

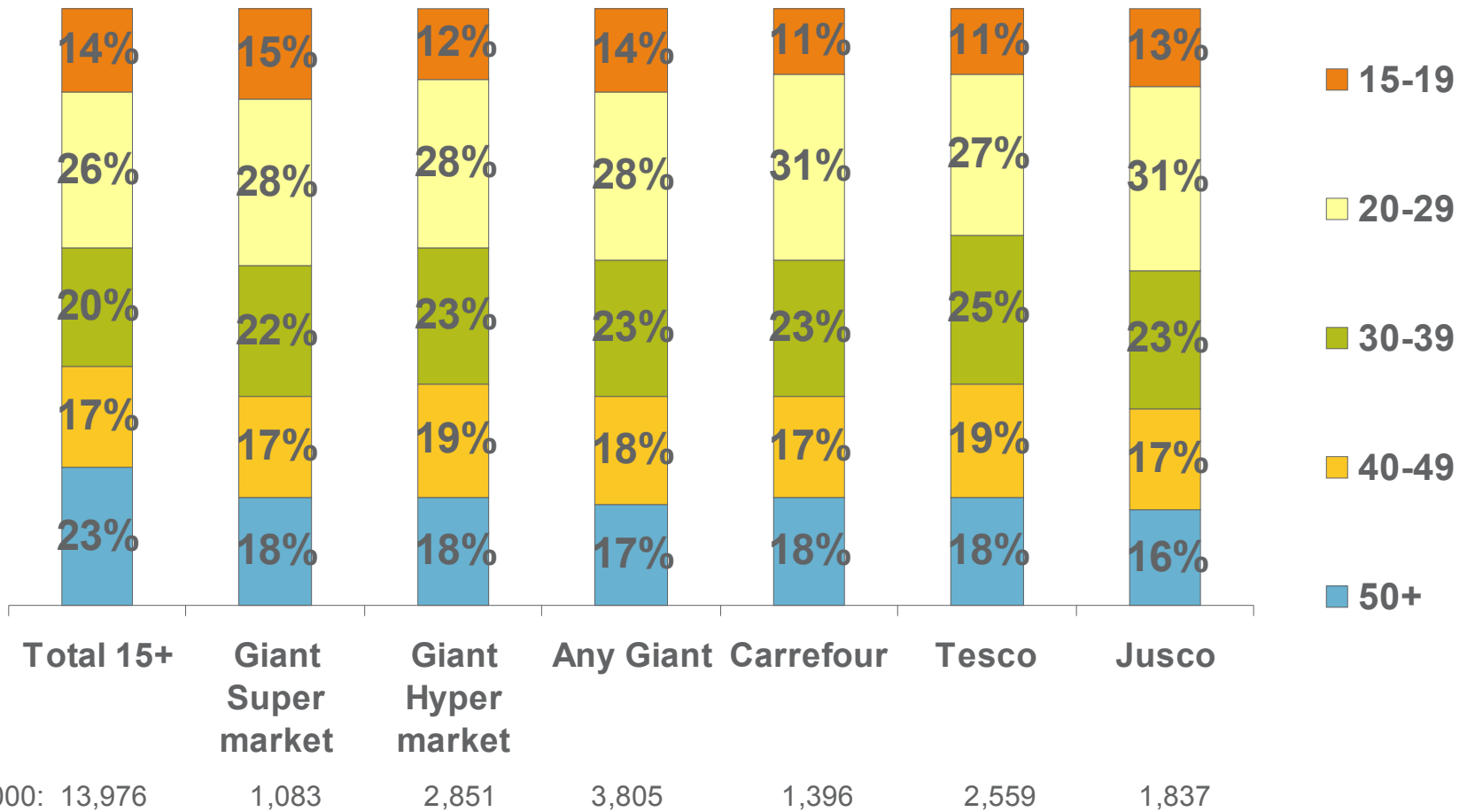


Super / Hypermarket Visitor Profile

Source: Nielsen Media Index Jan-Dec'07

Super/hypermarket visitor profile by age

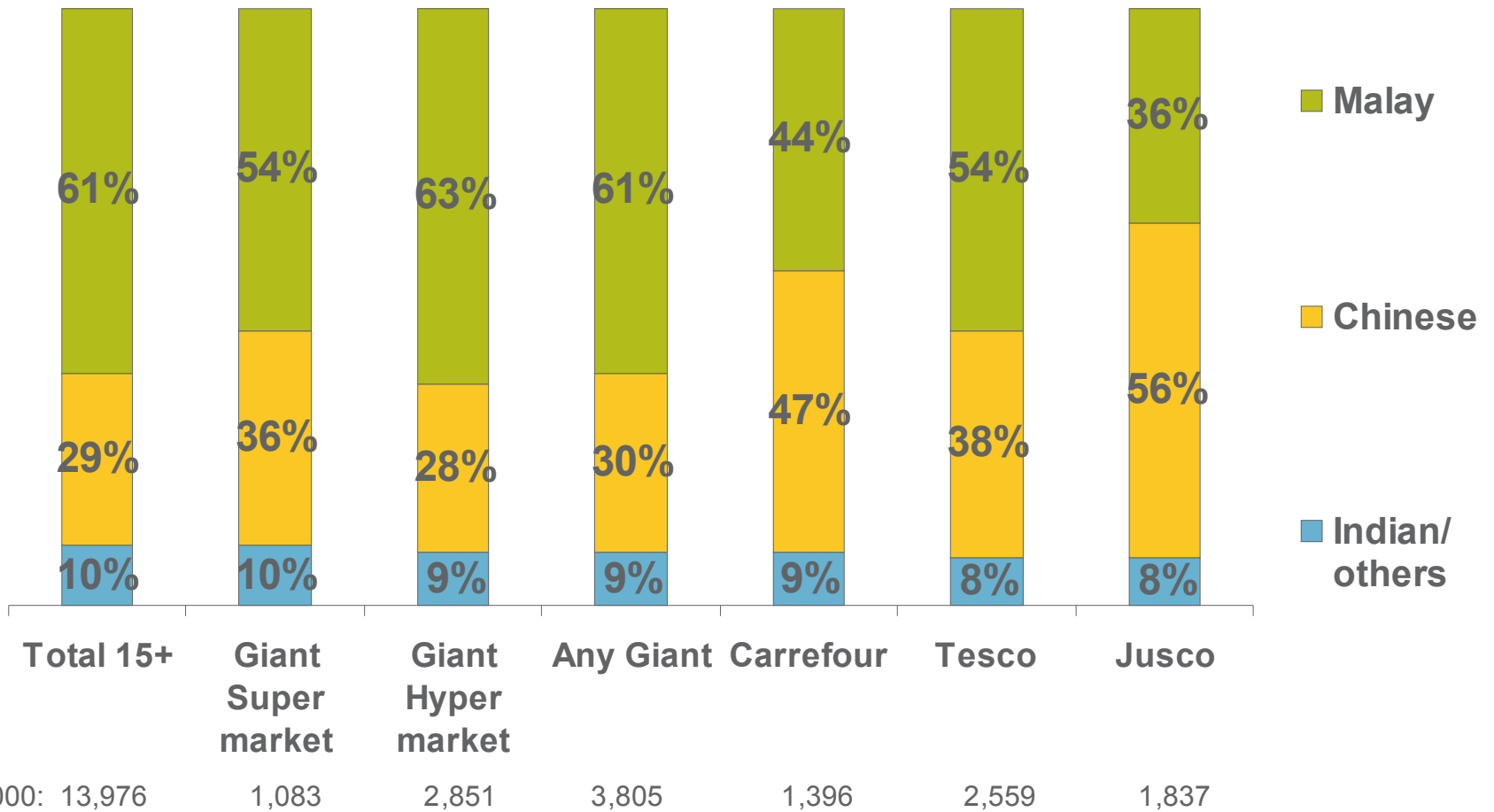
- higher proportion of 20-39 year olds among Carrefour and Jusco visitors



Source: Nielsen Media Index Jan-Dec'07

Super/hypermarket visitor profile by race

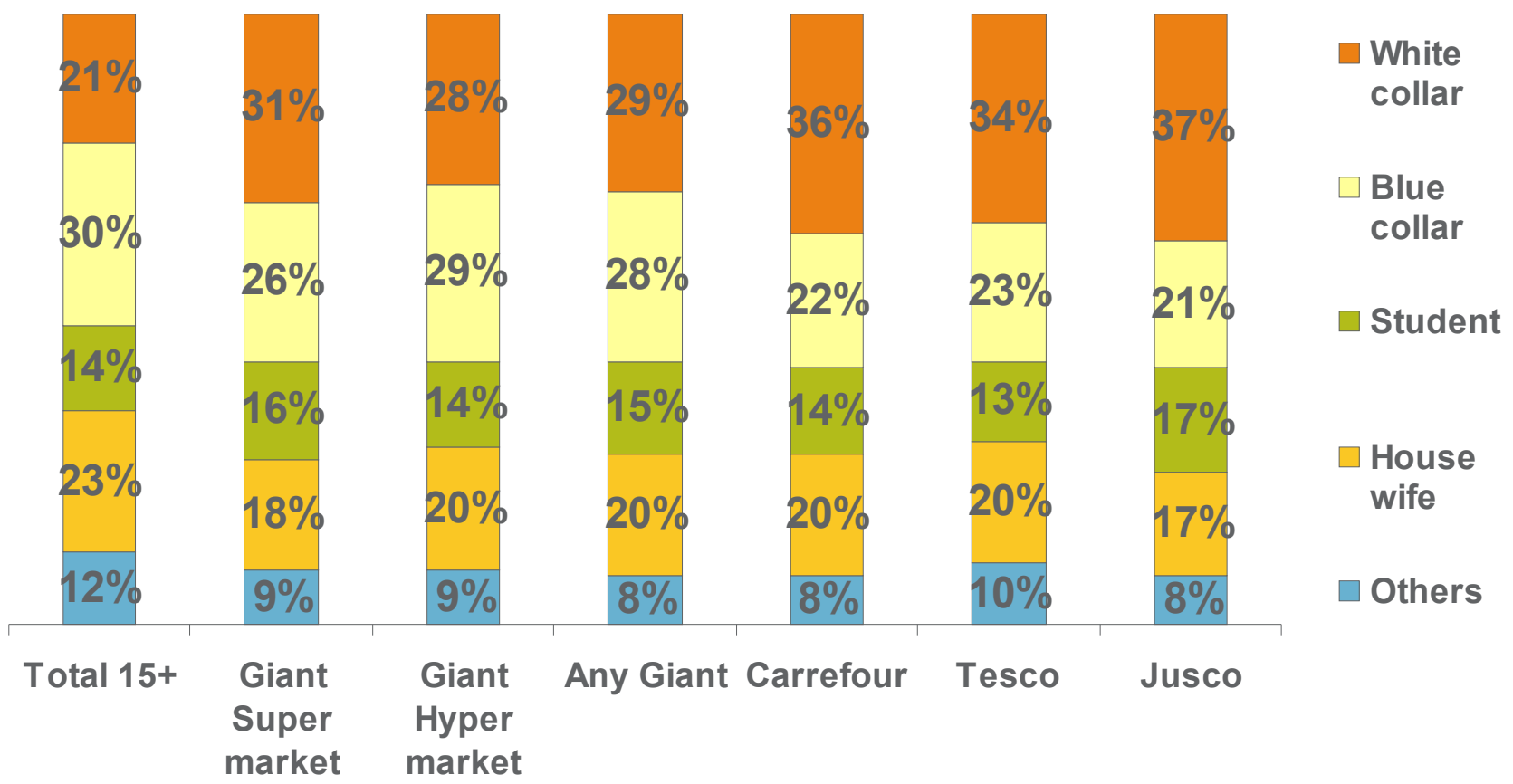
- higher proportion of Chinese among Carrefour and Jusco visitors



Source: Nielsen Media Index Jan-Dec'07

Super/hypermarket visitor profile by occupation

- higher proportion of visitors to super/hypermarkets are white collar compared to general population



Base '000: 13,976

1,083

2,851

3,805

1,396

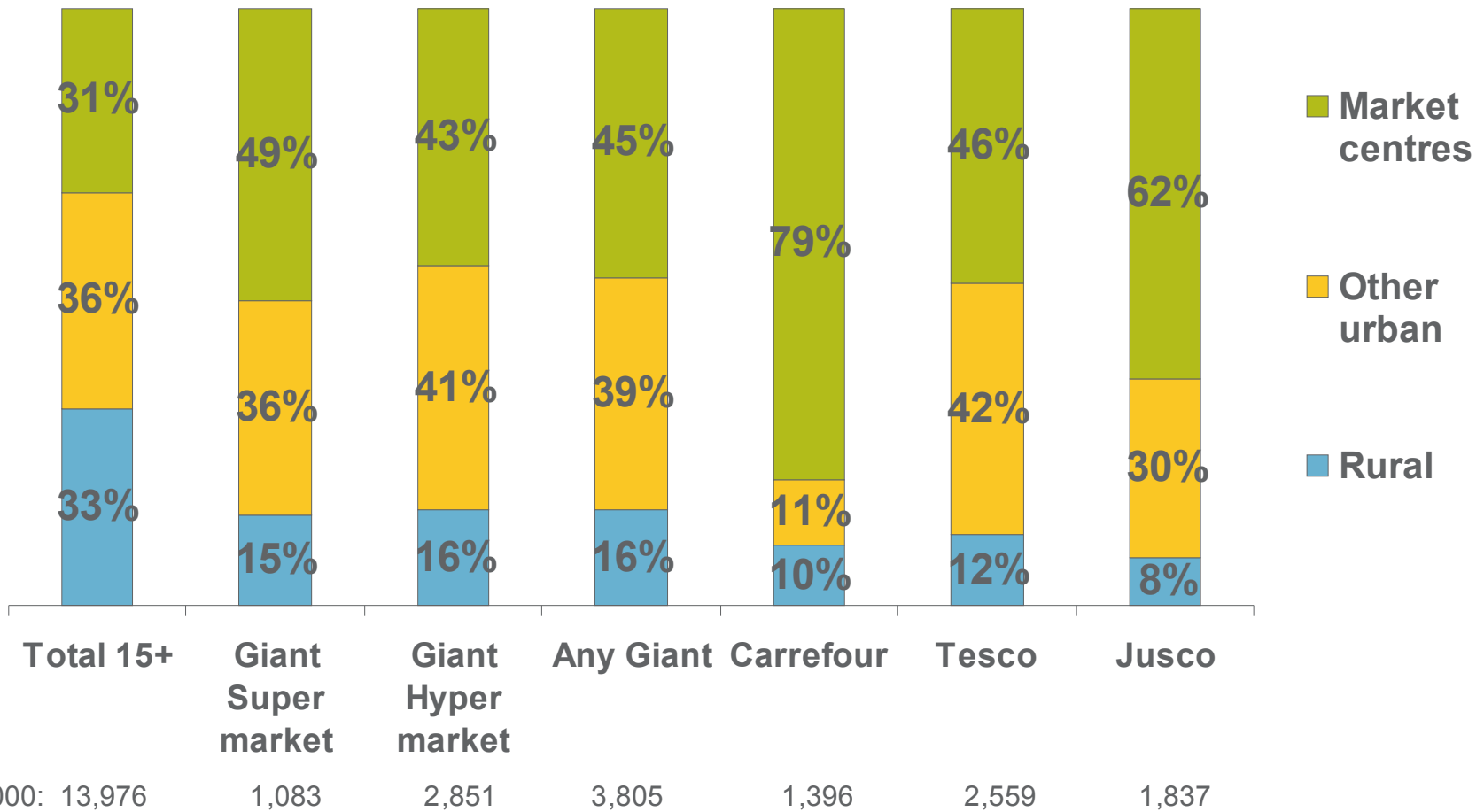
2,559

1,837

Source: Nielsen Media Index Jan-Dec'07

Super/hypermarket visitor profile by location

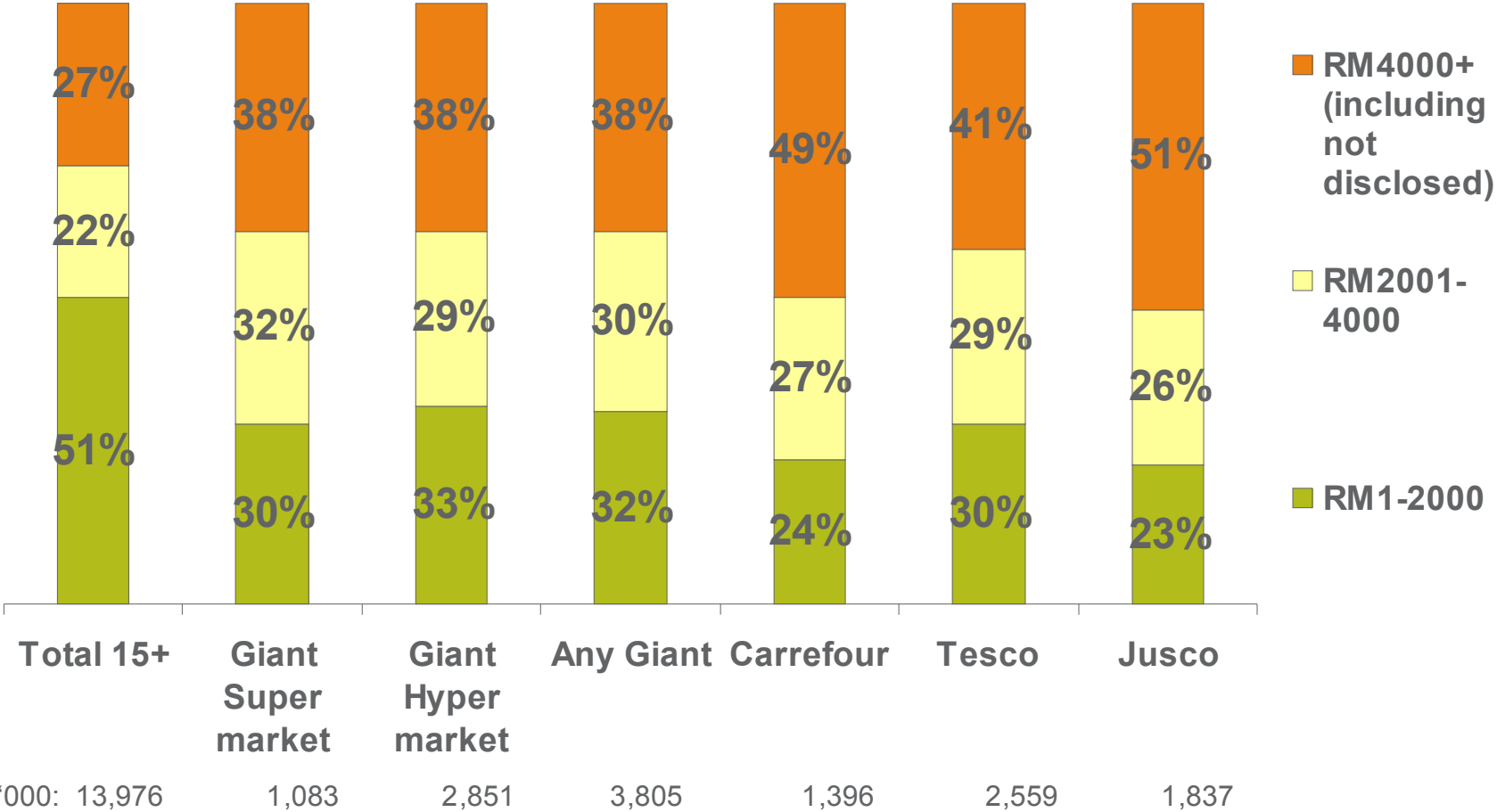
- higher proportion of visitors are from market centres and other urban areas as these outlets are located in urban areas



Source: Nielsen Media Index Jan-Dec'07

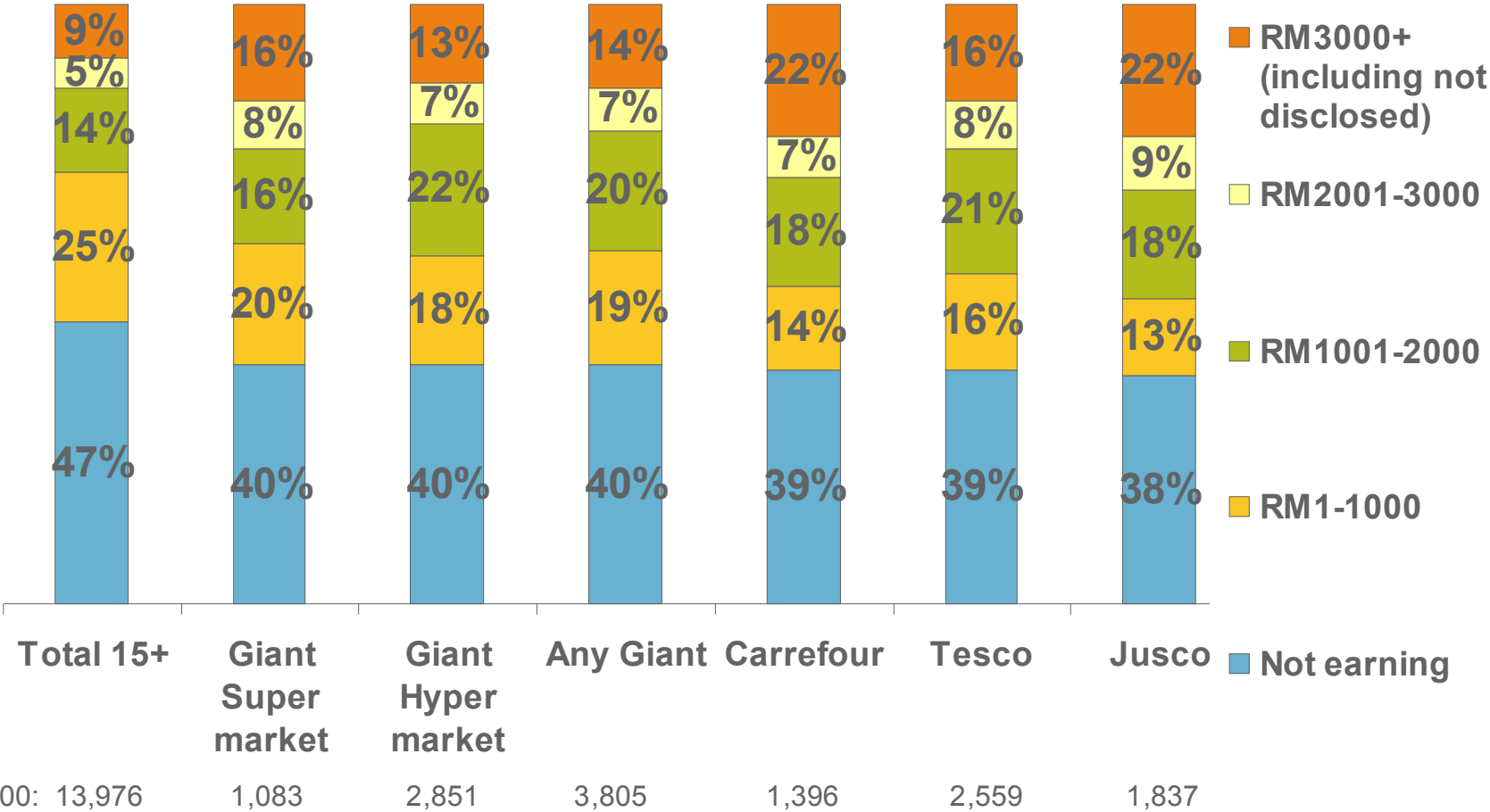
Super/hypermarket visitor profile by average monthly household income

- visitors to super/hypermarkets generally have higher income than general population



Source: Nielsen Media Index Jan-Dec'07

Super/hypermarket visitor profile by average monthly personal income



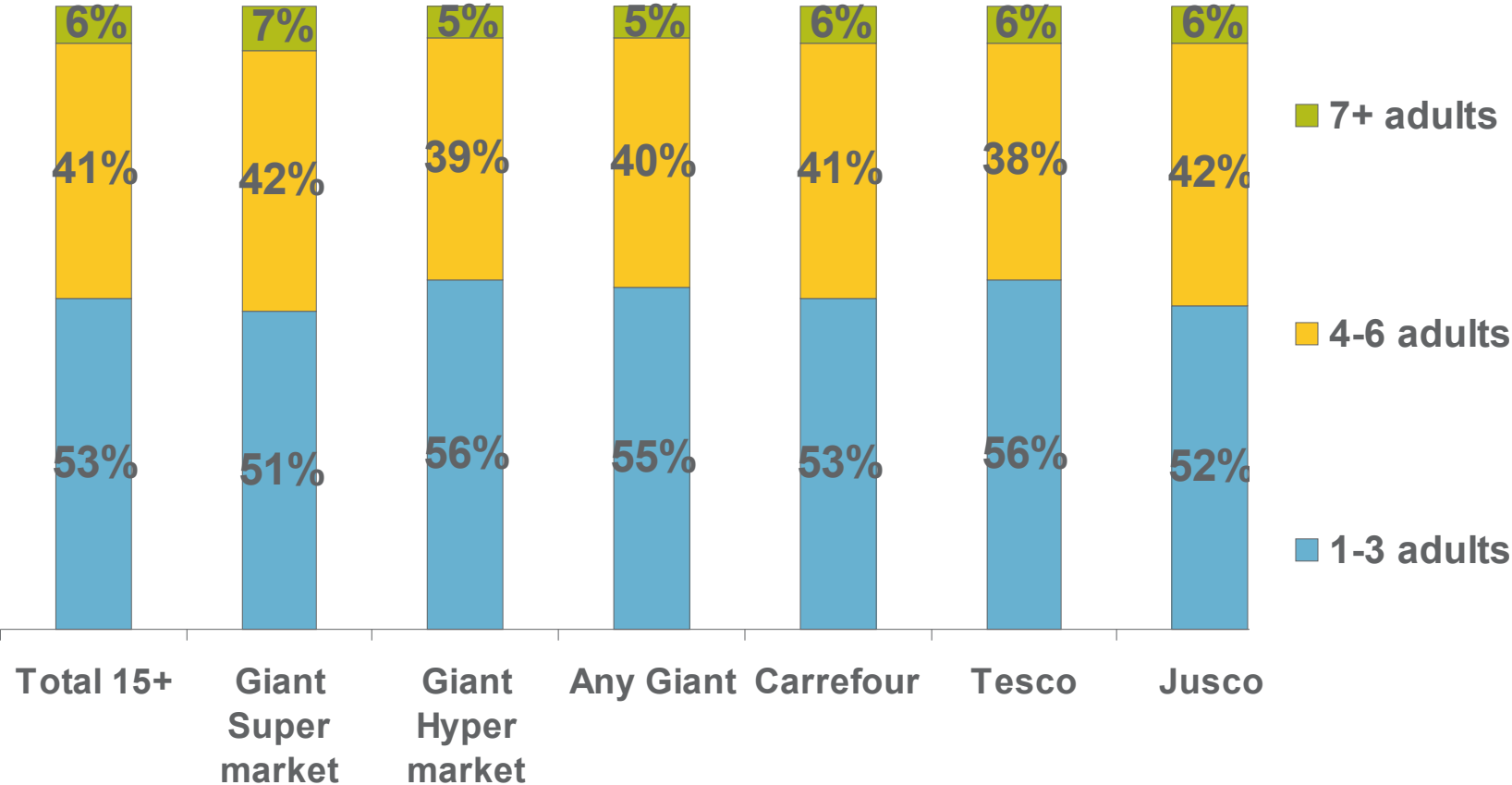
Source: Nielsen Media Index Jan-Dec'07

Super/hypermarket visitor profile by number of income earner in the household



Source: Nielsen Media Index Jan-Dec'07

Super/hypermarket visitor profile by number of adults aged 15+ in the household



Base '000: 13,976

1,083

2,851

3,805

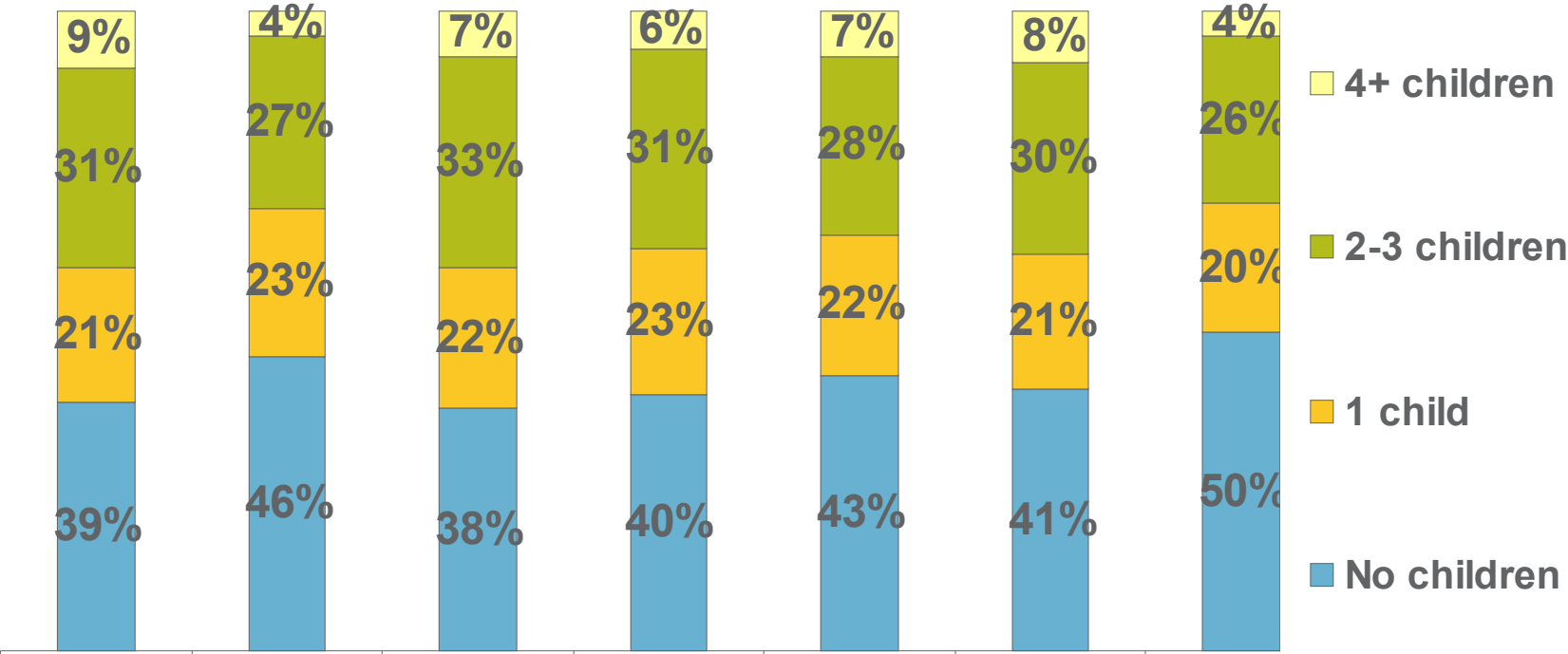
1,396

2,559

1,837

Source: Nielsen Media Index Jan-Dec'07

Super/hypermarket visitor profile by number of children under 15 years old in the household



Total 15+ Giant Super market Giant Hyper market Any Giant Carrefour Tesco Jusco

Base '000: 13,976 1,083 2,851 3,805 1,396 2,559 1,837

Source: Nielsen Media Index Jan-Dec'07

Top 3 important factors in deciding place for regular grocery shopping are location, price and range of products

	Giant Super market		Giant Hyper market		Any Giant
Base '000	435	Base '000	1,135	Base '000	1,526
Locality	74%	Locality	77%	Locality	76%
Price	72%	Price	73%	Price	72%
Range of products	58%	Range of products	58%	Range of products	58%
Special offers	50%	Quality of products	48%	Quality of products	48%
Quality of products	49%	Special offers	45%	Special offers	46%
Parking	41%	Parking	40%	Parking	40%
Facilities	34%	Past experience	31%	Facilities	31%
Past experience	33%	Facilities	30%	Past experience	31%
Check-out facilities	19%	Advertising	13%	Check-out facilities	15%
Advertising	16%	Check-out facilities	12%	Advertising	13%
Opening hours	14%	Opening hours	11%	Opening hours	11%
Helpfulness of staff	11%	Helpfulness of staff	8%	Helpfulness of staff	9%
Loyalty scheme	7%	Loyalty scheme	6%	Loyalty scheme	6%
	Carrefour		Tesco		Jusco
Base '000	538	Base '000	1,003	Base '000	707
Locality	77%	Locality	78%	Locality	84%
Price	55%	Price	71%	Price	69%
Range of products	54%	Range of products	60%	Range of products	63%
Facilities	38%	Special offers	48%	Quality of products	49%
Quality of products	32%	Quality of products	45%	Parking	46%
Special offers	31%	Parking	43%	Special offers	44%
Past experience	31%	Facilities	32%	Facilities	35%
Parking	30%	Past experience	24%	Past experience	30%
Check-out facilities	13%	Advertising	15%	Advertising	14%
Advertising	6%	Check-out facilities	15%	Check-out facilities	14%
Opening hours	4%	Opening hours	7%	Opening hours	9%
Helpfulness of staff	3%	Helpfulness of staff	6%	Helpfulness of staff	8%
Loyalty scheme	3%	Loyalty scheme	4%	Loyalty scheme	5%