a CTR Service in China

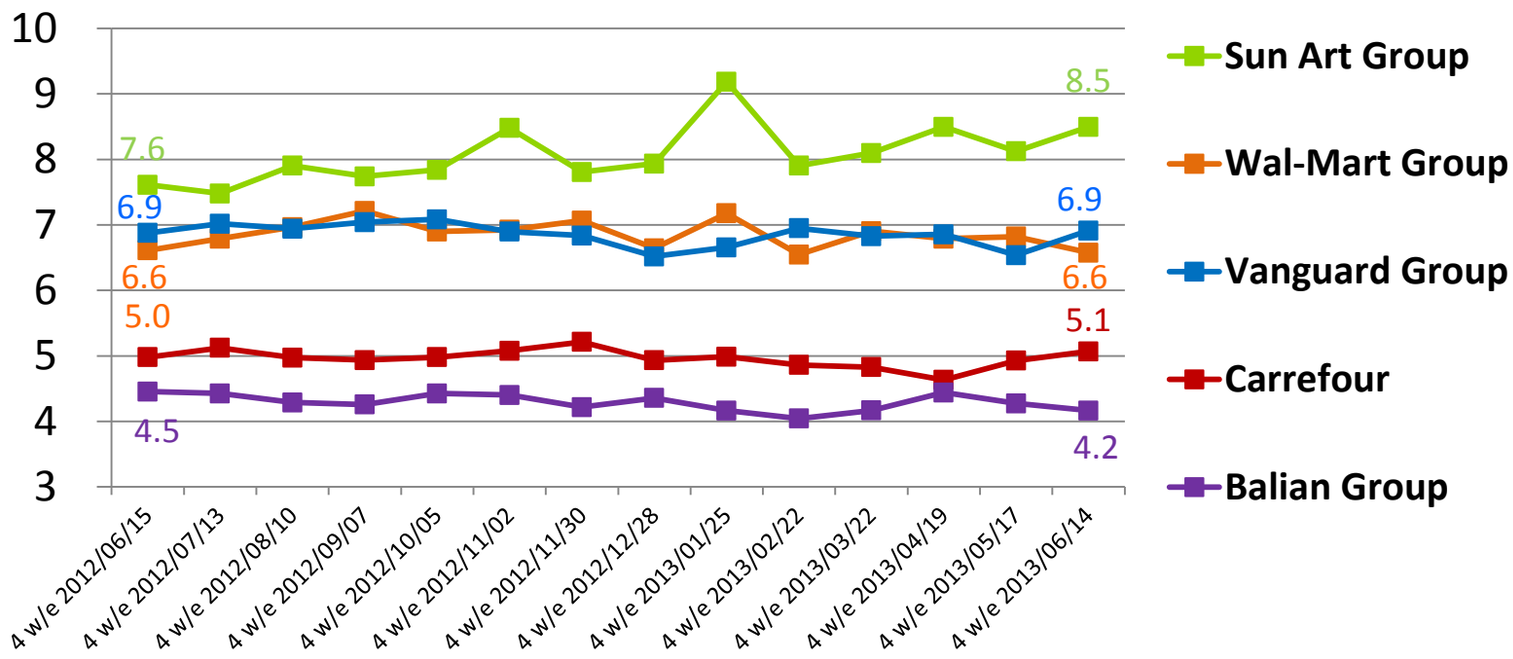
KANTAR WORLDPANEL

Retail Snapshot

July 2013

4 week share tracking of top 5 retail groups

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



Vanguard Group recovered the 2nd place from Wal-mart in the latest 4 weeks

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

12 w/e P6 2013 vs 12w/e P6 2012: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?	Higher Value Baskets?	More Trips?
大潤發 RT-MART / Auchan	14.4% +5.2%	91 RMB +12.8%	4.4 trips +0.0%
Walmart 中国	15.0% -2.6%	87 RMB +10.0%	3.6 trips -1.4%
华润万家 vanguard	11.6% -0.6%	81 RMB +7.9%	5.0 trips +0.8%
Carrefour	11.2% -1.3%	86 RMB +4.0%	3.5 trips +2.5%
百联集团 BAILIAN GROUP	7.4% -1.0%	83 RMB +8.8%	4.8 trips -5.2%

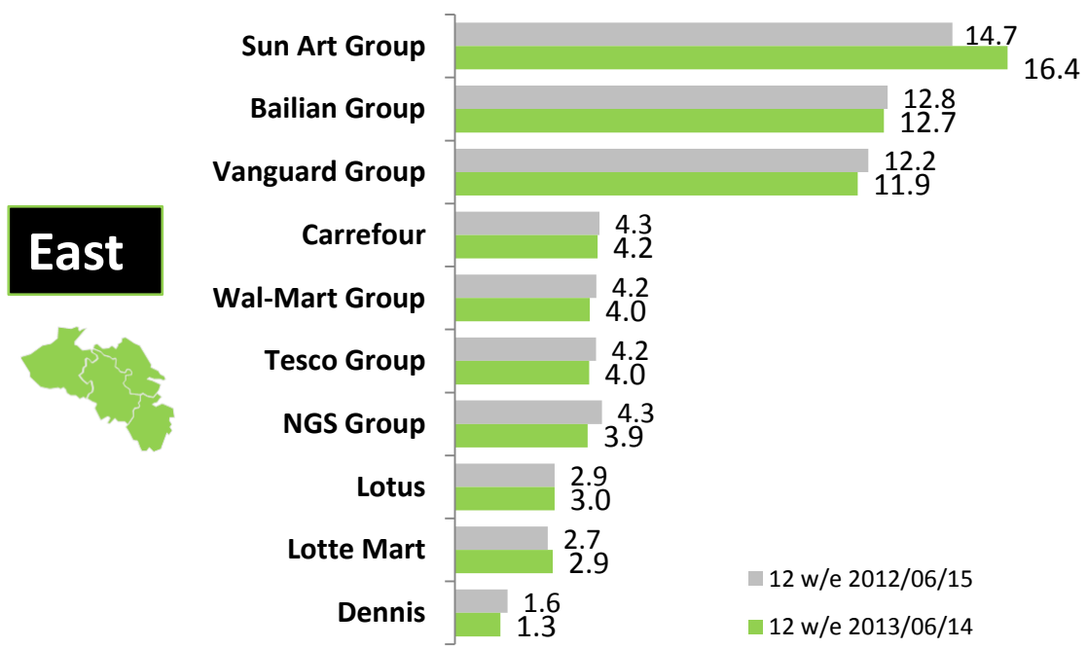
Sun Art Group continues its *unstoppable growth* in both shopper base and their basket spending in the recent 12 weeks

All others key players are facing challenges in maintaining their shopper base while *Bailian* shopping frequency dropped most

The Sun Art Group has grown share in all regions except the North, while local players picking up share in North and West

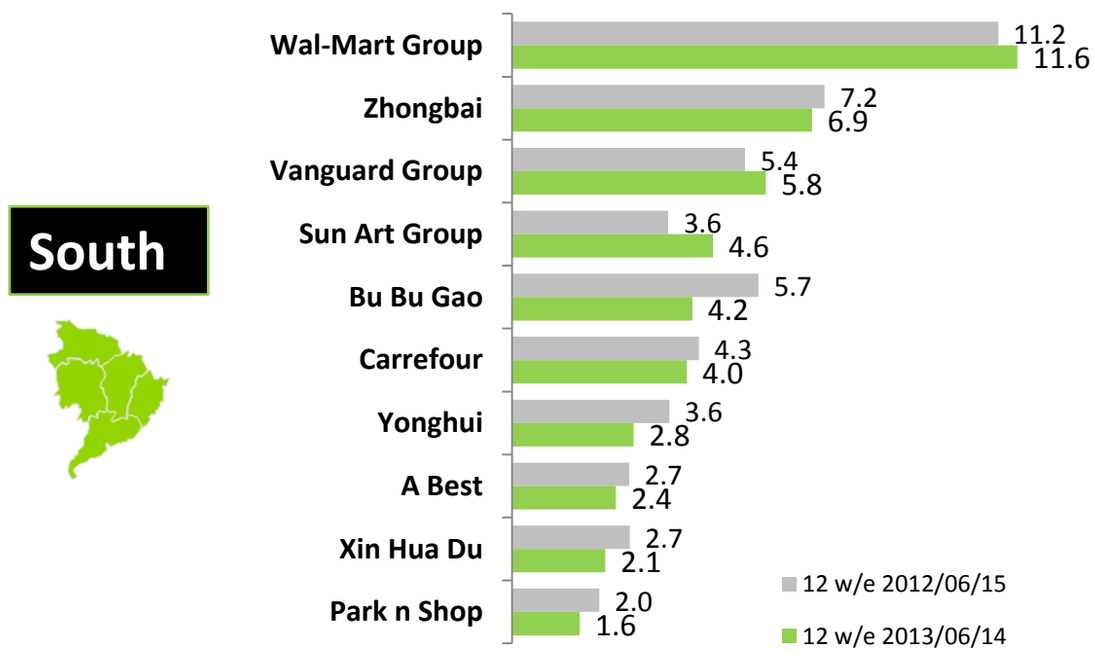
Retail Share by Top 10: East

Value Share (%) – East



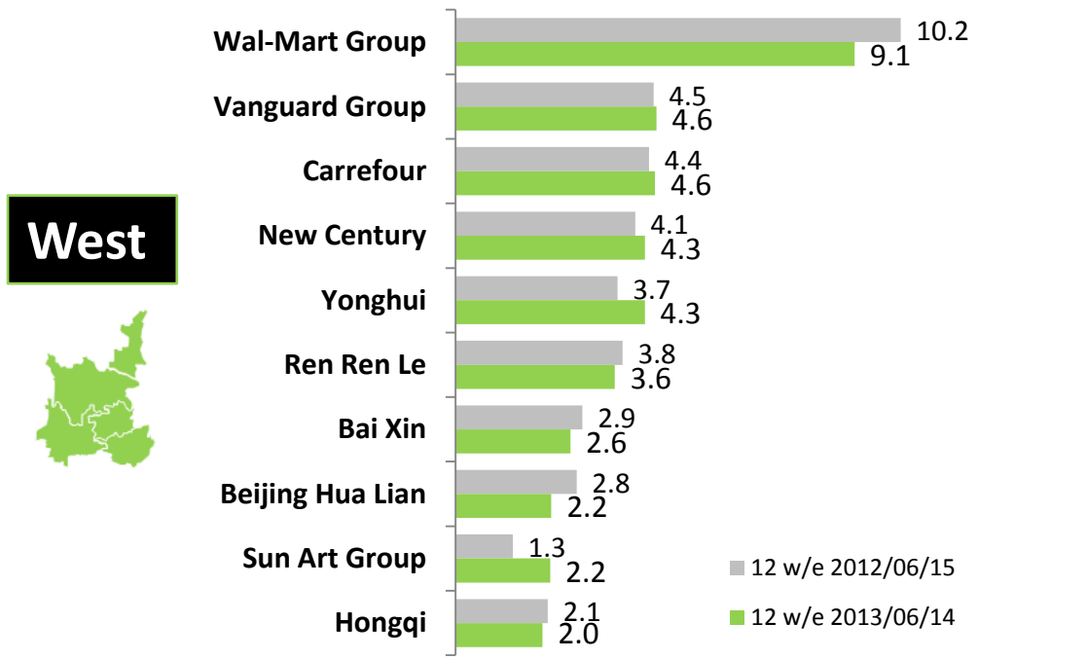
Retail Share by Top 10: South

Value Share (%) – South



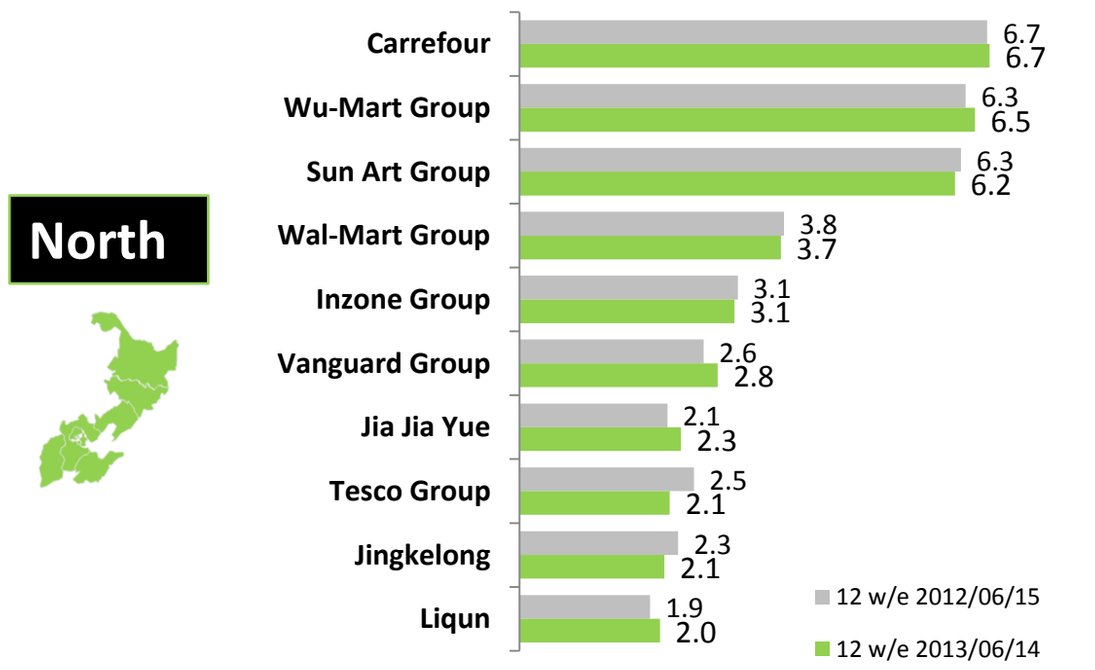
Retail Share by Top 10: West

Value Share (%) – West



Retail Share by Top 10: North

Value Share (%) – North



Data Source: Kantar Worldpanel China - Based on FMCG Market

©2013 KANTAR WORLDPANEL