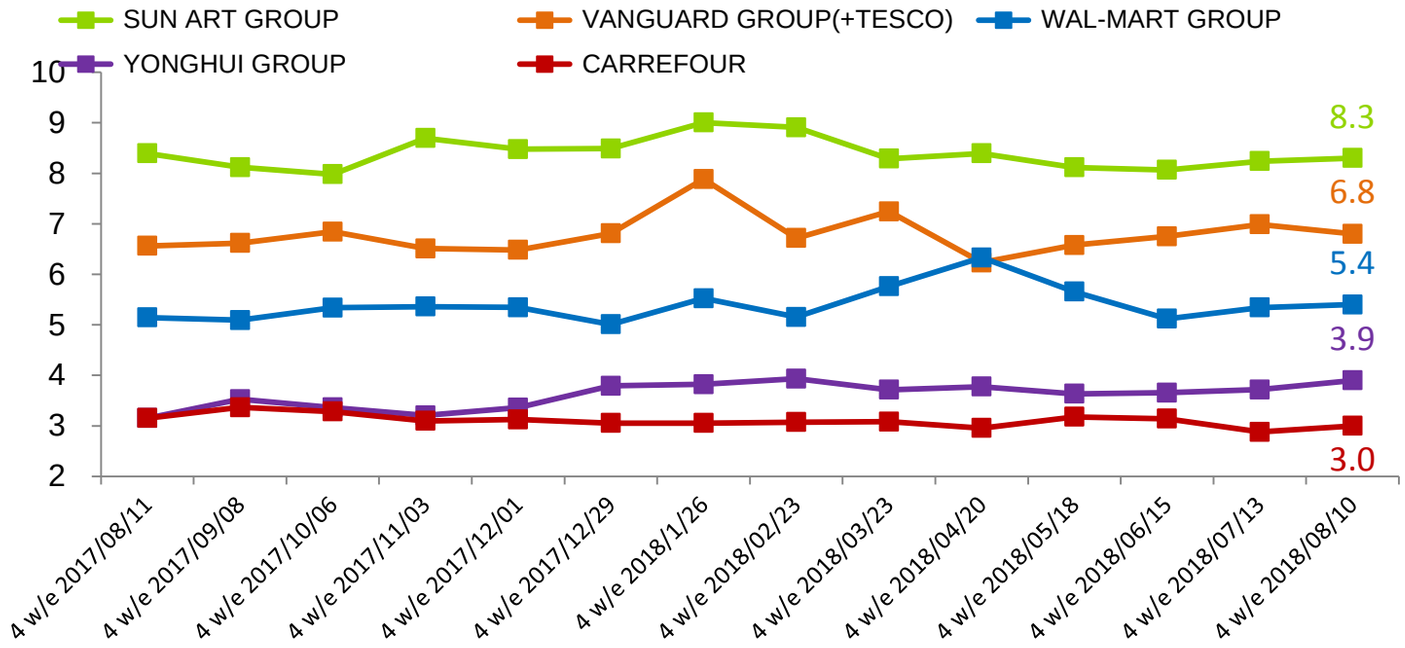
September. 2018 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



Yonghui Group saw growth in August, strengthening its number 4 position in the market.

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

12 w/e P8 2018 vs 12w/e P8 2017: Penetration vs Trip Spend vs Frequency – National China D+

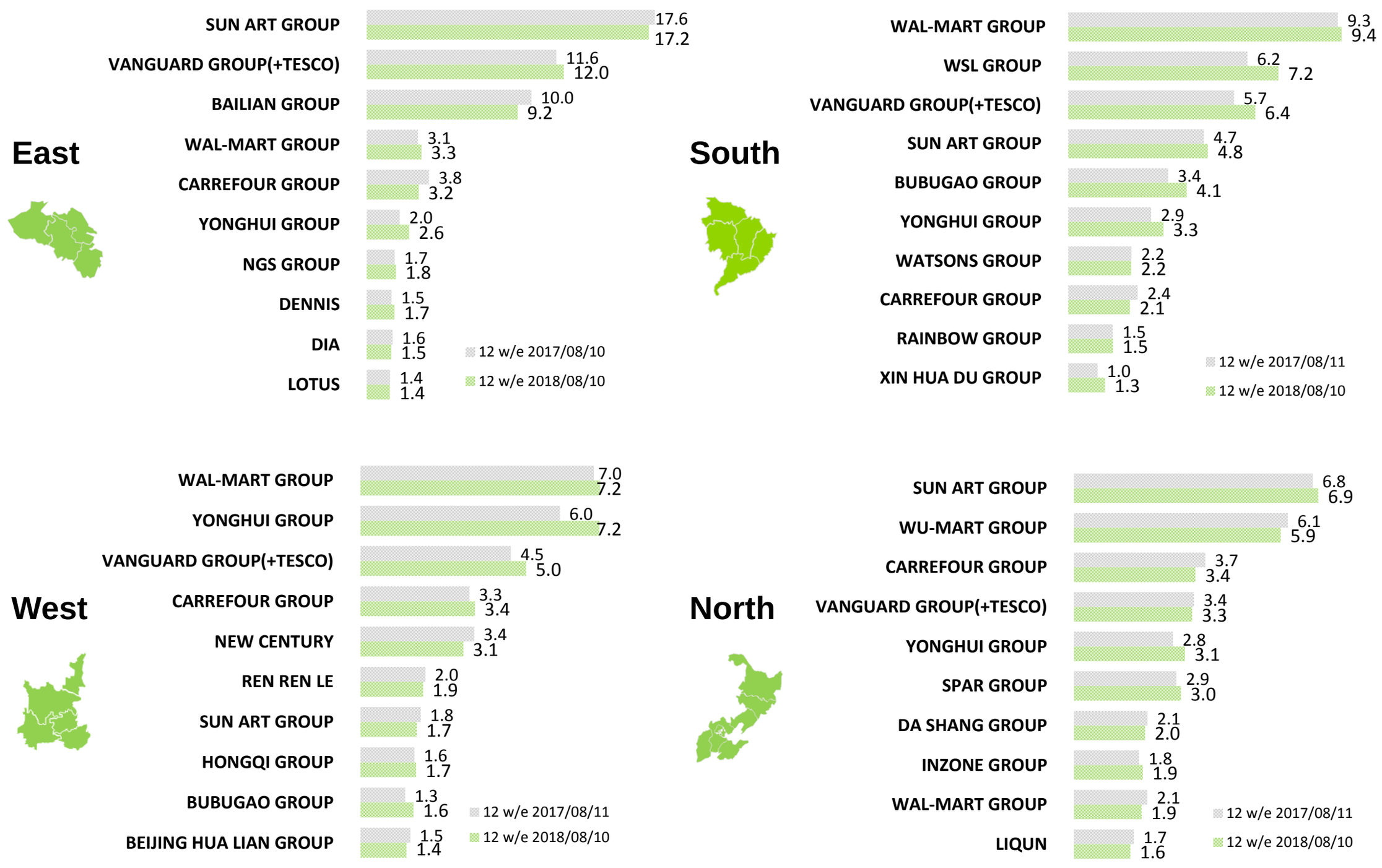
	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	17.1%	-1.0%	92.3 RMB	+0.6%	4.2 trips	-1.7%
Vanguard 华润万家 / 乐购	13.9%	-1.3%	90.5 RMB	+6.2%	4.4 trips	+0.2%
Walmart 中国	12.5%	-1.5%	97.0 RMB	+0.0%	3.5 trips	+3.0%
永辉超市 YONGHUI SUPERSTORES	9.5%	+14.2%	75.6 RMB	+3.0%	4.2 trips	+0.8%
Carrefour	7.8%	-8.8%	96.9 RMB	+1.7%	3.2 trips	-2.4%

Aside from Yonghui, all top retailers lost shoppers in the latest 12 weeks.

Vanguard Group continued to increase basket value compared with last year.

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

Yonghui and Walmart are neck and neck in the West.



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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