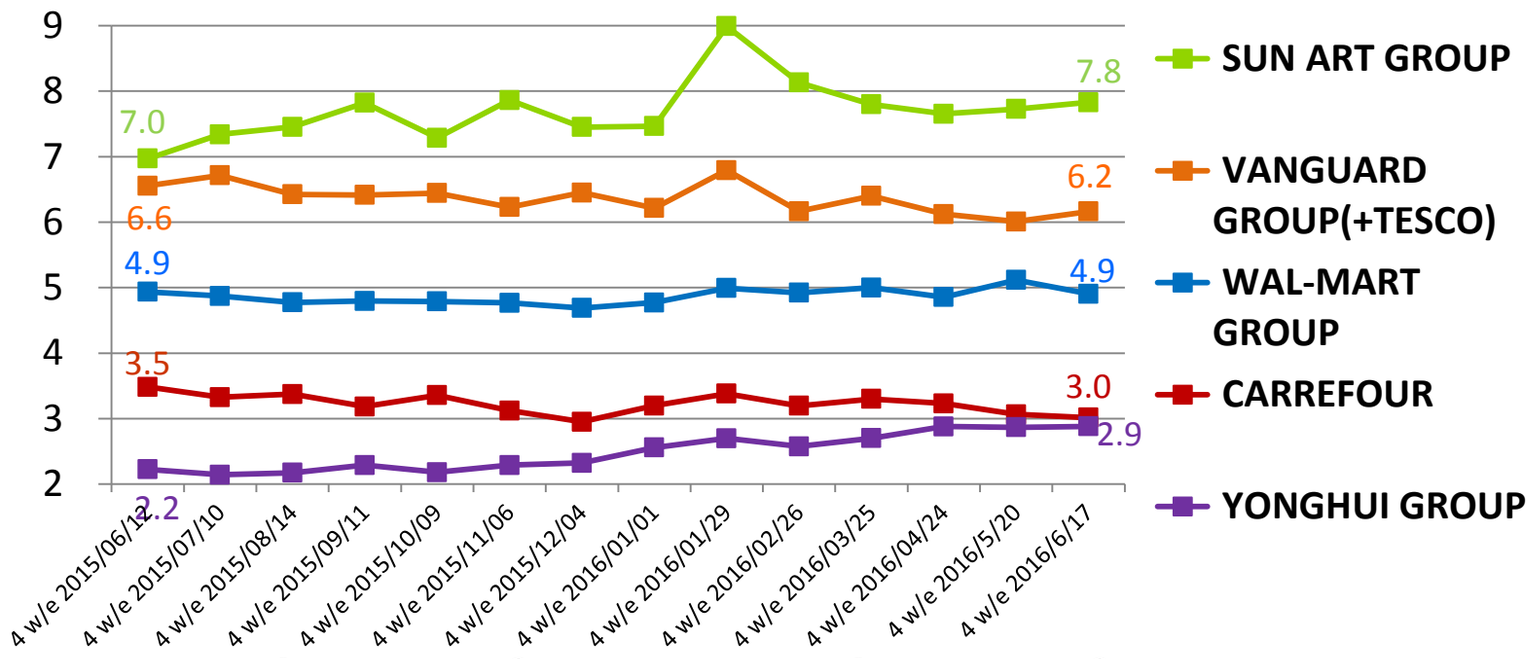
July. 2016 |Retail Snapshot

4 week share tracking of top 5 retail groups

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



Yonghui first broke into the top 5 national retailers in the beginning of 2016 while in the last quarter closes on Carrefour

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

12 w/e P6 2016 vs 12w/e P6 2015: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	17.4%	+2.2%	95.6 RMB	+3.1%	4.3 trips	+3.3%
Vanguard 华润万家 / 乐购	14.3%	-7.4%	89.0 RMB	+1.4%	4.4 trips	-3.2%
Walmart 中国	13.5%	-3.1%	97.0 RMB	+5.9%	3.5 trips	+0.3%
Carrefour	9.2%	-10.8%	94.7 RMB	+2.0%	3.3 trips	-2.0%
永辉超市 YONGHUI SUPERSTORES	7.4%	+15.8%	80.9 RMB	+12.3%	4.4 trips	-1.9%

Sun-Art group managed to grow all 3 key consumer measures helping its share pick up during the 2nd quarter of 2016.

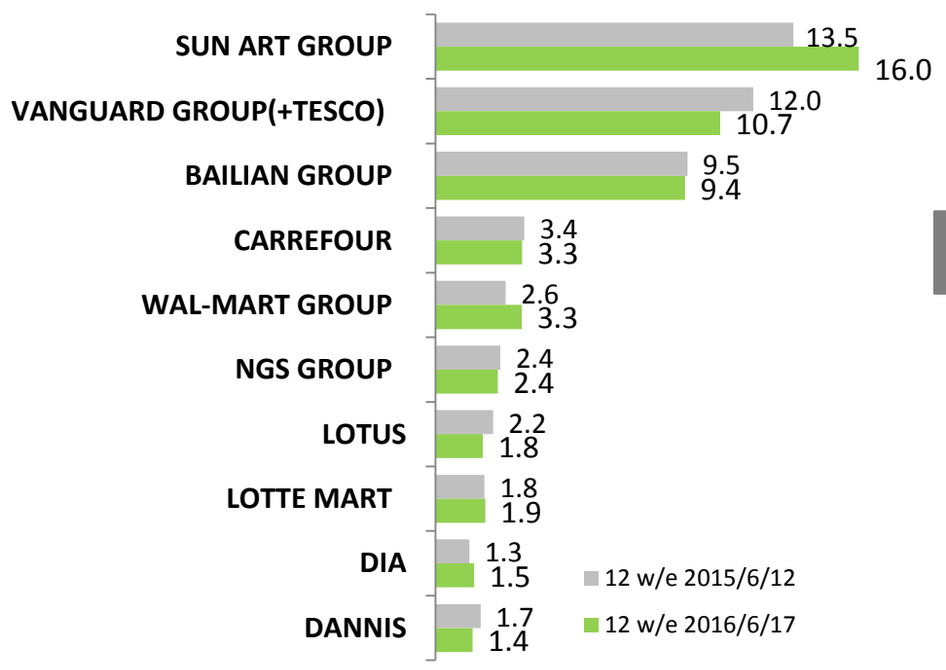
Strong penetration and basket size growth helped Yonghui grow its share in 2016.

Sun-Art widening its gap with followers in East; Yonghui narrowing gap with Wal-Mart Group in West.

Retail Share by Top 10: East

Value Share (%) – East

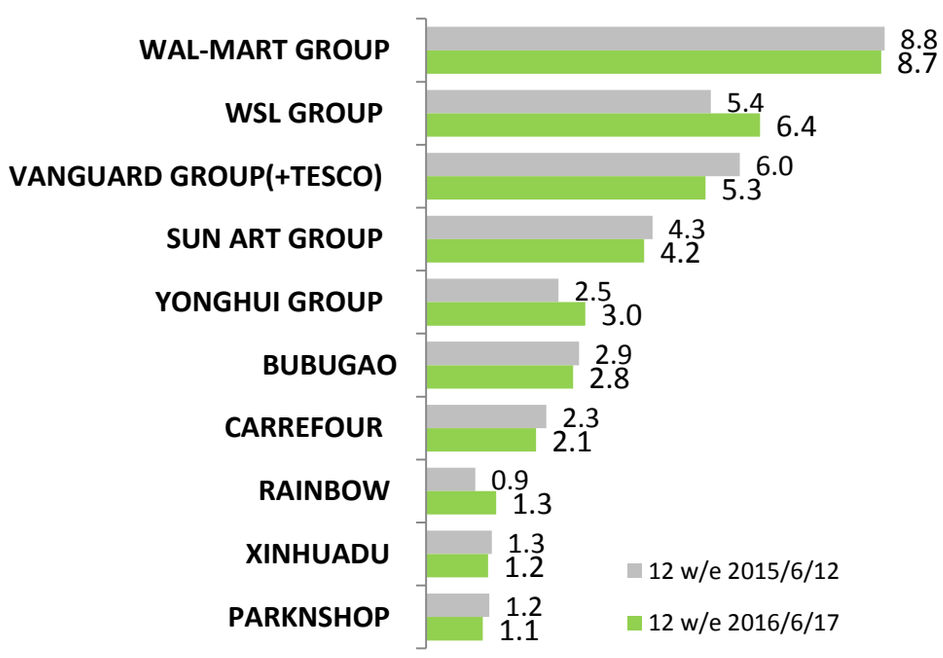
East



Retail Share by Top 10: South

Value Share (%) – South

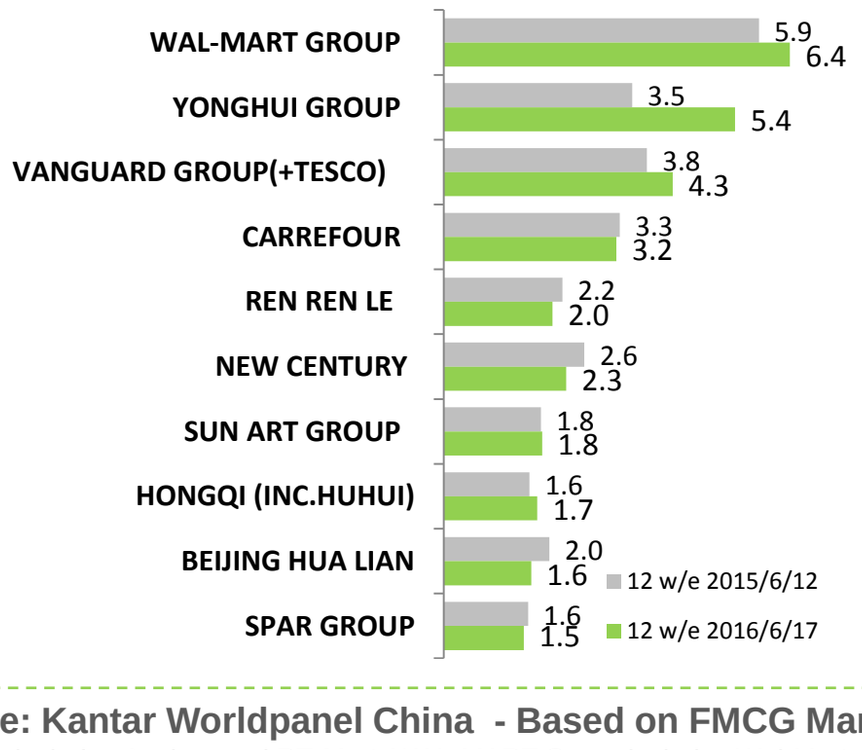
South



Retail Share by Top 10: West

Value Share (%) – West

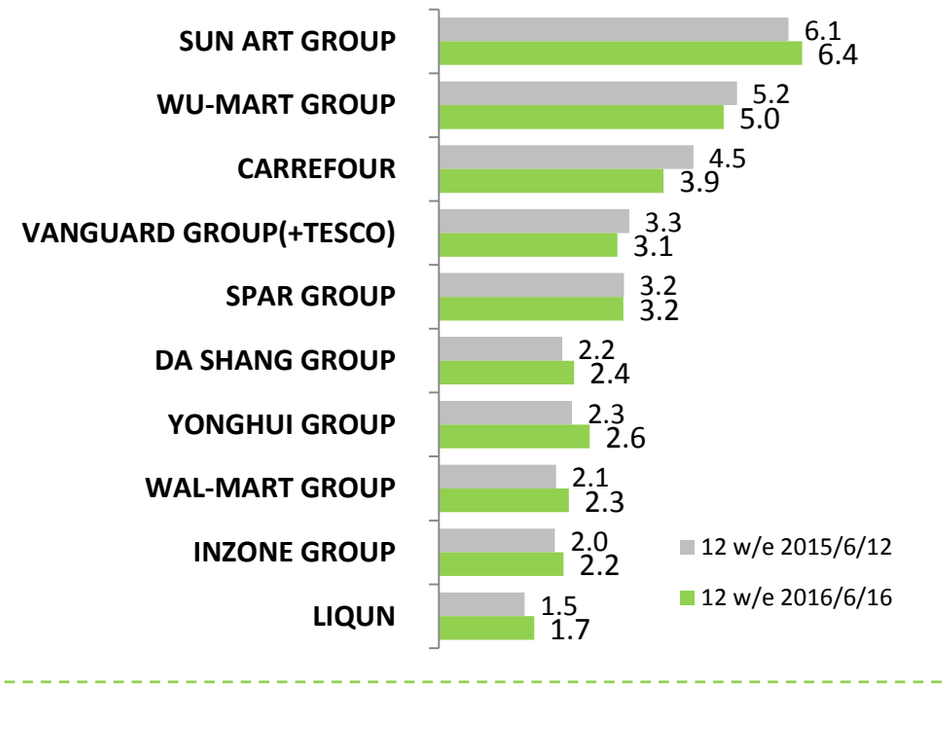
West



Retail Share by Top 10: North

Value Share (%) – North

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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