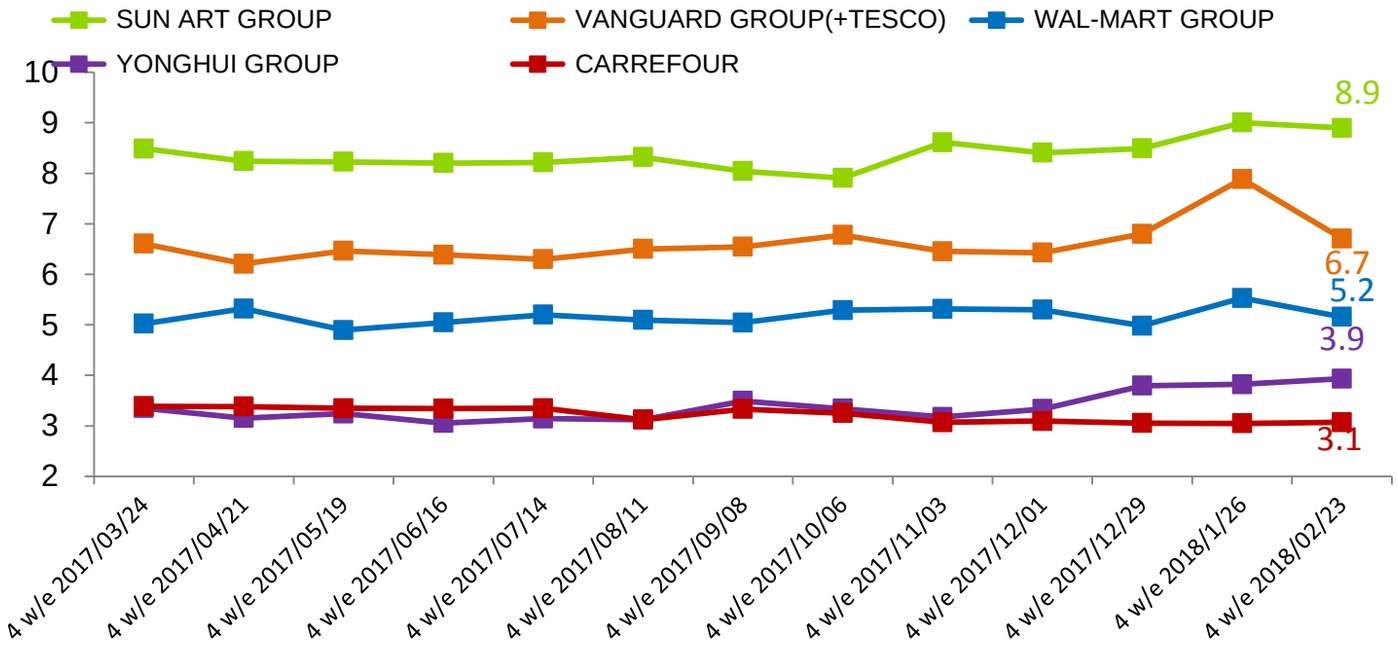
April. 2018 | Retail Snapshot

4 week share tracking of top 5 retail groups

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



Among the top 5 retailers, Sun Art Group and Yonghui maintained share at a high level during CNY period.

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

12 w/e P2 2018 vs 12w/e P2 2017: Penetration vs Trip Spend vs Frequency – National China D+

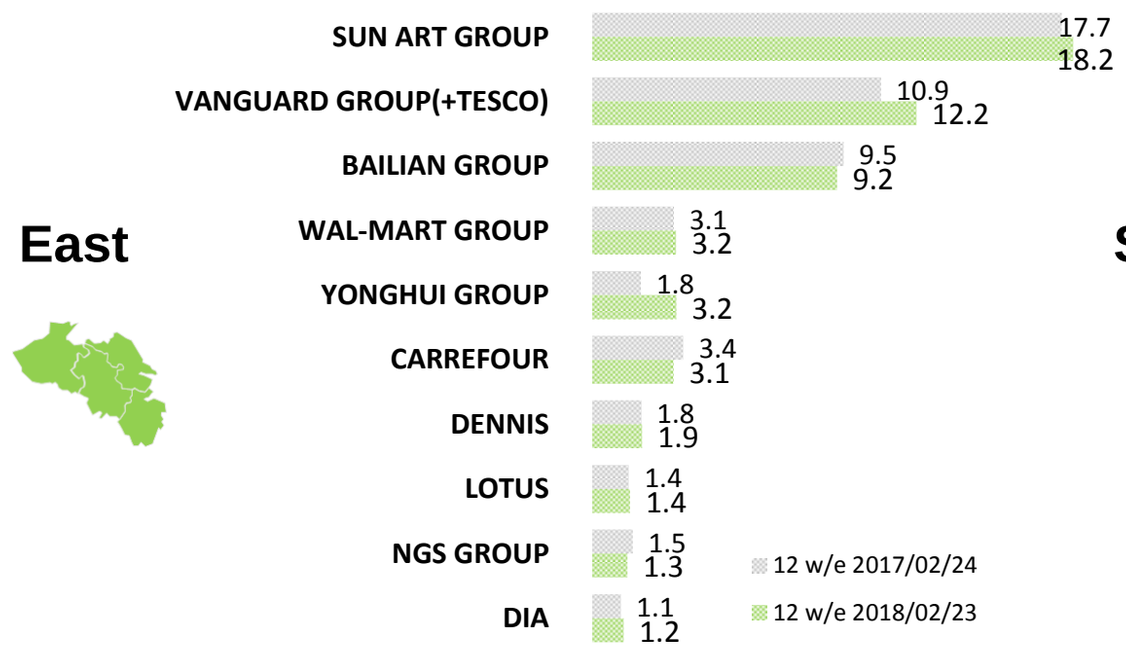
	More Shoppers?		Higher Value Baskets?		More Trips?	
大潤發 RT-MART / Auchan	18.3%	+1.8%	103.8 RMB	-0.9%	4.1 trips	-1.5%
Vanguard 华润万家 / 乐购	14.5%	+0.2%	98.5 RMB	-0.6%	4.4 trips	+5.0%
Walmart 中国	13.1%	-4.4%	105.7 RMB	-3.6%	3.3 trips	+3.7%
永辉超市 YONGHUI SUPERSTORES	10.0%	+21.4%	83.6 RMB	-2.0%	4.1 trips	-0.3%
Carrefour	8.5%	-10.0%	101.6 RMB	-5.4%	3.1 trips	+0.8%

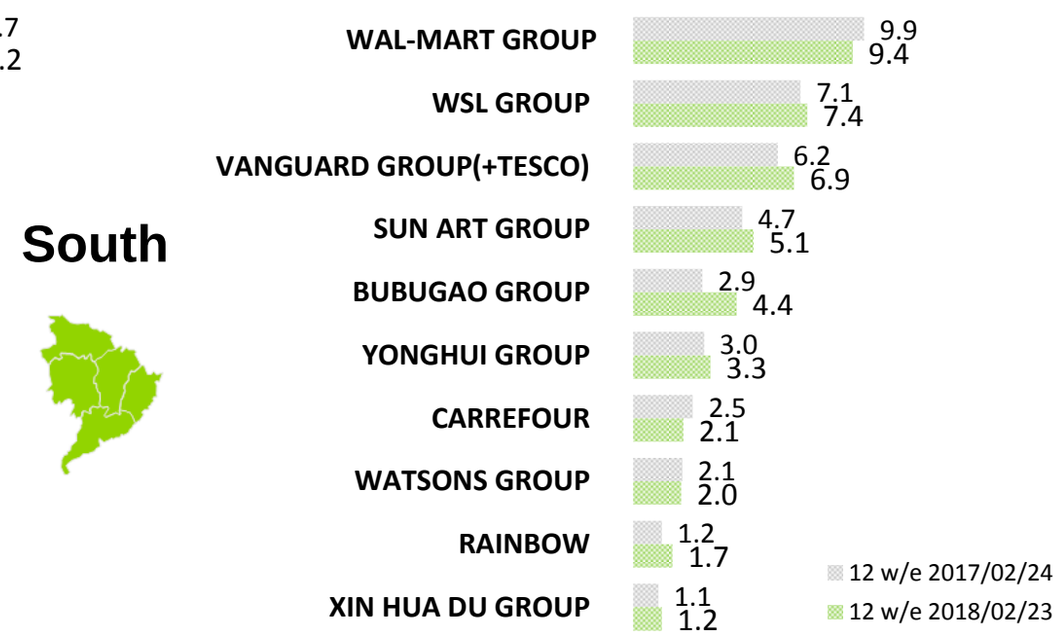
Yonghui advanced in buyers expansion during CNY, with one in ten China urban households have shopped in its store in the last 12 weeks.

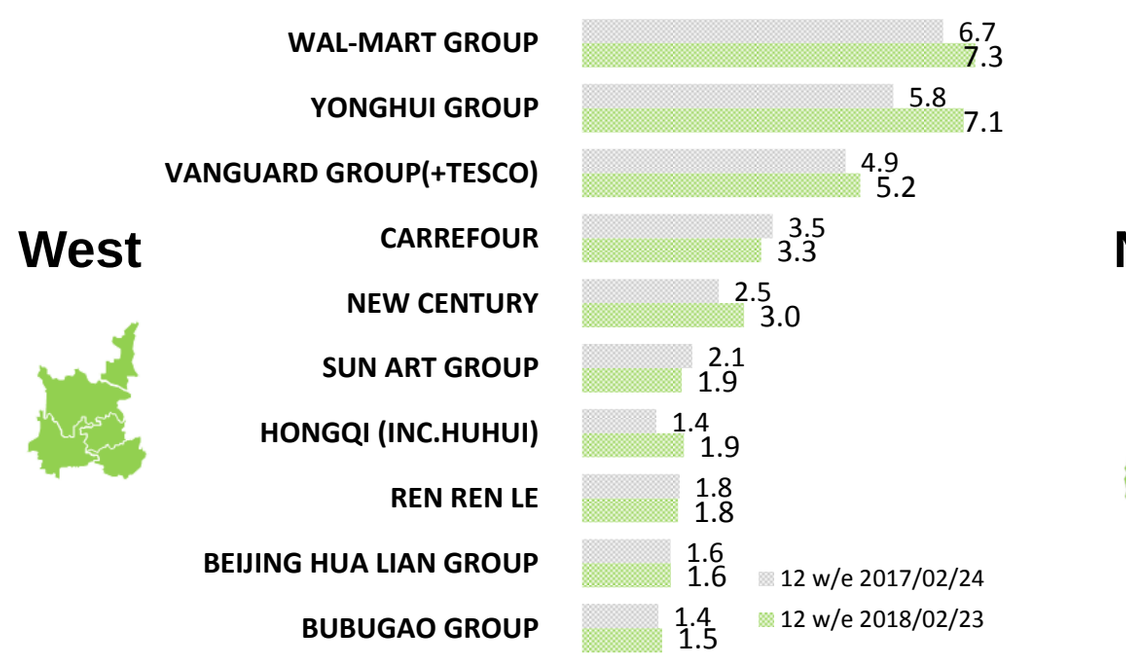
Vanguard enjoyed the highest growth on shopping trips while maintained its shopper base.

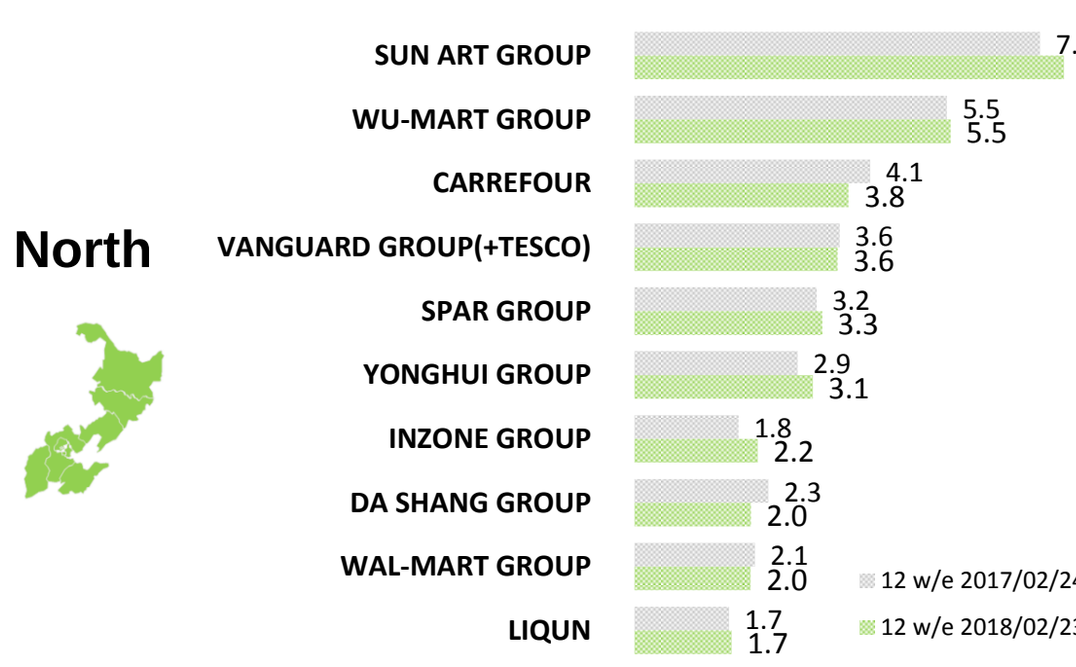
12 week share tracking of top 10 retail groups in four regions

Sun Art Group remains strong in most regions. Vanguard achieved strong growth in the East.









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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