

CHINASHOP 2016 Exhibition Profile

1. Exhibition Information

Exhibition Name: 18th China Retail Trade Fair (CHINASHOP2016)

Show Date: Nov. 3-5th, 2016

Location: Suzhou International Exhibition Center, China.

Authorized by: Ministry of Commerce of the People's Republic of China

Organized by: China Chain Store & Franchise Association

Beijing Union Exhibition Co., Ltd.

2. Exhibition Overview

The 18th China Retail Trade Fair (CHINASHOP 2016) has been ended successfully at Suzhou International Exhibition Center. With the theme of “Consumption Upgrade, Cross-border Integration, New Retail Landscape in Formation”, this year’s CHINASHOP brought a variety of advanced equipment, technology and ideas for retail industry, which presented a wonderful event which combined the traditions with modern technologies to all participants.

CHINASHOP 2016 has made lots of breakthroughs from various aspects. The show space has exceeded 80,000 sqm for the first time, there were more than 700 exhibitors participated this event. According to the international standard booth size (3m*3m), the booth number has reached to 3,229, which increased 15.6% compare to the last year. The growth rate was the highest among all the similar expositions, which ranked No.1 in Asia.

What’s more, CHINASHOP has attracted more than 45,000 professional visitors during three-day exhibition period, overseas visitors has grown substantially as well.

3. Exhibition Light Spots

Advanced Technology converged in CHINASHOP

In recent years, Chinese physical retail has faced numerous challenges. While most of the retailing enterprises have started to spend time on self-reflection, and tried to seek for transformations. As a leader of Chinese retail industry, CHINASHOP has always been devoting to and providing support for the transformations of retail enterprises.

During the opening ceremony, we adopted dancing robots and Unmanned Aerial Vehicle which attracted a great number of visitors and received lots of admirations. In addition, the future experience store of CHINASHOP, Hi-shop, introduced various latest technologies and equipment that retail industry concerned the most, such as RFID data collect system, eGate intelligent security system, onmi-channel cash register, etc. Those applications brought more inspirations and thinking for retailers to better understand their consumers, better analyzing store operations and even building their own database.

Domestic and overseas well-known companies gathered together, integrated solutions became mainstream topic

Over 700 enterprises from all over the world gathered in CHINASHOP 2016, which included FMCGs, commercial equipment, mobile POS, refrigeration and logistics, commercial design, security and protection, weighing apparatus, IT solutions, future trend products and foreign commodities. Exhibition range covered over 10 areas and more than ten thousands of products displayed in CHINASHOP.

It is worth mentioning that the integrated solutions have become the mainstream for this year's CHINASHOP. Faced with the fierce market competition and the impact of new industries such as E-commerce, the single devices or products in the past were unable to meet the growing purchasing demand for retail companies. To solve the problem, various exhibitors started to launch their own integrated solutions. Those solutions contained multiple options for equipment, technology, store decorating and energy conservation. It could help retail enterprises to improve their store operating capacity, to save operating cost significantly, and to gain more advantages in the market competition.

Followed by industry hot spots, professional activities were irritable

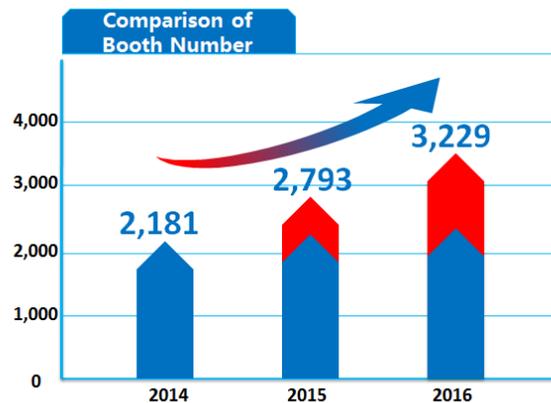
Aim at the current industry hot spots, CHINASHOP organized a series of forums and conferences, and invited several powerful guests as well. Important conferences included: The Way of Regional Retail Development Salon for 3rd and 4th Line Cities, the Secret of Building Energy-Efficient Stores Salon and Supply Chain Forum which related to energy-conservation, logistics and other professional topics, Overseas and Featured Commodities Matchmaking and so on.

Besides, CHINASHOP has also cooperated with many professional enterprises and organizations this year. During the exposition, CHINASHOP has worked with Intel to hold “Frontier Forum of Intelligent Retail Industry”, and “Next Age Retail Summit” with GWC. Industry leaders and powerful guests shared their point of views on the scene, all of the forums and conferences were well-attended and full of audiences. For those who could not attend the exposition and conferences scene, CHINASHOP has partnered with live video streaming platforms to enlarge the impact throughout the country.

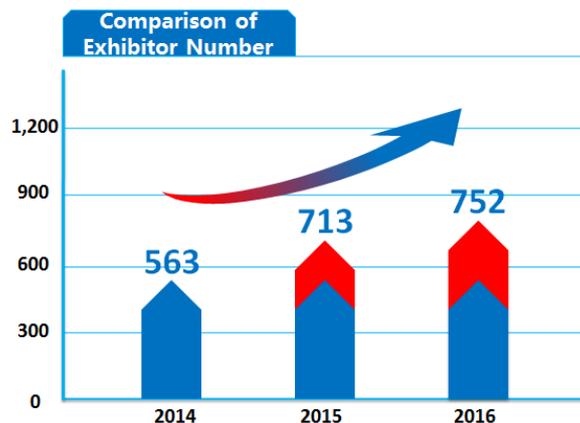
CHINASHOP 2016 Exhibition Report

1. The Number of Booth and Exhibitors Statistics for CHINASHOP 2014-2016

According to the international standard booth size (3m*3m), the booth number has reached to 3,229, which increased 15.6% compared with 2015 (the booth number was 2,793 in 2015). Compared with 2014, the increase rate is 48% (the number of booth was 2,181). CHINASHOP has maintained the two-digit growth rate for two years.



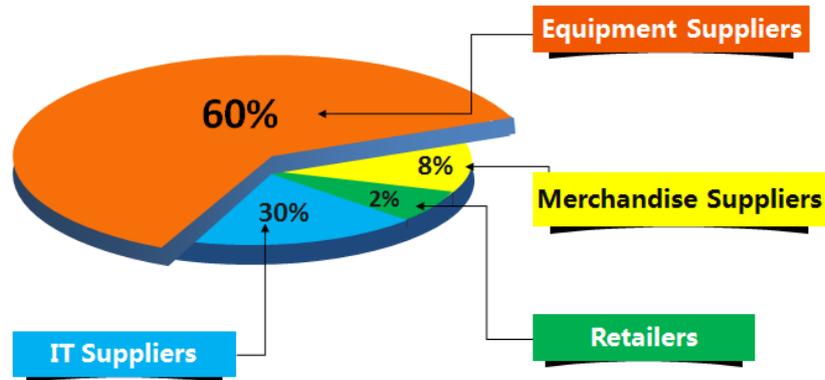
There were more than 700 exhibitors participated in this year's CHINASHOP, compared with 2015, the growth rate is 5.5%, and increased by 33.6% compared to 2014.



The exhibitors of equipment suppliers and IT suppliers have the highest growth rates, up to 29.1% and 27.3% separately. These two categories have become the main force of

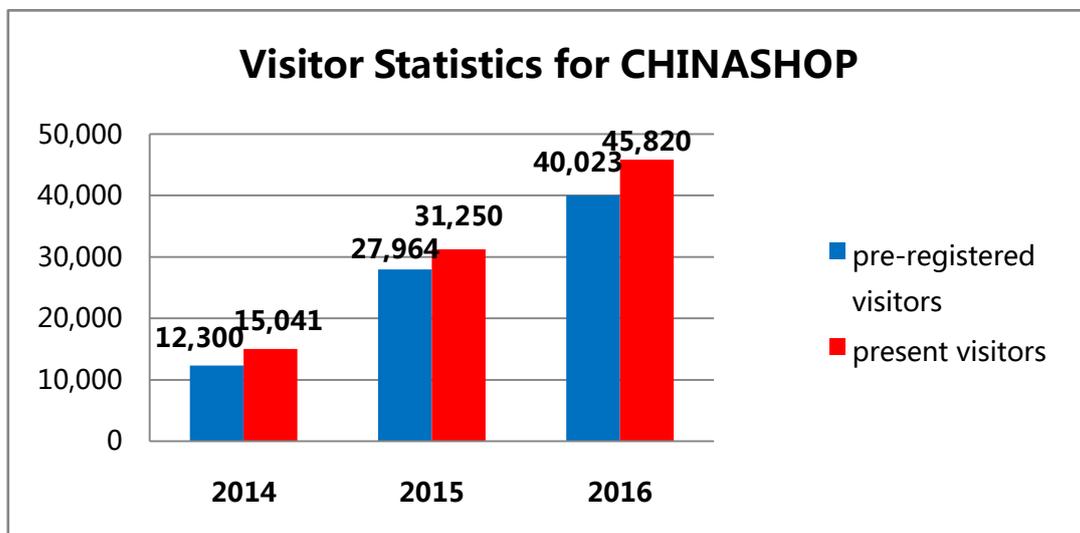
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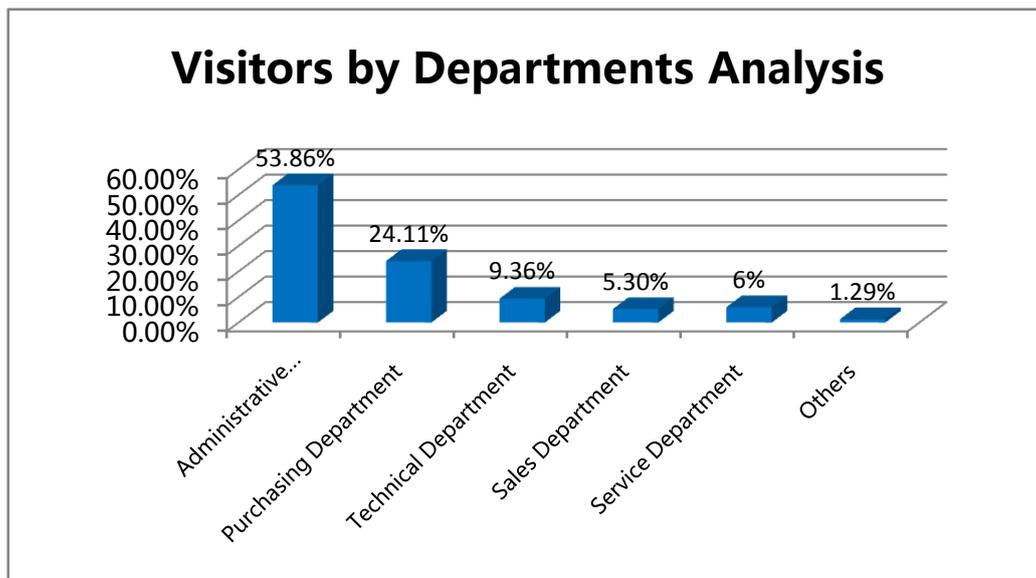
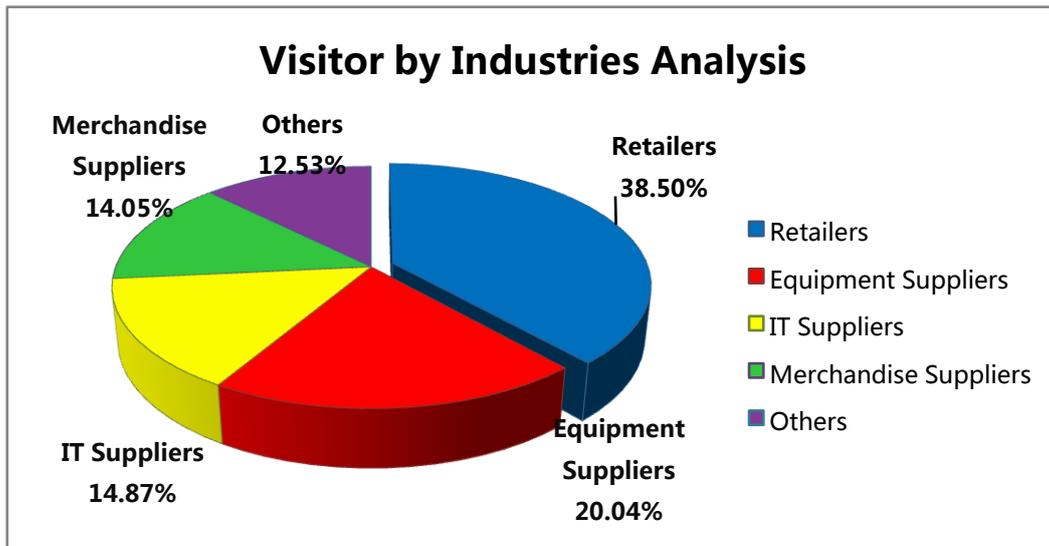
2. Exhibitor Categories for CHINASHOP 2016



3. Visitor Statistics for CHINASHOP 2016

CHINASHOP 2016 has served more than 45,000 professional visitors during three-day exhibition period, pre-registered visitors were nearly 40,000. Compared with last year, both of the two numbers have increased nearly 50%, the attendance rate for pre-registered visitors was 77.55%. According to the analysis, CHINASHOP visitors constituted for the following categories: visitors who were from management level accounted for 54% of the total number, 24% were from purchasing department, technical department visitors occupied 10%, and 5% of the visitors were from sales department.





4. Overseas Visitors

As CHINASHOP had done much oversea marketing promotion this year, foreign visitors' number has largely increased. Reuters, PR Newswire, Asahi Shimbun and other famous media have all reported this grand event. The visitors have grown proximately 300% than last year. Attendees which came from USA, South Korea, Japan, Malaysia, Denmark, France, Singapore, Thailand and other 40 countries have visited CHINASHOP. Among them, the top 5 countries of the most visitors were Malaysia, Singapore, Thailand, South Korea and USA. CHINASHOP's influence has extended to all over the world, and it has become more and

more international.

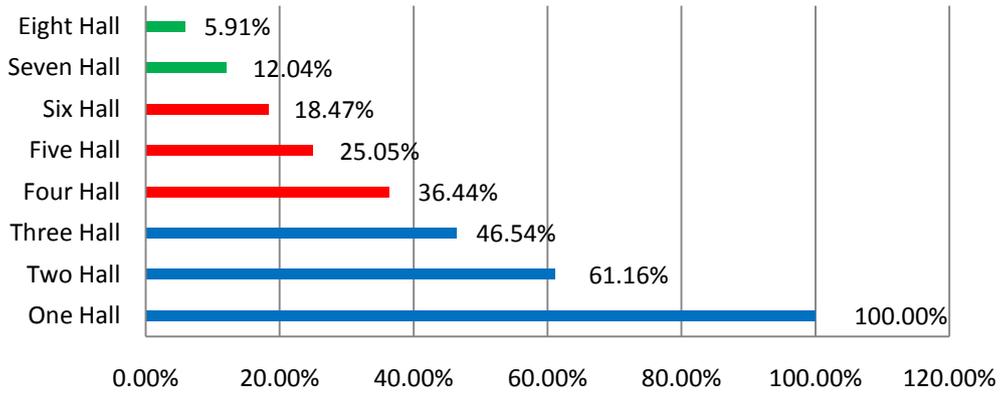


5. CHINASHOP 2016 Visitors Movement Path Analysis

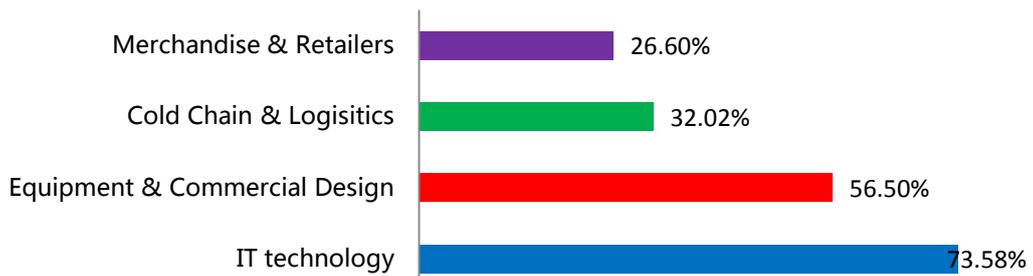
Except for traditional analysis, for example, online registration and access statistics, CHINASHOP has adopted wifi probe analysis this year. We put probes at every hall entrance, aisle and booth, in order to detect and count the visitor number through three-day period, and also to help us understand the actual situation of CHINASHOP. In all the eight exhibition halls, half of all 45,000 attendees have visited three halls, one fourth of the attendees have visited five halls. CHINASHOP's visitors had highly professional levels. Most of them were retail terminal purchasers, they were highly interested in all kinds of retail industries and proposed to purchase variety products during the exposition.

We chose 58 exhibitors to place wifi probes in their booth. According to the analysis, more than 10 enterprises attracted over 5,000 visitors to each of their booth, and other booth also had 3,000 to 4,000 visitors. Besides, attendees who went to equipment and commercial design area were 56.5%, 73.58% of the attendees had visited IT technology booths, visitors who went to cold chain and logistics area and merchandise and retail sector were 32.02% and 26.6% respectively.

Professional Attendees Visit Analysis



Professional Attendees Visited Booth Analysis



CHINASHOP 2016 Global Marketing Report

This year's CHINASHOP has made the greatest effort ever to do marketing promotion. In order to maximize the promotion effect and increase the chance of advertisement reaching the effective audience, CHINASHOP formulated a long-term and rhythmical annual marketing plan at the beginning of 2016. Combined with traditional public relation dissemination, we adopted various new media promotion methods.

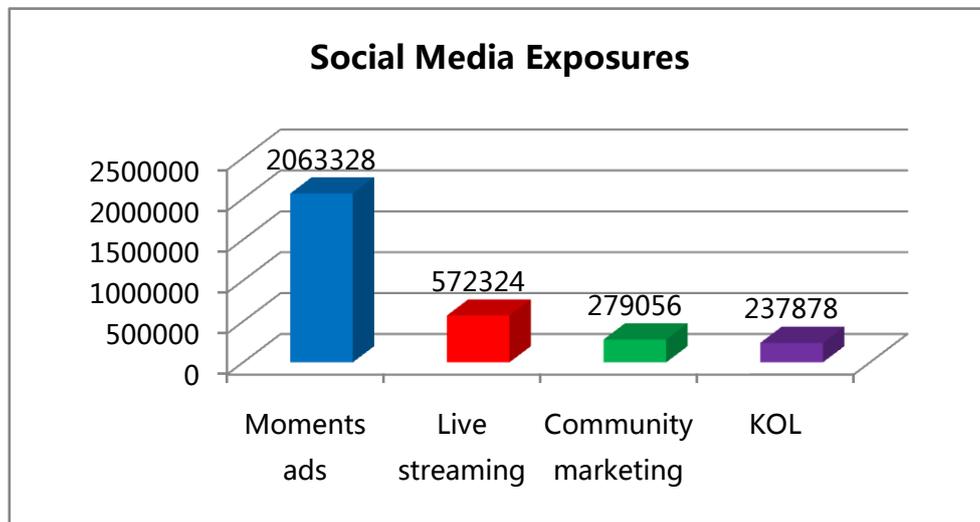
We not only chose the traditional news media to release authoritative information, and also use some online broadcast, community marketing and key opinion leaders (KOL) to promote exposition. This kind of integration method can help CHINASHOP present to more targeted audience, and enhance the exhibition's interactive experience.

Thanks to the effective marketing plan, CHINASHOP has obtain lots of attractions from retail industry. The official website visits exceeded 1 million times, the followers of WeChat and Weibo increased nearly 100% than before. We have issued a total of 713 press releases through news media, and exposures were more than 800,000 times. The covered media included ifeng.com, JRJ.com, chinanews.com, china.come.cn, 163.com (NETEASE), sina.com, etc.

News title	Media published	Frequency
Show preview	chinanews.com, yangtes.com, nanjingnews.cn, china.come.cn, szdushi.com.cn, 21cn.com, jrj.com.cn, etc.	107
Hi-shop news	Stockstar.com, 163.com, ifeng.com, qq.com, etc.	105
Regional retail forum	Jiangsuchina.com.cn, sohu.com, 163.com, etc	98
invitation	Huanqiu.com, 21cn.com, 163.com, etc	101
Exhibitor list	Huanqiu.com, c353.com, jrj.com.cn, chinanews.com, etc.	111
CHINASHOP guide	163.com, sina.com, china.com.cn, stockstar.com, etc.	92
Press release	Ifeng.com, chinanews.com, china.com.cn, sina.com,	99

huanqiu.com, etc.

In the terms of social media selection, CHINASHOP had chose Linkshop.com. Retail world, Ckreview, Shangretail and other 20 famous and professional media account to promote before the exhibition started. All the articles have reached 500,000 views in total. In addition, CHINASHOP has cooperated with huajiao.com, yizhibo.com, renren.com and other online broadcast platforms to live stream the on-site event, more than 500,000 audiences watched the streaming.



Last but not least, CHINASHOP has planned a series of marketing activities to warm-up the exposition. For example, we organized the energy messengers voting for mini marathon, create a poster generating tool to produce personalized poster. All these activities increased CHINASHOP's popularity in a large extent, and enhanced the exposition's enjoyment, obtained a successful effect for marketing promotion.



For Chinese retail industry, the year of 2016 is a year full of changes and opportunities. The 18th China Retail Trade Fair has presented a splendid industry feast in a short three-day exhibition. With the fusion of advanced technology, traditional retail will be consequently radiant again. The next year's CHINASHOP will be held on Nov. 2-4th, in Chongqing. Let's meet in 2017, CHINASHOP is looking forward to meet you again.