



























Financial Review — H1 2015 —

Tim Jones

Finance Director



Income statement

(Pre exceptional items)



	H1 2015 £m	H1 2014 £m	
Revenue	1,113	1,016	+9.5%
Operating costs	(960)	(869)	
Operating profit	153	147	+ 4.1%
Interest	(78)		
Profit before tax	75	72	+4.2%
Earnings per share	14.4p	13.6p	+ 5.9%
Operating margin	13.7%	14.5%	-0.8 ppts

Financial Review 2015 —3-

Like-for-like sales growth

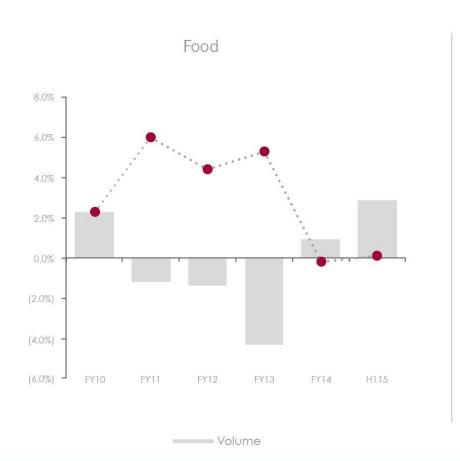


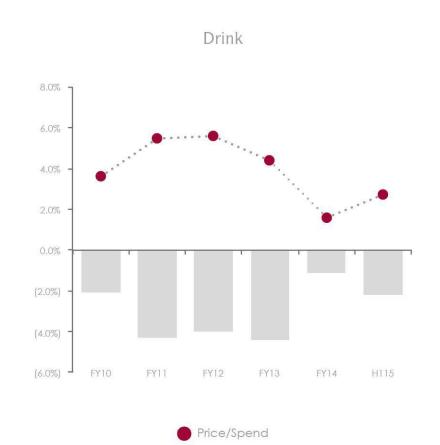
	Week 1-17	Week 18-28	Week 1-28	Week 1-32
Food	2.8%	3.2%	2.9%	2.5%
Drink	0.4%	0.5%	0.4%	0.3%
Total	1.7%	1.8%	1.7%	1.4%

Financial Review 2015 —4—

Like-for-like volume and spend trends







Financial Review 2015 —5—



Financial Review 2015 — 6—

^{*}Direct costs include wages and salaries, utilities and goods for resale

Group cash flow



	H1 2015 £m	H1 2014 £m	FY 2014 £m
EBITDA	213	204	422
Working capital / non cash items	26		18
Pension deficit contributions	(23)	(20)	(49)
Cash flow from operations	216	209	391
Maintenance & infrastructure capex	(70)	(58)	(120)
Net interest paid	(63)	(65)	(135)
Tax	(12)	(16)	(34)
Free cash flow before exceptional items	71	70	102
Expansionary capex	(24)	(28)	(42)
Orchid acquisition and integration	(4)		(263)
Other	4		4
Net cash flow	47	43	(199)
Mandatory bond amortisation	(30)	(28)	(58)
Net cash flow after bond amortisation	17	15	(257)

Financial Review 2015 —7—

Group net debt



	Apr 2015 £m	Sept 2014 £m	Apr 2014 £m
Securitisation debt ¹	(2,042)	(2,066)	
Liquidity facility	(147)	(147)	(148)
Cash & other	240		247
Securitised net debt	(1,949)	(1,986)	(2,002)
Cash	32	28	281
Group net debt	(1,917)	(1,958)	(1,721)
Net Debt : EBITDA ²	4,4x	4.5x	4.1x

Notes: 1) Includes currency derivatives hedging balance sheet debt

2) Based on annualised EBITDA

Financial Review 2015 —8—

Capital expenditure and returns



	H1 2015 £m	H1 2014 £m
Maintenance and infrastructure	70	58
Expansionary	24	28
Total capital expenditure	94	86

- Increased maintenance capex due to Orchid, remodels and IT infrastructure
- Expect c65 new sites and conversions in the current year
- Returns include first six Orchid conversions

	H1 2015		
	Investment ^a	No. of sites	FY 2012-15 EBITDA ROI
Freehold Acquisitions	£4m	2	15%
Leasehold Acquisitions	£6m		18%
Conversions	£10m		23%
Total	£20m	32	18%

Notes: a: Spend relating to new and converted sites completed in the current year

Orchid



- Head office closed April 2015 realising annual cost savings of £6m
- Conversion plan in progress
 - 21 converted sites now open (14 at half year)
 - Expect to complete c.40 in FY15
 - Remaining conversions in FY16
 - Initial post-conversion returns strong and in line with expectations

- Non-converted sites to be integrated into Heartland

Financial Review 2015 — 10-

Key messages



- Continued growth in food volumes
- Margins reflect Orchid and volume growth
- Orchid integration on track
- Significant IT projects completed
- Adjusted earnings per share growth of 5.9%

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Business Review — H1 2015 —

Alistair Darby

Chief Executive



Our Good to Great Objectives



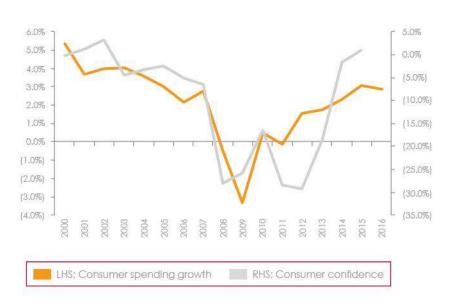
- Like-for-like sales growth ahead of the market
- Robust margins
- Attractive investment returns
- Lower net debt / EBITDA
- Dividend reinstated

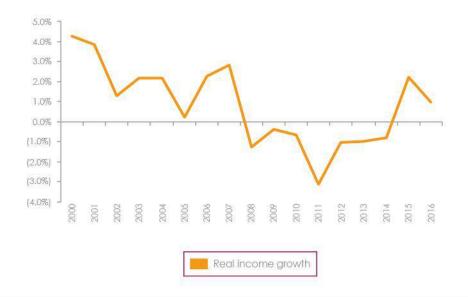
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Consumers are better off



- Consumer confidence growing close to pre-recession levels
- Real income growth forecast for 2015 and 2016
- Recent ASDA Income Trackers show increase of over 9%





Business Review 2015 — 14—

Challenging recent months in our market



- Peach tracker LFLs:
 - Significant slowdown since Dec 2014
 - March 2015: -0.3%
 - Average 1.7% since Oct 2014
- Restaurants outperforming pubs and pub-restaurants

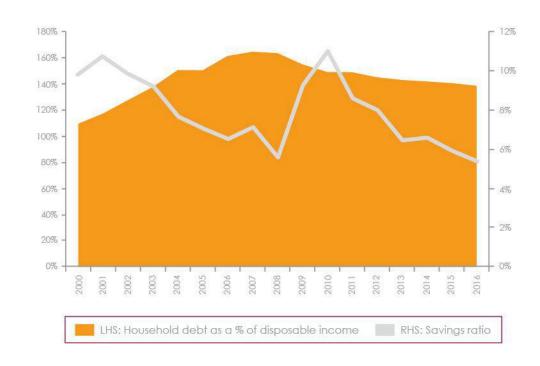


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Dynamic and demanding market conditions



- Consumers continue to carry a significant amount of personal debt
- Consumers saving more
 - GfK Savings Index 8 points higher than LY in March
- Catch up of previously delayed larger purchases
 - GfK Major Purchase Index 16 points higher than LY in March
- M&B well-positioned through focus on value, flexibility and brands



Our key market spaces





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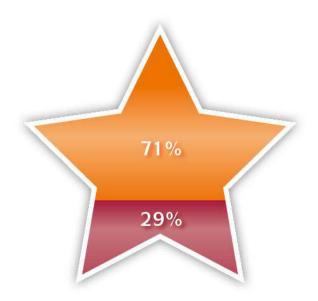
Delivering the growth plan



FY 2010 FY 2016



- Growth capital in attractive market segments:
 - Organic growth
 - Single-site acquisitions
 - Orchid conversion plan



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Implementing the growth plan - H1

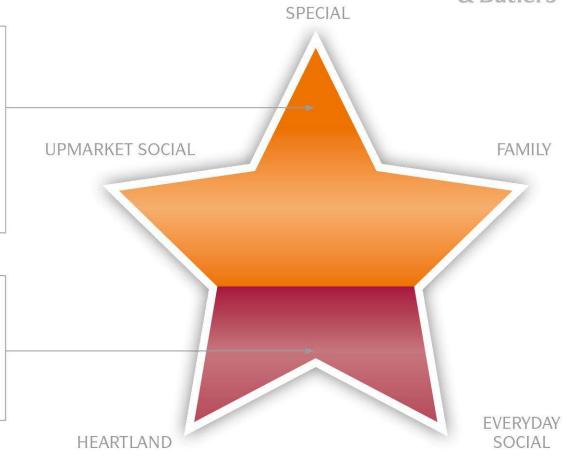


Investment directed towards attractive market spaces:

- 9 acquisitions
- 8 Orchid conversions
- 8 conversions

Optimising for cash generation:

- 1 conversion
- 6 Orchid conversions



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Growth in attractive segments



- Realising value in under-invested pubs
 - Sawyers Arms (Nicholson's):
 High street pub to premium eating and drinking
- Expansion of successful concepts in premium market places
 - Hayes Cardiff (Miller & Carter):
 Retail outlet to premium
 steakhouse





Business Review 2015 — 20—

Hardwired guest behaviour



"Every day I expect more for my hard-earned money"

Top teams delivering excellent guest experiences & great value

"I want the flexibility to eat δ drink where δ when it suits me"

Offer extension for all day eating and drinking occasions

"I look for reliable brands that meet my needs"

Brands with a strong reputation for clear δ consistent benefits

Business Review 2015 —21—

Hardwired guest behaviour



"Every day I expect more for my hard-earned money"

Top teams delivering excellent guest experiences & great value

"I want the flexibility to eat & drink where & when it suits me"

Offer extension for all day eating and drinking occasions

"I look for reliable brands that meet my needs" B*rands with a strong reputation* for clear & consistent benefits

Business Review 2015 —22—

Top teams delivering excellent guest experiences & great value

- Guest-focused teams:
 - Staff turnover at new low of 77%
 - New and improved apprenticeship programme
- Ways of working to focus on guests:
 - EPOS system rollout completed
 - Good to Great drives better results
- Value equation tailored by brand





Business Review 2015 —23-

Hardwired guest behaviour



"Every day I expect more for my hard-earned money" *Top teams* delivering excellent guest experiences & great value

"I want the flexibility to eat δ drink where δ when it suits me"

Offer extension for all day eating and drinking occasions

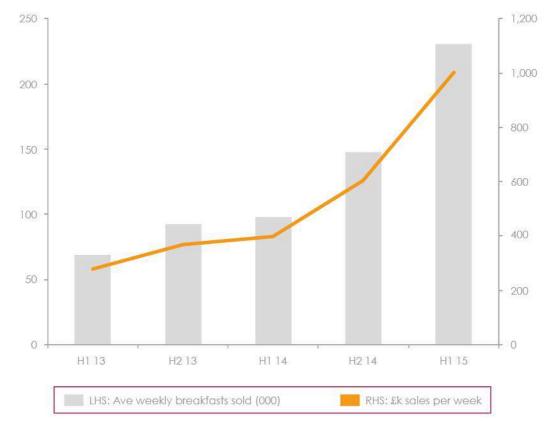
"I look for reliable brands that meet my needs" Brands with a strong reputation for clear & consistent benefits

Business Review 2015 — 24—

Offer extension for all day eating and drinking occasions



- Average week:
 - 230,000 breakfasts
 - 320,000 coffees
- Significant profit generation, with some % margin impact
- Wide range of offers across brands and formats



Business Review 2015 -25-

Offer extension for all day eating and drinking occasions





Business Review 2015 —26–

Hardwired guest behaviour



"Every day I expect more for my hard-earned money"

"I want the flexibility to eat δ

"I look for reliable brands that meet my needs" **Top teams** delivering excellent guest experiences & great value

Offer extension for all day eating and drinking occasions

Brands with a strong reputation for clear δ consistent benefits

Business Review 2015 -27-

Brands with a strong reputation for clear & consistent benefits



- Market growth continues to come from the branded sector
- Adding value through our brands:
 - Reliability
 - Consistency
 - Fresh food
 - Outstanding value

Business Review 2015 —28—

Brands with a strong reputation for clear & consistent benefits





UNBRANDED CARVERY, SOUTHEND

AWT £22k





AWT £36k





Brands with a strong reputation for clear & consistent benefits



HOBBY HORSE

UNBRANDED, CHESTERFIELD

AWT £17k





AWT £31k



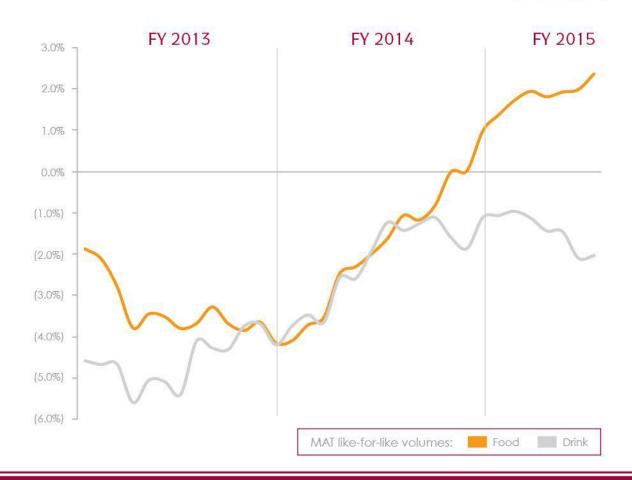


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Food growth momentum



- Continued strong food volume growth
 - Occasion development and disciplined pricing
- Net promoter score improved by 2ppts to 65%

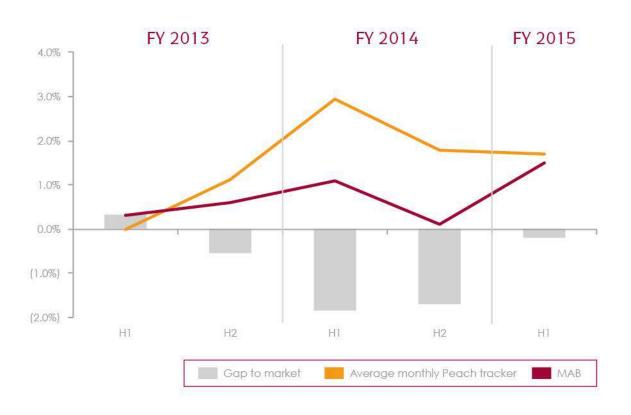


Business Review 2015 —31—

Like-for-like sales



 Closing relative gap to Peach tracker



Business Review 2015 —32—

Outlook



- Dynamic and demanding market conditions
- Focus on value, flexibility and brands
- Measured and targeted initiatives to win market share
- Strengthening food volumes and like-for-like sales
- Well-placed to grow further shareholder value

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Questions





