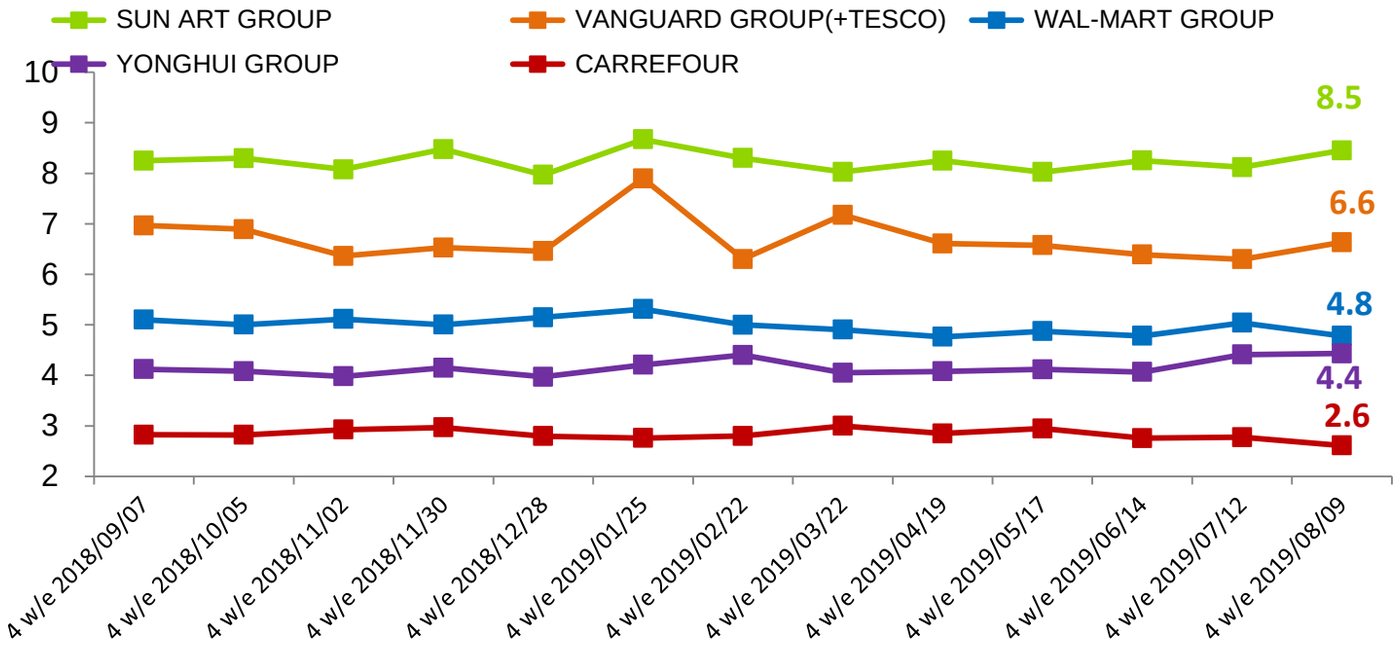
August. 2019 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



SUN ART and Vanguard Group improved share in July. Yonghui continued its share growth and narrowed the gap with Walmart.

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

12 w/e P8 2019 vs 12w/e P8 2018: Penetration vs Trip Spend vs Frequency – National China D+

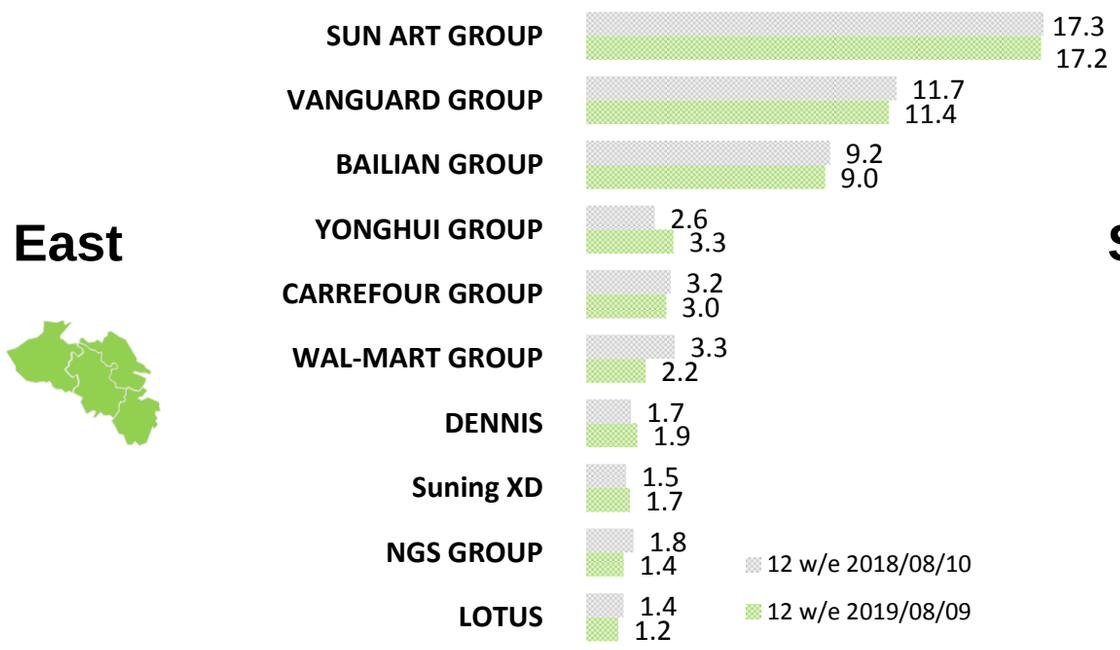
	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	16.5%	-3.9%	93.9 RMB	+1.8%	4.3 trips	+2.8%
Vanguard 华润万家 / 乐购	12.5%	-8.6%	93.9 RMB	+3.2%	4.4 trips	+1.1%
Walmart 中国	11.6%	-7.8%	97.0 RMB	-0.1%	3.5 trips	+0.1%
永辉超市 YONGHUI SUPERSTORES	10.1%	+6.2%	80.7 RMB	+6.7%	4.2 trips	+1.3%
Carrefour	6.7%	-13.9%	100.1 RMB	+3.0%	3.3 trips	+1.4%

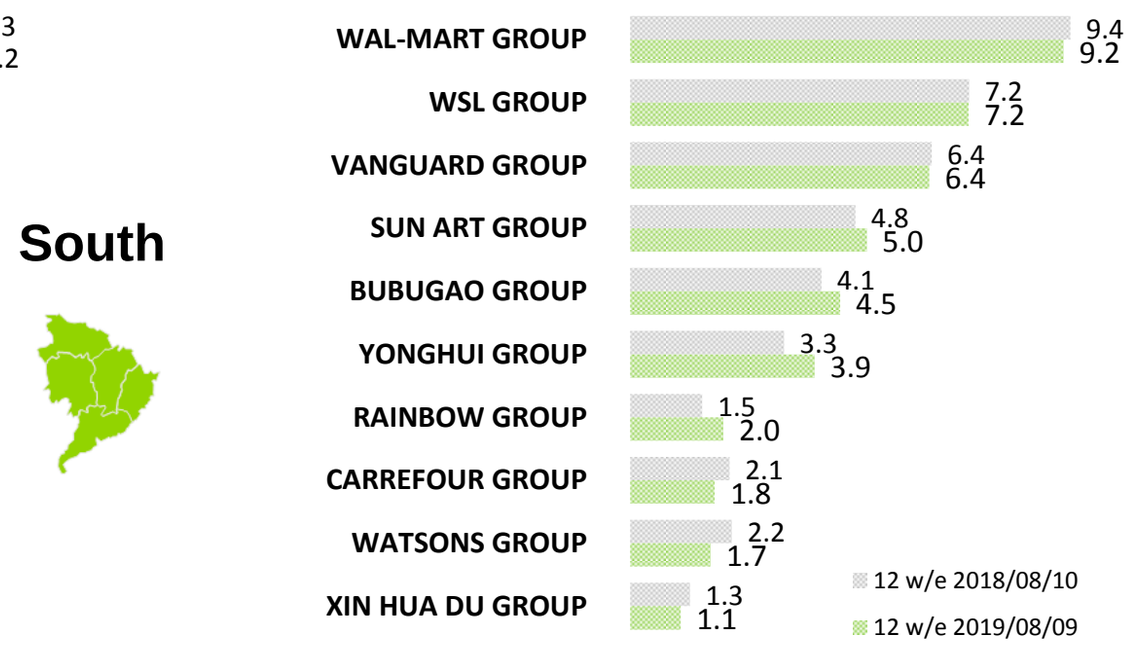
RT-Mart's effort in new retail transformation has started to pay off, demonstrated by improved frequency and basket value.

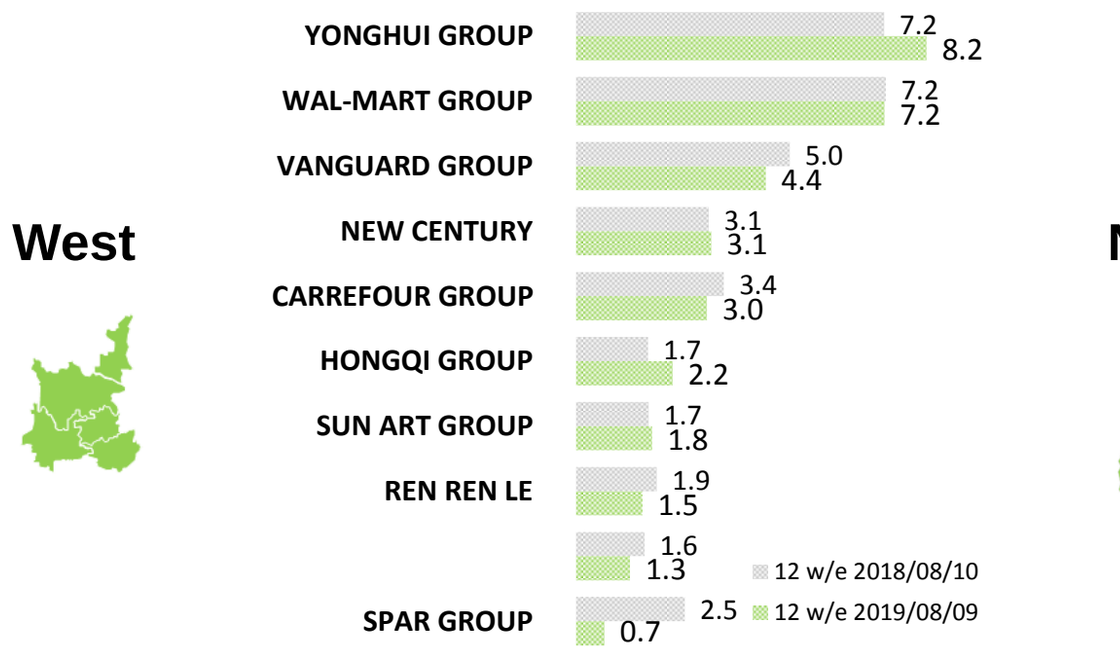
Yonghui sustained healthy growth momentum by growing shopper base and driving frequency.

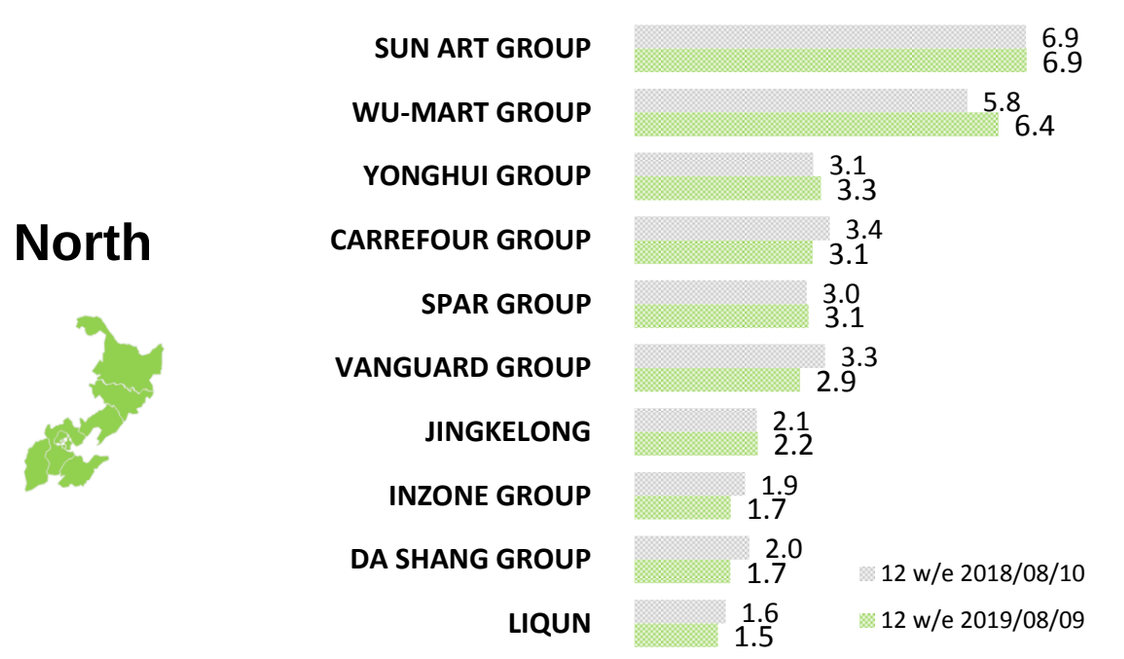
12 week share tracking of top 10 retail groups in four regions

Yonghui advanced in all four regions. Sun-Art Group and Bubugao caught up noticeably in South Region.









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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