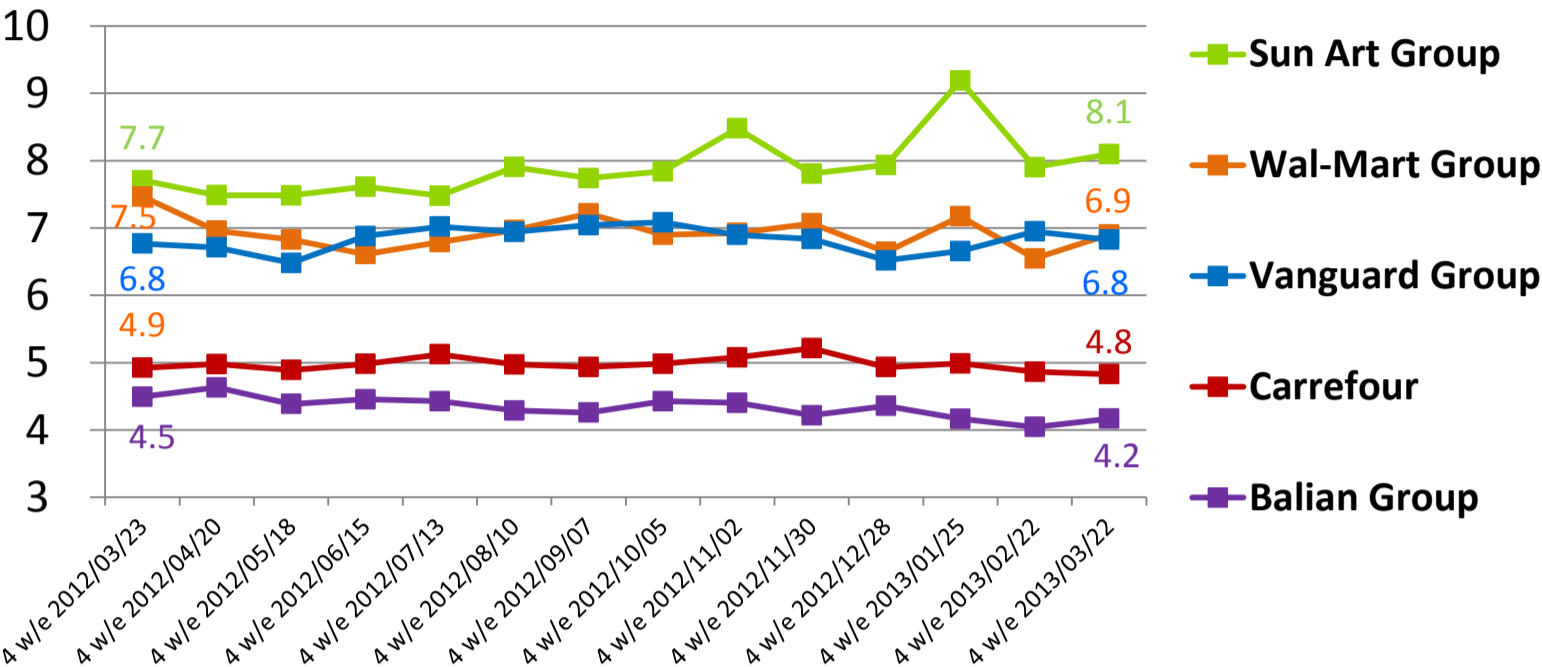


# Retail Snapshot

April 2013

## 4 week share tracking of top 5 retail groups

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



**Sun Art Group** retains their share over the last 4 weeks as Wal-Mart Group and Vanguard continue to fight for the number 2 spot.

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

12 w/e P3 2013 vs 12w/e P3 2012: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?	Higher Value Baskets?	More Trips?
	15.4% +6.8%	103 RMB +6.8%	4.4 trips -1.8%
	15.7% -3.3%	101 RMB +0.5%	3.6 trips +0.6%
	12.1% +0.2%	97 RMB +5.8%	4.9 trips +0.5%
	11.8% -0.9%	104 RMB +7.3%	3.4 trips -0.9%
	7.5% -2.5%	94 RMB +3.4%	4.8 trips +0.1%

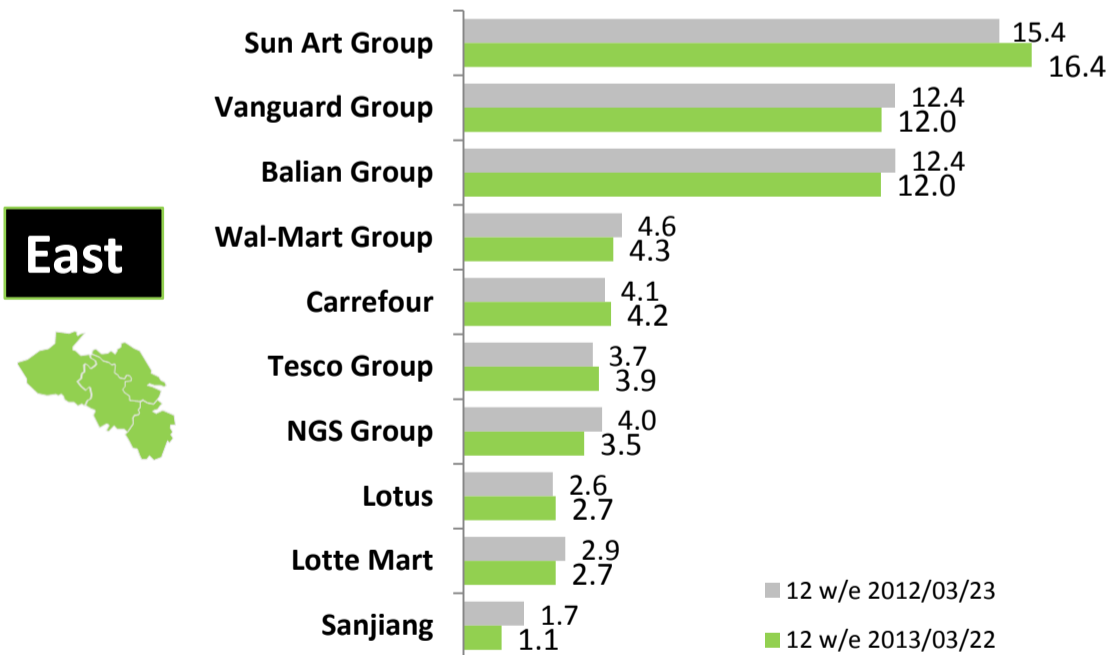
Sun Art Group is the only key player to have seen a significant increase the *shoppers* whereas Wal-Mart's shopper base continues to erode.

Both the Sun Art Group and Carrefour are seeing an *increase in trip size* building on the strength they already have already established on this measure.

The Sun Art Group has grown share across all regions except the more fragmented North region where Yonghui is becoming stronger.

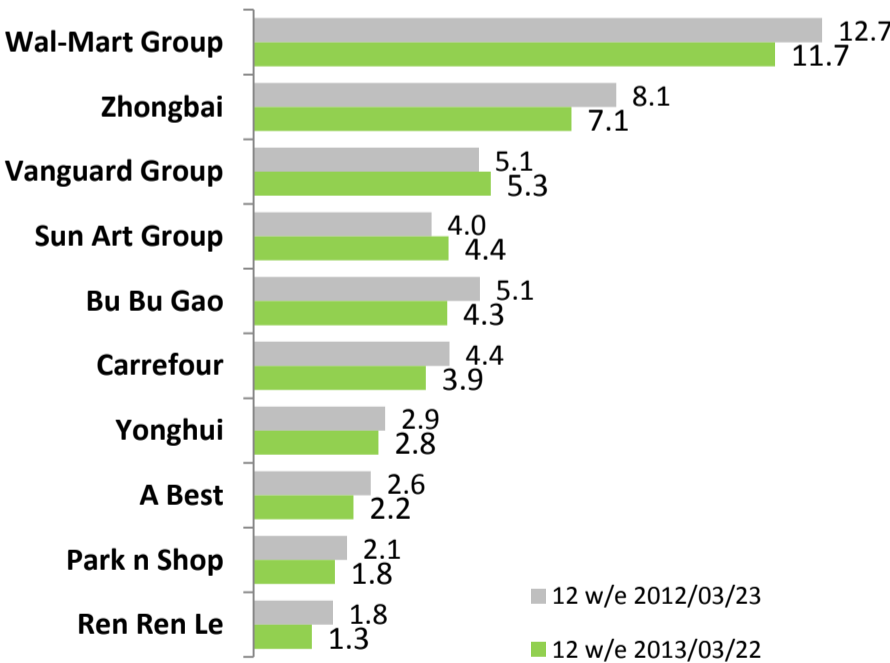
### Retail Share by Top 10: East

Value Share (%) – East



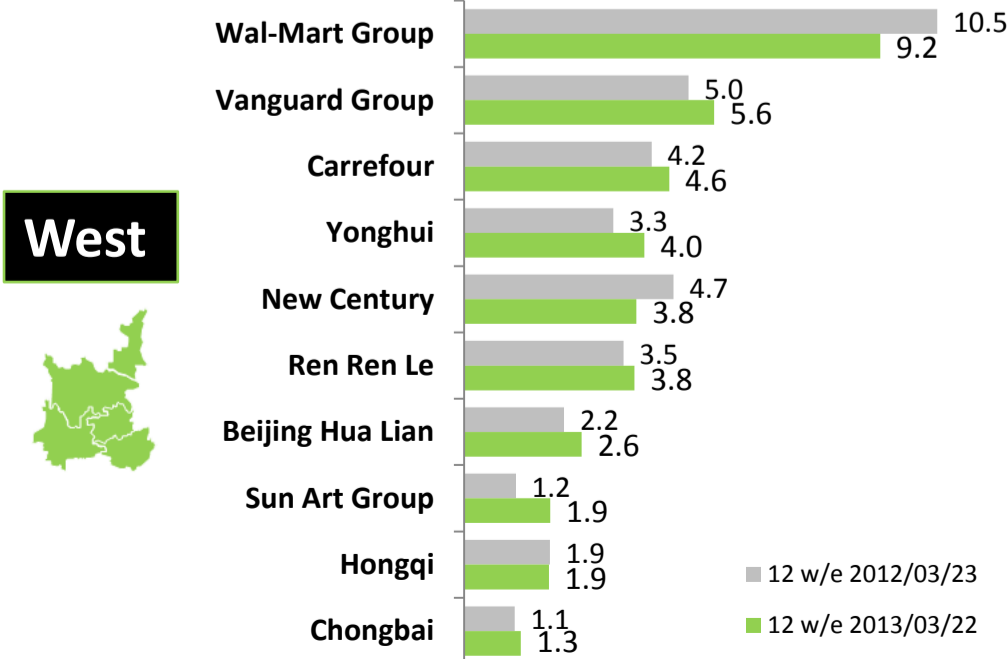
### Retail Share by Top 10: South

Value Share (%) – South



### Retail Share by Top 10: West

Value Share (%) – West



### Retail Share by Top 10: North

Value Share (%) – North

