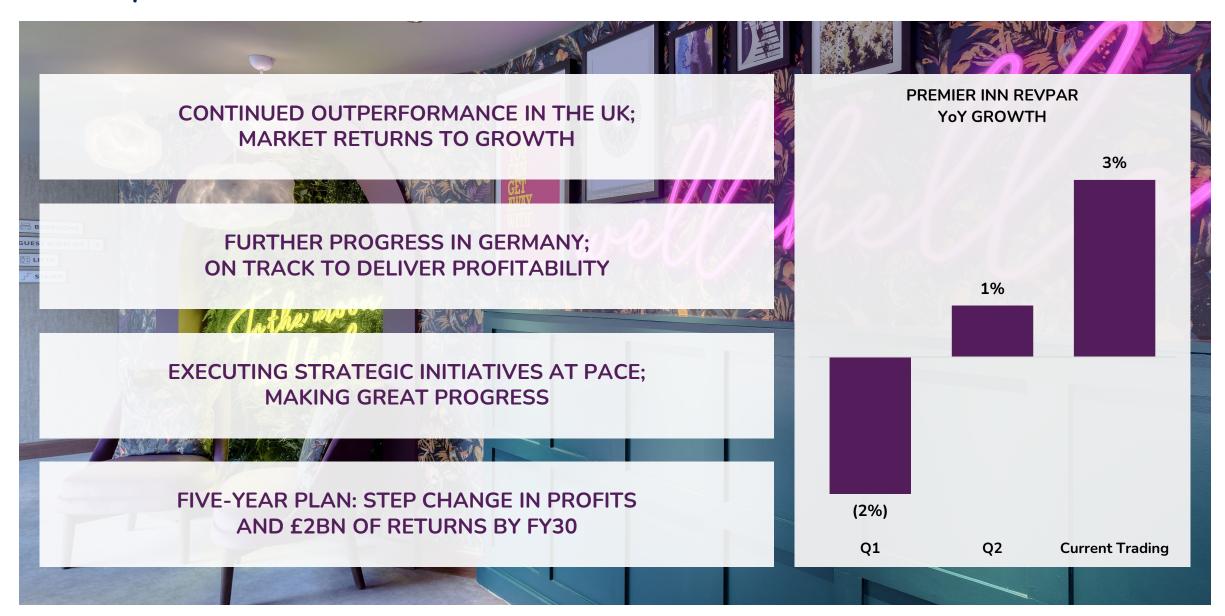




# H1 FY26 | STRATEGIC INITIATIVES UNDERPINNING CONFIDENCE IN MEDIUM-TERM



# H1 FY26 I RETURN TO MARKET GROWTH IN THE UK; POSITIVE MOMENTUM IN GERMANY

### **REVENUE**



### **UK ACCOMMODATION SALES**

£1.1bn

**0%** VS H1 FY25 +0.7pp

### **GERMANY ACCOMMODATION SALES**

**£0.1bn** H1 FY26

+**7**% VS H1 FY25

**+14pp** VS M&E<sup>2</sup>

### **PROFIT & ROCE**



### **PROFIT BEFORE TAX**

£316m

(7)% VS H1 FY25 **+34%** VS H1 FY20

### **UK ROCE**

11.8% H1 FY26

(220)bps VS H1 FY25 (30)bps VS H1 FY20

### **CASHFLOW & RETURNS**



### **EBITDAR**

£0.6bn

(2)% VS H1 FY25 +**41%** VS H1 FY20

### **SHAREHOLDER RETURNS**

£182m SHAREHOLDER RETURNS<sup>3</sup>

(2)% ADJUSTED EPS

# FY26 OUTLOOK | MAKING EXCELLENT STRATEGIC PROGRESS







UNDERPINNED BY RETURN TO UK MARKET GROWTH AND CONTINUED MARKET OUTPERFORMANCE IN GERMANY

# FIVE-YEAR PLAN | STEP CHANGE IN PROFITS, MARGINS AND RETURNS BY FY30



<sup>1: £70</sup>m of PBT in FY30, using GBP : EUR exchange rate of 1.18

WHITBREAD

<sup>2:</sup> Annual average cost efficiencies of £50m per annum equates to c.3% of UK cost inflation (£1.7bn cost base) and every 1% of UK LFL sales growth would offset an additional 1% of UK cost inflation 3: Our plan assumes UK cost inflation equals our cost efficiencies and UK LFL sales growth



# FINANCIALS | GROUP HIGHLIGHTS

£m	H1 FY26	H1 FY25	vs H1 FY25
Statutory revenue	1,541	1,570	(2)%
Operating costs	(941)	(960)	2%
Adjusted EBITDAR	601	611	(2)%
Adjusted profit before tax	316	340	(7)%
Statutory profit before tax	287	309	(7)%
Capital expenditure	328	199	(65)%
Adjusted basic EPS	133.7p	137.1p	(2)%
Group ROCE (%) <sup>1</sup>	10.3%	11.9%	(160)bps
Lease adjusted net debt : adjusted EBITDAR <sup>2</sup>	3.2x	2.8x	n/a

### Revenues:

- UK accommodation sales in line with last year
- UK F&B sales impacted by AGP, in line with expectations
- Continued growth in Germany

### Adjusted PBT:

- Higher cost inflation
- Mitigated by increased efficiencies
- AGP reversal of FY25 one-off impact
- Lower net interest receivable
- £182m of shareholder returns through buybacks and dividends
- Gross capex of £328m, with receipts from property proceeds of £95m<sup>3</sup>
- Strong balance sheet with lease adjusted leverage of 3.2x

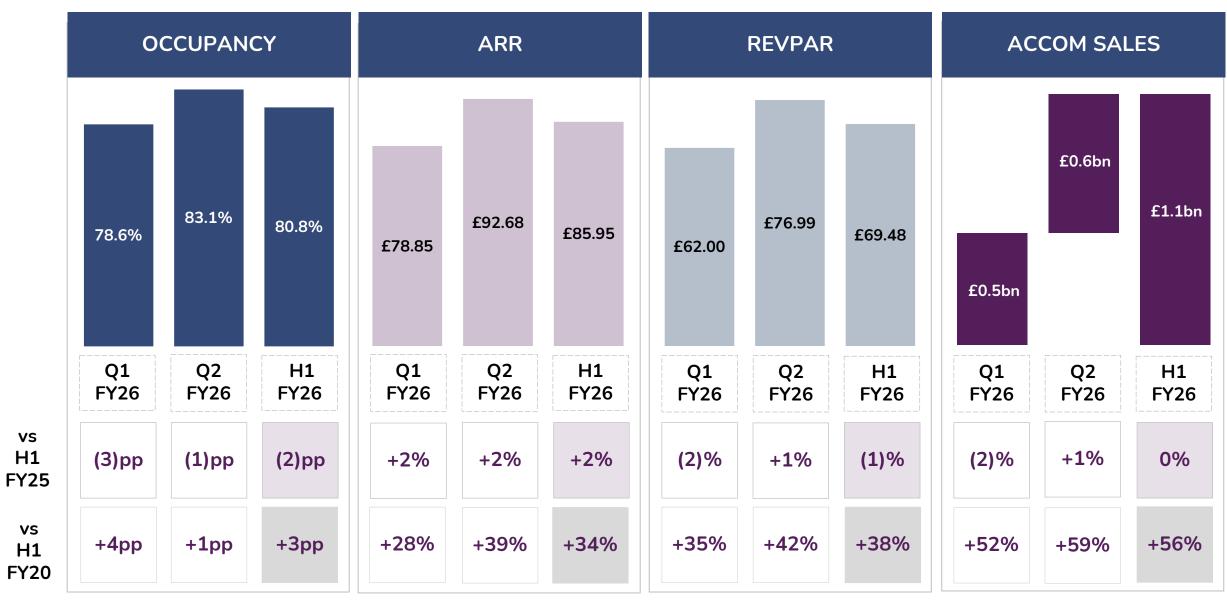
# FINANCIALS | UK HIGHLIGHTS

£m	H1 FY26	H1 FY25	vs H1 FY25
Statutory revenue	1,416	1,455	(3)%
Operating costs	(834)	(856)	3%
Adjusted EBITDAR	582	599	(3)%
Net turnover rent and rental income	1	0	75%
Depreciation: Right-of-use asset	(80)	(76)	(6)%
Depreciation and amortisation: Other	(98)	(95)	(4)%
Adjusted operating profit	405	430	(6)%
Interest: Lease liability	(74)	(72)	(3)%
Adjusted profit before tax	331	357	(7)%
No. of rooms	85,682	85,920	0%
UK ROCE (%) <sup>1</sup>	11.8%	14.0%	(220)bps

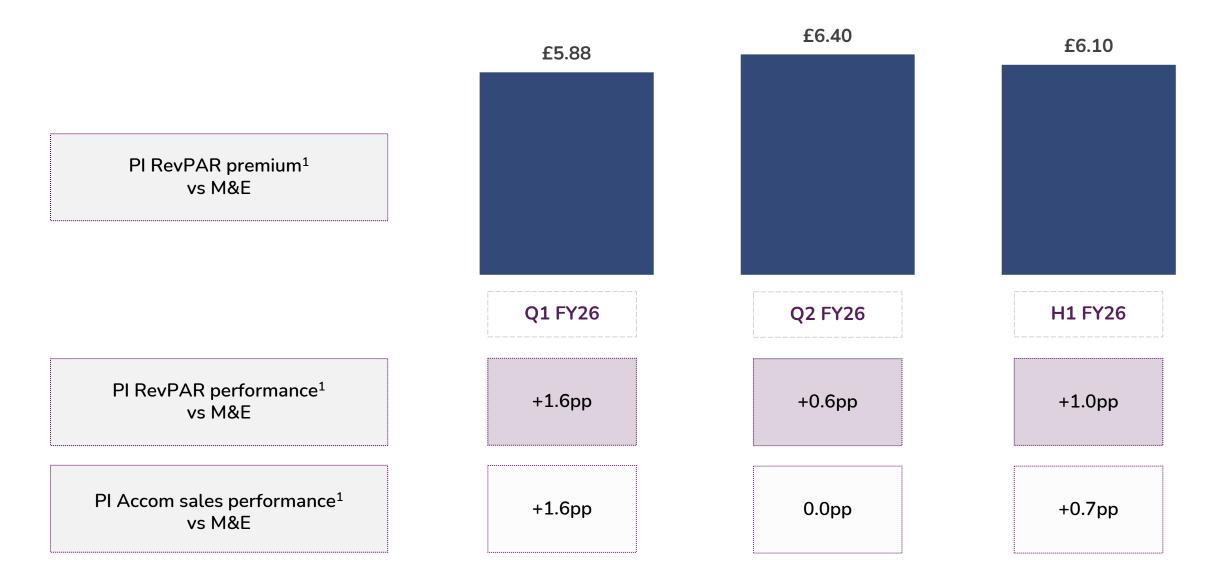
- Accommodation sales in line with last year
  - Supported by return to market growth in the second quarter
- F&B sales (11)% versus last year impacted by **AGP**, in line with expectations
- Operating costs:
  - Higher than expected cost inflation
  - Mitigated by £43m of efficiencies
  - AGP reversal of FY25 one-off impact



# UK | REVPAR INFLECTION IN Q2, ACCOMMODATION SALES IN LINE WITH LAST YEAR



# UK | ACCOMMODATION SALES AND REVPAR GROWTH AHEAD OF THE MARKET



# FINANCIALS | GERMANY HIGHLIGHTS

£m	H1 FY26	H1 FY25	vs H1 FY25 <sup>1</sup>
Statutory revenue	125	115	9%
Other income (excl. rental income)	0	0	0%
Operating costs	(88)	(85)	(4)%
Adjusted EBITDAR	37	30	23%
Net turnover rent and rental income	0	0	0%
Depreciation: Right-of-use asset	(21)	(21)	(3)%
Depreciation and amortisation: Other	(8)	(8)	4%
Adjusted operating profit	8	1	>100%
Interest: Lease liability	(11)	(11)	(5)%
Adjusted loss before tax	(3)	(9)	64%
No. of rooms	11,175	10,506	n/a

# More established hotels progressing towards maturity

PROFIT BEFORE TAX<sup>2</sup>
MOVING ANNUAL TOTAL

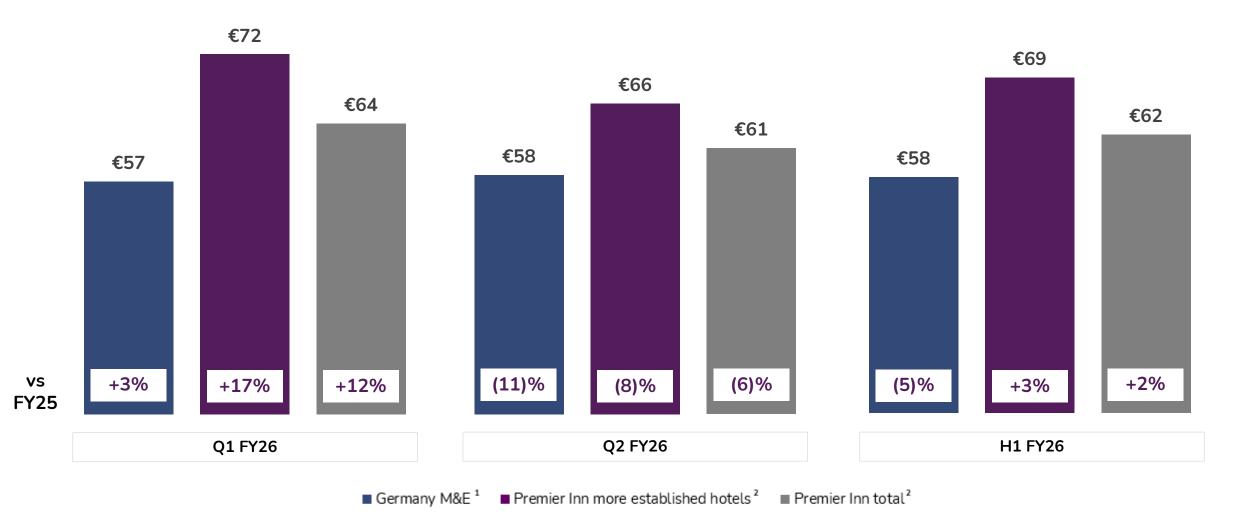


<sup>1:</sup> On a constant currency basis, EUR

<sup>2:</sup> 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

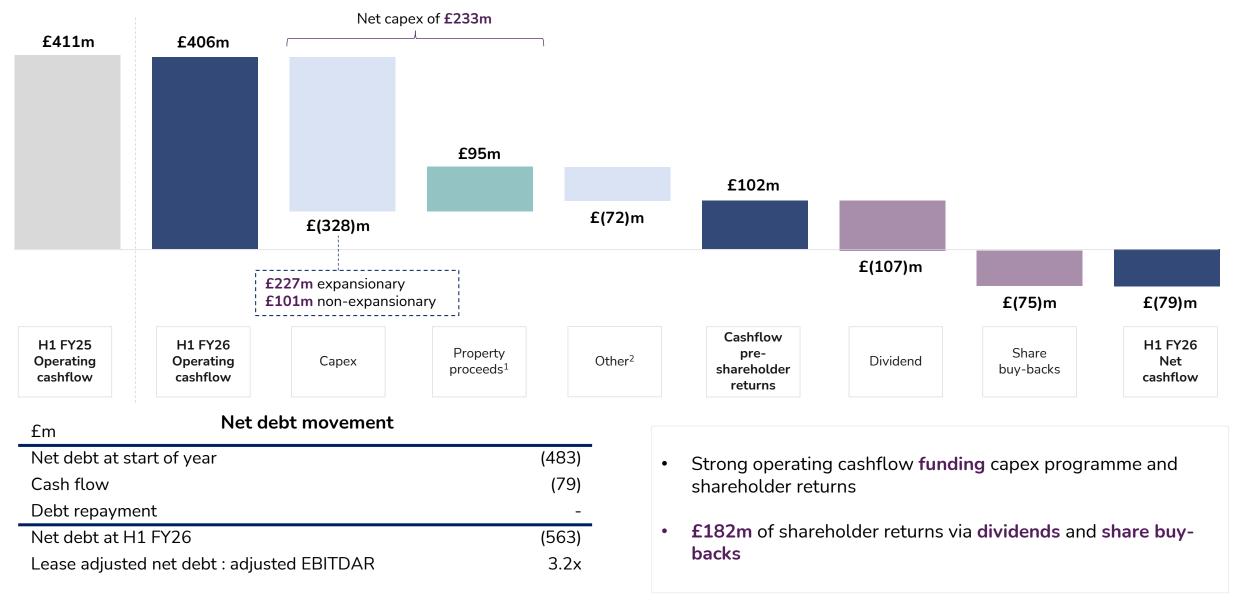
# **GERMANY |** EXCELLENT MARKET OUTPERFORMANCE

### RevPAR € and RevPAR growth versus H1 FY25





# FINANCIALS | STRONG CASHFLOW FUNDING FUTURE GROWTH AND SHAREHOLDER RETURNS



### **OUTLOOK I CURRENT TRADING AND FY26 GUIDANCE**

### CURRENT TRADING<sup>1</sup>

### UK

- Total accom sales and RevPAR 3% vs FY25
- Positive forward booked position
- F&B sales (4)% vs FY25, in line with AGP expectations

### **GERMANY**

- Total accom sales 9% vs FY25
- Total estate RevPAR 3% to €82, more established cohort RevPAR 8% to €95
- Positive forward booked position with strong events calendar

### UPDATES TO FY26 GUIDANCE<sup>2</sup>

- Higher than expected UK cost inflation partially mitigated by increased efficiencies of £65m to £70m
  - Net UK inflation within previously guided range of 2% to 3%
- Germany PBT of up to £5m
- Additional lease costs of £5m to £10m as a result of UK sale and leasebacks



# CAPITAL ALLOCATION | DISCIPLINED FRAMEWORK AND APPROACH

MAINTAIN INVESTMENT GRADE METRICS

**UK ACCELERATING** 

**GROWTH** 

Investment grade rating<sup>1</sup>
Maintaining leverage within threshold of **3.5x**<sup>2</sup>

CONTINUE TO INVEST IN PROFITABLE GROWTH

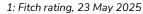
FY26: Net capex of £400m - £500m Five-Year Plan: average net capex guidance of £500m

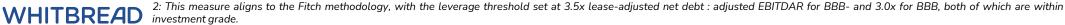
CLEAR DIVIDEND POLICY

Interim dividend per share of **36.4p** resulting in a payment of **£63m** 

**CAPITAL RETURN** 

On track to complete previously announced £250m share buy-back Returning £2bn to shareholders by FY30





**GROWTH** 

# PROPERTY | UPDATED VALUATION; EXCELLENT PROGRESS ON PROPERTY PROCEEDS

### **UPDATED PROPERTY VALUATION**

### £5.5bn to £6.4bn Current market value

Freehold and long-leasehold properties in the UK, Ireland and Germany

> Individual sale and leaseback transaction values

Net initial yield range of 5.5% to 6.5%

Average rent cover range of 2.0x

Includes £760m NBV assets under construction and non-trading

Realised £0.4bn of property proceeds since 2018

### **RECYCLING CAPITAL**

- Four S&LB transactions for eight hotels
- £99m cash received in the year to date
- Average net initial yield achieved of 5.3%
- Proceeds to be re-invested into high-returning growth: AGP and network expansion



- £19m cash received
- Net initial yield of 4.7%
- Profit on disposal of c.£4m

£120m **FY26 TO** DATE<sup>1</sup>

£250m - £300m FY26

£1bn TO FUND HIGH-**RETURNING GROWTH** 

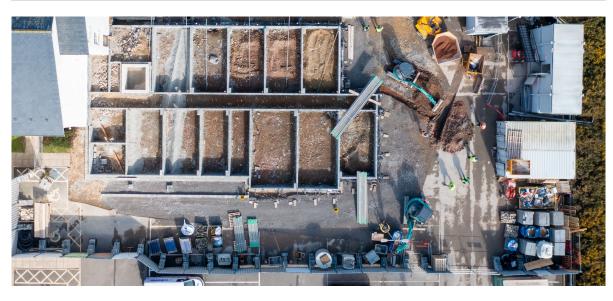


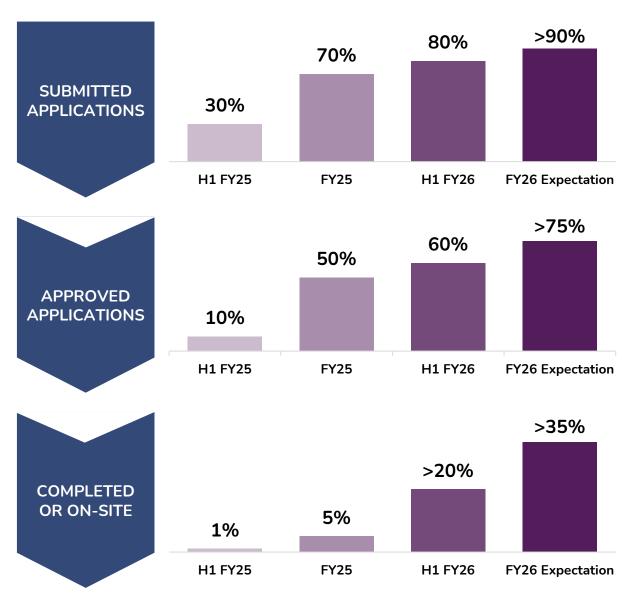


# **UK |** AGP: STRONG PROGRESS OVER THE LAST 18 MONTHS

### **UNLOCKING 3,500 EXTENSION ROOMS**

- Converting over 100 loss-making branded restaurants to unlock 3,500 high-returning extension rooms
- New tailored, integrated restaurant built inside the hotel
- First of our new extension rooms now open
- 500 to 700 extension rooms open by the end of FY26



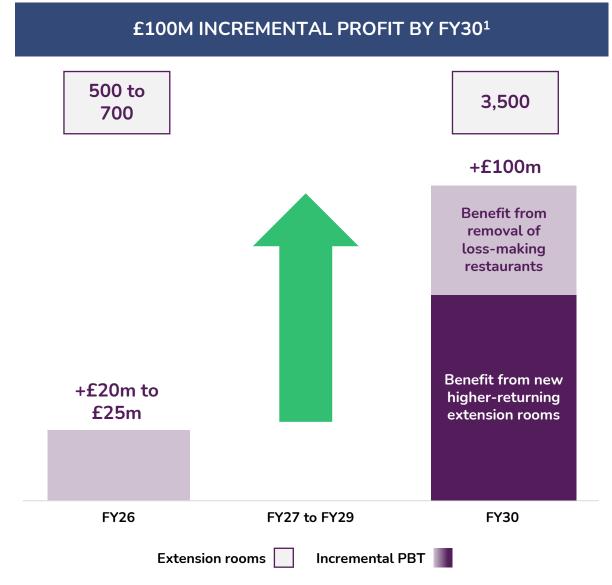


# UK | AGP: EXECUTING AT PACE; ON TRACK TO DELIVER INCREASING PROFITS AND RETURNS

### **OPTIMISING F&B GUEST EXPERIENCE**

- **Exiting** over 100 loss-making branded restaurants
- Replacing with new tailored, integrated restaurant built inside the hotel
- New format contributing to increased commercial performance





# **UK | NETWORK EXPANSION: EXTENDING MARKET-LEADING POSITION**

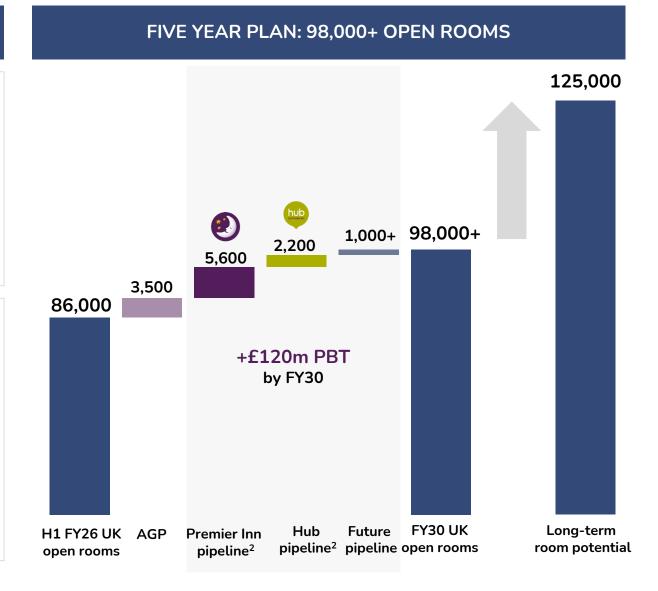
### TAKING ADVANTAGE OF STRUCTURAL SUPPLY SHIFT<sup>1</sup>

### FAVOURABLE SUPPLY ENVIRONMENT

- Independents expected to continue to decline
- Reduced construction starts
- Supply not expected to reach pre-pandemic levels until at least 2027

### LONG-TERM POTENTIAL OF 125,000 ROOMS

- +45% increase versus H1 FY26 open estate
- Equivalent to 17% market share
- Confidence in room growth through:
  - Entering **new** catchments
  - Expanding in existing catchments
  - Increasing **Hub** presence





### **EXTENDING OUR BRAND FOOTPRINT**



- Location-centric business and leisure guests
- Appealing to younger demographic

WHY HUB WORKS

- High occupancy levels at a great price point
- Lean operating model
- Higher density of rooms per square foot
- Driving high returns in prime city centre locations

ROOM DESIGN

- Modern in-room format
- Compact and efficient

GUEST EXPERIENCE





Tailored F&B proposition for the Hub guest

CLEAR LINE OF SIGHT TO 5,000 ROOMS



RESONATING WELL WITH HIGH GUEST SCORES

**CONFIDENCE IN EXPANDING BRAND PRESENCE** 

WHITBREAD

# **UK |** COMMERCIAL: EXTENDING OUR REACH

### DRIVING COST-EFFECTIVE CUSTOMER ACQUISITION

### **KEEPING US FRONT OF CUSTOMERS** MIND

**UK ACCELERATING** 

**GROWTH** 

- 93% brand awareness. No.1 in the UK<sup>1</sup>
- 'Better sleep for your money' brand campaign driving consideration
- New B2B campaign: "Book your next work stay with Premier Inn"
- Successful 'Bring the Sleep Face' social media campaign with >8m impressions

### **IMPROVING DIGITAL MARKETING EFFICACY**

- Optimisation of digital marketing strategies
- Continued focus on balanced-funnel marketing (YouTube, TikTok)

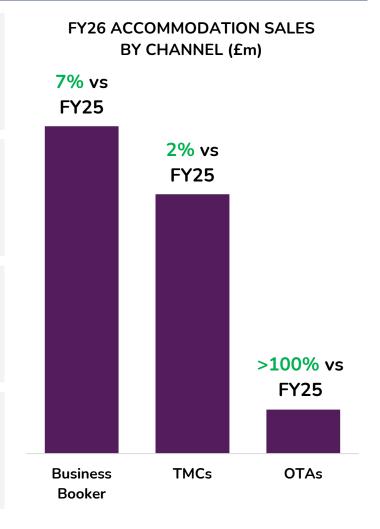
### PROFITABLY EXPANDING DISTRIBUTION CHANNELS

Increasing account management for **Business Booker** 

Launching Premier Inn **Business** in H2 FY26

> Optimising TMC relationships

Accessing new leisure demand through inbound-only OTAs



UK NETWORK EXPANSION

# **UK |** COMMERCIAL: DRIVING LIKE-FOR-LIKE SALES MOMENTUM

### STRONG REVENUE MANAGEMENT

- Holding pricing discipline
- Ancillaries generating additional revenue (i.e. Room with a view, early check-in)
- Refining events trading strategies

### **ENHANCING DIGITAL EXPERIENCE**

- Guest booking journey enhancements
- Improving Premier Inn app functionality
- Online check-in available across estate

### **INCREASING GUEST ENGAGEMENT**

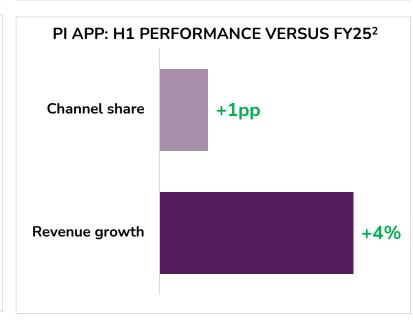
- Leveraging CRM database
- Increased promotional capabilities
- Email campaign: **£3m** incremental revenue<sup>2</sup>

### **OUTPERFORMING THE MARKET ON EVENTS**

OASIS CONCERT: 3<sup>RD</sup> AUGUST 2025<sup>1</sup>
VERSUS M&E SUBMARKET

OCCUPANCY VERSUS M&E +10pp

REVPAR PREMIUM VERSUS M&E +£20







### **HIGH-QUALITY PROPOSITION**

# **PRODUCT**

- New room format driving higher guest scores
- Increased guest choice through room and rate types

### **FOOD AND BEVERAGE**



- Integrated ground floor performing well, live in 19 sites
- Commercial initiatives for remaining branded restaurants

# **GUEST EXPERIENCE**



- >75% team members with >1 year's service
- High proportion of bookings made by returning quests

### **UNDERPINS MARKET-LEADING POSITION**

# **YouGov**BrandIndex<sup>1</sup>





UK ACCELERATING
UK NETWORK
UK EFFICIENCIES
GROWTH
UK NETWORK
EXPANSION
UK EFFICIENCIES
AND COMMERCIAL
MOMENTUM
GROWD CAPITAL
MOMENTUM

Five-Year Plan

# UK | EFFICIENCIES: ACCELERATING DELIVERY IN FY26 HELPING TO MITIGATE INFLATION

# £175m to £180m £250m £65m to £70m

- Accelerating efficiencies: delivery of £65m to £70m in FY26
- Partially mitigating higher than expected inflationary pressures

FY27 to FY30

### **ACROSS ALL AREAS OF OUR BUSINESS**

### LEVERAGING TECHNOLOGY

- Robot vacuums in 700 sites by end of FY26
- c.2 mins saving per room
- Resonating well with housekeepers

### TRANSFORMING SUPPLY CHAIN

- New F&B distribution model
- Reflecting best practice and our evolving business
- Improved distribution and product savings





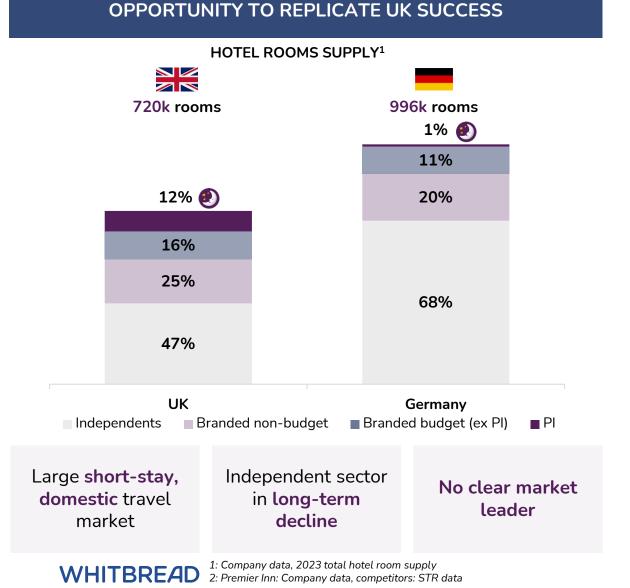


FY26

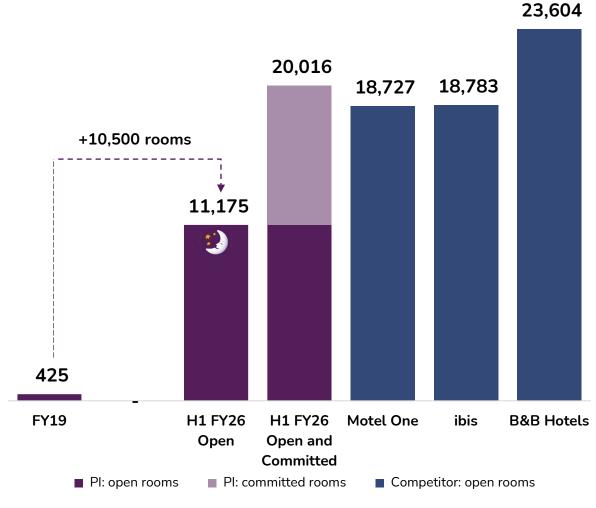


**UK ACCELERATING** 

**GROWTH** 



### CLOSER TO AMBITION OF BECOMING NO.1 BRAND<sup>2</sup>



# **GERMANY | NETWORK EXPANSION: BECOMING A BUSINESS OF SCALE**

**LEARNINGS** 

**UK ACCELERATING** 

**GROWTH** 

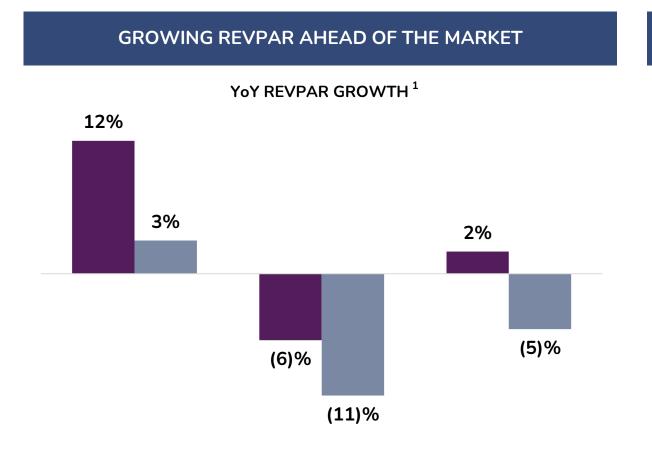
- Driving better property decisions
- Enabling accelerated maturity
- Reduced cost of conversion
- Resulting in higher returns

LATEST **ACQUISITION** 

- Single M&A deal agreed for 1,500 rooms
- 8 leasehold hotels: 7 open, 1 pipeline
- Readily convertible to Premier Inn
- Completion expected in Spring 2026



ON TRACK TO HAVE 20,000 OPEN ROOMS IN PRIME LOCATIONS BY FY30

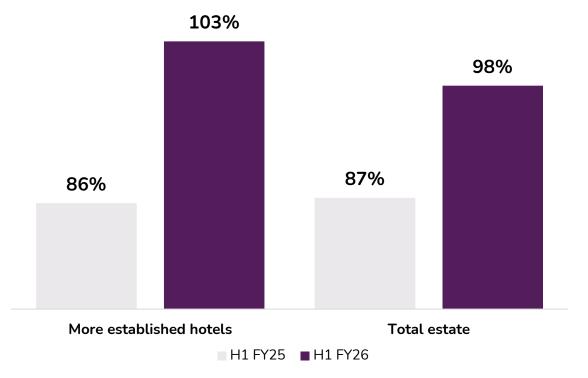


**Q2 FY26** 

■ Premier Inn ■ M&E Market

### OPTIMISING PERFORMANCE ON EVENT NIGHTS

### PI REVPAR RELATIVE GROWTH INDEX PERFORMANCE **VERSUS MARKET: EVENT NIGHTS<sup>2</sup>**



INCREASING MATURITY AND COMMERCIAL INITIATIVES TO DRIVE FURTHER REVPAR GROWTH



Q1 FY26

**UK ACCELERATING** 

**GROWTH** 

H1 FY26

### **CONTINUED STRATEGIC PROGRESS**



**UK ACCELERATING** 

**GROWTH** 

- Refining strategies for German market for event and non-event nights
- Ancillary revenues performing well



- OTAs and third-party channels contributing to RevPAR growth
- Unlocking domestic and international demand



- Increase in guest scores
- Brand continuing to mature

# UNDERPINNING CONFIDENCE IN FIVE-YEAR PLAN **GERMANY PBT £m** £70m Up to £5m £(11)m£(36)m £(50)m FY23 FY24 FY25 FY26 FY27-FY29 FY30 20,000 €80 **11,000** ROOMS **10-14% RETURNS OPEN ROOMS ESTATE REVPAR** POST FY30: **CONTINUING MATURITY AND INCREASING PROFITS**



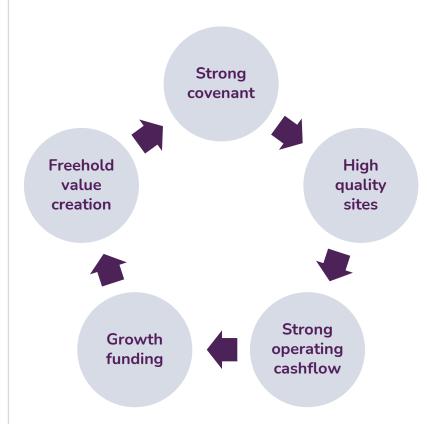


# PROPERTY | FLEXIBLE OWNERSHIP DRIVING VALUE CREATION OPPORTUNITIES

### FLEXIBLE OWNERSHIP STRATEGY

- ✓ Flexibility maximises access to new sites
- Control over estate optimisation e.g.
   AGP extensions
- ✓ Maximises commercial opportunity
- ✓ Capture development profits
- ✓ Hedge against inflation
- ✓ Underpins covenant strength
- Recycle capital through sale and leasebacks

### **VALUE CREATION CYCLE**



### **HOW WE SEGMENT THE ESTATE**

### Strategic to hold: 0-5%

Need to retain or charged to Pension Trustee

### Not yet mature: 0%

Still maturing and not ready for further development



### Opportunity for value creation: 30-40%

Potential to extend or develop further



### Yield potential: 30-40%

More mature sites with some limited development potential



### Strong yield potential: 20-30%

Attractive sale and leaseback potential

# FORCE FOR GOOD | MAKING STRONG PROGRESS TOWARDS TARGETS

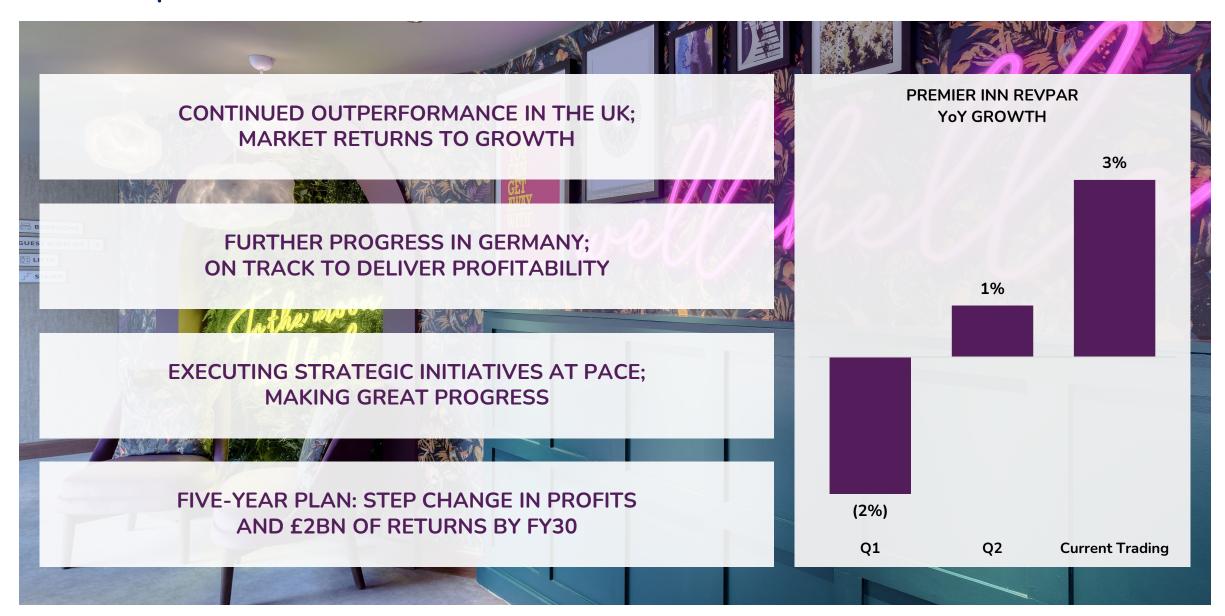








# **OUTLOOK | STRATEGIC INITIATIVES UNDERPINNING CONFIDENCE IN MEDIUM-TERM**



# **APPENDICES**

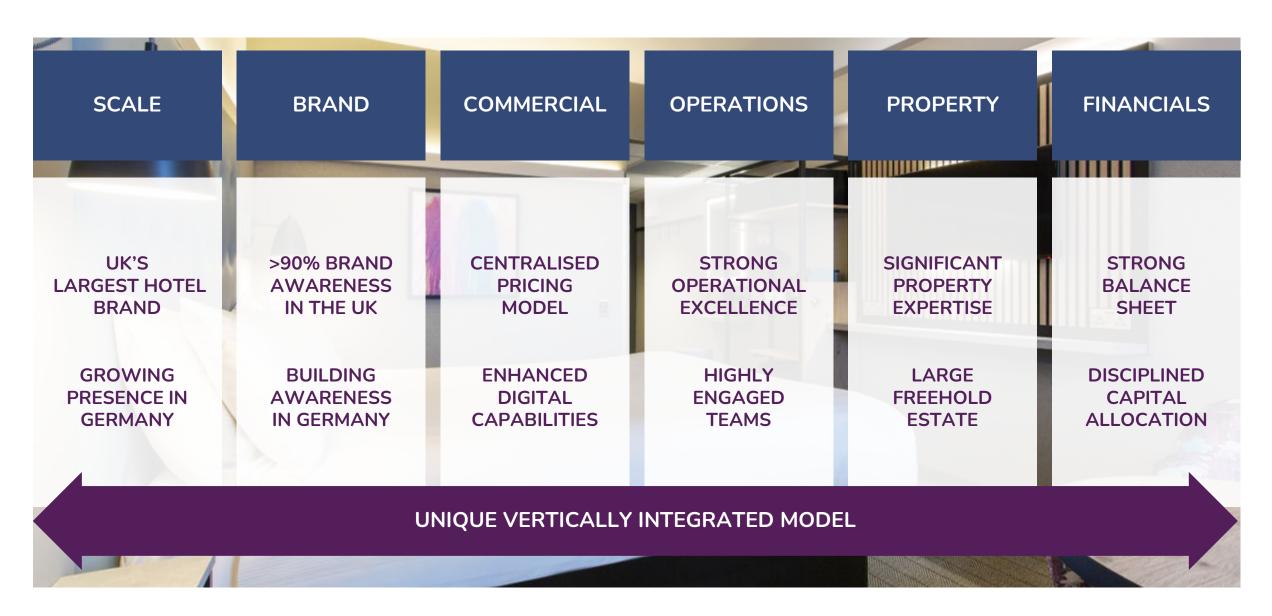
I	Additional slides	p39
VII	Definitions	p45
VIII	Supplementary information	p46
IX	Cautionary statement	p47

### 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 | OUR FORMULA FOR SUCCESS



# **APPENDIX II | FY26 GUIDANCE OVERVIEW**

HZ	

- Accommodation sales: 1% Δ vs H1 FY26 = £16m £17m PBT
- Unaffected F&B sales:  $1\% \Delta \text{ vs H1 FY26} = £2.5\text{m PBT}$
- Net inflation range: 2% 3%, after £65m to £70m of efficiencies
- New rooms (weighted towards H2 FY26):
  - c.500 new rooms (100% freehold)

### **Accelerating Growth Plan:**

- £75m £90m reduction in F&B revenue
- £20m £25m reversal of FY25 one-off reduction in PBT
- **500 to 700** extension rooms, to open in the second half of FY26

## **GERMANY**

- To deliver adjusted profit before tax of up to £5m
- New rooms: c.400 (50% freehold)

# OTHER

- Gross capex: £700m £750m
- Property proceeds: £250m £300m
- Net capex: £400m £500m
- Lease costs: incremental £(5)m to £(10)m
- Net finance income: £15m to £20m reduction versus FY25

# **APPENDIX III | FY26 UNIT COST GUIDANCE**

**UK - NEW ROOMS** 

New rooms: c.500 (100% freehold)

Average cost per room:

Operating costs (EBITDAR): £13.5k

Depreciation (non-IFRS 16): £1.5k

Cash rent: £8k (IFRS 16: 25% premium)

F&B sales: 15% of accommodation sales



**GERMANY – TOTAL** ESTATE<sup>1</sup>

New rooms: c.400 (50% freehold)

Average cost per room:

Operating costs (EBITDAR): £14k

Depreciation (non-IFRS 16): £1.5k

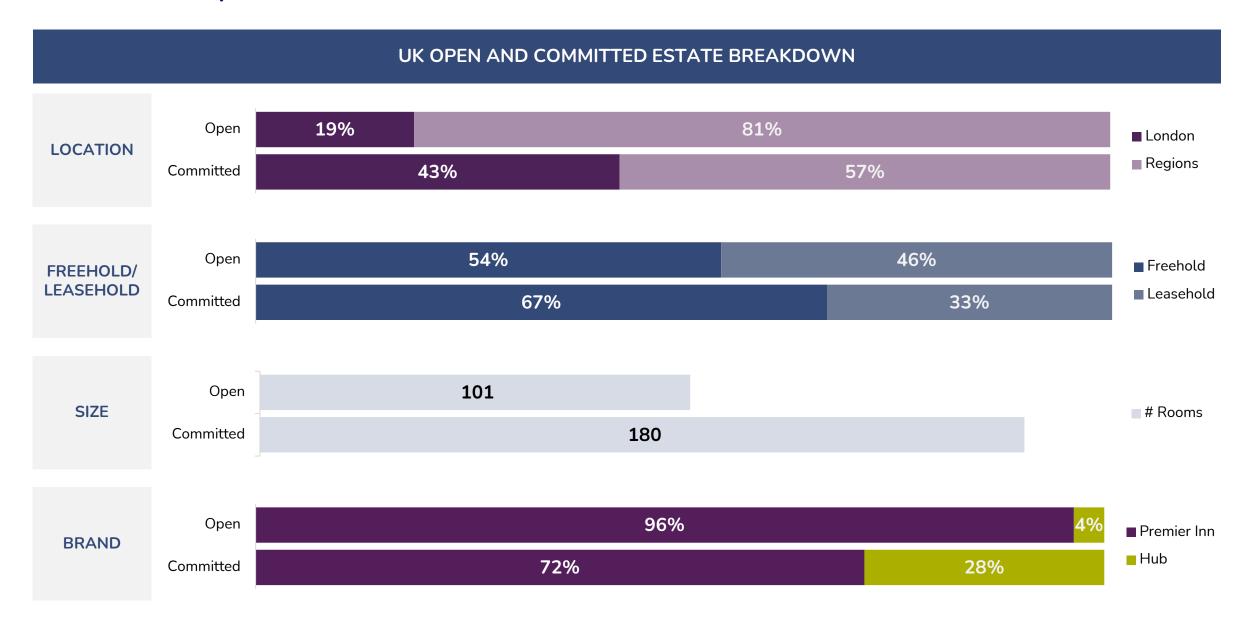
Cash rent: £7k (IFRS 16: 15% premium)

Central costs: £27.5m - £32.5m

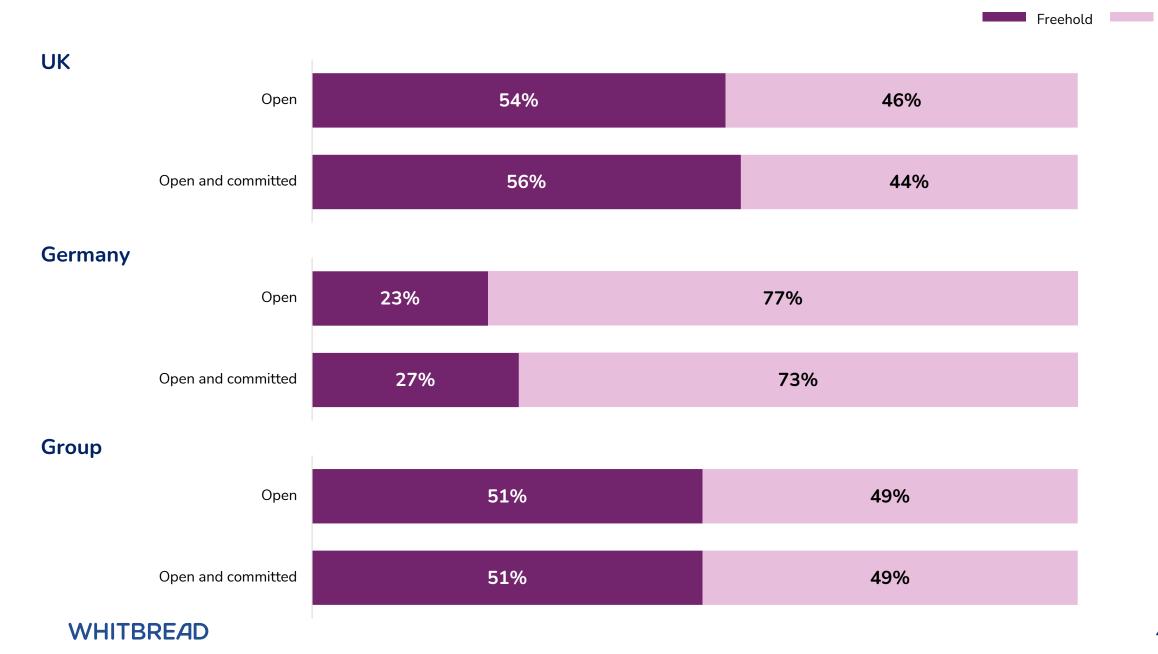
**F&B sales: 16%** of accommodation sales



# APPENDIX IV | UK COMMITTED PIPELINE

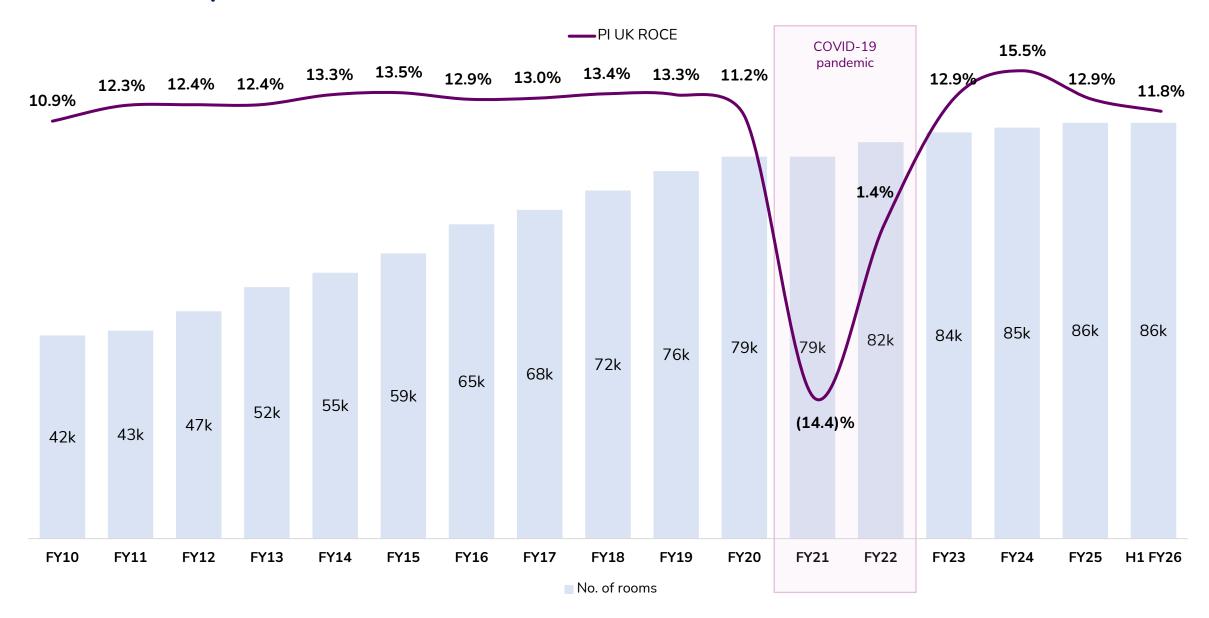


# APPENDIX V | H1 FY26 FREEHOLD : LEASEHOLD MIX



Leasehold

# APPENDIX VI | UK RETURNS



# APPENDIX VII | DEFINITIONS

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k



# **APPENDIX VIII | SUPPLEMENTARY INFORMATION**

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

A.	Hotel estate
В.	Segmental income statement, UK and Germany quarterly KPIs
C.	Adjusting items

# **APPENDIX IX |** CAUTIONARY STATEMENT

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