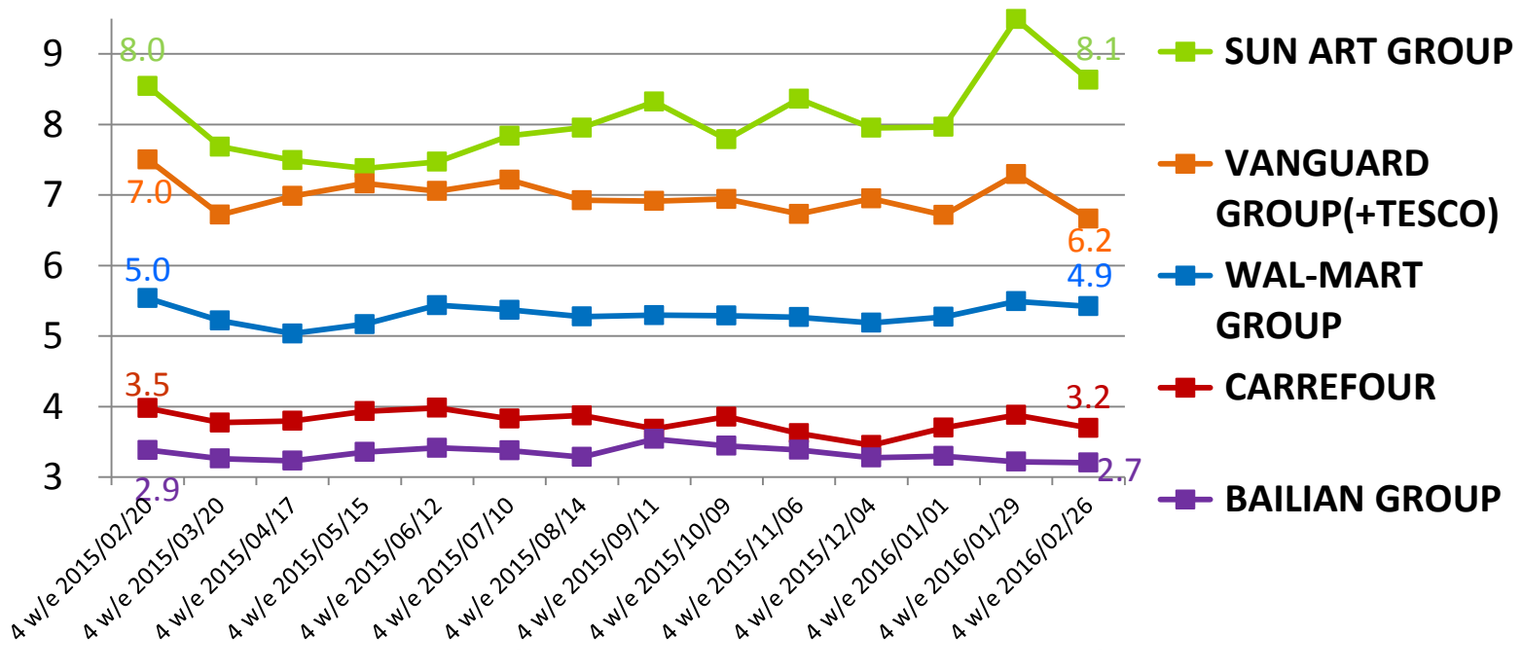
March. 2016 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



Among top 5 retailers, Sun Art group grew market share from the same period last year while others saw decline.

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

12 w/e P2 2016 vs 12w/e P2 2015: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	18.5%	+0.7%	112 RMB	+3.6%	4.2 trips	+2.3%
Walmart 中国	14.5%	-1.3%	111RMB	+8.8%	3.3 trips	-2.1%
Vanguard 华润万家 / 乐购	14.9%	-10.3%	107 RMB	+8.8%	4.3 trips	-0.4%
Carrefour	10.4%	-9.0%	108 RMB	+6.4%	3.1 trips	-3.2%
百联集团 BAILIAN GROUP	6.4%	-11.5%	100RMB	+6.1%	4.5 trips	+3.0%

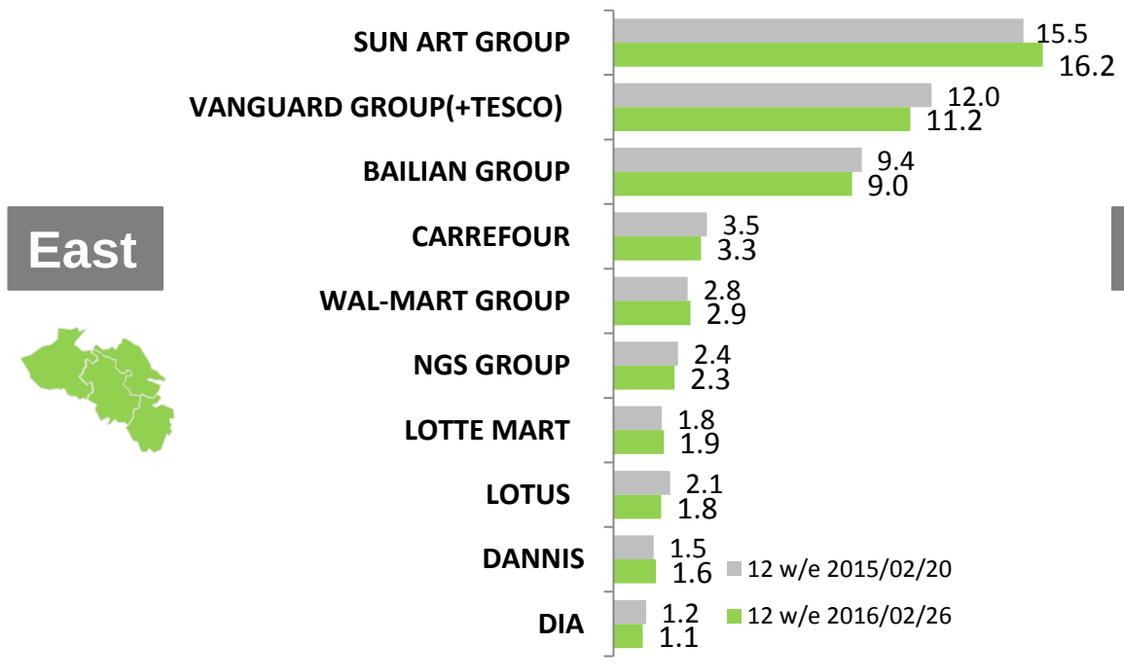
Sun Art keeps expanding its *shopper base* as penetration continued to grow, while others lost shoppers.

Top retailers continued to grow basket size.

WSL outperformed in South which helped the retailer to claim 6.6% of the market share in the region.

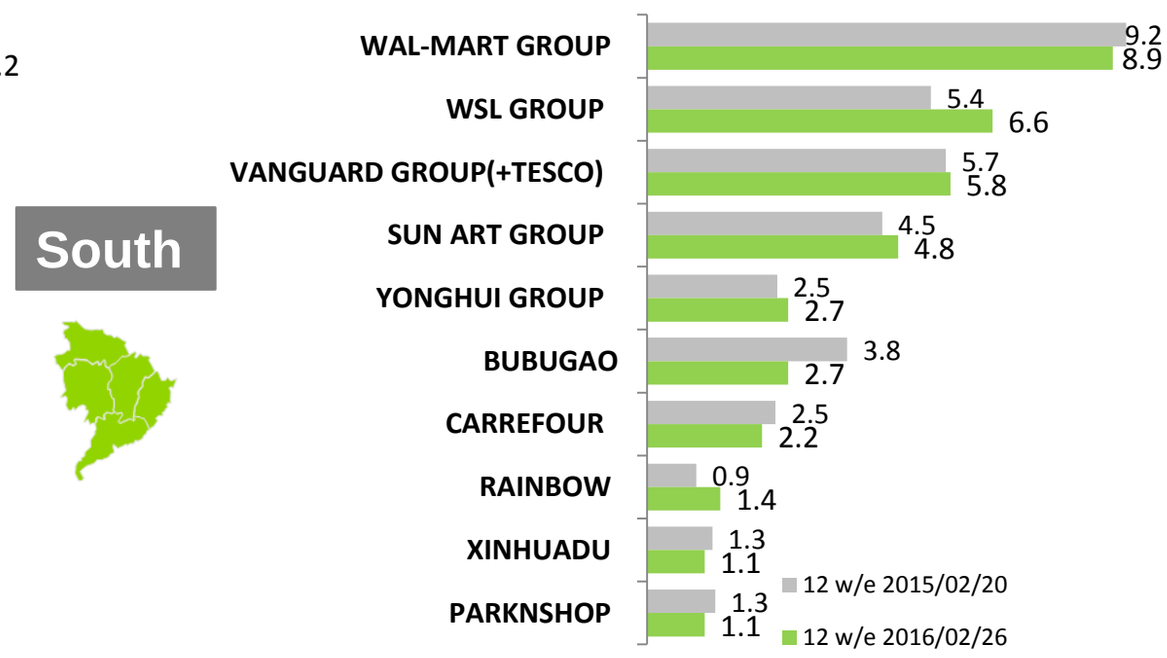
Retail Share by Top 10: East

Value Share (%) – East



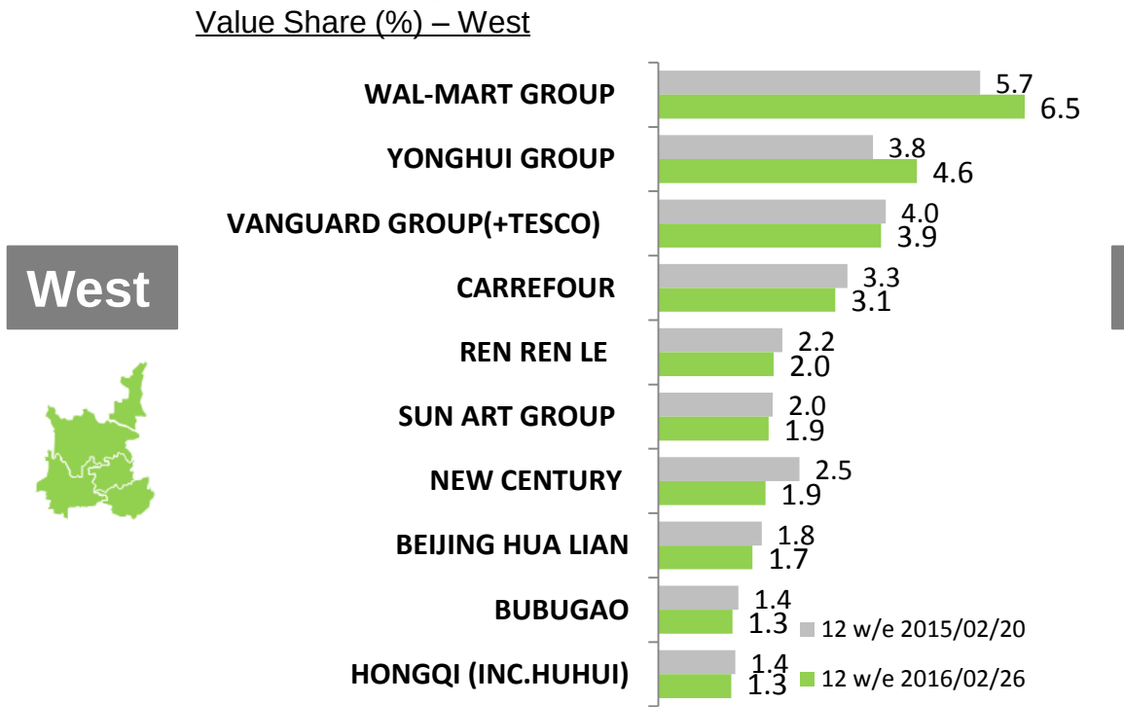
Retail Share by Top 10: South

Value Share (%) – South



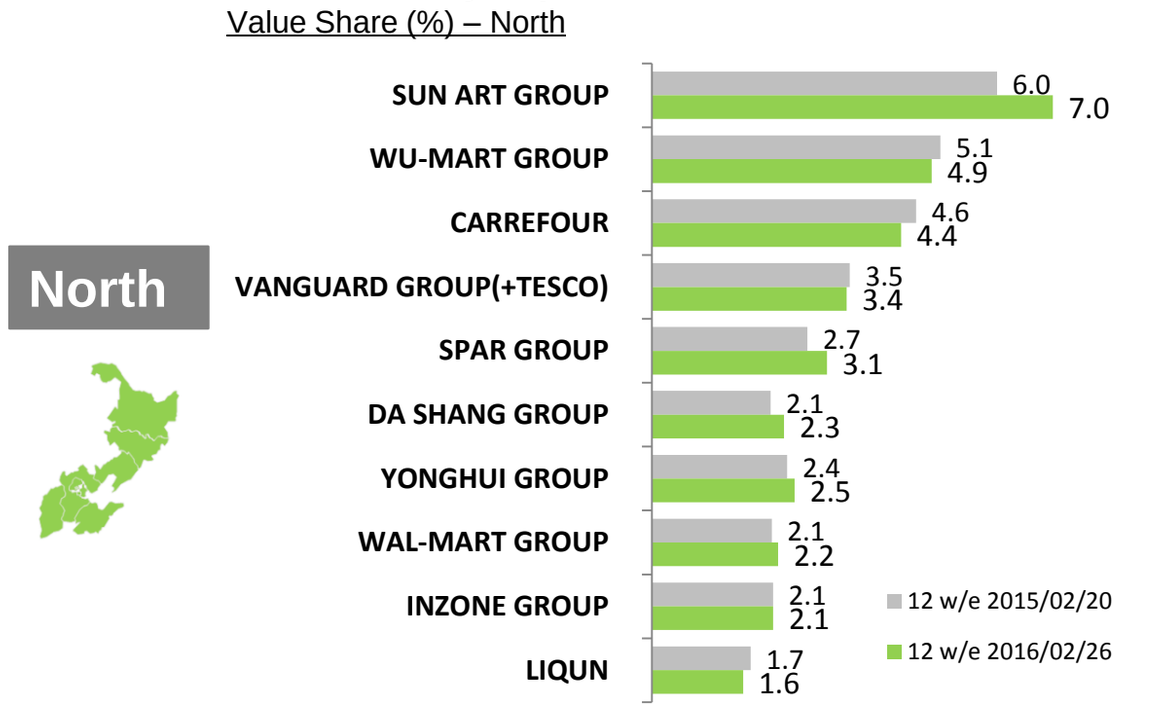
Retail Share by Top 10: West

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, TESCO; BAILIAN Group includes Century Mart, GMS, Lian Hua, Hua Lian, Quik etc. Bubugao Group includes Bubugao, Nancheng. Hongqi Group includes Hongqi and Huhui.

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