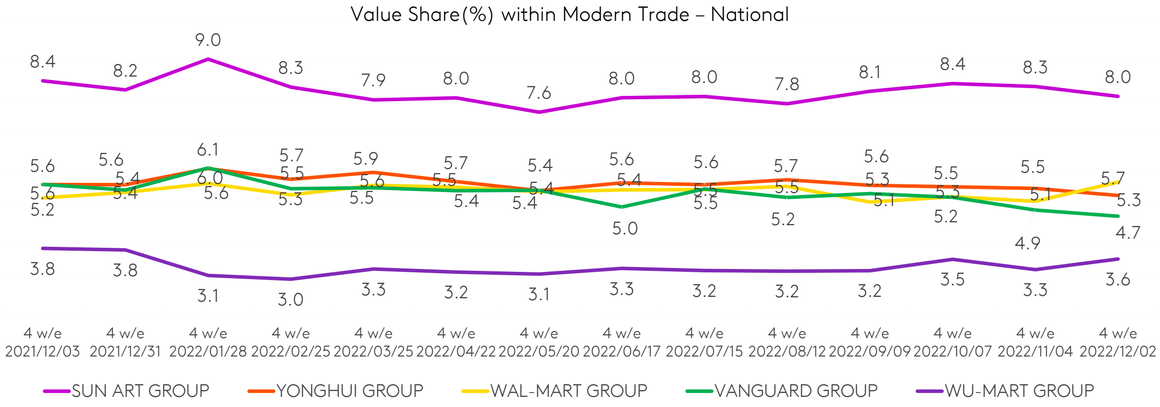
Retail Snapshot
P12 | 2022

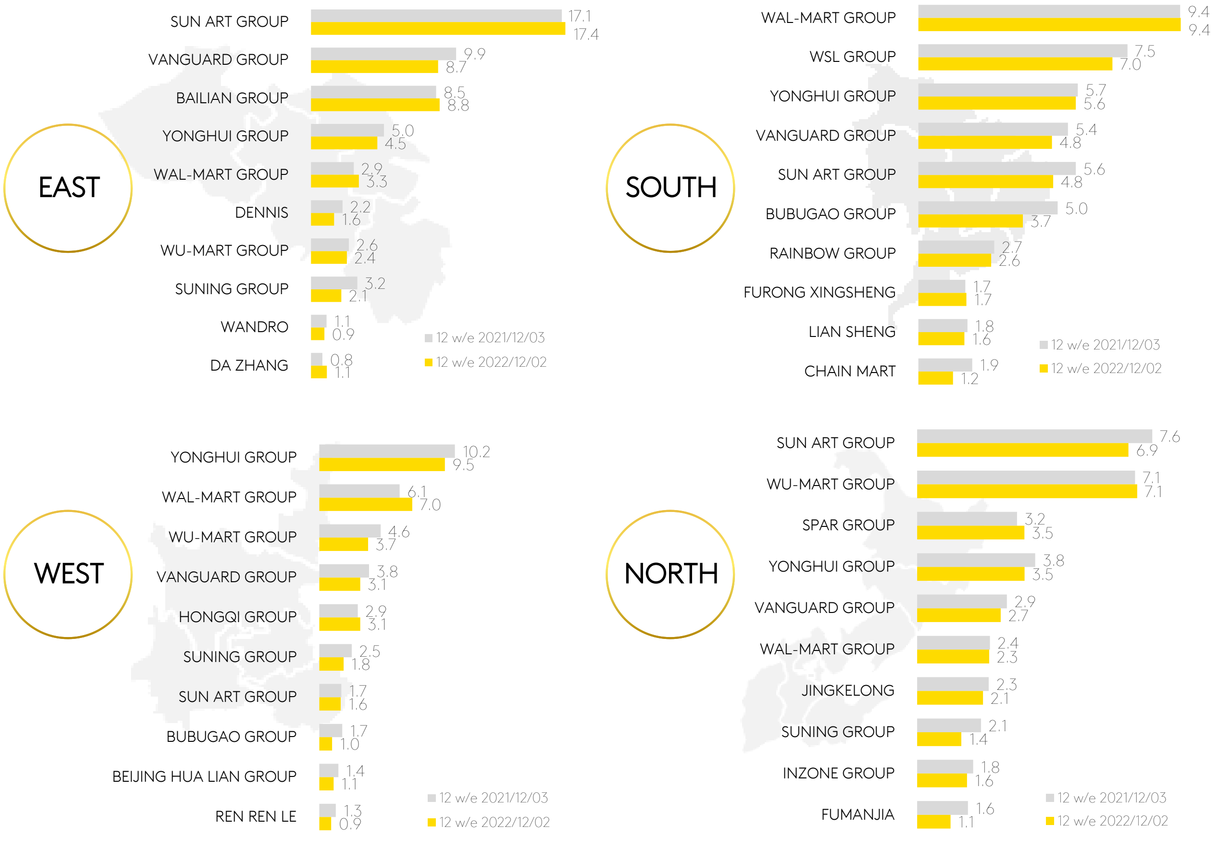
4 week share tracking of top 5 retail groups



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

	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	14.4%	-1.3pt	108.0	0.8%	4.1	-3.7%	116.8	-8.3%
YONGHUI GROUP	11.4%	-0.6pt	97.1	-0.3%	3.8	-7.7%	85.9	-8.9%
WAL-MART GROUP	9.7%	-0.5pt	130.3	7.4%	3.3	-4.1%	62.9	-5.9%
VANGUARD GROUP	9.3%	-1.2pt	110.6	1.1%	3.8	-7.9%	68.8	-15.6%
WU-MART GROUP	4.9%	-0.4pt	116.5	3.6%	4.7	-5.9%	45.5	-10.7 %

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.

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