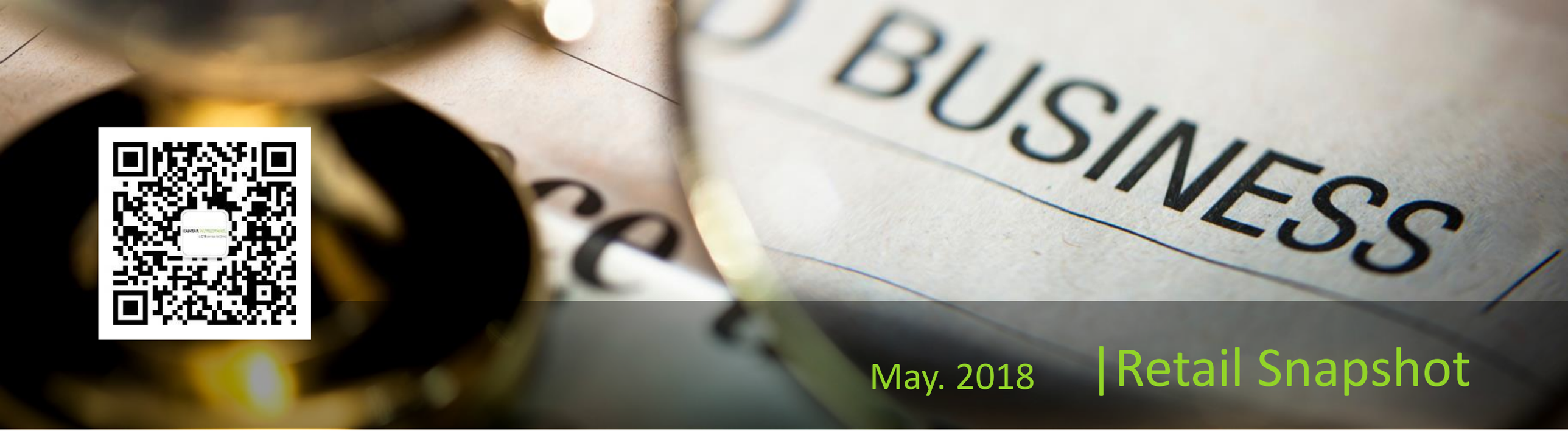
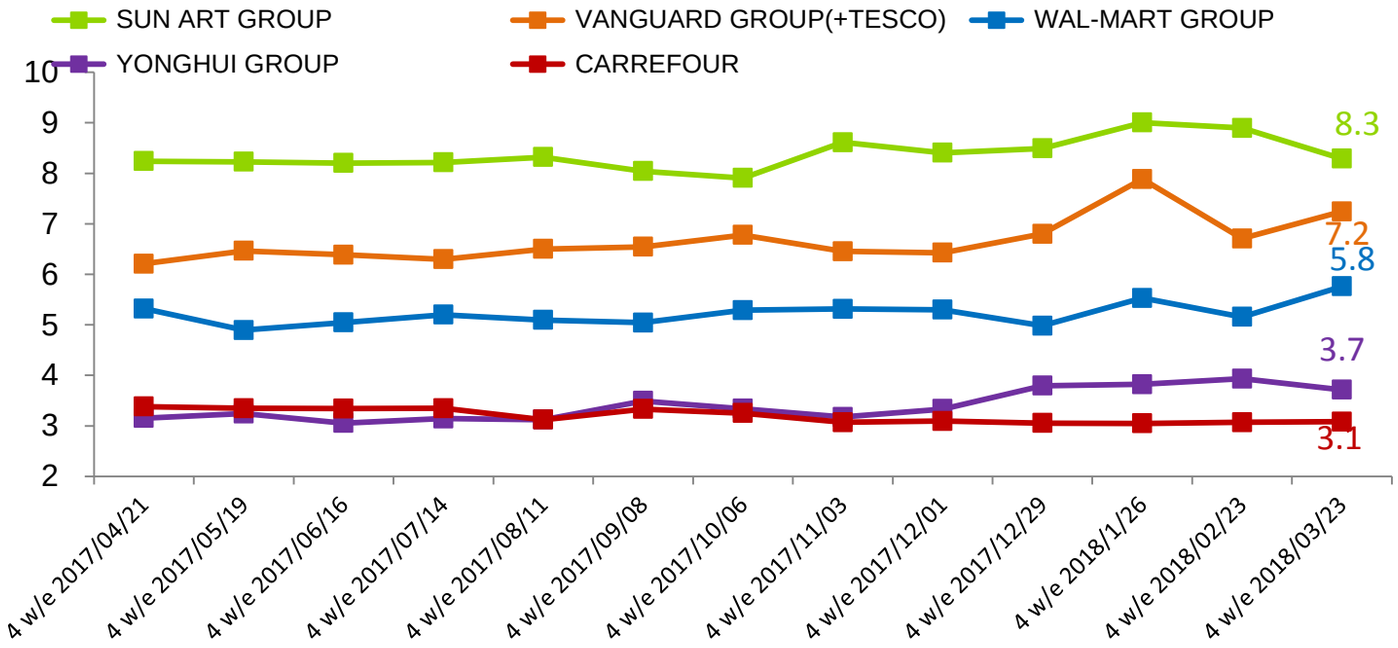


May. 2018 | Retail Snapshot

4 week share tracking of top 5 retail groups

Value Share (%) within Modern Trade – National China D+



Vanguard Group and Walmart saw share rebound in the latest 4 weeks.

12 week KPI performance vs. last year for top 5 groups

12 w/e P3 2018 vs 12w/e P3 2017: Penetration vs Trip Spend vs Frequency – National China D+

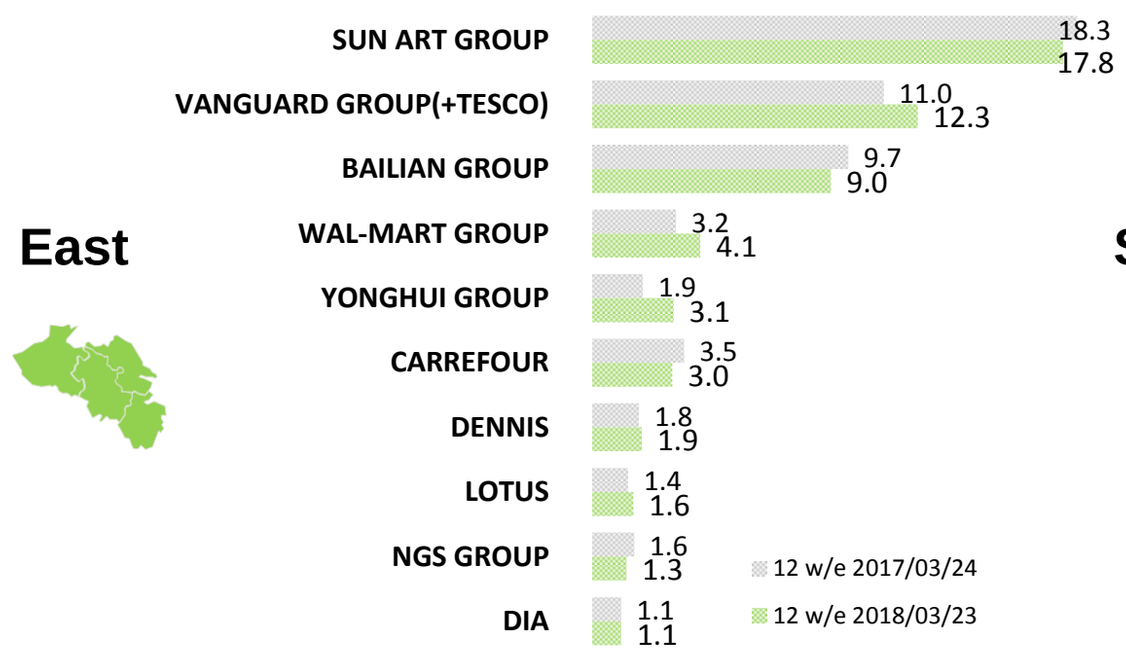
	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	18.0%	-0.1%	106.1 RMB	+0.2%	4.2 trips	-1.3%
Vanguard 华润万家 / 乐购	14.5%	-0.5%	104.0 RMB	+3.6%	4.4 trips	+2.8%
Walmart 中国	13.1%	-4.1%	114.2 RMB	+2.6%	3.4 trips	+5.0%
永辉超市 YONGHUI SUPERSTORES	9.9%	+18.4%	86.5 RMB	0.0%	4.1 trips	-0.7%
Carrefour	8.4%	-9.7%	106.9 RMB	-2.7%	3.2 trips	-0.6%

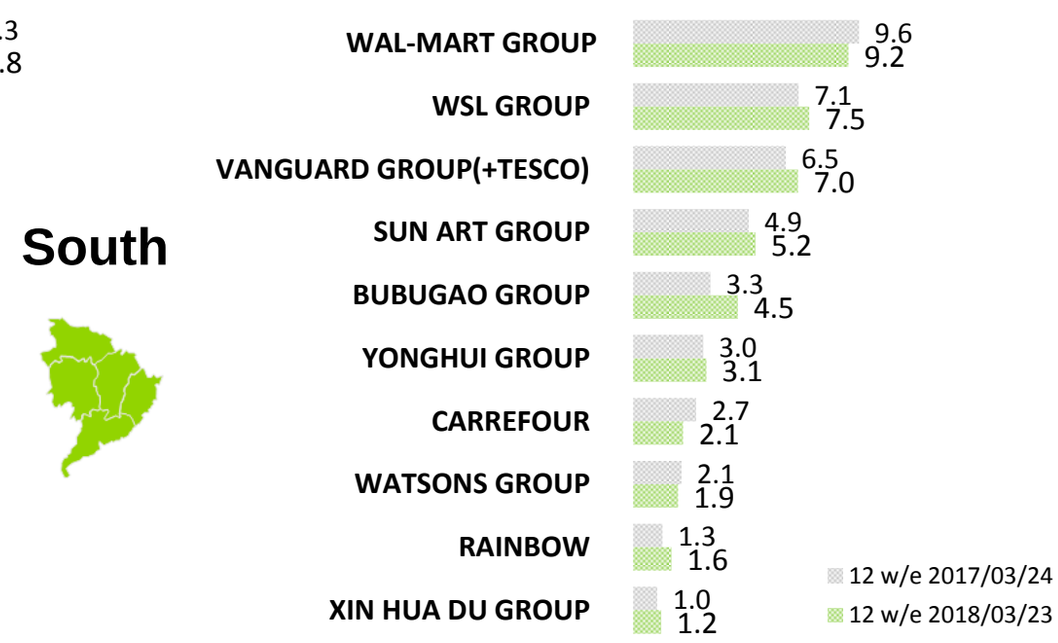
Both Vanguard Group and Walmart grew through bigger basket size and more shopping trips.

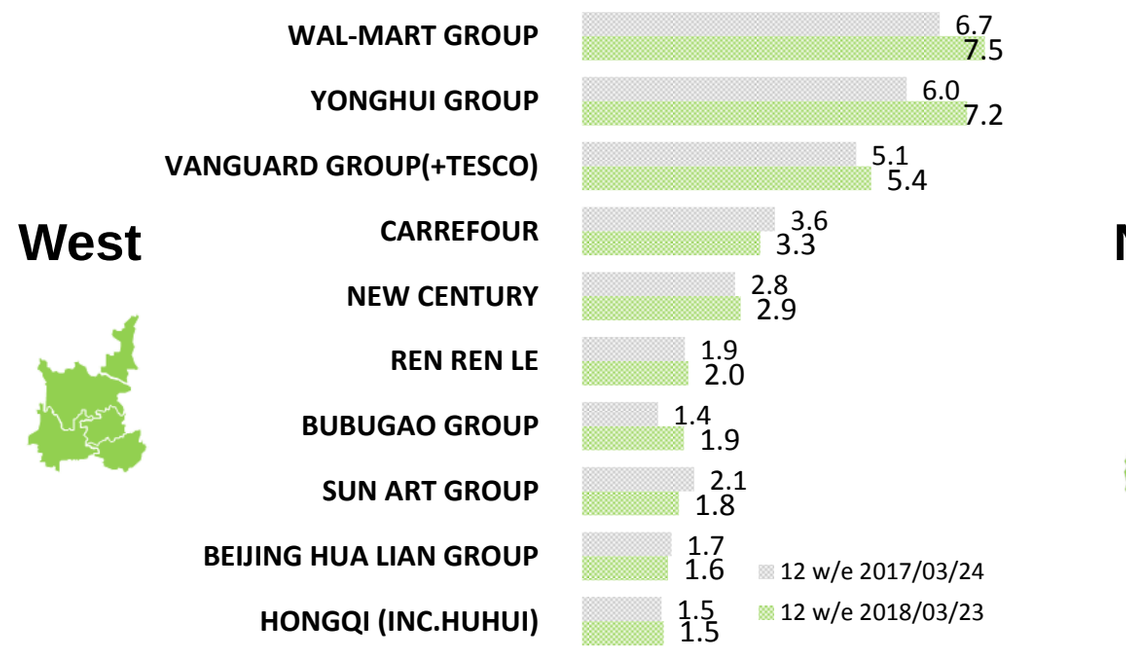
Shopper base gap enlarged between Yonghui and Carrefour.

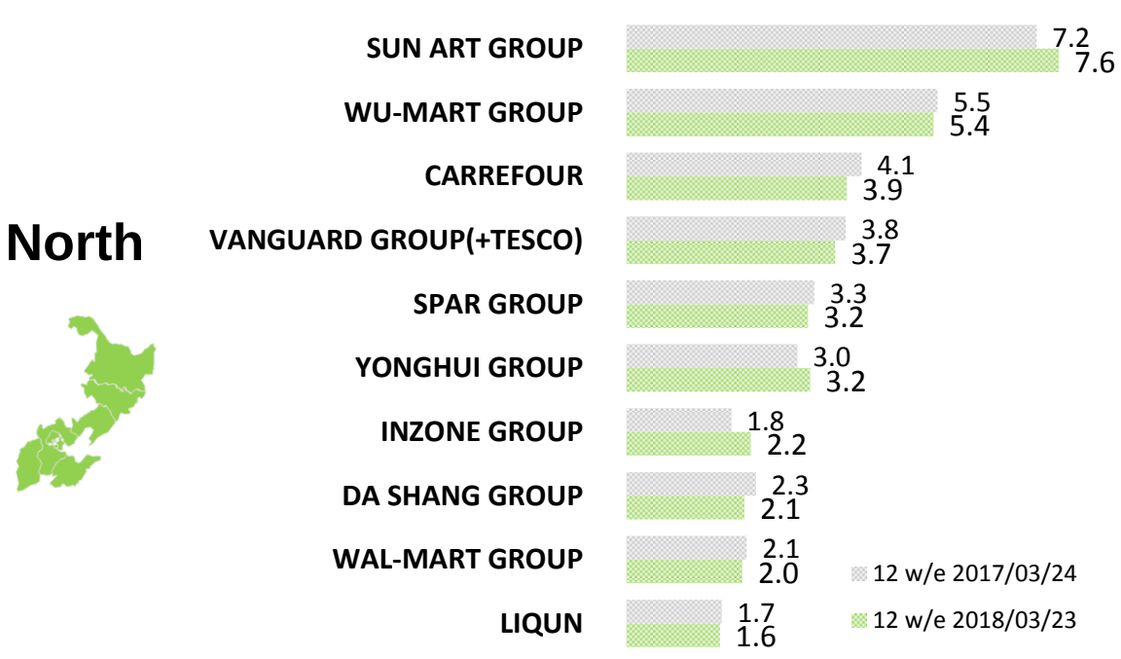
12 week share tracking of top 10 retail groups in four regions

BuBuGao saw strong growth in the South. Walmart performed well in the East and West regions.









SUN ART Group includes Auchan and RT-Mart; WAL-MART Group includes Wal-Mart, Trust-mart, Sam's Club; VANGUARD GROUP includes Vanguard, Ole, Huarun SG, Hongkelong, TESCO; BAILIAN Group includes Century Mart, GMS, Lian Hua, Hua Lian, Quik etc. Bubugao Group includes Bubugao, Nancheng. Hongqi Group includes Hongqi and Huhui. Watsons Group includes Parknshop, Watsons, Taste

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