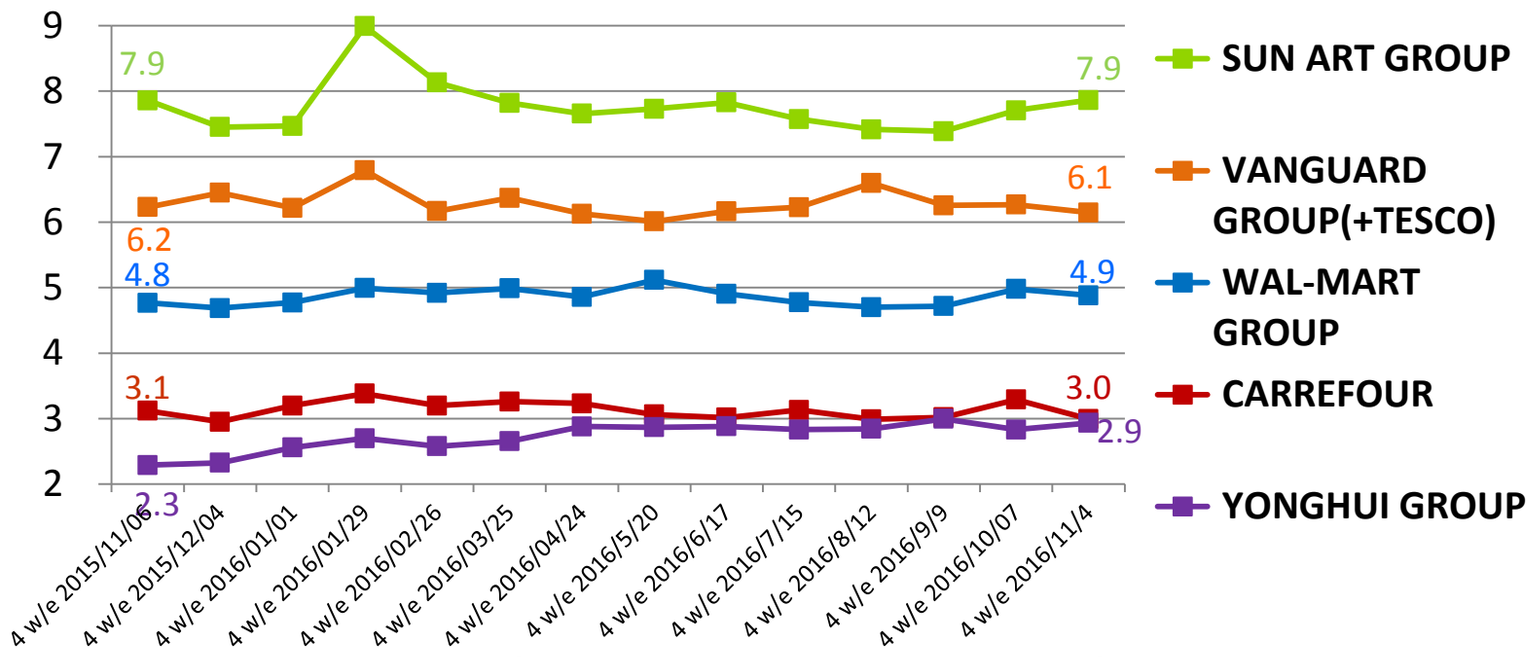
Dec. 2016 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



Sun-Art group's share picks up again in the latest month. Wal-Mart share struggles to reach 5% for most of the periods during 2016.

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

12 w/e P11 2016 vs 12w/e P11 2015: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	17.2%	-2.8%	96.8 RMB	-0.3%	4.3 trips	+2.4%
Vanguard 华润万家 / 乐购	14.3%	-4.0%	90.8 RMB	+0.2%	4.4 trips	-2.2%
Walmart 中国	13.2%	-4.3%	100.9 RMB	+4.5%	3.4 trips	-0.0%
Carrefour	8.8%	-9.3%	100.2 RMB	+3.3%	3.3 trips	+3.1%
永辉超市 YONGHUI SUPERSTORES	7.7%	+14.9%	81.2 RMB	+9.0%	4.3 trips	-0.0%

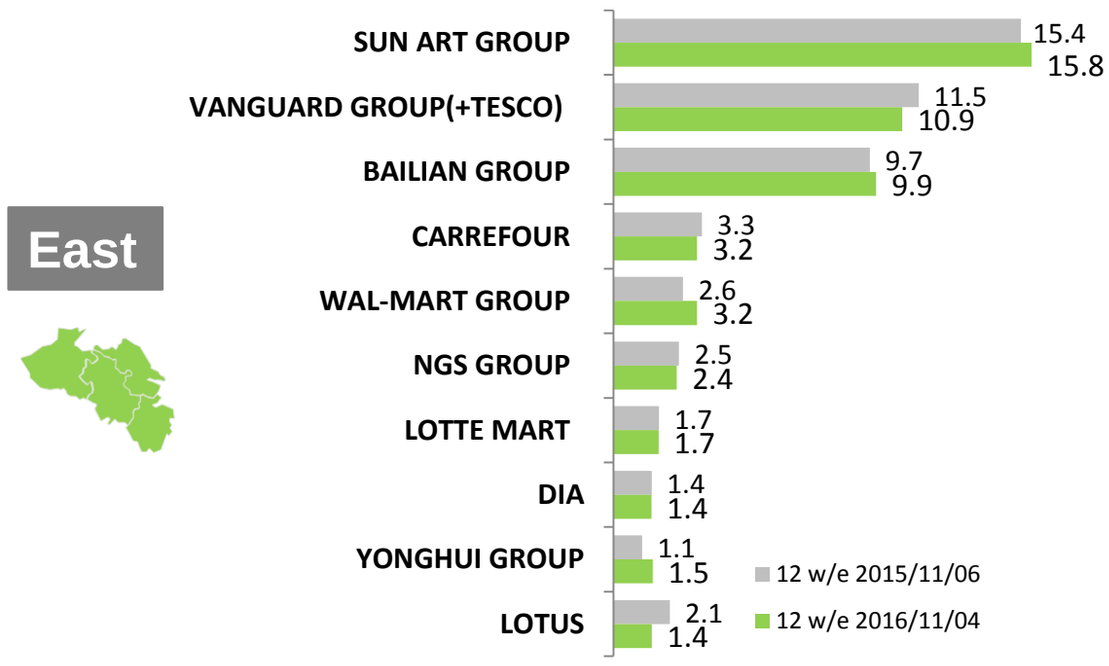
Sun-Art group is losing shoppers driven by both RT-Mart and Auchan, though Auchan's delcine is faster. Trip spending is stagnant for this group as well.

Wal-Mart and Carrefour are doing well in driving consumer spending per trip over 100 RMB further strengthing their leadership of this measure.

Sun-Art further improved its number one position in the North, mainly driven by RT-Mart.

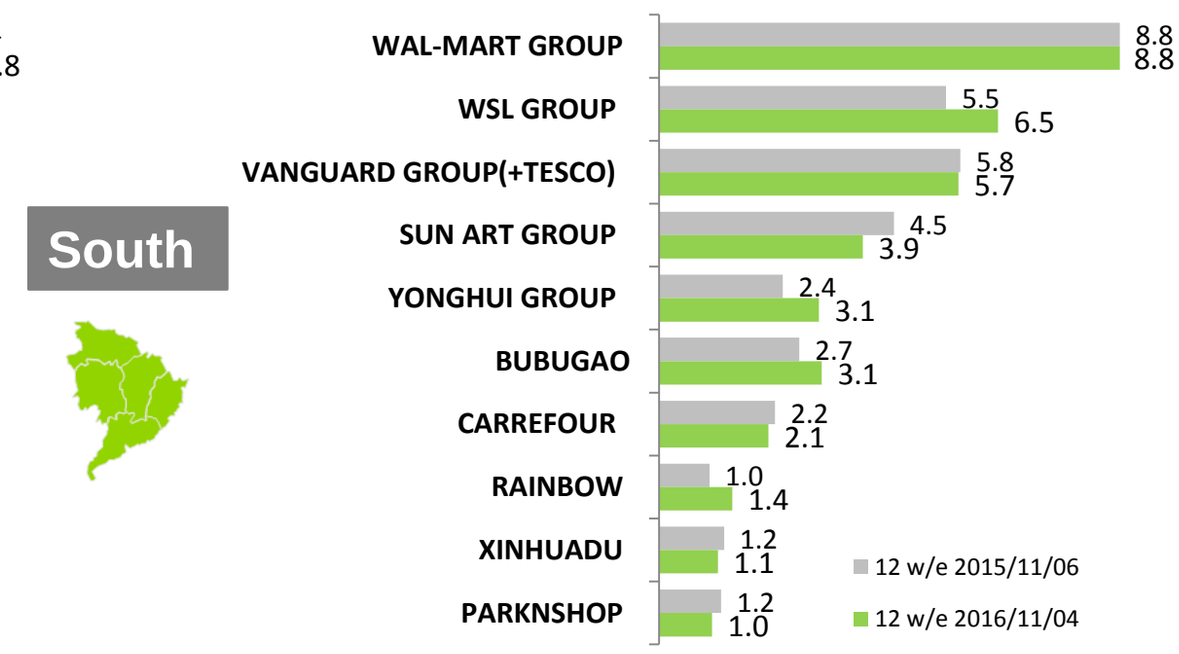
Retail Share by Top 10: East

Value Share (%) – East



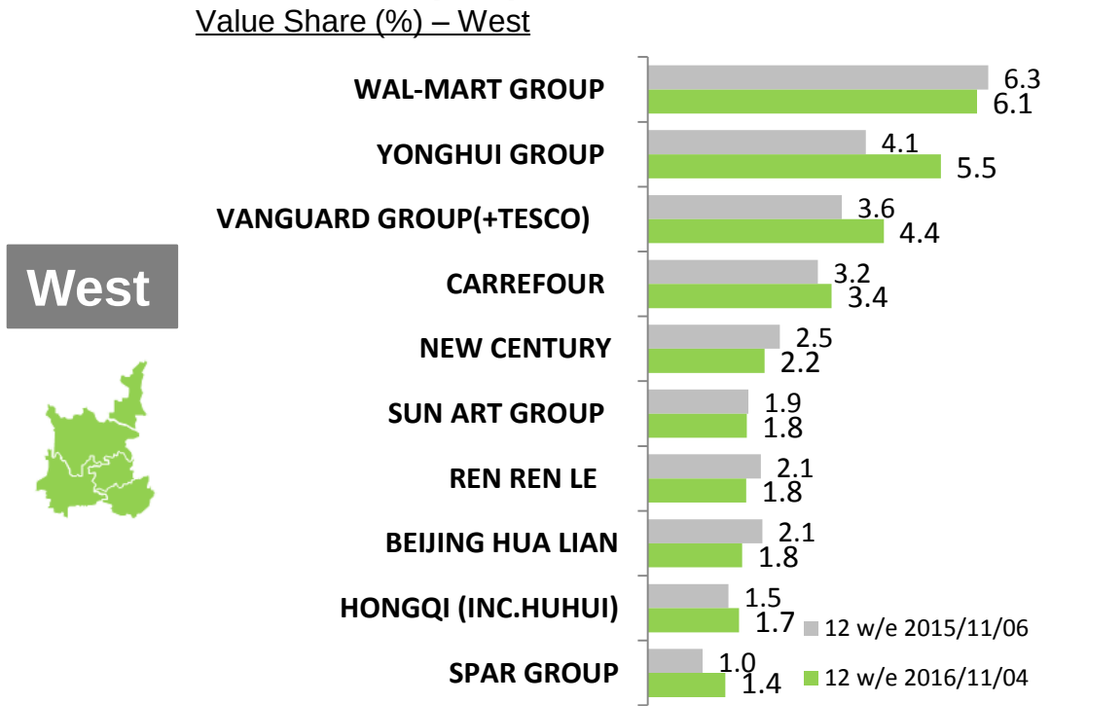
Retail Share by Top 10: South

Value Share (%) – South



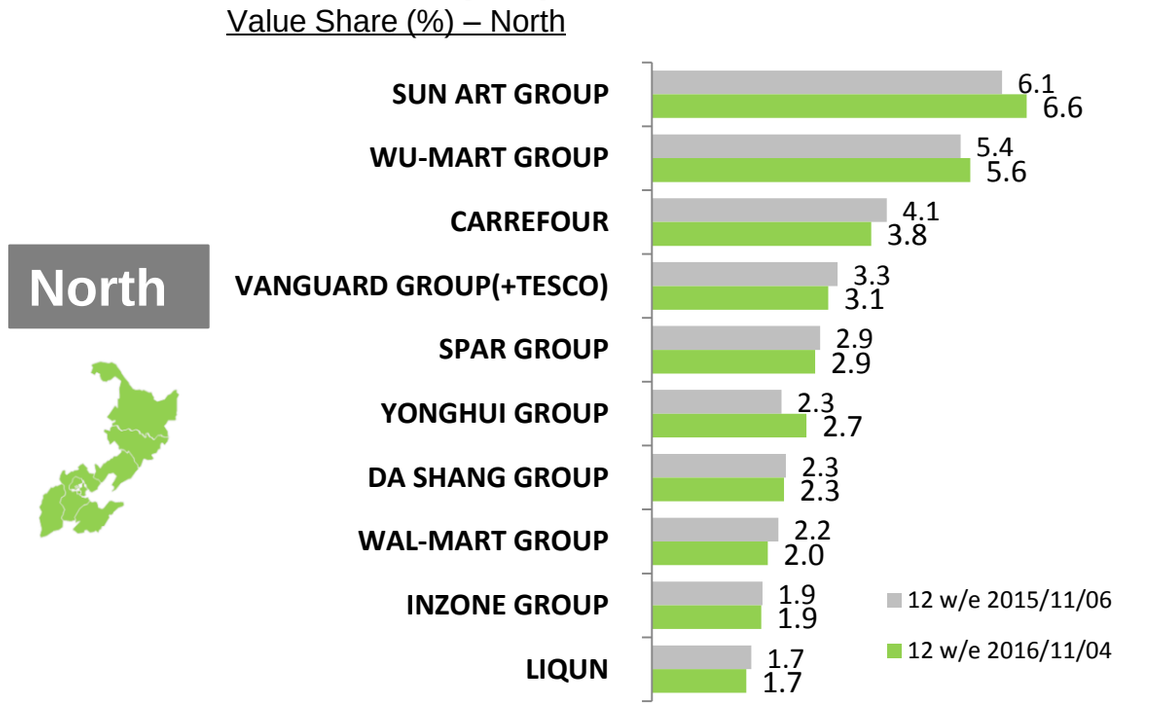
Retail Share by Top 10: West

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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