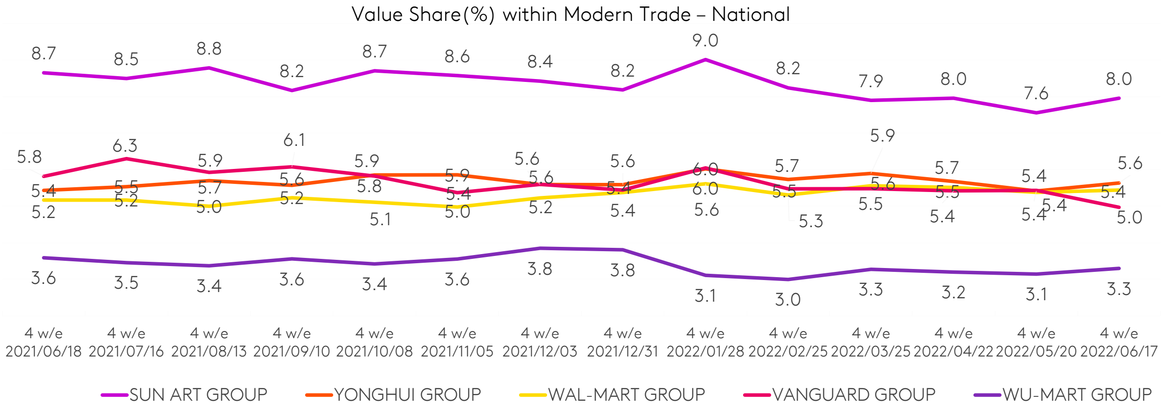
Retail Snapshot
P6 | 2022

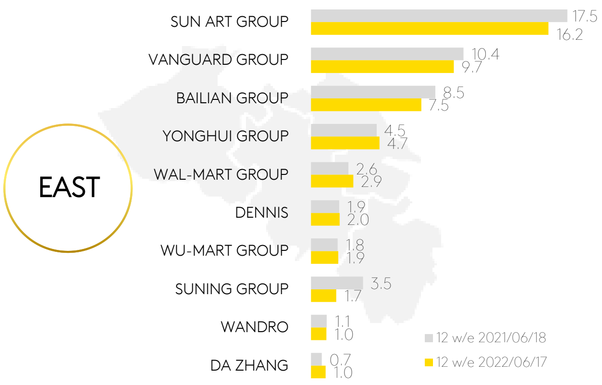
4 week share tracking of top 5 retail groups

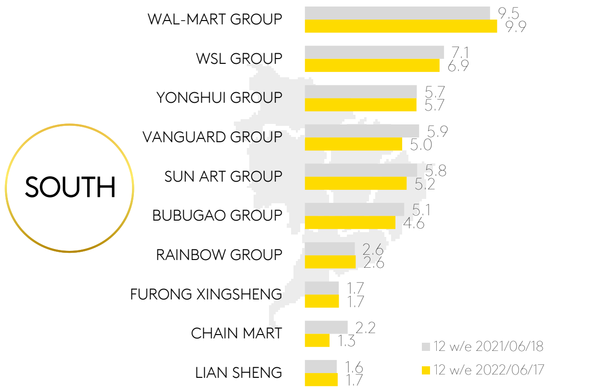


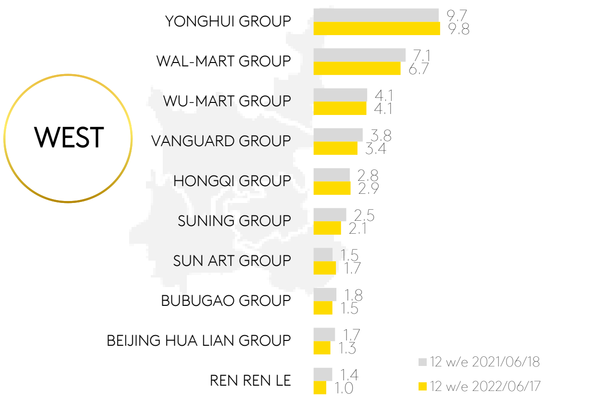
12 week KPI performance vs. last year for top 5 groups

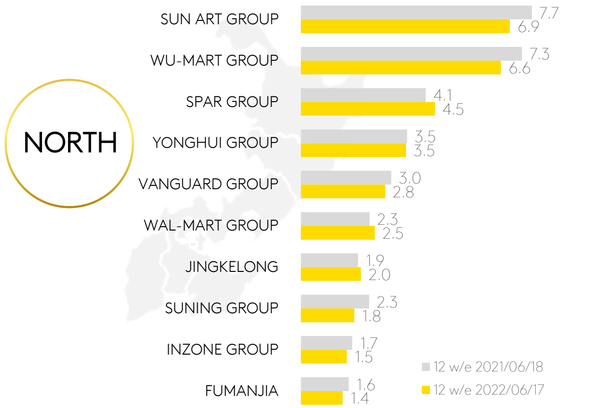
	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	14.6%	-1.4pt	102.7	1.0%	4.2	-3.0%	120.1	-8.6%
YONGHUI GROUP	11.8%	0.0pt	92.0	0.6%	4.1	-1.3%	95.5	2.5%
WAL-MART GROUP	10.1%	-0.4pt	127.8	10.1%	3.4	-3.3%	67.1	-3.8%
VANGUARD GROUP	9.7%	-1.6pt	109.4	7.1%	4.0	-4.9%	76.0	-15.1%
WU-MART GROUP	5.1%	-0.4pt	103.9	5.6%	4.9	-3.3%	48.7	-7.6%

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.