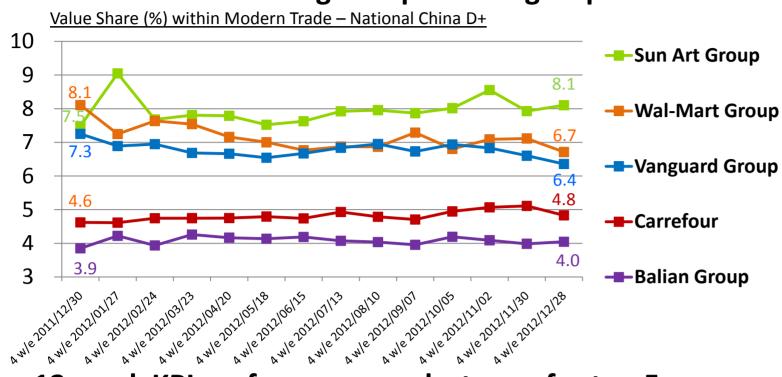
KANTAR WURLDPANEL

Retail Snapsh© 2012 Year-end edition

4 week share tracking of top 5 retail groups



Sun Art Group

strengthens its number 1 position as the other 4 players are unable to grow share, impacted by strong performance from local retailers such as Yonghui

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

12 w/e P13 2012 vs 12w/e P13 2011: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?	Higher Value Baskets?	More Trips?
◆大潤發 RT-MART Auchan	15.0% +6.4%	86 RMB +8.9%	4.3 trips -4.6%
Walmart >	14.9% -4.6%	88 RMB +3.7%	3.7 trips -3.5%
华润万京 vanguard	11.7% +2.5%	78 RMB -0.6%	5.0 trips -2.2%
Carrefour	11.2% +5.5%	88 RMB +8.1%	3.5 trips +1.0%
百联集团 BALLAN GROUP	7.5% +6.7%	77 RMB +8.7%	4.8 trips -1.2%

Sun Art Group now reaches more shoppers than Walmart and this combined with it's higher number of trips gives this retailer their number one position.

The Vanguard Group and Balian Group, which offer smaller store formats, see a <u>higher number of trips but smaller</u> basket sizes and fewer shoppers mean they have a lower share compared to the Sun Art Group and Walmart.

Yonghui's performance is particularly impressive in the West where the retailer's share is now nearly the same as Carrefour's. **Retail Share by Top 10: East Retail Share by Top 10: South** Value Share (%) – East Value Share (%) - South **Wal-Mart Group Sun Art Group** 15.1 7.6 8.5 13.8 12.5 **Vanguard Group** Zhongbai 11.1 11.9 4.9 4.6 **Balian Group Vanguard Group** 5.1 4.5 **Wal-Mart Group Sun Art Group** South 4.6 East 4.0 4.3 Carrefour Carrefour 3.9 3.9 **Tesco Group** Yonghui 3.9 3.8 2.8 2.6 **NGS Group** A Best Park n Shop **Lotte Mart** 1.1 1.2 Watsons Lotus ■ 12 w/e 2011/12/30 ■ 12 w/e 2011/12/30 1.4 1.2 Sanjiang Wushangliangfan ■ 12 w/e 2012/12/28 ■ 12 w/e 2012/12/28 **Retail Share by Top 10: West Retail Share by Top 10: North** Value Share (%) - West Value Share (%) - North **Wal-Mart Group Sun Art Group** 5.5 5.3 **Vanguard Group** Carrefour

Wu-Mart Group

Wal-Mart Group

Tesco Group

Liqun

Jingkelong

Yonghui

Vanguard Group

Yinzuo Shopping City

North

West

Carrefour

Yonghui

New Century

Ren Ren Le

Hongqi

Chongbai

Beijing Hua Lian

Sun Art Group

4.3

■ 12 w/e 2011/12/30

■ 12 w/e 2012/12/28

3.8 3.4

2.5 2.8

1.6 1.8

1.1 1.6

1.2 1.1

Data Source: Kantar Worldpanel China - Based on FMCG Market

■ 12 w/e 2011/12/30

■ 12 w/e 2012/12/28

6.7

2.8 3.0

2.9 2.7

2.4 2.5

2.5 2.1

11.1