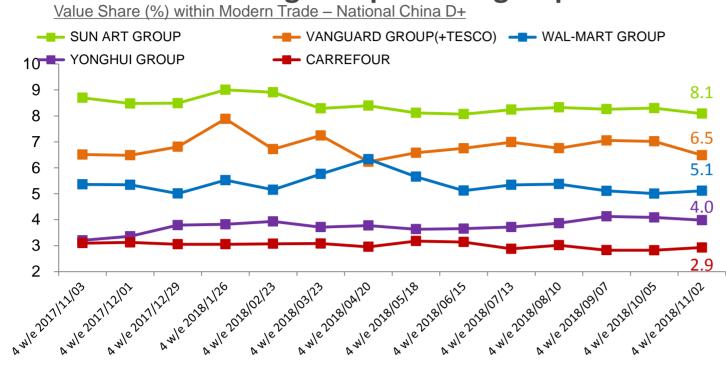


## 4 week share tracking of top 5 retail groups



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

12 w/e P11 2018 vs 12w/e P11 2017: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?		Higher Value Baskets?		More Trips?	
◆大潤發 ★T-MAR ★Chan	17.2%	+1.7%	95.3 RMB	-0.8%	4.2 trips	-0.6%
Vanguard <sup>*</sup> <sup>华润万家</sup> 乐购	14.3%	+2.3%	90.3 RMB	0%	4.4 trips	+1.5%
Walmart	12.5%	-1.6%	97.7 RMB	-2.2%	3.5 trips	+1.1%
<b>W</b> 永辉超市 VONGHUI SUPERSTORES	10.4%	+19.4%	78.3 RMB	+2.1%	4.2 trips	+0.2%
Carrefour	7.6%	-8.3%	98.6 RMB	+1.0%	3.2 trips	-4.0%

Walmart Group and Carrefour maintained share, while the performance of top 2 retail groups softened in the latest 4 weeks.

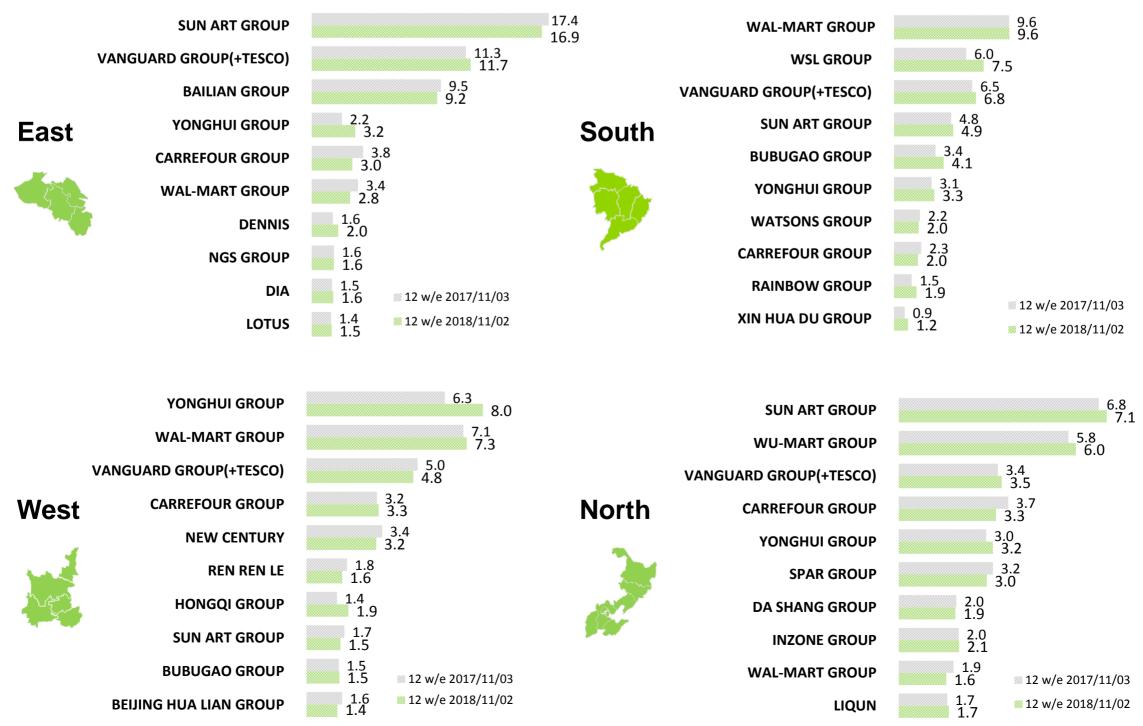
Sun Art Group and Vanguard Group continued to expend on shopper base, while their shopper basket value remained the same.

Yonghui enjoyed fast shopper expansion, up by 19.4% in the last 12 weeks compared to previous year.



## 12 week share tracking of top 10 retail groups in four regions

Yonghui passed Carrefour and Walmart to be the No.4 players in the East. BBG Better Life advanced in the South



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, TESCO; BAILIAN Group includes Century Mart, GMS, Lian Hua, Hua Lian, Quik etc. Bubugao Group includes Bubugao, Nancheng. Hongqi Group includes Hongqi and Huhui. Watsons Group includes Parknshop, Watsons, Taste

## KANTAR WLIRLDPANEL a CTR service in China

Data Source: Kantar Worldpanel China - Based on FMCG Market Vorldpanel