a CTR Service in China

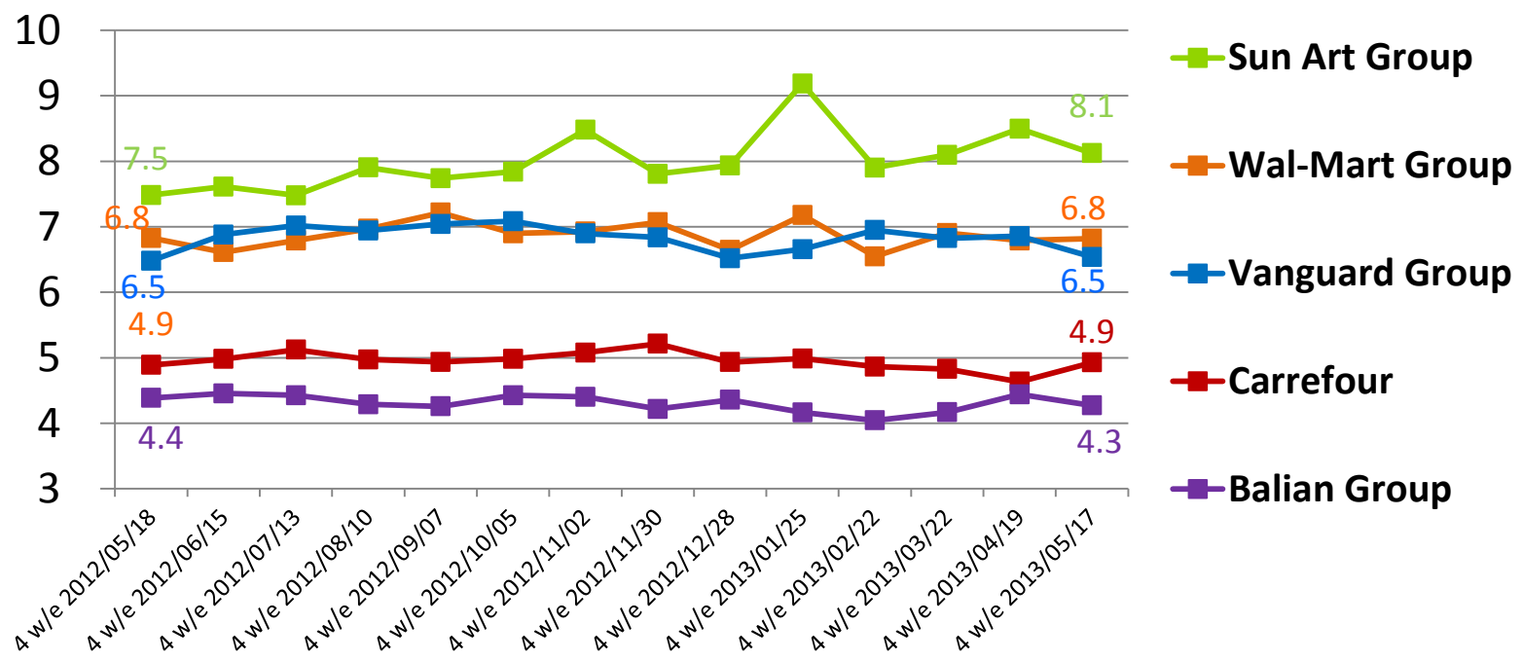
KANTAR WORLDPANEL

Retail Snapshot

June 2013

4 week share tracking of top 5 retail groups

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



Carrefour has recovered share over the last 4 weeks whereas the local players both see share decline.

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

12 w/e P5 2013 vs 12w/e P5 2012: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?	Higher Value Baskets?	More Trips?
大潤發 RT-MART / Auchan	14.5% +5.4%	91 RMB +12.6%	4.4 trips -2.5%
Walmart 中国	15.1% -2.9%	89 RMB +6.4%	3.6 trips -0.8%
华润万家 vanguard	11.7% +0.7%	81 RMB +8.7%	4.9 trips -1.6%
Carrefour	11.2% -0.5%	86 RMB +2.7%	3.5 trips +1.2%
百联集团 BAILIAN GROUP	7.5% -1.8%	84 RMB +9.1%	4.8 trips -5.4%

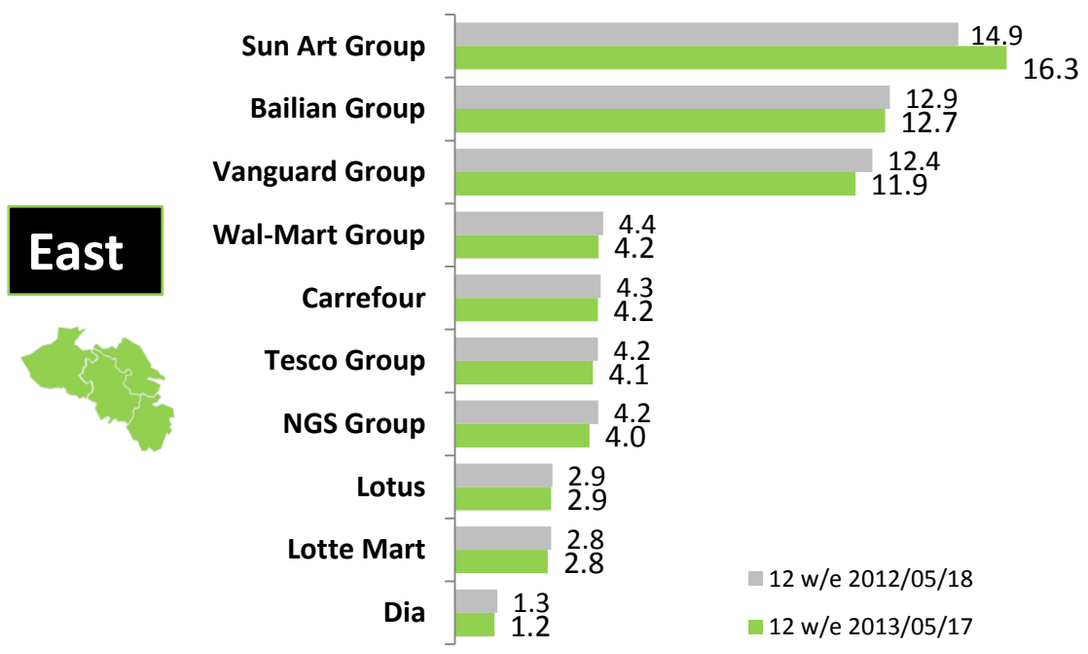
Sun Art Group has had a strong quarter compared to last year with strong growth in both the *number of shoppers and basket spending*.

Carrefour is the only key player to see an *increase in the number of shopping trips* but the retailer still lags behind on this measure.

The Sun Art Group extends its lead in the East whereas Wal-Mart is losing ground to the local retailers in the West.

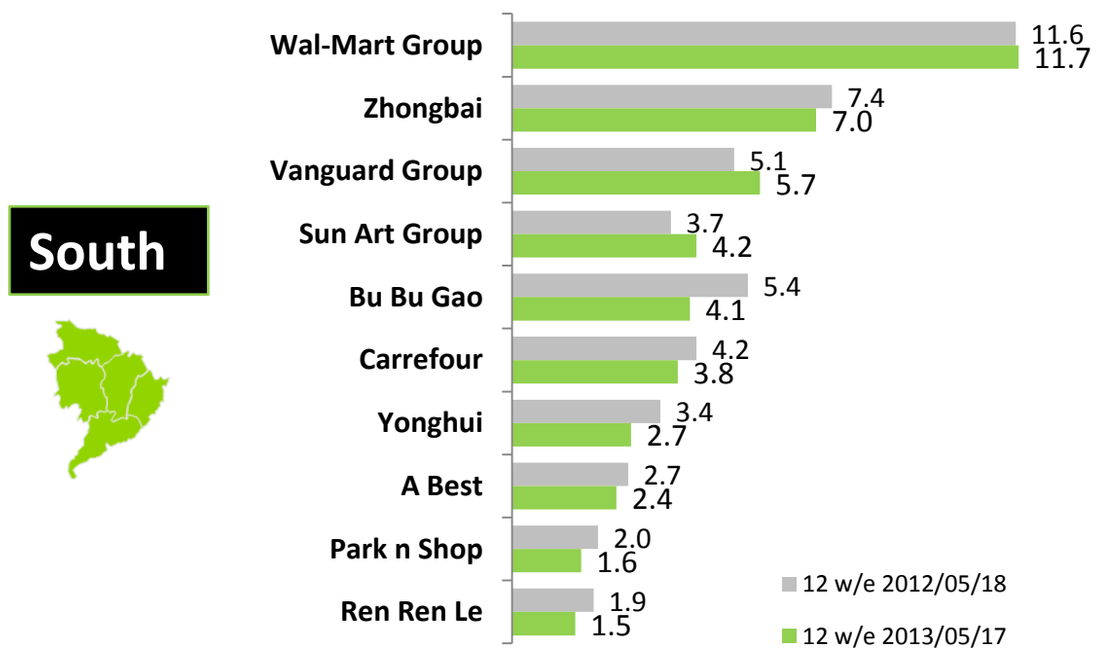
Retail Share by Top 10: East

Value Share (%) – East



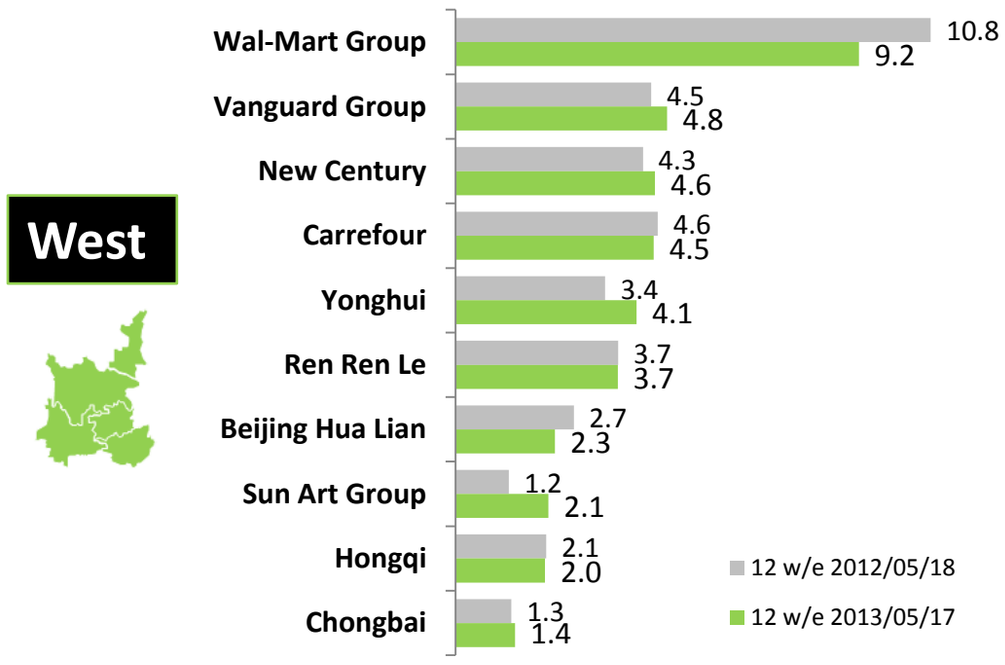
Retail Share by Top 10: South

Value Share (%) – South



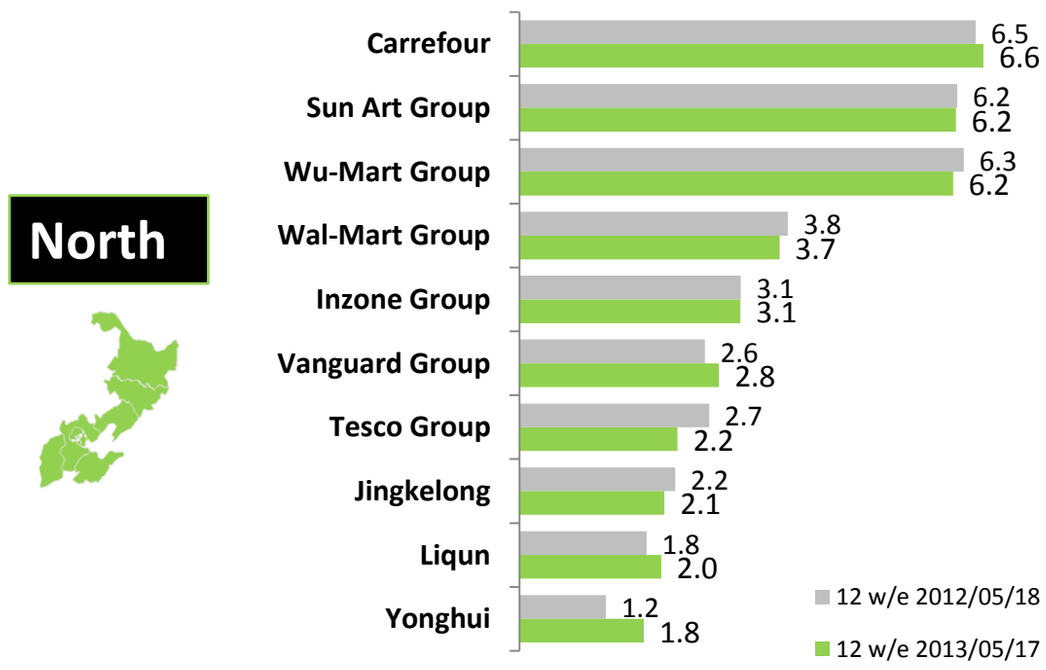
Retail Share by Top 10: West

Value Share (%) – West



Retail Share by Top 10: North

Value Share (%) – North



Data Source: Kantar Worldpanel China - Based on FMCG Market

©2013 KANTAR WORLDPANEL