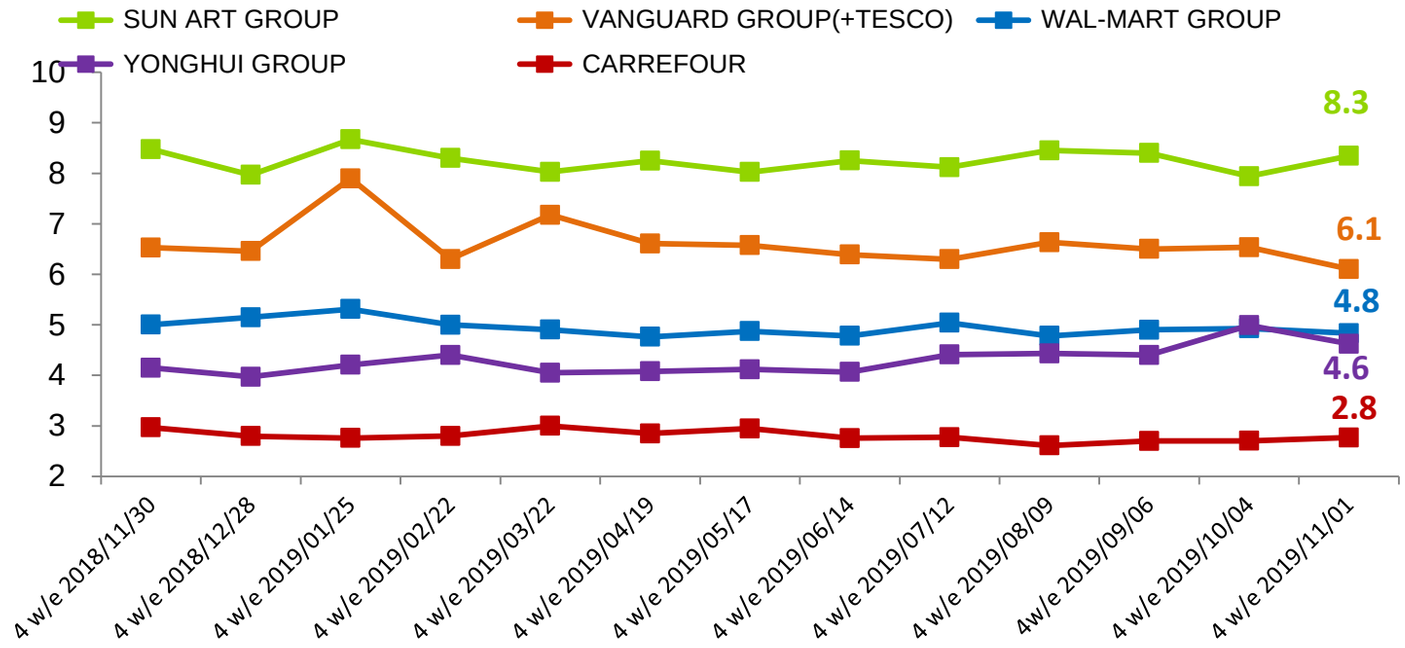
November. 2019 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



SUNART Group made a noticeable improvement in October, while Vanguard Group and Yonghui Group's performed not as well as last period.

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

12 w/e P11 2019 vs 12w/e P11 2018: Penetration vs Trip Spend vs Frequency – National China D+

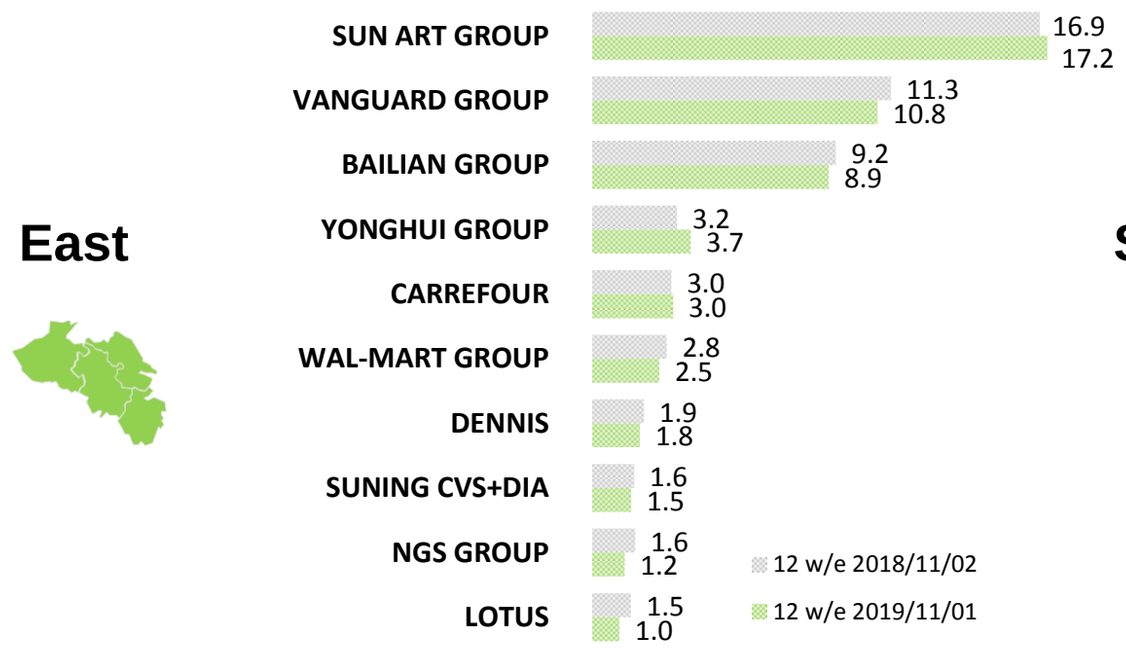
	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	16.4%	-4.4%	99.2 RMB	+4.1%	4.2 trips	-0.5%
Vanguard 华润万家 / 乐购	12.7%	-9.8%	95.0 RMB	+4.8%	4.4 trips	-0.7%
Walmart 中国	11.5%	-7.9%	98.5 RMB	+0.8%	3.5 trips	+2.3%
永辉超市 YONGHUI SUPERSTORES	10.9%	+5.2%	83.7 RMB	+6.8%	4.2 trips	+1.5%
Carrefour	6.7%	-11.9%	106.4 RMB	+7.9%	3.2 trips	-0.4%

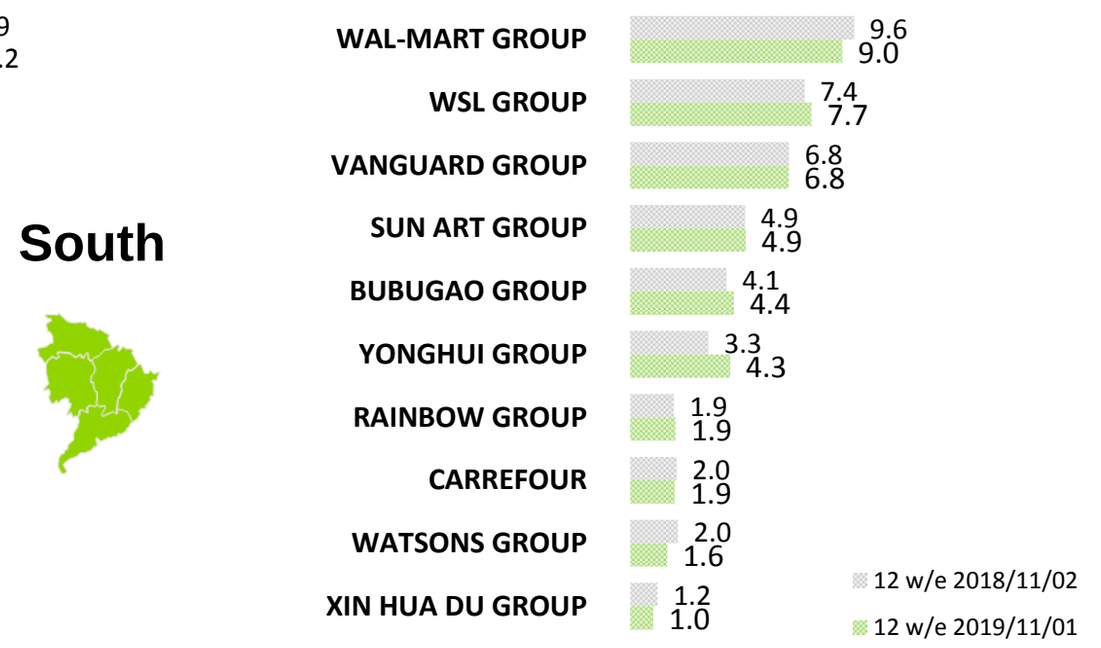
Yonghui sustained healthy growth momentum by growing shopper base and driving frequency.

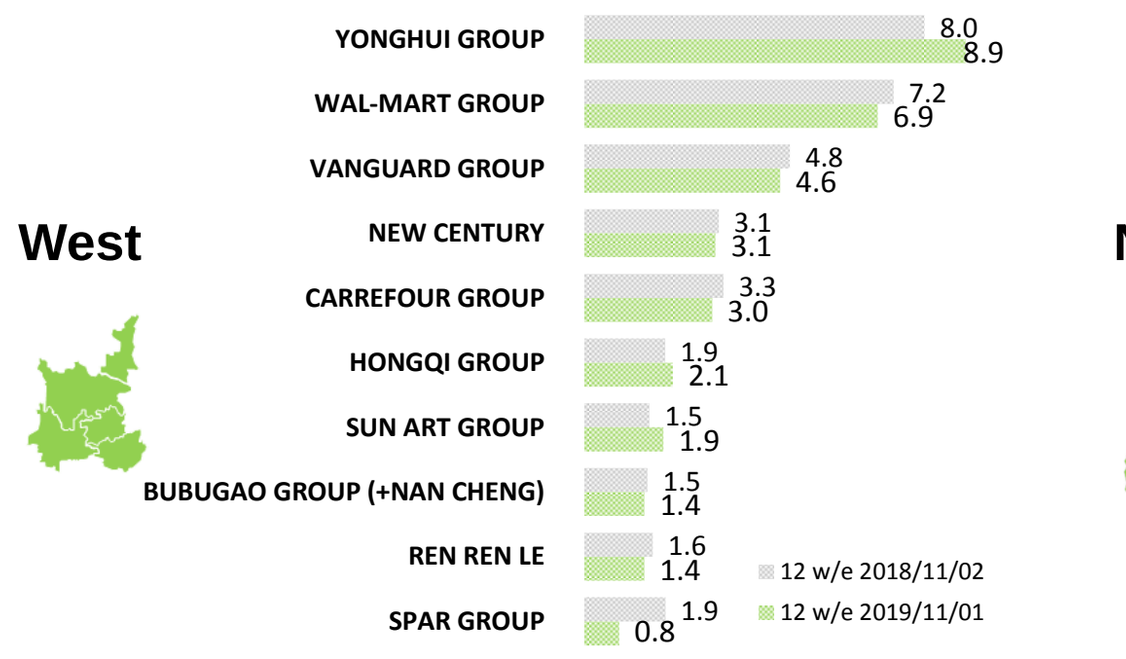
Walmart and Carrefour saw their penetration drop slow down.

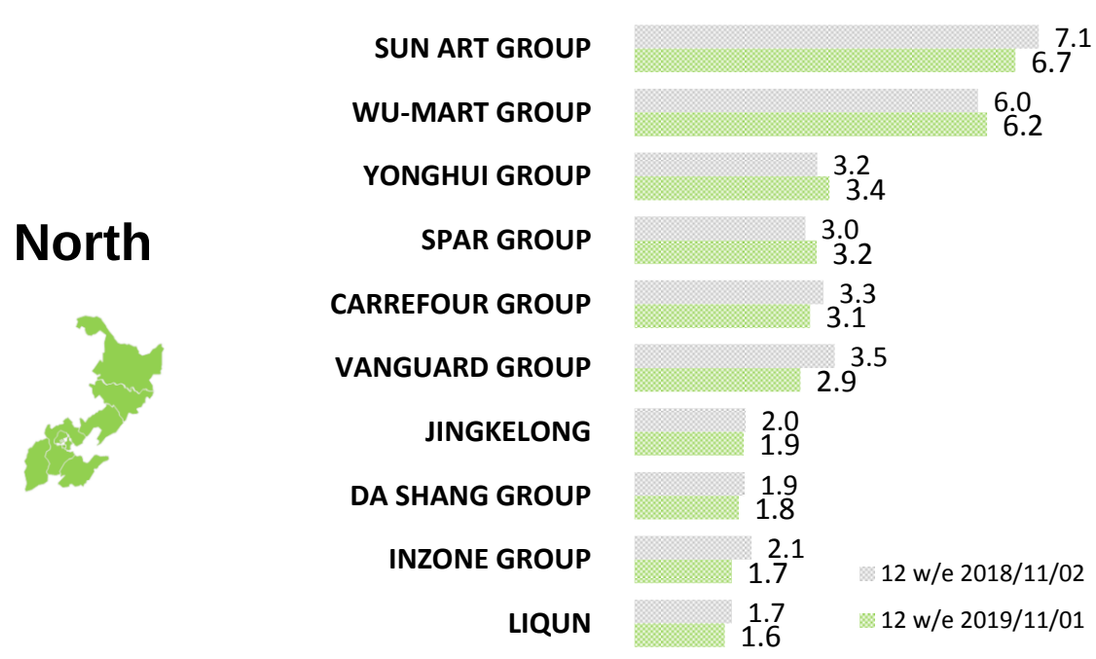
12 week share tracking of top 10 retail groups in four regions

Yonghui kept expanding nationally. Sun Art Group improved share in East 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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