

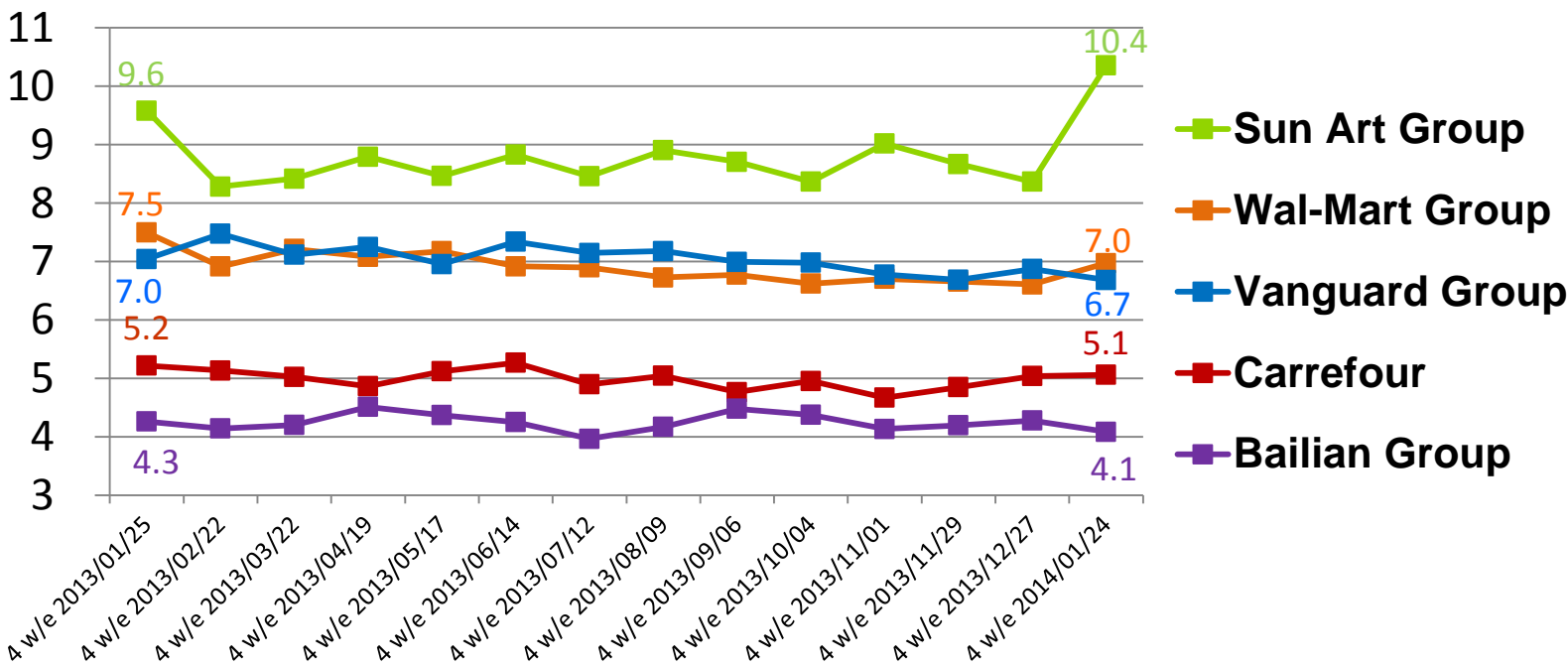


# Retail Snapshot

Jan 2014

## 4 week share tracking of top 5 retail groups

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



**Sun Art Group** rebounds after 2 periods share decline and further extending their leadership

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

12 w/e P1 2014 vs 12w/e P1 2013: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers? 	Higher Value Baskets? 	More Trips? 
大潤發 Auchan	16.8% +3.4%	95 RMB +8.6%	4.2 trips -0.6%
Walmart 中国	16.0% -0.6%	90 RMB +2.0%	3.4 trips -3.6%
华润万家 vanguard	12.5% -3.5%	84 RMB +5.9%	4.7 trips -1.3%
Carrefour	12.0% -3.8%	92 RMB +4.8%	3.3 trips 0.0%
百联集团 BAILIAN GROUP	7.5% -6.0%	87 RMB +10.5%	4.7 trips -1.5%

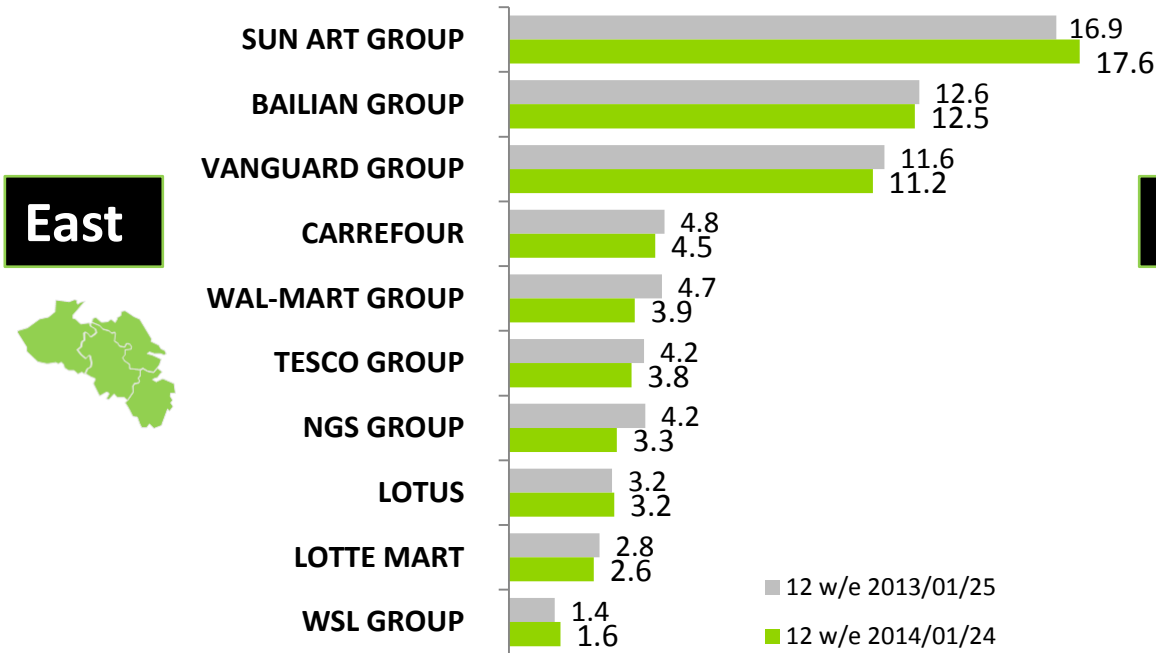
Sun Art Group's recording both the **highest proportion of shoppers** and **highest value baskets** as well as growing shopper base the fastest over the last 12 weeks.

Balian Group had managed to gain **higher value baskets** but seeing share decline due to declining shopper base.

Sun Art Group continue to grow from strength to strength across all regions, while Bubugao overtook Carrefour as the 5<sup>th</sup> biggest players in the South

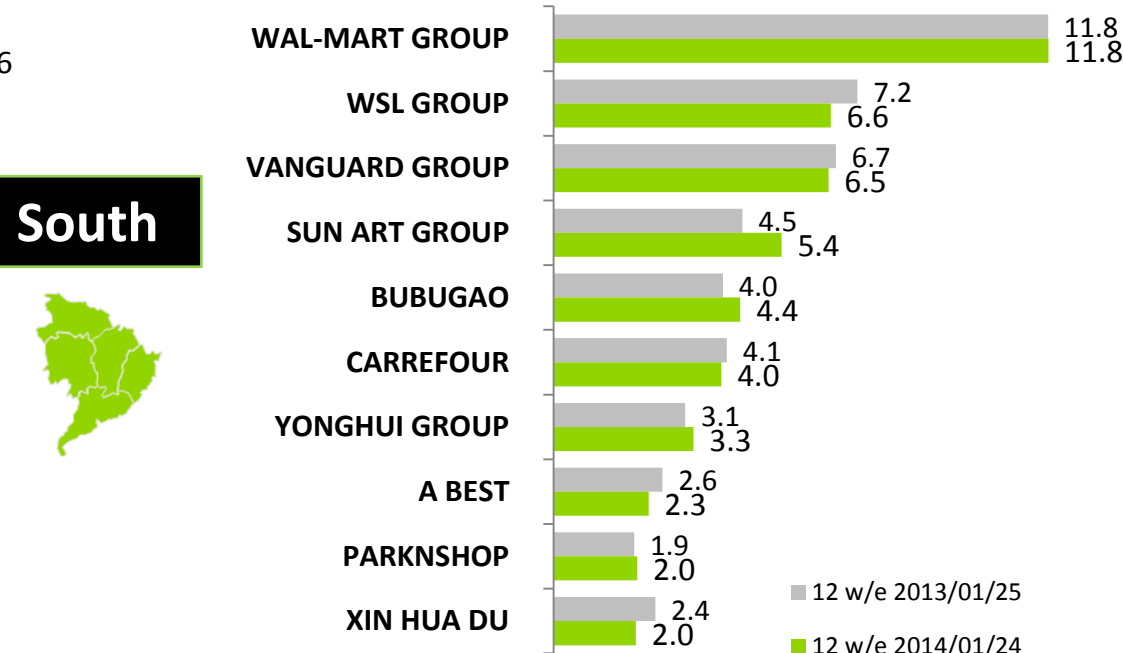
### Retail Share by Top 10: East

Value Share (%) – East



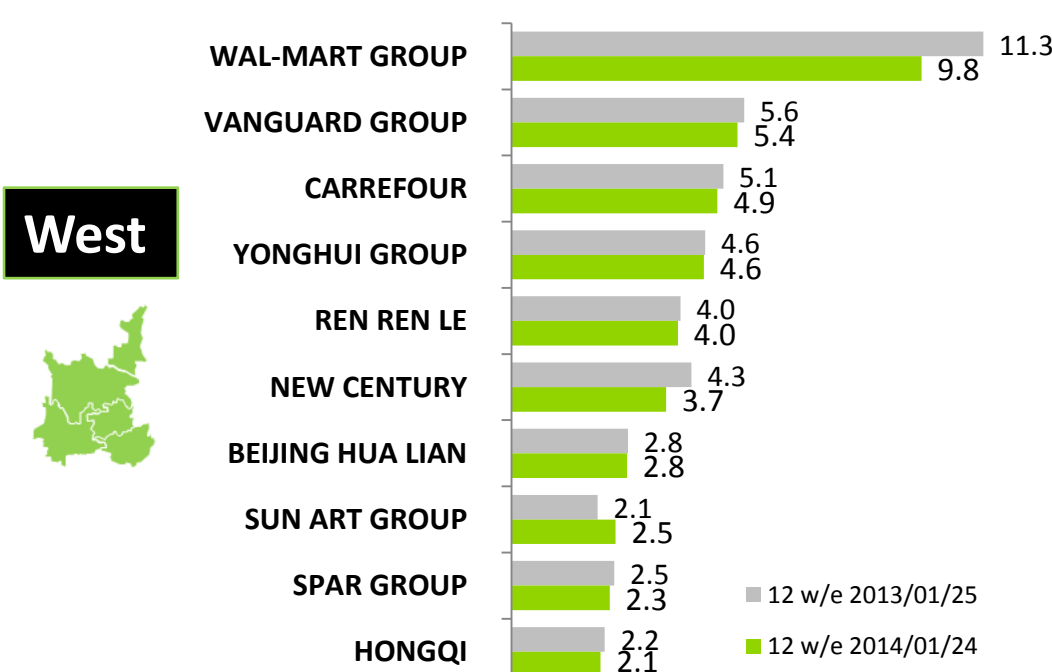
### Retail Share by Top 10: South

Value Share (%) – South



### Retail Share by Top 10: West

Value Share (%) – West



### Retail Share by Top 10: North

Value Share (%) – North

