KNIGHTSBRIDGE PARTNERSHIP

PROVIDING BUSINESS SUPPORT AND INSIGHTS

February 2023

Spend – February 2023

- Retail sales in Knightsbridge decreased by -4% from February 2022 to February 2023, but were up +5% compared to February 2019. The year-on-year performance was substantially behind Marylebone, Sloane Square and King's Road.

- The decrease in year-on-year sales came despite a +15% increase in customers, with a significant drop in Average Revenue Per Customer (ARPC) of -16%. By contrast, while customer levels between 2019 and 2022 have remained fairly consistent, ARPC was up +6%, leading to year-on-2019 sales growth. APRC thus seems to be a more significant driver of sales than customer numbers.

- Of the major sectors, Grocery sales had the largest growth, up +86% year-on-year, and up +8% on a year-on-2019 basis. Fashion sales rose by a substantial +67% from February 2022 to February 2023 and the year-on-2019 performance was also up by +127%.

- General Retail and Food & Drink sales decreased compared to February 2022. General Retail sales decreased by -12% on a year-on-year basis and its year-on-2019 performance was down -3%. Food & Drink decreased by -10% on a year on- year basis and was down -11% compared to February 2019.

- The share of year-on-year sales to customers from Rest of GB fell, from 67% in February 2022 to 61% in February 2023. The share of customers from Chelsea & Kensington also decreased year-on-year from 16% to 12%. Meanwhile the share of customers from West London continued to rise from 4% in February 2022 to 7% in February 2023.

Source: Beauclair

BUSINESS INSIGHT – SPEND DATA

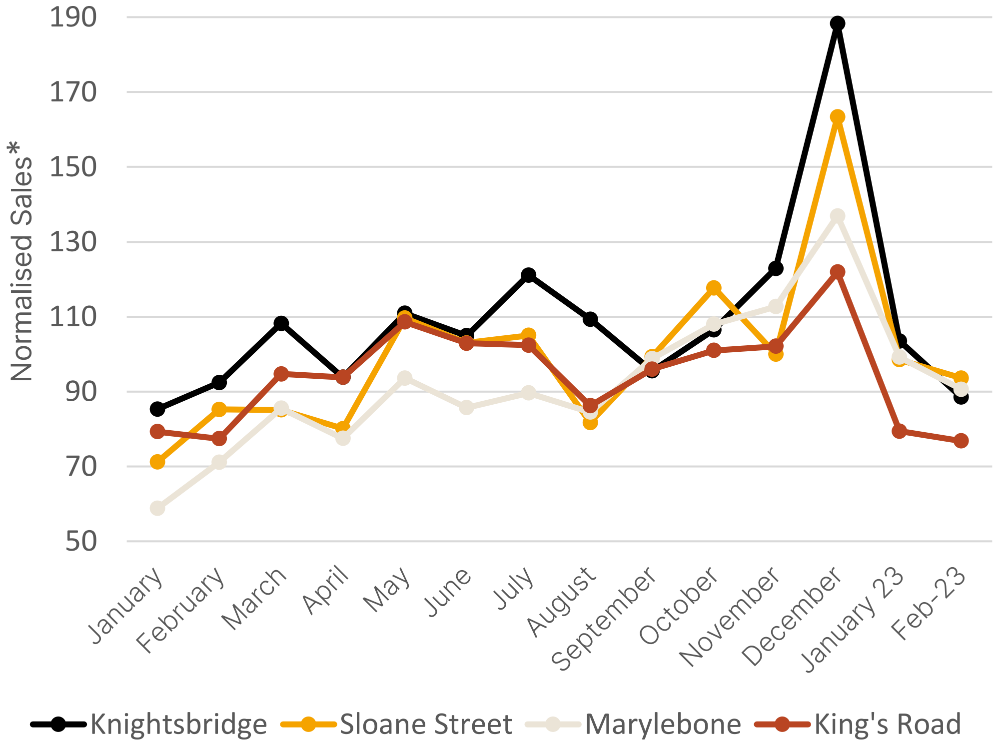
January 2023

Spend Data

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 Knightsbridge 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 – December 22- January 2023

Retail sales in Knightsbridge decreased by -4% from February 2022 to February 2023, but were up +5% compared to February 2019.

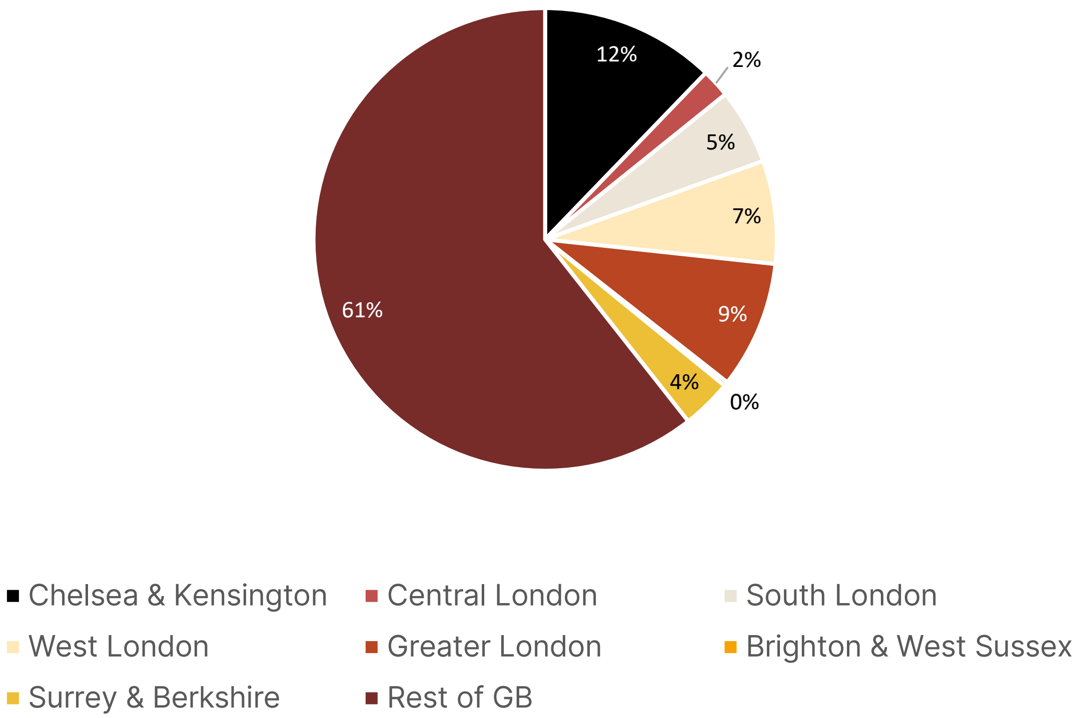


*Values are normalised to average month in 2019

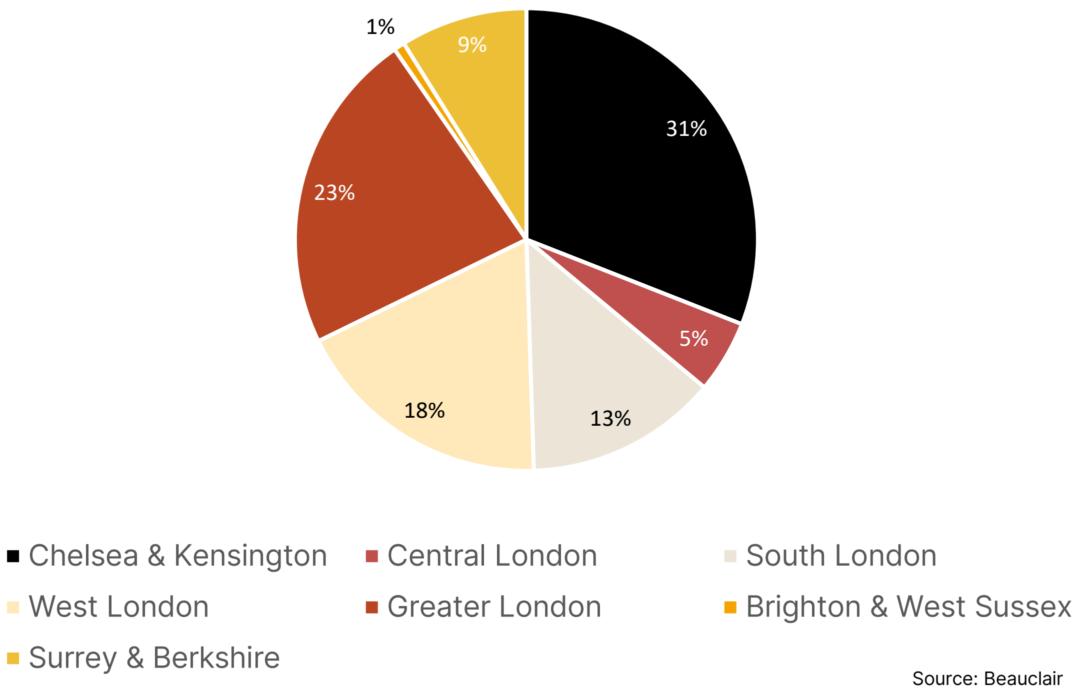
BUSINESS INSIGHT - CUSTOMERS

Origin Sales Contribution

In February 2023, 61% of total sales were from the rest of GB category and 12% from customers from within the Royal Borough of Chelsea and Kensington. The share of customers from West London continued to rise from 4% in February 2022 to 7% in February 2023.



Origin Sales Contribution excl. Rest of GB



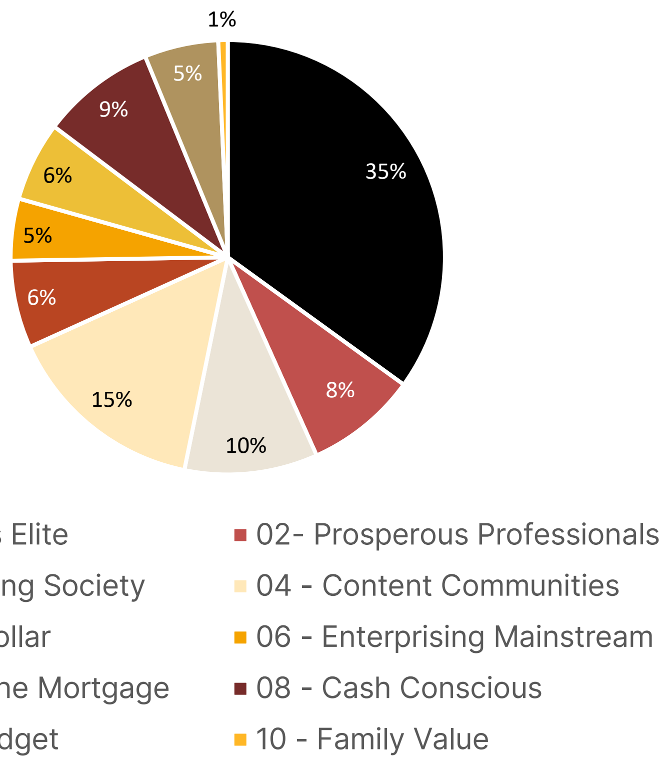
Source: Beauclair

BUSINESS INSIGHT - CUSTOMERS

Demographic Sales Contribution

In February, 35% of Knightsbridge catchment fall within the 01- Business Elite customer affluence score, which is the most affluent CAMEO type. This was a rise of 5% compared to January 2023.

In February, 68% of the level of customers fell within the top 4 customer affluence categories, compared to 60% in January 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

BUSINESS INSIGHT - SECTOR

Average Transaction Value

Fashion, health and beauty, food and drink, general retail and travel and accommodation saw an increase in the average transaction value compared to 2019.

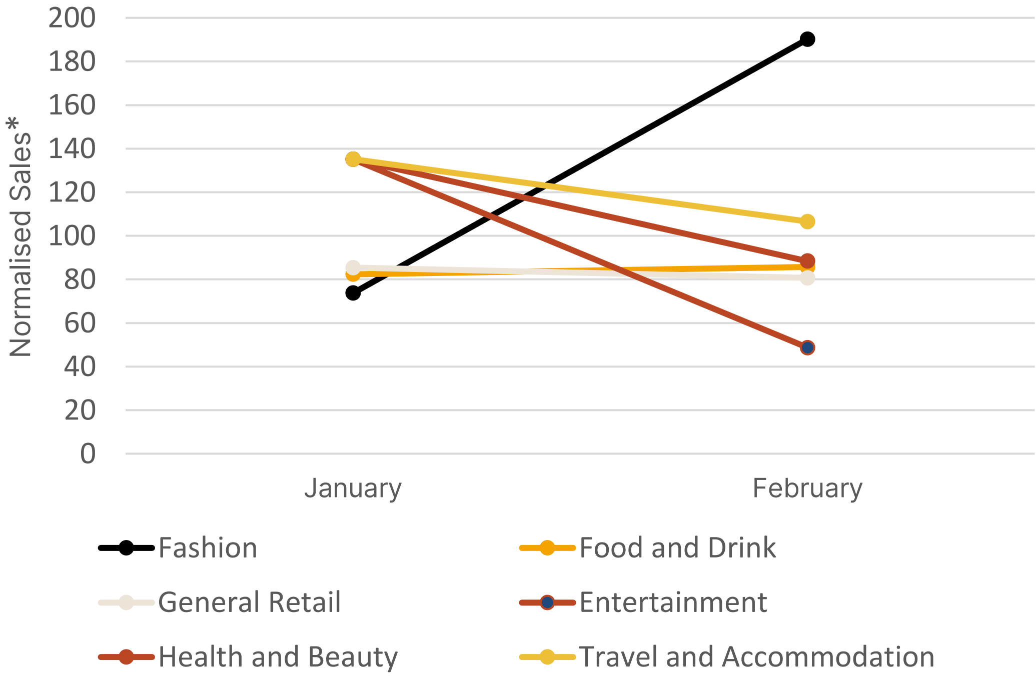
Entertainment and household saw a decline in the average transaction value compared to 2019.

SECTOR	ATV Feb 19	ATV Feb 23	Percentage Change	
Fashion	£71.66	£106.42	48.5%	↑
Food & Drink	£13.62	£15.37	12.8%	↑
General Retail	£106.44	£112.76	5.9%	↑
Entertainment	£45.48	£37.87	16.7%	↓
Health and Beauty	£74.86	£82.16	9.7%	↑
Household	£106.44	£41.68	60.8%	↓
Travel and Accommodation	£47.03	£85.72	82.6%	↑

Sector Sales

Of the major sectors, Grocery sales had the largest growth, up +86% year-on-year, and up +8% on a year-on-2019 basis. Fashion sales rose by a substantial +67% from February 2022 to February 2023 and the year-on-2019 performance was also up by +127%.

General Retail and Food & Drink sales decreased compared to February 2022.



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