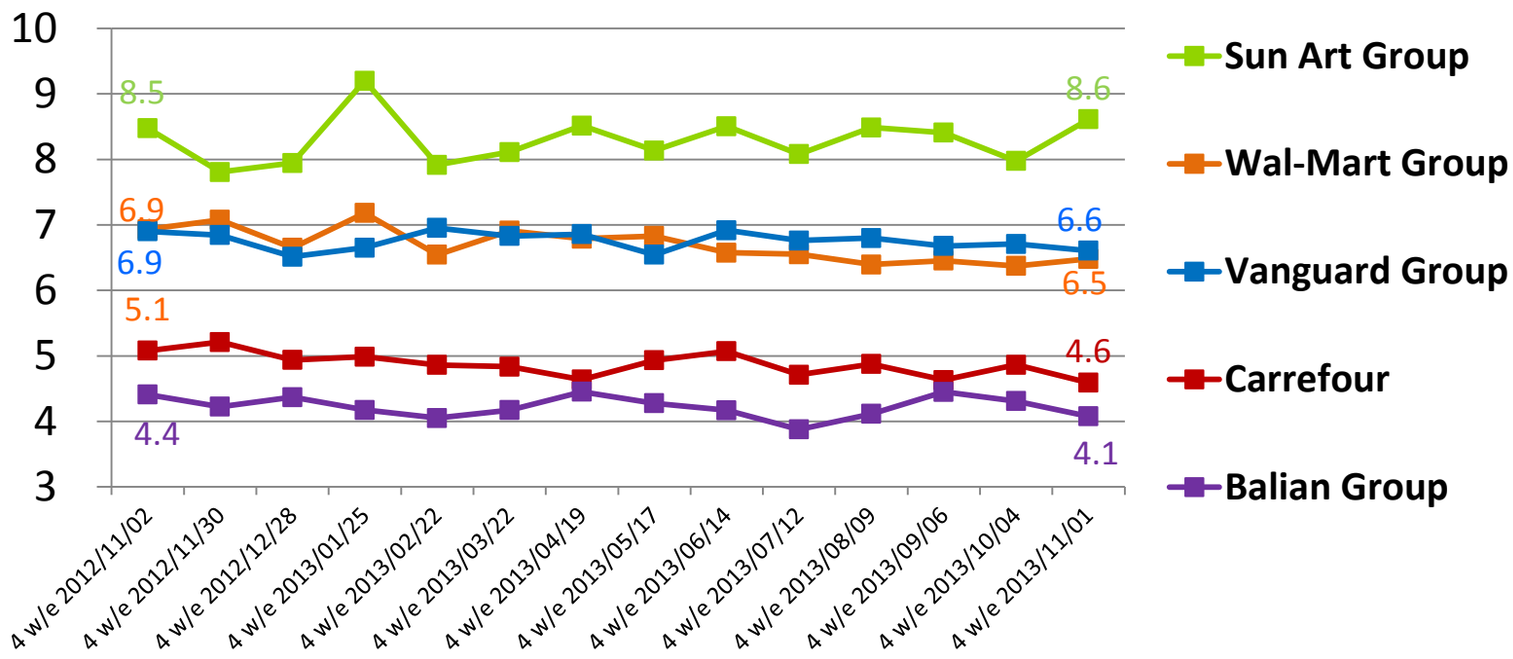
KANTAR WORLDPANEL a CTR service in China

Retail Snapshot

December 2013

4 week share tracking of top 5 retail groups

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



Sun Art Group rebounds after last month's share decline furthering extending their leadership.

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

12 w/e P11 2013 vs 12w/e P11 2012: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?	Higher Value Baskets?	More Trips?
大潤發 RT-MART / Auchan	15.0% +4.7%	91 RMB +4.5%	4.4 trips +1.1%
Walmart 中国	14.7% -3.5%	88 RMB +0.7%	3.6 trips +0.7%
华润万家 vanguard	11.8% -1.1%	82 RMB +0.1%	4.9 trips +2.3%
Carrefour	10.8% -4.4%	90 RMB -0.2%	3.5 trips +4.8%
百联集团 BAILIAN GROUP	7.2% -5.0%	87 RMB +8.9%	4.9 trips +0.8%

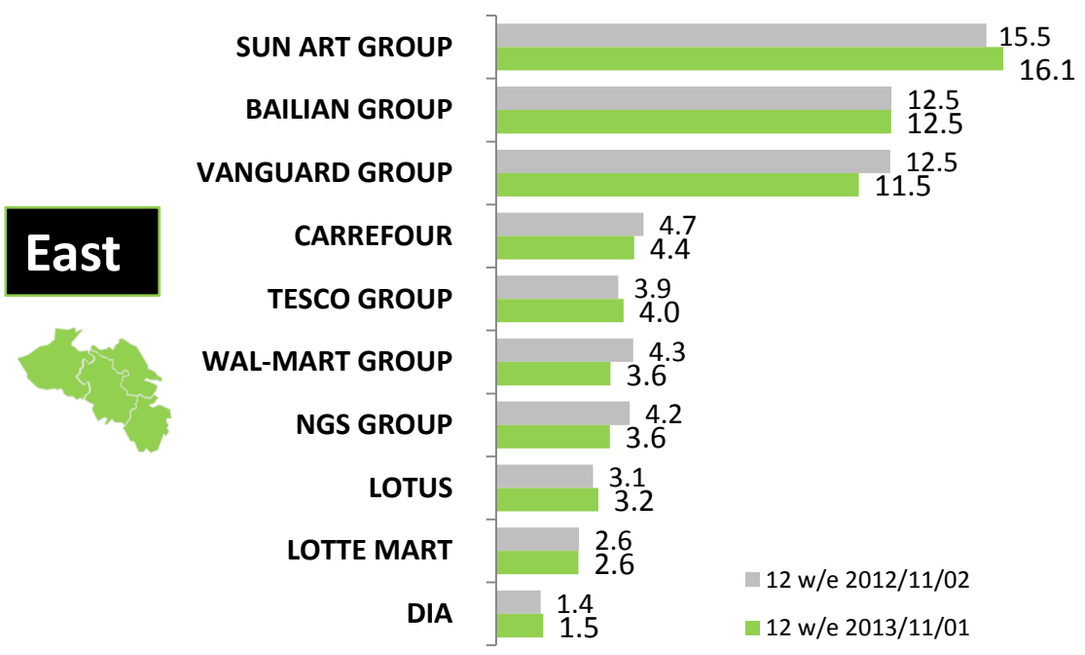
Sun Art Group's growth in the last 12 weeks has come from both *more shoppers* and *higher value baskets* compared to the same 12 week period last year.

All other key players are seeing a *declining shopper base* but have maintained their *basket value* and *number of trips*.

Sun Art Group has seen strong share growth in all regions except the North where Yonghui goes from strength to strength.

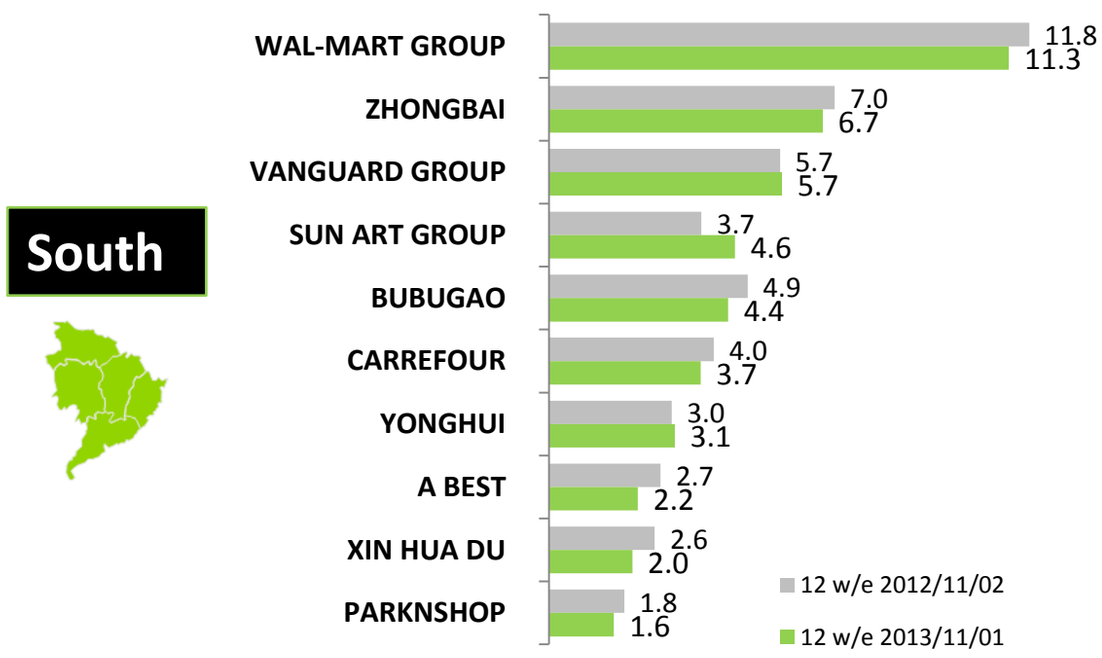
Retail Share by Top 10: East

Value Share (%) – East



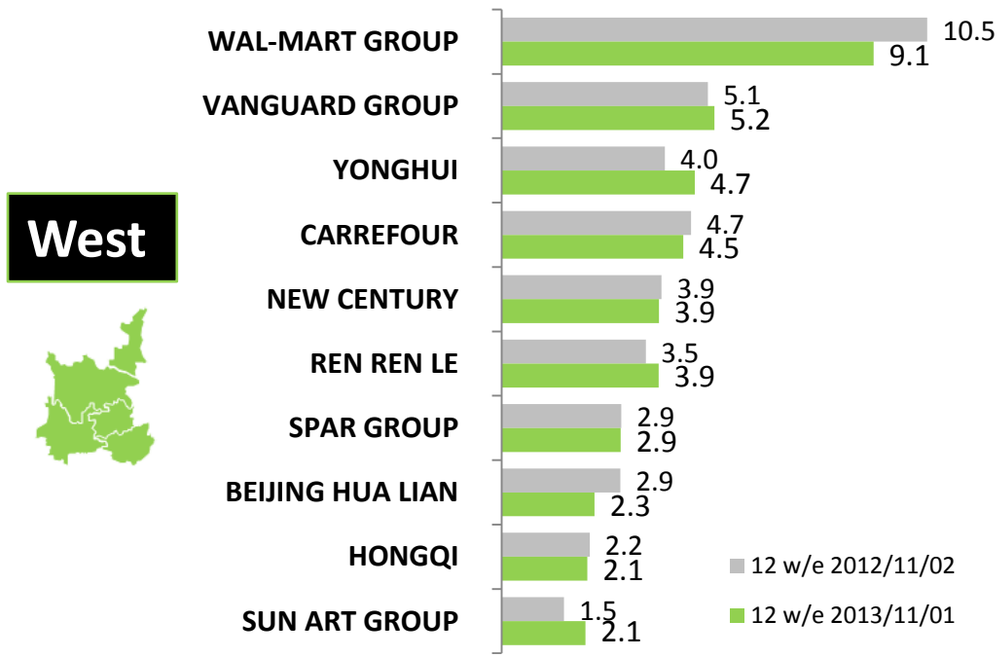
Retail Share by Top 10: South

Value Share (%) – South



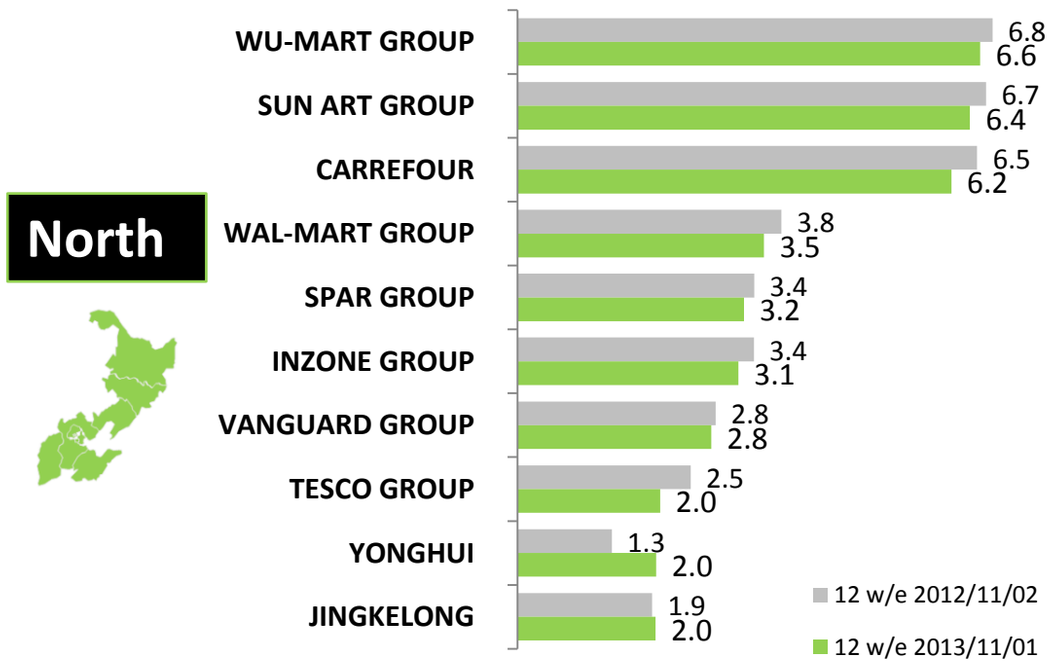
Retail Share by Top 10: West

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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