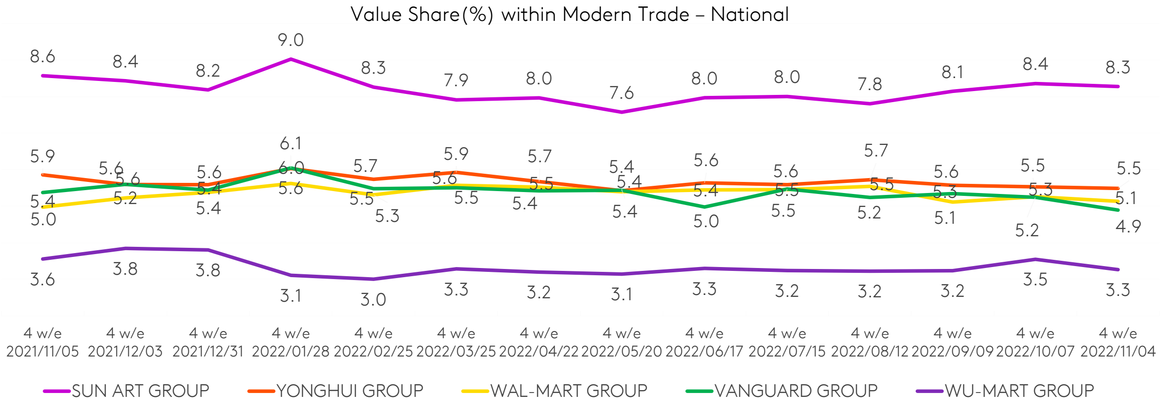
Retail Snapshot
P11 | 2022

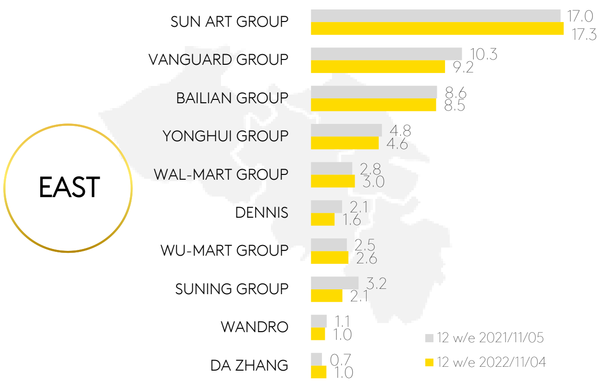
4 week share tracking of top 5 retail groups

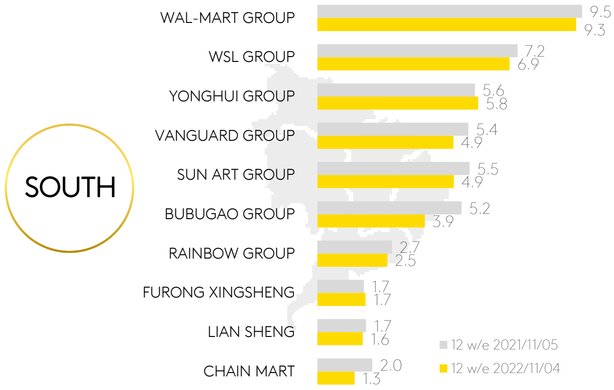


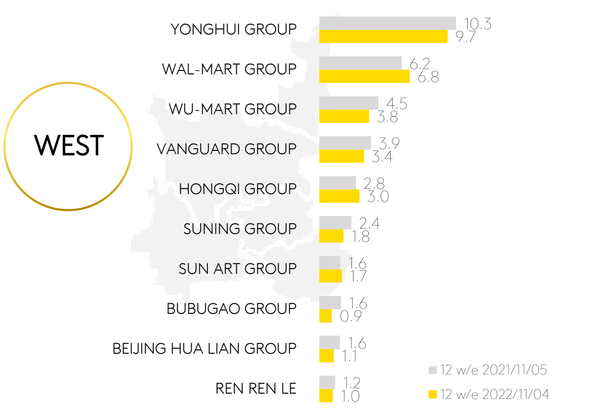
12 week KPI performance vs. last year for top 5 groups

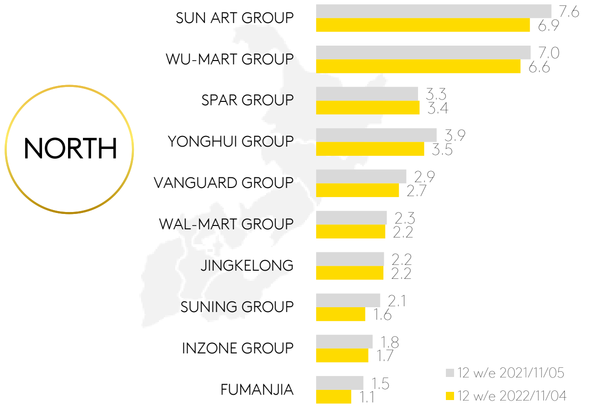
	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	14.8%	-1.1pt	109.1	4.5%	4.1	-4.1%	119.8	-7.5%
YONGHUI GROUP	11.7%	-0.3pt	96.1	0.3%	4.0	-6.1%	91.1	-5.1%
WAL-MART GROUP	9.8%	-0.5pt	127.4	7.0%	3.3	-5.0%	63.2	-6.0%
VANGUARD GROUP	9.8%	-1.1pt	113.2	5.7%	3.8	-9.6%	72.2	-16.7%
WU-MART GROUP	5.0%	-0.4pt	116.3	6.3%	4.7	-6.8%	45.6	-10.8 %

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.

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