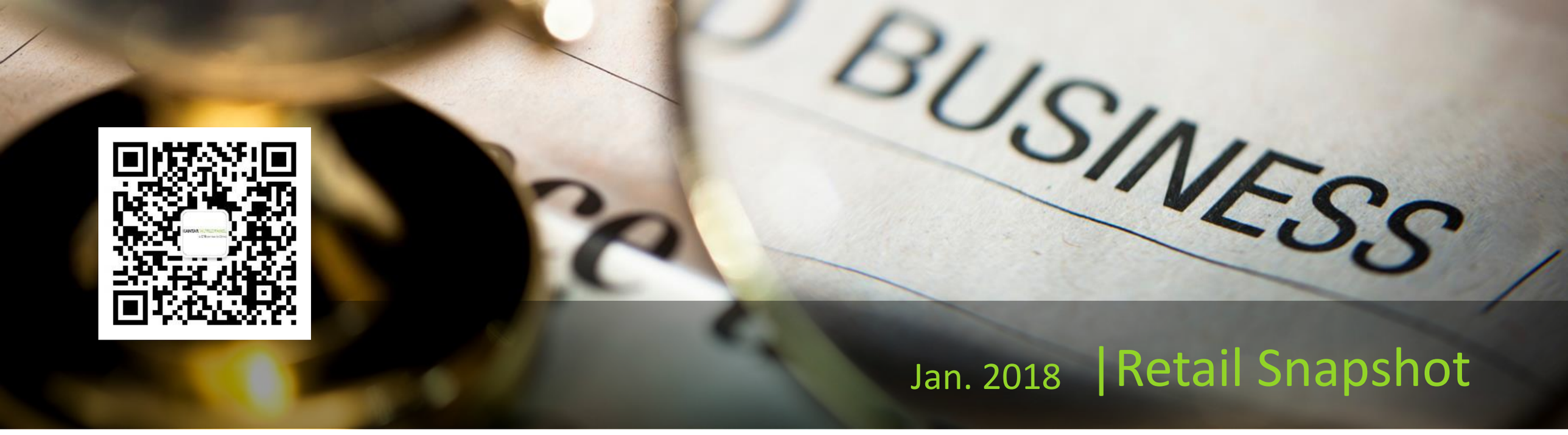
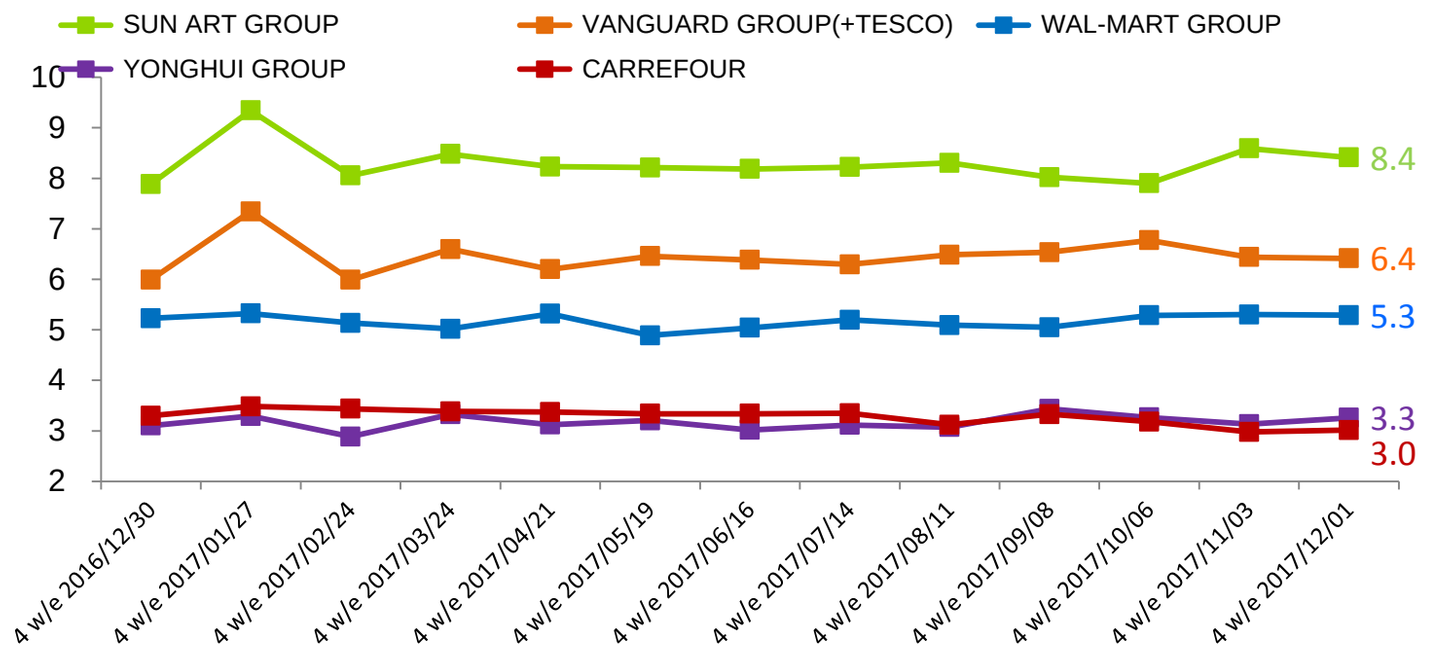


Jan. 2018 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



Walmart Group and Vanguard Group's share stabilised, while Yonghui is still advancing.

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

12 w/e P12 2017 vs 12w/e P12 2016: Penetration vs Trip Spend vs Frequency – National China D+

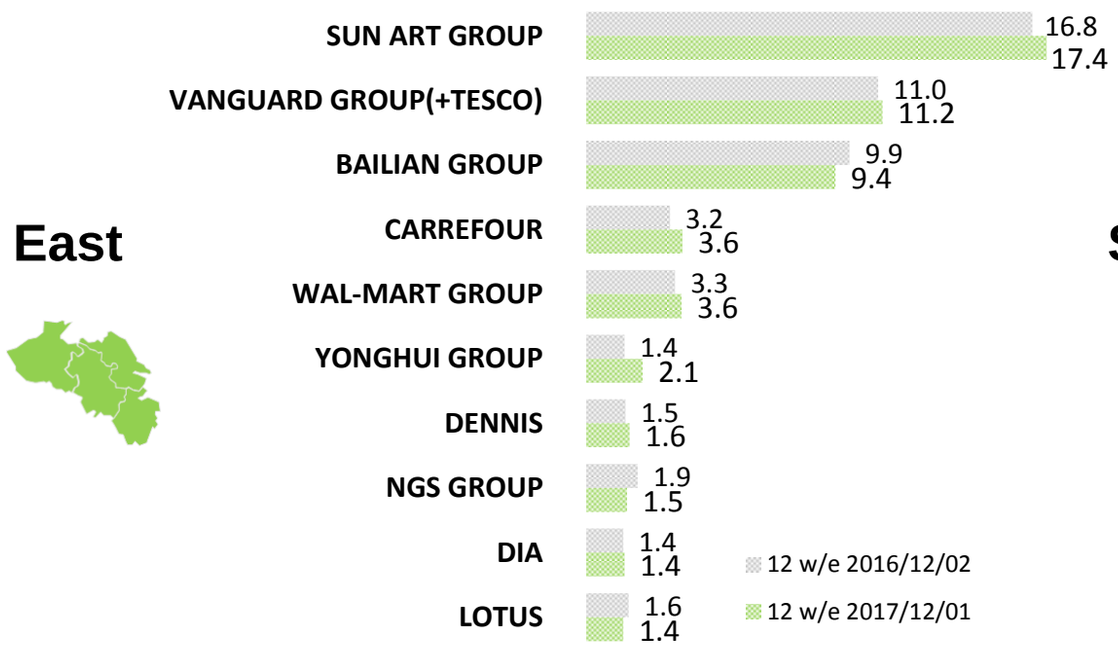
	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	17.2%	+0.4%	96.8 RMB	+3.7%	4.1 trips	-1.1%
Vanguard 华润万家 / 乐购	14.0%	-1.8%	90.7 RMB	+6.5%	4.3 trips	-1.5%
Walmart 中国	12.8%	-3.0%	101.1 RMB	+3.7%	3.4 trips	+1.8%
永辉超市 YONGHUI SUPERSTORES	8.6%	+11.0%	76.3 RMB	+0.5%	4.1 trips	-2.6%
Carrefour	8.1%	-6.5%	96.4 RMB	+0.8%	3.2 trips	+1.9%

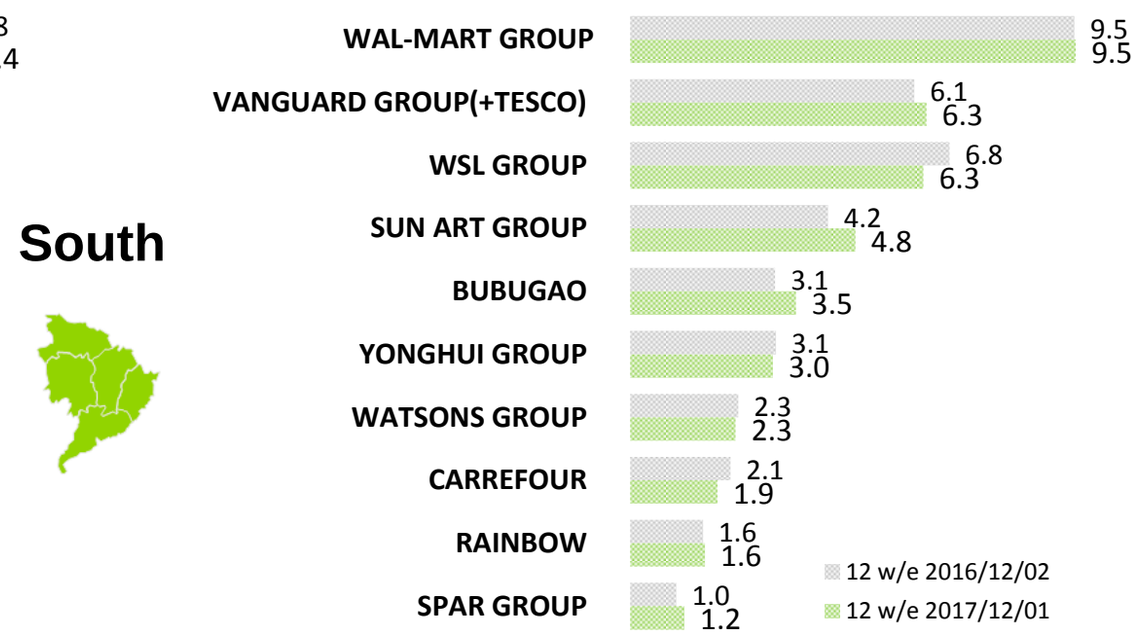
Sun Art group managed to maintain its shopper base in the latest 12 weeks, with basket value continuing to grow.

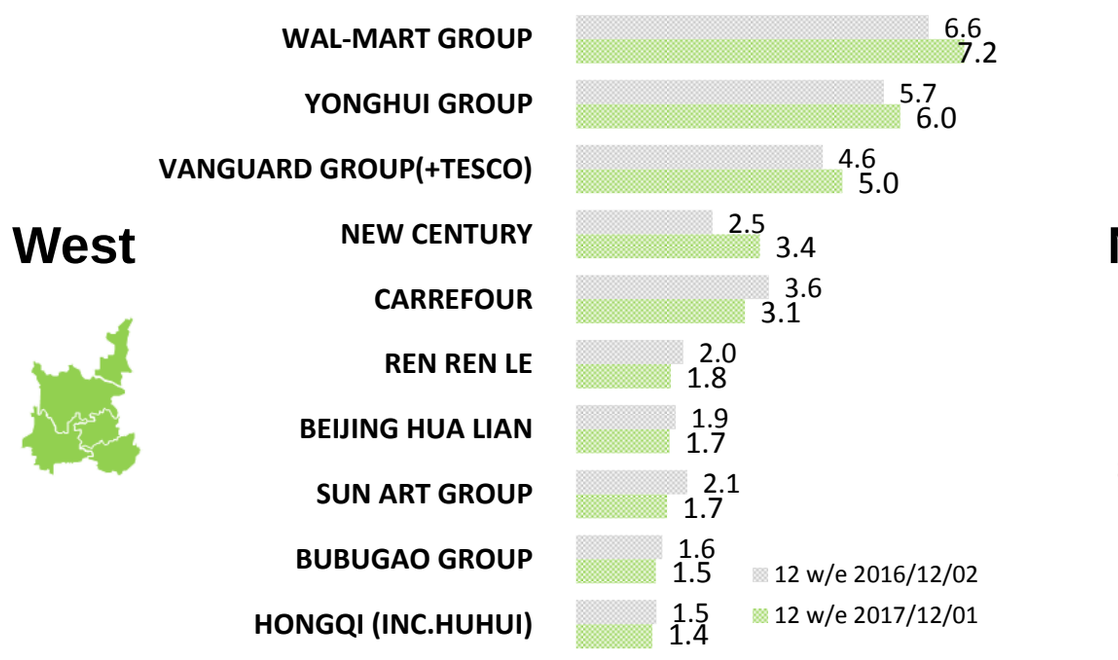
Yonghui's continuous store expansion helped to drive its penetration up to 8.6%, now 0.4pt higher than Carrefour.

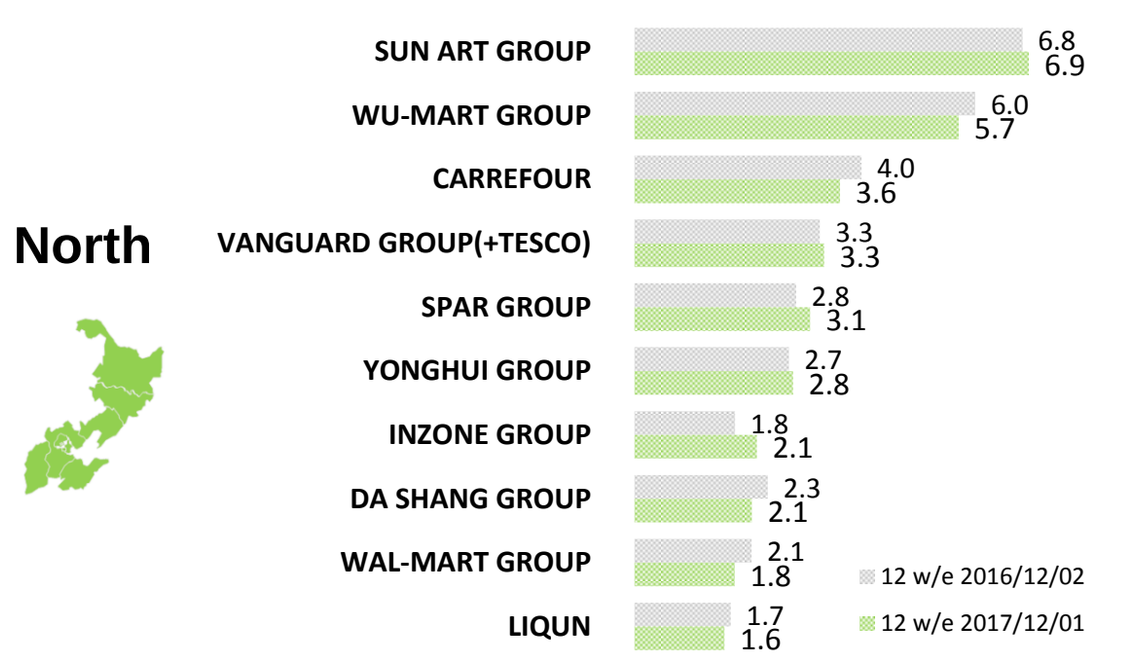
12 week share tracking of top 10 retail groups in four region

Walmart group maintained its position in the South, with share recovery in the East and West.









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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