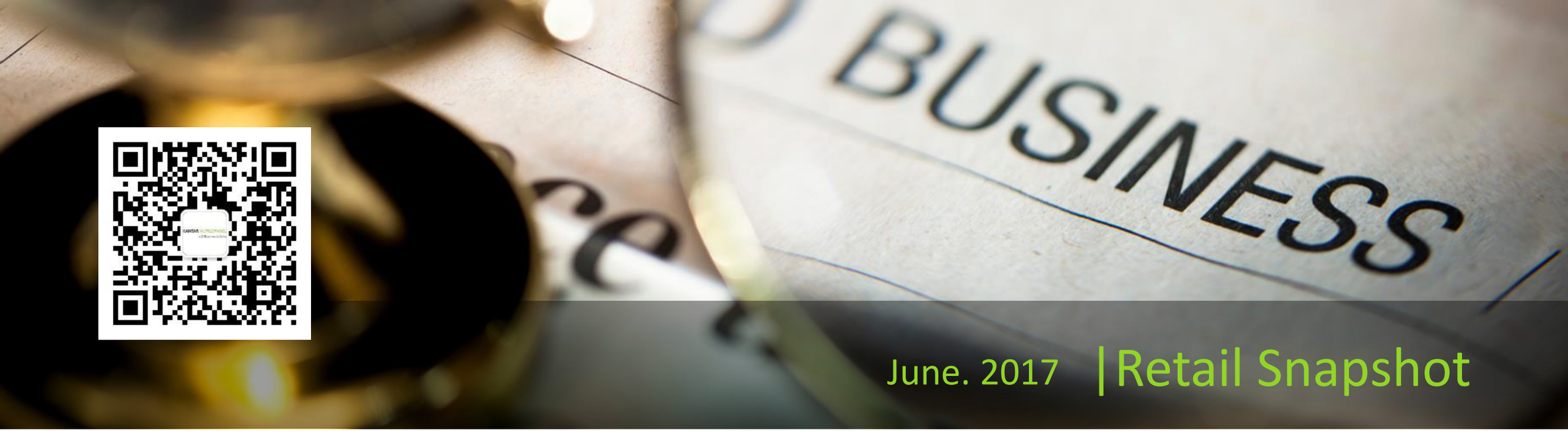
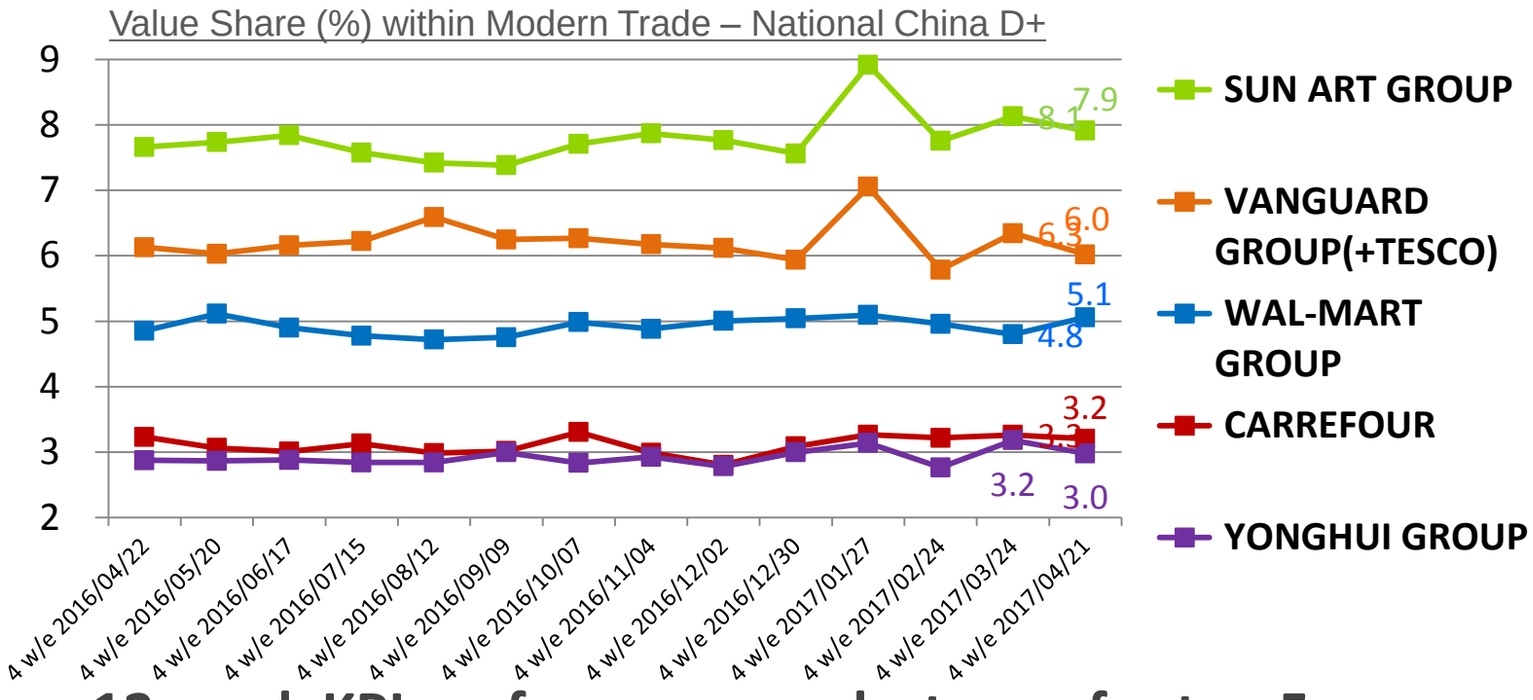


June. 2017 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



Walmart Group saw share recover to 5.1%, while the performance of all the other top retail groups softened in latest 4 weeks

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

12 w/e P4 2017 vs 12w/e P4 2016: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	17.4%	-2.6%	105.2 RMB	-4.7%	4.2 trips	+0.0%
Vanguard 华润万家 / 乐购	14.1%	-3.4%	98.2 RMB	-5.4%	4.3 trips	-1.6%
Walmart 中国	13.3%	-5.7%	112.2 RMB	+2.3%	3.3 trips	-3.7%
Carrefour	9.0%	-8.1%	110.3 RMB	+2.1%	3.2 trips	-1.2%
永辉超市 YONGHUI SUPERSTORES	8.2%	+6.7%	84.3 RMB	-4.8%	4.2 trips	+0.6%

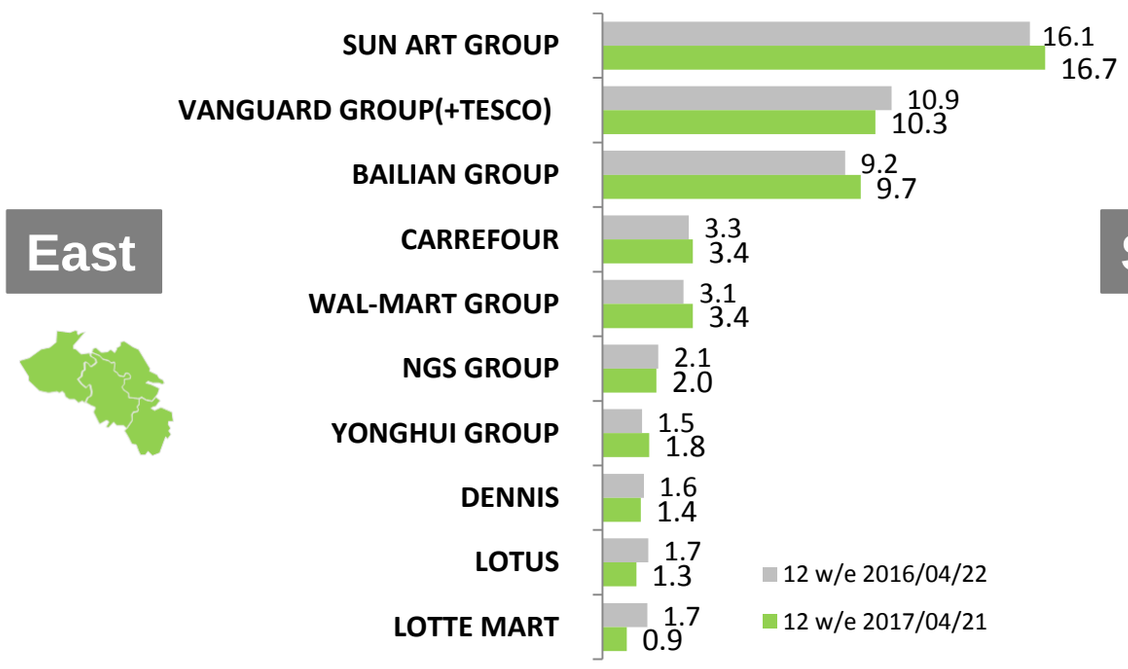
Walmart continues to lead in basket value, followed by Carrefour.

Among the top 5 retailer groups, Yonghui is the only one that enjoyed an expansion of their buyer base in the last 12 weeks

Sun Art strengthened its number 1 position in the East, while Yonghui closes the gap with Walmart in the West

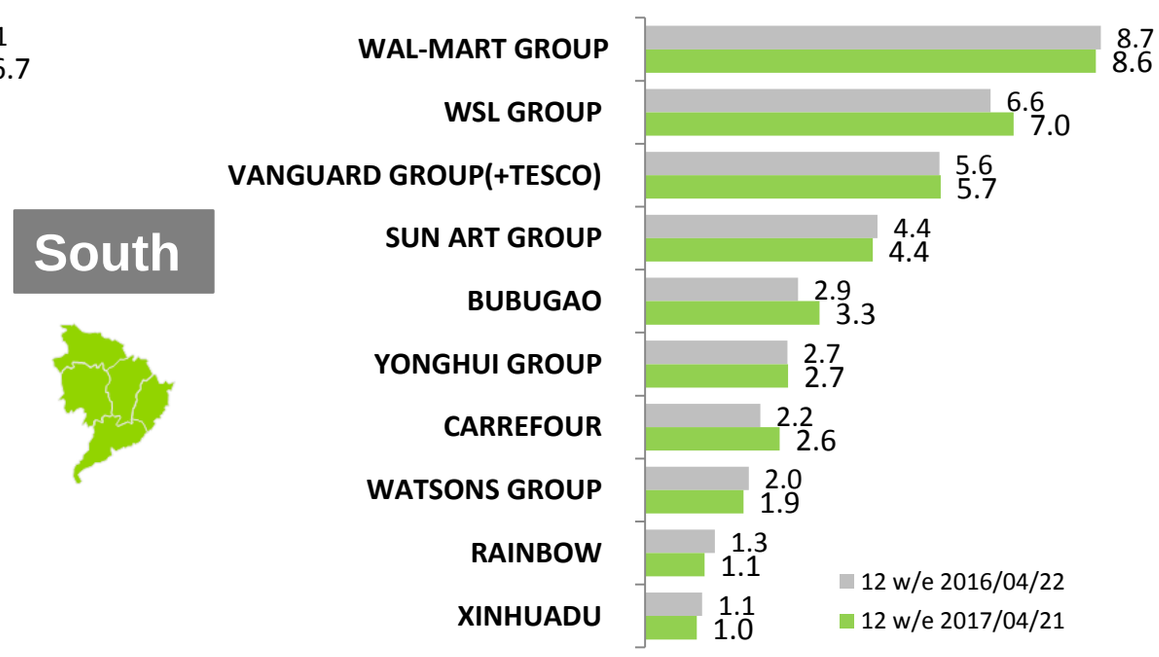
Retail Share by Top 10: East

Value Share (%) – East



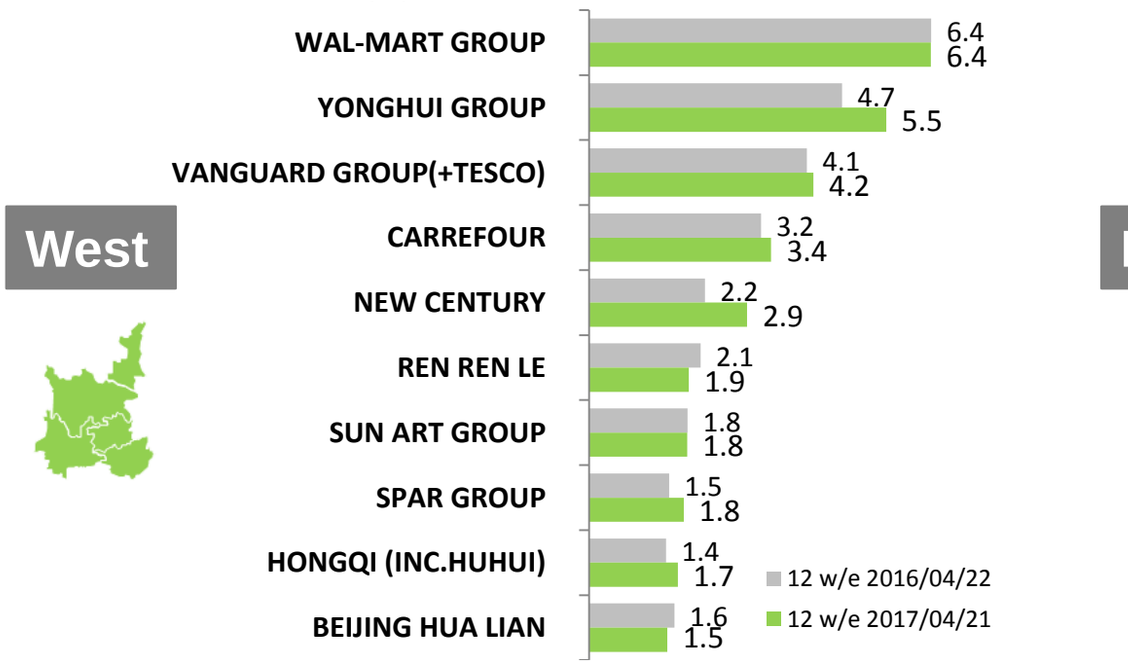
Retail Share by Top 10: South

Value Share (%) – South



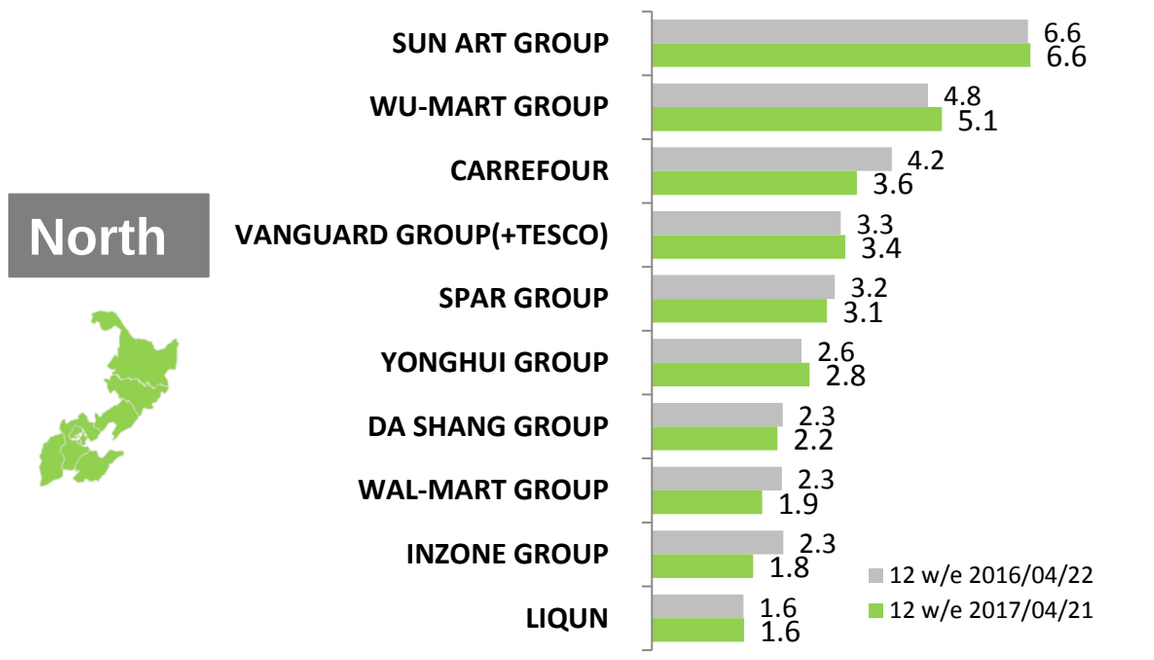
Retail Share by Top 10: West

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. Watsons Group includes Parknshop, Watsons, Taste

© Kantar Worldpanel