

















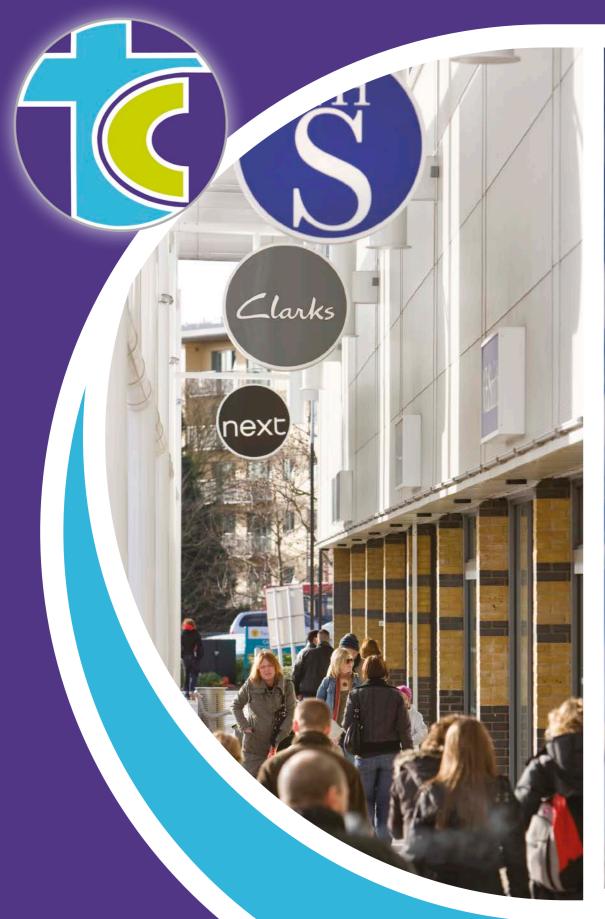








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Customer Profile

- 63% are ABC1 (GB 51%).
- 83% are aged 25-44, the key spending groups (GB 51%).
- 36% of customers had children with them.
- 85,000 customer visits per week.



AVISON YOUNG

