a CTR Service in China

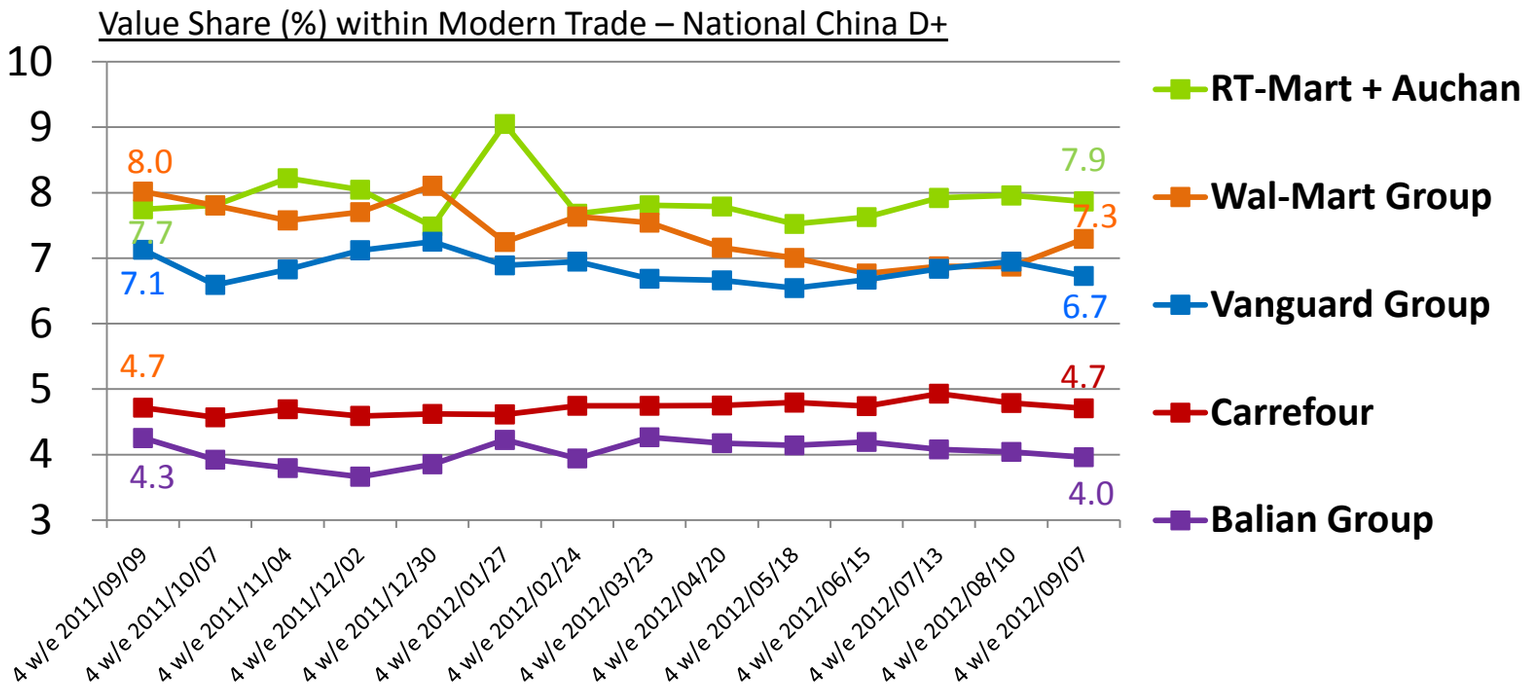
KANTAR WORLDPANEL

Retail Snapshot

October 2012

4 week share tracking of top 5 retail groups

Value Share (%) within Modern Trade – National China D+



All top 5 retail groups remained stagnant, though Wal-Mart group reported share recovery in the latest month

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

12 w/e P9 2012 vs 12w/e P9 2011: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?	Higher Value Baskets?	More Trips?
大潤發 RT-MART / Auchan	14.4% +2.5%	81 RMB +7.5%	4.6 trips -3.3%
Walmart 中国	15.6% -2.7%	82 RMB +7.6%	3.7 trips -6.9%
华润万家 vanguard	11.7% -1.0%	77 RMB +6.1%	5.2 trips -0.1%
Carrefour	10.8% +2.0%	85 RMB +9.0%	3.5 trips -1.8%
百联集团 BALIAN GROUP	7.5% -7.5%	73 RMB +11.4%	5.0 trips -2.1%

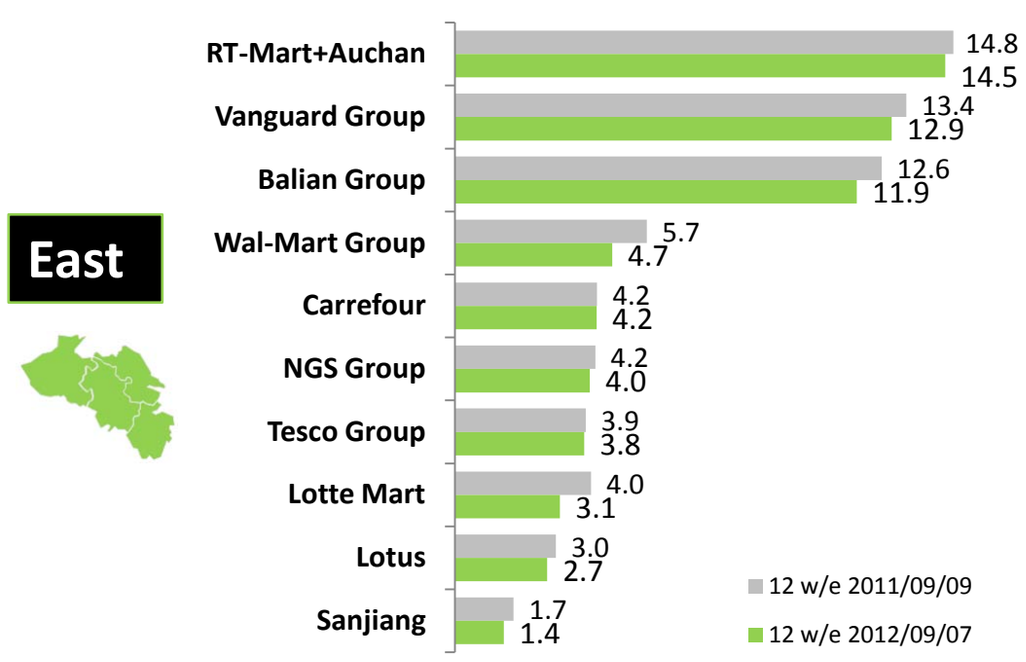
Sun Art Group and Carrefour attracts *more shoppers* as well as increased basket spend while Balian group experienced substantial loss of shoppers

Wal-Mart group and Carrefour under-performed Sun Art Group in terms of number of visits shoppers made to the stores

Carrefour saw share recovery in the West and North while Yonghui remained star performer in the South and West

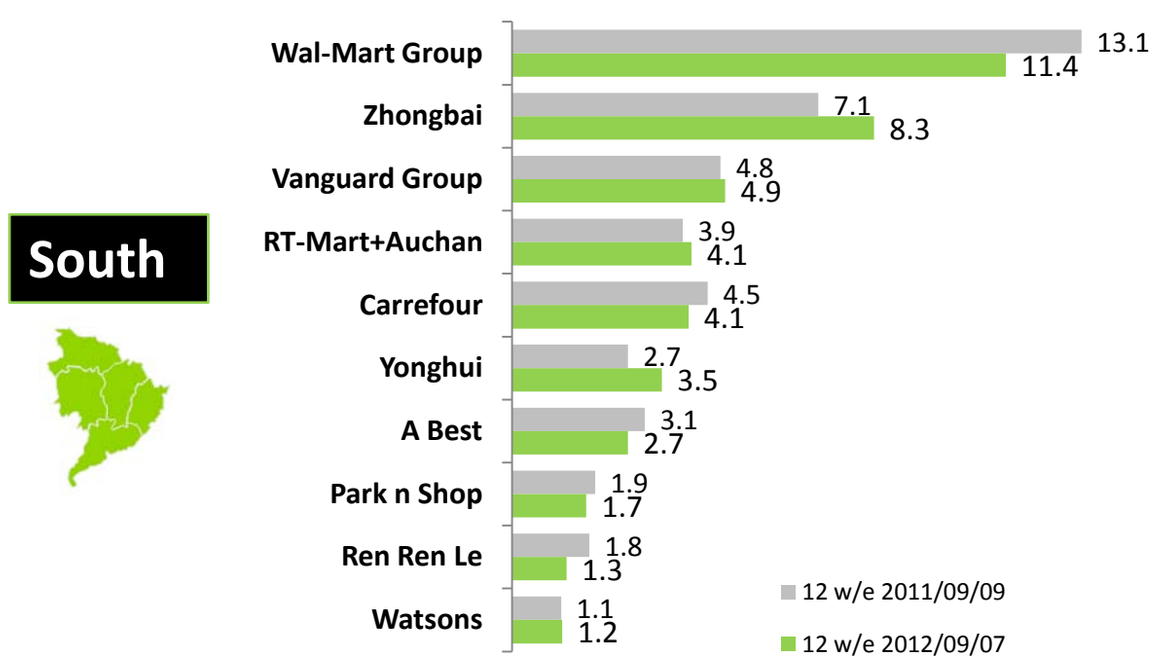
Retail Share by Top 10: East

Value Share (%) – East



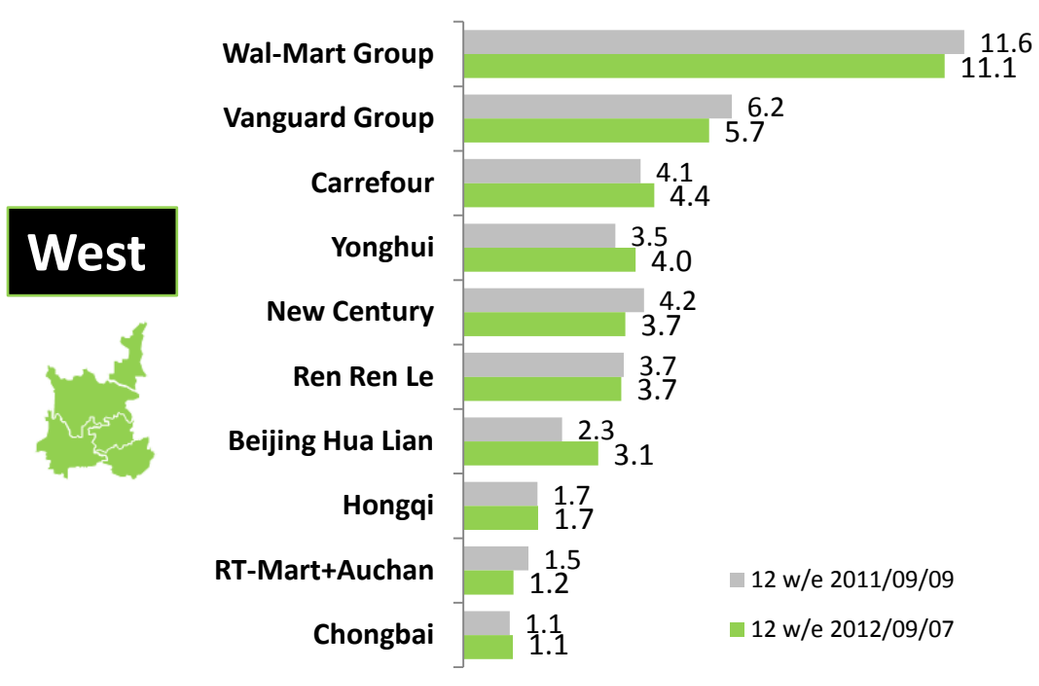
Retail Share by Top 10: South

Value Share (%) – South



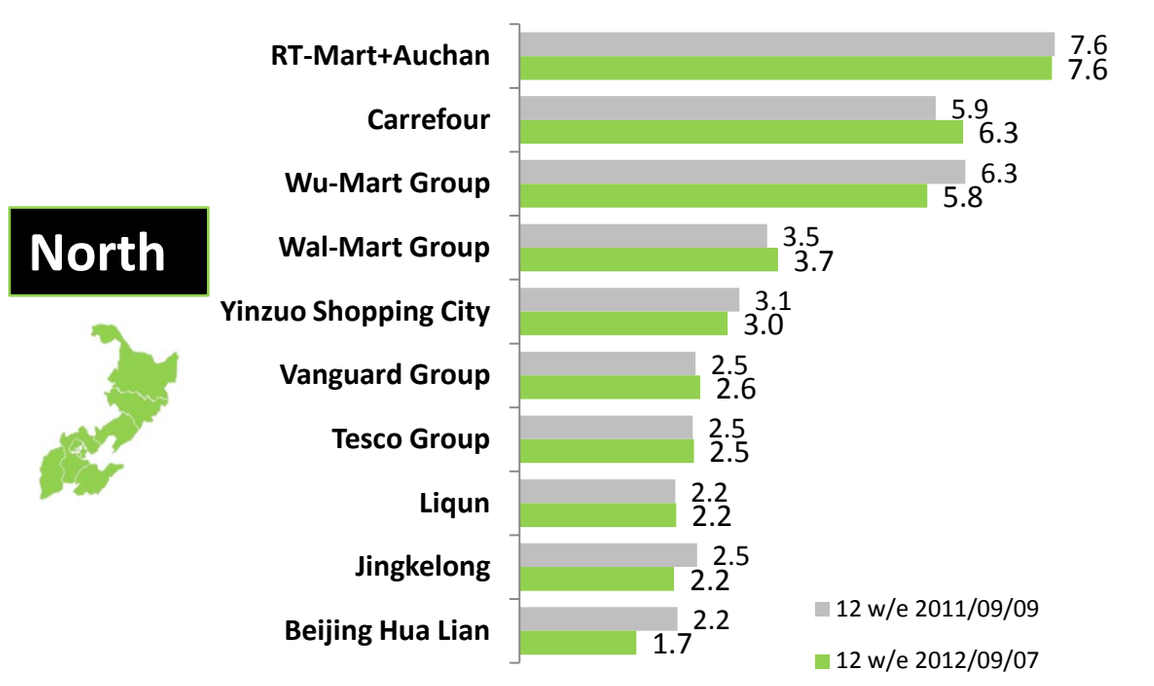
Retail Share by Top 10: West

Value Share (%) – West



Retail Share by Top 10: North

Value Share (%) – North



Data Source: Kantar Worldpanel China - Based on FMCG Market

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