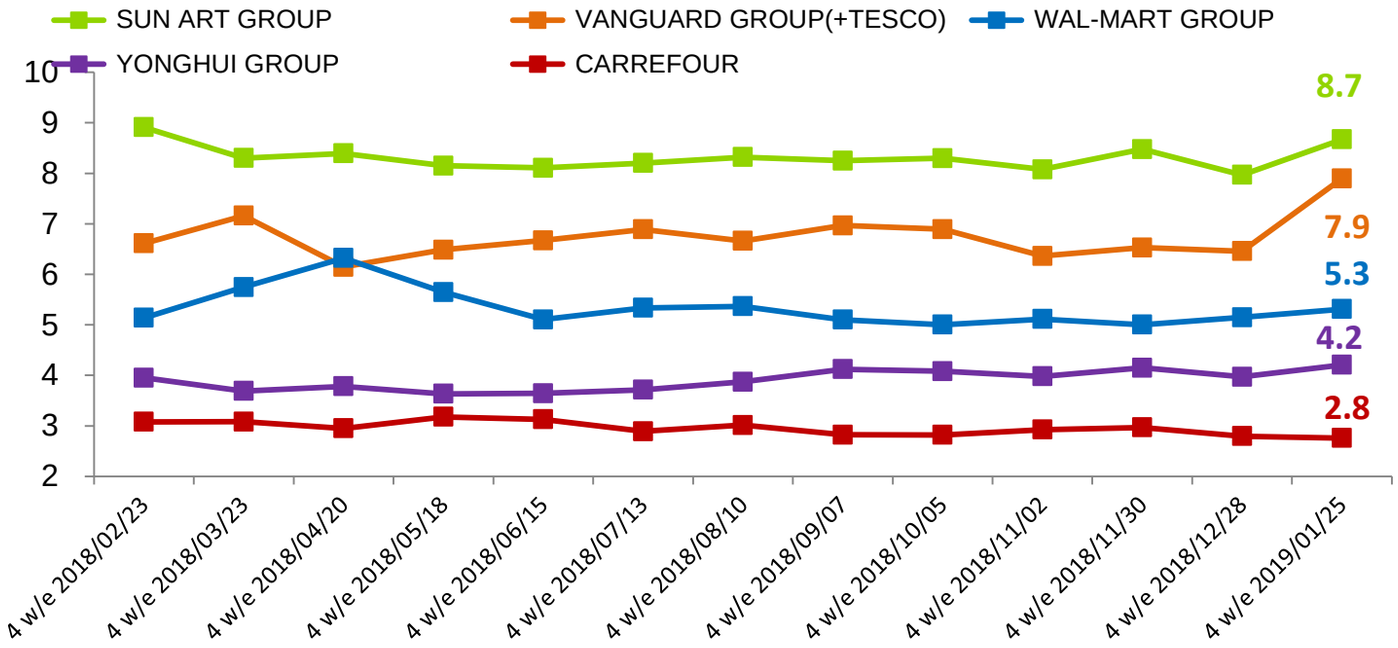
February. 2019 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



In January, Vanguard's market share hits a new high of 7.9%, while Sun Art Group and Yonghui showed a recovery as benefited from the Pre-CNY period.

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

12 w/e P1 2019 vs 12w/e P1 2018: Penetration vs Trip Spend vs Frequency – National China D+

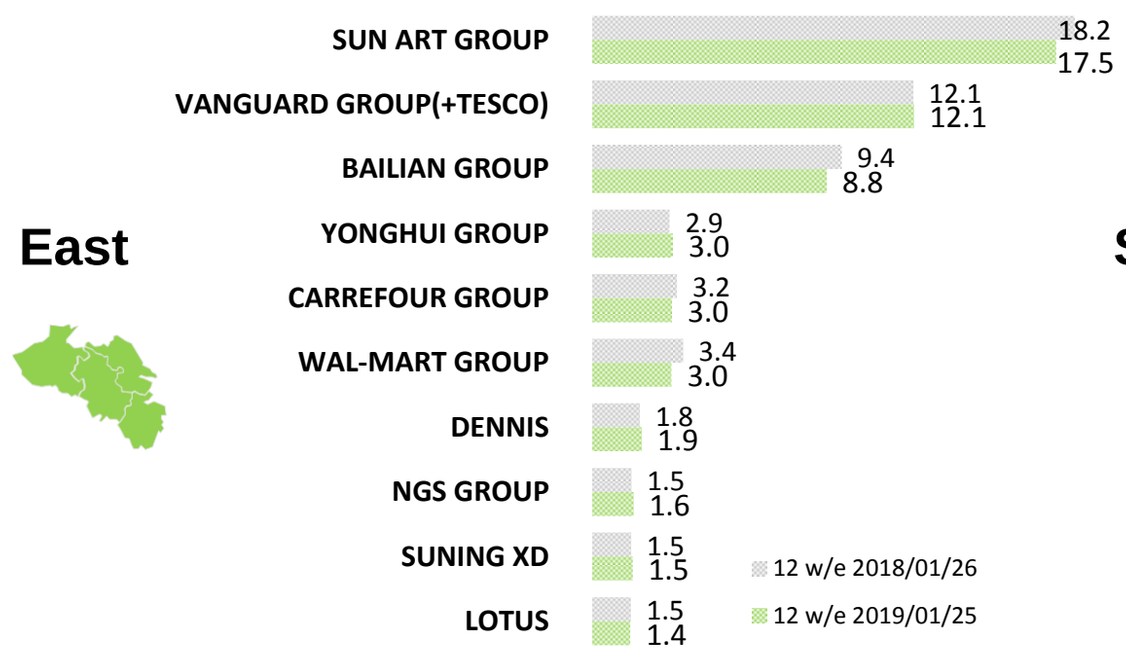
	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	17.3%	-5.3%	95.4 RMB	+3.1%	4.1 trips	+1.7%
Vanguard 华润万家 / 乐购	14%	-3.6%	94.6 RMB	+6.3%	4.3 trips	-0.2%
Walmart 中国	12.4%	-4.7%	98.7 RMB	+19.6%	3.4 trips	-15.5%
永辉超市 YONGHUI SUPERSTORES	10.5%	+8.2%	79.3 RMB	+1.7%	4.0 trips	+2.7%
Carrefour	7.5%	-10.6%	98.1 RMB	+6.9%	3.1 trips	0%

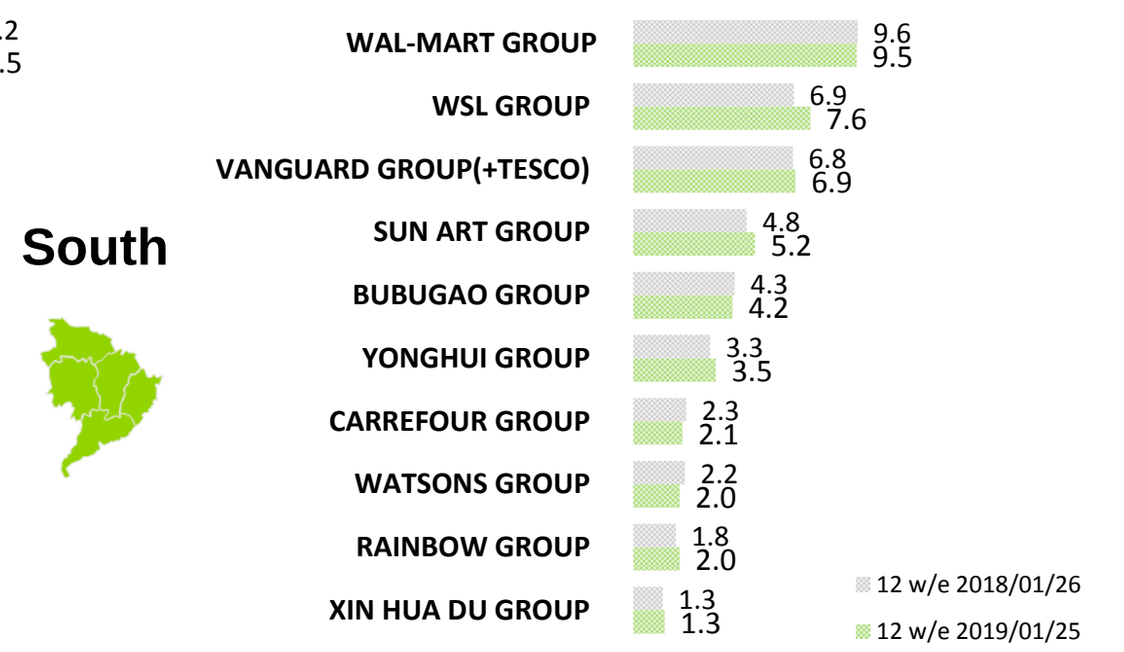
All top 5 retailers enjoyed a bigger shopping basket during the period running up to Chinese New Year

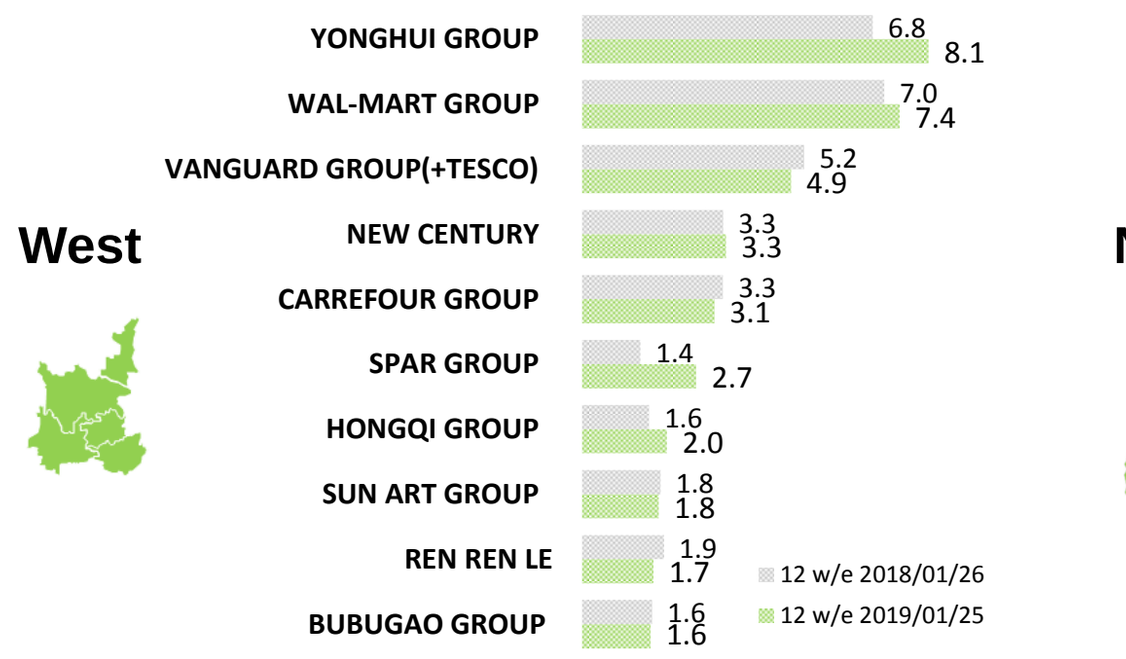
Yonghui outshone competitors with stronger shopper traction, higher frequency and bigger shopping basket.

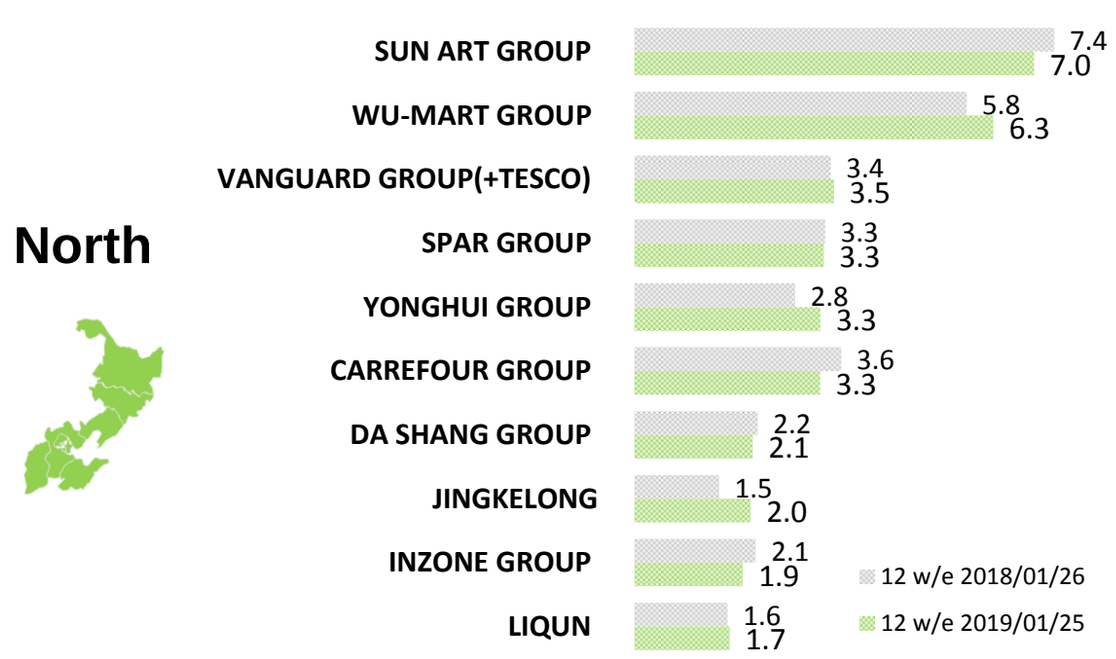
12 week share tracking of top 10 retail groups in four regions

Spar share almost doubled in the West due to stronger performance in Yunnan and Sichuan









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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