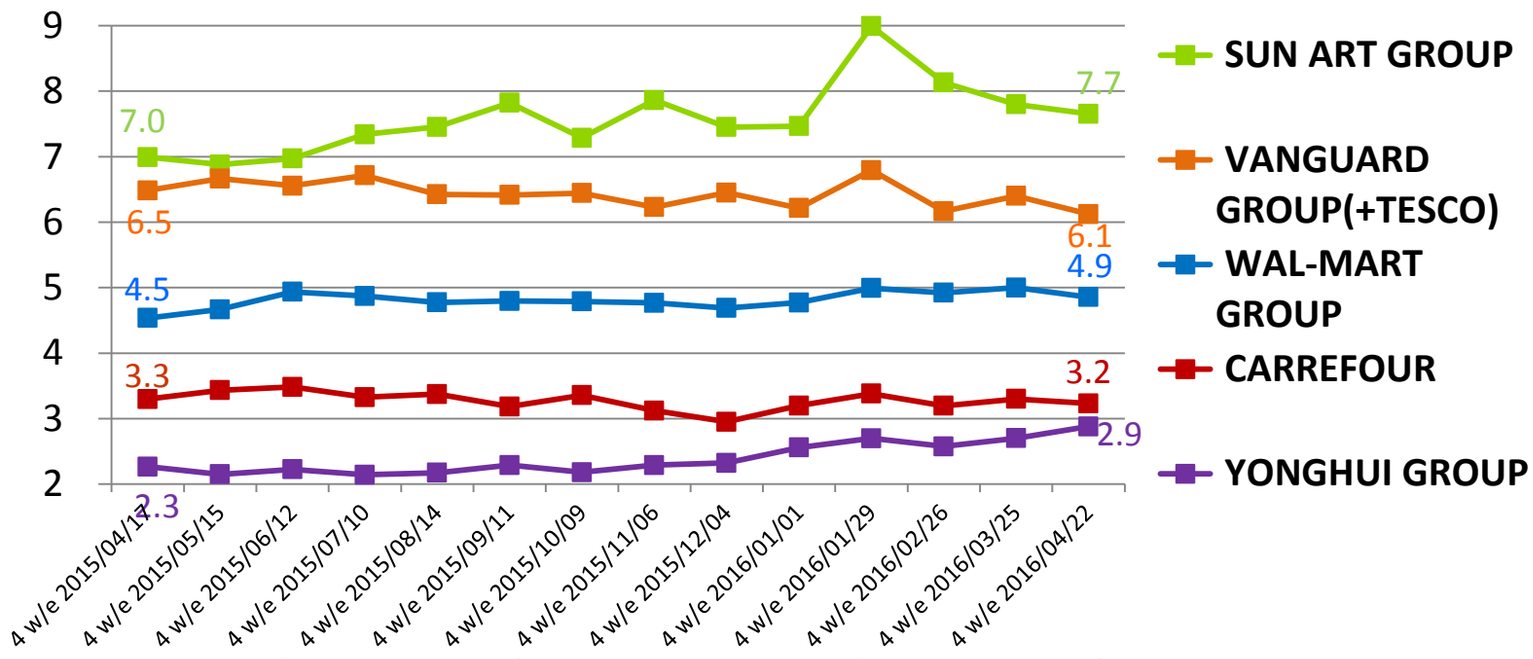
May. 2016 |Retail Snapshot

4 week share tracking of top 5 retail groups

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



Yonghui surpassed the Bailian Group and ranked the fifth in latest four weeks.

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

12 w/e P4 2016 vs 12w/e P4 2015: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	17.9%	+0.9%	110 RMB	-3.0%	4.2 trips	+2.9%
Vanguard 华润万家 / 乐购	14.6%	-8.4%	104 RMB	+0.3%	4.1 trips	-2.5%
Walmart 中国	14.1%	-1.6%	110 RMB	+1.3%	3.4 trips	-2.0%
Carrefour	9.8%	-10.2%	108 RMB	+0.0%	3.2 trips	1.6%
YH	7.6%	+15.4%	87 RMB	+6.6%	4.2 trips	-5.9%

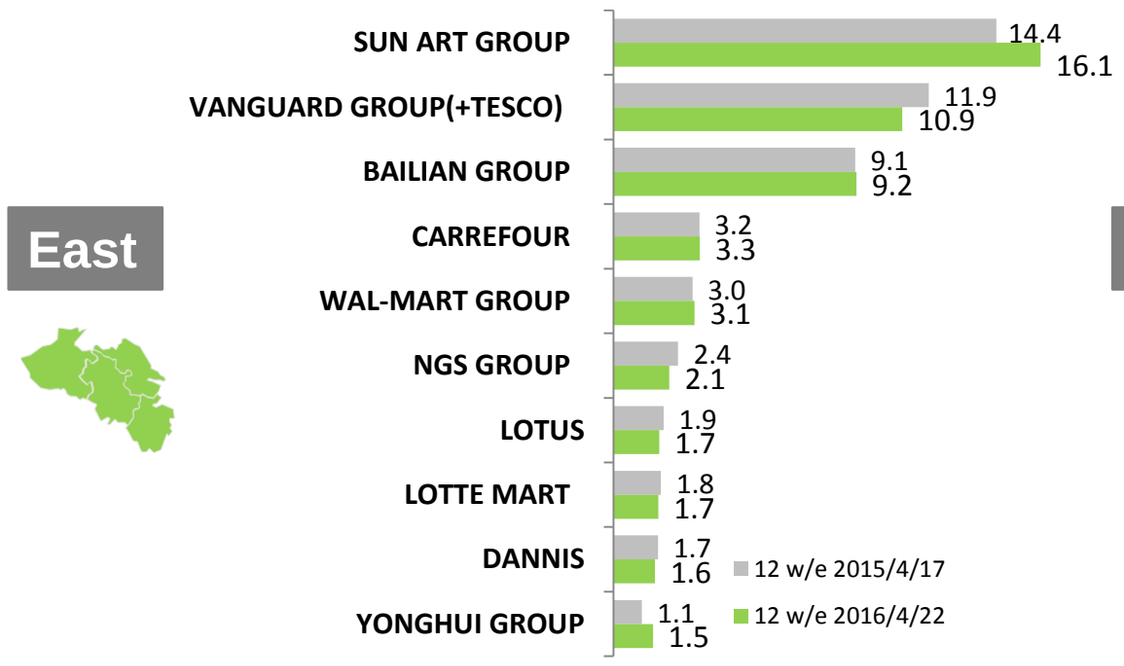
Yonghui Group growing in penetration and basket size.

Wal-Mart 's consumer spending more on an average trip, reach the same level of Sun-Art group.

Yonghui growing share cross all region; WSL group growing strong in South.

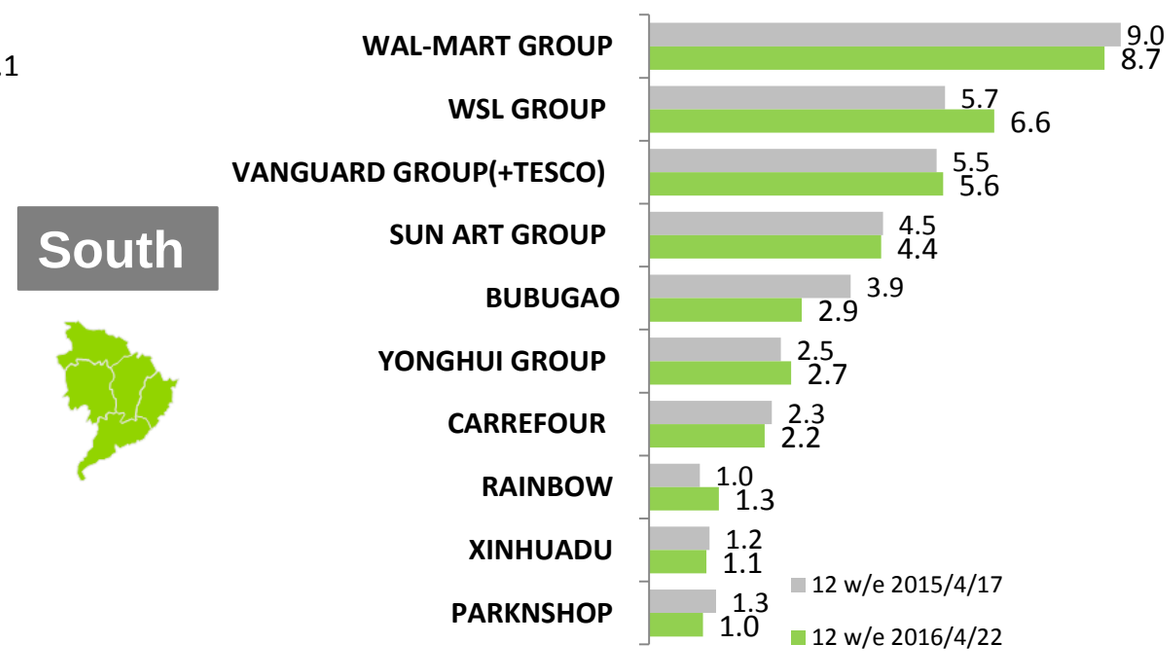
Retail Share by Top 10: East

Value Share (%) – East



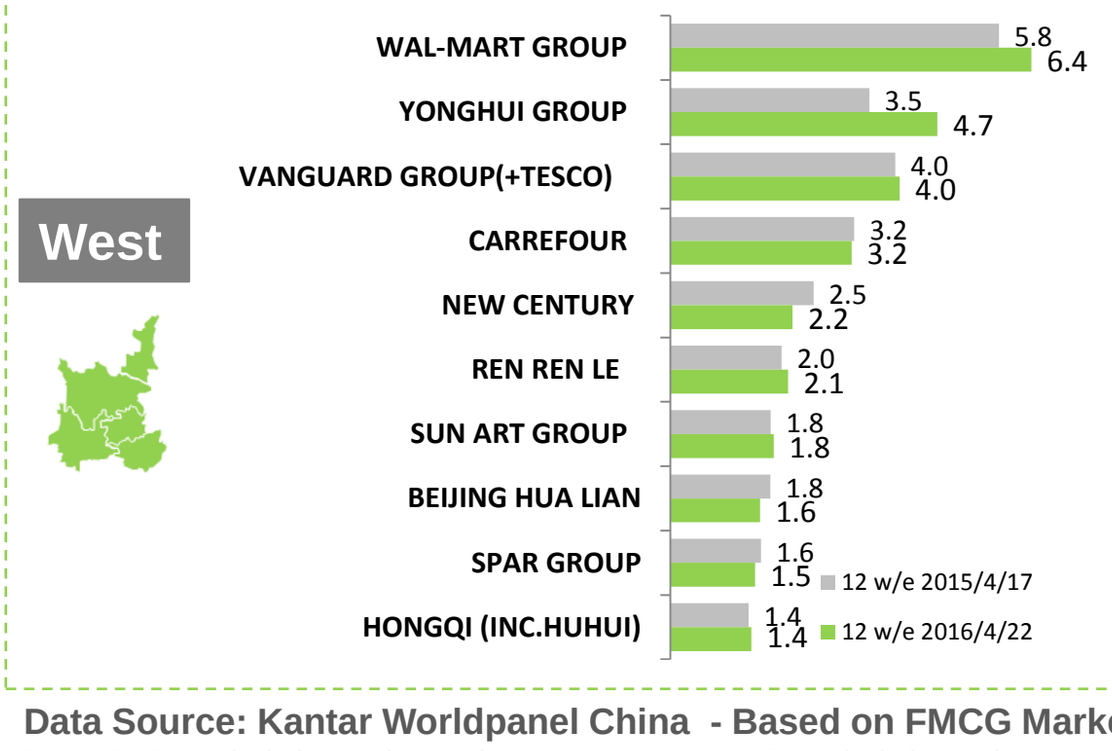
Retail Share by Top 10: South

Value Share (%) – South



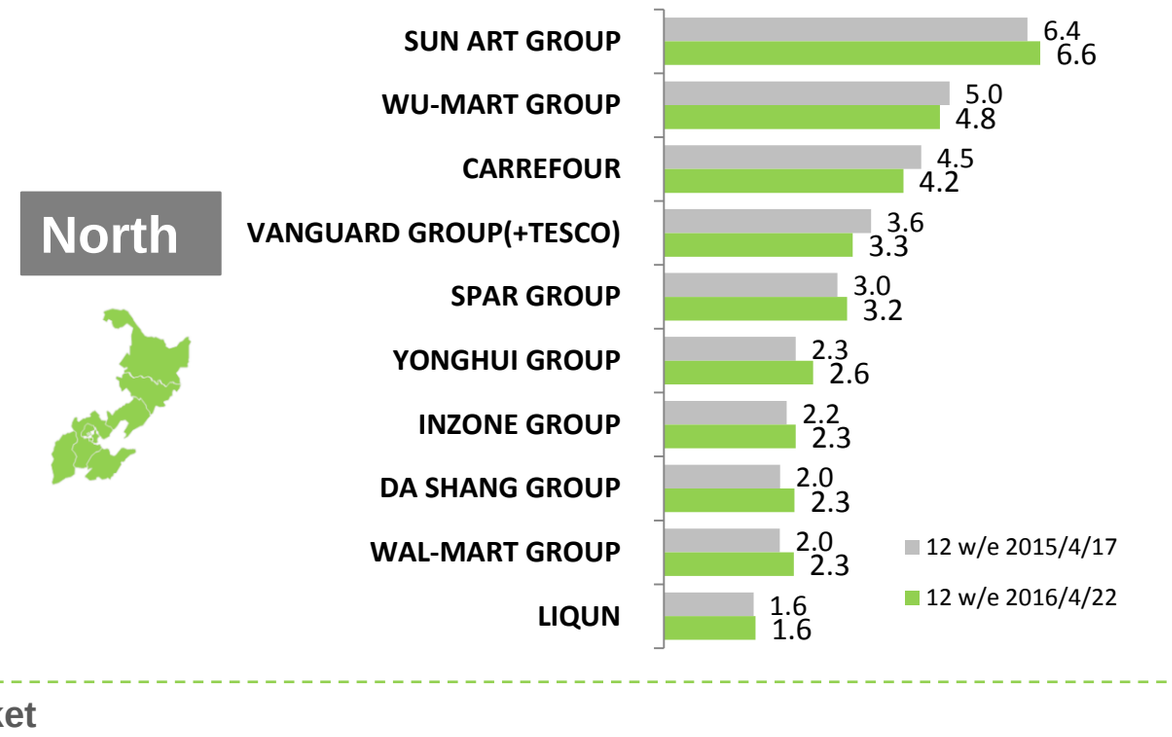
Retail Share by Top 10: West

Value Share (%) – West



Retail Share by Top 10: North

Value Share (%) – North



Data Source: Kantar Worldpanel China - Based on FMCG Market

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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