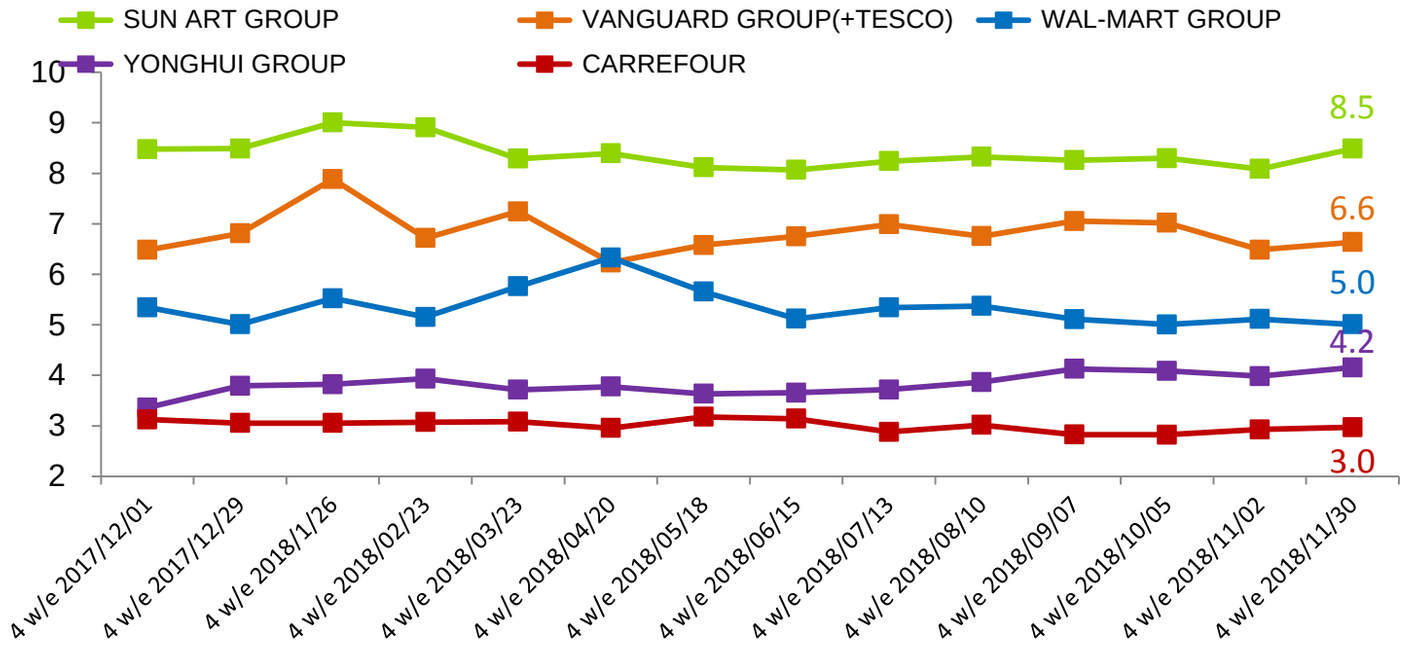
December. 2018 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



Sun Art Group saw significant growth on market share in the latest 4 weeks covering Single's Day.

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

12 w/e P12 2018 vs 12w/e P12 2017: Penetration vs Trip Spend vs Frequency – National China D+

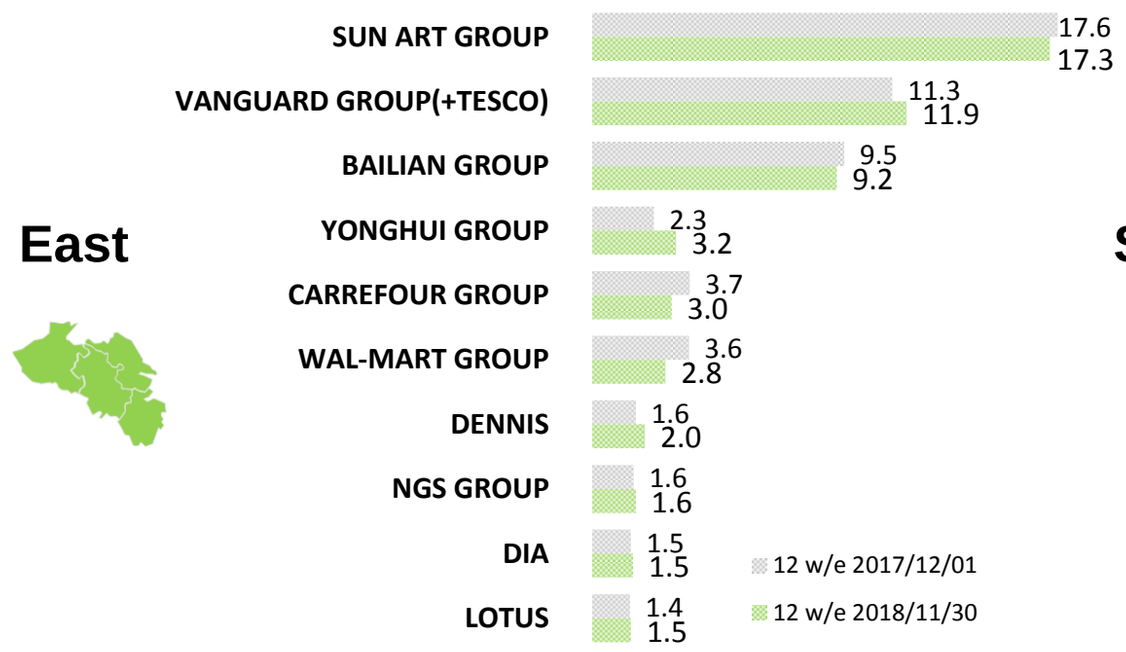
	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	17.1%	-1.0%	97.0 RMB	+0.1%	4.2 trips	+1.3%
Vanguard 华润万家 / 乐购	14.1%	+0.3%	90.1 RMB	-0.8%	4.4 trips	+3.5%
Walmart 中国	12.4%	-3.3%	98.3 RMB	-3.0%	3.5 trips	+2.0%
永辉超市 YONGHUI SUPERSTORES	10.3%	+17.5%	79.7 RMB	+4.6%	4.1 trips	+1.7%
Carrefour	7.7%	-6.3%	100.1 RMB	+3.3%	3.1 trips	-4.0%

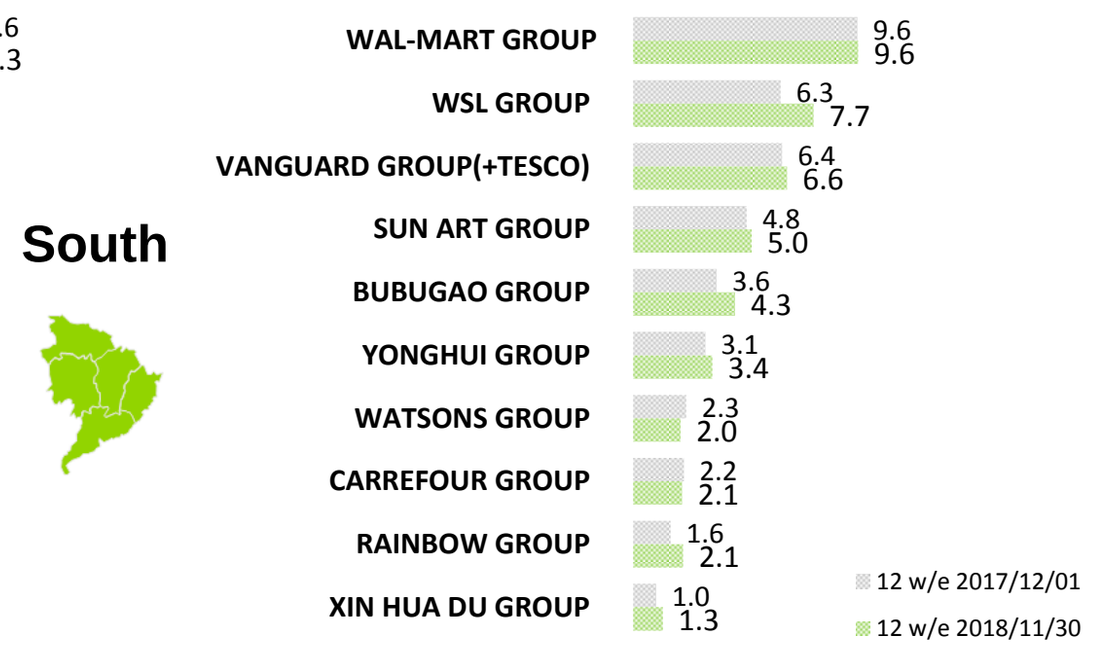
Yonghui remained strong on recruiting new shoppers and enlarged shopper basket.

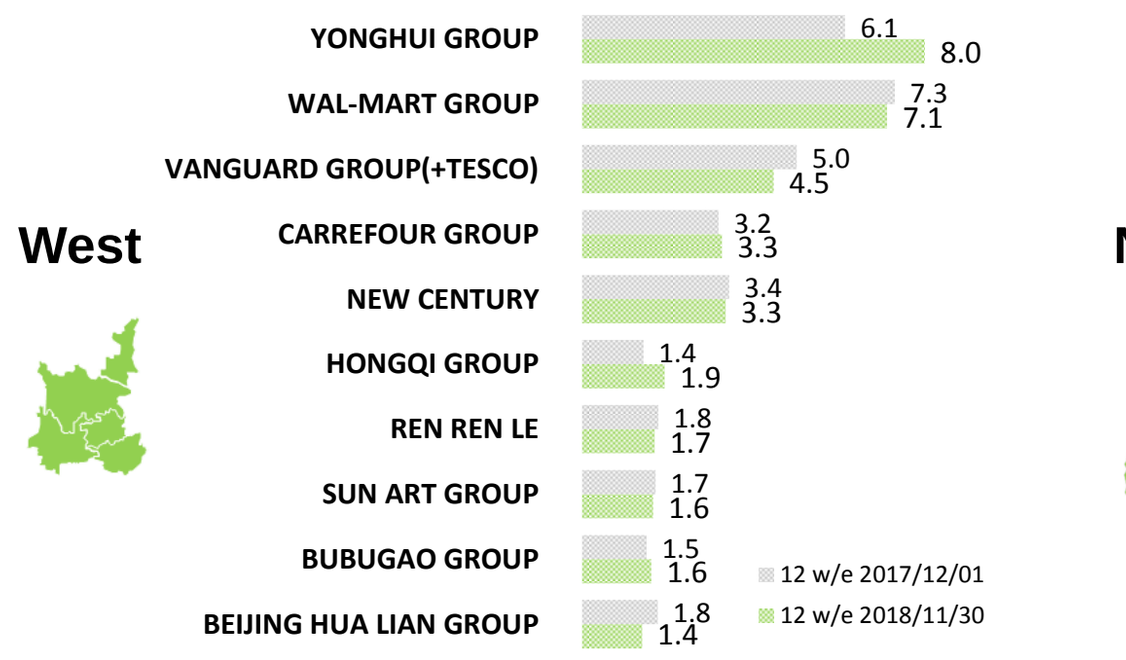
Walmart and Carrefour continued losing shoppers in the latest 12 weeks.

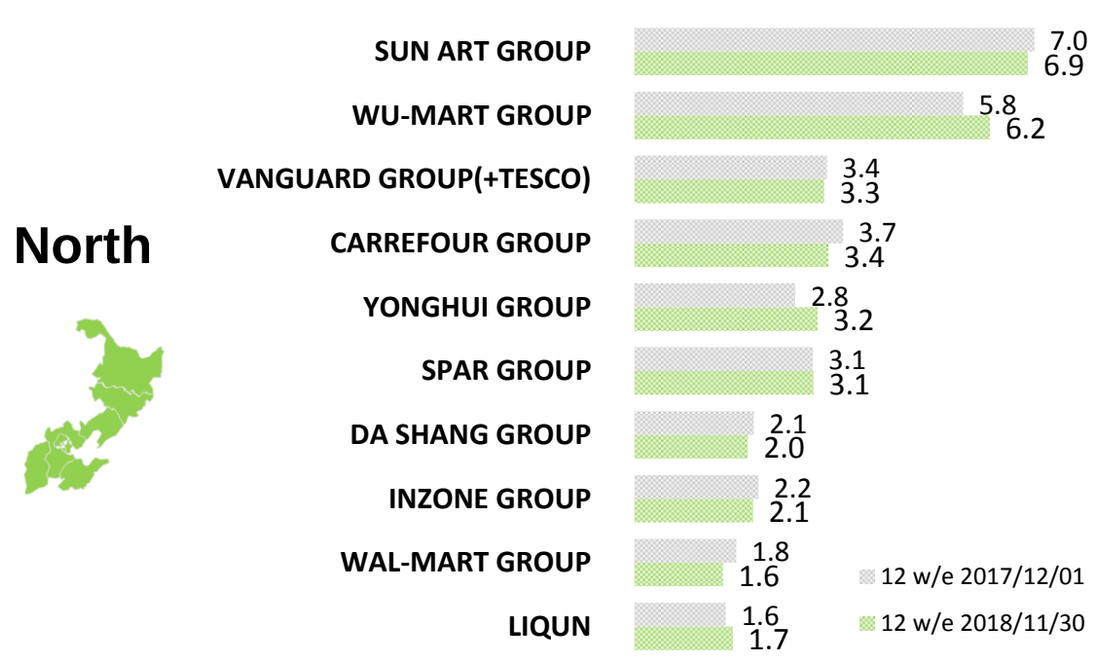
12 week share tracking of top 10 retail groups in four regions

Local players advanced in their heartland, e.g. WSL in the South, HongQi in the West, Wu-Mart in the North.









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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