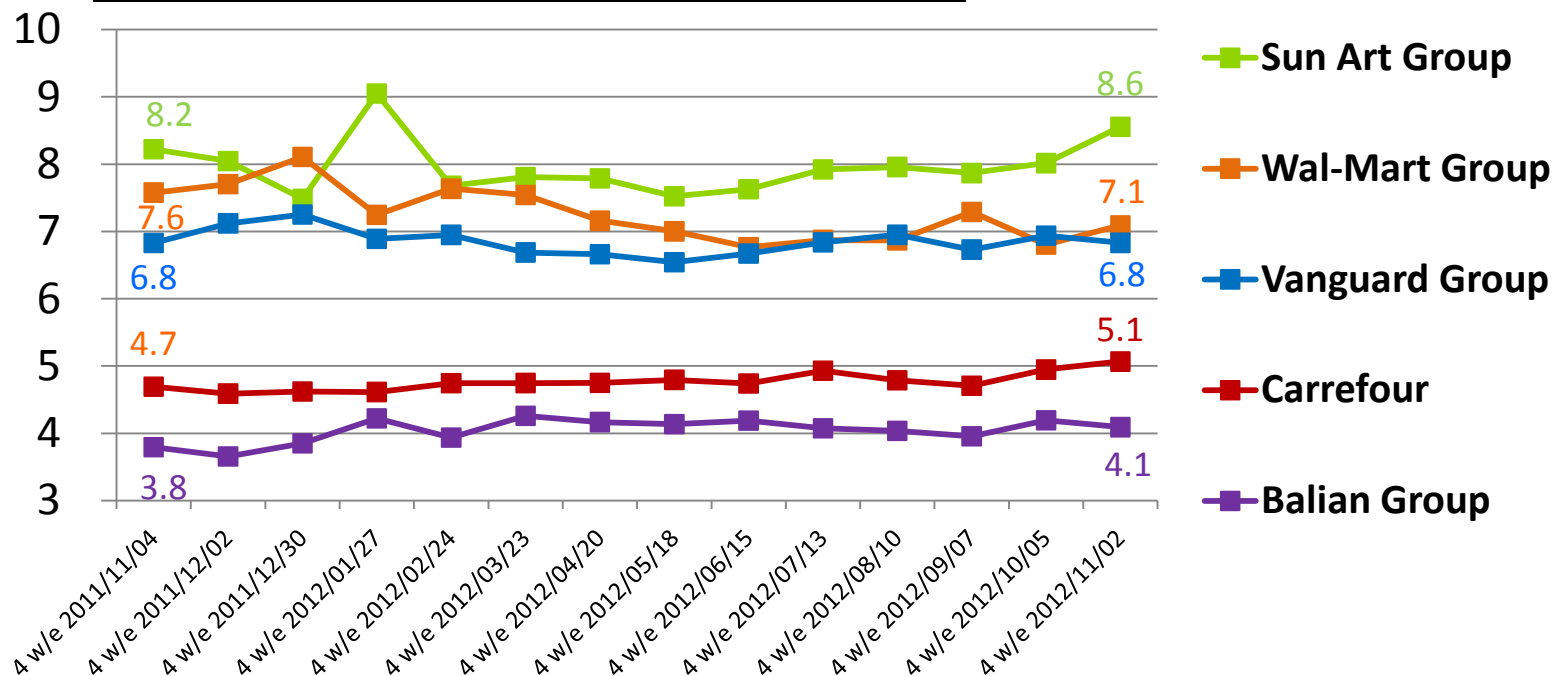


## Retail Snapshot

December 2012

## 4 week share tracking of top 5 retail groups

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



**Sun Art Group**  
further enlarged its lead  
over Wal-Mart group in  
the latest month

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

12 w/e P11 2012 vs 12w/e P11 2011: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers? 	Higher Value Baskets? 	More Trips? 
 	14.8% +6.4%	88 RMB +9.3%	4.5 trips -4.8%
 	15.5% -1.7%	88 RMB +5.2%	3.7 trips -5.8%
 	11.8% +3.2%	82 RMB +5.5%	5.0 trips -1.1%
 	10.8% +1.9%	92 RMB +13.5%	3.5 trips -1.8%
 	7.4% +0.9%	79 RMB +8.5%	5.0 trips +0.9%

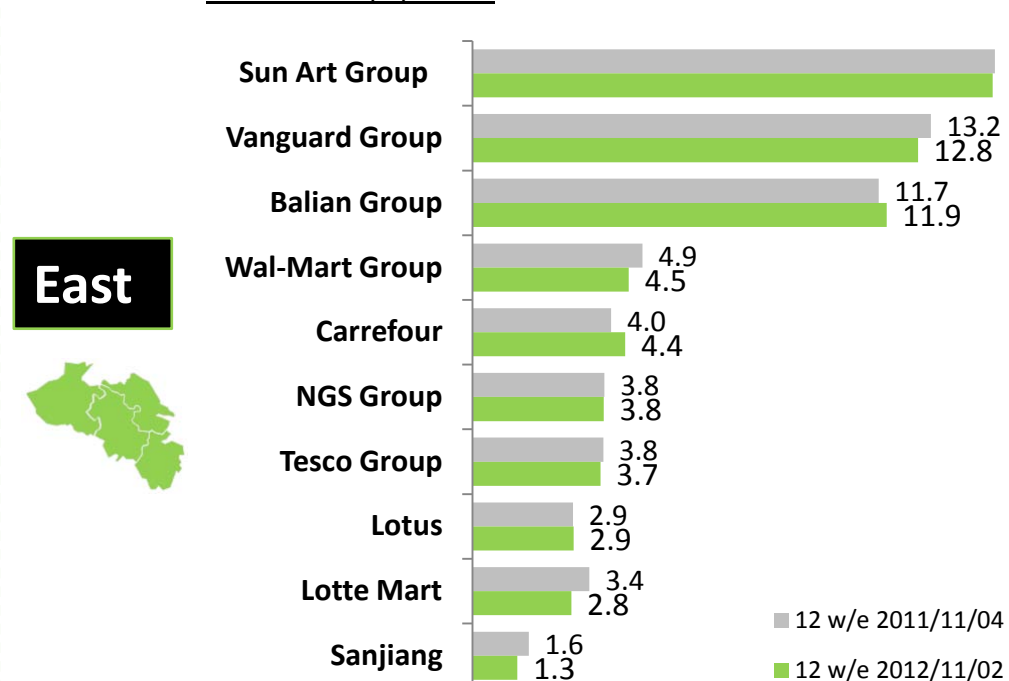
Sun Art Group has seen strong growth in its shopper base as it closes the gap on Walmart whilst also increasing basket value.

Frequency declining for most of the key stores as shoppers increase their basket spending. However, the local retailers are seeing a more stable position.

The key local players are gaining share from the international retailers in the South and the West.

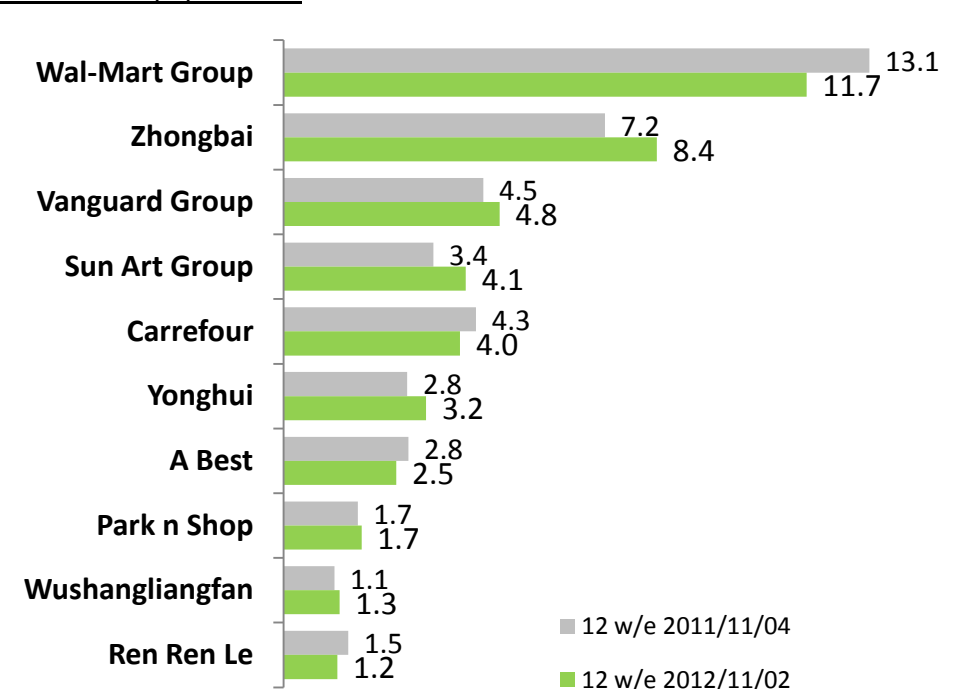
## Retail Share by Top 10: East

Value Share (%) – East



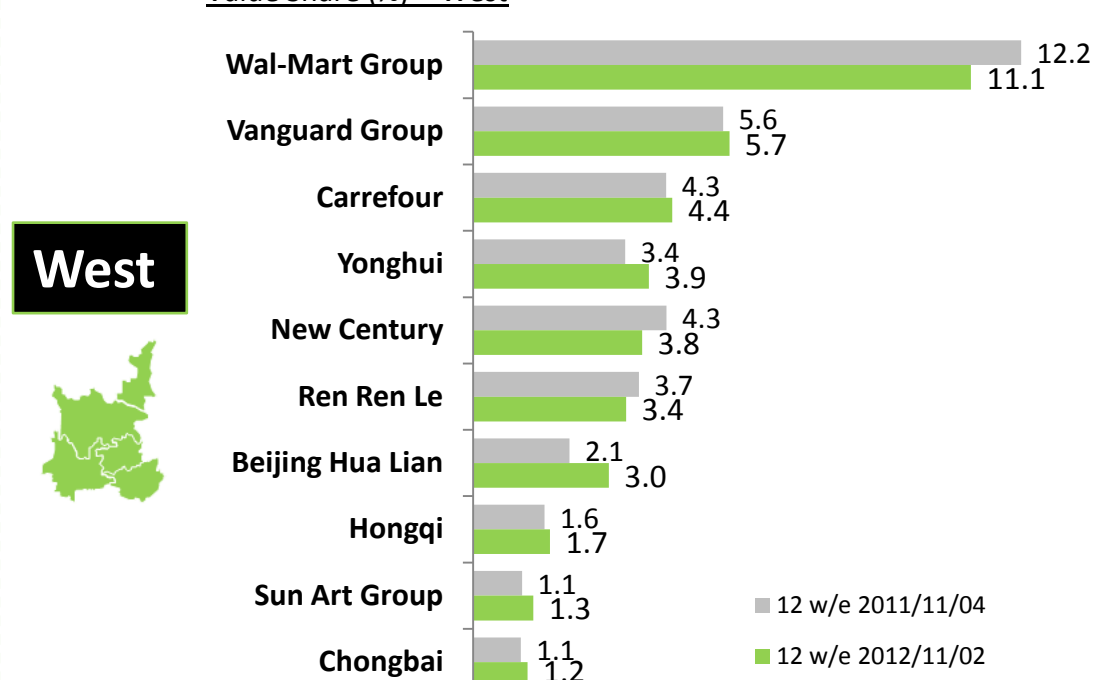
## Retail Share by Top 10: South

Value Share (%) – South



## Retail Share by Top 10: West

Value Share (%) – West



## Retail Share by Top 10: North

Value Share (%) – North

