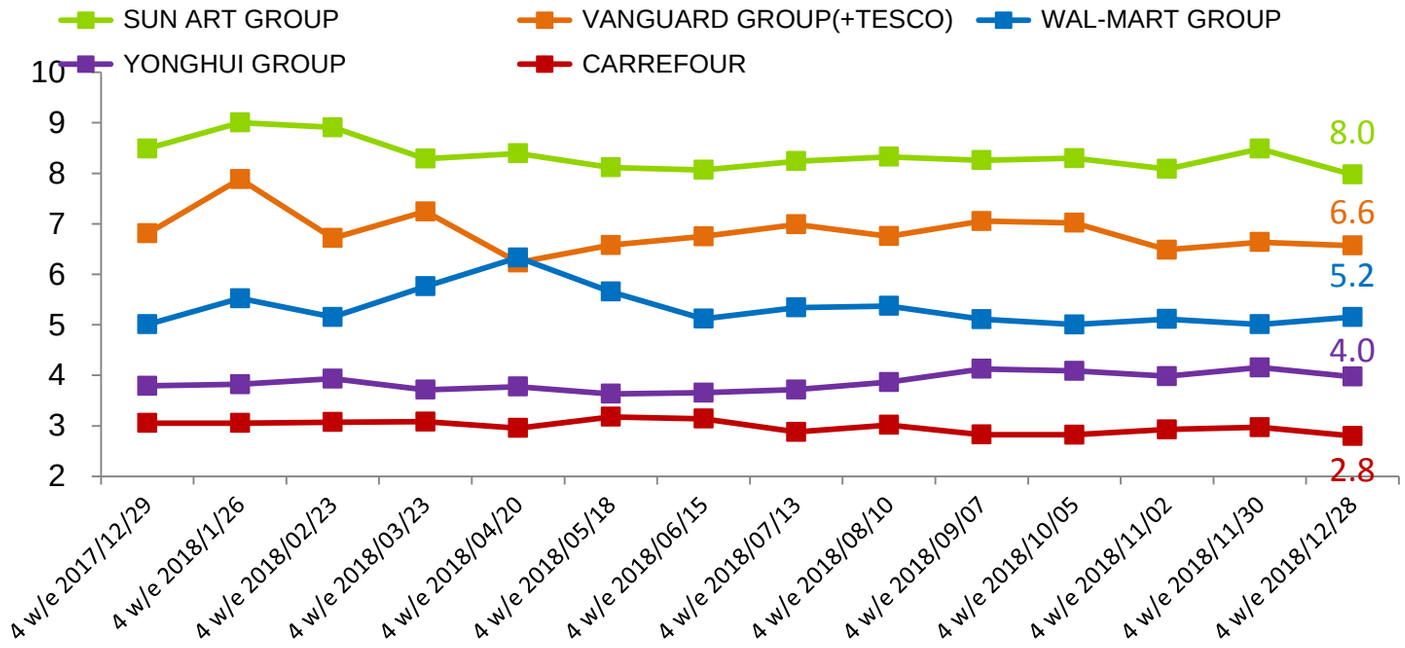
January. 2019 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



Sun Art Group's share returned to Pre Double 11 period, while the rest top retailers maintained stable shares in the latest 4 weeks.

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

12 w/e P13 2018 vs 12w/e P13 2017: Penetration vs Trip Spend vs Frequency – National China D+

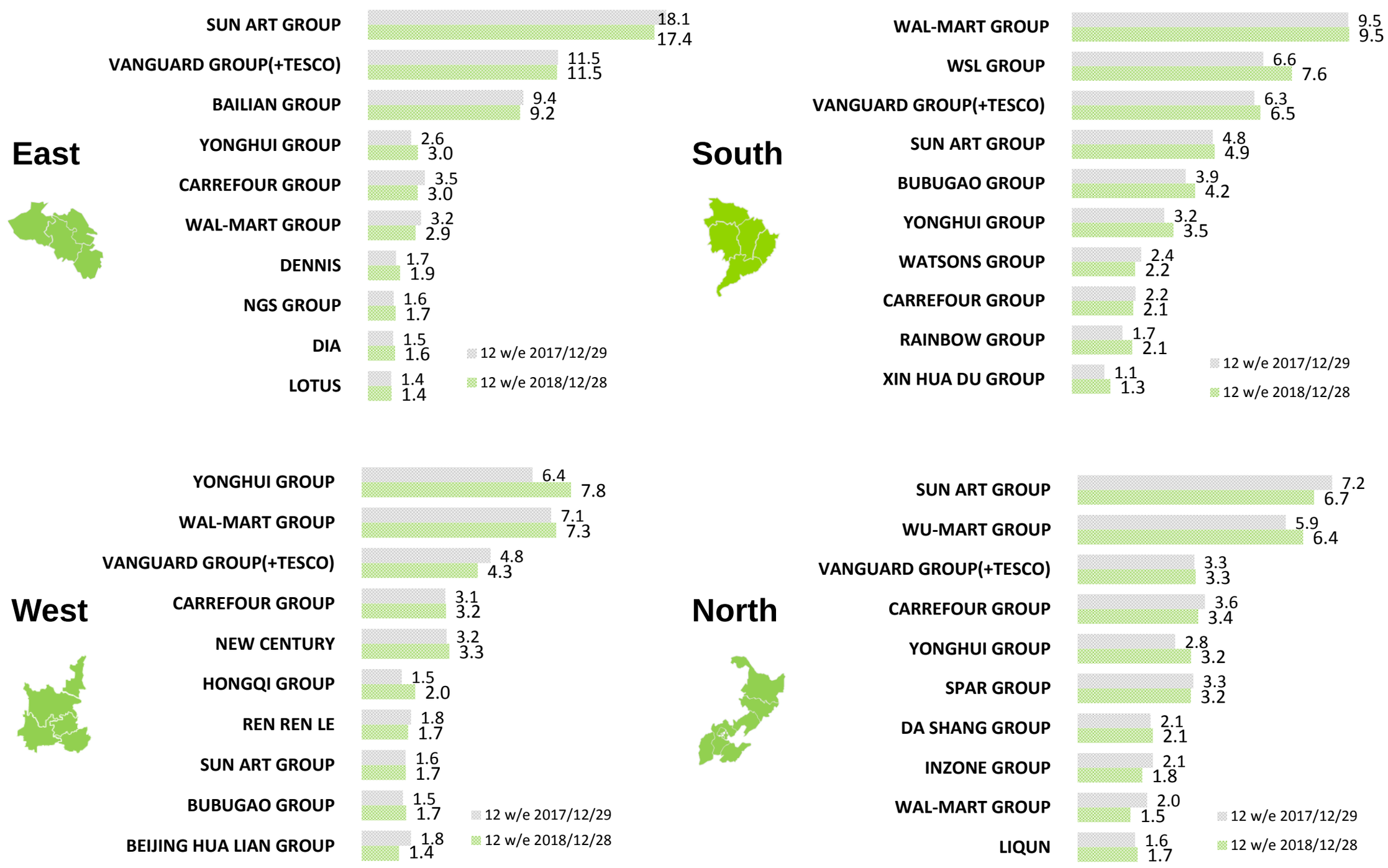
	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	17.1%	-4.3%	93.9 RMB	-1.4%	4.1 trips	+2.1%
Vanguard 华润万家 / 乐购	14.2%	-1.6%	87.6 RMB	0%	4.3 trips	+1.8%
Walmart 中国	12.5%	-3.7%	95.9 RMB	-0.6%	3.4 trips	+2.2%
永辉超市 YONGHUI SUPERSTORES	10.4%	+10.3%	77.8 RMB	+4.9%	4.0 trips	+2.1%
Carrefour	7.7%	-9.3%	97.1 RMB	+5.1%	3.1 trips	-0.9%

All top 5 retailers except Yonghui lost shoppers in the latest 12 weeks.

Both Yonghui and Carrefour enjoyed bigger shopping basket.

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

Yonghui advanced in all regions. Local players outperformed 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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