PROVIDING BUSINESS SUPPORT AND INSIGHT

Summary – June 2023

Spend Data

- Despite an increase in sales between May and June 2023, which was a better performance than its comparators, sales in King's Road in June 2023 were just +1% higher than June 2022, which was weaker than the comparators. Compared to May 2019, sales in King's Road were down -1%, also weaker than the comparators.
- Behind the flat sales, was a -2% fall in customer numbers compared to June 2022, offset by growth of +3% in Average Revenue Per Customer (ARPC).
- Of the four of the largest retail sectors, both Fashion (+13%) and Health and Beauty (+12%) showed strong growth, while Grocery was in the steepest decline (-27%) and Food & Drink fell -9%. Fashion is the only one of these sectors that has experienced sales growth on a year-on-2019 basis (+4%).
- The share of sales to customers from Chelsea & Kensington has increased from 25% in June 2019 to 30% in June 2023.
- Over the same time period, share of sales to customers from the Rest of GB has fallen from 38% to 33%.

Source: Beauclair

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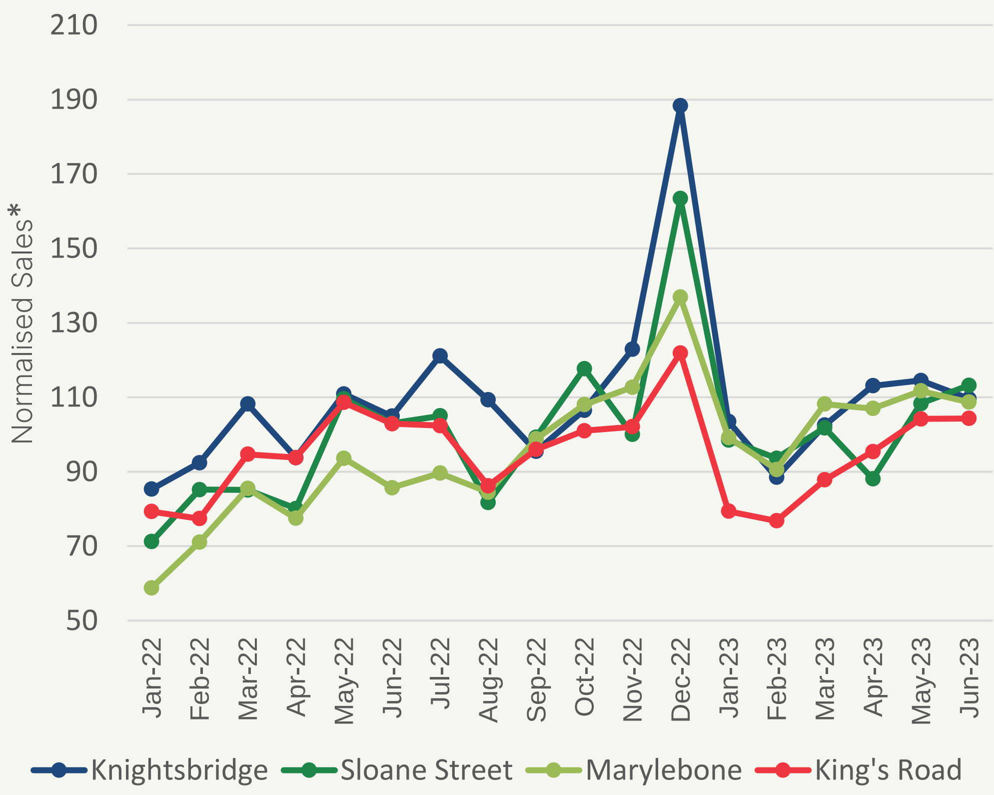
A partnership with Beauclair Data has been brokered for the benefit of all members. Beauclair specialise in sourcing and analysing big data for the benefit of local communities and neighbourhoods. This will provide members with an in-depth review of the King's Road customer enabling them to make evidence driven decision making when planning for the future. The data comes from a national data set of offline transactions from over 11 million debit and credit cards - each transaction is geo tagged and delivered in real time, tracking merchant location and sector. All data is anonymized and aggregated.

Area Sales

Despite an increase in sales between May and June 2023, which was a better performance than its comparators, sales in King's Road in June 2023 were just +1% higher than June 2022, which was weaker than the comparators.



*Values are normalised to average month in 2019

 Source: Beauclair

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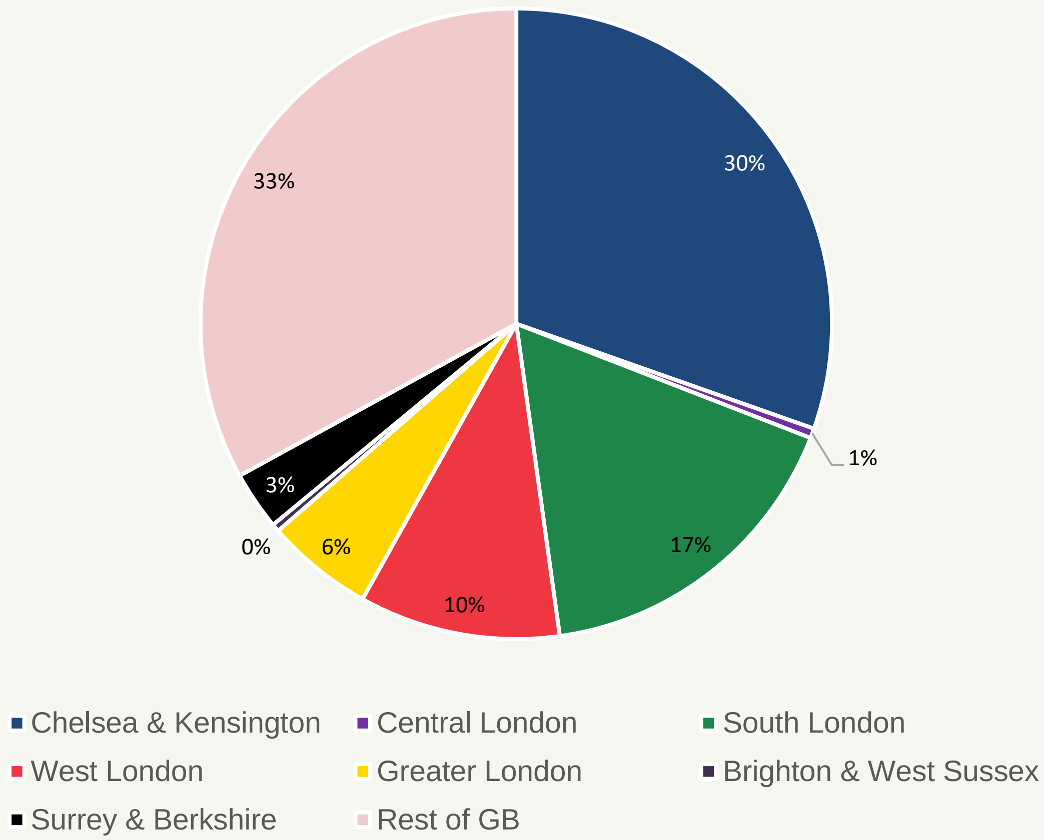
Origin Sales Contribution

In June, there was a 3% increase in sales from customers within Kensington and Chelsea compared to May, where it represented 27.6% of sales. Sales from the Rest of the GB reduced by 2% compared to May. 16.9% of sales from customers in South London (Battersea, Lambeth Wandsworth, Clapham, Brixton and Streatham).



Source: Beauclair

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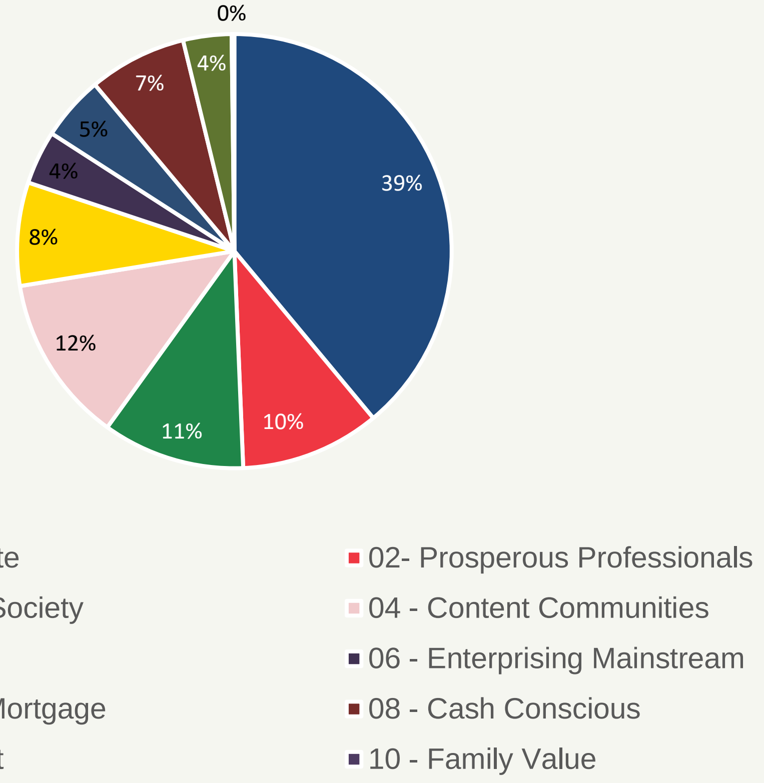
Demographic Sales Contribution

39% of King's Road catchment fall within the 01- Business Elite customer affluence score, which is the most affluent CAMEO type. 12.5% fall within 04 – Content Communities and 10.6% in 03- Flourishing Society CAMEO types. 72.5% of the King's Road catchment fall within the top 4 customer affluence categories, which was a slight increase of 0.5% compared to May 2023.



Customer Affluence Score

CAMEO UK, produced by TransUnion, classifies over 50 million British consumers at postcode, household and individual level into 10 key marketing segments based primarily on affluence

Customer affluence is calculated by analysing the percentage of spend from each CAMEO-type for a given area, sector or time period

A lower affluence score equates to a more affluent customer base

A customer affluence score of 1 = 100% of sales from the most affluent CAMEO-type: 01 - Business Elite

A customer affluence score of 10 = 100% of sales from the least affluent CAMEO-type: 10 - Family Value

 Source: Beauclair

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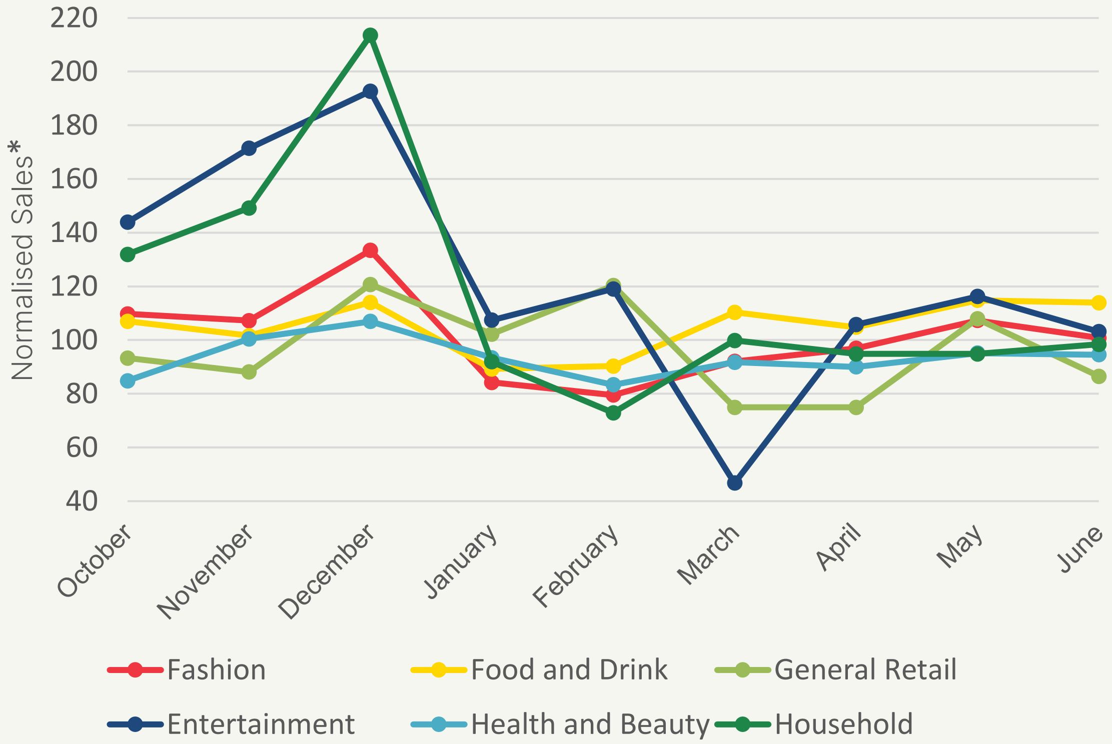
Average Transaction Value

Travel and accommodation and health and beauty saw an increase on the average transaction value in comparison to the same period in 2022. Fashion, food and drink, general retail, entertainment and household have seen a decline in ATV.

SECTOR	ATV June 2022	ATV June 2023	Percentage Change	
Fashion	£60.83	£53.06	12.7%	↓
Food & Drink	£22.08	£19.44	12%	↓
General Retail	£19.10	£16.34	14.5%	↓
Entertainment	£16.04	£11.73	26.9%	↓
Health and Beauty	£32.00	£36.24	13.3%	↑
Household	£66.92	£57.63	13.9%	↓
Travel and Accommodation	£20.96	£60.14	186.9%	↑

Sector Sales



*Values are normalised to average month in 2019

Source: Beauclair