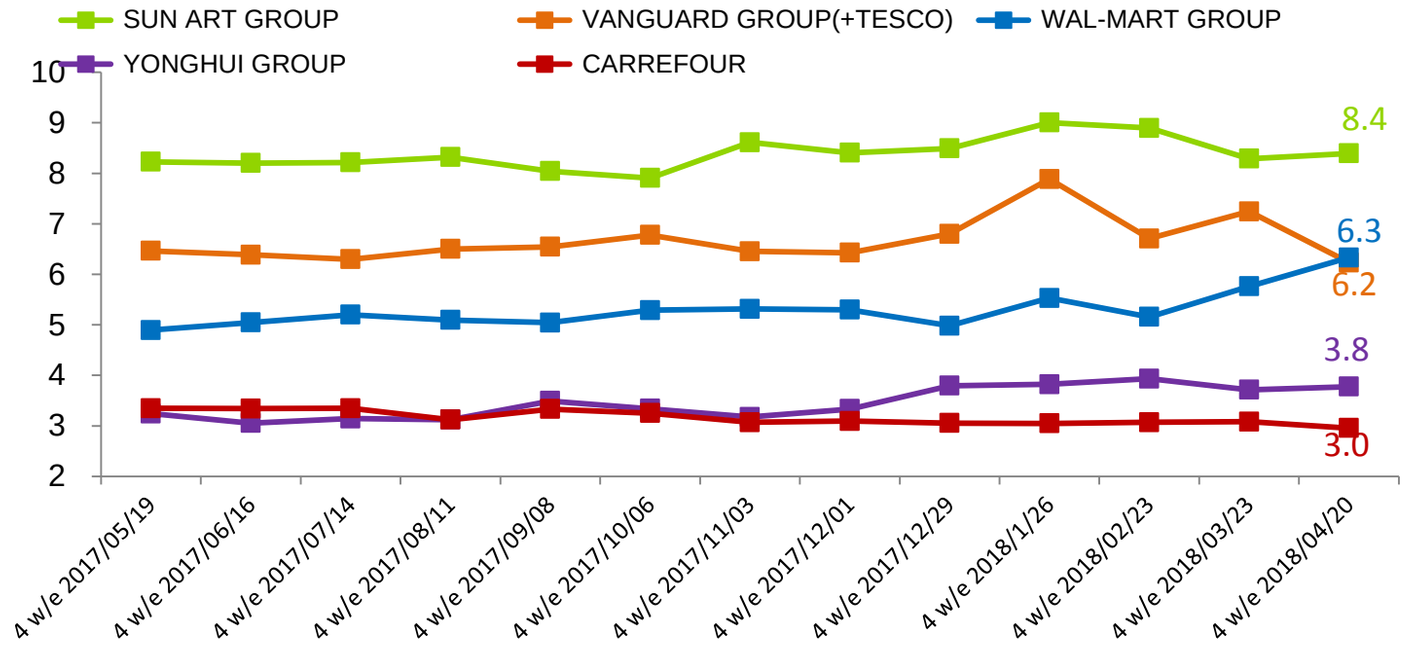
June. 2018 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



Walmart continued its strong growth in April, with the latest 4 weeks market share at 6.3%.

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

12 w/e P4 2018 vs 12w/e P4 2017: Penetration vs Trip Spend vs Frequency – National China D+

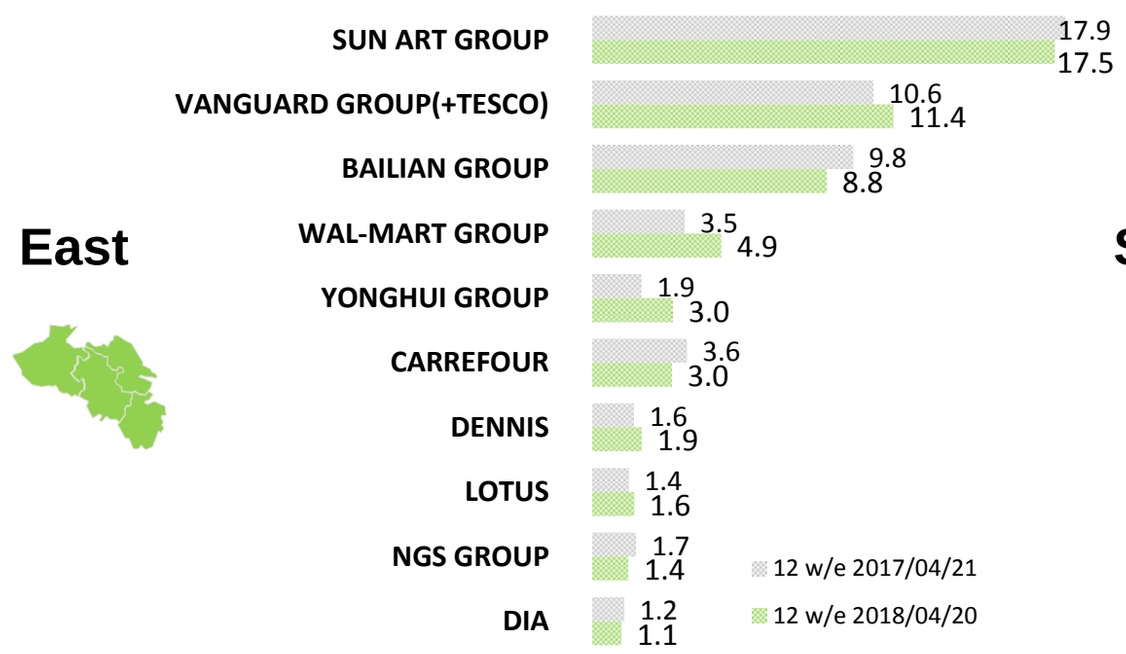
	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	17.8%	+1.9%	107.2 RMB	+8.8%	4.2 trips	-1.2%
Vanguard 华润万家 / 乐购	14.1%	+0.2%	102.1 RMB	+11.1%	4.4 trips	+2.3%
Walmart 中国	13.2%	-0.2%	117.1 RMB	+11.4%	3.4 trips	+5.1%
永辉超市 YONGHUI SUPERSTORES	9.9%	+19.8%	87.2 RMB	9.8%	4.1 trips	-1.8%
Carrefour	8.3%	-7.6%	107.3 RMB	+2.9%	3.2 trips	-0.6%

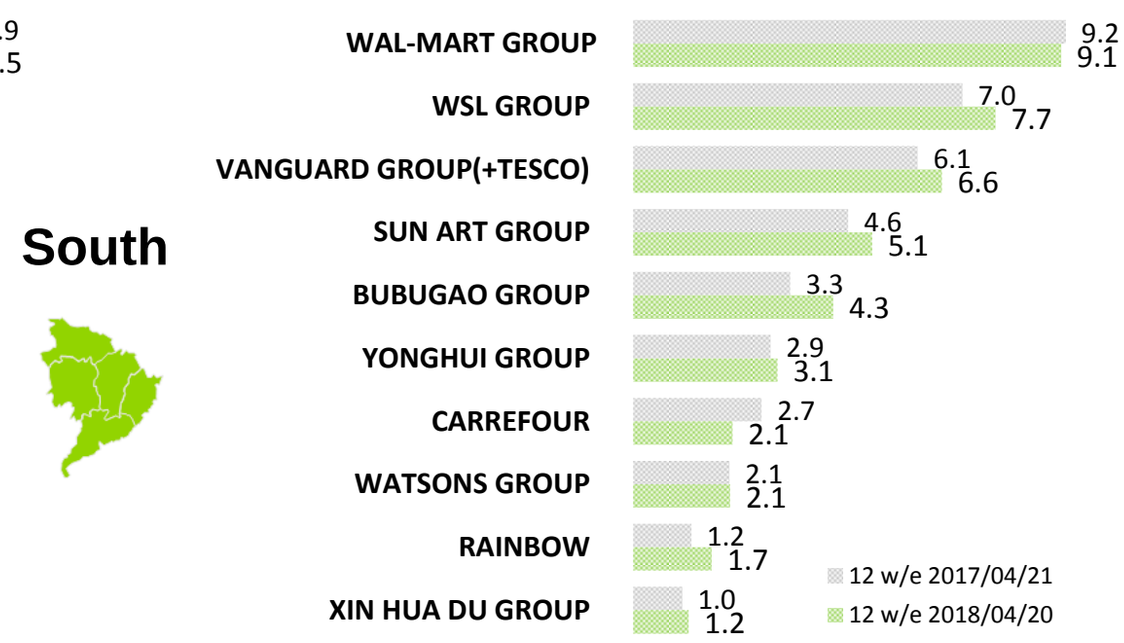
Both Vanguard and Walmart saw improvement in basket size and shopping trips.

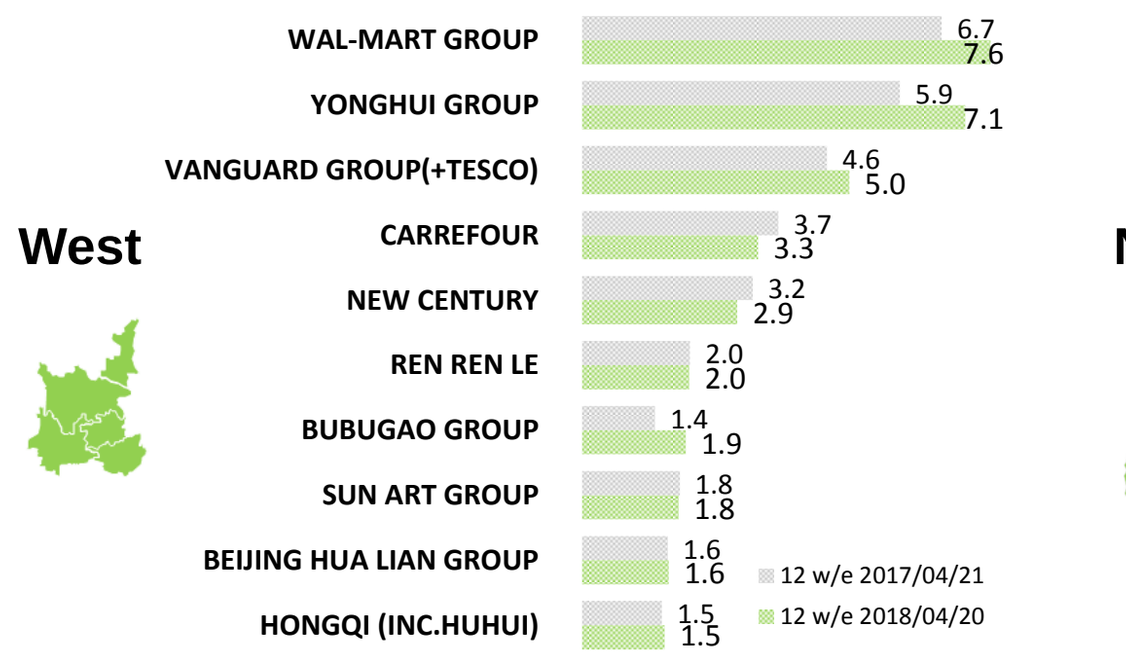
Yonghui keeps a strong momentum by continuing to enlarge its buyer base.

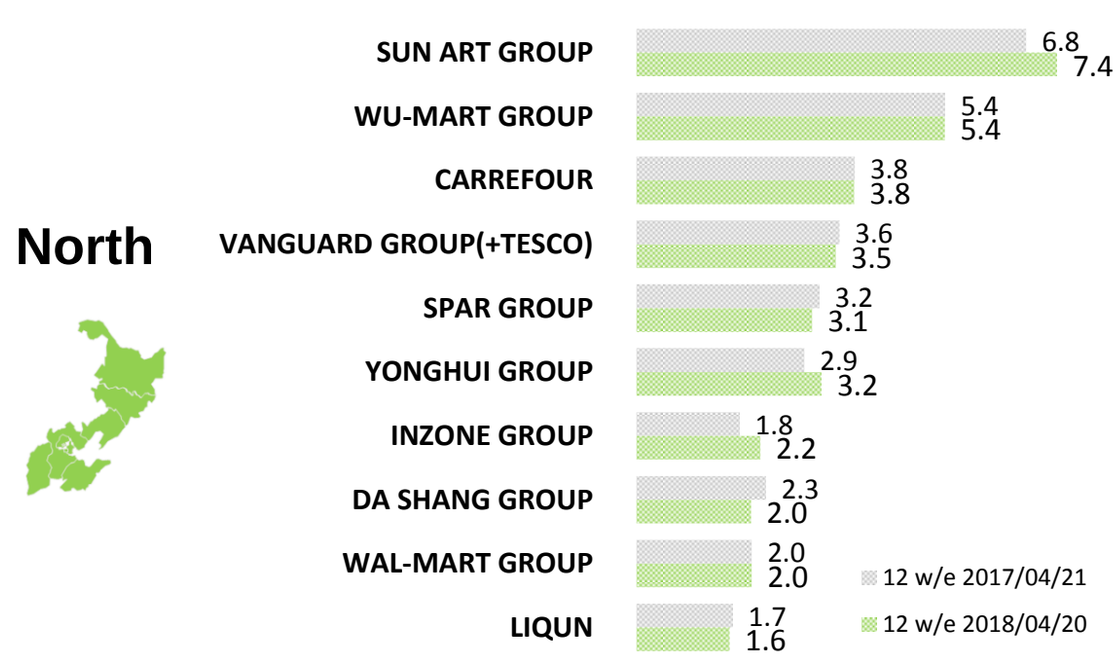
12 week share tracking of top 10 retail groups in four regions

Regional players such as Bubugao, Rainbow and Inzone have performed well in their local territories.









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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