



LocalGravity

REAL ESTATE
COMPETITOR RESEARCH FOR xxxx

Competitors Summary

1805 xxxx:

- Existing stores: 187 stores
 - New opened: 4 stores
 - Closed: 1 stores
- YTD Total: 190 stores

1805 xxxx:

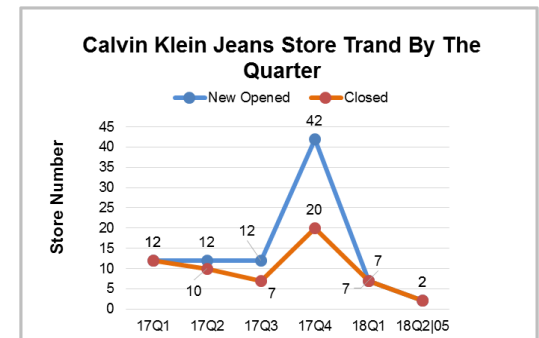
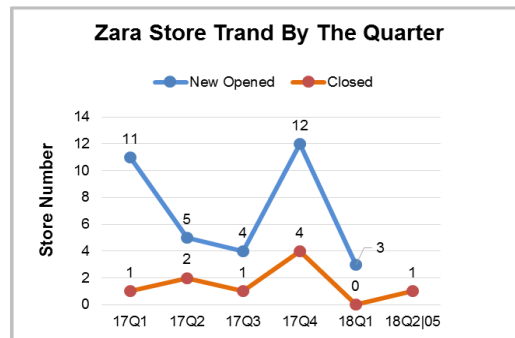
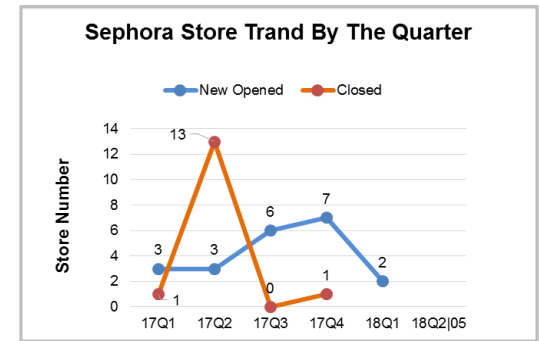
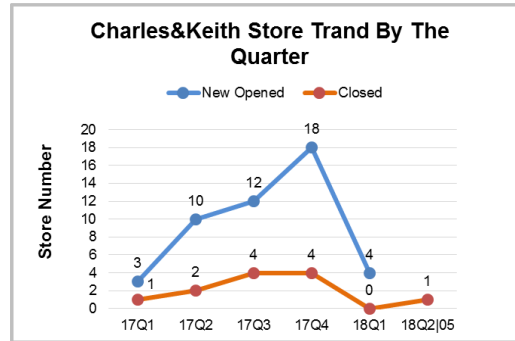
- Existing stores: 222 stores
 - New opened: 2 stores
 - Closed: 0 store
- YTD Total: 224 stores

1805 xxxx:

- Existing stores: 195 stores
 - New opened: 3 stores
 - Closed: 1 store
- YTD Total: 197 stores

1805 xxxx:

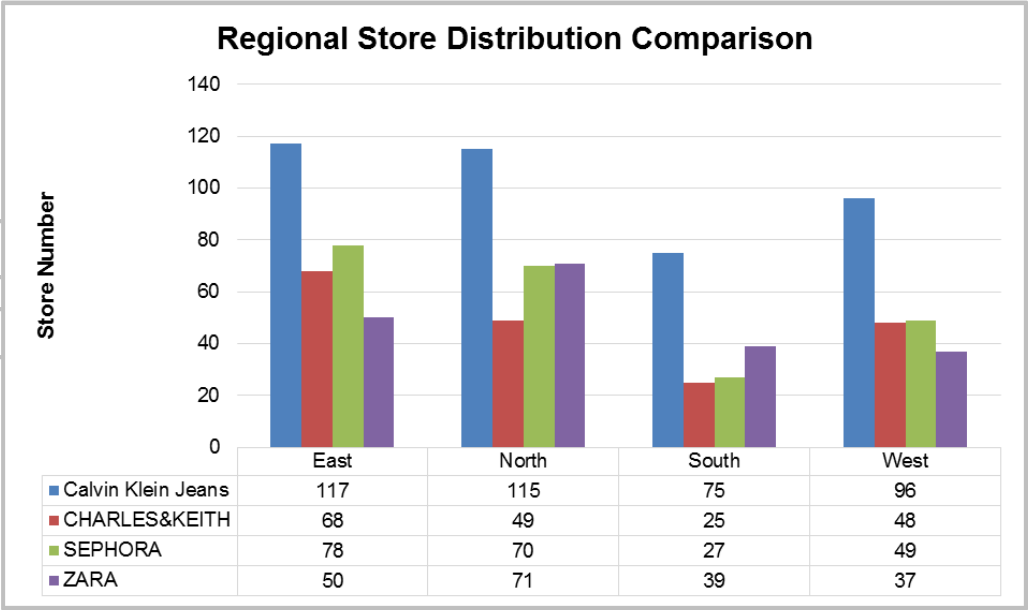
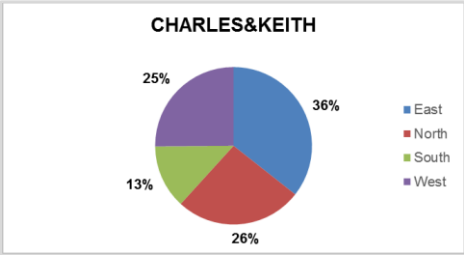
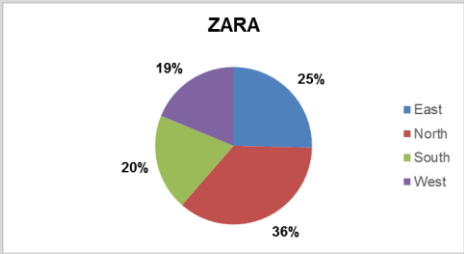
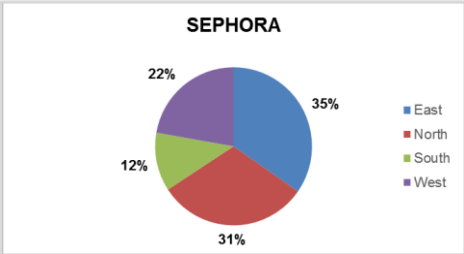
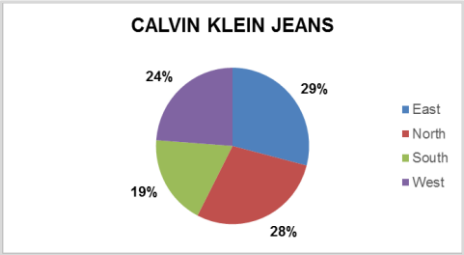
- Existing stores: 403 stores
 - New opened: 9 stores
 - Closed: 9 store
- YTD Total: 403 stores



*Statistical number only for changed store by quarter

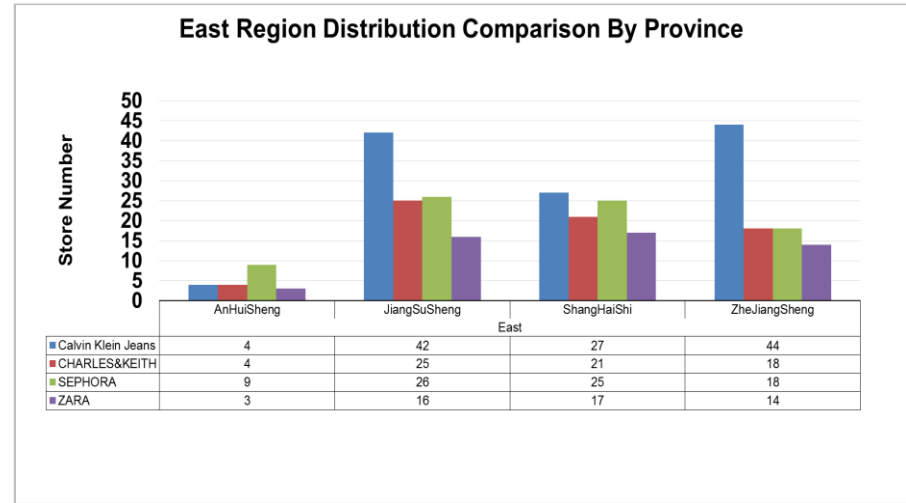
*The last quarter-18Q2|05 means data updated in May

Regional Store Distribution Comparison



Store Distribution Comparison - East Region

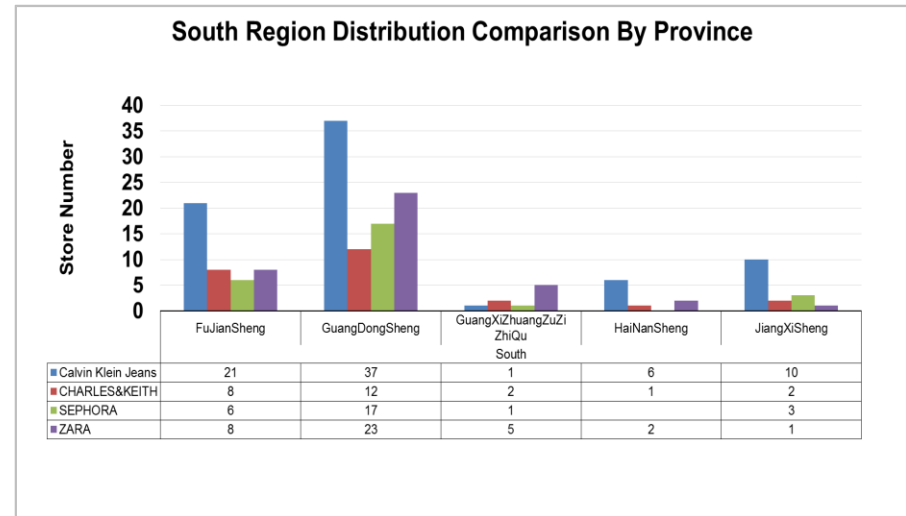
Region	Province	City	CKJ	CHARLES &KEITH	SEPHORA	ZARA
EAST	AnHuiSheng	BengBuShi	1		1	
		HeFeiShi	3	4	5	3
		MaAnShanShi			2	
		WuHuShi			1	
	JiangSuSheng	ChangZhouShi	5	2	2	2
		HuaiAnShi	1			1
		LianYunGangShi	1	1		
		NanJingShi	11	6	6	3
		NanTongShi	2	2	1	1
		SuZhouShi	10	6	7	3
		TaiZhouShi			1	1
		WuXiShi	7	4	5	3
		XuZhouShi	2	2	2	
		YanChengShi			1	
		YangZhouShi		1		1
		ZhenJiangShi	3	1	1	1
	ShangHaiShi	ShangHaiShi	27	21	25	17
	ZheJiangSheng	HangZhouShi	18	7	9	6
		HuZhouShi	2		1	
		JiaXingShi	2	1	1	
		JinHuaShi	6	2	1	2
		LiShuiShi	1			
		NingBoShi	3	5	5	4
		QuZhouShi	1			
		ShaoXingShi	3	2	1	
		TaiZhouShi	3			
		WenZhouShi	4	1		2
		ZhouShanShi	1			



- Competitors concentrated in JiangSu, ZheJiang and ShangHai province.
- xxxx total numbers of store far more than other brands in East Region.
- The numbers of CHARLES&KETH and xxxx store are very close.

Store Distribution Comparison - South Region

Region	Province	City	CKJ	CHARLES & KEITH	SEPHORA	ZARA
SOUTH	FuJianSheng	FuZhouShi	6	4	2	2
		NingDeShi				1
		PuTianShi	1			1
		QuanZhouShi	5	2	2	1
		SanMingShi	1			
		XiaMenShi	8	2	2	2
		ZhangZhouShi				1
	GuangDongSheng	DongGuanShi	3		1	1
		FoShanShi	3		1	2
		GuangZhouShi	8	8	3	6
		HuiZhouShi	1			2
		ShanTouShi	2		1	1
		ShenZhenShi	17	4	7	10
		ZhanJiangShi	1		1	
		ZhongShanShi	1		1	1
		ZhuHaiShi	1		2	
	GuangXiZhuangZuZiZhiQu	GuiLinShi				2
		NanNingShi	1	2	1	3
	HaiNanSheng	HaiKouShi	4			1
		WanNingShi				
		SanYaShi	2	1		1
	JiangXiSheng	GanZhouShi	2			
		JiuJiangShi	1			
		NanChangShi	7	2	3	1

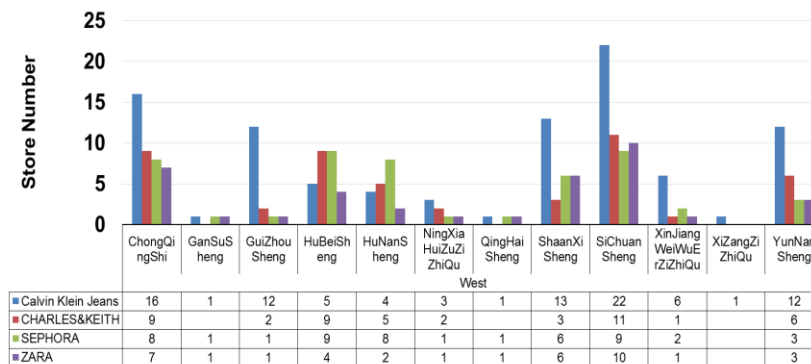


- Competitors concentrated in FuJian and GuangDong province.
- xxxx total numbers of store far more than other brands in South Region.
- The numbers of CHARLES&KETH and xxxx store are very close but less than xxxx in most of province.

Store Distribution Comparison - West Region

Region	Province	City	CKJ	CHARLES & KEITH	SEPHORA	ZARA
WEST	ChongQingShi	ChongQingShi	16	9	8	7
	GanSuSheng	LanZhouShi	1		1	1
	GuiZhouSheng	GuiYangShi	10	2	1	1
		ZunYiShi	2			
	HuBeiSheng	WuHanShi	5	8	9	4
		XiangYangShi		1		
	HuNanSheng	ChangShaShi	4	5	6	2
		XiangTanShi			1	
		ZhuZhouShi			1	
	NingXiaHuiZuZiZhiQu	YinChuanShi	3	2	1	1
	QingHaiSheng	XiNingShi	1		1	1
	ShaanXiSheng	BaoJiShi	2			
		XiAnShi	11	3	6	6
	SiChuanSheng	ChengDuShi	14	9	7	9
		DeYangShi	1			
		LuZhouShi	1	1	1	
		MeiShanShi	1			
		MianYangShi	2	1	1	1
		NanChongShi	1			
		YiBinShi	1			
		ZiGongShi	1			
	XinJiangWeiWuErZiZhiQu	WuLuMuQiShi	5	1	2	1
		YiLiHaSaKeZiZhiZhou	1			
	XiZangZiZhiQu	LaSaShi	1			
	YunNanSheng	DaLiBaiZuZiZhiZhou	1	1		
		KunMingShi	8	5	3	3
		LiJiangShi	1			
		QuJingShi	1			
		XiShuangBanNaDaiZuZiZhiZhou	1			

West Region Distribution Comparison By Province

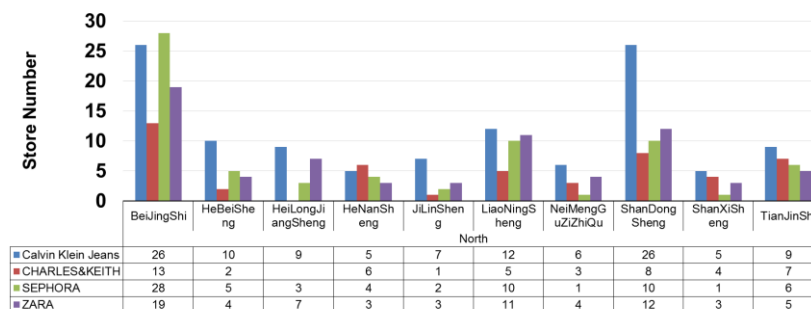


- Competitors concentrated in ChongQing, HuBei, SiChuang and ShanXi province.
- xxxx total numbers of store more than other brands in West Region.
- The numbers of CHARLES&KETH , xxxx and xxxx store are very close in most of province.

Store Distribution Comparison - North Region

Region	Province	City	CKJ	CHARLES & KEITH	SEPHORA	ZARA
NORTH	BeiJingShi	BeiJingShi	26	13	28	19
	HeBeiSheng	BaoDingShi	1	1	1	
		HanDanShi	1			
		LangFangShi	1		1	1
		QinHuangDaoShi	2			
		ShiJiaZhuangShi	3	1	2	2
		TangShanShi	1		1	1
		XingTaiShi	1			
	HeiLongJiangSheng	DaQingShi	1		1	1
		HaErBinShi	7		2	6
		QiQiHaErShi	1			
	HeNanSheng	LuoYangShi	1	1	1	
		ZhengZhouShi	4	5	3	3
	JiLinSheng	ChangChunShi	6	1	2	2
		JiLinShi	1			1
	LiaoNingSheng	AnShanShi	1			1
		DaLianShi	5	2	5	5
		FuShunShi	1		1	
		ShenYangShi	5	3	4	5
	NeiMengGuZiZhiQu	BaoTouShi	3			2
		HuHeHaoTeShi	3	3	1	2
	ShanDongSheng	DeZhouShi	1			
		DongYingShi	1			1
		JiNanShi	7	2	2	2
		JiNingShi	3	1	1	
		LinYiShi	2			2
		QingDaoShi	3	2	3	3
		RiZhaoShi	1			
		TaiAnShi	1			
		WeiFangShi	2		1	1
		WeiHaiShi	1	1	1	1
		YanTaiShi	2	1	1	1
		ZiBoShi	2	1	1	1
	ShanXiSheng	DaTongShi	1			1
		JinZhongShi		1		
		TaiYuanShi	4	3	1	2
	TianJinShi	TianJinShi	9	7	6	5

North Region Distribution Comparison By Province



- Competitors concentrated in BeiJing, LiaoNing, ShanDong and TianJin province.
- xxxx total numbers of store more than other brands in North Region.
- The numbers of CHARLES&KETH , xxxx and xxxx store are very close in most of province.