

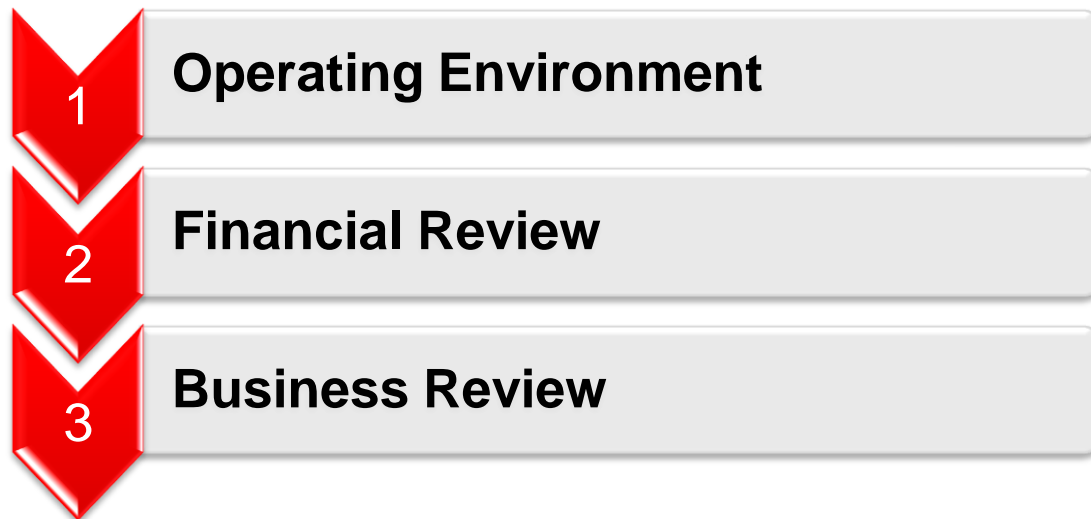


SUN ART
Retail Group Limited
Stock Code : 6808

2014 Third Quarter Result Announcement



Content





OPERATING ENVIRONMENT

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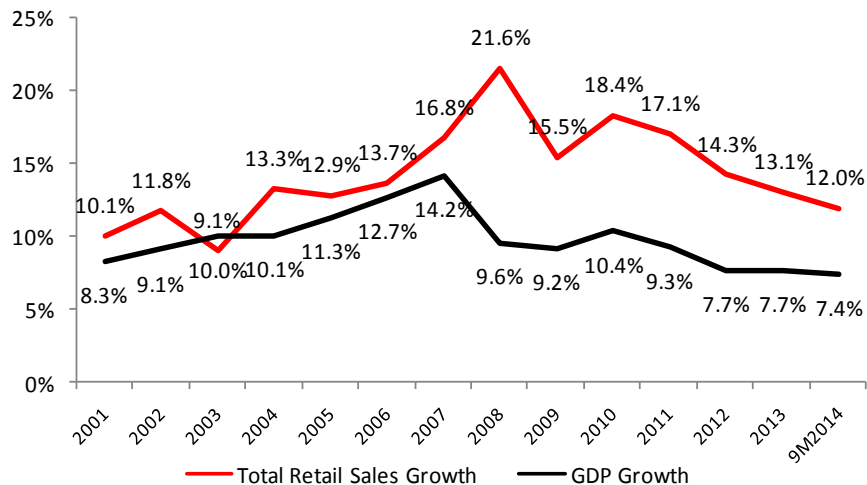
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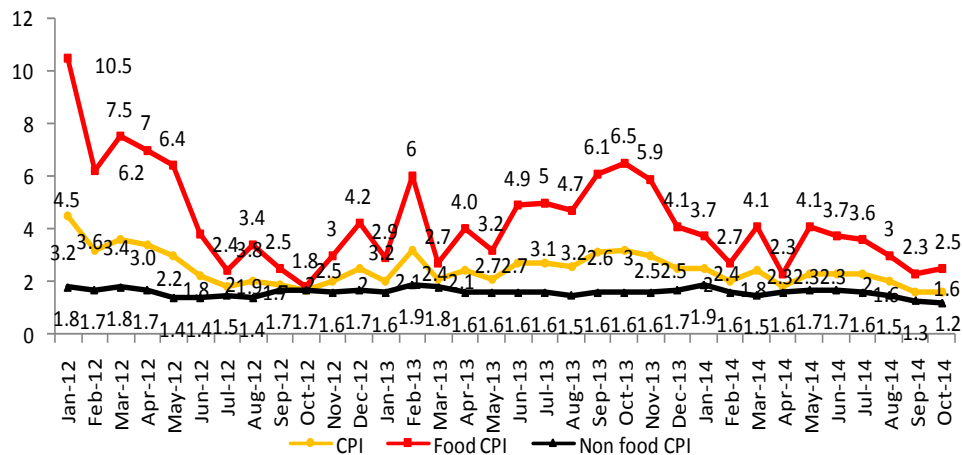
Ruchan 欧尚

Operating environment

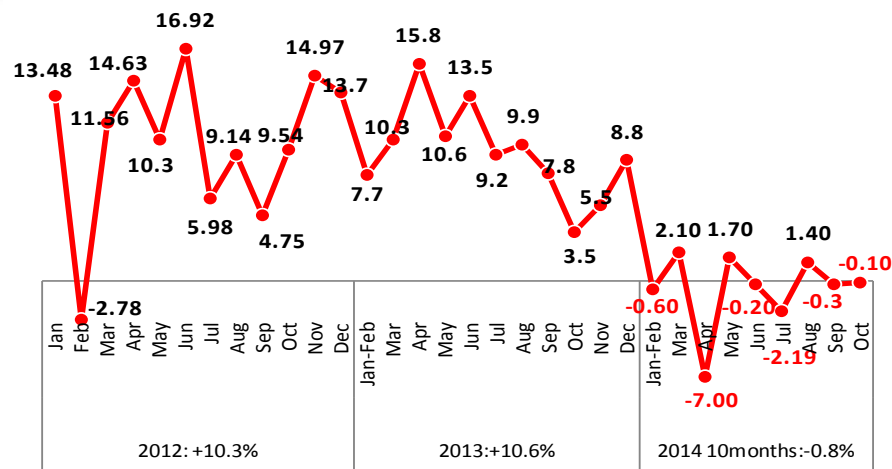
Growth of GDP and Total Retail Sales of Consumer Goods



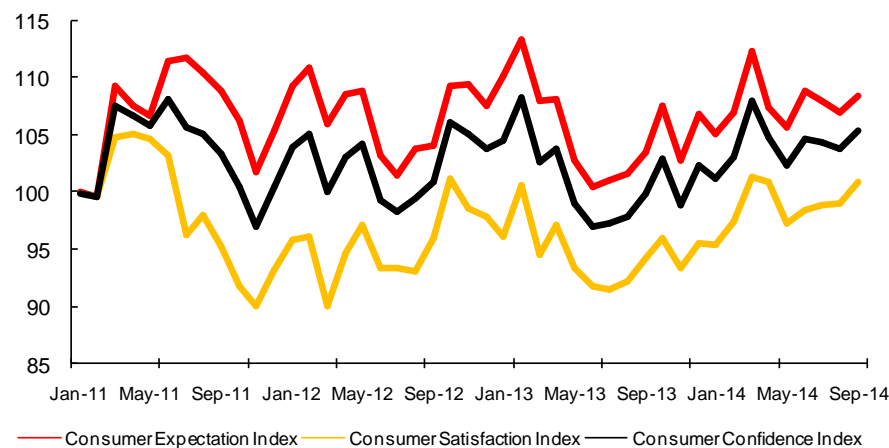
Consumer Price Index 10M14: 2.1%, Food CPI 3.2%



50 Key Retail Enterprises Sales Growth of 10M14: -0.8%



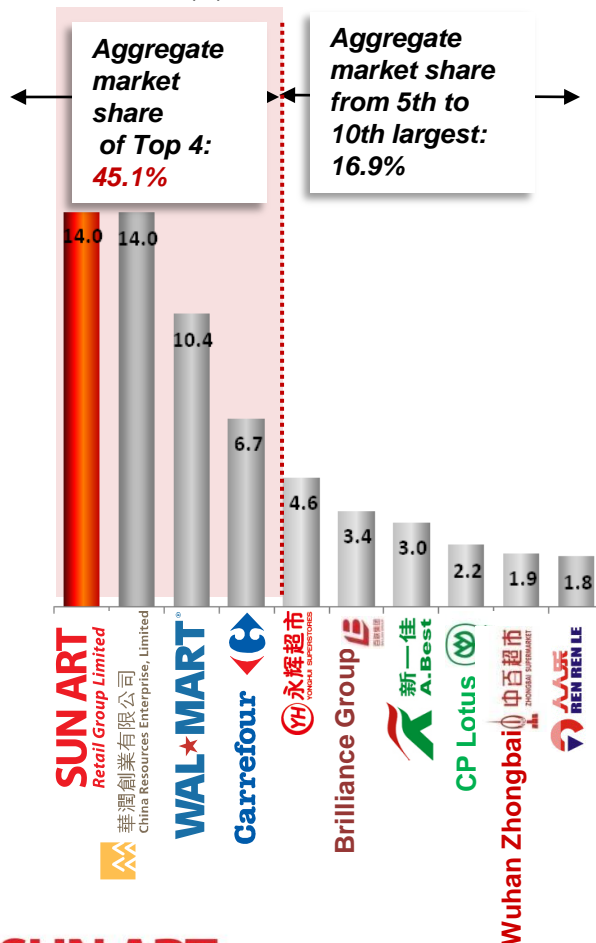
Consumer Confidence Index



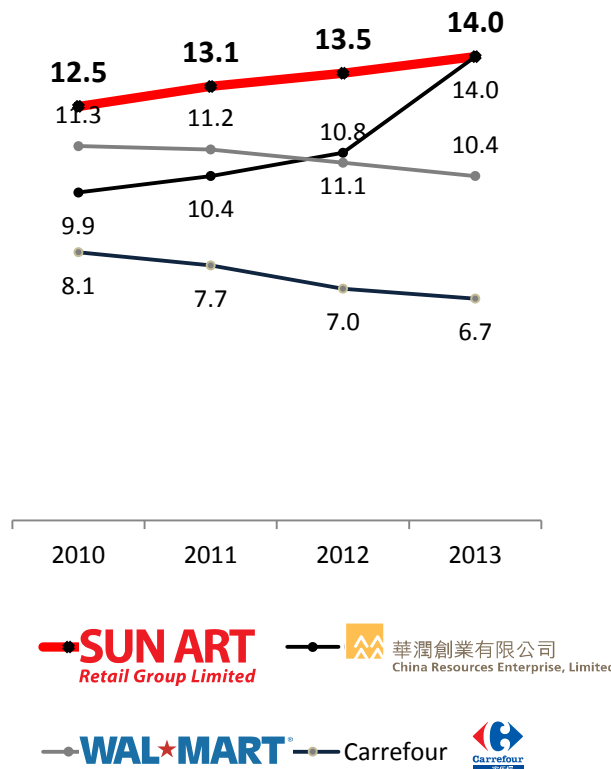
The largest and most productive hypermarket operator in China

Sun Art –Maintaining market leadership through organic growth

Market share (%)

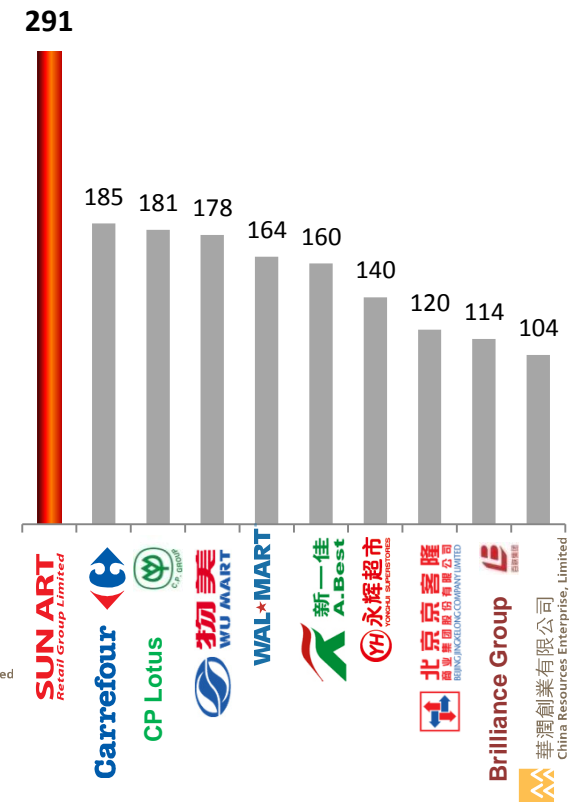


Market share evolving of top 4 hypermarket players from 2010-2013



Sales per average number of store in 2013

(RMB m/average no. of stores)



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Source: Euromonitor

(1)According to Euromonitor, the retail value of Sun Art and China Resources Hypermarkets in 2013 was RMB 86,926.3 million and 86,802.5 million respectively.

(2)CRE figure included CRE and Tesco in 2013 in all three charts above.

(3)Calculated based on figure from Euromonitor: retail value of 2013/(average number of stores between beginning and ending of 2013)



FINANCIAL REVIEW

SUN ART
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Financial Highlights

As of 30 Sep (RMB million)	2014	2013	Change
Turnover	70,240	65,691	6.9%
Gross profit	15,669	13,804	13.5%
Gross profit margin	22.3%	21.0%	1.3ppt
Profit from operations (EBIT)	3,388	3,172	6.8%
Operating profit margin	4.8%	4.8%	0 ppt
Profit for the period	2,436	2,310	5.5%
Net profit margin	3.5%	3.5%	0 ppt
Profit attributable to equity shareholders of the Company	2,341	2,179	7.4%
Earnings per share — Basic and diluted (RMB) ⁽¹⁾	0.25	0.23	-

Note [1]: The calculation of basic and diluted EPS for the nine months ended 30 September 2014 and 2013 is based on the weighted average number of 9,539,704,700 ordinary shares in issue during the period.







BUSINESS REVIEW

SUN ART
Retail Group Limited

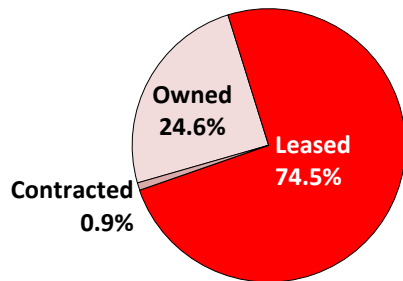
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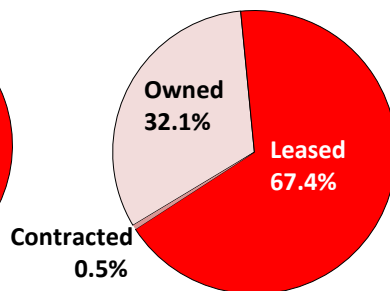
Proactive National Expansion: **18** new hypermarket complexes were opened in first nine months

Region	No. of hypermarket complexes (30 Sep 2014)			GFA of hypermarket complexes (sqm) (30 Sep 2014)		
			Total			Total
Eastern China	42	103	145	1,668,406	2,573,758	4,242,164
Northern China	6	34	40	196,444	814,075	1,010,519
North-Eastern China	1	33	34	23,906	910,487	934,393
Southern China	2	57	59	42,226	1,413,132	1,455,358
Central China	6	42	48	192,245	1,095,382	1,287,627
Western China	4	11	15	178,609	264,368	442,977
Total	61	280	341	2,301,836	7,071,202	9,373,038

Store no. breakdown
(30 Sep 2014)



GFA breakdown
(30 Sep 2014)



A total of **341** hypermarkets across China as at 30 Sep 2014, covering **26** Provinces, autonomous regions and municipalities. By 30 Jun 2014, **162** secured sites to open hypermarket complexes in next 3 years, of which **102** were under construction.



THANK YOU!

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