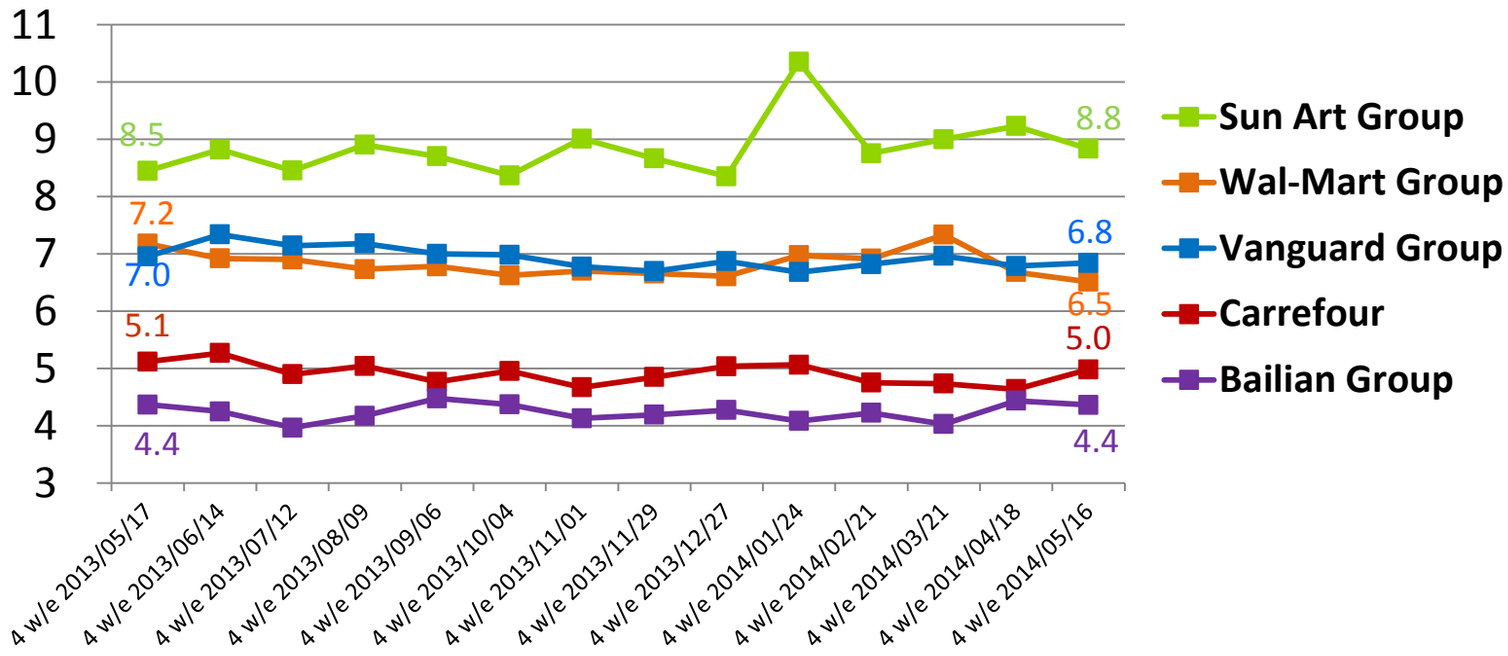
KANTAR WORLDPANEL
a CTR service in China

Retail Snapshot

June 2014

4 week share tracking of top 5 retail groups

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



Vanguard Group and Carrefour win the market shares in the latest 4 weeks.

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

12 w/e P5 2014 vs 12w/e P5 2013: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?	Higher Value Baskets?	More Trips?
大潤發 RT-MART / Auchan	16.2% +4.7%	93 RMB +2.3%	4.3 trips -0.4%
Walmart 中国	15.2% -6.1%	92 RMB +4.5%	3.5 trips -1.6%
华润万家 vanguard	12.6% -0.5%	83 RMB +2.4%	4.7 trips -4.3%
Carrefour	11.7% -3.2%	89 RMB +4.2%	3.3 trips -4.2%
百联集团 BAILIAN GROUP	7.2% -8.2%	89 RMB +5.9%	4.8 trips +1.9%

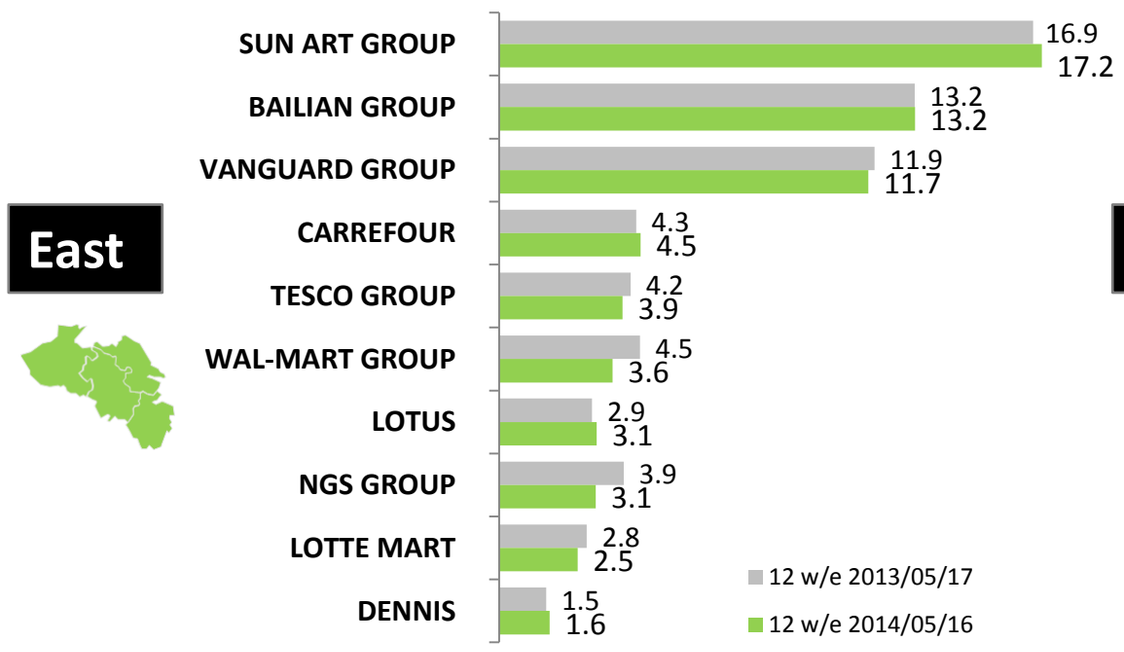
Sun Art Group continuing to grow its *proportion of shoppers* and *basket size* as well over the last 12 weeks.

Both *Vanguard* and *Carrefour* recent growth has come from *higher value baskets* as opposed to attracting new shoppers to the store.

Sun Art Group continuing to grow presence across all 4 regions; Yonghui ranks the second in West.

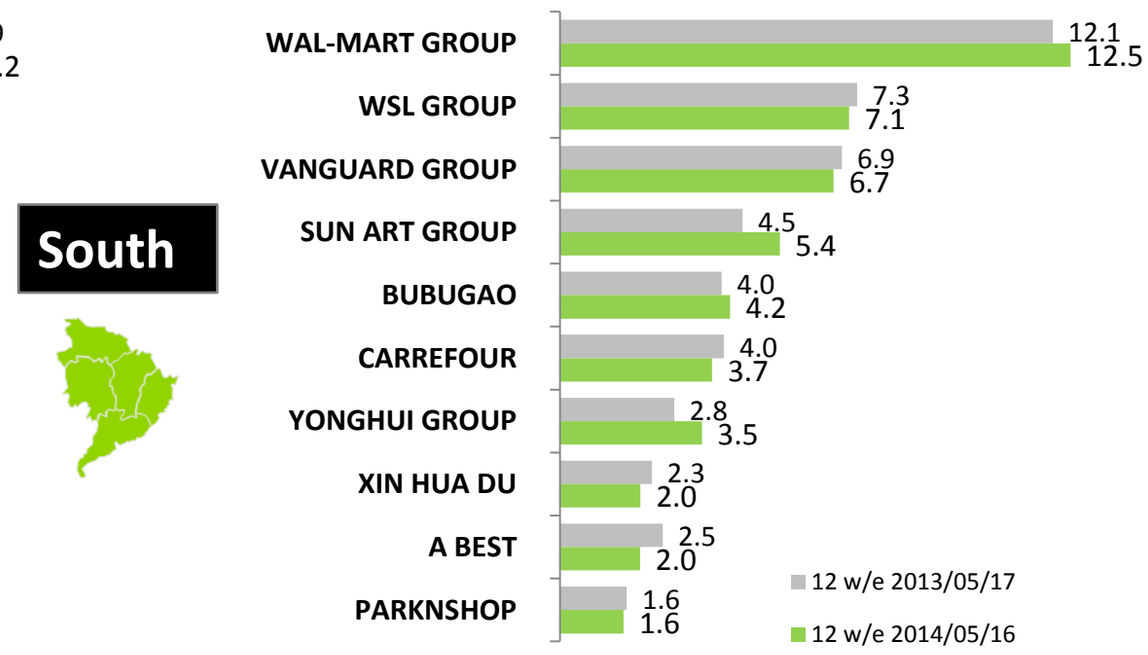
Retail Share by Top 10: East

Value Share (%) – East



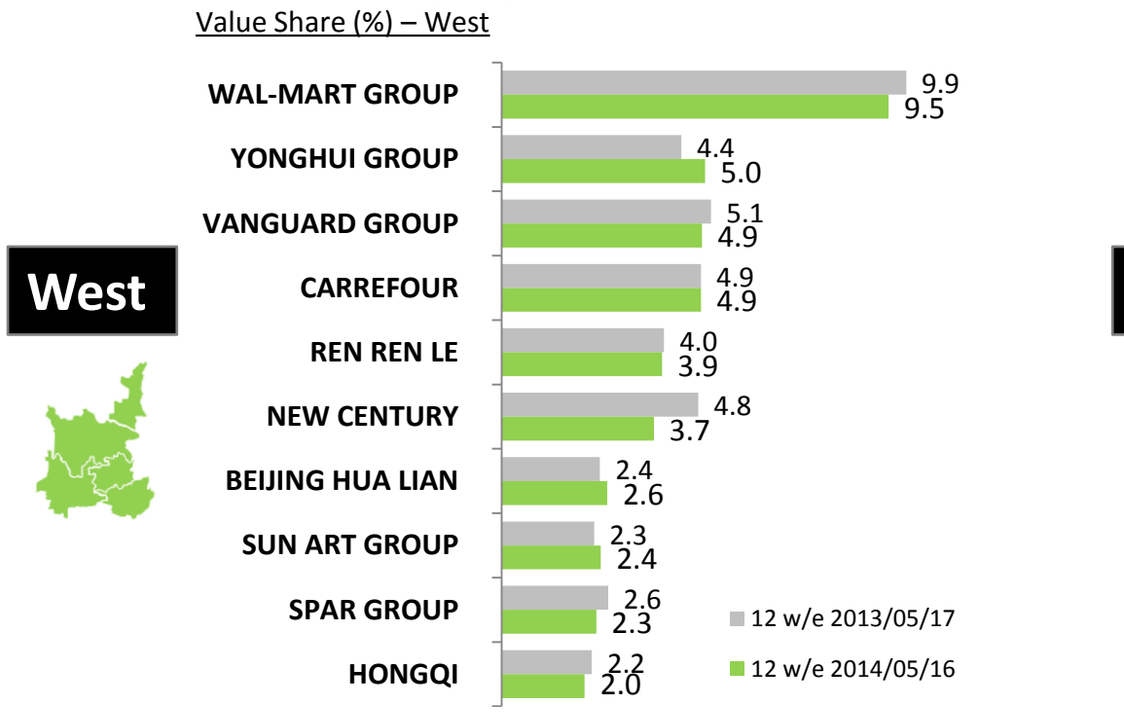
Retail Share by Top 10: South

Value Share (%) – South



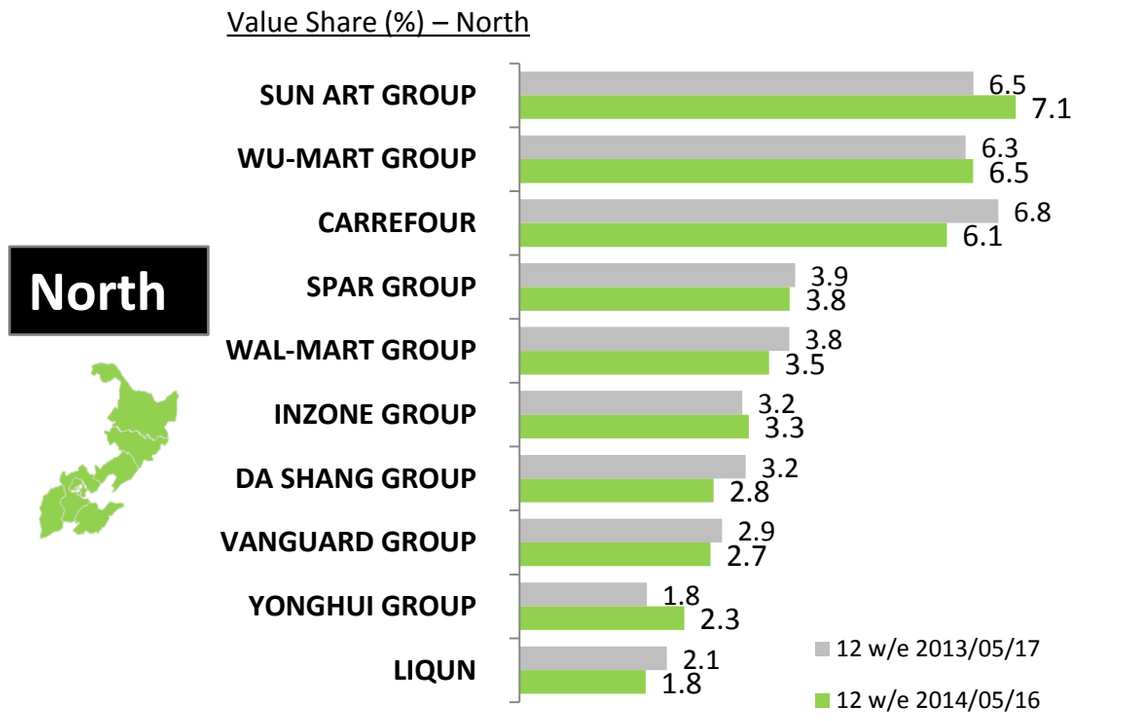
Retail Share by Top 10: West

Value Share (%) – West



Retail Share by Top 10: North

Value Share (%) – North



Data Source: Kantar Worldpanel China - Based on FMCG Market

SUN ART Group includes Auchan and RT-Mart; WAL-MART Group includes Wal-Mart, Trust-mart, Sam's Club; VANGUARD GROUP includes Vanguard, Ole, Huarun SG, Hongkelong; BAILIAN Group includes Century Mart, GMS, Lian Hua, Hua Lian, Quik etc.

©2014 KANTAR WORLDPANEL