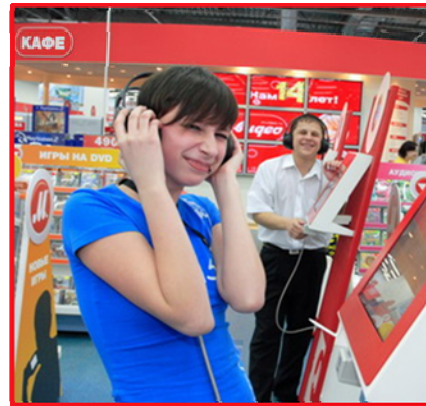




Omni-Channel Strategy in the Russian Consumer Electronic Retail.



Analyst Day Presentation, March 29, 2012.

Content and liability disclaimer

The information contained in this presentation or enclosed herewith is provided and intended for informational purposes only and should not be relied on for any investment decisions. The information provided in the presentation includes assumptions and financial information on M.video's operations and expectations which are "indicative". Specifically, some of the 2009-2010 information presented is taken from the M.video Group management information system and as such may be unaudited and may include accruals and estimates. Except for numbers which can be traced to the audited Consolidated Financial statements for the year ended December 31, 2007, for the year ended December 31, 2008 and for the year ended December 31, 2009 the numbers may not have been subjected to any audit testing nor have the IFRS policies necessarily been applied to these numbers/calculations. All M.video Group companies information provided in this presentation is provided on an "as is" basis. M.video believes and has done everything within its power to ensure the information is not misleading, nevertheless M.video does not take any responsibility for the accuracy or completeness of the information. Likewise, for the forward looking information provided, these are based upon the M.video Group management high level, longer term views and not on detailed budgeting or forecasting principles. The addressees of the presentation should not take these numbers as the true and accurate numbers and as such not disseminate, or refer to these numbers for any purpose other than for the purpose they were given, namely for informational purpose. A person who uses the information contained in this presentation does so at his/her own risk.



Today's Presenters



Alexander Tynkovan

CEO and President



Steven Lewis

Retail Operations Director



Christopher Parks

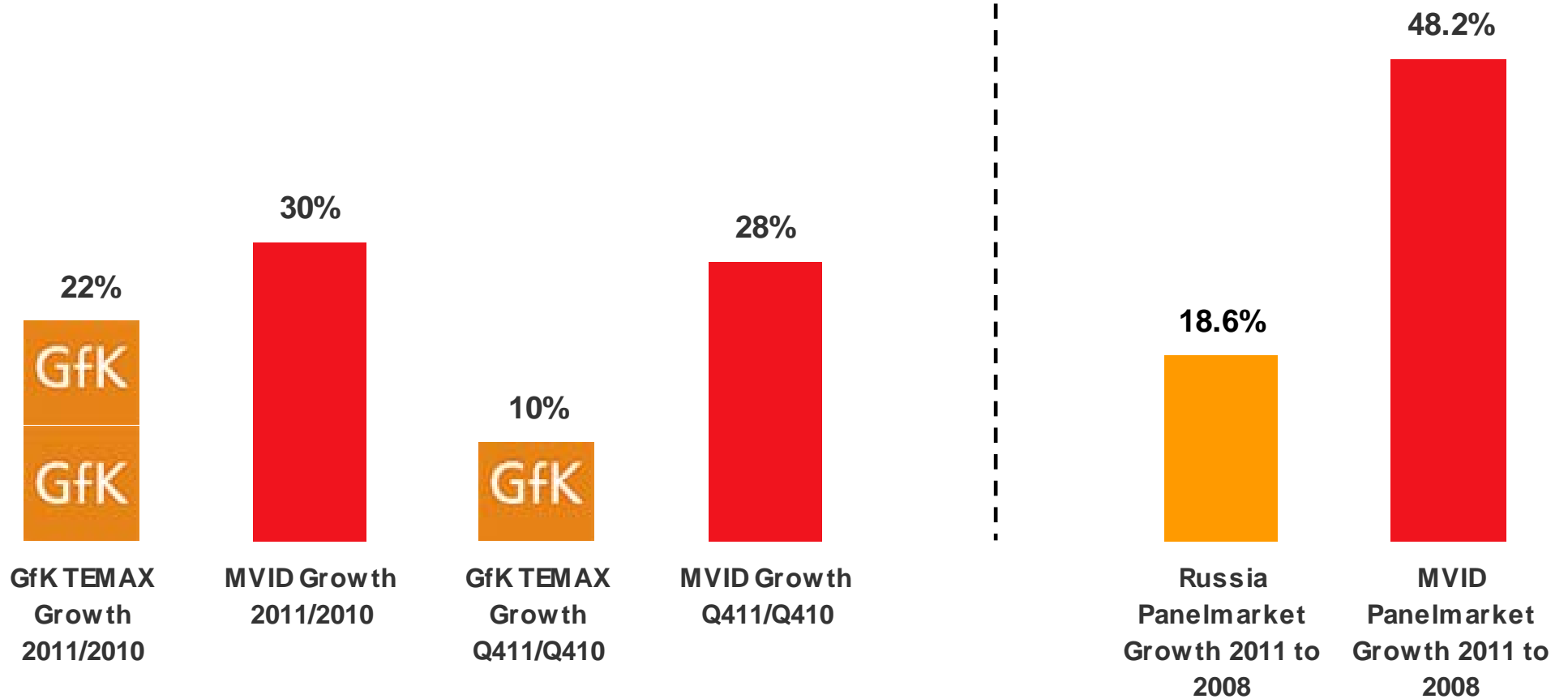
Chief Financial Officer



- Nineteen years in Russian retail: successful brand building and business development.
- Sales over 4 billion USD annually, 15,000 employees, nationwide retail network of 100+ cities and 260+ stores
- Ultimate growth profile: 97 new stores in the past 3 years, 90+ new stores in the foreseeable future
- Clean balance sheet, strong financial position, zero debt
- Value story: dividend paid second subsequent year
- Strong customer relations and service expertise: ready to compete in e-commerce era



Committed to growth: outperforming Russian CE market



Multi-Channel

vs.

Omni-Channel

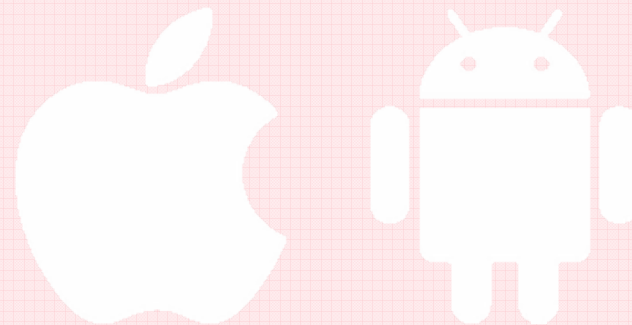


Entrance to any store now begins at customer's home/office screen!



New Shopping Environment: Anything, Anywhere, Anytime

- GEO clustering
- M.Catalogue
- Web-based transactions

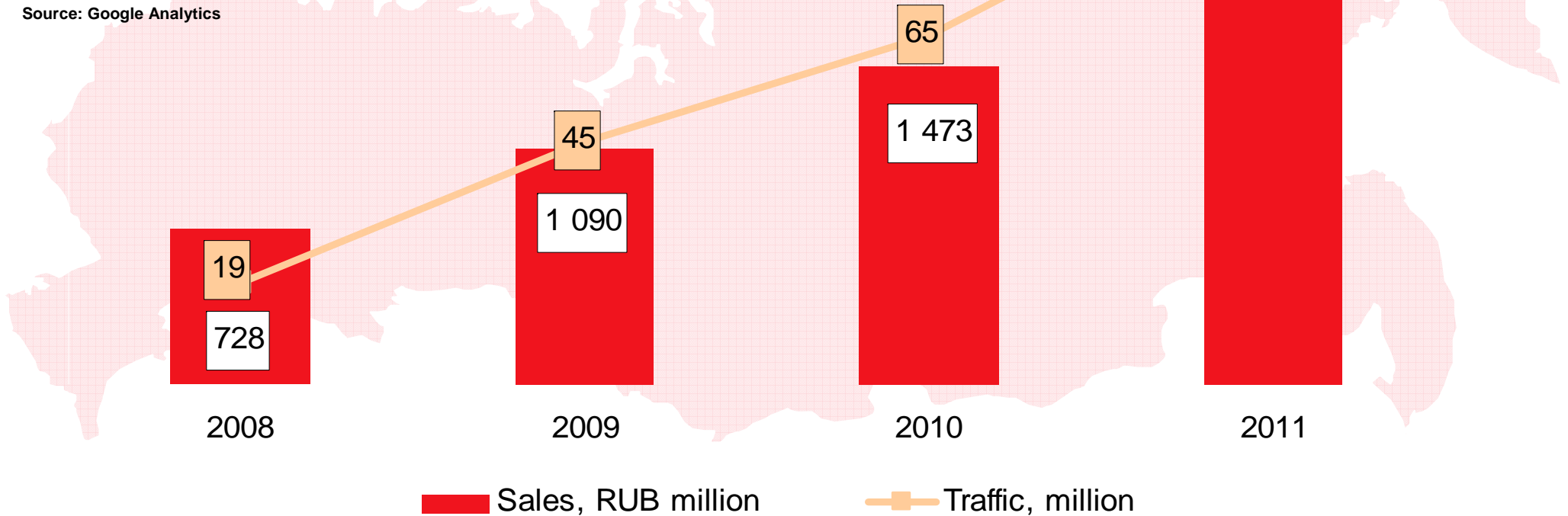


| | # of demos, '000 | # of clicks, '000 | CTR |
|-----------------------------|------------------|-------------------|------|
| MVID | 90 398 | 599 | 0,66 |
| | 119 530 | 1 170 | 0,98 |
| Category Top Average | 67 096 | 402 | 0,6 |
| | 96 412 | 833 | 0,86 |

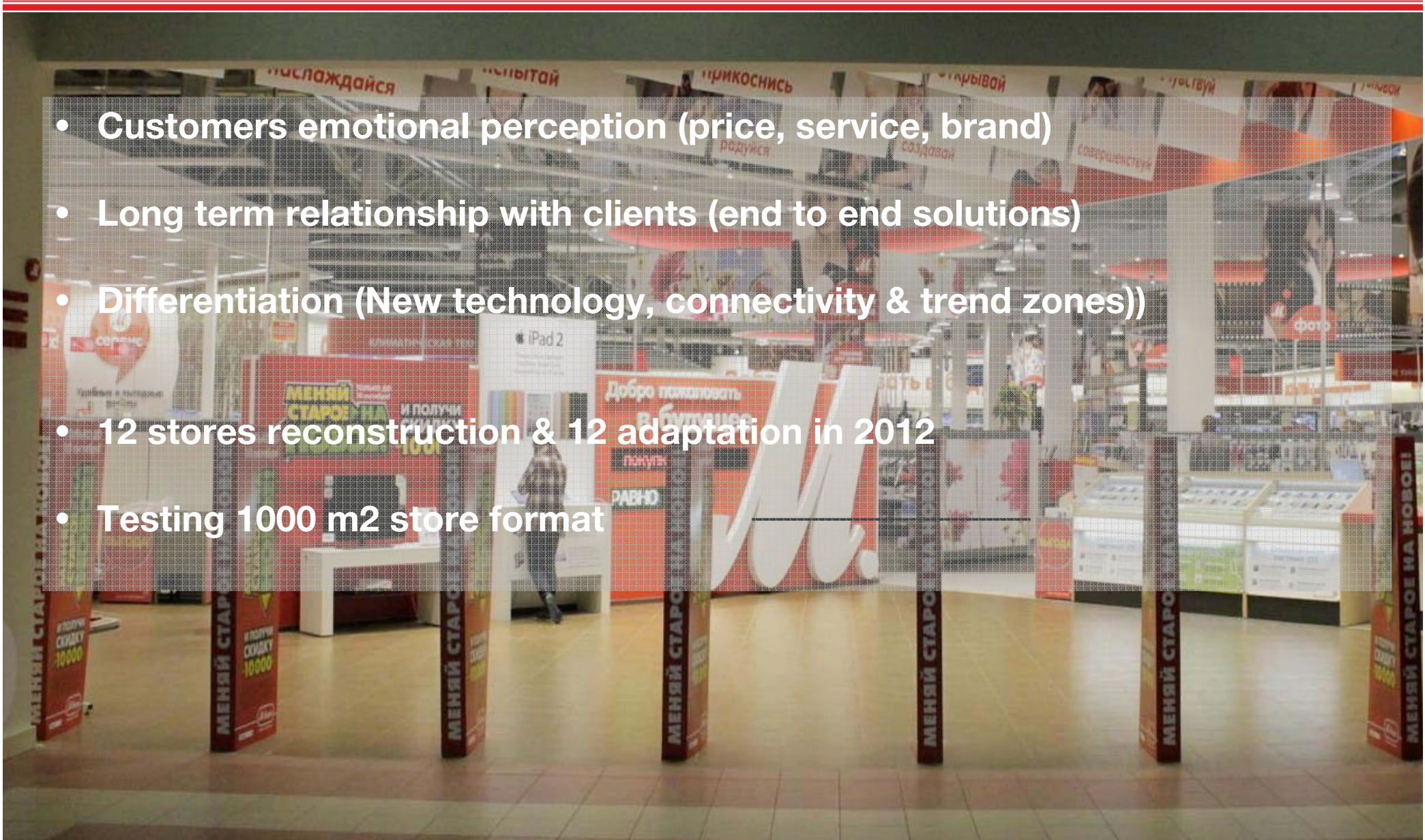
Q42010

Q42011

Source: Google Analytics



- Customers emotional perception (price, service, brand)
- Long term relationship with clients (end to end solutions)
- Differentiation (New technology, connectivity & trend zones)
- 12 stores reconstruction & 12 adaptation in 2012
- Testing 1000 m2 store format

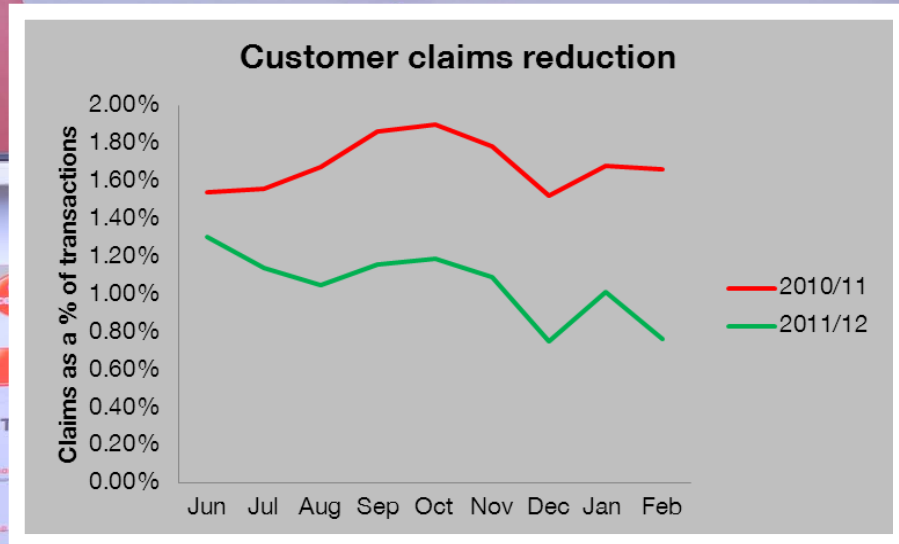






- 190 service zones today, roll-out to all stores this year
- 21% reduction of digital returns
- Set up and upgrade of computers for 75.000 clients in 3 month 2012
- Quick-Service warranty in all stores
- Delivery & installation available in all cities

- Empowerment to the stores
- Dedicated trainings for all colleagues
- Claims decrease by over 30 %

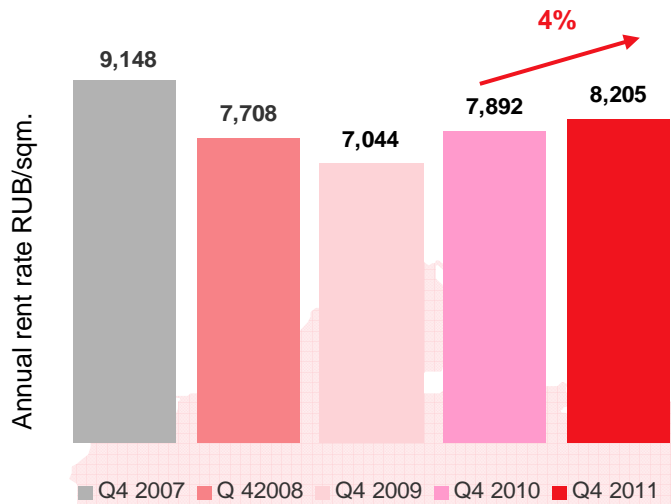


- Integration of sales channels
- New training for sales people
- Integrated motivation system for colleagues
- Customer experience “online-offline” – purchase any time
- Order on line pick up in store
- Order in store pick up in store
- Order in store deliver to home
- Order on line for product and services

Добро пожаловать
в будущее

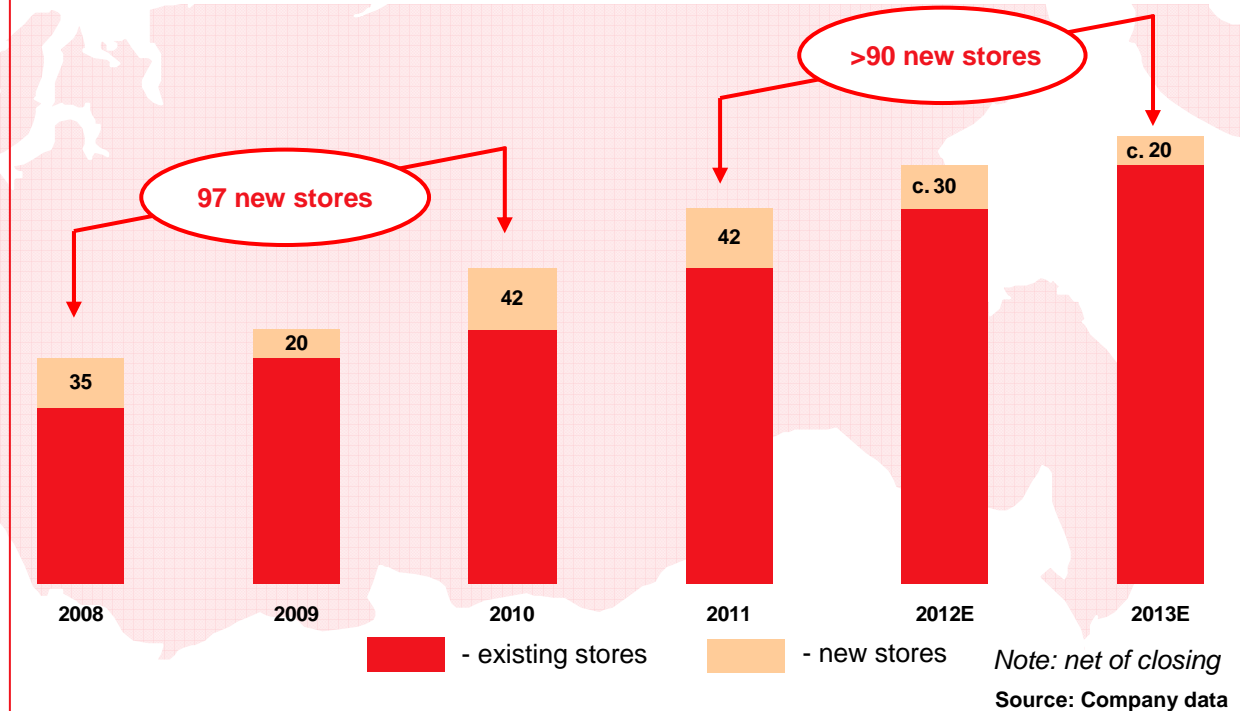
Committed to growth: store roll-out.

Rent rates for the stores opened in Q4 2007-2011

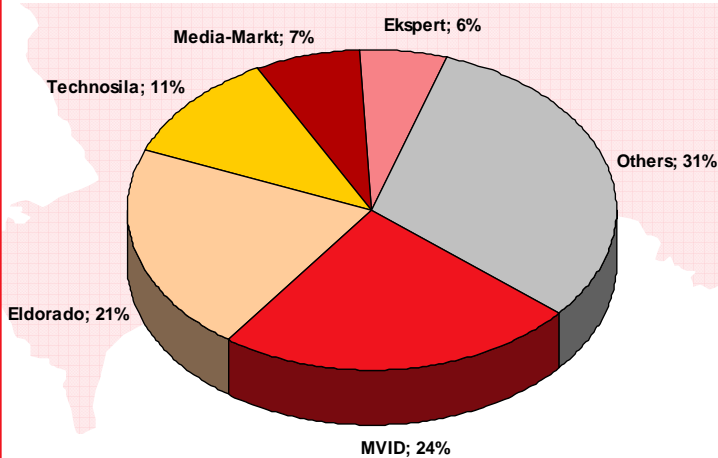


M.video is set to keep growing its store base while facing lower supply from the commercial real estate and growth in rents as the economy recovers.

2000 sqm stores roll-out in 2008-2013 (actual and estimate)

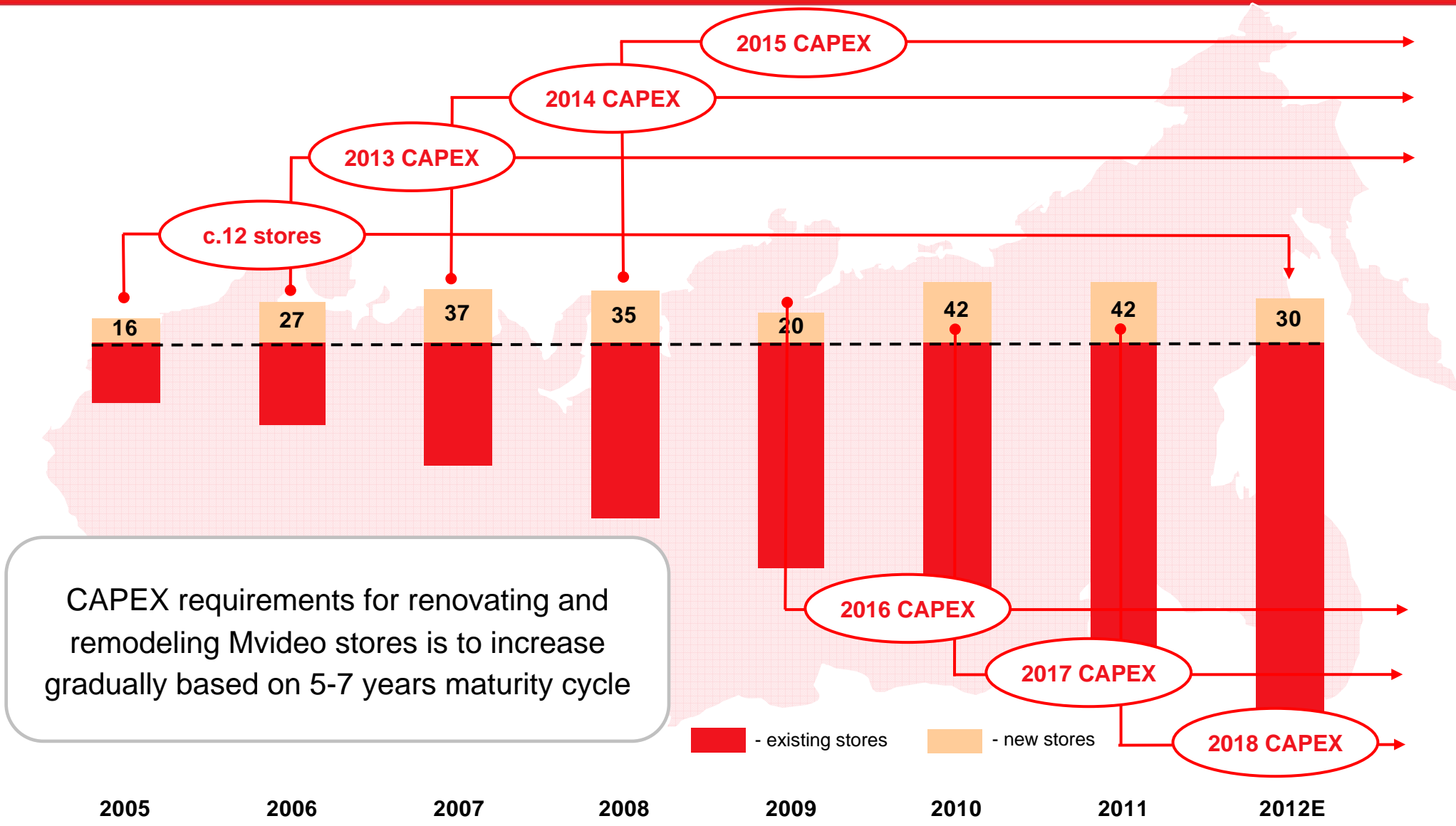


CES Selling Space in Top 100 Russian Cities



Source: Company data, RRG Research

Stores roll-out: reconstruction CAPEX requirements





OJSC “Company “M.video”

Nizhnaya Krasnoselskaya Str., 40/12
Moscow 107066
Russia

Tel: +7 495 644 28 48, ext. 7064

E-mail: ir@mvideo.ru

Official web-site: www.mvideo.ru

Official ticker: MVID RU

Exchange: RTS and MICEX

For investor relations purposes, please contact:

Christopher Parks

Denis Davydov
