



## Nielsen Retail Groups Ranking – Total FMCG

### Retail Groups Market Share Development 5 Consecutive Quarters, value Market Shares

	Q3/2006	Q4/2006	Q1/2007	Q2/2007	Q3/2007
<b>Shufersal Group</b>	36.7%	37.9%	38.0%	37.0%	37.4%
<b>Independent Retail Chains</b>	25.6%	24.8%	25.1%	25.8%	25.7%
<b>Blue Square Group</b>	25.4%	24.4%	23.5%	23.9%	23.8%
<b>Private Minimarkets</b>	9.7%	9.9%	9.9%	10.5%	10.0%

- Independent Chains includes Private Chains (Such as: Hatzi-Hinam, Co-Op Jerusalem, Haviv, Aba Victory etc).
- Shufersal Data includes also Clubmarket sales
- Pharms are not included to the ranking.
- The data doesn't summarize to 100% since the Pharm shares are excluded.

### Chain Brand Leaders – Total FMCG Value Market Shares, 3rd Quarter 2007

	Q3/2007	Q3/2007	Q2/2007	Q1/2007
<b>Shufersal Deal</b>	13.3%	1	1	1
<b>Mega</b>	10.5%	2	2	2
<b>Shufersal Sheli</b>	9.9%	3	3	3
<b>Mega Ba'ir/Super Center</b>	8.1%	4	4	5
<b>Shufersal Big</b>	7.5%	5	5	4
<b>Shefa Shuk</b>	5.2%	6	7	7
<b>Hatzi Chinam</b>	5.2%	7	6	6
<b>Alef</b>	4.3%	8	8	8
<b>Mister Zol</b>	3.3%	9	9	9
<b>Shivuk Ha'Shikma</b>	2.1%	10	11	11

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