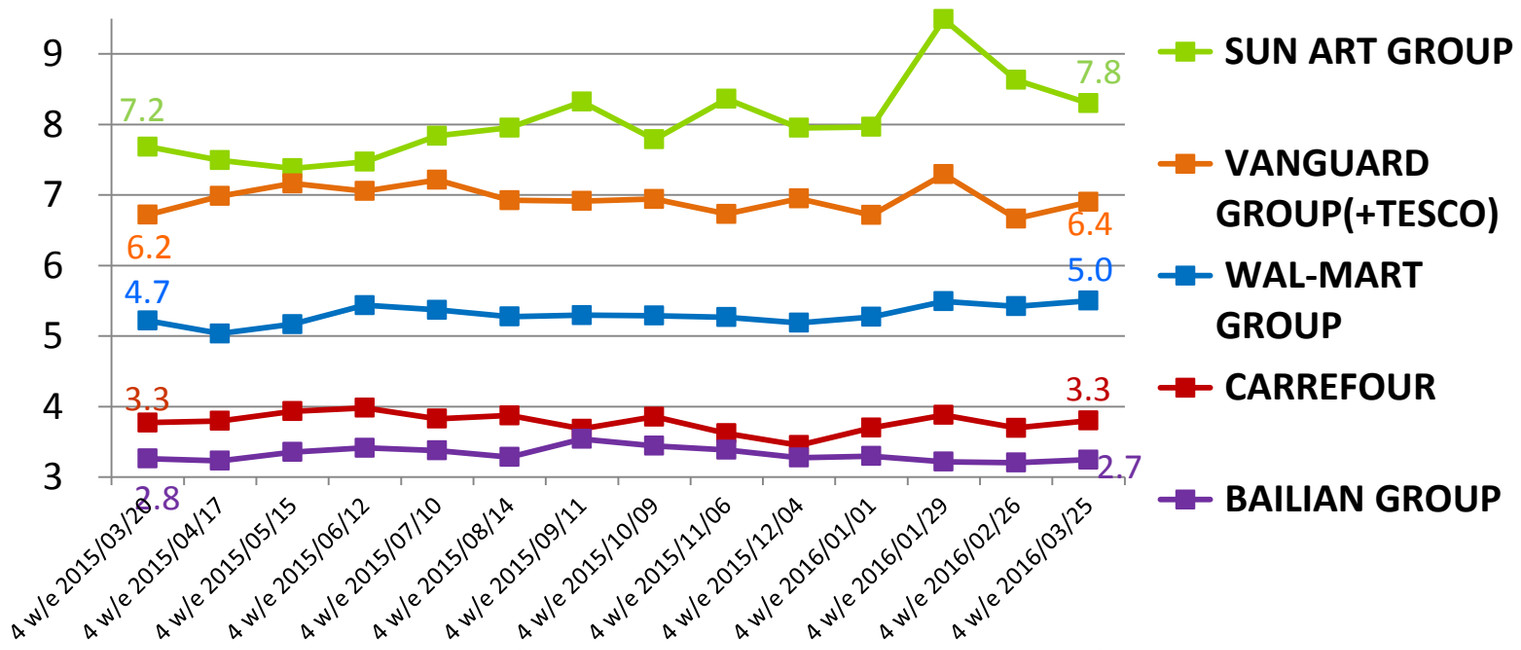
April. 2016 |Retail Snapshot

4 week share tracking of top 5 retail groups

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



Wal-Mart Group showed sign of recovery since 2016 and increased its market share steadily.

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

12 w/e P3 2016 vs 12w/e P3 2015: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	18.3%	+0.0%	114 RMB	-1.5%	4.3 trips	+2.6%
Walmart 中国	14.3%	-9.2%	107 RMB	+3.2%	4.4 trips	-0.4%
Vanguard 华润万家 / 乐购	14.8%	-0.7%	112 RMB	+3.5%	3.4 trips	-1.9%
Carrefour	10.1%	-10.7%	110 RMB	+1.5%	3.2 trips	0.3%
百联集团 BAILIAN GROUP	6.4%	-7.3%	102 RMB	+1.0%	4.5 trips	-1.0%

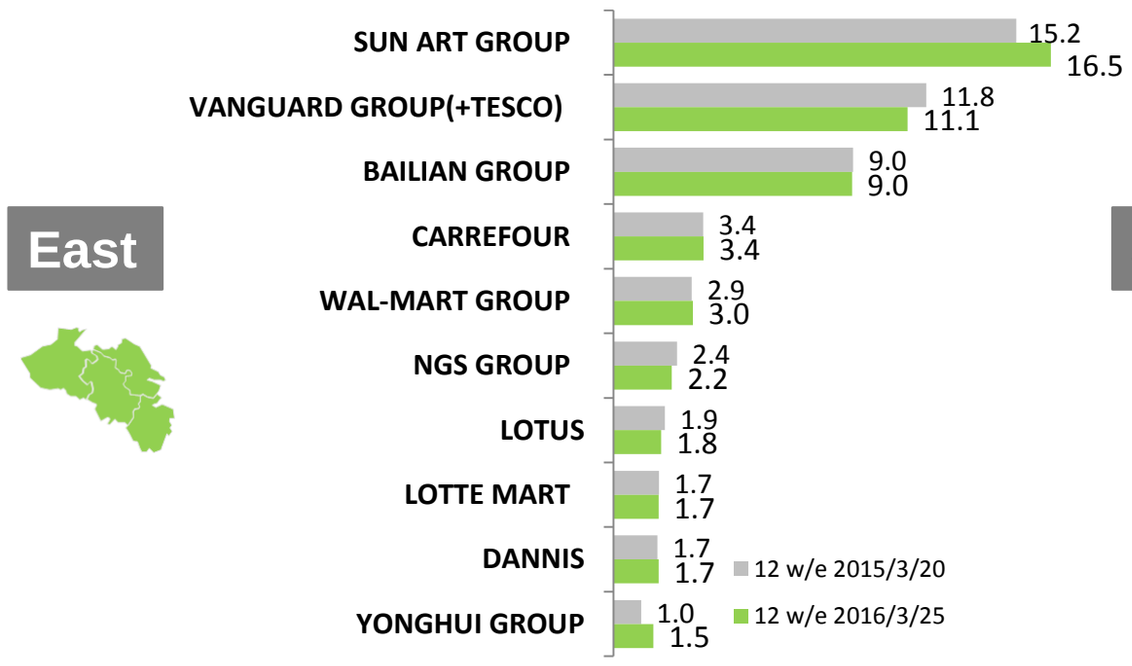
Sun Art Group lead in basket size and also grew frequency

All other retailers continue to lose their shopper base.

Sun Art Group expanded cross all region; Yonghui Group jumped into top 10 league in the East

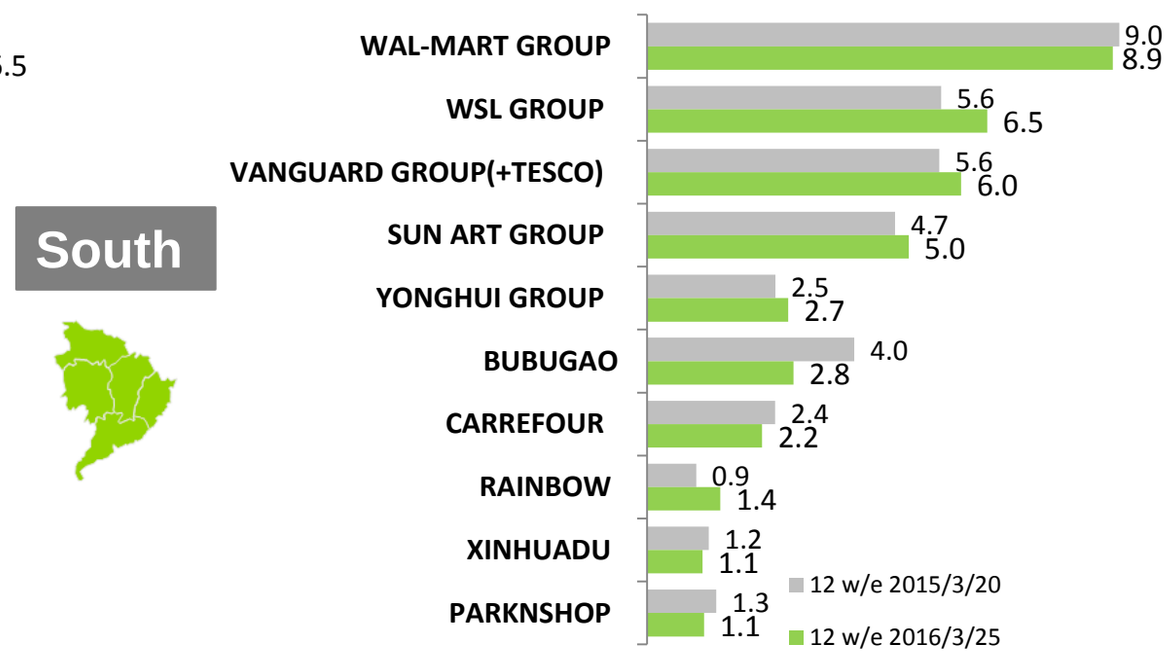
Retail Share by Top 10: East

Value Share (%) – East



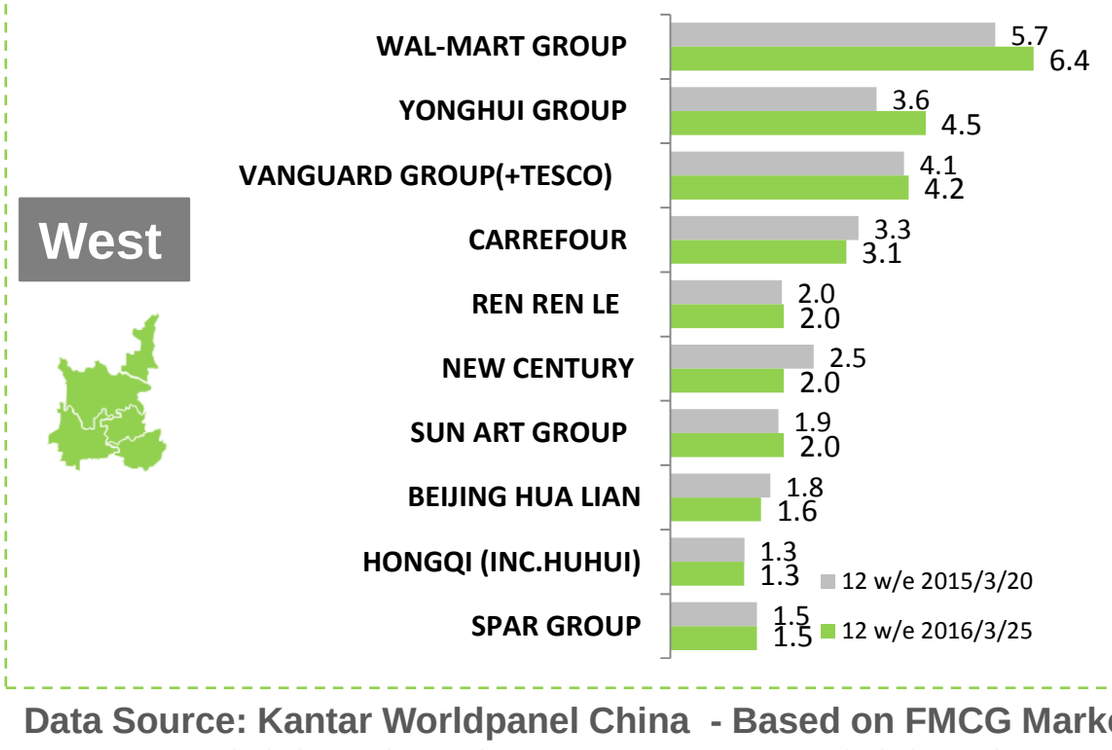
Retail Share by Top 10: South

Value Share (%) – South



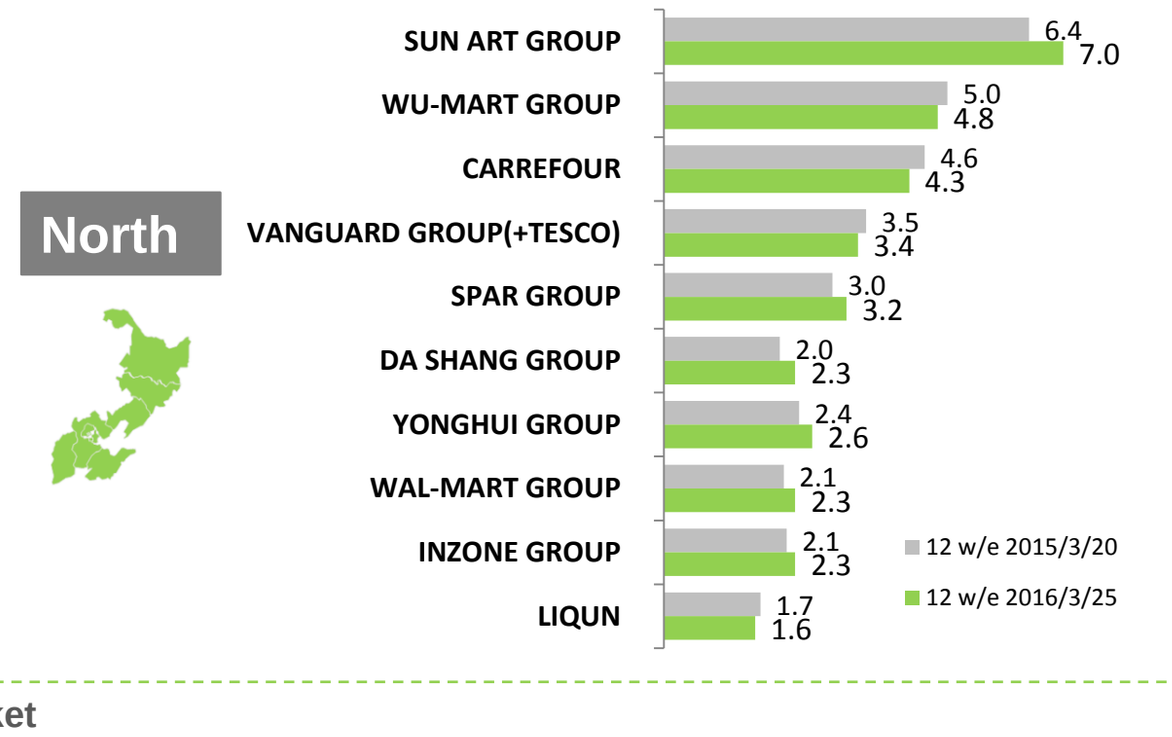
Retail Share by Top 10: West

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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