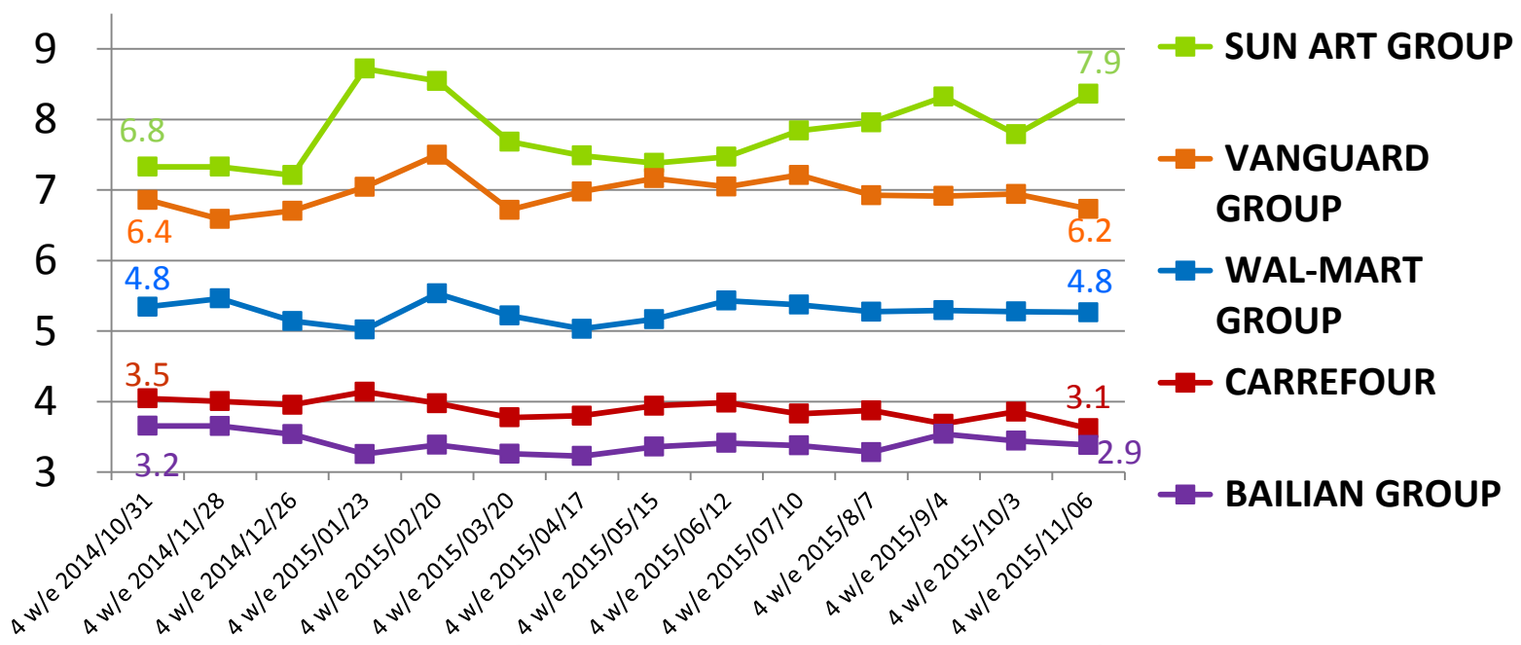
KANTAR WORLDPANEL
a CTR service in China

Retail Snapshot

Dec 2015

4 week share tracking of top 5 retail groups

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



Sun Art group outperforms resulting substantial uplift of market share.

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

12 w/e P11 2015 vs 12w/e P11 2014: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?	Higher Value Baskets?	More Trips?
大潤發 RT-MART / Auchan	17.7% +10.1%	97 RMB +3.8%	4.2 trips -0.4%
Walmart 中国	13.8% -6.4%	97 RMB +2.3%	3.4 trips -1.4%
华润万家 vanguard	14.9% -4.2%	91 RMB +3.2%	4.5 trips -0.7%
Carrefour	9.7% -11.7%	97 RMB +9.1%	3.2 trips -3.7%
百联集团 BAILIAN GROUP	6.7% -5.1%	88 RMB +4.2%	4.8 trips -0.4%

Sun Art Group keeps expanding its *shopper base*.as penetration continued to grow, while others lost shoppers.

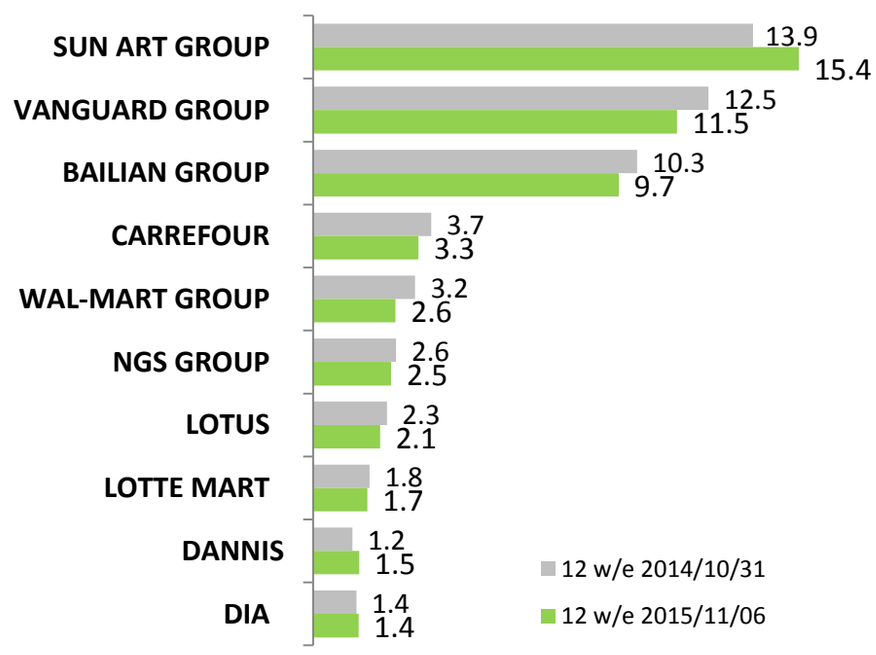
Basket size gets bigger for all top 5 retailer groups.

Sun Art group's outperformance has helped the retail in gaining substantial market share in all regions.

Retail Share by Top 10: East

Value Share (%) – East

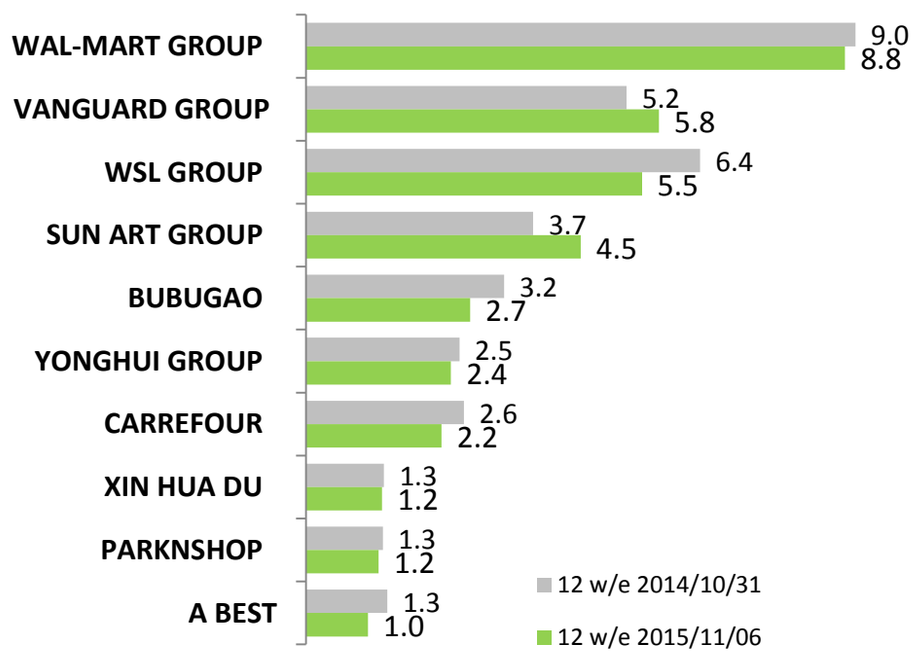
East



Retail Share by Top 10: South

Value Share (%) – South

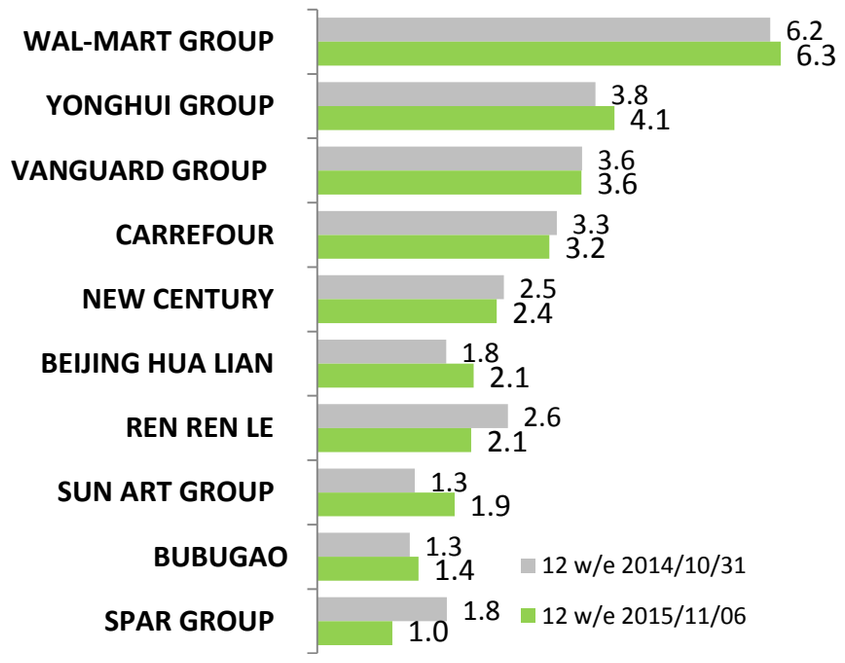
South



Retail Share by Top 10: West

Value Share (%) – West

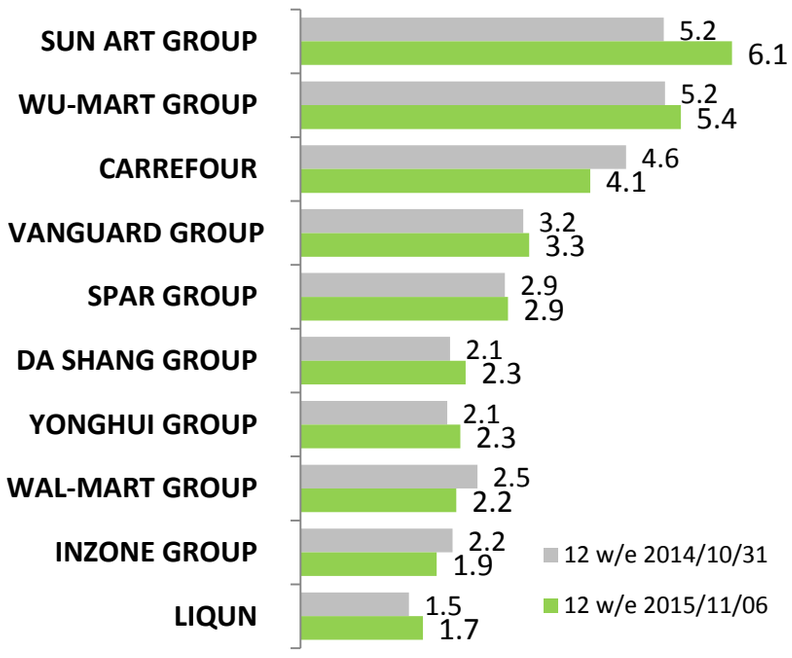
West



Retail Share by Top 10: North

Value Share (%) – North

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.

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