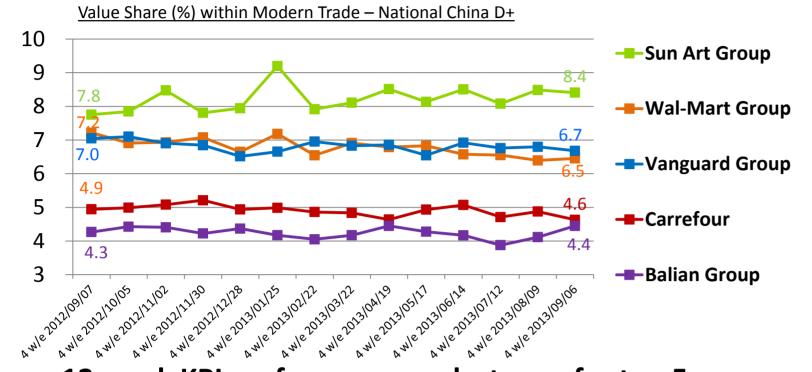
## 4 week share tracking of top 5 retail groups



Balian Group closes the gap with Carrefour in the latest 4 weeks whilst the Sun Art Group retains its lead of 1.7ppts.

October 2013

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

12 w/e P9 2013 vs 12w/e P9 2012: Penetration vs Trip Spend vs Frequency – National China D+

	More Shoppers?	Higher Value Baskets?	More Trips?
◆大潤發 RT-MART	14.7% +4.5%	86 RMB +8.6%	4.4 trips +1.1%
Walmart <b></b> 中国	14.4% -6.3%	84 RMB +3.1%	3.6 trips +1.8%
华润万家 vanguard	11.7% -0.9%	78 RMB +2.8%	5.0 trips +0.4%
Carrefour	10.7% -4.2%	84 RMB +1.0%	3.5 trips +3.7%
百联集团 BAQLAN GASUR	7.1% -5.5%	79 RMB +6.6%	4.9 trips +1.0%

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

Balian's group recent growth has come from <u>higher value baskets</u> as opposed to attracting new shoppers to the store.

## Yonghui continues to grow their presence in the West and the North but they are seeing some share losses in the South. **Retail Share by Top 10: East Retail Share by Top 10: South** Value Share (%) – East Value Share (%) – South **Sun Art Group** Wal-Mart Group 16.4 12.5 12.1 **Bailian Group** Zhongbai 12.5 11.7 **Vanguard Group Vanguard Group** 4.5 4.3 **Sun Art Group** Carrefour East South 4.0 4.1 Bu Bu Gao **Tesco Group** 3.7 **NGS Group** Carrefour Yonghui **Wal-Mart Group** 2.9 2.4 2.9 3.2 Lotus A Best **Lotte Mart** Xin Hua Du ■ 12 w/e 2012/09/07 ■ 12 w/e 2012/09/07 1.9 1.8 Dia Park n Shop ■ 12 w/e 2013/09/06 ■ 12 w/e 2013/09/06 **Retail Share by Top 10: West Retail Share by Top 10: North** Value Share (%) - West Value Share (%) - North **Wal-Mart Group** Carrefour 5.1 5.1 **Vanguard Group Wu-Mart Group** 4.1 4.8 6.6 Yonghui **Sun Art Group** 3.7 3.4 4.6 North Carrefour **Wal-Mart Group** 3.1 3.2 Ren Ren Le **SPAR Group** 4.0 3.7 3.2 3.1 **New Century Inzone Group** 3.0 3.1 2.9 2.8 **Vanguard Group SPAR Group** 2.5 2.0 **Tesco Group Beijing Hua Lian** 2.2 2.0 2.3 2.3 **Jingkelong** Hongqi ■ 12 w/e 2012/09/07 ■ 12 w/e 2012/09/07

■ 12 w/e 2013/09/06

**Sun Art Group** 

■ 12 w/e 2013/09/06

Yonghui