



28 January 2026

**MARSTON'S PLC**  
(“*Marston's*” or “*the Group*”)

**STRONG PERFORMANCE OVER THE FESTIVE PERIOD, CONFIDENT IN DELIVERING  
FY2026 MARKET EXPECTATIONS**

*Marston's, a leading UK hospitality business with an estate of more than 1,300 pubs, today announces a trading update for the 17-week period to 24 January 2026 ahead of the Company's Annual General Meeting to be held at 10:00am today. All sales comparisons are to the same period in FY2025.*

**Business Update**

- Strong trading performance over the festive period where like-for-like sales increased by 4.0%, with growth of 5.6% across the five key festive dates<sup>1</sup>, reinforcing the strength of Marston's community-based estate during peak trading occasions.
- Like-for-like sales for the 17 weeks have remained resilient, with performance tracking in line with the prior year and continuing to outpace the total market.<sup>2</sup>
- Pub format roll-out continues to accelerate, with 23 launches completed in Q1. New format sites continue to outperform, supporting the Group's plan to complete more than 50 in FY2026.
- Execution of the Group's market-leading pub operating model is driving further margin improvement this year, underpinned by disciplined cost control and ongoing efficiency initiatives.
- A strong programme of demand-driving events, including the return of Luke Humphries' Cool Hand Cup and Trivial Pursuit: Win a Wedge, new initiatives including a partnership centred on *Matilda*, one of Roald Dahl's most loved characters, and the 2026 FIFA World Cup – which represents a significant summer trading opportunity – provide further confidence in FY2026 delivery.
- The Board remains confident in delivering full-year consensus expectations<sup>3</sup> and that the Group is firmly on track to deliver against the targets set out at the October 2024 Capital Markets Day, including shareholder returns.

*1 – Festive period covers the period from 21 December 2025 to 3 January 2026. Key festive trading days include Christmas Eve, Christmas Day, Boxing Day, New Year's Eve and New Year's Day.*

*2 – Like-for-like sales means sales for the Group's managed and partnership pubs, including food, drink, accommodation and gaming machine income, considered on a daily basis where the pub was trading in both the current and prior period.*

*3 – Company-compiled market forecasts for FY2026 underlying profit before tax of £78.7 million, with a range from £76.1 million to £83.0 million.*

**Justin Platt, CEO of Marston's PLC, commented:**

*“Our pubs have delivered another strong start to the year, with standout performances across our key festive trading dates including setting a new record for Christmas Day – a clear reflection of the strength of our community pubs and the passion and energy our teams bring to every service. Like-for-like sales have remained resilient and, with 23 new pub format launches completed already in the first quarter, our accelerated rollout programme is driving further trading momentum and enhancing the guest experience.*

*“Supported by a clear strategy, disciplined cost control and a strong programme of demand-driving events, we are excited for the opportunities ahead and remain confident in delivering market expectations for the full year.”*

**Enquiries:**

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**Notes to Editors**

Marston's PLC, listed on the London Stock Exchange under the ticker MARS, is a leading UK hospitality business with an estate of more than 1,300 pubs nationally, comprising managed, partnership ('franchised') and tenanted and leased pubs. Marston's employs around 9,000 people. More information is available at <https://www.marstonspubs.co.uk/>.