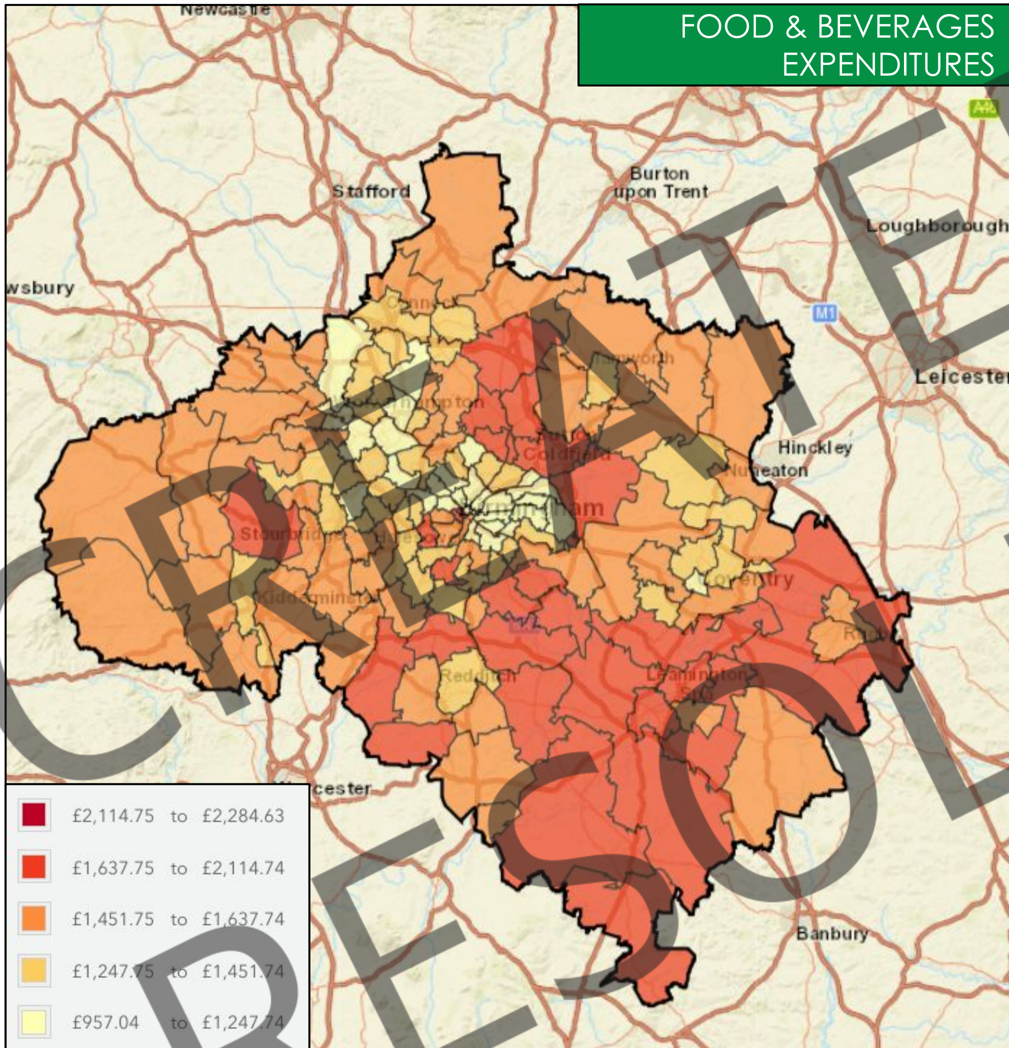
BIRMINGHAM METROPOLITAN AREA

MARKET POTENTIAL

Consumer Spending	Total Amount Spent (£)	Per Capita Spent (£)	Spend Potential Index
Food and Beverages	£5,916,381,167	£1,419	93
Alcoholic Beverages	£1,130,043,262	£271	90
Recreational Expenditures	£2,459,006,941	£590	92
Catering Services	£2,983,334,439	£715	91

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the United Kingdom average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

BIRMINGHAM METROPOLITAN AREA
AT A GLANCE - RETAIL EXPENDITURES



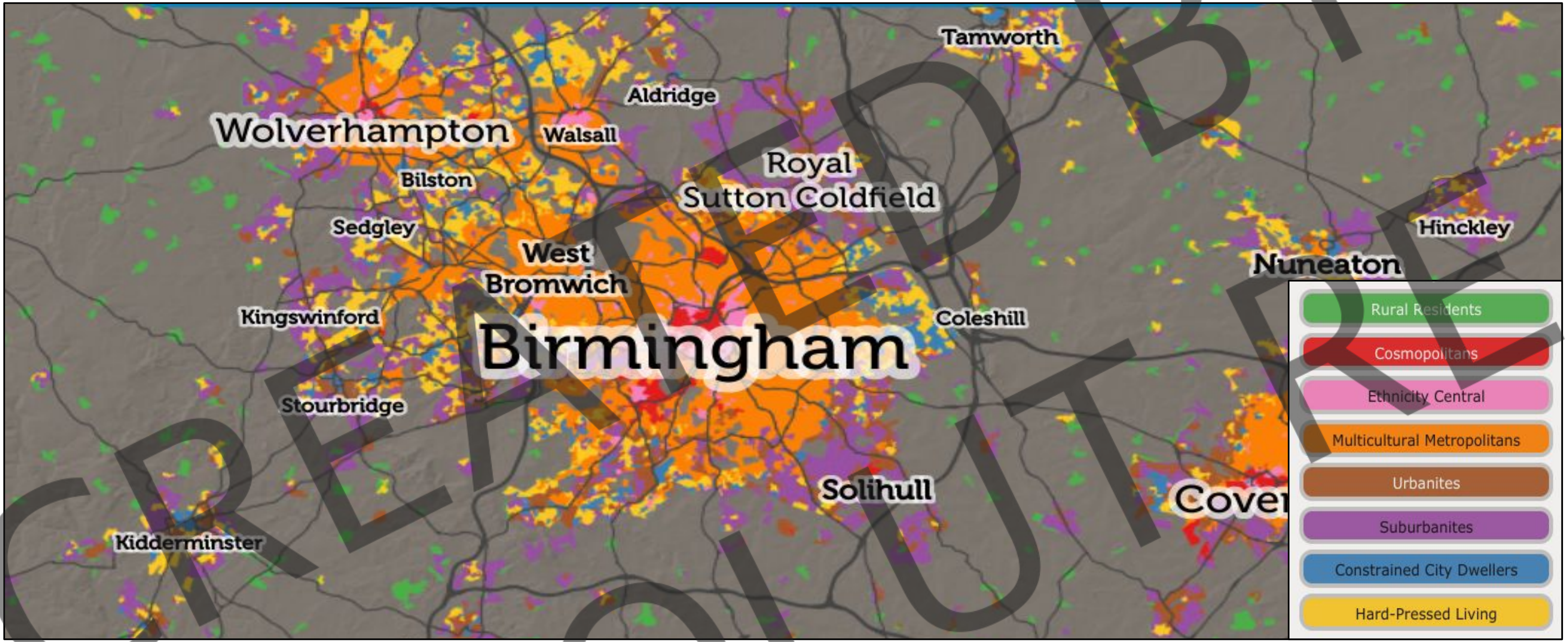
ENTERTAINMENT	CONSUMER ELECTRONICS
£1,754,466,135 *TOTAL SPENT*	**£1,072,636,848** *TOTAL SPENT*

HOUSEHOLD APPLIANCES	FOOD & BEVERAGE
£471,133,467 *TOTAL SPENT*	**£5,916,381,167** *TOTAL SPENT*

FURNITURE & FURNISHINGS	JEWELRY & PERSONAL EFFECTS
£1,176,365,326 *TOTAL SPENT*	**£819,473,475** *TOTAL SPENT*

BIRMINGHAM METROPOLITAN AREA

TAPESTRY SEGMENTATION

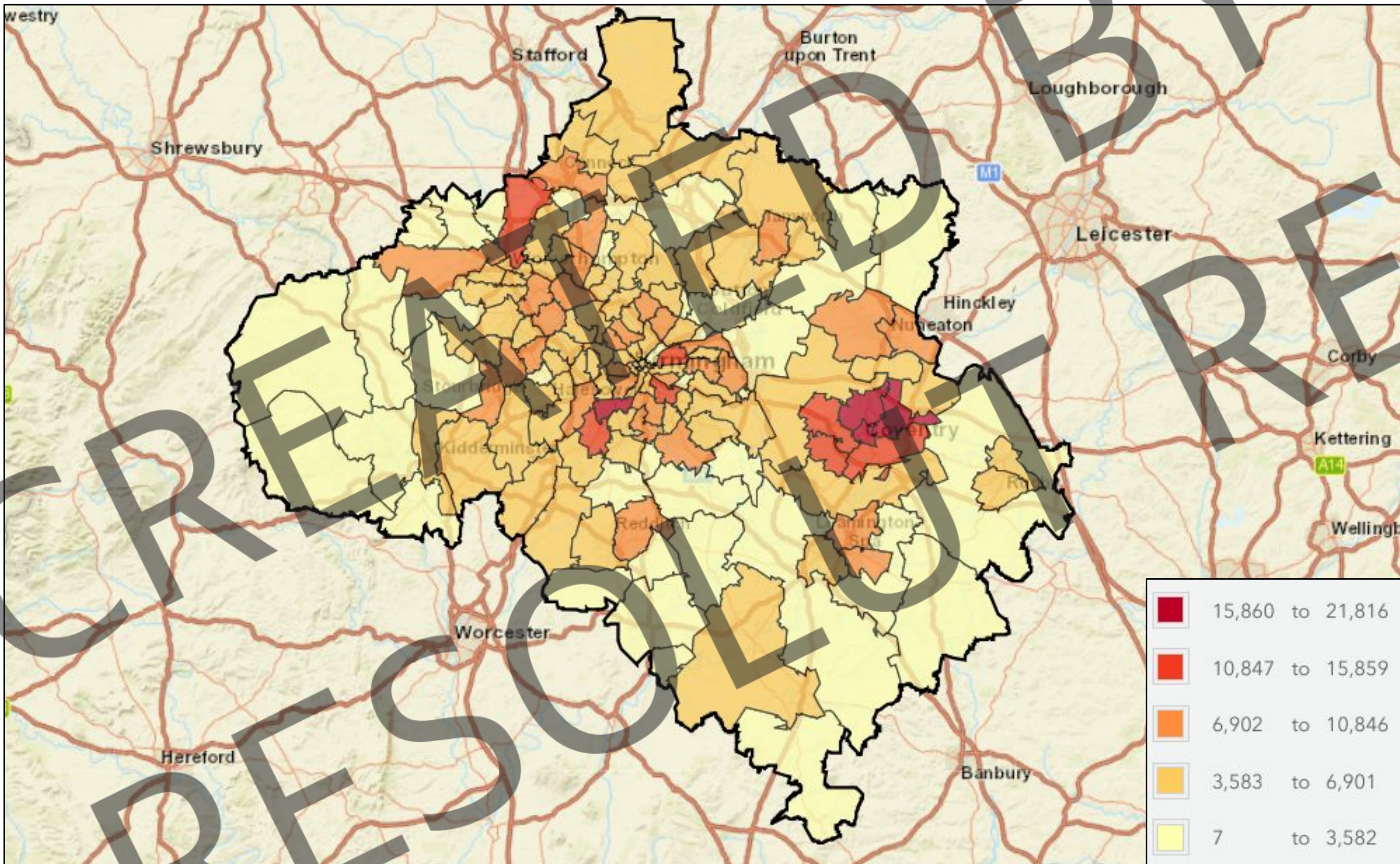


PREDOMINANT OAC SEGMENT
MULTICULTURAL METROPOLITANS (4)

WHO ARE WE? The population of this supergroup is concentrated in larger urban conurbations in the transitional areas between urban centres and suburbia. They are likely to live in terraced housing that is rented – both private and social. The group has a high ethnic mix, but a below average number of UK and Irish born residents. A result of this is that households are less likely to speak English or Welsh as their main language. Residents are likely to be below retirement age. There is likely to be an above average number of families with children who attend school or college, or who are currently too young to do so. The rates of marriage and divorce are broadly comparable with the national average. The level of qualifications is just under the national average with the rates of unemployment being above the national average. Residents who are employed are more likely to work in the transport and administrative related industries. Public transport is the most likely method for individuals to get to and from work, since households are less likely to have multiple motor vehicles available to them.

BIRMINGHAM METROPOLITAN AREA

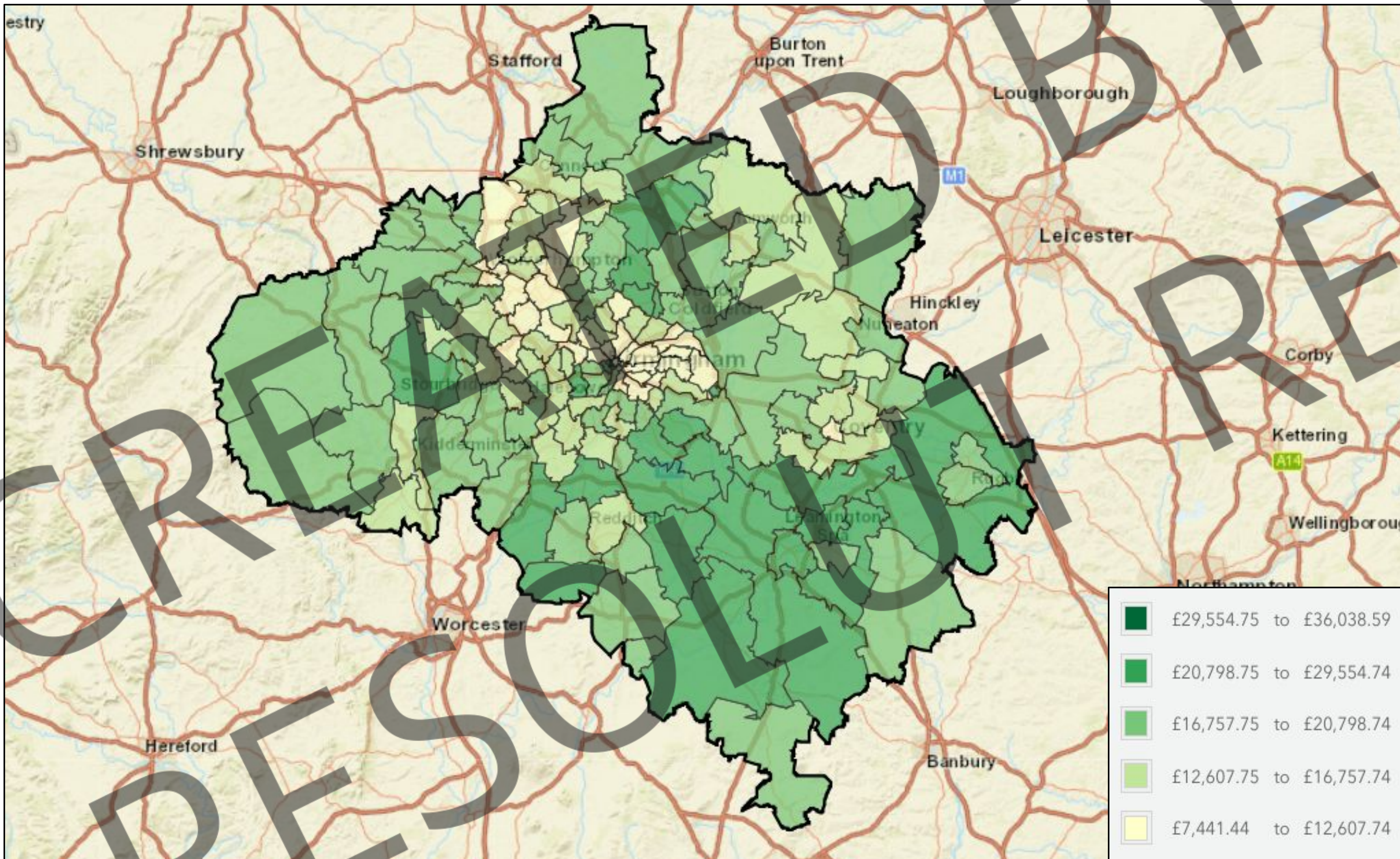
AGES 15 - 29



RESOLUT RE

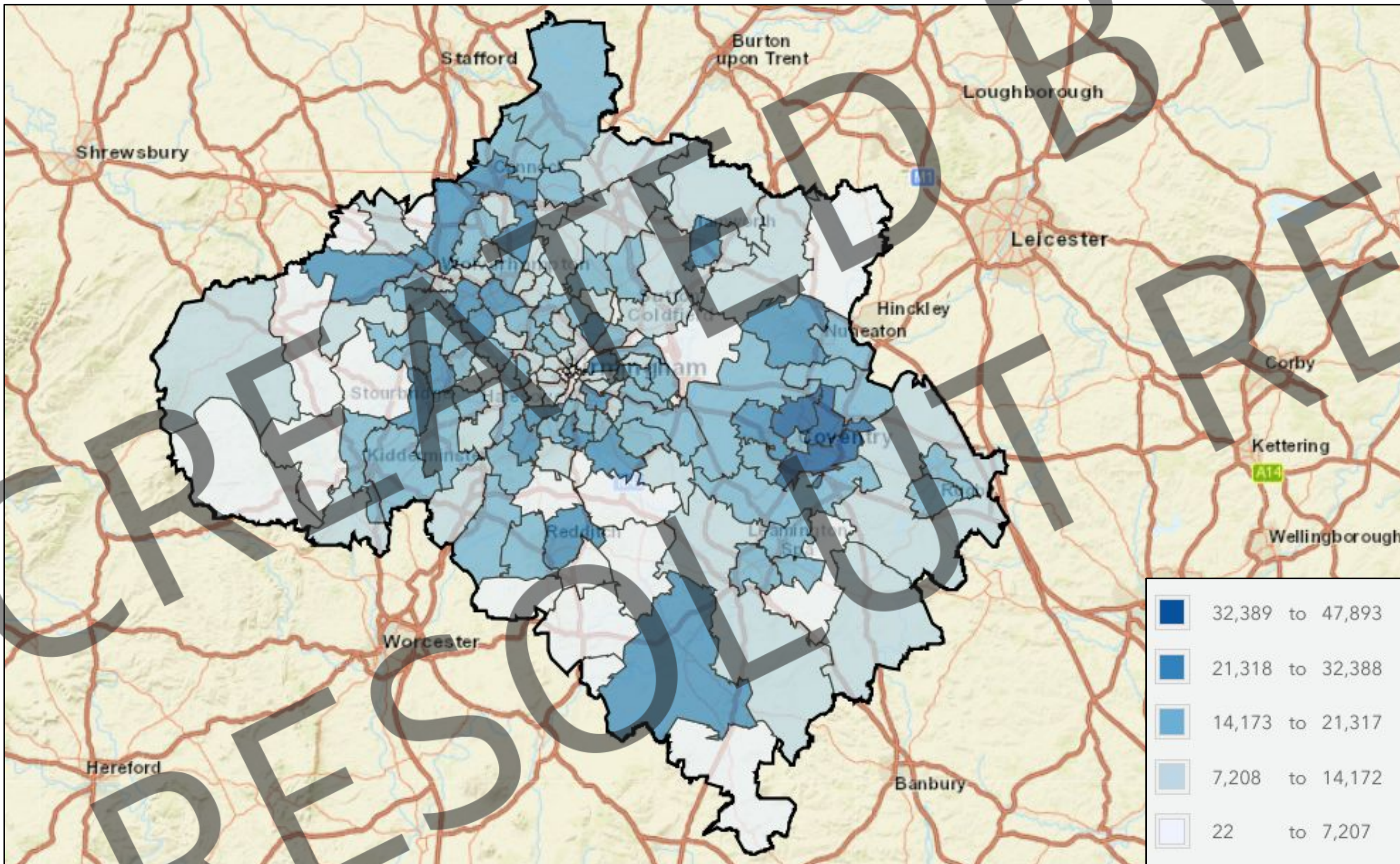
BIRMINGHAM METROPOLITAN AREA

PURCHASING POWER



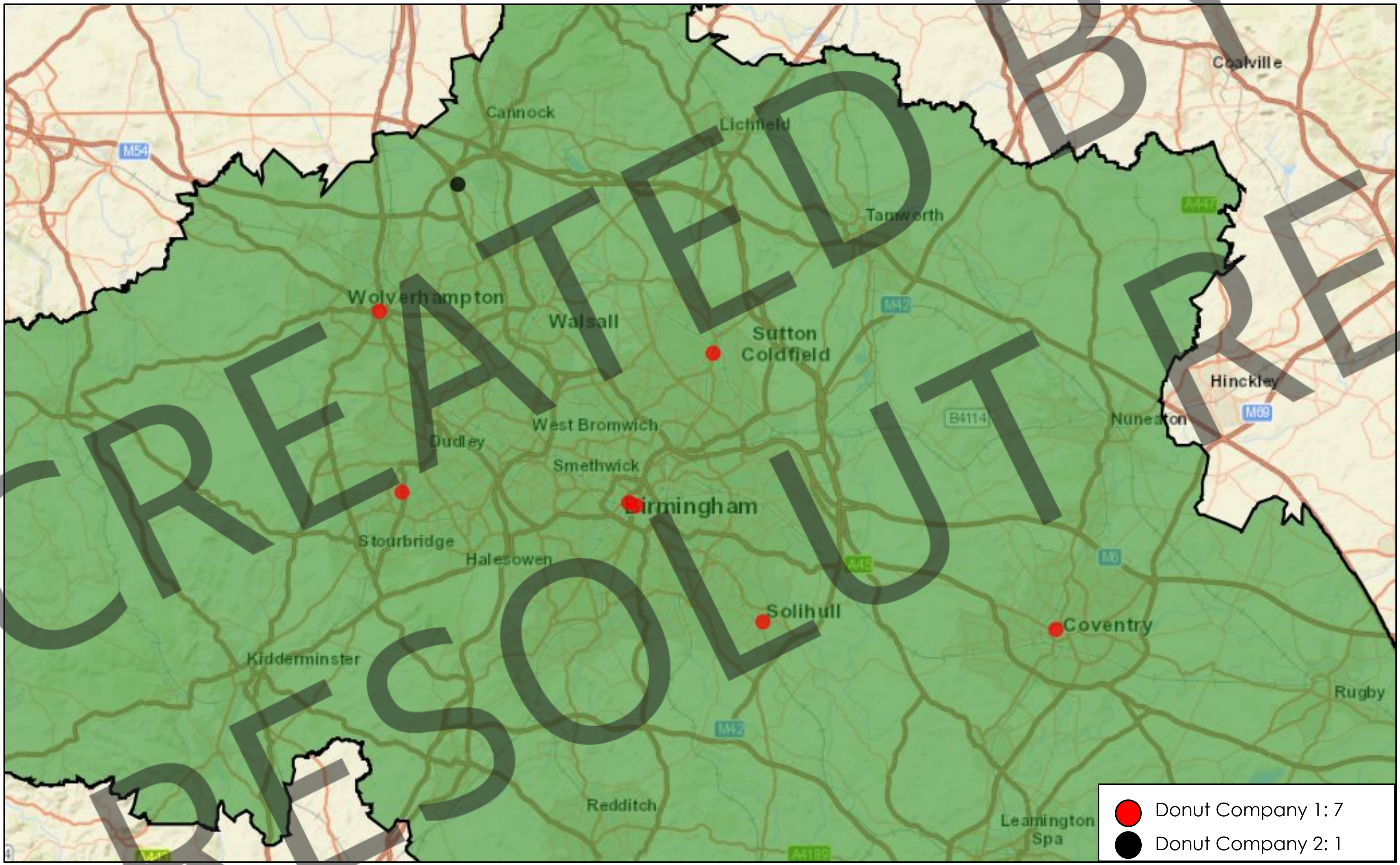
BIRMINGHAM METROPOLITAN AREA

FEMALE POPULATION



BIRMINGHAM METROPOLITAN AREA

EXISTING DONUT COMPETITION



BIRMINGHAM METROPOLITAN AREA

PRIMARY MARKET AREAS - 5 MINUTE DRIVE TIME

Note: Primary markets are measured in a 5 minute drive time due to the high density population within the main city.

Data Powered by Esri

BIRMINGHAM MARKET AREA
5 MINUTE DRIVE TIME

MARKET FACTS	
2017 POPULATION	73,764
2017 POPULATION DENSITY (PER SQ. KM)	15,763
2022 POPULATION	77,411
ANN. POPULATION GROWTH RATE (CITY)	0.97%
ANN. POPULATION GROWTH RATE (NTL)	0.60%
2017 PURCHASING POWER: PER CAPITA	£18,397
2017 PURCHASING POWER: INDEX	101
2017 MEDIAN AGE	33
2017 TOTAL HOUSEHOLDS	34,095
2017 AGES 15-29	31,634
2017 FEMALE POPULATION %	47.3%

BIRMINGHAM MARKET AREA

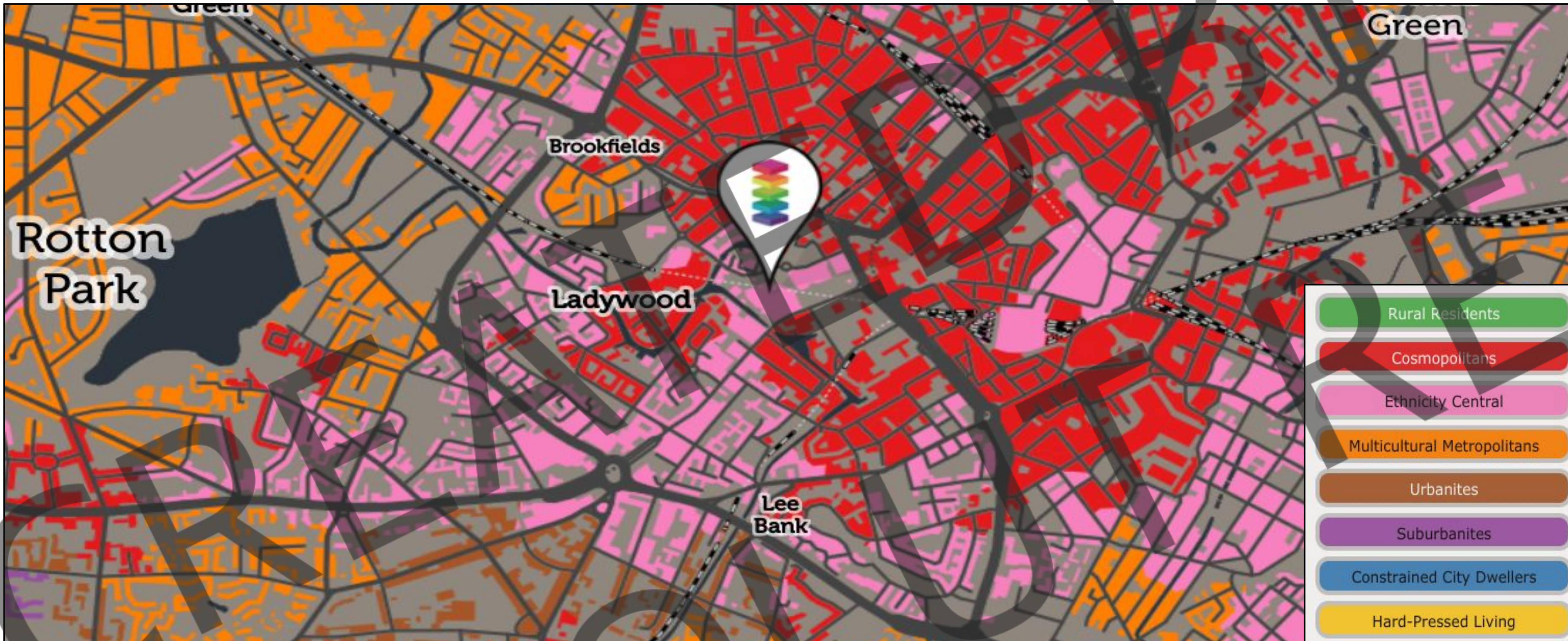
MARKET POTENTIAL

Consumer Spending	Total Amount Spent (£)	Per Capita Spent (£)	Spend Potential Index
Food and Beverages	£111,790,424	£1,516	99
Alcoholic Beverages	£23,763,284	£322	107
Recreational Expenditures	£46,603,374	£632	99
Catering Services	£52,027,223	£705	89

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the United Kingdom average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

BIRMINGHAM MARKET AREA

TAPESTRY SEGMENTATION



PREDOMINANT OAC SEGMENT

ETHNICITY CENTRAL (3)

WHO ARE WE? The population of this group is predominantly located in the denser central areas of London, with other inner urban areas across the UK having smaller concentrations. All non-white ethnic groups have a higher representation than the UK average especially people of mixed ethnicity or who are Black, with an above average number of residents born in other EU countries. Residents are more likely to be young adults with slightly higher rates of divorce or separation than the national average, with a lower proportion of households having no children or non-dependent children. Residents are more likely to live in flats and more likely to rent. A higher proportion of people use public transport to get to work, with lower car ownership, and higher unemployment. Those in employment are more likely to work in the accommodation, information and communication, financial, and administrative related industries.

EDGBASTON MARKET AREA

5 MINUTE DRIVE TIME

MARKET FACTS	
2017 POPULATION	68,004
2017 POPULATION DENSITY (PER SQ. KM)	12,493
2022 POPULATION	71,366
ANN. POPULATION GROWTH RATE (CITY)	0.97%
ANN. POPULATION GROWTH RATE (NTL)	0.60%
2017 PURCHASING POWER: PER CAPITA	£21,941
2017 PURCHASING POWER: INDEX	120
2017 MEDIAN AGE	27
2017 TOTAL HOUSEHOLDS	28,548
2017 AGES 15-29	26,767
2017 FEMALE POPULATION %	48.8%

EDGBASTON MARKET AREA

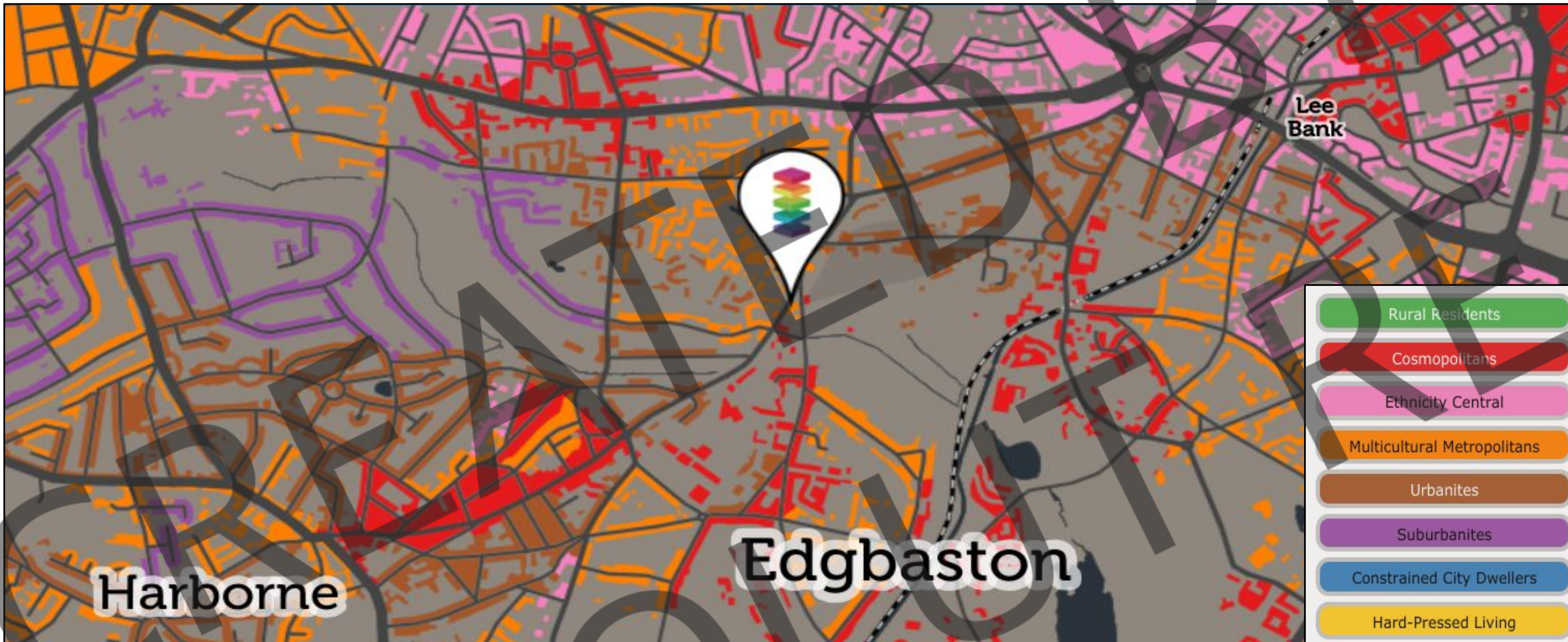
MARKET POTENTIAL

Consumer Spending	Total Amount Spent (£)	Per Capita Spent (£)	Spend Potential Index
Food and Beverages	£110,827,706	£1,630	106
Alcoholic Beverages	£23,904,517	£352	116
Recreational Expenditures	£47,155,158	£693	108
Catering Services	£55,465,291	£816	103

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the United Kingdom average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

EDGBASTON MARKET AREA

TAPESTRY SEGMENTATION

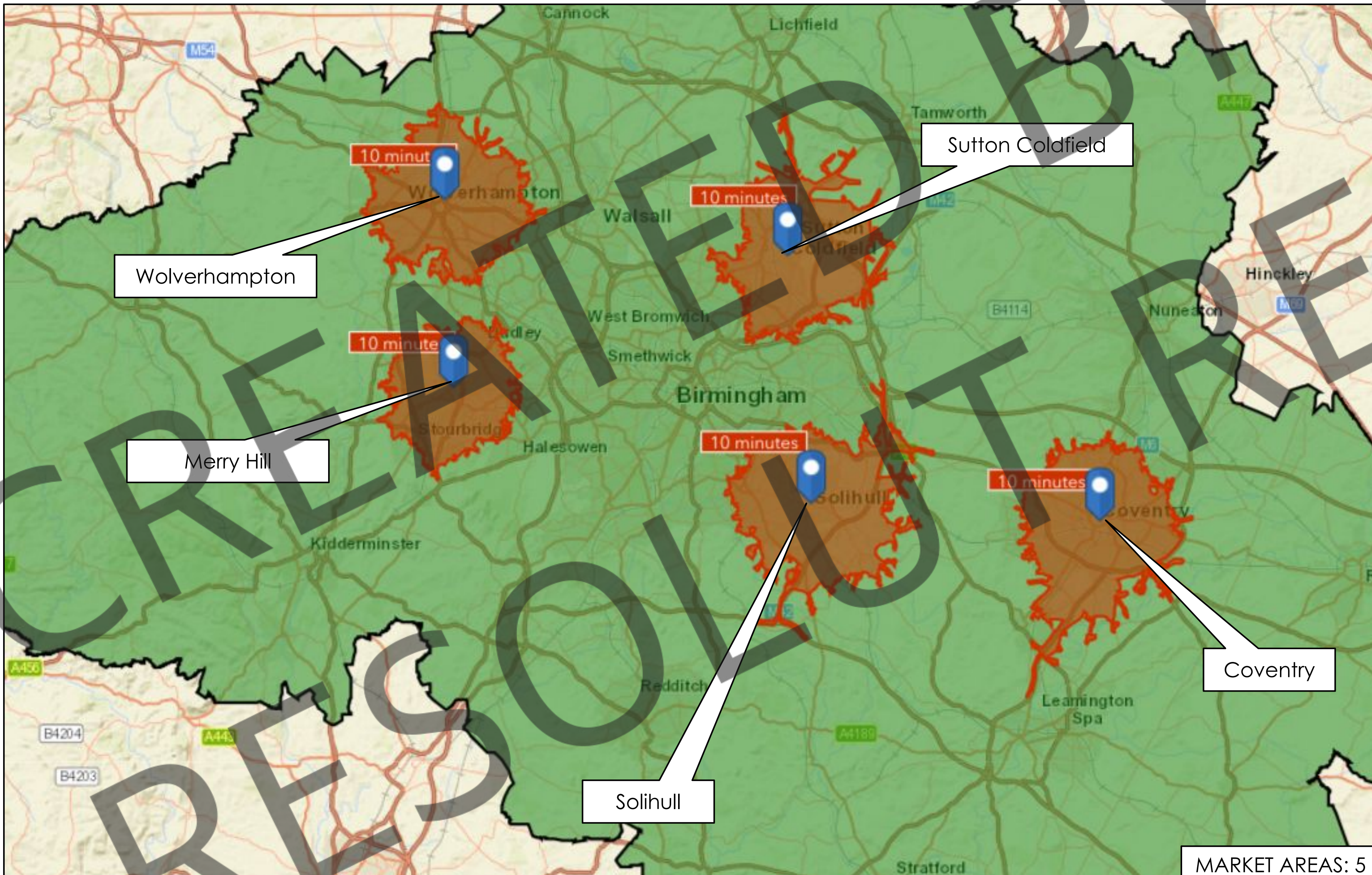


PREDOMINANT OAC SEGMENT
MULTICULTURAL METROPOLITANS (4)

WHO ARE WE? The population of this supergroup is concentrated in larger urban conurbations in the transitional areas between urban centres and suburbia. They are likely to live in terraced housing that is rented – both private and social. The group has a high ethnic mix, but a below average number of UK and Irish born residents. A result of this is that households are less likely to speak English or Welsh as their main language. Residents are likely to be below retirement age. There is likely to be an above average number of families with children who attend school or college, or who are currently too young to do so. The rates of marriage and divorce are broadly comparable with the national average. The level of qualifications is just under the national average with the rates of unemployment being above the national average. Residents who are employed are more likely to work in the transport and administrative related industries. Public transport is the most likely method for individuals to get to and from work, since households are less likely to have multiple motor vehicles available to them.

BIRMINGHAM METROPOLITAN AREA

SECONDARY MARKET AREAS -10 MINUTE DRIVE TIME



Note: Secondary markets are measured in a 10 minute drive time due to their location outside of the main city.

WOLVERHAMPTON MARKET AREA

10 MINUTE DRIVE TIME

MARKET FACTS	
2017 POPULATION	264,680
2017 POPULATION DENSITY (PER SQ. KM)	9,461
2022 POPULATION	277,768
ANN. POPULATION GROWTH RATE (CITY)	0.97%
ANN. POPULATION GROWTH RATE (NTL)	0.60%
2017 PURCHASING POWER: PER CAPITA	£14,353
2017 PURCHASING POWER: INDEX	79
2017 MEDIAN AGE	37
2017 TOTAL HOUSEHOLDS	112,490
2017 AGES 15-29	52,030
2017 FEMALE POPULATION %	50.5%

WOLVERHAMPTON MARKET AREA

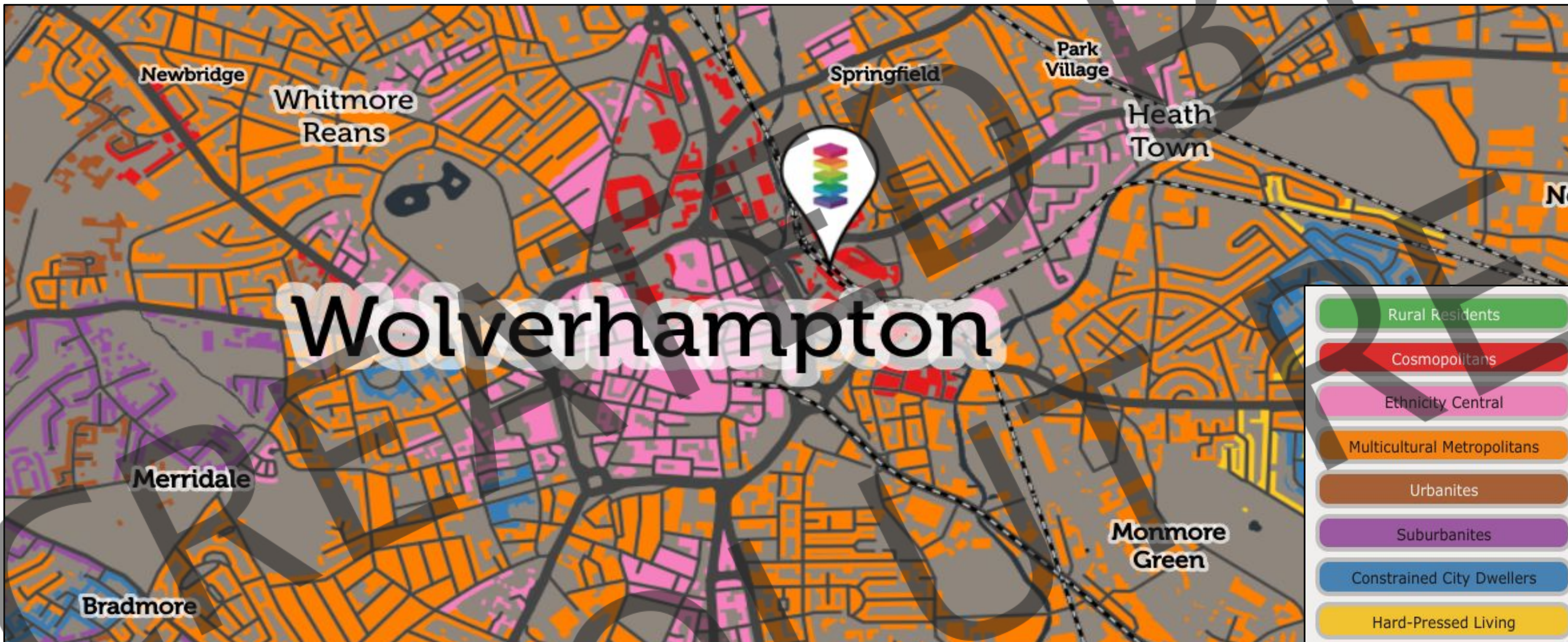
MARKET POTENTIAL

Consumer Spending	Total Amount Spent (£)	Per Capita Spent (£)	Spend Potential Index
Food and Beverages	£359,959,538	£1,360	89
Alcoholic Beverages	£67,713,822	£256	85
Recreational Expenditures	£148,218,165	£560	88
Catering Services	£177,921,138	£672	85

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the United Kingdom average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

WOLVERHAMPTON MARKET AREA

TAPESTRY SEGMENTATION

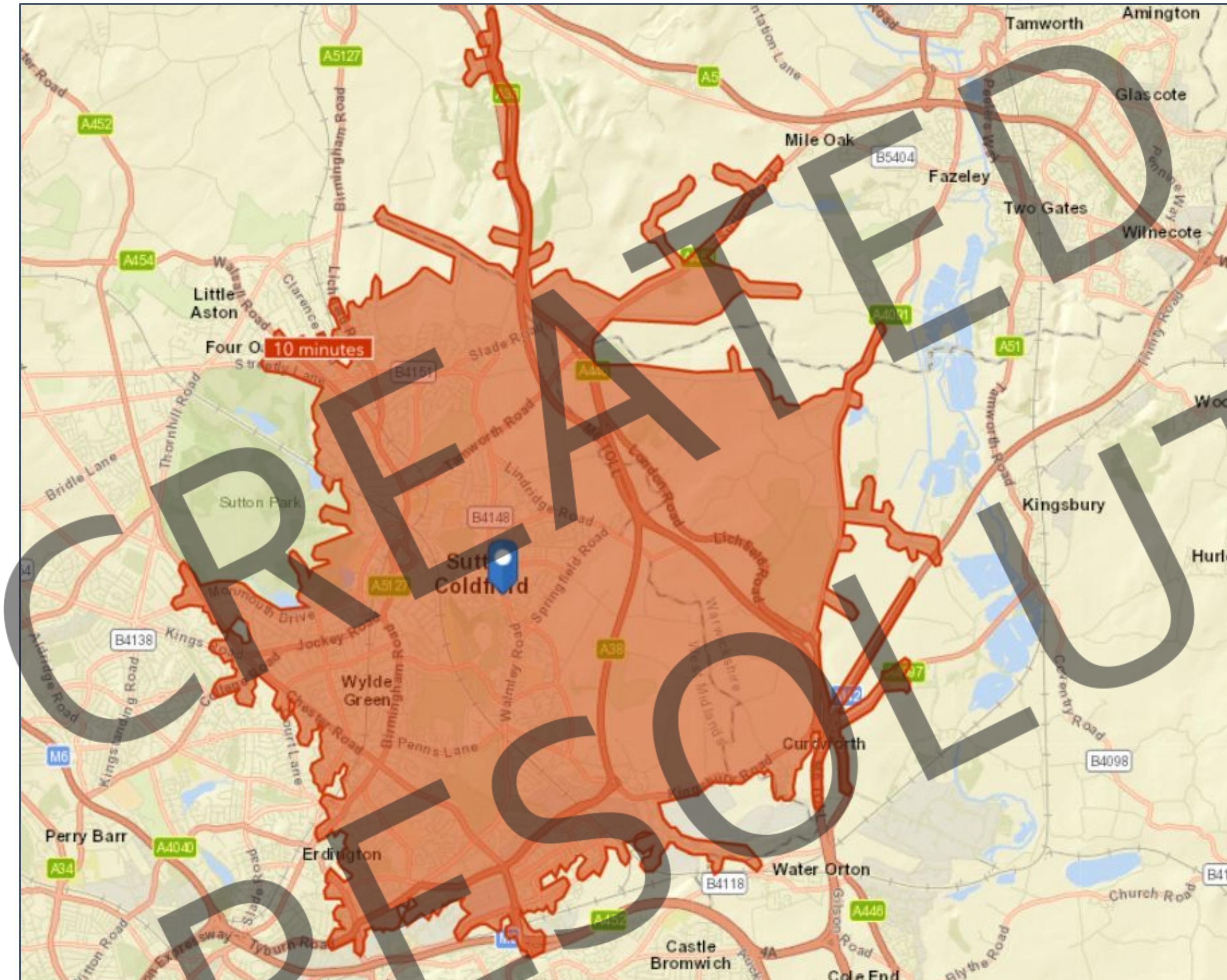


PREDOMINANT OAC SEGMENT
MULTICULTURAL METROPOLITANS (4)

WHO ARE WE? The population of this supergroup is concentrated in larger urban conurbations in the transitional areas between urban centres and suburbia. They are likely to live in terraced housing that is rented – both private and social. The group has a high ethnic mix, but a below average number of UK and Irish born residents. A result of this is that households are less likely to speak English or Welsh as their main language. Residents are likely to be below retirement age. There is likely to be an above average number of families with children who attend school or college, or who are currently too young to do so. The rates of marriage and divorce are broadly comparable with the national average. The level of qualifications is just under the national average with the rates of unemployment being above the national average. Residents who are employed are more likely to work in the transport and administrative related industries. Public transport is the most likely method for individuals to get to and from work, since households are less likely to have multiple motor vehicles available to them.

SUTTON COLDFIELD MARKET AREA

10 MINUTE DRIVE TIME



MARKET FACTS	
2017 POPULATION	121,338
2017 POPULATION DENSITY (PER SQ. KM)	4,225
2022 POPULATION	127,338
ANN. POPULATION GROWTH RATE (CITY)	0.97%
ANN. POPULATION GROWTH RATE (NTL)	0.60%
2017 PURCHASING POWER: PER CAPITA	£19,479
2017 PURCHASING POWER: INDEX	107
2017 MEDIAN AGE	34
2017 TOTAL HOUSEHOLDS	53,636
2017 AGES 15-29	20,522
2017 FEMALE POPULATION %	51.8%

SUTTON COLDFIELD MARKET AREA

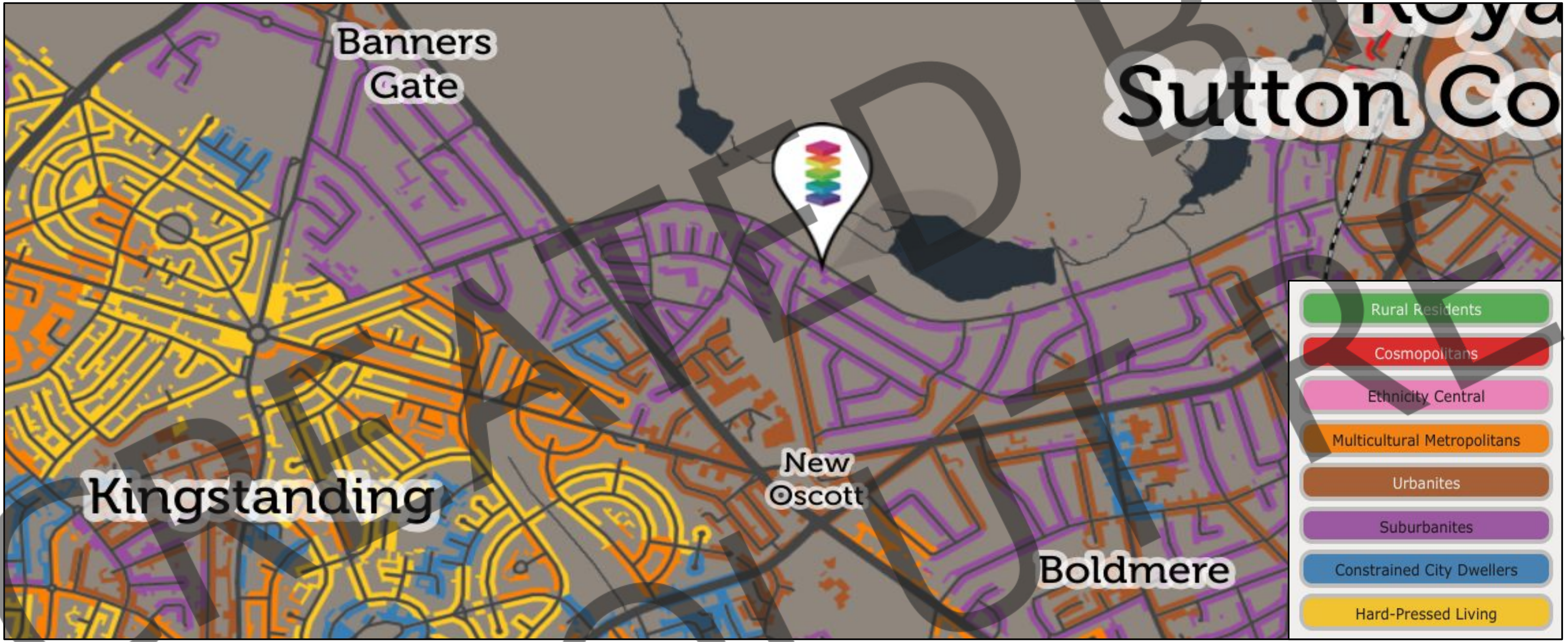
MARKET POTENTIAL

Consumer Spending	Total Amount Spent (£)	Per Capita Spent (£)	Spend Potential Index
Food and Beverages	£195,257,832	£1,609	105
Alcoholic Beverages	£38,448,618	£317	105
Recreational Expenditures	£81,950,609	£675	106
Catering Services	£102,840,713	£848	107

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the United Kingdom average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

SUTTON COLDFIELD MARKET AREA

TAPESTRY SEGMENTATION



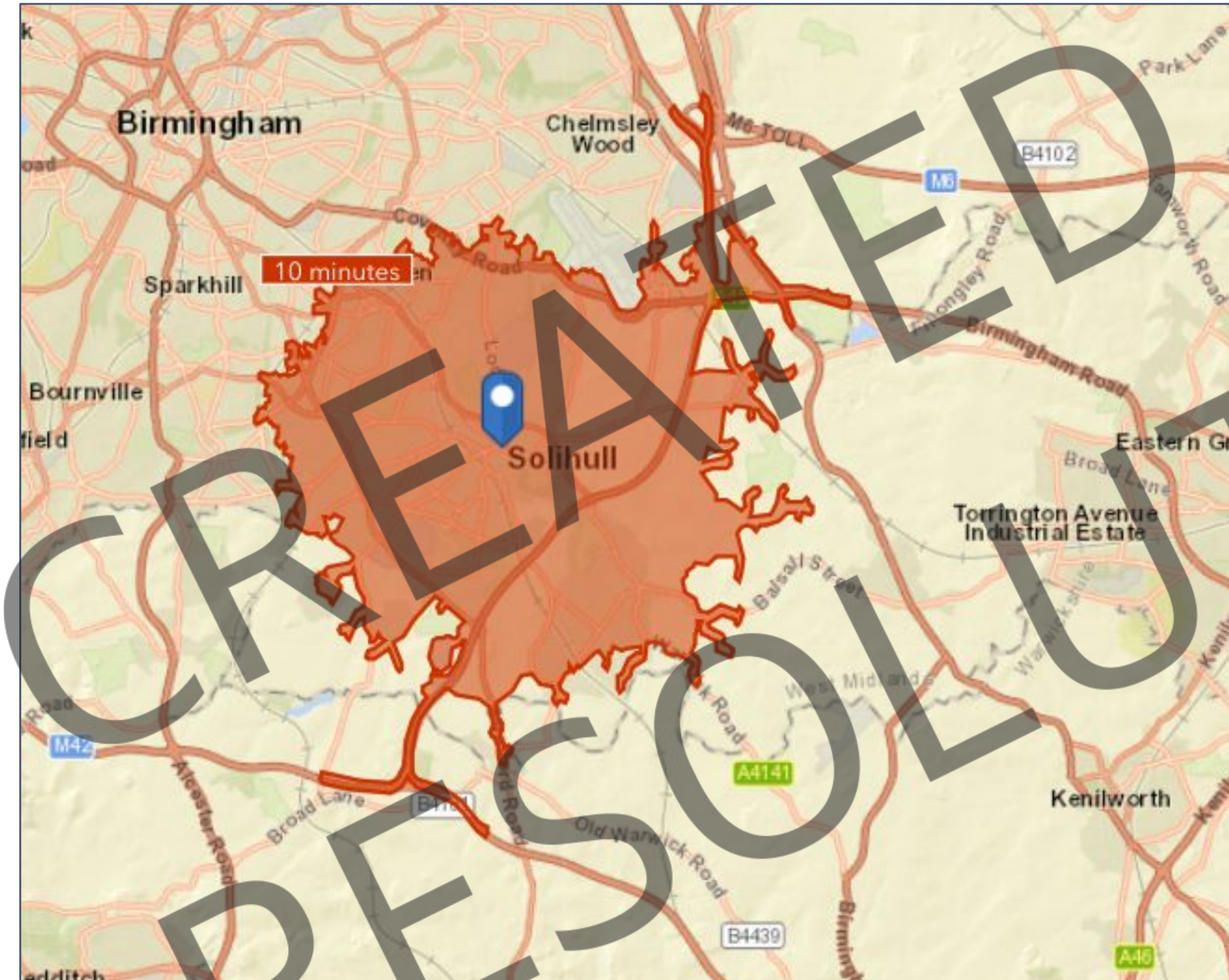
PREDOMINANT OAC SEGMENT

SUBURBANITES (6)

WHO ARE WE? The population of this supergroup is most likely to be located on the outskirts of urban areas. They are more likely to own their own home and to live in semi-detached or detached properties. The population tends to be a mixture of those above retirement age and middle-aged parents with school age children. The number of residents who are married or in civil-partnerships is above the national average. Individuals are likely to have higher-level qualifications than the national average, with the levels of unemployment in these areas being below the national average. All non-White ethnic groups have a lower representation when compared with the UK and the proportion of people born in the UK or Ireland is slightly higher. People are more likely to work in the information and communication, financial, public administration, and education sectors, and use private transport to get to work.

SOLIHULL MARKET AREA

10 MINUTE DRIVE TIME



MARKET FACTS	
2017 POPULATION	177,414
2017 POPULATION DENSITY (PER SQ. KM)	5,323
2022 POPULATION	186,187
ANN. POPULATION GROWTH RATE (CITY)	0.97%
ANN. POPULATION GROWTH RATE (NTL)	0.60%
2017 PURCHASING POWER: PER CAPITA	£20,570
2017 PURCHASING POWER: INDEX	113
2017 MEDIAN AGE	42
2017 TOTAL HOUSEHOLDS	74,771
2017 AGES 15-29	29,724
2017 FEMALE POPULATION %	51.1%

SOLIHULL MARKET AREA

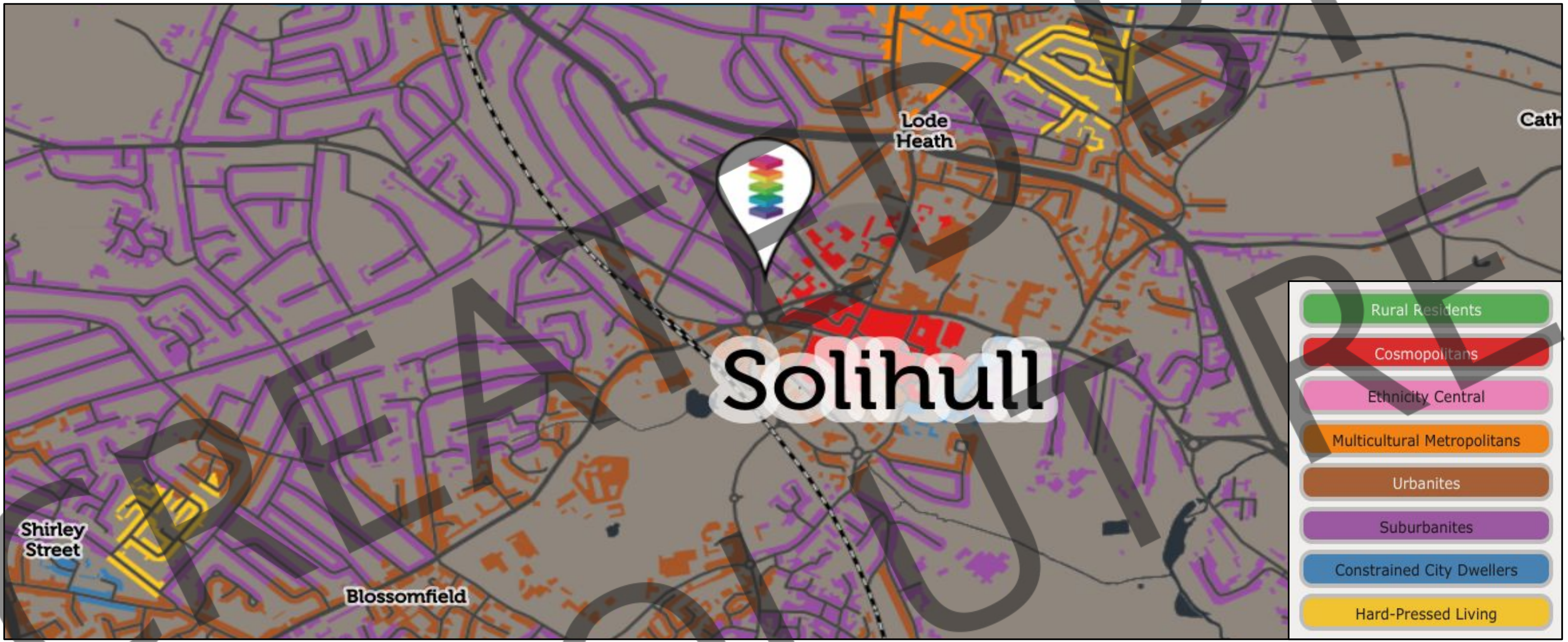
MARKET POTENTIAL

Consumer Spending	Total Amount Spent (£)	Per Capita Spent (£)	Spend Potential Index
Food and Beverages	£288,453,717	£1,626	106
Alcoholic Beverages	£57,039,777	£322	107
Recreational Expenditures	£122,043,886	£688	108
Catering Services	£154,245,960	£869	110

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the United Kingdom average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

SOLIHULL MARKET AREA

TAPESTRY SEGMENTATION



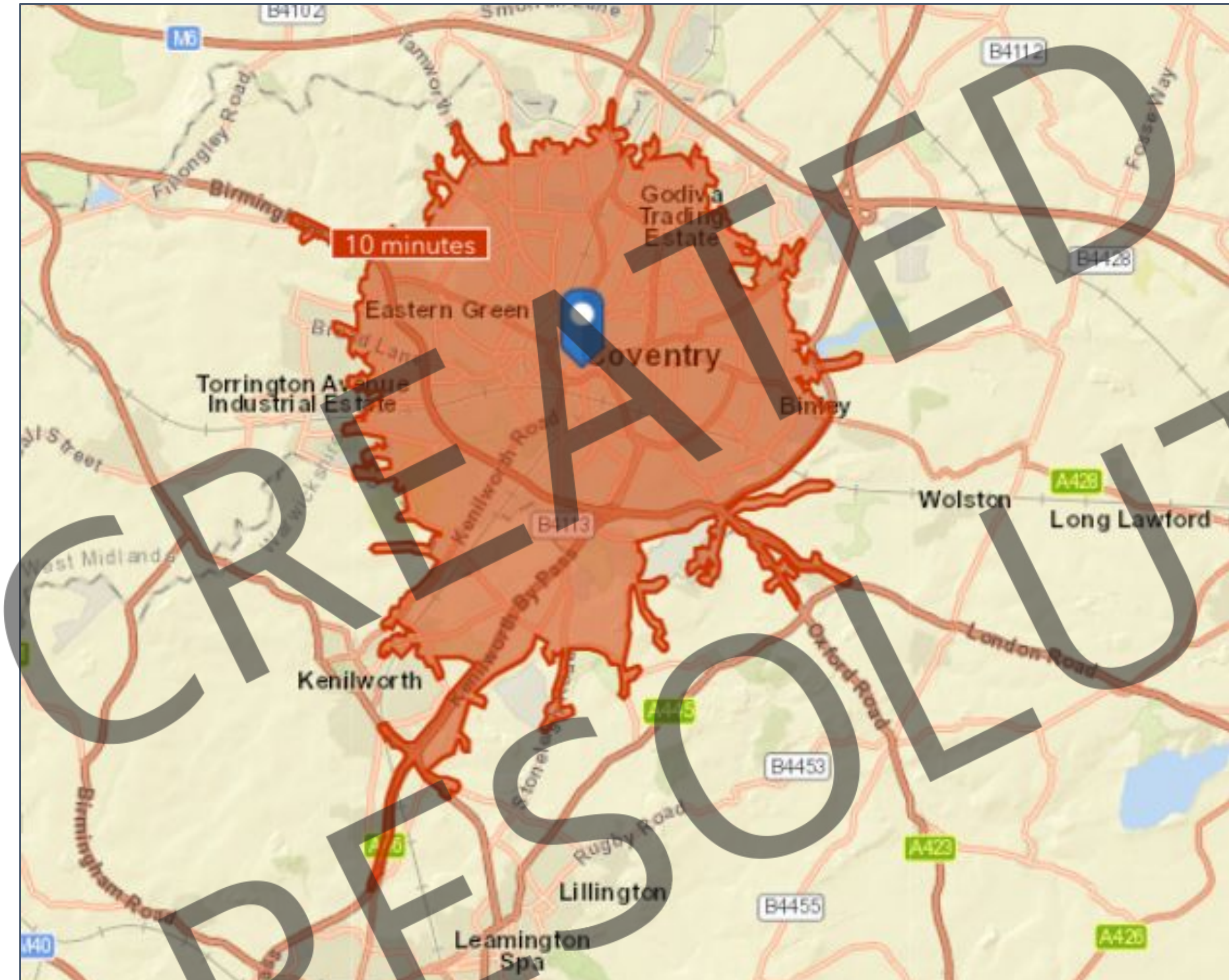
PREDOMINANT OAC SEGMENT

COSMOPOLITANS (2)

WHO ARE WE? The majority of the population in this supergroup live in densely populated urban areas. They are more likely to live in flats and communal establishments, and private renting is more prevalent than nationally. The group has a high ethnic integration, with an above average number of residents from EU accession countries coinciding with a below average proportion of persons stating their country of birth as the UK or Ireland. A result of this is that households are less likely to speak English or Welsh as their main language. The population of the group is characterised by young adults, with a higher proportion of single adults and households without children than nationally. There are also higher proportions of full-time students. Workers are more likely to be employed in the accommodation, information and communication, and financial related industries, and using public transport, or walking or cycling to get to work.

COVENTRY MARKET AREA

10 MINUTE DRIVE TIME



MARKET FACTS	
2017 POPULATION	313,010
2017 POPULATION DENSITY (PER SQ. KM)	9,345
2022 POPULATION	328,488
ANN. POPULATION GROWTH RATE (CITY)	0.97%
ANN. POPULATION GROWTH RATE (NTL)	0.60%
2017 PURCHASING POWER: PER CAPITA	£14,609
2017 PURCHASING POWER: INDEX	80
2017 MEDIAN AGE	32
2017 TOTAL HOUSEHOLDS	131,024
2017 AGES 15-29	88,040
2017 FEMALE POPULATION %	49.2%

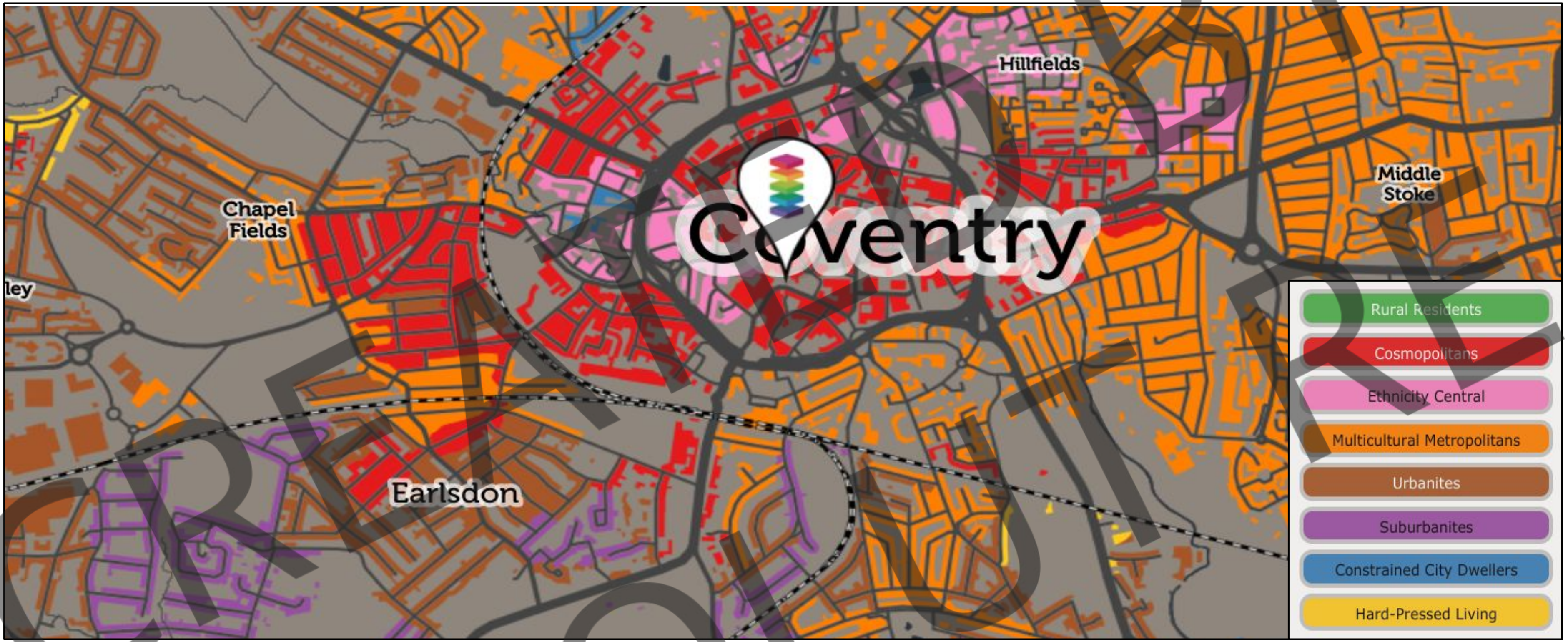
COVENTRY MARKET AREA
MARKET POTENTIAL

Consumer Spending	Total Amount Spent (£)	Per Capita Spent (£)	Spend Potential Index
Food and Beverages	£427,811,165	£1,367	89
Alcoholic Beverages	£83,202,292	£266	88
Recreational Expenditures	£177,442,174	£567	89
Catering Services	£207,044,580	£661	84

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the United Kingdom average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

COVENTRY MARKET AREA

TAPESTRY SEGMENTATION



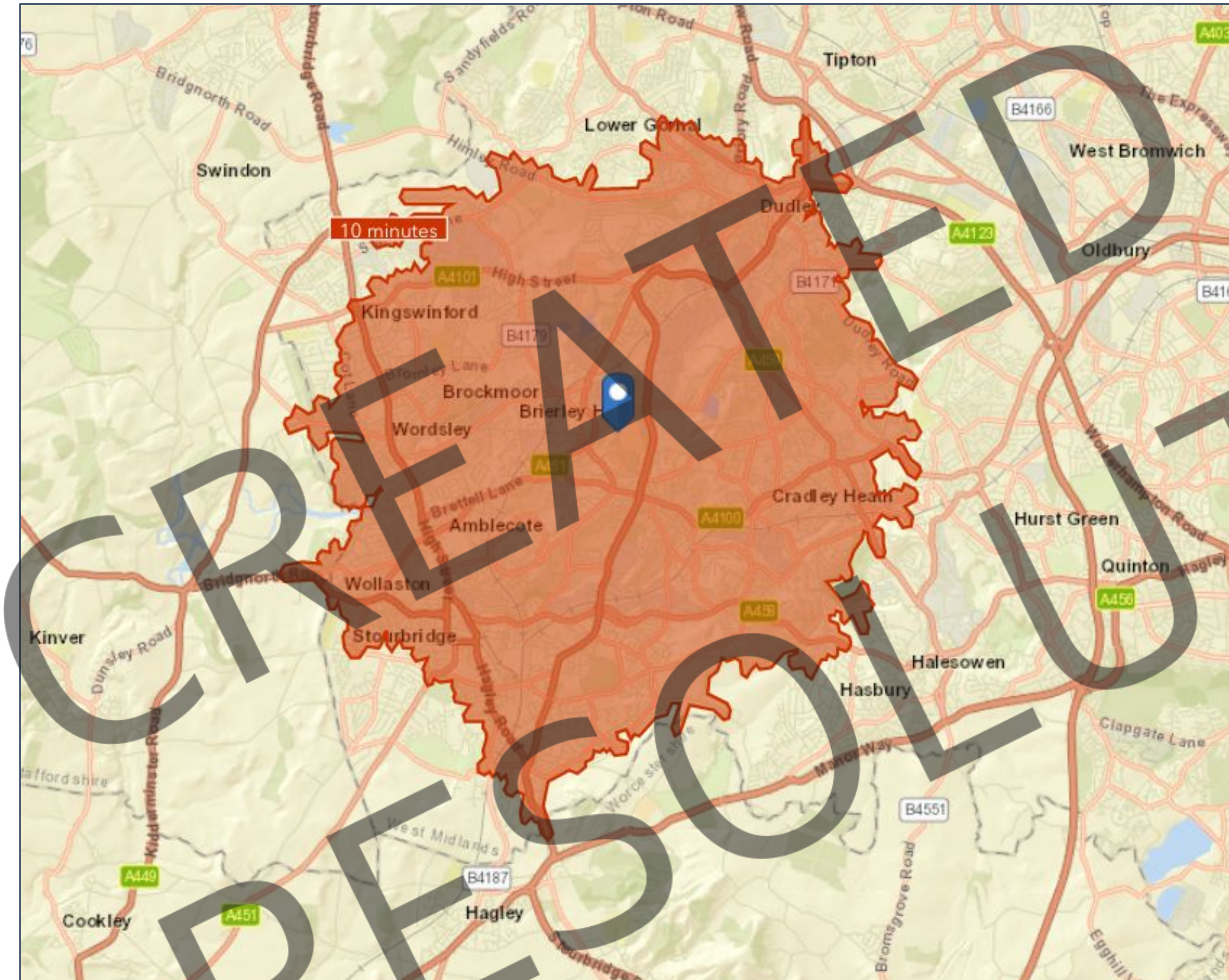
PREDOMINANT OAC SEGMENT

COSMOPOLITANS (2)

WHO ARE WE? The majority of the population in this supergroup live in densely populated urban areas. They are more likely to live in flats and communal establishments, and private renting is more prevalent than nationally. The group has a high ethnic integration, with an above average number of residents from EU accession countries coinciding with a below average proportion of persons stating their country of birth as the UK or Ireland. A result of this is that households are less likely to speak English or Welsh as their main language. The population of the group is characterised by young adults, with a higher proportion of single adults and households without children than nationally. There are also higher proportions of full-time students. Workers are more likely to be employed in the accommodation, information and communication, and financial related industries, and using public transport, or walking or cycling to get to work.

MERRY HILL MARKET AREA

10 MINUTE DRIVE TIME



MARKET FACTS	
2017 POPULATION	200,860
2017 POPULATION DENSITY (PER SQ. KM)	9,084
2022 POPULATION	210,792
ANN. POPULATION GROWTH RATE (CITY)	0.97%
ANN. POPULATION GROWTH RATE (NTL)	0.60%
2017 PURCHASING POWER: PER CAPITA	£14,926
2017 PURCHASING POWER: INDEX	82
2017 MEDIAN AGE	35
2017 TOTAL HOUSEHOLDS	86,740
2017 AGES 15-29	36,504
2017 FEMALE POPULATION %	50.7%

MERRY HILL MARKET AREA

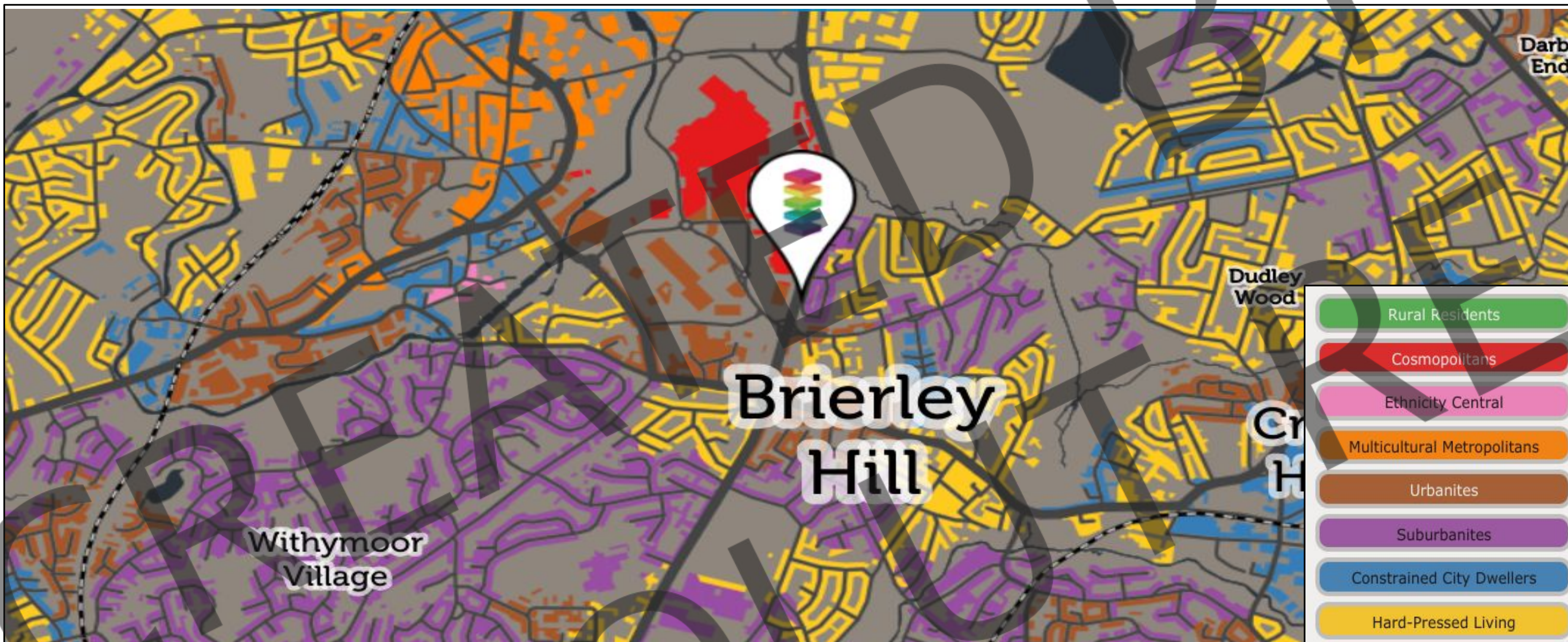
MARKET POTENTIAL

Consumer Spending	Total Amount Spent (£)	Per Capita Spent (£)	Spend Potential Index
Food and Beverages	£280,155,138	£1,395	91
Alcoholic Beverages	£52,895,820	£263	87
Recreational Expenditures	£115,447,473	£575	90
Catering Services	£140,213,930	£698	88

Note: **Market Potential Index (MPI) and Spend Potential Index are benchmarked at 100.** This reflects the United Kingdom average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

MERRY HILL MARKET AREA

TAPESTRY SEGMENTATION



PREDOMINANT OAC SEGMENT

SUBURBANITES (6)

WHO ARE WE? The population of this supergroup is most likely to be located on the outskirts of urban areas. They are more likely to own their own home and to live in semi-detached or detached properties. The population tends to be a mixture of those above retirement age and middle-aged parents with school age children. The number of residents who are married or in civil-partnerships is above the national average. Individuals are likely to have higher-level qualifications than the national average, with the levels of unemployment in these areas being below the national average. All non-White ethnic groups have a lower representation when compared with the UK and the proportion of people born in the UK or Ireland is slightly higher. People are more likely to work in the information and communication, financial, public administration, and education sectors, and use private transport to get to work.

BIRMINGHAM METROPOLITAN AREA
SUMMARY

	Population [2017]	Pop. Density Per Sq. KM [2017]	Population [2022]	Ann. Pop. Growth Rate [City]	Purchasing Power: Per Capita [£]	Purchasing Power: Index	Median Age [2017]	Total Households [2017]	Ages 15-29 [2017]	Female Population % [2017]
BIRMINGHAM - 5 MINUTE DRIVE TIME	73,764	15,763	77,411	0.97%	£18,397	101	33	24,095	31,634	47.3%
EDGBASTON - 5 MINUTE DRIVE TIME	68,004	12,493	71,366	0.97%	£21,941	120	27	28,548	26,767	48.8%
WOLVERHAMPTON - 10 MINUTE DRIVE TIME	264,680	9,461	277,768	0.97%	£14,353	79	37	112,490	52,030	50.5%
SUTTON COLDFIELD - 10 MINUTE DRIVE TIME	121,338	4,225	127,338	0.97%	£19,479	107	34	53,636	20,522	51.8%
SOLIHULL - 10 MINUTE DRIVE TIME	177,414	5,323	186,187	0.97%	£20,570	113	42	74,771	29,724	51.1%
COVENTRY - 10 MINUTE DRIVE TIME	313,010	9,345	328,488	0.97%	£14,609	80	32	131,024	88,040	49.2%
MERRY HILL - 10 MINUTE DRIVE TIME	200,860	9,084	210,792	0.97%	£14,926	82	35	86,740	36,504	50.7%

RESOLUT RE

Note: Primary markets are measured in a 5 minute drive time due to the high density population within the main city. Secondary markets are measured in a 10 minute drive time due to their location outside of the main city.

RESOLUT RE

APPENDIX

LEARNING CENTER

Explanation of Maps and Charts:

http://retailsolutionsre.com/wp-content/uploads/2018/12/Explanation-of-Maps-Charts2update.pdf

Retail Scorecard Altitude Process:

http://retailsolutionsre.com/wp-content/uploads/2018/12/Retail-Scorecard-Altitude-Process2update.pdf

Retail Scorecard Data Checklist:

http://retailsolutionsre.com/wp-content/uploads/2018/11/Retail-Scorecard-Data-Checklist.pdf

MPI & SPI:

http://retailsolutionsre.com/wp-content/uploads/2018/12/MPI-SPI2update.pdf

Defining Franchise Territories:

http://retailsolutionsre.com/wp-content/uploads/2018/12/Defining-Franchise-Territoriesupdate.pdf

Defining OAC Segment Groups:

https://www.ons.gov.uk/file?uri=/methodology/geography/geographicalproducts/areaclassifications/2011areaclassifications/penportraitsandradialplots/penportraits.pdf

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