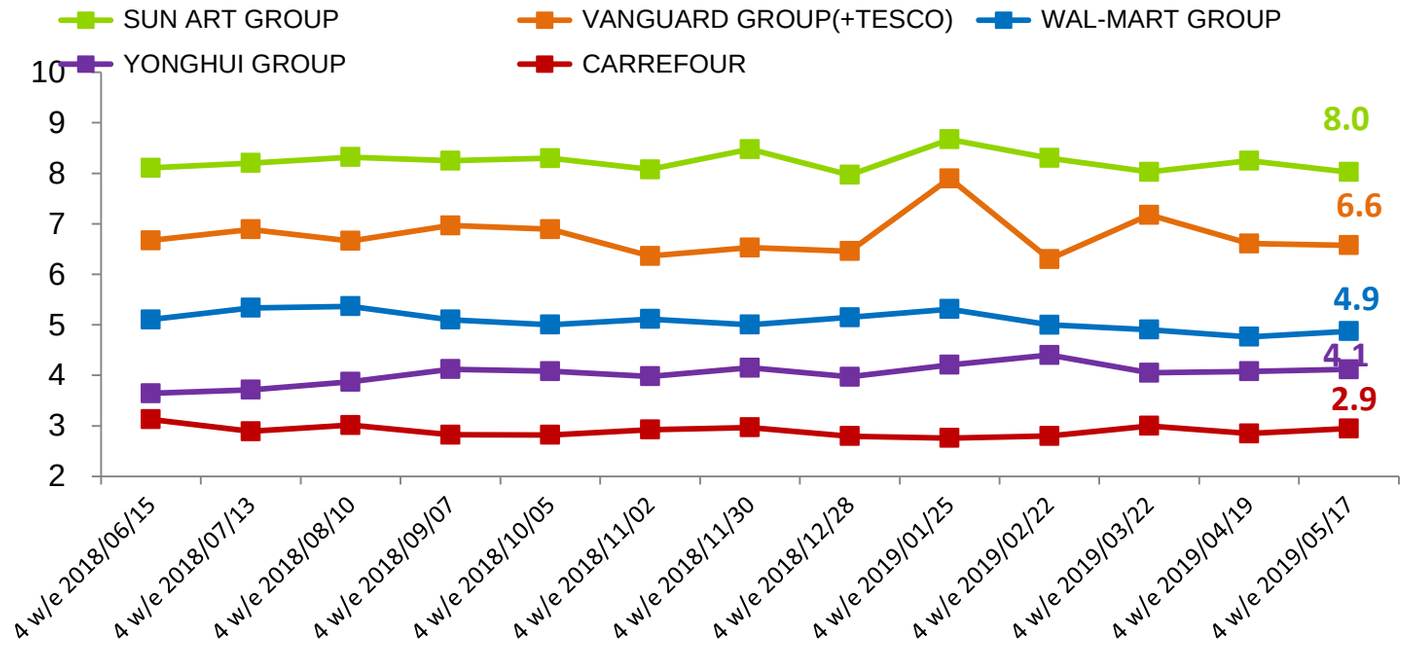
May. 2019 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



Walmart, Yonghui and Carrefour showed a slight pick up in May while SUN ART Group declined again.

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

12 w/e P5 2019 vs 12w/e P5 2018: Penetration vs Trip Spend vs Frequency – National China D+

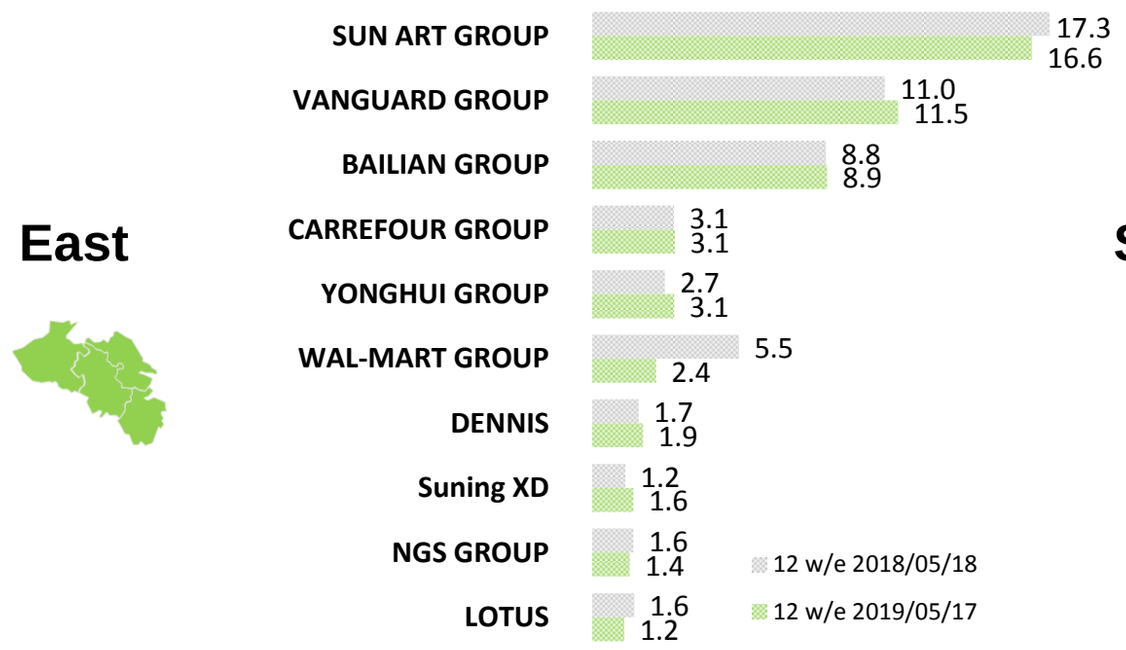
	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	16.5%	-3.0%	94.0 RMB	-2.5%	4.2 trips	-0.1%
Vanguard 华润万家 / 乐购	13.3%	-2.2%	95.2 RMB	+2.5%	4.4 trips	-1.1%
Walmart 中国	11.9%	-8.4%	97.1 RMB	-11.5%	3.4 trips	-2.0%
永辉超市 YONGHUI SUPERSTORES	10.0%	+6.6%	78.7 RMB	-0.3%	4.2 trips	0.3%
Carrefour	7.0%	-11.0%	102.4 RMB	+1.6%	3.3 trips	1.6%

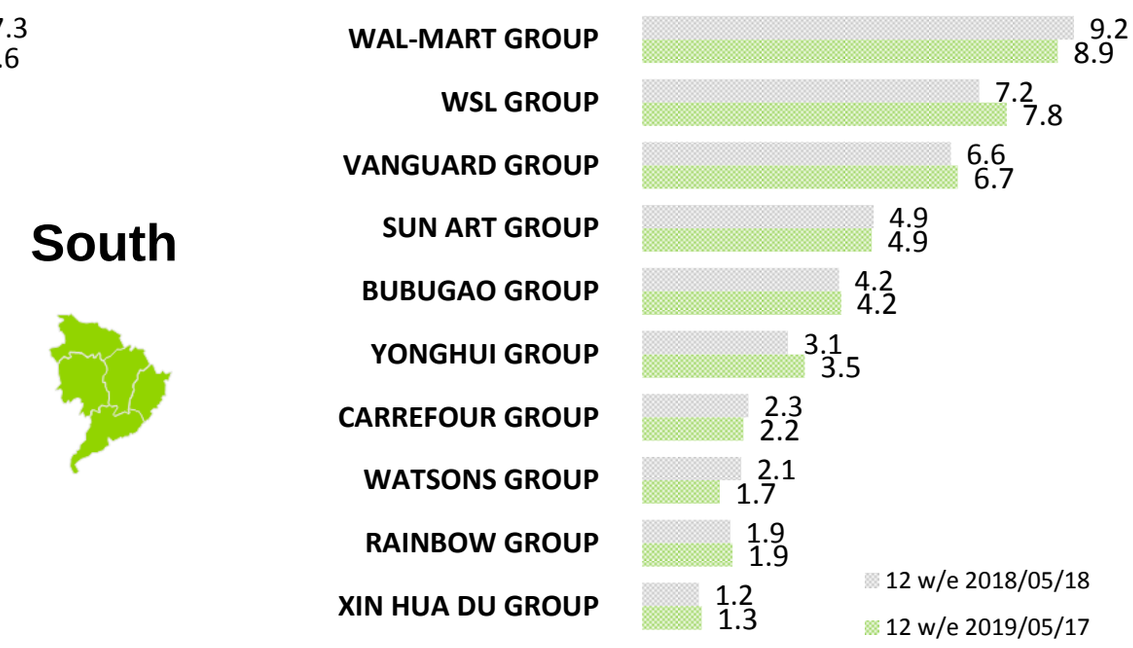
Younghui consolidated its position and challenged to Walmart's place through accelerating new shoppers recruitment.

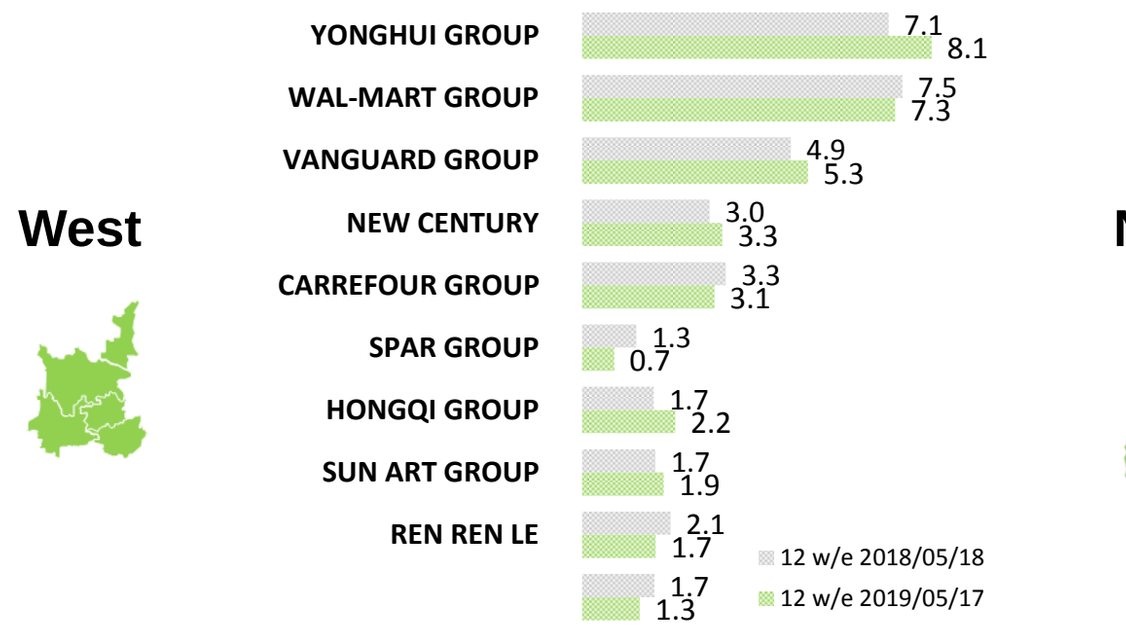
Vanguard group recovered through driving higher basket size

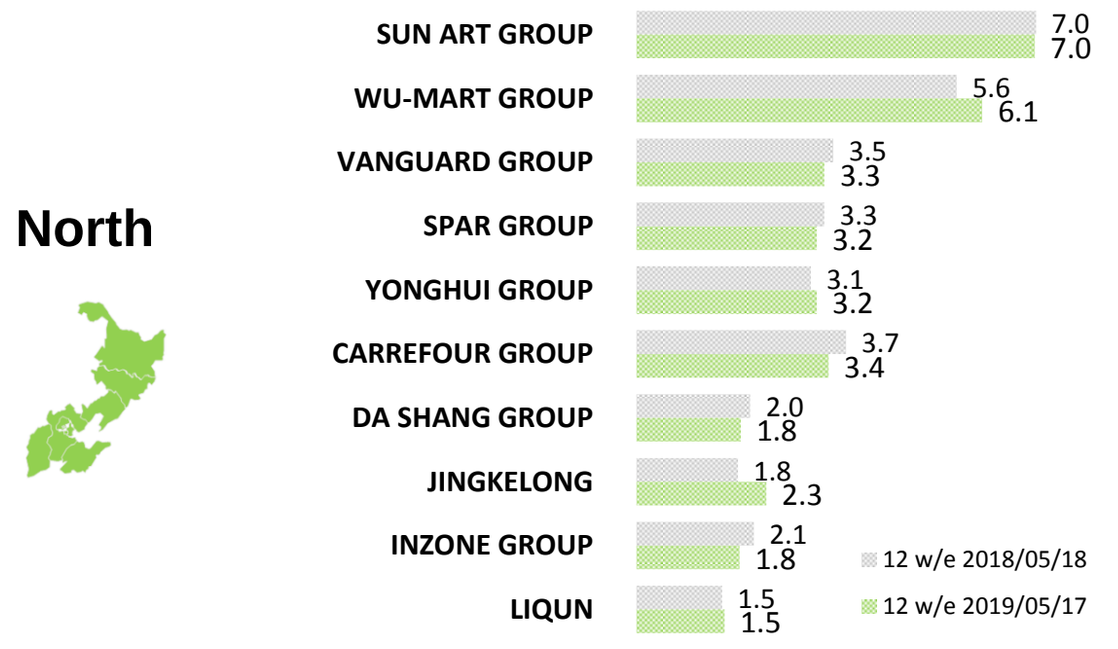
12 week share tracking of top 10 retail groups in four regions

Vanguard Group start to gain share in East, South and West 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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