



Nielsen Retail Groups Ranking – Total FMCG

Retail Groups Market Share Development 2 parallel semi annual periods, value Market Shares

	H1/2006	H1/2007
Shufersal Group	37.8%	37.6%
Blue Square Group	25.2%	23.7%
Independent Retail Chains	24.0%	25.4%
Private Minimarkets	11.0%	10.2%

- Independent Chains includes Private Chains (Such as: Hatzi-Hinam, Co-Op Jerusalem, Haviv, Aba Victory etc).

Chain Brand Leaders – Total FMCG

Value Market Shares, 1st half 2007

	H1/2007	H1/2006	H2/2006	H1/2007
	Market Share	Ranking	Ranking	Ranking
Shufersal Deal	13.1%	2	1	1
Mega	11.1%	1	2	2
Shufersal Shelly	9.7%	9	5	3
Shufersal Big	7.6%	4	3	4
Super Center	7.3%	3	4	5
Hazi Hinam	5.3%	5	6	6
Shefa Shuk	5.2%	6	7	7
Alef	4.3%	10	8	8
Mister Zol	3.0 %	8	10	9
Super Pharm	2.9%	7	9	10

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