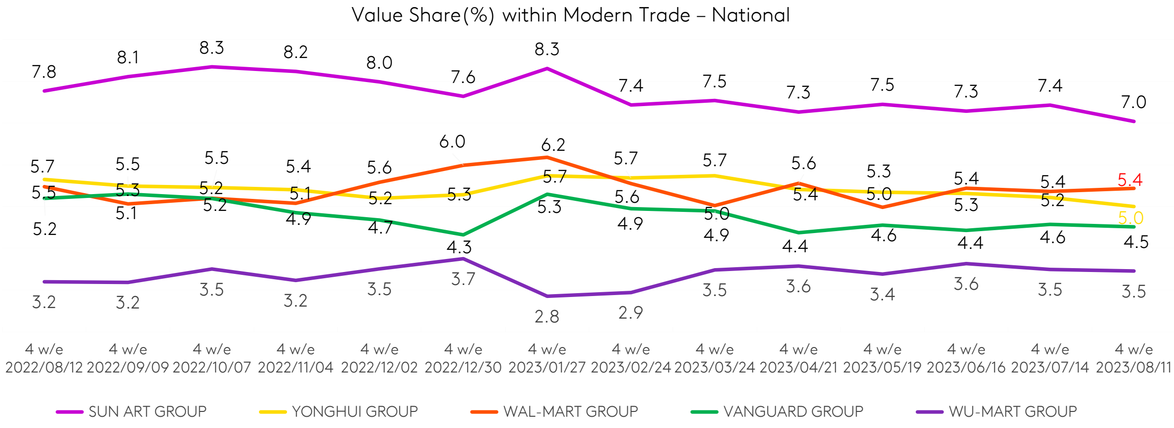
Retail Snapshot

P8 | 2023

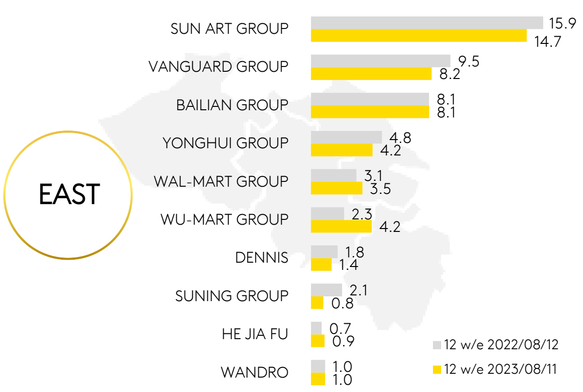
4 week share tracking of top 5 retail groups

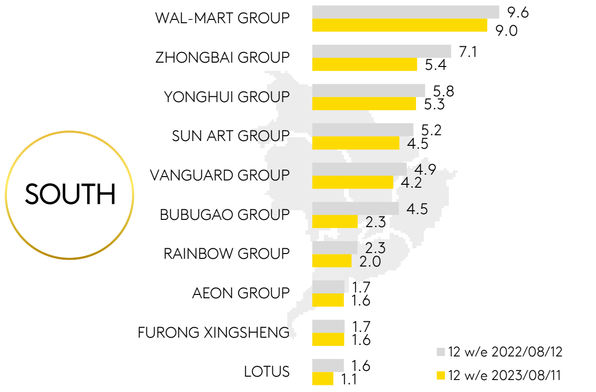


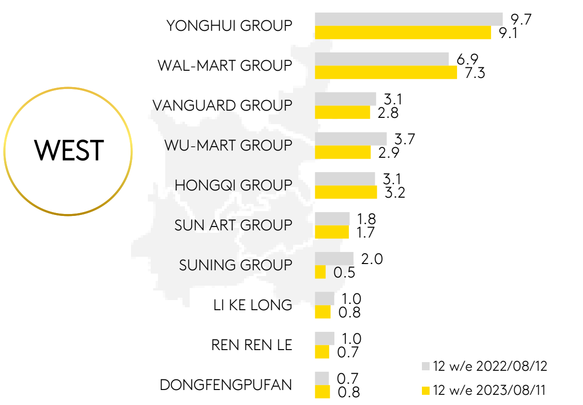
12 week KPI performance vs. last year for top 5 groups

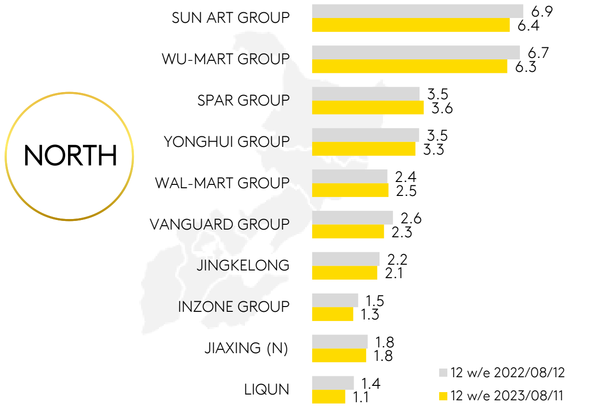
	Penetration		Spend per trip (RMB)		Frequency		SRP (million)	
SUN ART GROUP	13.6%	-1.4pt	101.8	2.0%	4.1	-3.8%	111.9	-10.2%
YONGHUI GROUP	11.2%	-0.8pt	94.0	2.5%	3.8	-6.3%	86.5	-10.2%
WAL-MART GROUP	9.7%	-0.2pt	133.0	5.0%	3.3	-6.1%	63.9	-5.2%
VANGUARD GROUP	8.8%	-0.9pt	108.4	-0.4%	3.7	-6.5%	65.3	-13.2%
WU-MART GROUP	4.6%	-0.4pt	132.5	20.8%	4.5	-4.0%	41.8	-9.6%

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.