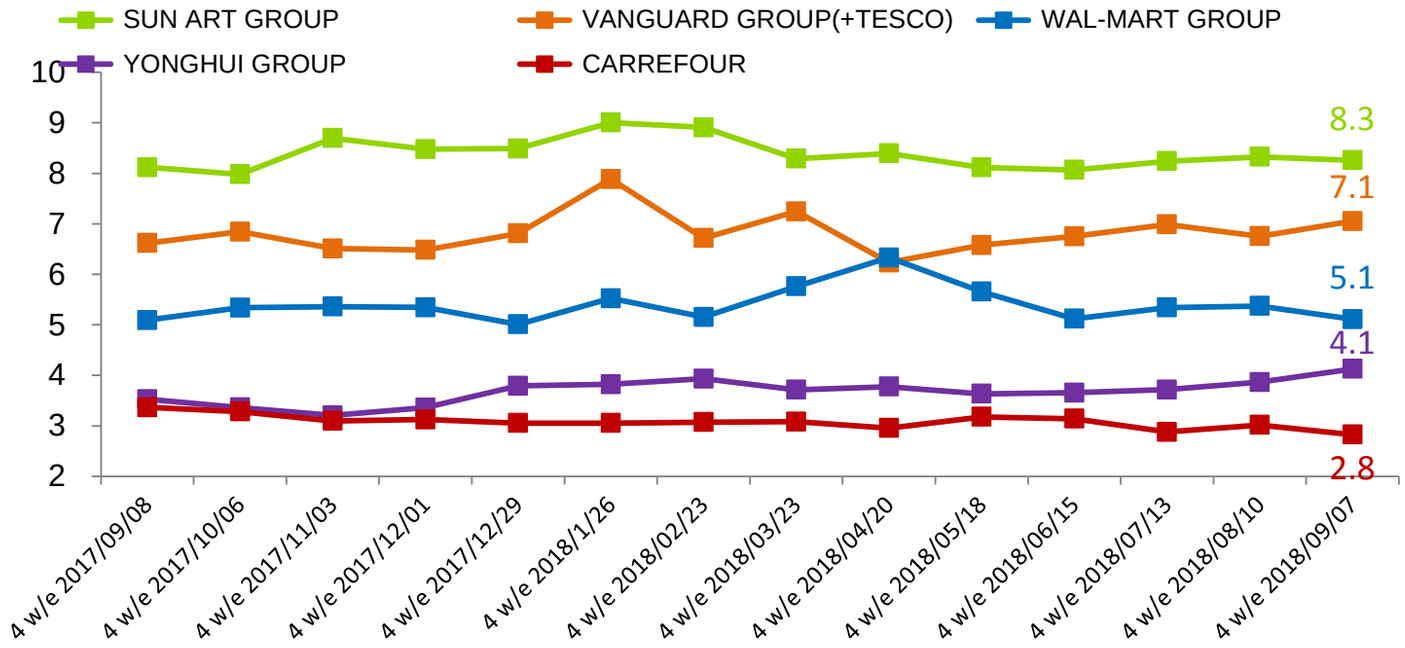
October. 2018 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



Yonghui Group saw steady growth in September, and reached its highest share so far at 4.1%.

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

12 w/e P9 2018 vs 12w/e P9 2017: Penetration vs Trip Spend vs Frequency – National China D+

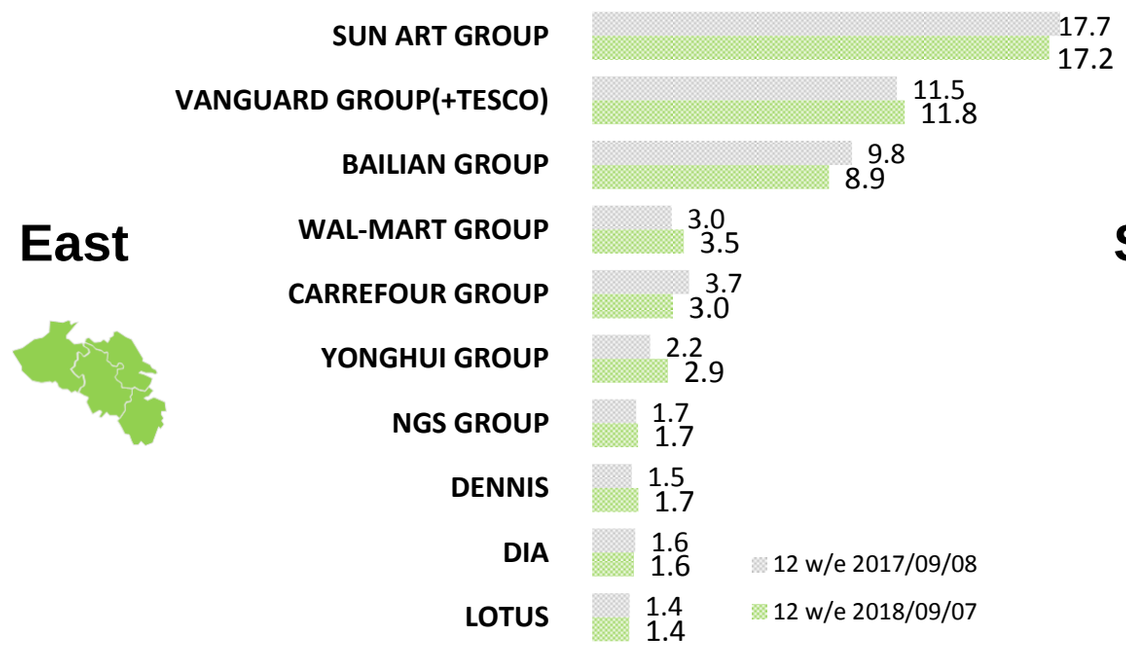
	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	17.2%	-0.6%	91.6 RMB	+1.3%	4.2 trips	-0.4%
Vanguard 华润万家 / 乐购	14.2%	+0.5%	89.8 RMB	+6.3%	4.4 trips	-0.1%
Walmart 中国	12.8%	-0.4%	96.9 RMB	+1.4%	3.4 trips	+1.5%
永辉超市 YONGHUI SUPERSTORES	9.8%	+13.9%	75.8 RMB	+2.5%	4.2 trips	+2.1%
Carrefour	7.6%	-10.6%	95.1 RMB	+0.2%	3.3 trips	-1.4%

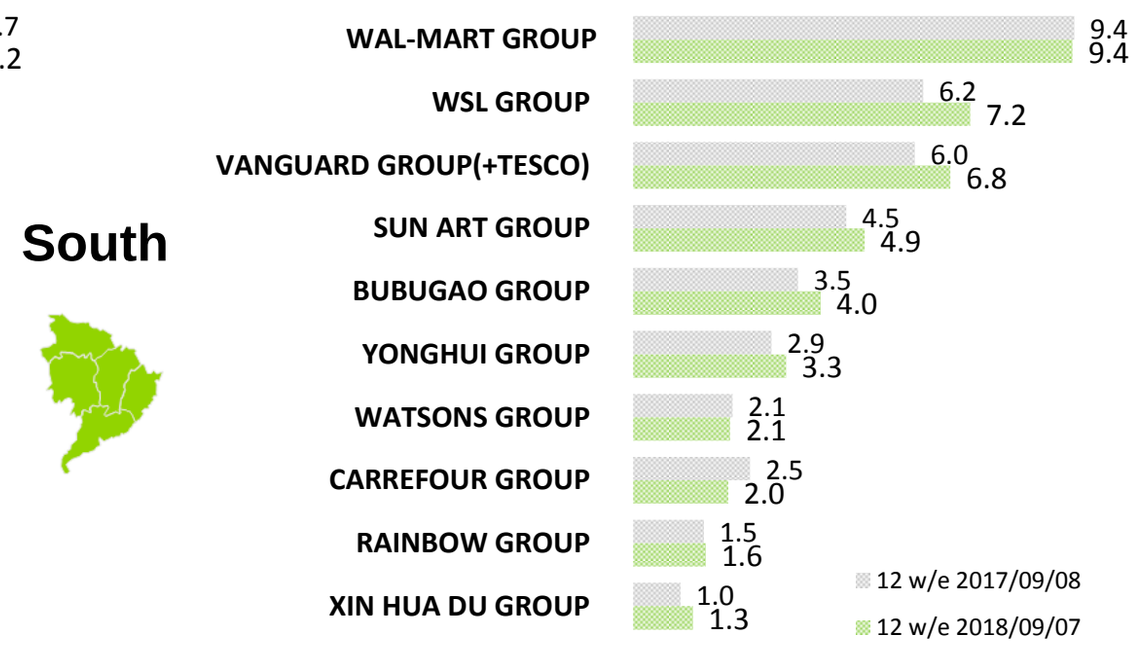
All top retailers managed to expand or maintain shopper basket value compared to last year.

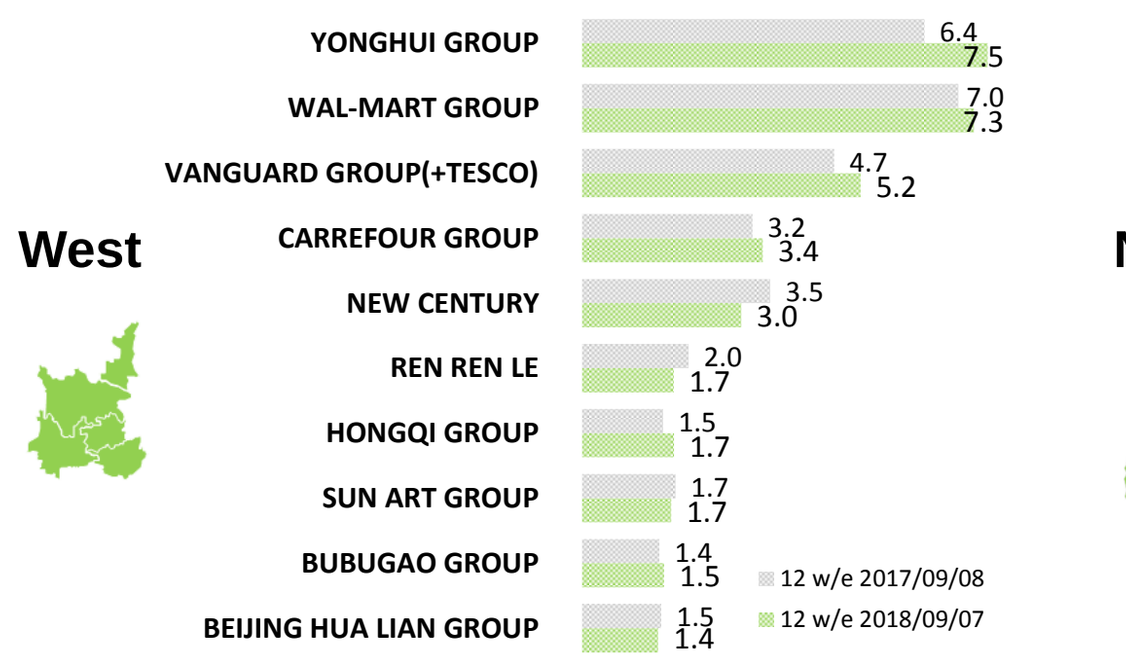
Walmart continued to lead in basket value and also grew more shopping trips.

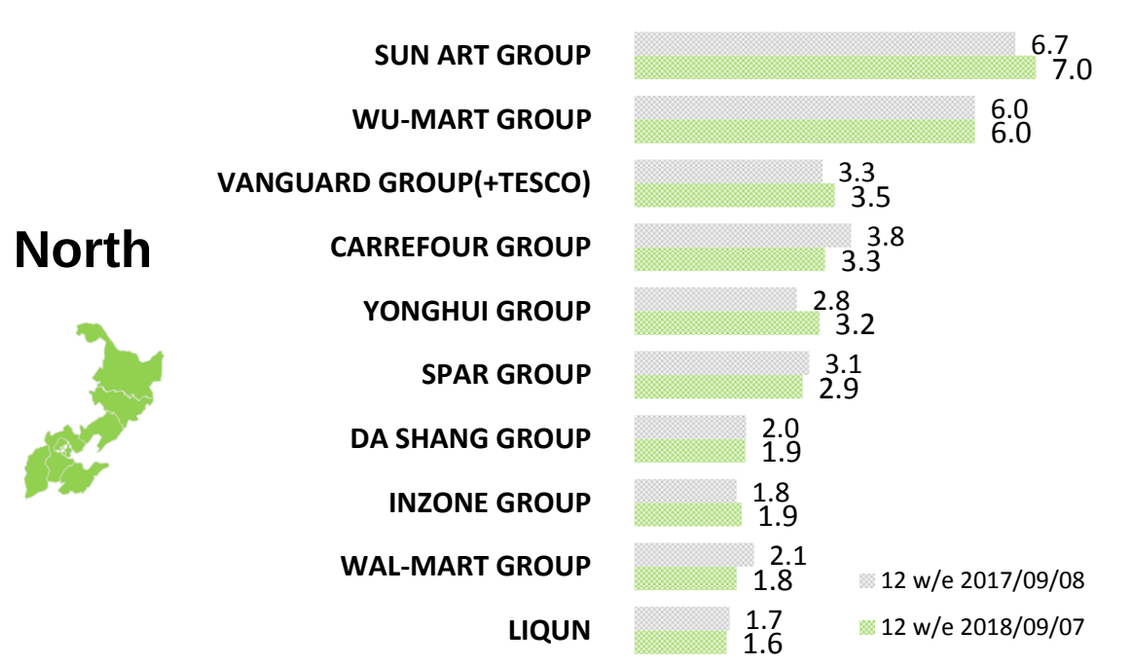
12 week share tracking of top 10 retail groups in four regions

Yonghui surpassed Walmart to be the No.1 retailer in the West. Regional players WSL and BuBuGao strengthened their positions in the South.









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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