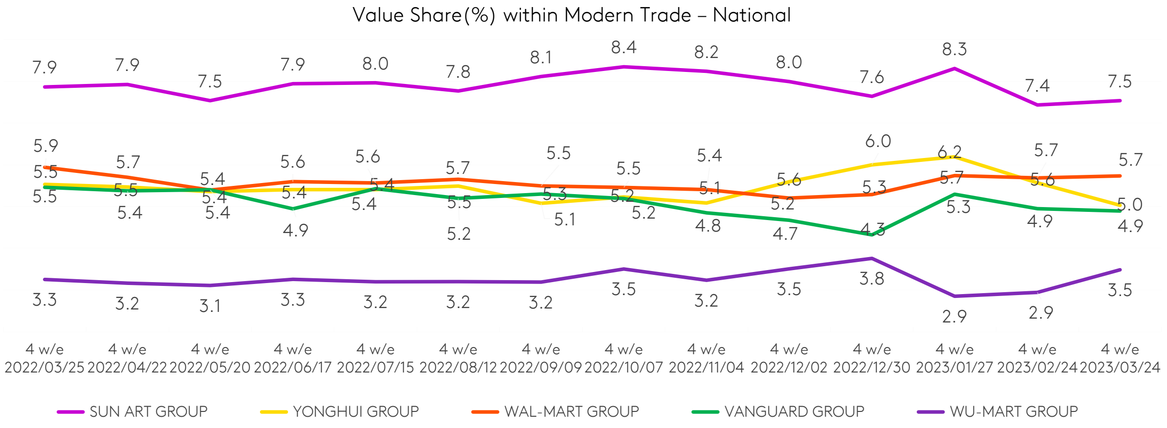
Retail Snapshot
P3 | 2023

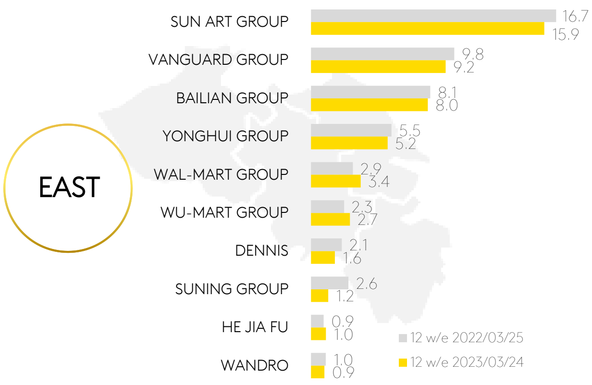
4 week share tracking of top 5 retail groups

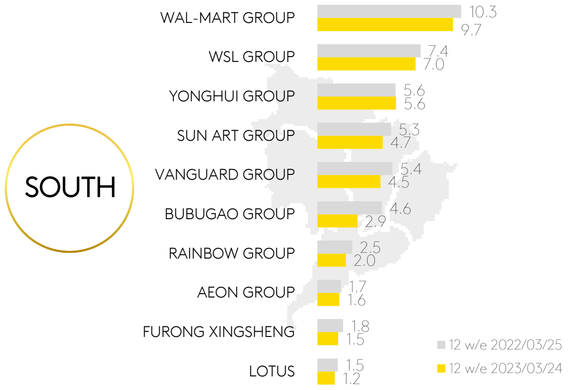


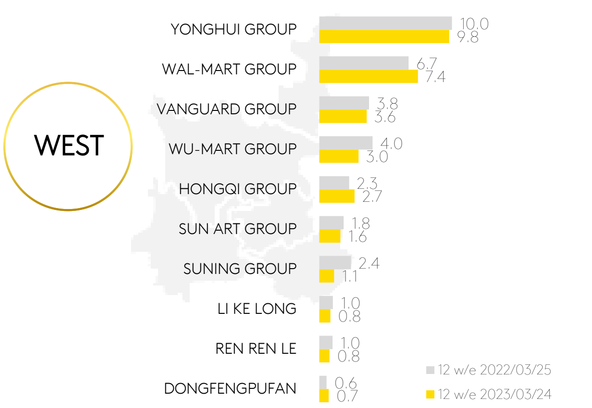
12 week KPI performance vs. last year for top 5 groups

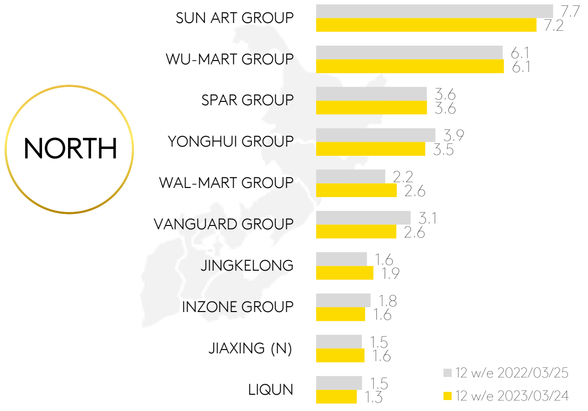
	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	14.6%	-1.5pt	104.7	0.1%	3.9	-4.5%	116.1	-11.2%
YONGHUI GROUP	12.0%	-1.0pt	95.9	0.5%	3.7	-7.2%	90.5	-12.0%
WAL-MART GROUP	10.9%	-0.1pt	130.3	7.9%	3.1	-5.2%	69.1	-3.1%
VANGUARD GROUP	9.7%	-1.3pt	105.0	-2.3%	3.6	-5.4%	71.3	-14.2%
WU-MART GROUP	4.8%	-0.6pt	115.8	2.9%	4.2	-8.4%	41.0	-15.8%

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.