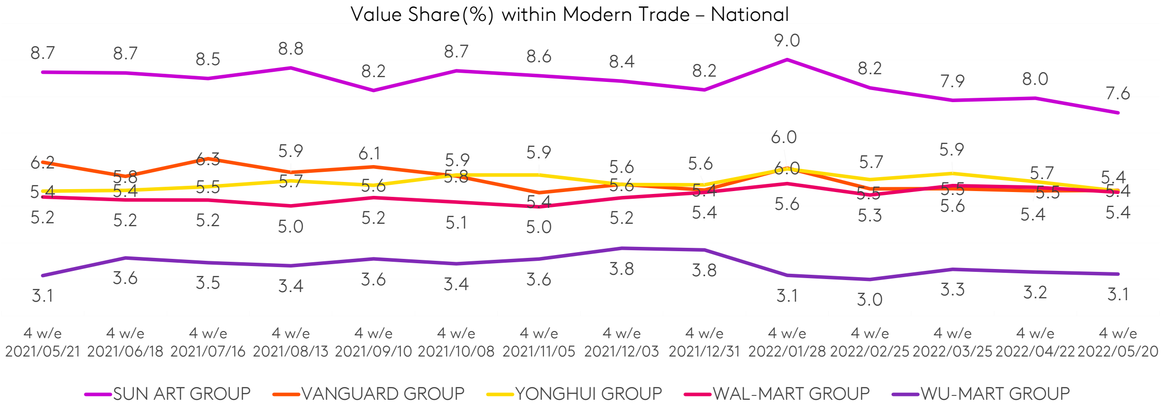
Retail Snapshot
P5 | 2022

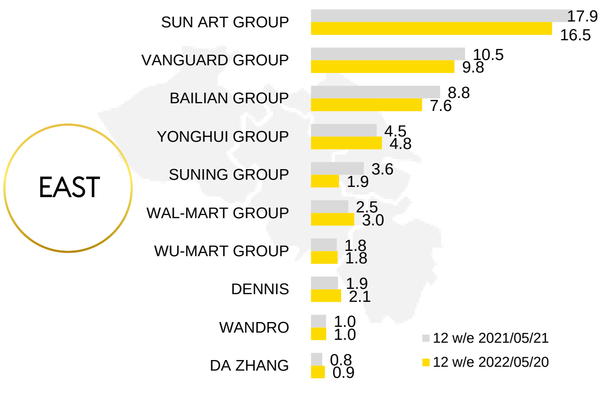
4 week share tracking of top 5 retail groups

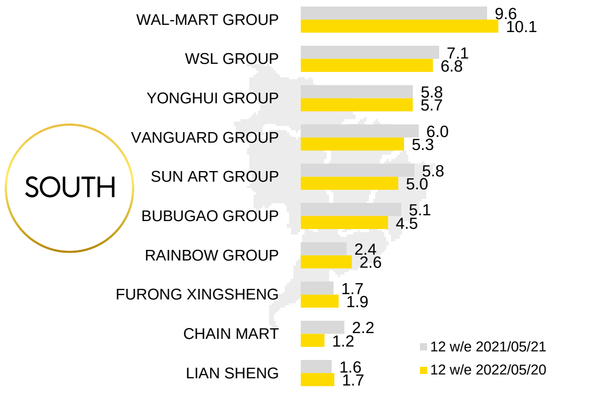


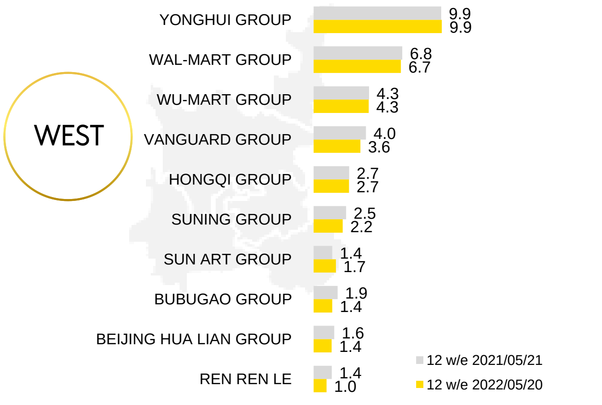
12 week KPI performance vs. last year for top 5 groups

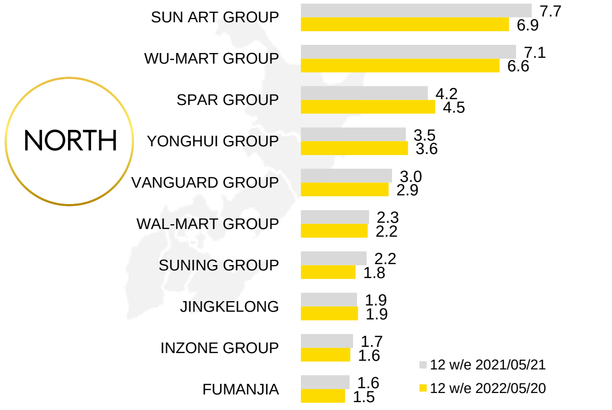
	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	14.8%	-1.5pt	103.0	-1.0%	4.2	-2.2%	121.2	-8.0%
VANGUARD GROUP	10.0%	-1.7pt	110.5	7.5%	4.0	-3.9%	78.8	-14.6%
YONGHUI GROUP	12.0%	0.1pt	93.0	0.8%	4.1	-0.5%	97.5	3.8%
WAL-MART GROUP	10.2%	-0.6pt	128.9	10.6%	3.4	-0.8%	68.1	-2.5%
WU-MART GROUP	5.1%	-0.5pt	103.0	6.0%	5.0	-1.5%	49.7	-6.3%

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









NOTE: **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 ; **SUNING Group** includes SUNING CVS, DIA, CARREFOUR , OK CVS; **WU-MART Group** includes Wu-mart, Metro, Chongbai , Chongkelongand New century ; **YONGHUI GROUP** includes Parknshop YH Bravo and Taste. **Kantar Worldpanel expanded fast moving consumption goods categories coverage from 2022.** Changes may lead to inconsistencies with previous year's data. New categories include flour, seaweed, Chinese noodle, sachima/baked bran, laundry sheet/tablets, nuts, vinegar, rice, dried vegie and fruit, Chinese sauce and water purifier filter. **SRP(Shopper Reach Point)**= Buyers * frequency.

KANTAR WORLDPANEL
A CTR SERVICE IN CHINA

Data Source: Kantar Worldpanel China - Based on FMCG Market Modern Trade (Hyper + Super + CVS)