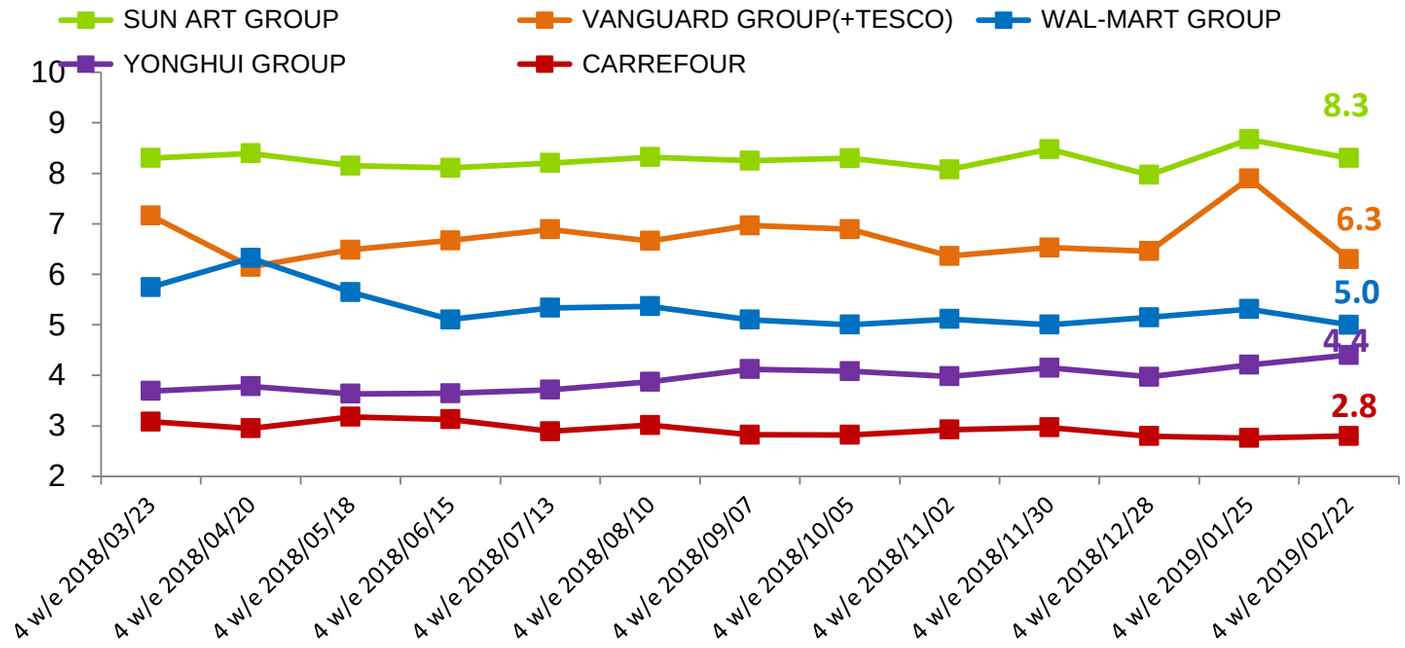
March. 2019 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



Sun Art Group maintained a high level of share while Yonghui kept a steady growth momentum during the CNY period.

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

12 w/e P2 2019 vs 12w/e P2 2018: Penetration vs Trip Spend vs Frequency – National China D+

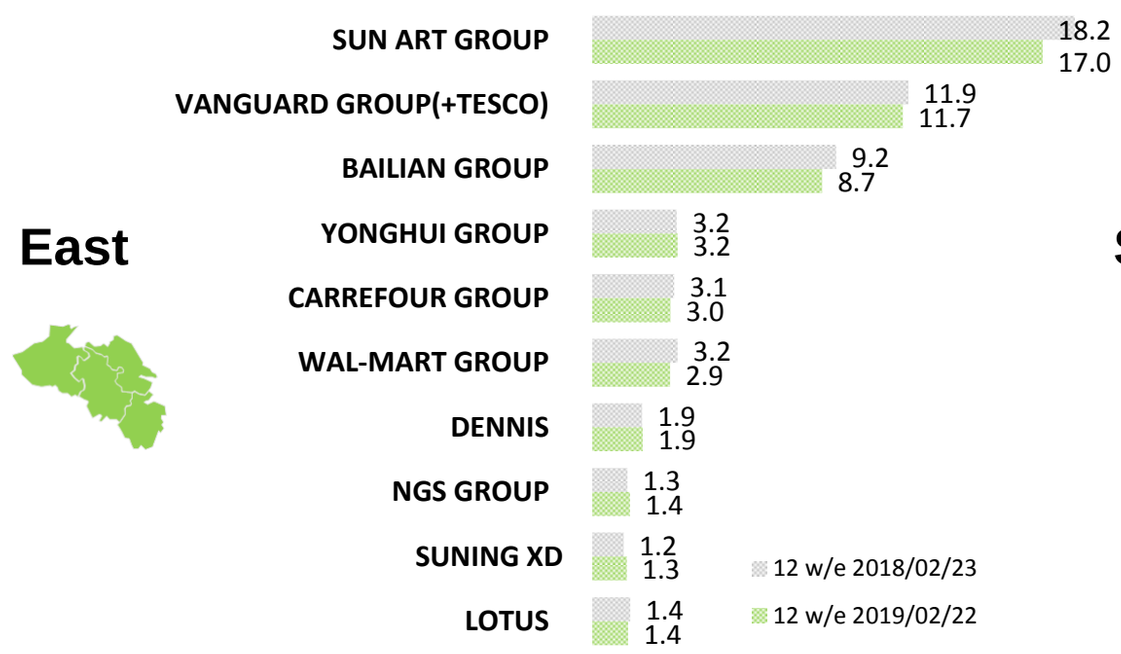
	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	17.3%	-5.9%	105.7 RMB	+2.1%	4.1 trips	-0.5%
Vanguard 华润万家 / 乐购	13.8%	-3.3%	104.4 RMB	+5.3%	4.2 trips	-3.1%
Walmart 中国	12.5%	-4.6%	109.2 RMB	+8.6%	3.4 trips	-17.4%
永辉超市 YONGHUI SUPERSTORES	10.5%	+4.4%	89.2 RMB	+3.0%	4.0 trips	+1.4%
Carrefour	7.5%	-11.2%	107.5 RMB	+6.9%	3.1 trips	-1.0%

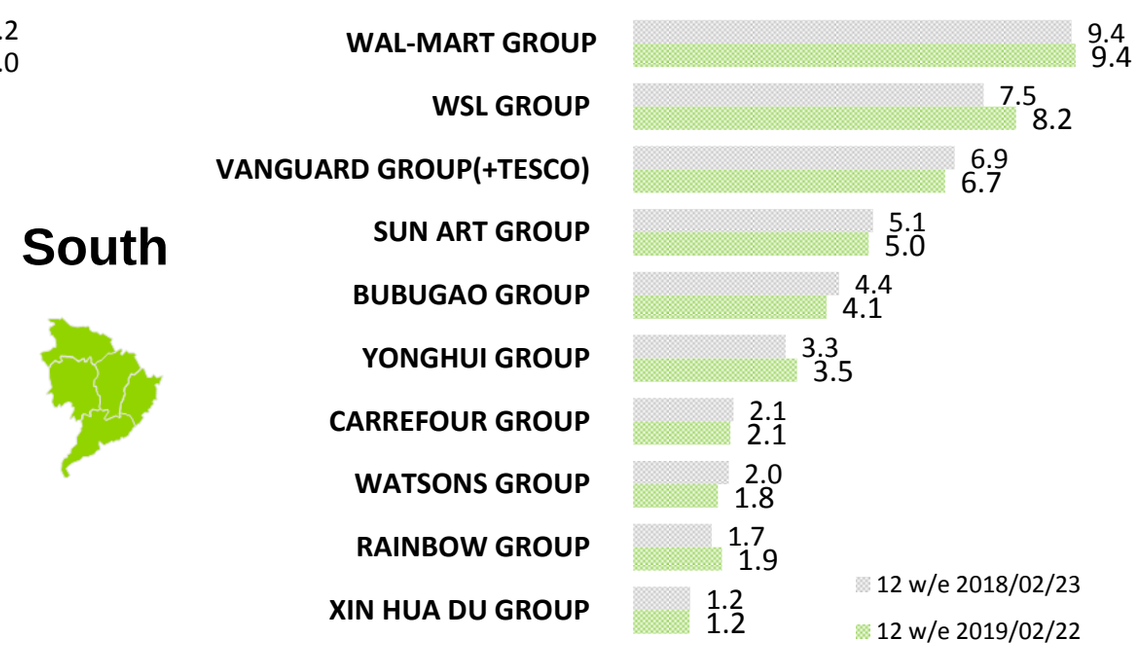
All top 5 retailers enjoyed a bigger shopping basket during the CNY period.

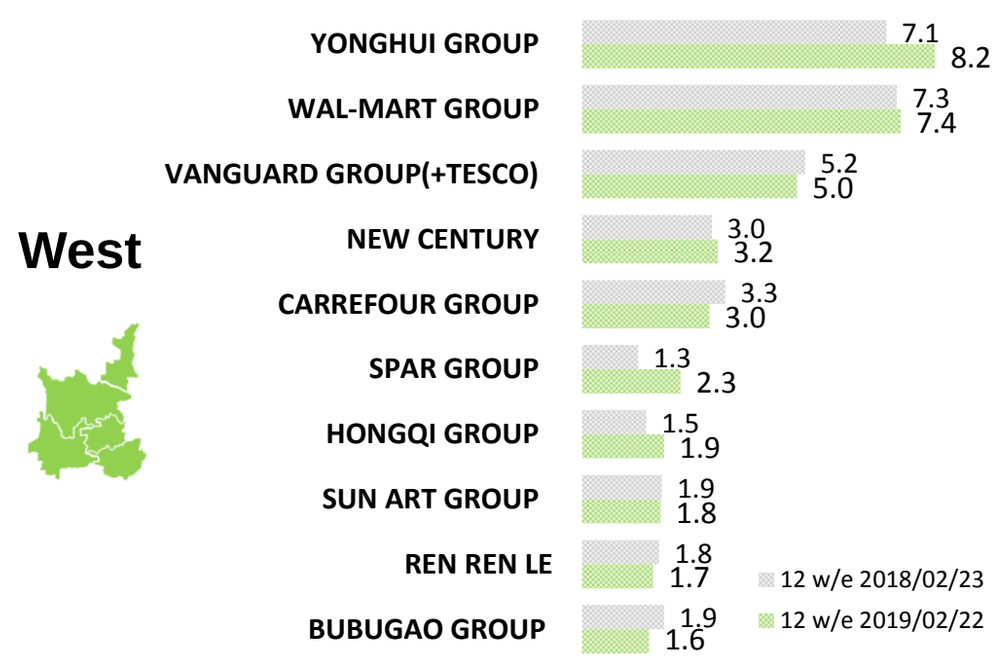
Yonghui kept a stellar performance; One in ten China urban households have shopped in its store in last 12 weeks.

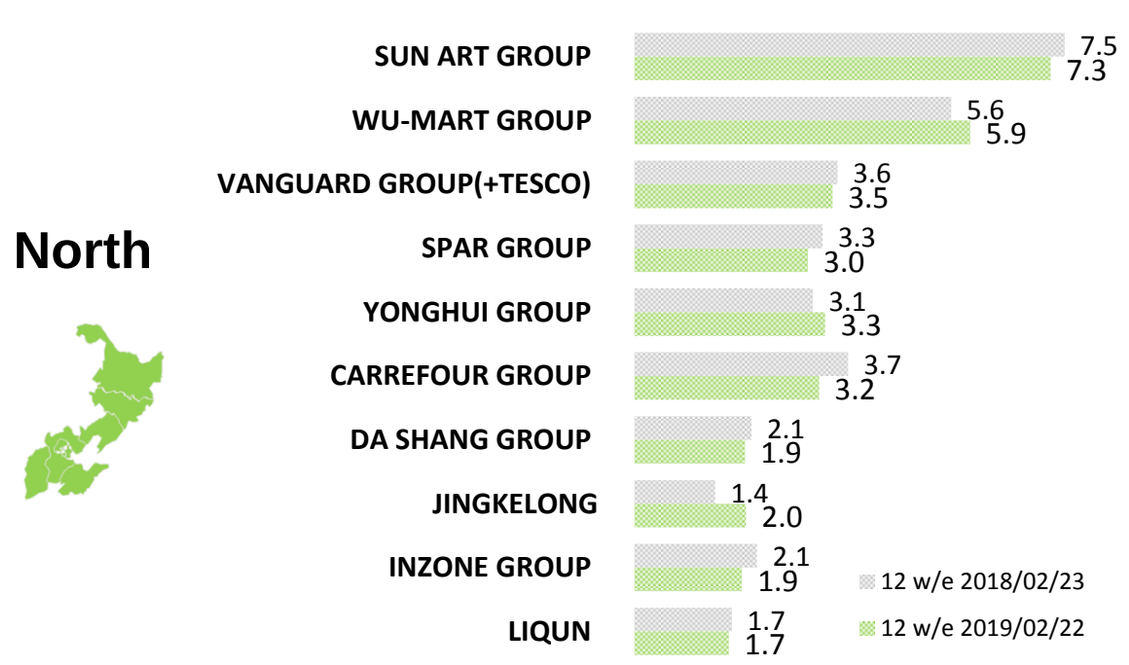
12 week share tracking of top 10 retail groups in four regions

Wu-Mart is further narrowing the gap with No. 1 retailer - Sun Art Group in 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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