

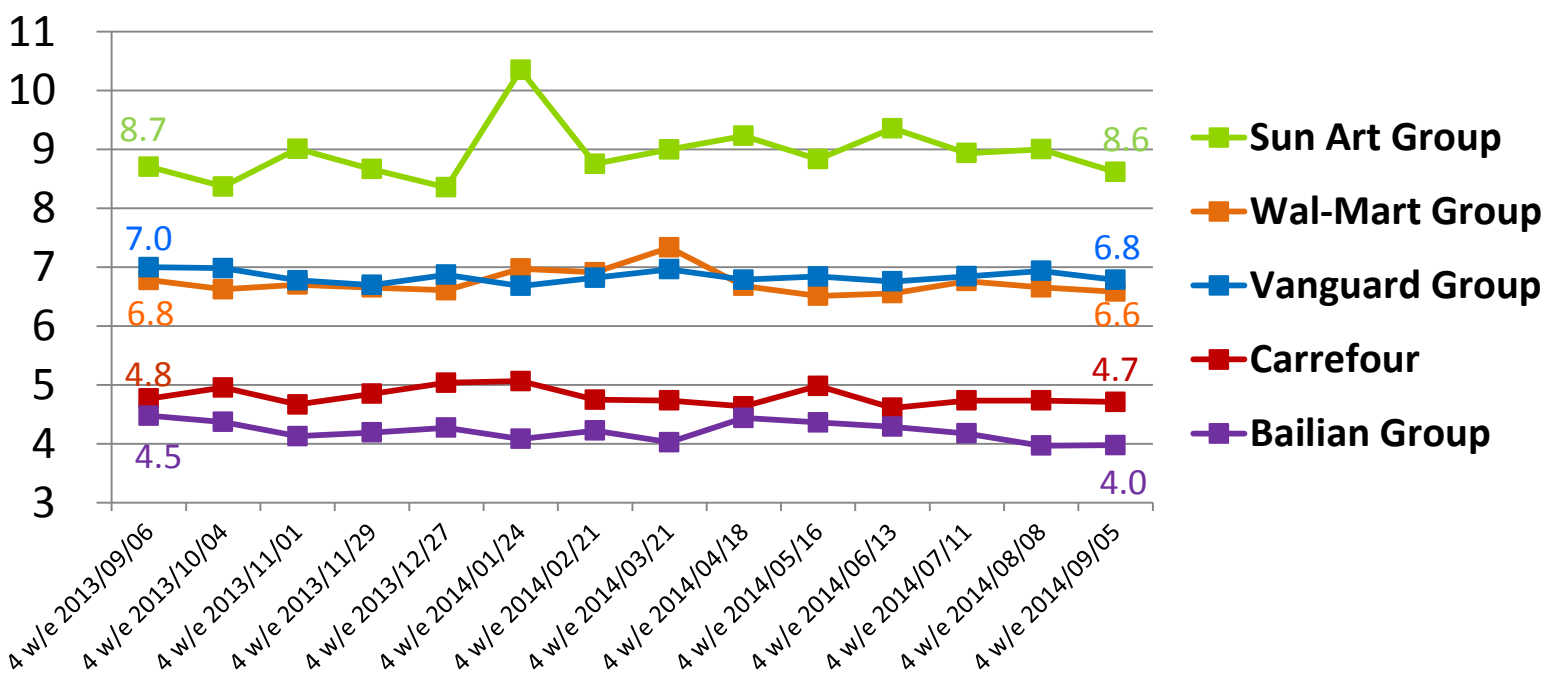


Retail Snapshot

October 2014

4 week share tracking of top 5 retail groups

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



All 5 leading retailers lost share compared to last year, as regional retailers are catching up quickly

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

12 w/e P9 2014 vs 12w/e P9 2013: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers? 	Higher Value Baskets? 	More Trips?
大潤發 RT-MART	15.9% +1.7%	90 RMB +4.4%	4.4 trips -1.4%
中国	14.9% -3.4%	91 RMB +7.9%	3.5 trips -3.3%
华润万家	12.1% -4.7%	83 RMB +6.0%	4.9 trips -1.9%
	11.1% -3.1%	88 RMB +4.4%	3.4 trips -2.1%
百联集团	7.1% -5.4%	83 RMB +4.5%	4.8 trips -0.2%

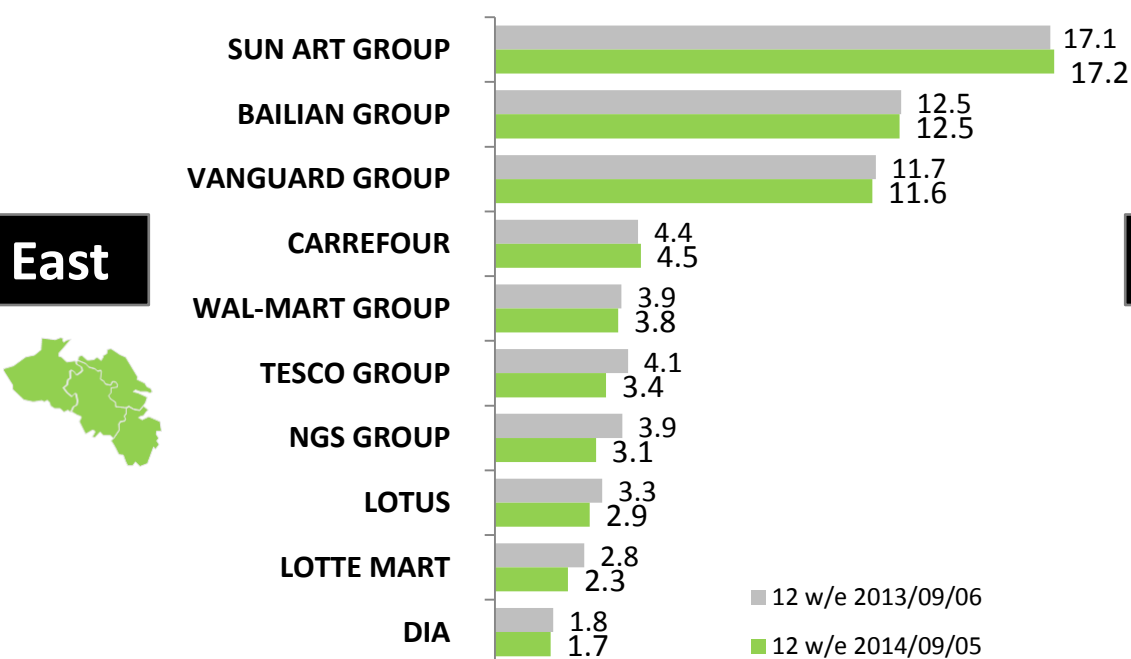
Only Sun Art Group saw shopper growth in the latest 12 weeks whereas Bailian lost shoppers the most

Wal-Mart Group enjoys bigger *trip size*, contributed by continuous strong growth recently .

Yonghui Group further growing across 3 regions. Wu-Mart Group & Sun Art Group strengthened their leadership in North.

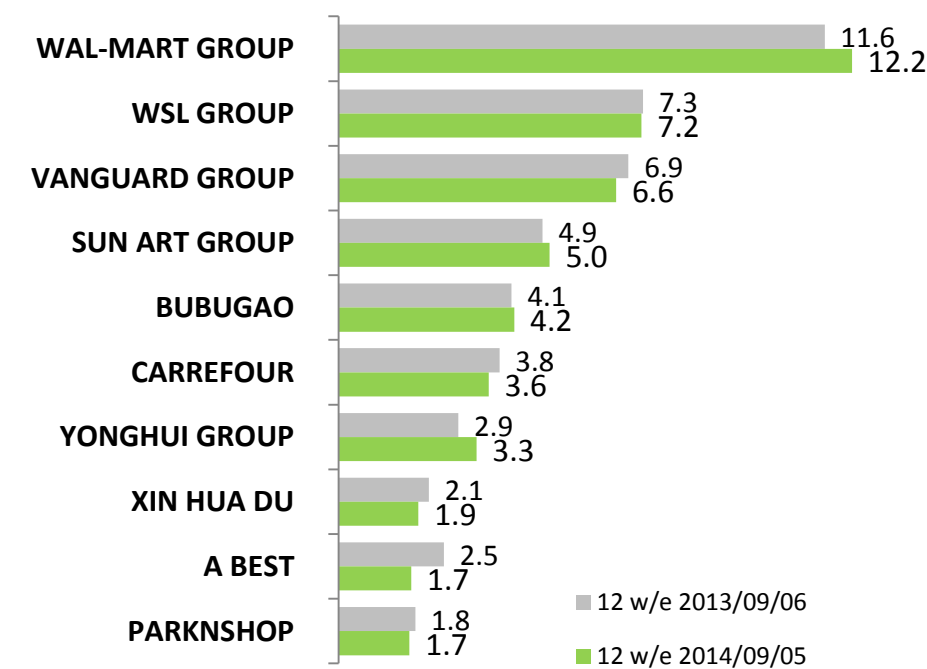
Retail Share by Top 10: East

Value Share (%) – East



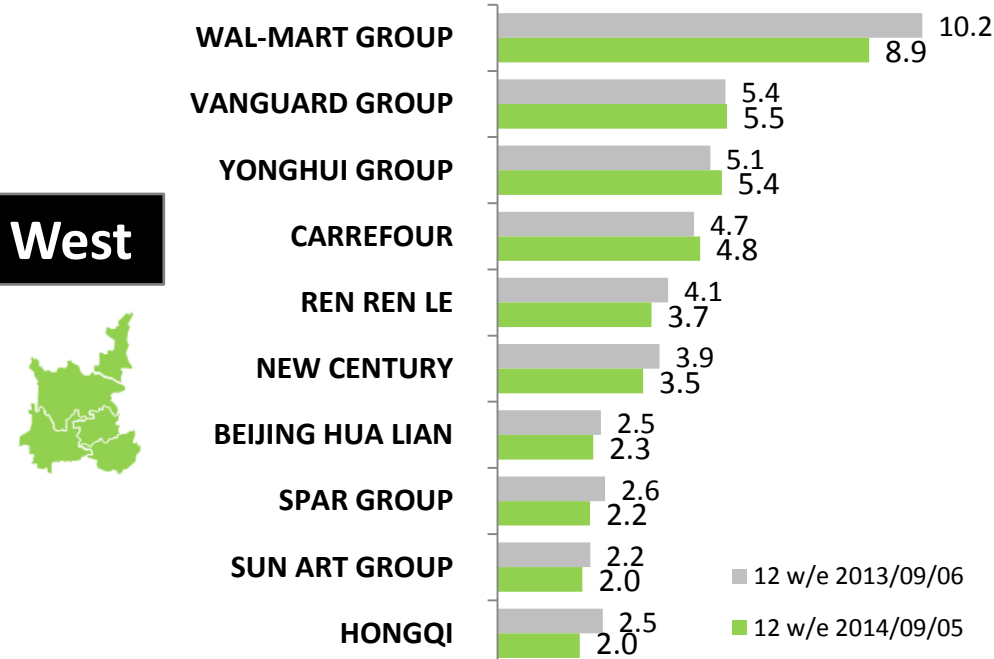
Retail Share by Top 10: South

Value Share (%) – South



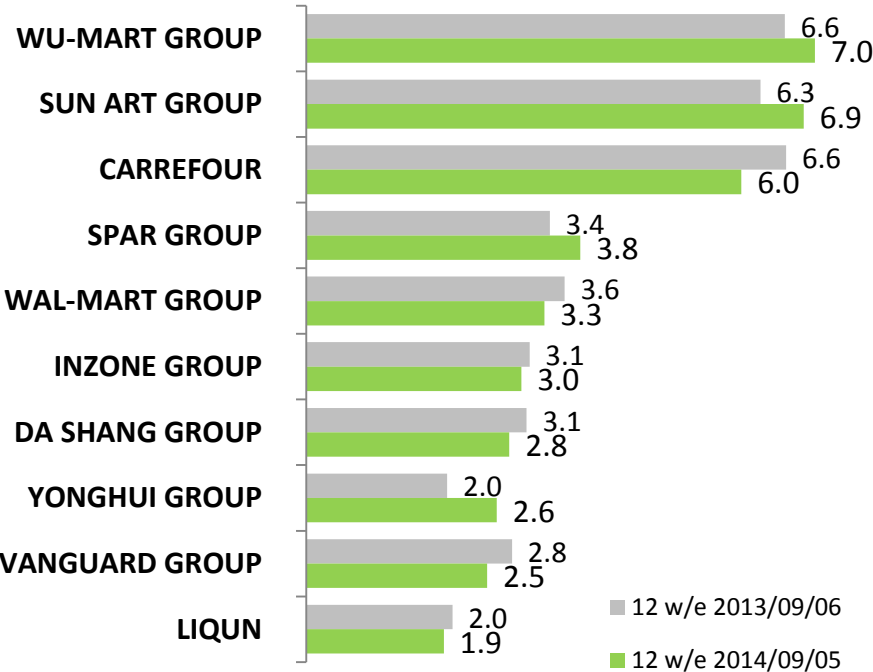
Retail Share by Top 10: West

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; BAILIAN Group includes Century Mart, GMS, Lian Hua, Hua Lian, Quik etc.