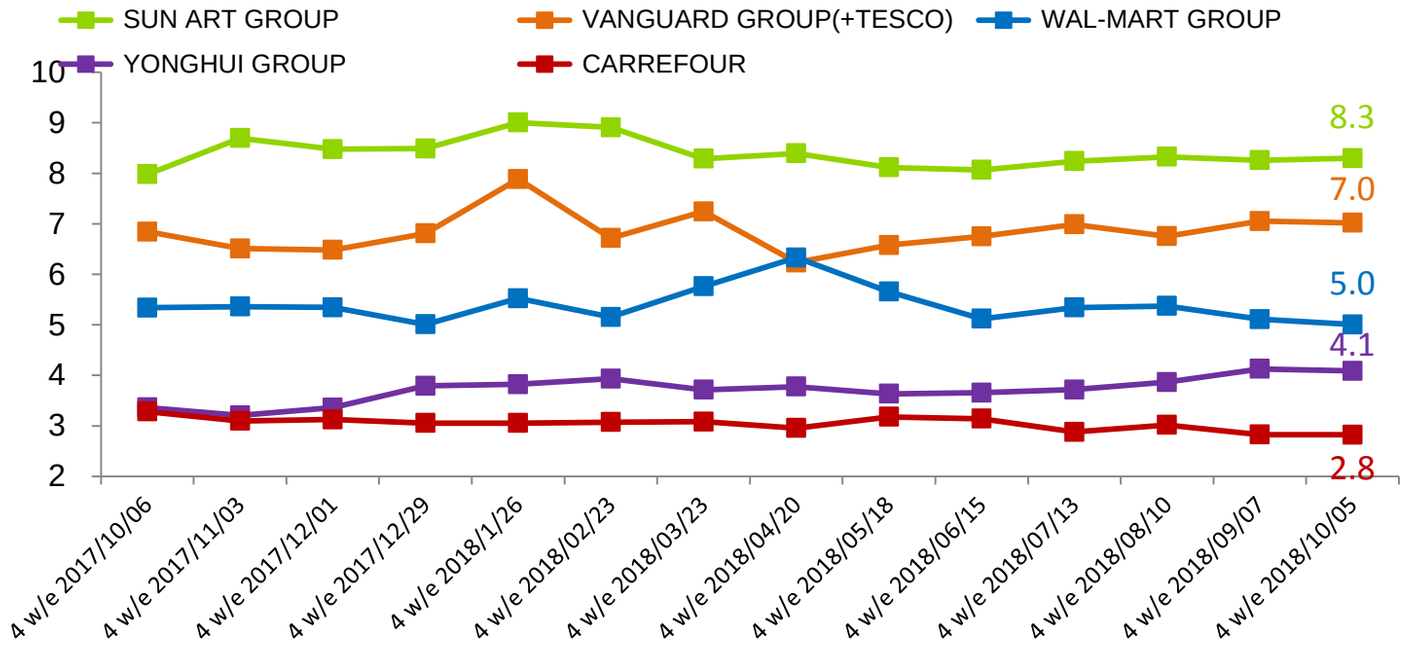
November. 2018 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



All top 5 retail groups maintained share in the past 4 weeks except Walmart Group which slightly declined.

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

12 w/e P10 2018 vs 12w/e P10 2017: Penetration vs Trip Spend vs Frequency – National China D+

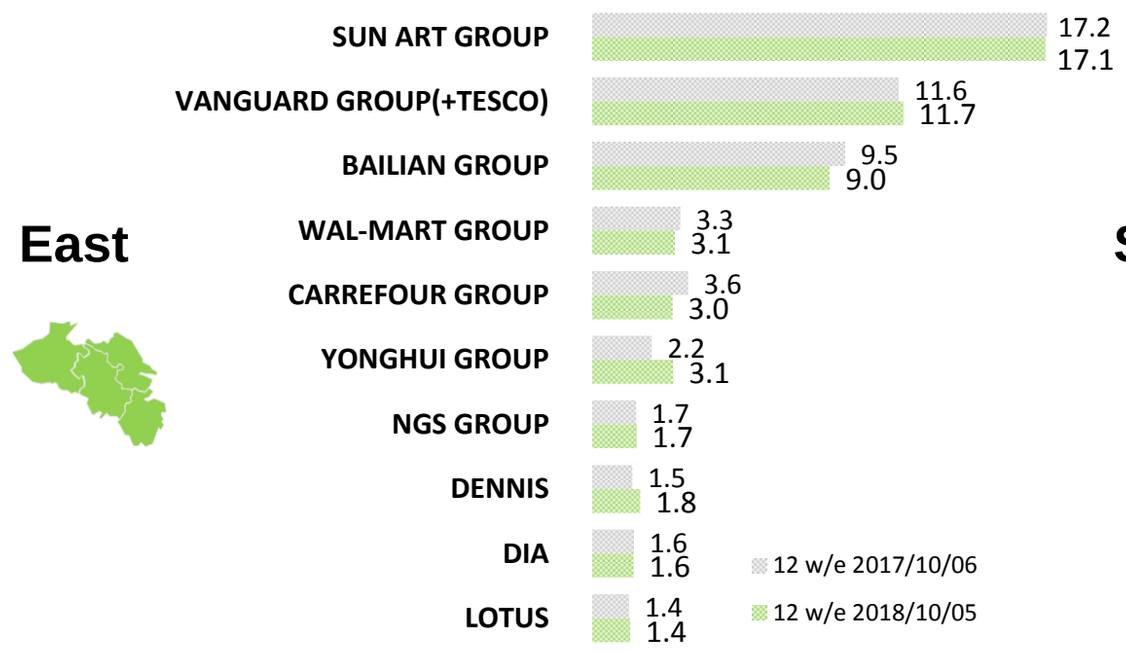
	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	17.2%	+0.8%	94.1 RMB	+1.3%	4.2 trips	0%
Vanguard 华润万家 / 乐购	14.2%	+0.6%	90.5 RMB	+3.1%	4.4 trips	+0.8%
Walmart 中国	12.6%	-0.8%	97.2 RMB	-1.6%	3.5 trips	+2.3%
永辉超市 YONGHUI SUPERSTORES	10.3%	+18.2%	77.6 RMB	+2.2%	4.2 trips	+0.2%
Carrefour	7.6%	-10.9%	97.3 RMB	+0.9%	3.2 trips	-1.2%

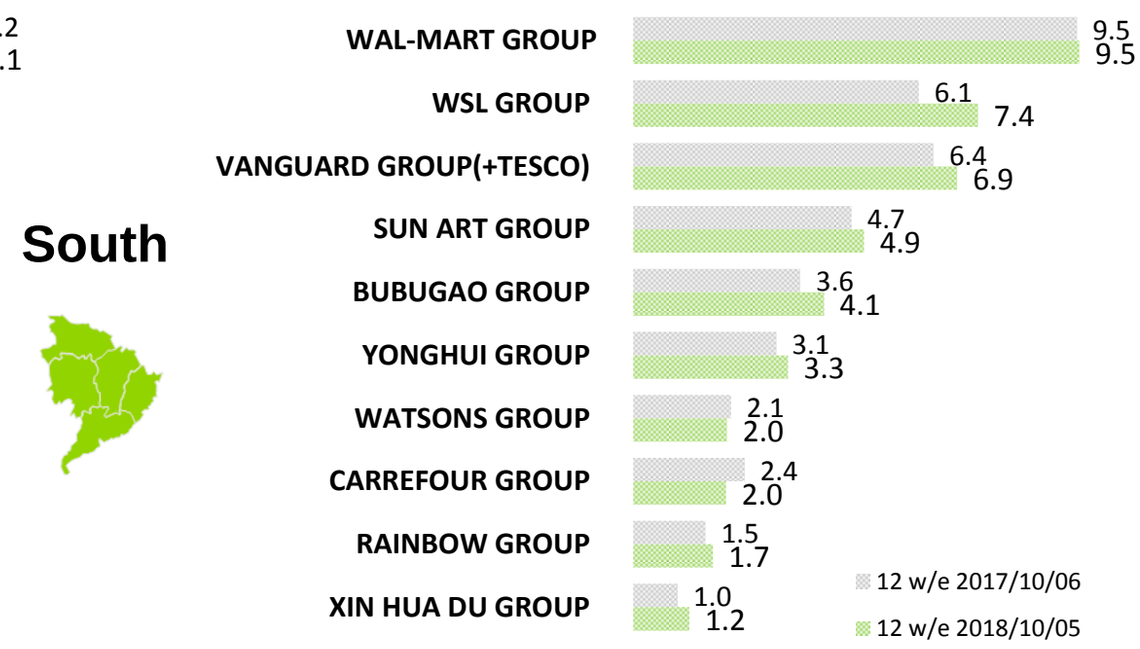
Yonghui remained successful in attracting new shoppers, now reaching 10.3% of families in China, through its store expansion.

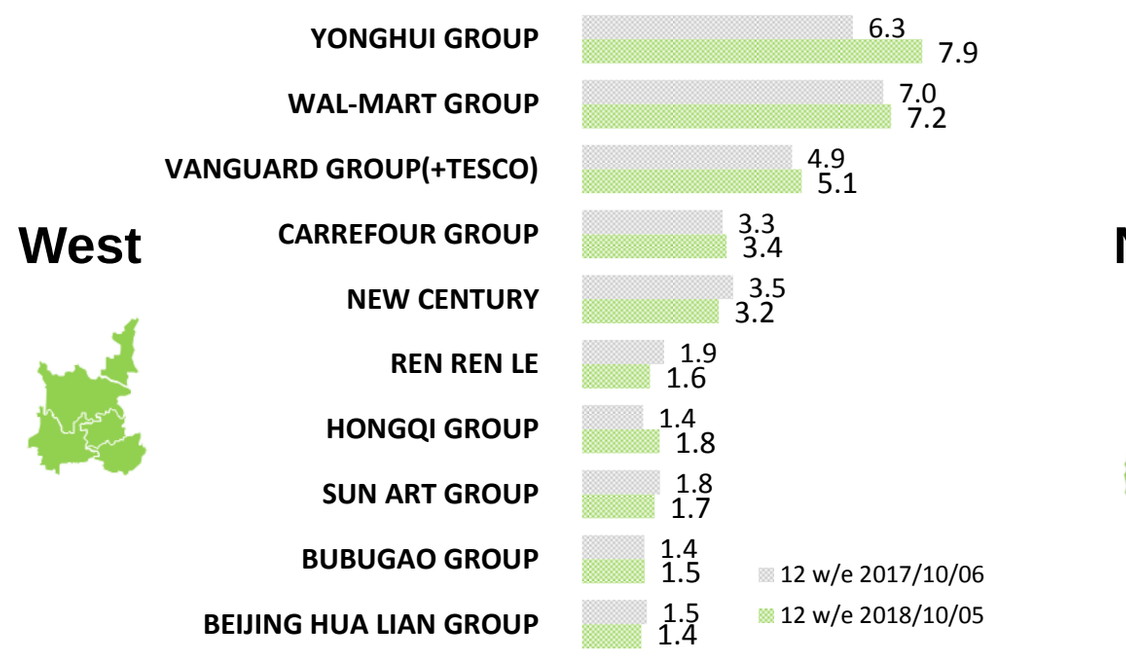
Carrefour suffered the biggest loss in penetration.

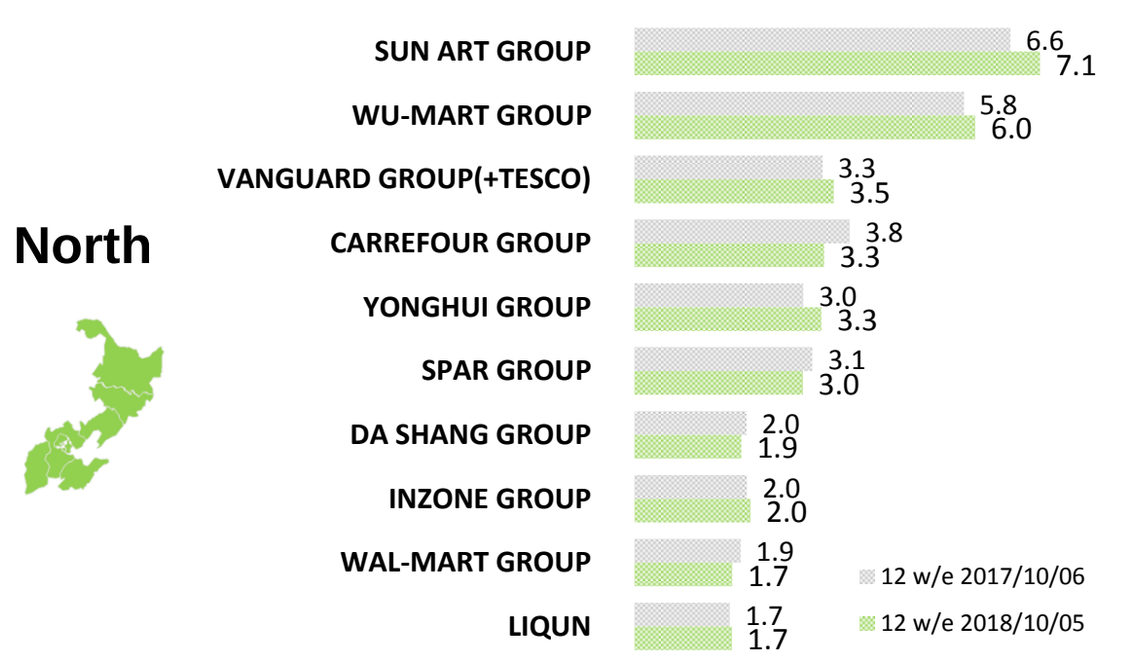
12 week share tracking of top 10 retail groups in four regions

Yonghui strengthened its leading position in the West and advanced in other 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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