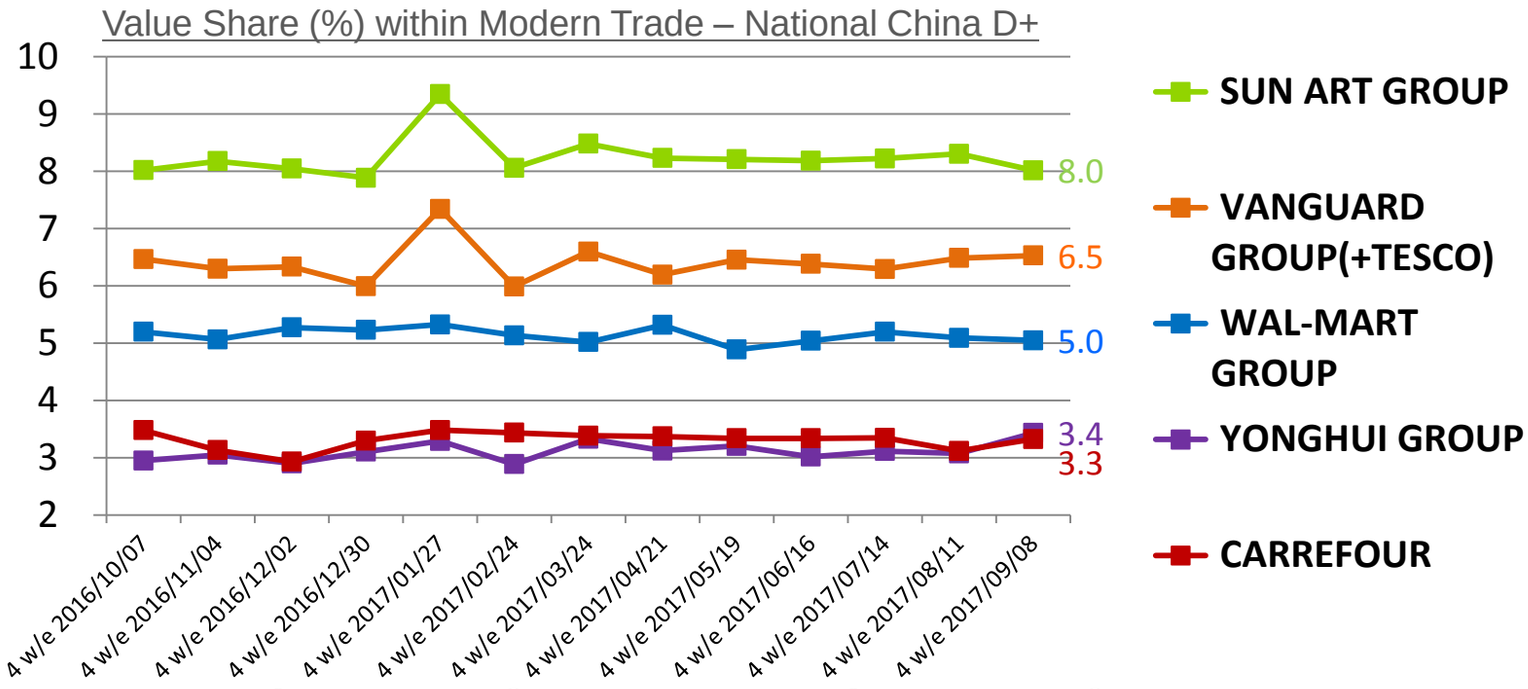
Oct. 2017 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



In Sep, Yonghui Group surpassed Carrefour for the first time and became the #4 retailer group in China.

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

12 w/e P9 2017 vs 12w/e P9 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%	-0.1%	90.3 RMB	+4.2%	4.3 trips	+0.9%
Vanguard 华润万家 / 乐购	14.1%	-1.3%	84.4 RMB	+0.8%	4.4 trips	-1.6%
Walmart 中国	12.8%	-2.4%	95.6 RMB	+4.9%	3.4 trips	+0.2%
永辉超市 YONGHUI SUPERSTORES	8.5%	+11.6%	73.7 RMB	-0.4%	4.2 trips	-4.6%
Carrefour	8.5%	-5.1%	94.9 RMB	+5.4%	3.3 trips	+1.2%

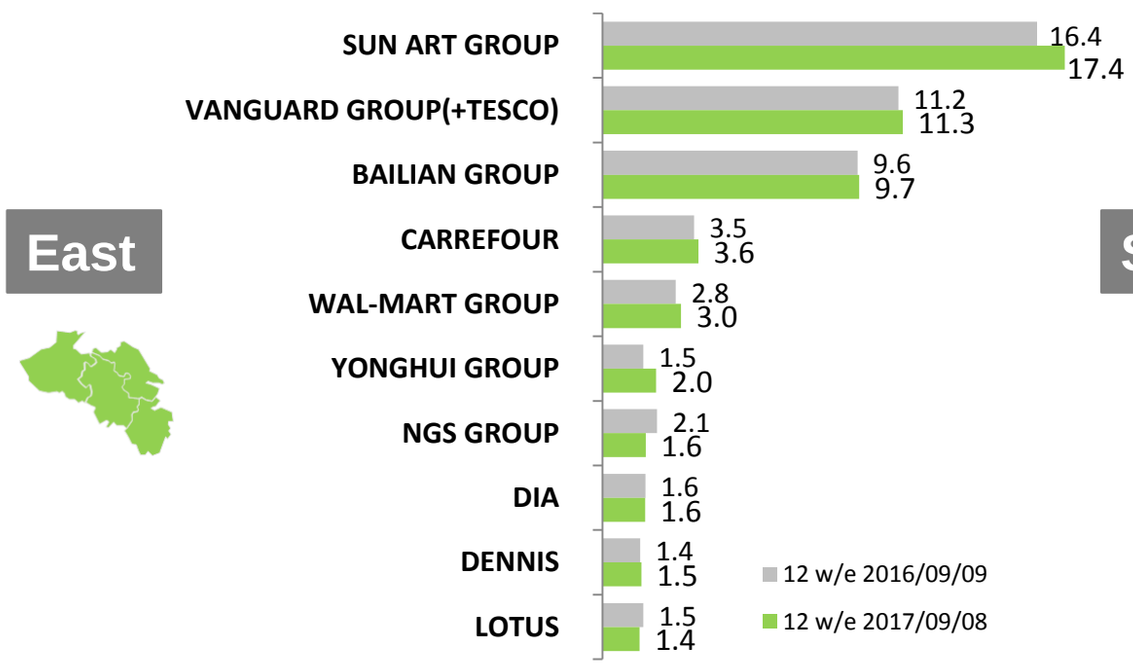
Thanks to store expansion, Yonghui's buyer base reach 8.5%, now slightly ahead of Carrefour.

Carrefour saw increases in trips, following the expansion of Easy Carrefour

Yonghui's expansion was mainly in the East and South. Walmart achieved share recovery in most regions.

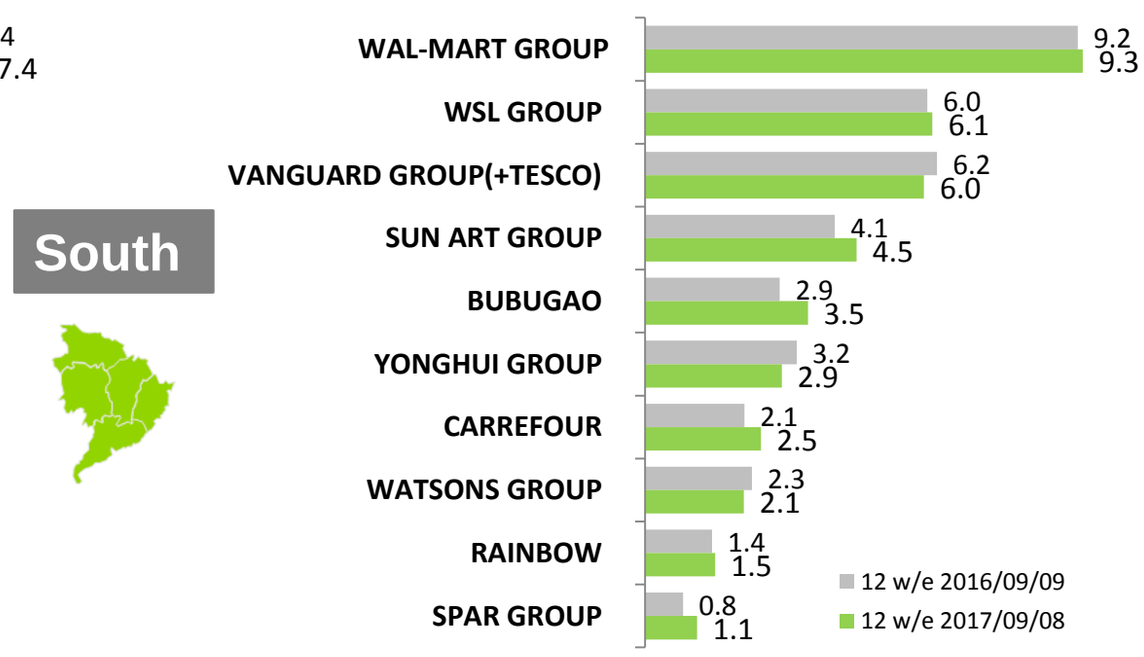
Retail Share by Top 10: East

Value Share (%) – East



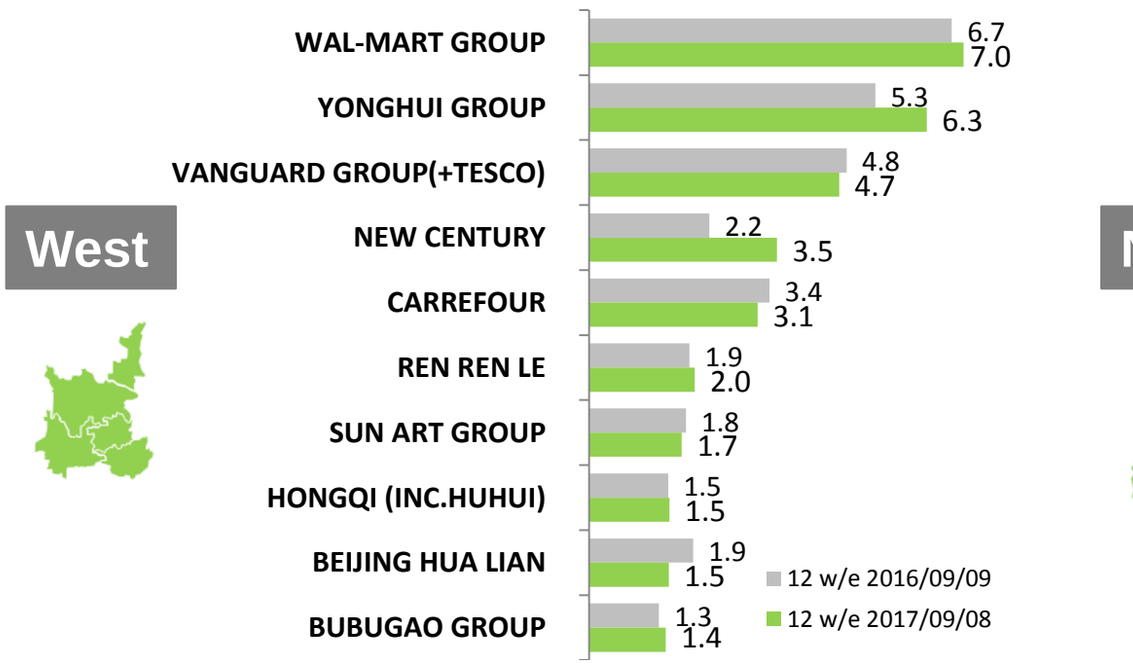
Retail Share by Top 10: South

Value Share (%) – South



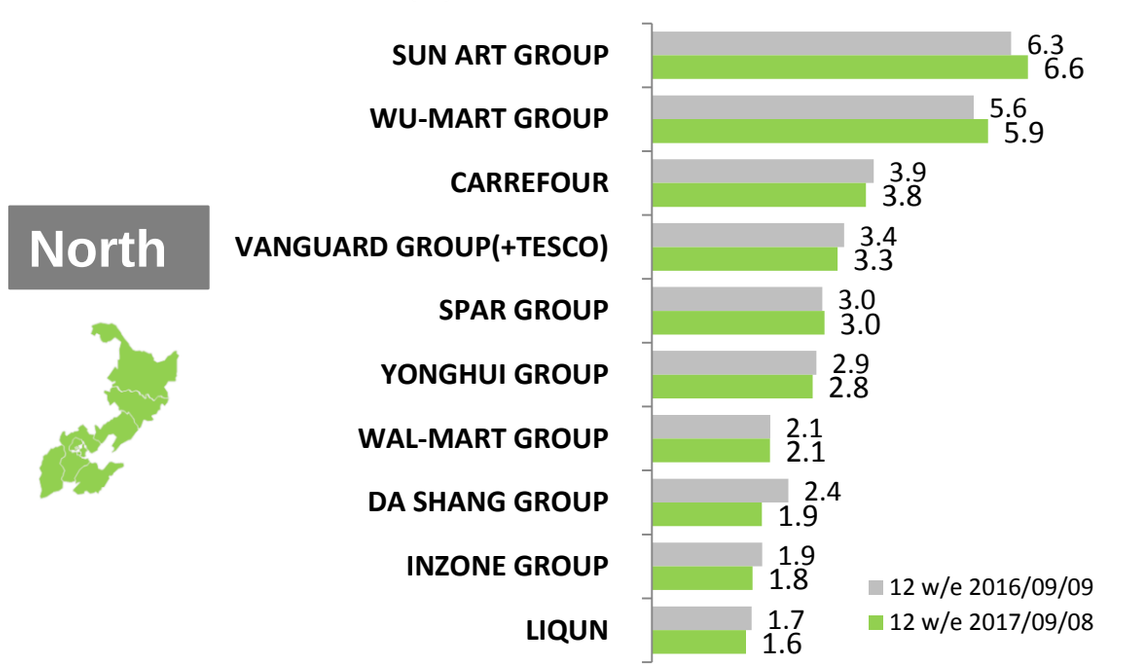
Retail Share by Top 10: West

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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