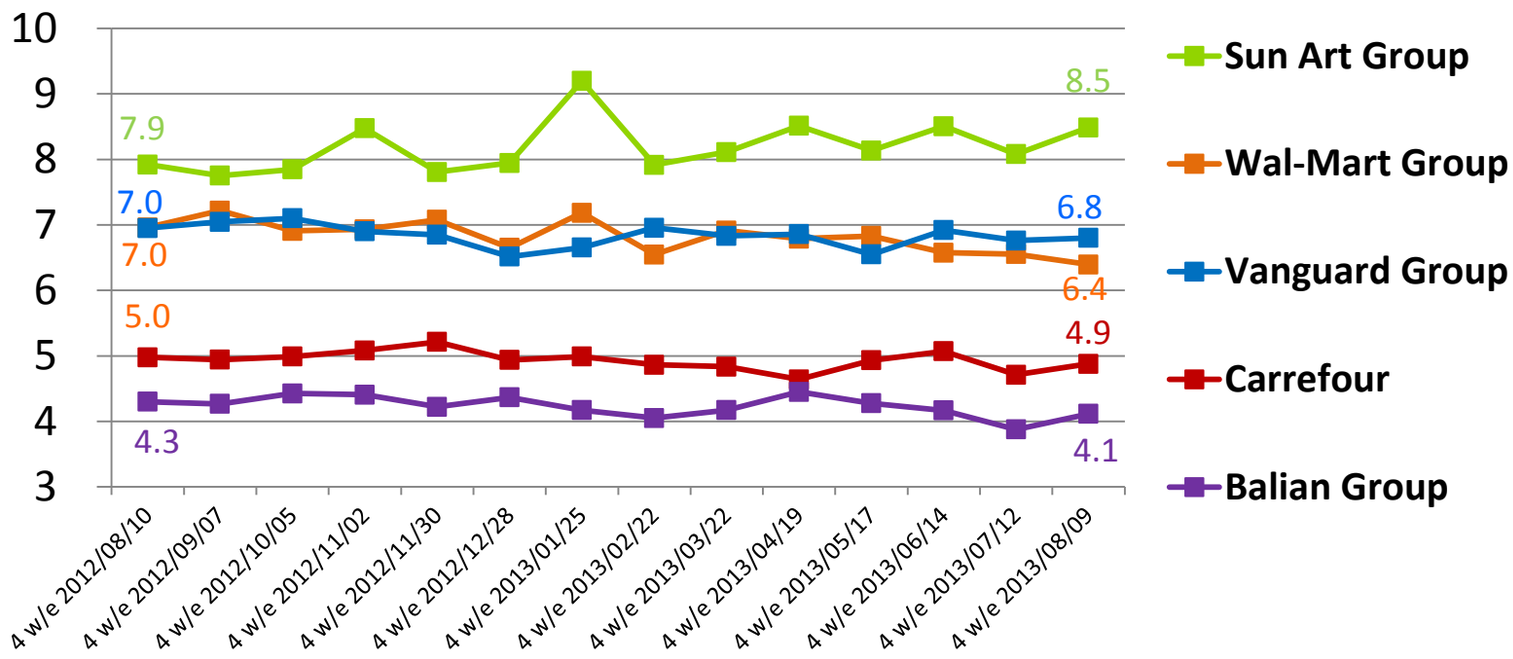
KANTAR WORLDPANEL a CTR service in China

Retail Snapshot

September 2013

4 week share tracking of top 5 retail groups

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



Sun Art Group extends it's lead in the latest 4 weeks while Vanguard maintained its lead over Walmart in the past 12 weeks

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

12 w/e P8 2013 vs 12w/e P8 2012: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?	Higher Value Baskets?	More Trips?
大潤發 RT-MART / Auchan	14.6% +5.3%	87 RMB +10.4%	4.4 trips -0.4%
Walmart 中国	14.6% -4.9%	84 RMB +7.2%	3.5 trips -0.1%
华润万家 vanguard	11.7% -1.4%	80 RMB +5.5%	4.9 trips +0.2%
Carrefour	10.9% -5.4%	86 RMB +5.1%	3.5 trips +3.7%
百联集团 BAILIAN GROUP	7.2% -5.0%	78 RMB +3.8%	4.9 trips -0.8%

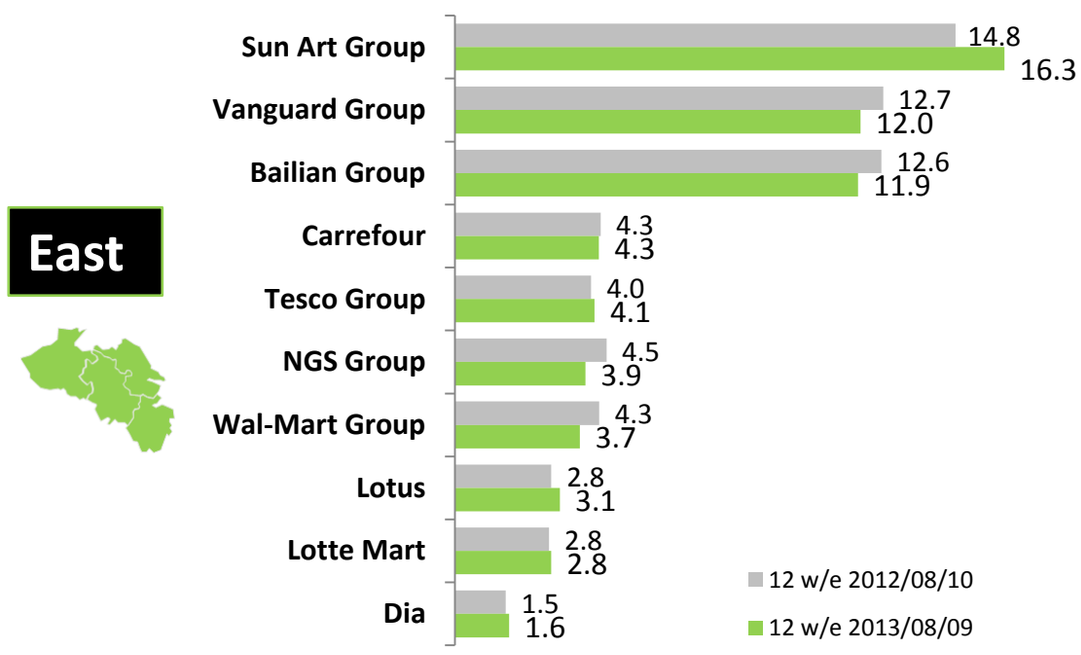
Sun Art Group has been the only retailer to gain *more shoppers* over the last 12 weeks, now reaching the same penetration level as Wal-Mart.

Sun Art Group has also successfully grown their shopper's *basket value* with double digit growth over the last 12 weeks.

The Sun Art Group has seen significant growth in the East, their stronghold region and are also growing in the West and South.

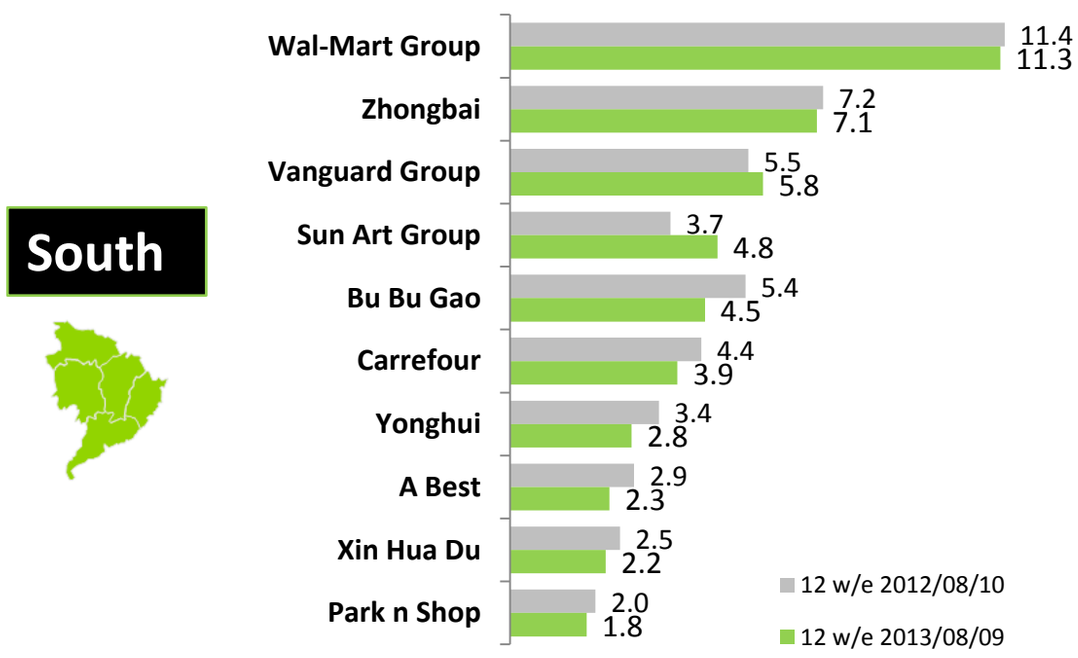
Retail Share by Top 10: East

Value Share (%) – East



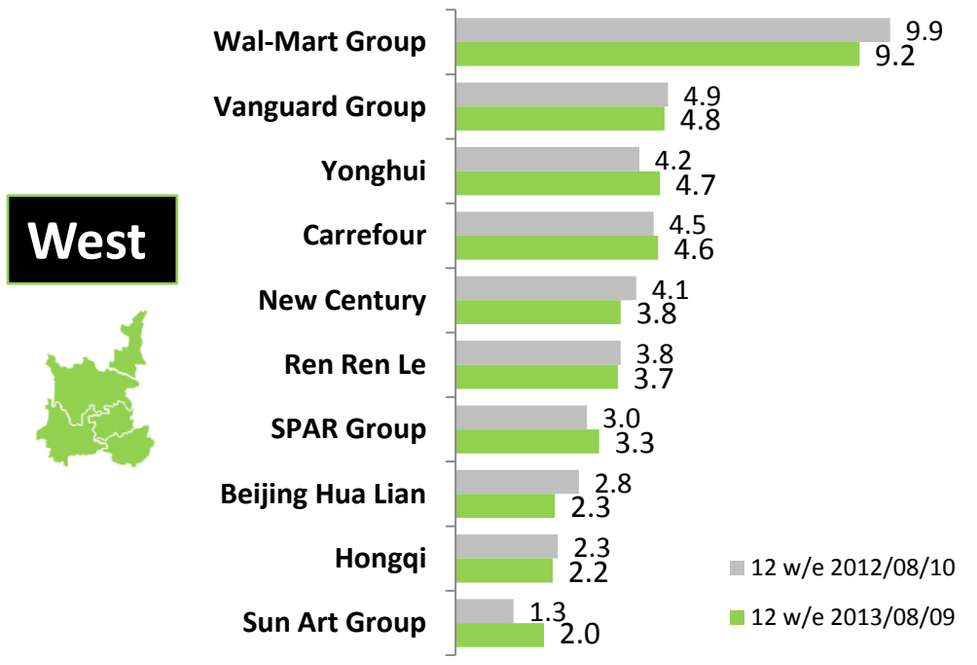
Retail Share by Top 10: South

Value Share (%) – South



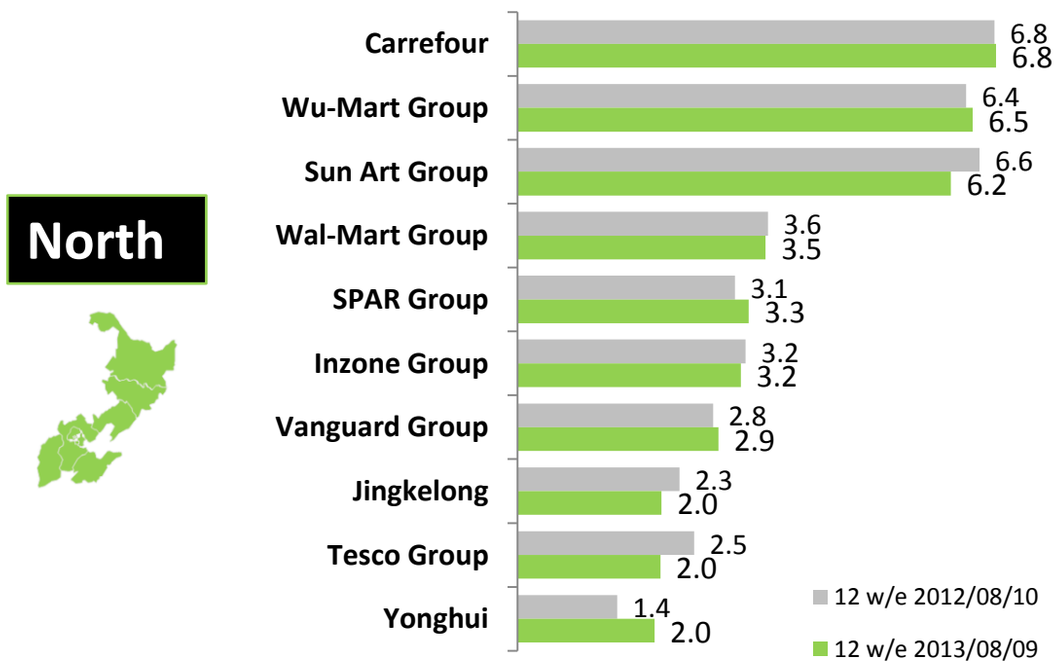
Retail Share by Top 10: West

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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