



ENTERPRISE INNS PLC

THE ROLE OF THE CHIEF EXECUTIVE

The Chief Executive is primarily responsible for carrying out the strategic plans and policies as established by the Board of Directors and is thus accountable and answerable to the Chairman and the Board for all aspects of the overall management, growth, performance and profitability of the Enterprise Inns group of companies.

The Chief Executive must lead the management of the Company in order to deliver maximum long term shareholder value and short term objectives.

The principal duties of the Chief Executive are as follows:

- To prepare, evaluate and implement the strategic goals and objectives of the organisation through the authority delegated by the Board to manage the business.
- To develop a business plan in line with strategic objectives ensuring this is developed within a framework of effective and prudent risk management.
- In conjunction with the Executive Directors to make key senior management appointments to build a management team to execute the agreed strategy of the Board.
- Manage and lead on major transactions and operating issues facing the business and to chair the executive management team.
- To provide timely updates to the Board regarding performance of the Company relative to the strategic goals set by the Board.
- To act as a single channel of contact and accountability for the day to day performance and management of the business.

- To give day to day direction and leadership towards the achievement of the organisation's strategy and in meeting its annual goals and objectives.
- To act as the link between the Board and its employees in general and the senior management team in particular.
- To oversee financial planning and implementation, including recommending yearly budgets for Board approval and managing the organisation's resources within those budget guidelines and directing the overall resources of the company to achieve the company's objectives.
- Developing and maintaining strong communication programmes and dialogues with shareholders, analysts and the press and business performance, results and prospects including in conjunction with the company's brokers all investor relations issues and the Company's disclosure policy.
- With the Chairman, provide external leadership of the Company and to represent the Company with industry organisations, suppliers, government, shareholder bodies, financial institutions, the community and the public.

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