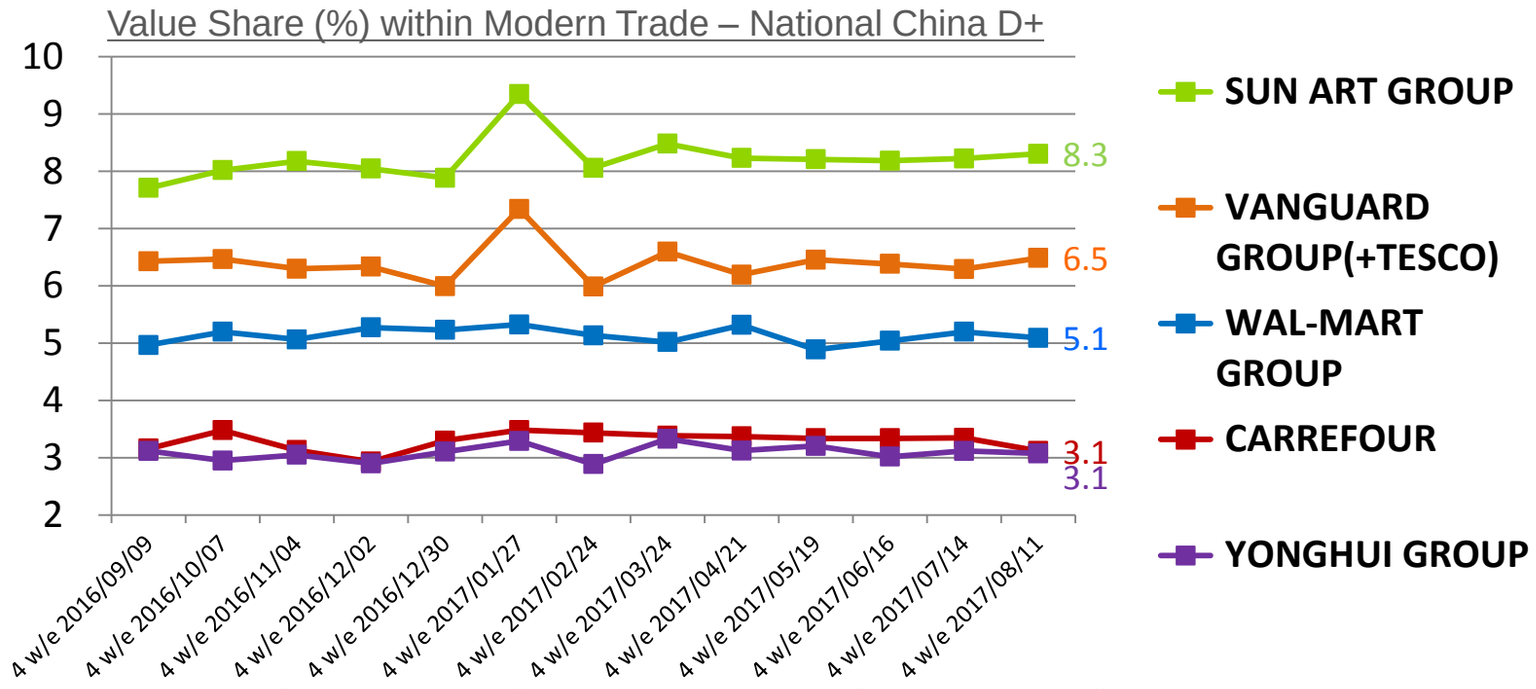
Sep. 2017 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



SunArt Group saw steady growth in Aug, and strengthening its number 1 market position.

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

12 w/e P8 2017 vs 12w/e P8 2016: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	17.3%	-0.7%	91.6 RMB	+3.5%	4.3 trips	+2.0%
Vanguard 华润万家 / 乐购	14.1%	-0.6%	85.2 RMB	+1.5%	4.4 trips	-2.1%
Walmart 中国	12.7%	-2.9%	97.1 RMB	+7.4%	3.4 trips	-1.0%
Carrefour	8.5%	-5.9%	95.4 RMB	+7.1%	3.3 trips	+1.7%
永辉超市 YONGHUI SUPERSTORES	8.3%	+9.8%	73.3 RMB	-1.2%	4.3 trips	-4.3%

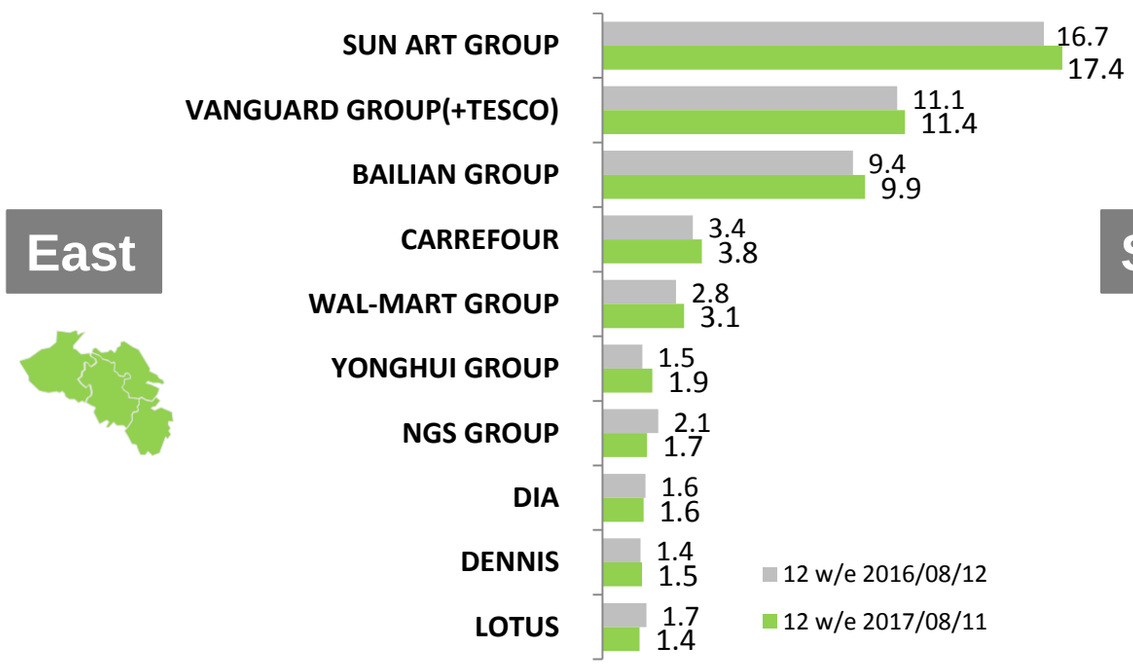
SunArt Group enjoys growth from higher basket value and more trips.

Thanks to store expansion, Yonghui's buyer base reach 8.3%, further narrowing its gap with Carrefour.

Carrefour saw share recovery in the East and South, while Walmart advanced in the West

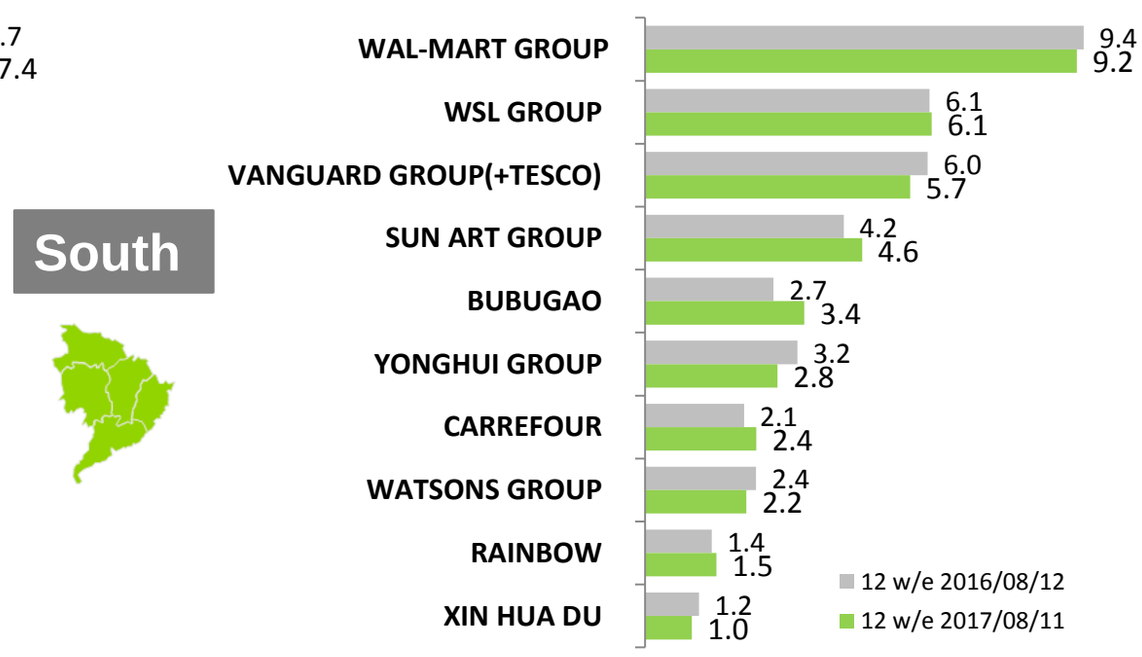
Retail Share by Top 10: East

Value Share (%) – East



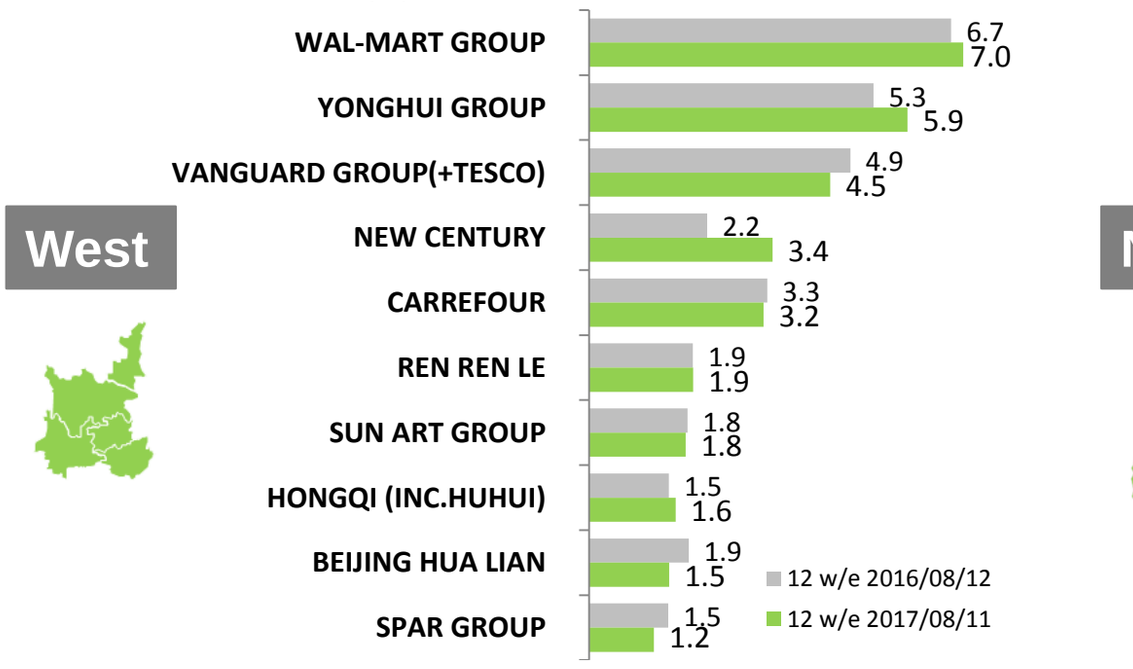
Retail Share by Top 10: South

Value Share (%) – South



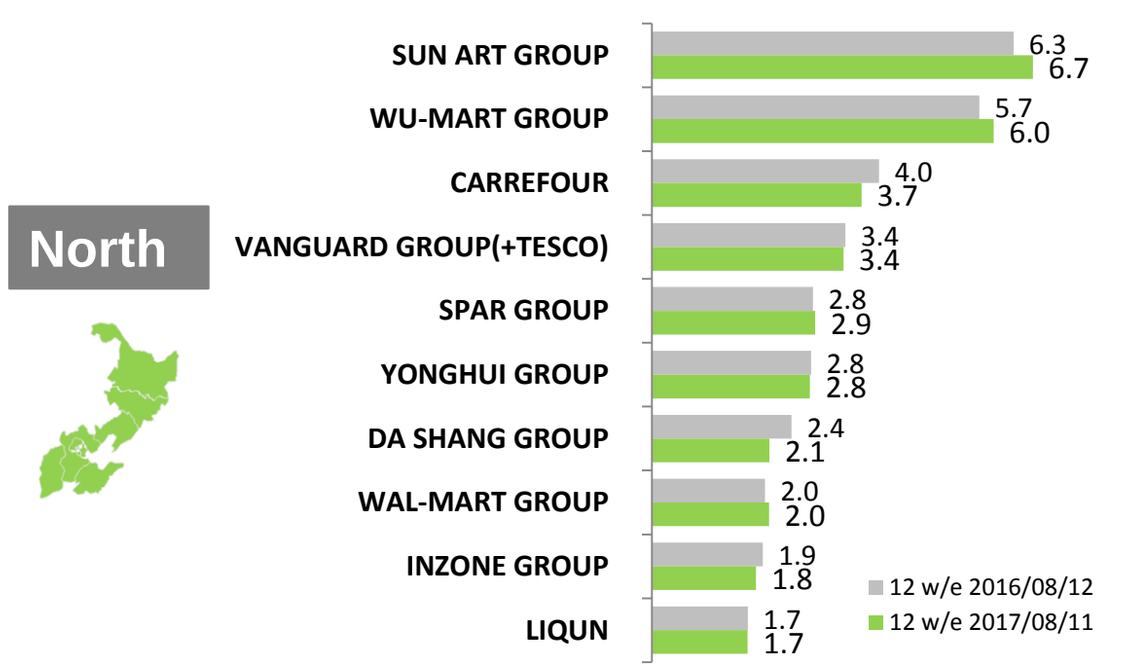
Retail Share by Top 10: West

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

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