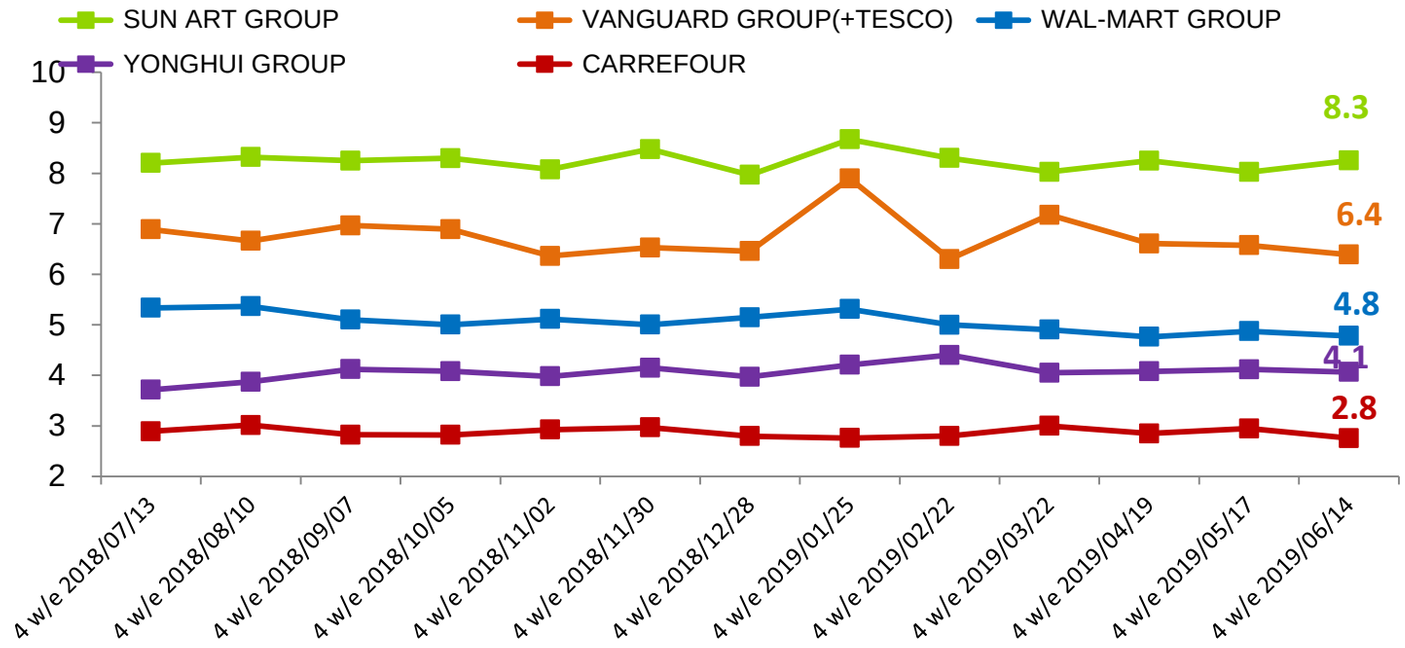
June. 2019 | Retail Snapshot

4 weeks share tracking of top 5 retail groups

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



SUNART Group improved share and Younghui kept flat while other top retailers lost shared in June.

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

12 w/e P6 2019 vs 12w/e P6 2018: Penetration vs Trip Spend vs Frequency – National China D+

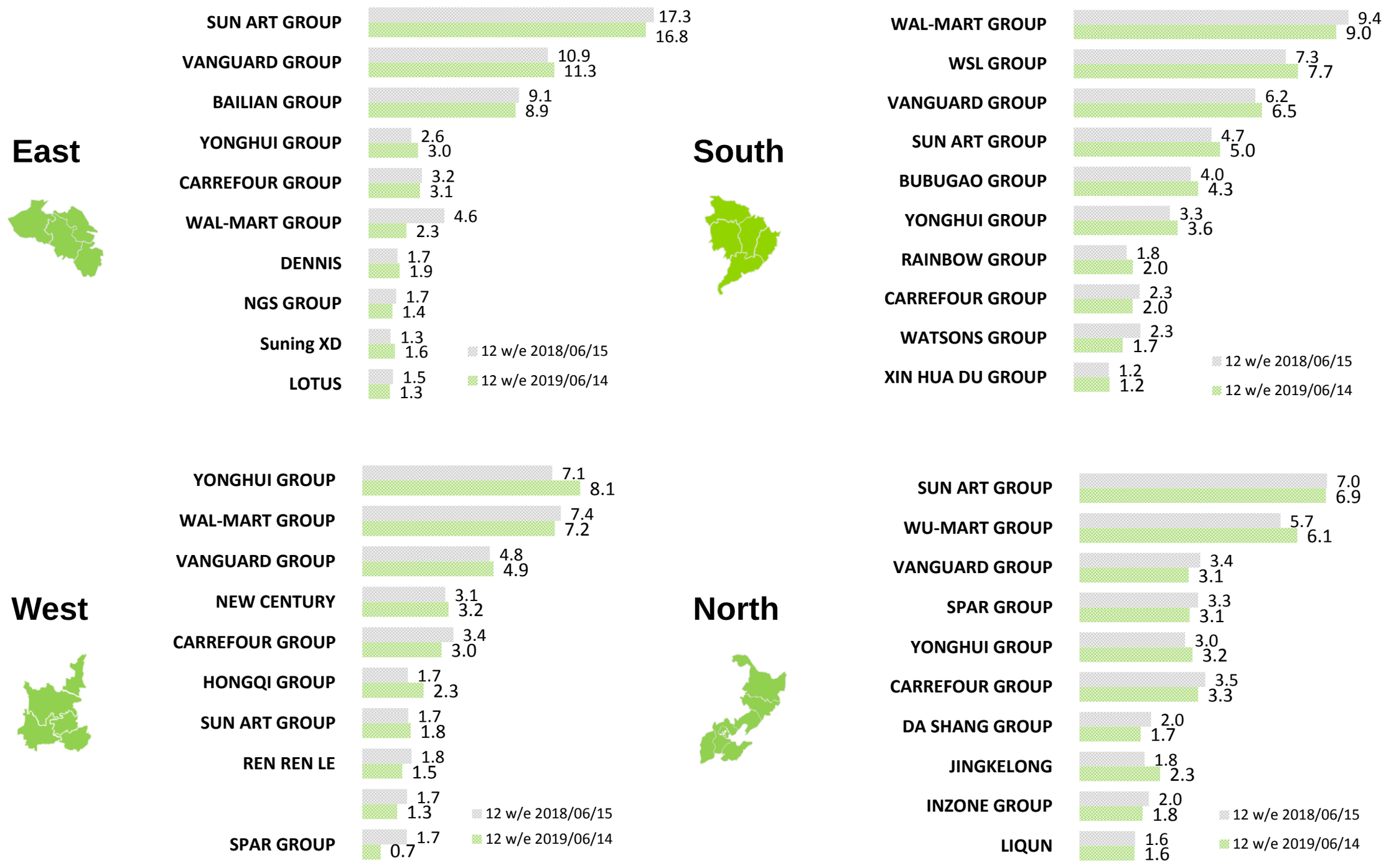
	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	16.5%	-2.4%	94.1 RMB	+0.6%	4.3 trips	+1.3%
Vanguard 华润万家 / 乐购	12.8%	-3.8%	94.7 RMB	+6.3%	4.4 trips	-0.8%
Walmart 中国	11.8%	-8.3%	96.9 RMB	-5.8%	3.4 trips	-2.1%
永辉超市 YONGHUI SUPERSTORES	10.0%	+7.2%	79.0 RMB	+3.0%	4.2 trips	+0.4%
Carrefour	6.9%	-11.5%	101.7 RMB	+2.1%	3.3 trips	+2.4%

SUNART is yet to recover its shopper loss though its basket value and shopper frequency remain healthy

Walmart and Carrefour are still facing severe challenge in shopper retention.

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

SUNART Group started to recover in South and West Regions. Yonghui continued to consolidate its leadership in the West. Wu-mart further narrowed its gap with SUN ART 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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