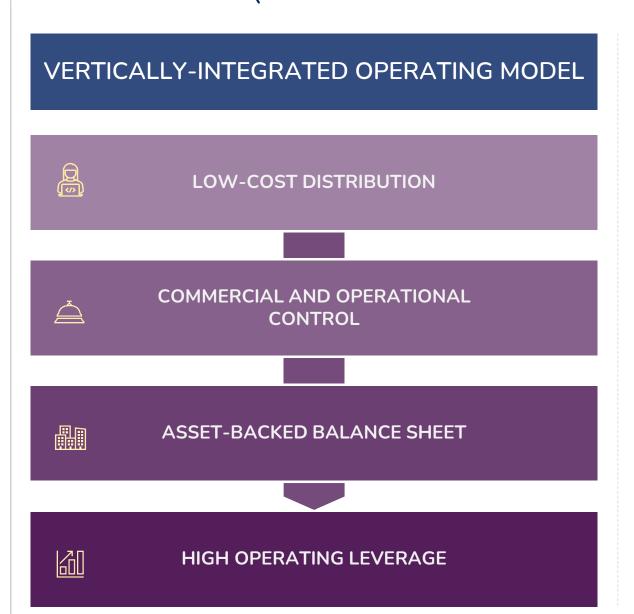


CONTENTS

H1 FY24 PERFORMANCE AND OUTLOOK	Dominic Paul
FINANCIAL REVIEW AND CAPITAL ALLOCATION	Hemant Patel
DELIVERING LONG-TERM GROWTH AND RETURNS	Dominic Paul



OVERVIEW I UNIQUE BUSINESS MODEL UNDERPINS MARKET LEADING POSITION



NO.1 HOTEL BRAND IN THE UK





OVERVIEW I CLEAR STRATEGY TO DRIVE LONG-TERM RETURNS







FORCE FOR GOOD

DRIVING LONG-TERM SHAREHOLDER RETURNS

H1 FY24 I DELIVERING OUTSTANDING RESULTS

REVENUE & PROFIT



REVENUE

£1.6bn

+17% VS H1 FY23

PROFIT BEFORE TAX

£391m

+44% VS H1 FY23

MARGINS & ROCE



UK PRE-TAX MARGINS

27.5% H1 FY24 +3.1pp

UK ROCE

14.9% H1 FY24 MAT **+3.9pp** vs H1 FY23 MAT

CASHFLOW & RETURNS



OPERATING CASHFLOW

£483m

+£73m VS H1 FY23

FURTHER SHAREHOLDER RETURNS

£300m SHARE BUY-BACK £66m

WHITBREAD

OUTLOOK | SUPPLY BACKDROP UNDERPINS CONTINUED MOMENTUM





ACCELERATED INDEPENDENT DECLINE

CONSTRAINED INDUSTRY SUPPLY GROWTH

LONG-TERM STRUCTURAL OPPORTUNITY

FRAGMENTED MARKET NO CLEAR MARKET LEADER

LONG-TERM AMBITION

10% decline in the independent sector between 2019 -2022

Supply not expected to reach 2019 levels for at least the next five years

125,000 room potential, equating to ~+50% growth

Large and declining independent sector

Largest operator has **2%** market share

Become **No.1** operator in Germany



FINANCIALS | GROUP RESULTS AT A GLANCE

£m	H1 FY24	H1 FY23	vs H1 FY23
Statutory revenue	1,574	1,350	17%
Operating costs	(949)	(839)	(13)%
Adjusted EBITDAR	628	512	23%
Adjusted profit before tax	391	272	44%
Statutory profit before tax	395	307	29%
Cash capital expenditure	213	304	(30)%
Net cash / (debt)	67	182	(115)
Group ROCE (%) ¹	12.6%	9.0%	360bps
Lease adjusted net debt : adjusted EBITDAR ²	2.5x	2.8x	n/a

- Revenue up **17%** driven by:
 - UK accommodation sales
 - continued progress in Germany
- Increased operating costs due to estate growth and inflation partially offset by efficiencies
- Operating model driving strong growth in EBITDAR
- Capex lower than last year which included large freehold purchases
- Net cash position of £67m following capex, share buybacks and increased FY23 final dividend
- Strong balance sheet with lease adjusted leverage of 2.5x

^{1:} H1 FY24 MAT – 12 months to 31 August 2023

^{2:} Lease adjusted net debt : adjusted EBITDAR

FINANCIALS | UK HIGHLIGHTS

£m	H1 FY24	H1 FY23	vs H1 FY23
Statutory revenue	1,479	1,298	14%
Other income (excl. rental income)	0	0	0%
Operating costs	(852)	(771)	(11)%
Adjusted EBITDAR	627	528	19%
Net turnover rent and rental income	(1)	1	(183)%
Depreciation: Right-of-use asset	(70)	(66)	(6)%
Depreciation and amortisation: Other	(86)	(83)	(3)%
Adjusted operating profit	472	380	24%
Interest: Lease liability	(65)	(62)	(4)%
Adjusted profit before tax	407	317	28%
No. of rooms	83,934	82,773	1%
UK ROCE (%) ¹	14.9%	11.0%	390bps

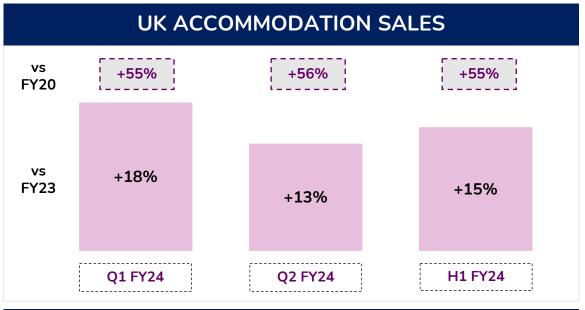
- Revenue growth led by ARR **+14%**
- Operating leverage driving increased EBITDAR
- Adjusted pre-tax margins increased to 27.5% (H1 FY20: 24.3%)
- ROCE well-ahead of pre-pandemic levels at 14.9% (H1 FY20: 12.1%)

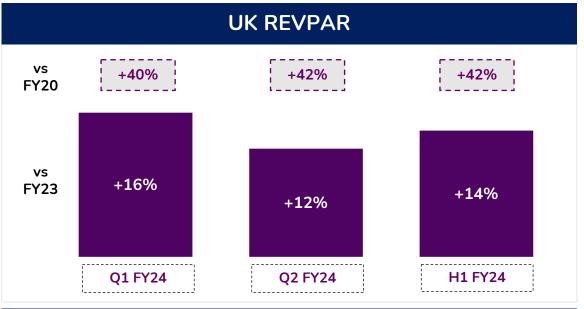


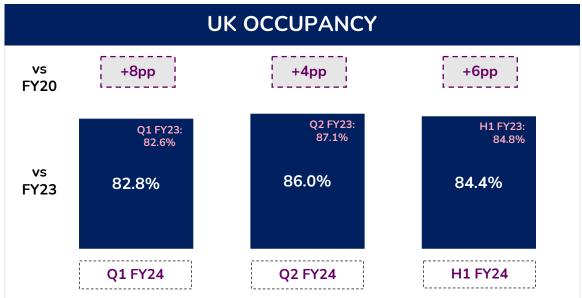
1: H1 FY24 MAT – 12 months to 31 August 2023

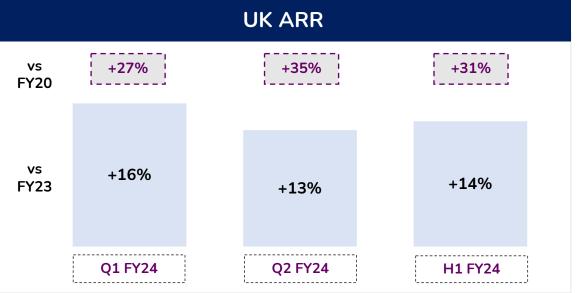


UK | ACCOMMODATION SALES WELL AHEAD OF FY23 AND FY20









UK | SUSTAINED MARKET OUTPERFORMANCE

Premier Inn UK performance vs the M&E market



^{1:} STR data, standard basis, Premier Inn accommodation sales, occupancy, ARR and absolute RevPAR 3 March 2023 to 31 August 2023, M&E market excludes Premier Inn

^{2:} STR data, standard basis, Premier Inn absolute RevPAR 1 March 2019 to 29 August 2019, M&E market excludes Premier Inn



FINANCIALS | GERMANY HIGHLIGHTS

£m	H1 FY24	H1 FY23	vs H1 FY23	Established sites growing towards matur PBT moving annual total 1	ity
Statutory revenue	95	52	81%	£6m	1
Other income (excl. rental income)	3	0	100%		
Operating costs	(75)	(51)	(47)%		
Adjusted EBITDAR	23	2	>1,000%		
Net turnover rent and rental income	0	0	0%	£3m	
Depreciation: Right-of-use asset	(20)	(15)	(31)%		
Depreciation and amortisation: Other	(7)	(5)	(33)%		
Adjusted operating (loss)	(4)	(19)	80%		
Interest: Lease liability	(10)	(6)	(65)%		
Adjusted (loss) before tax	(14)	(25)	44%	£(1)m	
No. of rooms	10,251	7,608	35%	H1 FY23 FY23 H1 FY	

^{1:} In aggregate adjusted profit before tax excluding non-site related administration and overhead costs for 17 more established German hotels that were open and trading under the Premier Inn brand for 12 consecutive months as at 4 March 2022



GERMANY | PERFORMANCE LED BY ESTABLISHED HOTELS





- Cohort of established hotels continue to perform in line with the market
- Market softness in Q2 led by normalisation of leisure demand

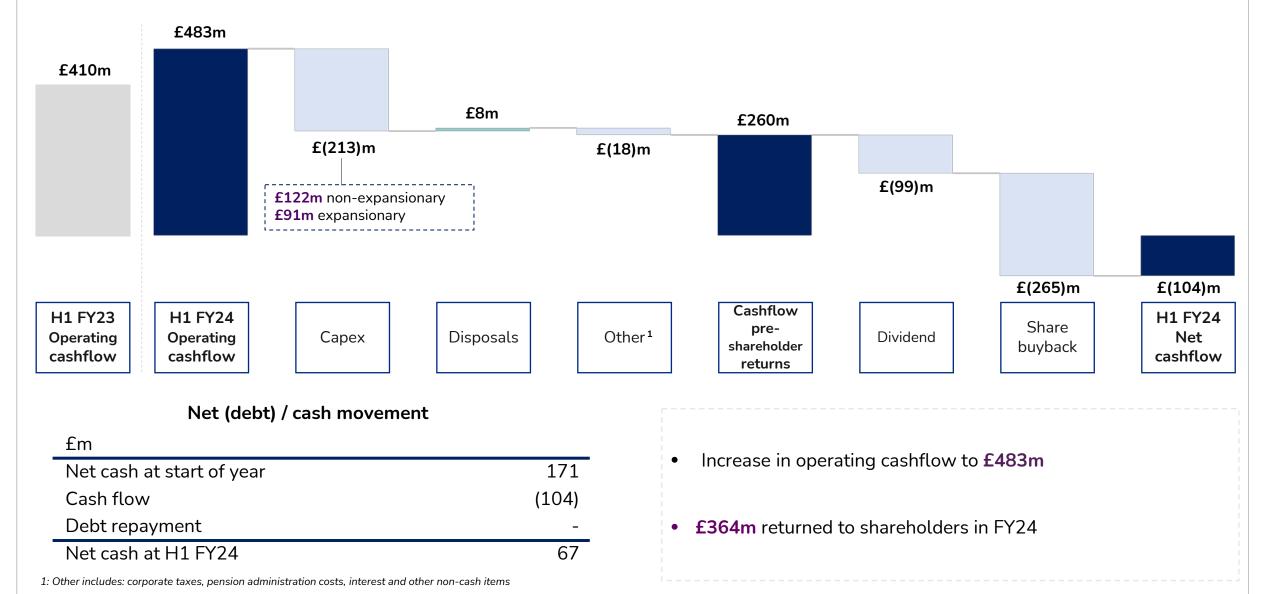
 Continue to learn and adapt UK model for the German market

1: STR data, standard methodology basis, 3 March 2023 to 31 August 2023, M&E excludes Premier Inn

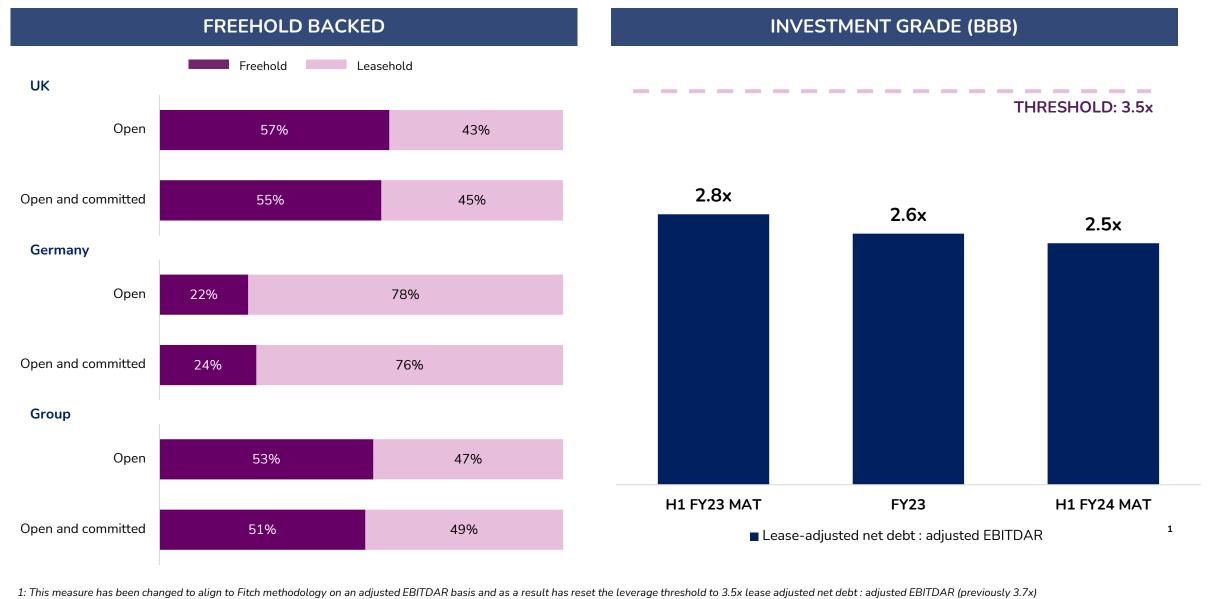
2: Premier Inn: more established hotels: open and trading under the Premier Inn brand for 12 consecutive months as at 4 March 2022: 17 hotels and total Premier Inn 57 hotels



FINANCIALS | CASH FLOW IS FUNDING CONTINUED INVESTMENT AND RETURNS



FINANCIALS | STRONG BALANCE SHEET UNDERPINS FUTURE GROWTH







CAPITAL ALLOCATION | INCREASED DIVIDEND AND FURTHER SHARE BUY-BACK

MAINTAIN INVESTMENT GRADE METRICS

Upgraded investment grade rating to BBB¹

CONTINUE TO INVEST THROUGH THE CYCLE

Increased gross capex guidance to £500m - £550m, expected disposal proceeds of £50m - £100m

CLEAR DIVIDEND POLICY

Interim dividend +40% to 34.1p, resulting in a payment of £66m

CAPITAL RETURN

Additional £300m buy-back, taking total shareholder returns to £766m since April 2023

1: Fitch ratings – as at 17 August 2023



OUTLOOK AND GUIDANCE | MOMENTUM CONTINUES INTO H2 FY24

CURRENT TRADING AND OUTLOOK

UK

- UK accommodation sales +13% vs FY23
- RevPAR premium vs M&E £6.64²
- Total F&B sales +8% vs FY23
- Forward booked revenue well-ahead of last year

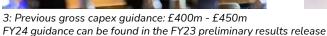
GERMANY

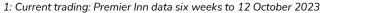
- Germany accommodation sales +44% ahead of FY23
- Total estate RevPAR €65
- More established hotels RevPAR €71
- Market recovery in Q3

FY24 GUIDANCE

- UK accommodation sales and F&B drop through No change
- Inflation No change
- Germany No change
- Gross capex increased to £500m £550m³
- Disposal proceeds £50m £100m
- Interest on cash No change
- UK and Germany new rooms no change







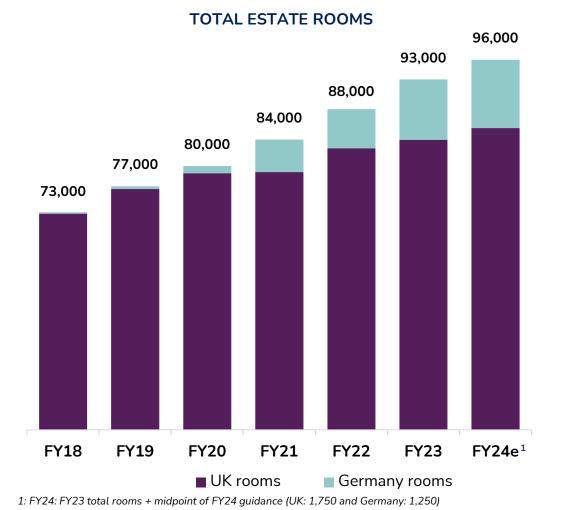
2: STR data, standard methodology basis, 1 September 2023 to 5 October 2023, M&E excludes Premier Inn





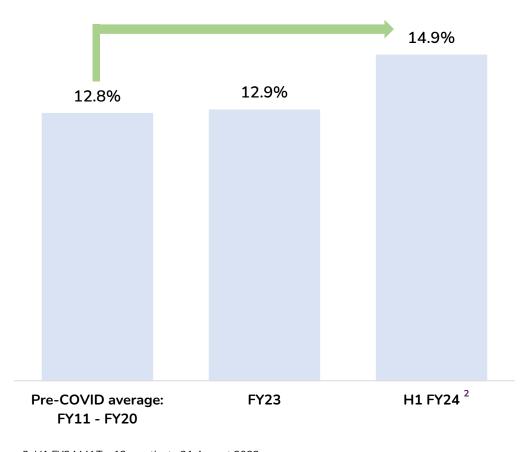
CONTEXT | FOCUSED HOTEL GROUP DRIVING GROWTH AND ATTRACTIVE RETURNS





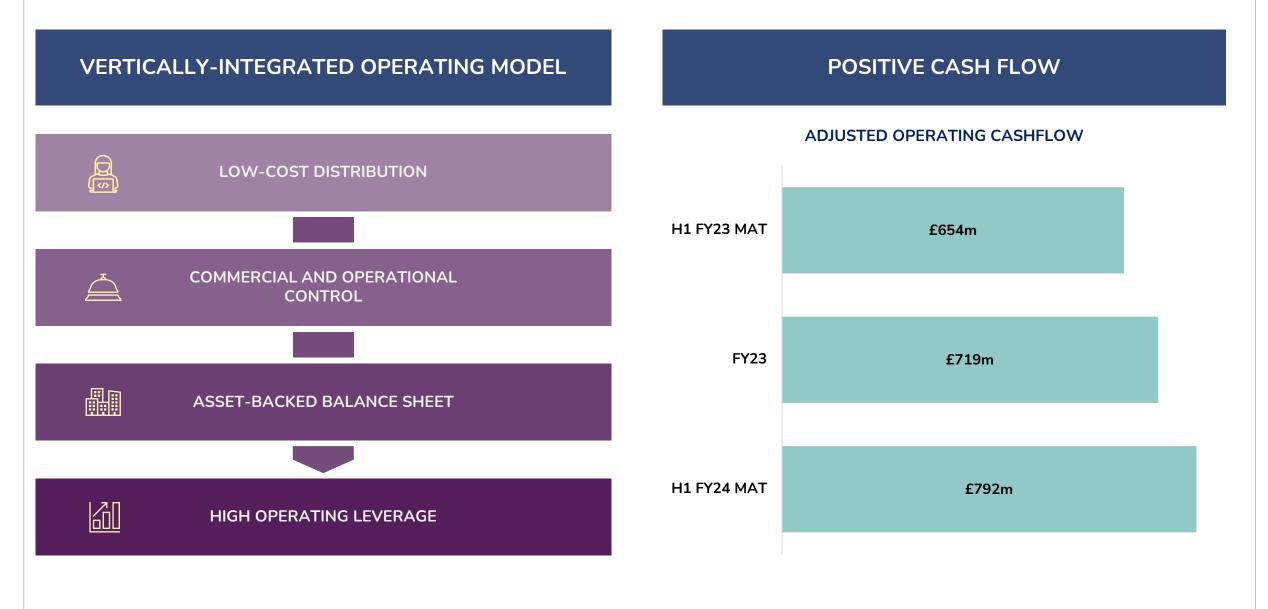
WHILST GROWING RETURNS





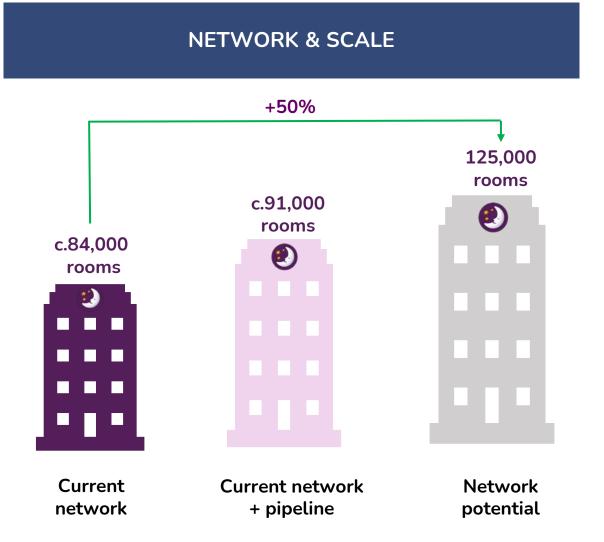
2: H1 FY24 MAT – 12 months to 31 August 2023

CONTEXT | OUR MODEL AND STRATEGY DELIVER STRONG CASH FLOW



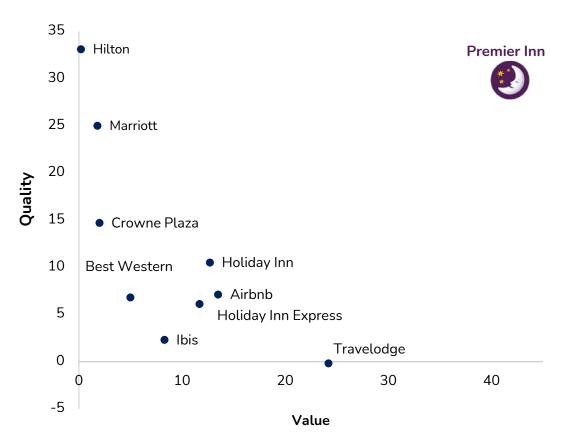


UK | CONTINUING TO INVEST IN OUR QUALITY AND VALUE PROPOSITION



BRAND STRENGTH

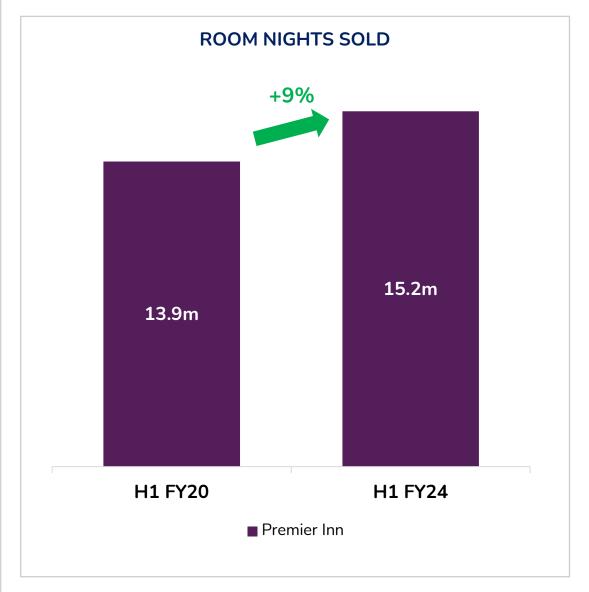
YouGovBrandIndex¹

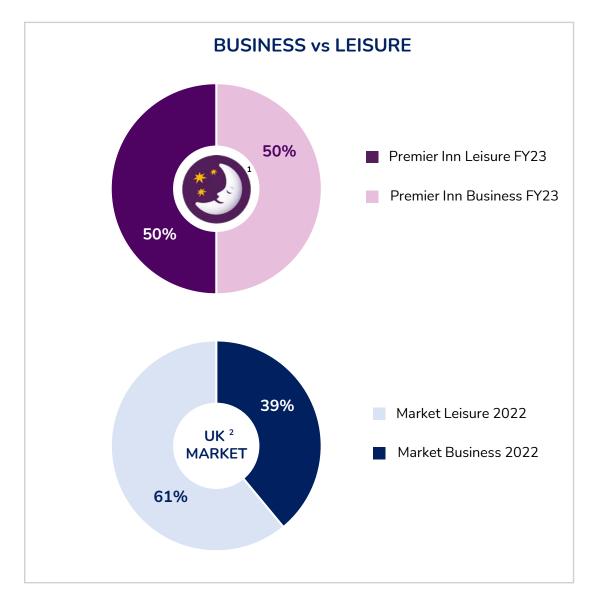


1: YouGov BrandIndex Quality & Value scores as at 31 August 2023 based on a nationally representative 52-week moving average



UK | STRONG DEMAND WITH WELL-BALANCED CUSTOMER MIX





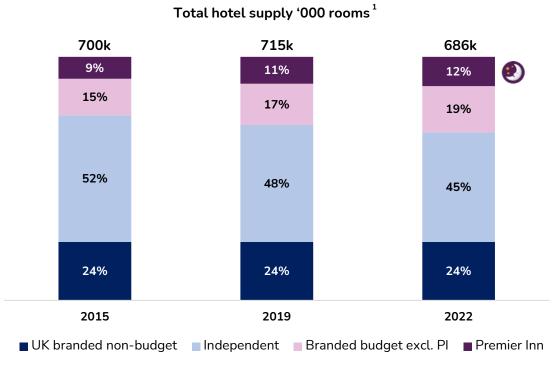
^{2:} Total UK market room nights for calendar year 2022



^{1:} Premier Inn data room nights sold: 12 months to 2 March 2023

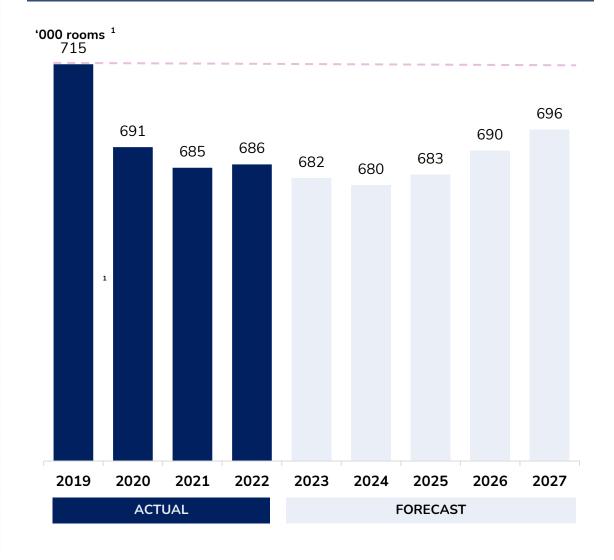
UK | TOTAL SUPPLY EXPECTED TO REMAIN BELOW 2019 FOR THE NEXT FIVE YEARS

STRUCTURAL GROWTH OPPORTUNITY REMAINS



- Independent sector in long-term decline
- c.70% of exited independents already converted to alternative use
- Hotel and leisure construction starts down >40% over the past year²





^{2:} Glenigan Construction Industry Forecast 2023-2025, June 2023



^{1:} Company data

UK | TAKING ADVANTAGE OF THE STRUCTURAL GROWTH OPPORTUNITY

PROPERTY FLEXIBILITY ALLOWS MARKET ACCESS AND VALUE CREATION



FREEHOLD

OFFICE CONVERSION

PRIME LOCATION

- City-centre location with limited property availability
- Mixed-use development will realise future development profits

STRONG BALANCE SHEET FUNDS FREEHOLD PURCHASES



FREEHOLD

EXISTING PLANNING

SELF BUILD

- Expanding our presence in Ireland
- Existing planning application means we can deliver the new hotel at pace

UK | INTEGRATING MARKETING INTO OUR TRADING ENGINE TO DRIVE REVPAR

BRAND STRENGTH DRIVES DIRECT DISTRIBUTION

GOOGLE SEARCH INDEX1



UNRIVALLED BRAND POSITIONING

93%
UK BRAND AWARENESS

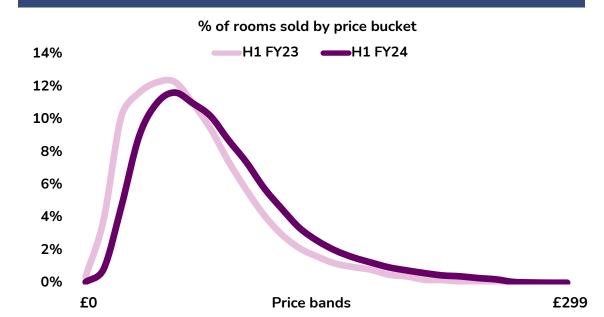
DRIVES DEMAND DIRECT TO OUR WEBSITE

+31%
WEB VISITS WITH SEARCH
vs H1 FY20

1: Google search index 01/01/2022 - 03/10/2023

WHITBREAD

CONFIDENCE IN DEMAND ALLOWING SHIFT IN AVERAGE ROOM RATES



IMPROVED TRADING

ADDITIONAL RATE CLASSES

ENHANCED PRODUCT
OFFER

- 37% of rooms were booked at £80 or less (H1 FY23: 51%)
- Flexible rate classes offers guests flexibility whilst driving incremental ARR
- Product upgrades e.g. Premier Plus driving
 £15 £20 ARR uplift

UK | DRIVING OUR BUSINESS PROPOSITION

ENHANCED BUSINESS PRODUCTS PROVING POPULAR Travel Management Companies Business Booker £1,084m 1 Premier Inn website, app and other +15% 10% £940m¹ 10% 7% 8% 80% 85%

H1 FY24

BROADENING OUR ADDRESSABLE CUSTOMER BASE

BUSINESS BOOKER Offering flexibility and rewarding loyalty

+18,000 new accounts²



TRAVEL MANAGEMENT COMPANIES Expanding our reach

100+ TMC partnerships³



BUSINESS ACCOUNT Enhancing our appeal with SMEs

13,000 live accounts³



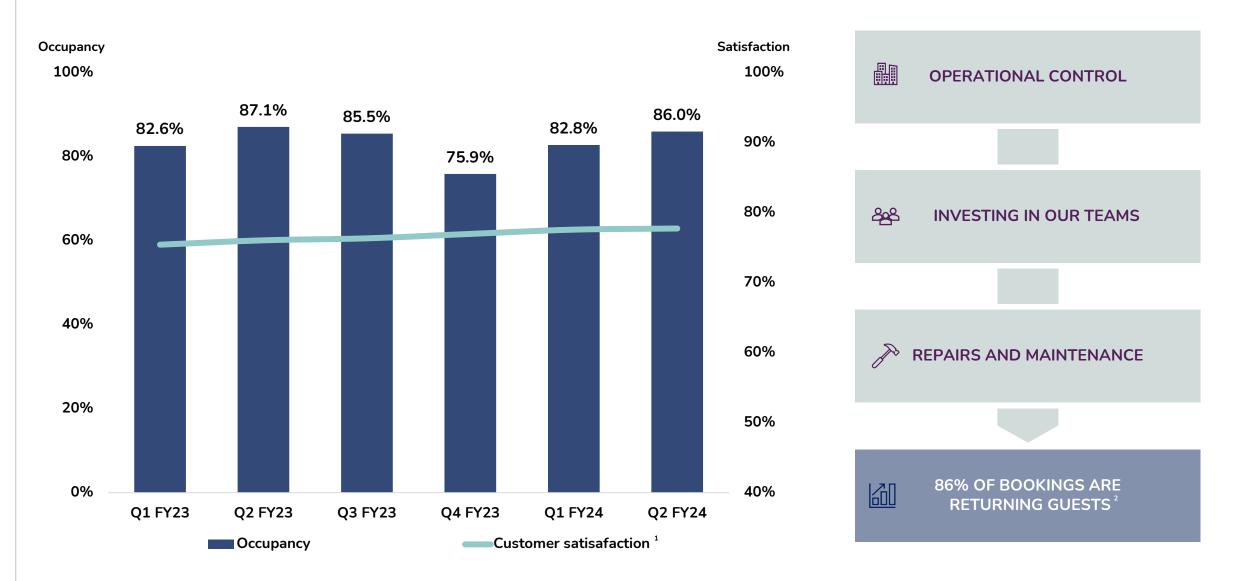
- 1: Total accommodation sales
- 2: New Business Booker accounts in H1 FY24

H1 FY23

3: As at 31 August 2023



UK | MAINTAINING OUR MARKET POSITION WHILST AT HIGH OCCUPANCY LEVELS



^{1:} Company data – 12 month average % of guests that were very satisfied or fairly satisfied with their experience at Premier Inn

^{2:} Bookings made in H1 FY24



UK | IMPROVED F&B PERFORMANCE IN CHALLENGING MARKET

INTEGRATED F&B

- High hotel occupancy driving **higher breakfast sales**
- New **integrated ground floor** promoting drinks sales
- Menu optimisation and targeted promotions





BRANDED RESTAURANTS



Total sales recovered to pre-pandemic levels



Improved website driving increased breakfast sales



Continuing to review options to **enhance performance**

UK | EXTENDING OUR COMPETITIVE EDGE WHILST REDUCING COSTS

TECHNOLOGY PLATFORM FOR THE FUTURE



- Reservation system upgrade well-advanced
- Network upgrades across the next 18 24 months
- Future revenue potential and cost efficiencies

INVESTING IN OUR CUSTOMER PROPOSITION



- Upgraded standard room type "ID5"
- New integrated ground floor concept
- Product investment new beds and refurbishments

DRIVING EFFICIENCY



- Cost efficiencies through Group-wide initiatives
- On course to deliver £140m cost savings between FY22 and FY25



GERMANY | INVESTMENT CASE REMAINS HIGHLY ATTRACTIVE

LARGE AND FRAGMENTED MARKET

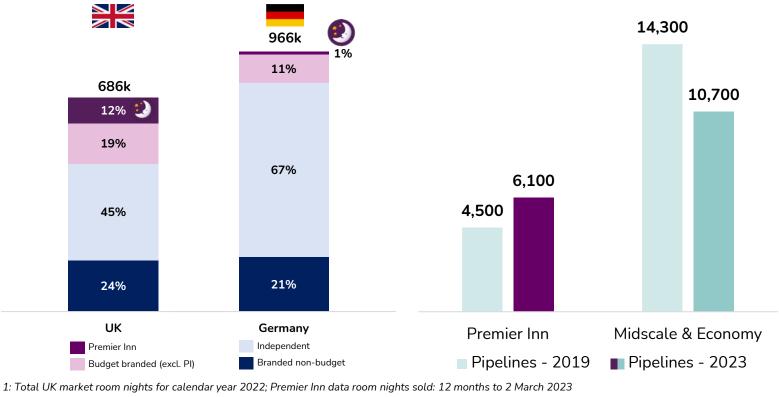
- Hotel market is 40% larger than the UK
- Independent sector in long-term decline
- No clear market leader

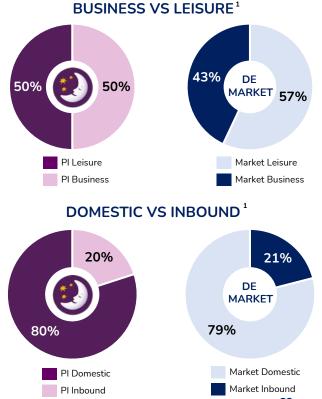
MODEL CREATES OPPORTUNITY

- Structural advantage for owner-operators
- M&A opportunities to continue to take share
- Highly fragmented market

WELL-BALANCED GUEST MIX

- Large short-stay domestic travel market
- Well-balanced business and leisure demand
- Trade fairs create high value business demand





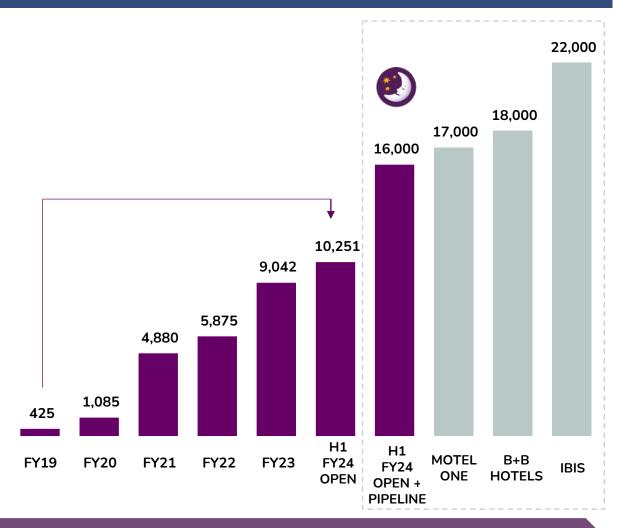


GERMANY | FASTEST GROWING HOTEL BRAND IN GERMANY

ESTABLISHING A NATIONAL NETWORK

Open hotels: 57 Pipeline hotels: 32 **O** Hamburg Berlin Osnabrueck DBraunschweig Essen Dortmund Leipzig 2 Wuppertal Dresden 🕙 Aachen Frankfurt 2 Wiesbaden Darmstadt Bamberg Nuremberg Ludwigshafen Saarbruecken **O** Heidelberg Karlsruhe @ OHeilbronn Regensburg Ingolstadt Munich 2 Freiburg Rosenheim Open location Future location

+10,000 ROOMS OVER THE LAST FOUR YEARS



OVER £1BN OF CAPITAL COMMITTED, ON-TRACK FOR LONG-TERM RETURNS OF 10 – 14%



GERMANY | PATHWAY TO PROFITABILITY

COMMERCIAL STRATEGY

- Replicate UK trading strategy and events pricing
- Targeted brand marketing
- Trial the use of Booking.com



OPERATING MODEL

- Broaden product offer by trialling Premier Plus
- Expand payment options
- Strengthened management team



ENHANCE B2B

- Create single Business platform "InnBusiness"
- Local cluster sales managers
- Deepen TMC relationships







FORCE FOR GOOD | PROGRAMME OVERVIEW AND KEY TARGETS





Opportunity

We want all of our team members to reach their potential with no barriers to entry and no limits to ambition

8% ethnic and 40% female representation By the end of 2023

Listen to our teams

Through our engagement channels

Support and develop hospitality careers

Through apprenticeships and development programmes



Community

Making a meaningful contribution to the customers and communities we serve



£3m per year over the next five years

Donate time to support local community activity

In every community where we open a new site

Sugar reduction

Be the leader in our sector for healthier children's food



Responsibility

Always operating in a way that respects people and the planet

Net zero by 2040 Scope 1 and 2

Reduce food waste by 50% by 2030

vs 18/19 baseline year

Reduce water per sleeper by 20% by 2030

Water stewardship













FORCE FOR GOOD | STRATEGY IN ACTION











APPENDICES

I	Additional slides	p41
IV	Definitions	p44
V	Supplementary information	p45
VI	Cautionary statement	p46

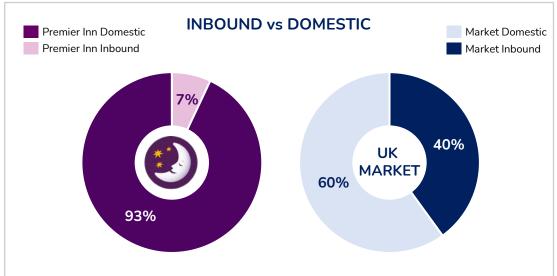
Whitbread ADR programme – WTDBY

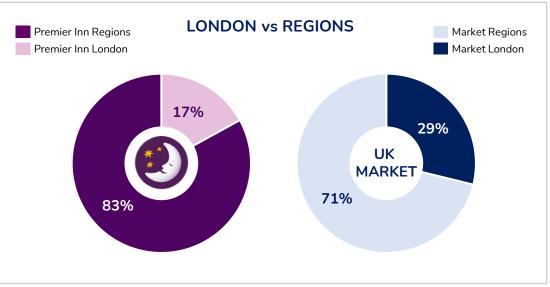
Whitbread has established a sponsored Level I American Depositary Receipt (ADR) programme for which JP Morgan perform the role of depositary bank. The Level I programme trades on the U.S. over-the-counter (OTC) markets under the symbol WTBDY (it is not listed on a U.S. stock exchange).



APPENDIX I | CUSTOMER MIX







1: Total UK market room nights for calendar year 2022; Premier Inn data room nights sold: 12 months to 2 March 2023



APPENDIX II | PREMIER INN UK: PROVEN RESILIENCE IN PREVIOUS DOWNTURNS

M&E SECTOR OUTPERFORMS

M&E sector tends to outperform the

 Pricing differential to 4* hotel market enables ARR expansion

wider hotel market

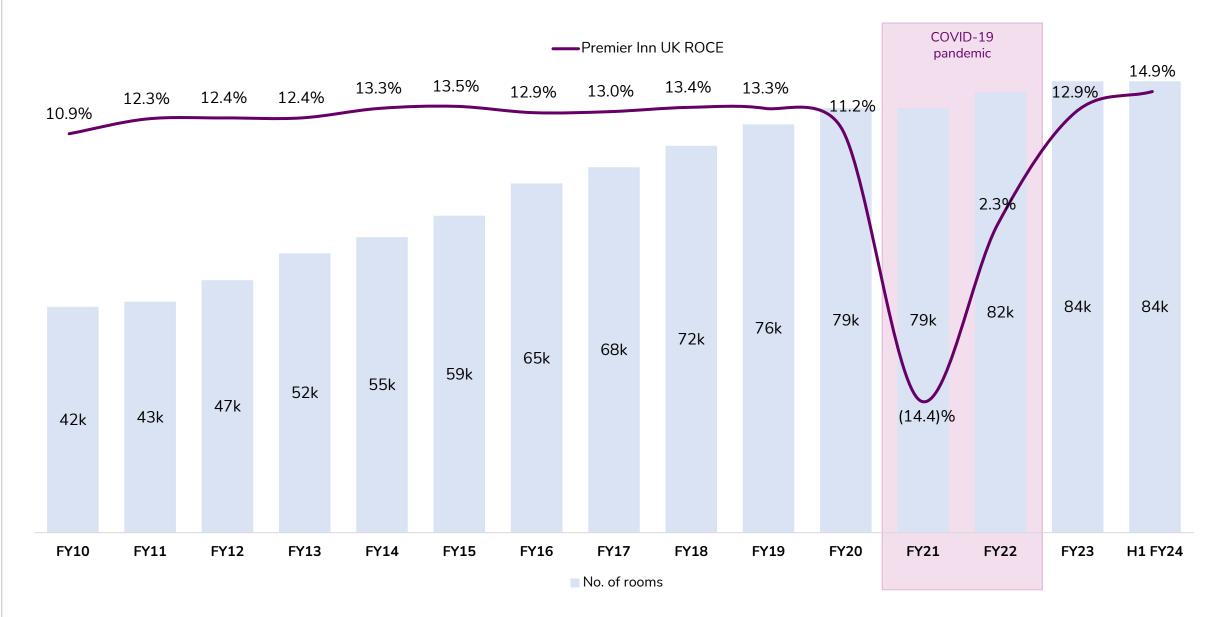
- Consumers trade down from the 4* market
- Rapid RevPAR recovery as supply exited the market

OPERATING MODEL LED TO OUTPERFORMANCE OF THE M&E MARKET





APPENDIX III | UK ROCE



WHITBREAD

APPENDIX IV | DEFINITIONS

Accommodation sales	Premier Inn accommodation revenue excluding non-room income such as food and beverage
Adjusted EBITDAR	Profit before adjusting items, interest, tax, depreciation of property, plant and equipment and right-of-use assets, amortisation, variable lease payments and rental income
Adjusted pre-tax margins	Segmental adjusted profit before tax divided by segmental adjusted revenue, to demonstrate profitability margins of the segmental operations
Adjusted profit before tax	Profit before tax before adjusting items
Adjusted revenue	Revenue adjusted to exclude the TSA income
Average room rate (ARR)	Accommodation revenue divided by the number of rooms occupied by guests
Committed pipeline	Sites where the Group has a legal interest in a property (that may be subject to planning/other conditions) with the intention of opening a hotel in the future
Direct bookings / distribution	Based on stayed bookings in the financial year made direct to the Premier Inn website, Premier Inn app, Premier Inn customer contact centre or hotel front desks
F&B sales	Food and beverage revenue from all Whitbread owned pub restaurants and integrated hotel restaurants
Lease-adjusted net debt	Cash and cash equivalents less total liabilities from financing activities
Like-for-like sales (LFL)	Period over period change in revenue for outlets open for at least one year
Net cash / (debt)	Total company borrowings after deducting cash and cash equivalents
Occupancy	Number of hotel bedrooms occupied by guests expressed as a percentage of the number of bedrooms available in the period
Adjusted operating cash flow	Adjusted operating profit adding back depreciation and amortisation and after IFRS 16 interest and lease repayments and working capital movement
Operating profit	Profit before net finance costs and tax
RevPAR	Revenue per available room is also known as 'yield'. This hotel measure is achieved by multiplying the ARR by Occupancy
Return on capital employed	Adjusted operating profit (pre-IFRS 16) for the year divided by net assets at the balance sheet date, adding back net cash, right-of-use assets, lease liabilities, taxation assets/liabilities, the pension surplus/deficit and derivative financial assets/liabilities, other financial liabilities and IFRS 16 working capital adjustments

APPENDIX V | SUPPLEMENTARY INFORMATION

Further information is available in a supporting supplementary information pack (in Microsoft Excel format) from www.whitbread.co.uk/investors/results-reports-and-presentations. This information includes:

- A. Hotel and restaurant estate
- B. Financial summary, KPIs & segment income statement
- C. Adjusting items

APPENDIX VI | CAUTIONARY STATEMENT

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