



## Q4 & 12m 2012 Trading Update.



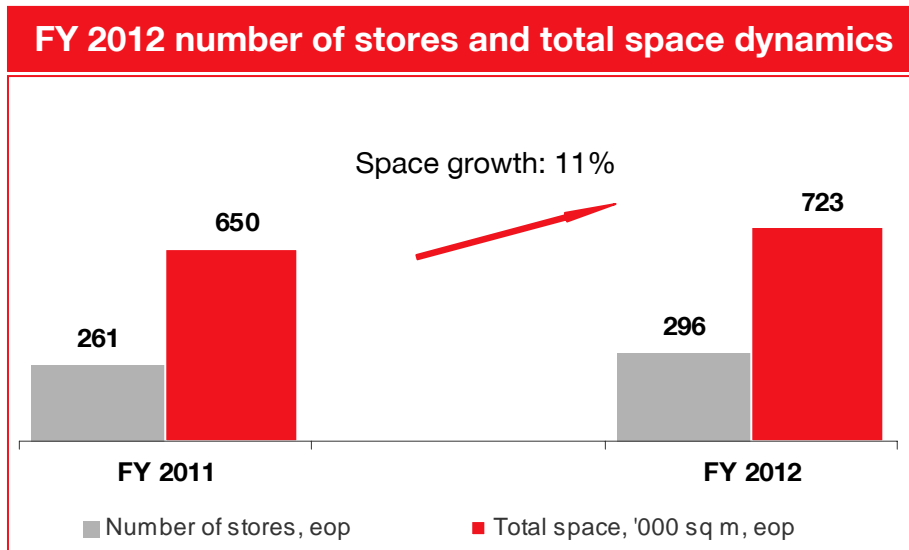
**Investor and Analyst Presentation, January 2013.**

## Content and liability disclaimer

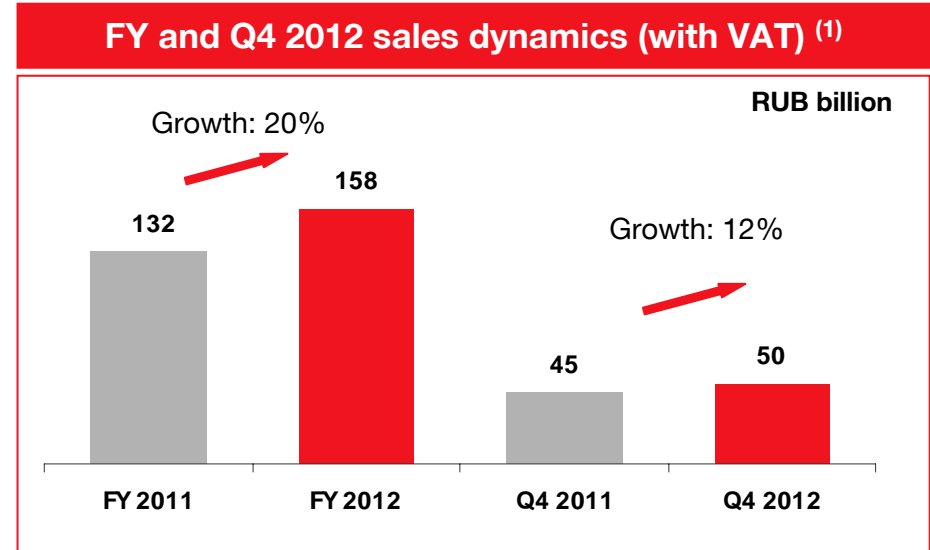
The information contained in this presentation or enclosed herewith is provided and intended for informational purposes only and should not be relied on for any investment decisions. The information provided in the presentation includes assumptions and financial information on M.Video operations and expectations which are "indicative". Specifically, some of the 2009-2011 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, for the year ended December 31, 2009, for the year ended December 31, 2010 and for the year ended December 31, 2011 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.

- FY 2012 sales amounted to 158 billion RUB (134 billion RUB without VAT), demonstrating a 20% increase vs. FY 2011.
- FY 2012 LfL sales increased by 9.3%.
- FY 2012 Internet sales growth of 56% to 4.4 billion RUB
- Q4 2012 sales grew to 50 billion (with VAT) and increased by 12% vs. Q4 2011. Q4 2012 LfL sales grew by 1%, remaining flat vs. very high comps of Q4 2011.
- 42 new stores (35 net) added in 12m 2012; network reached 296\* stores and 723K\* sq.m total space. Plan to open 35 stores in FY 2013.

\* net of closing 7 stores



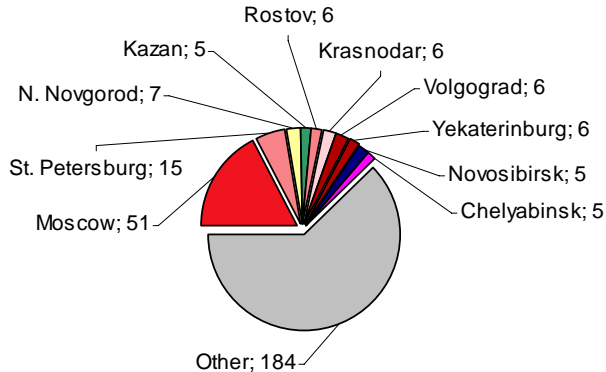
Source: Company data



(1) Incl. Internet sales.

Source: Company data

## Store count as of December 31, 2012

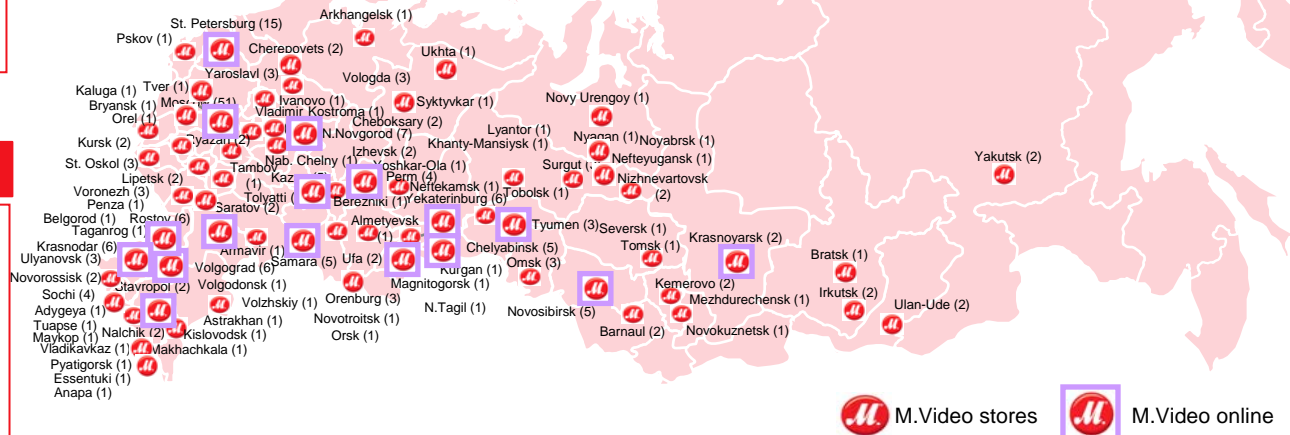


Source: Company data

- Total: 296 stores, 127 cities of Russia.
- 42 new stores (35 net), 73,000 sq.m added in FY 2012
- 16 online sites opened in the cities ex. Moscow

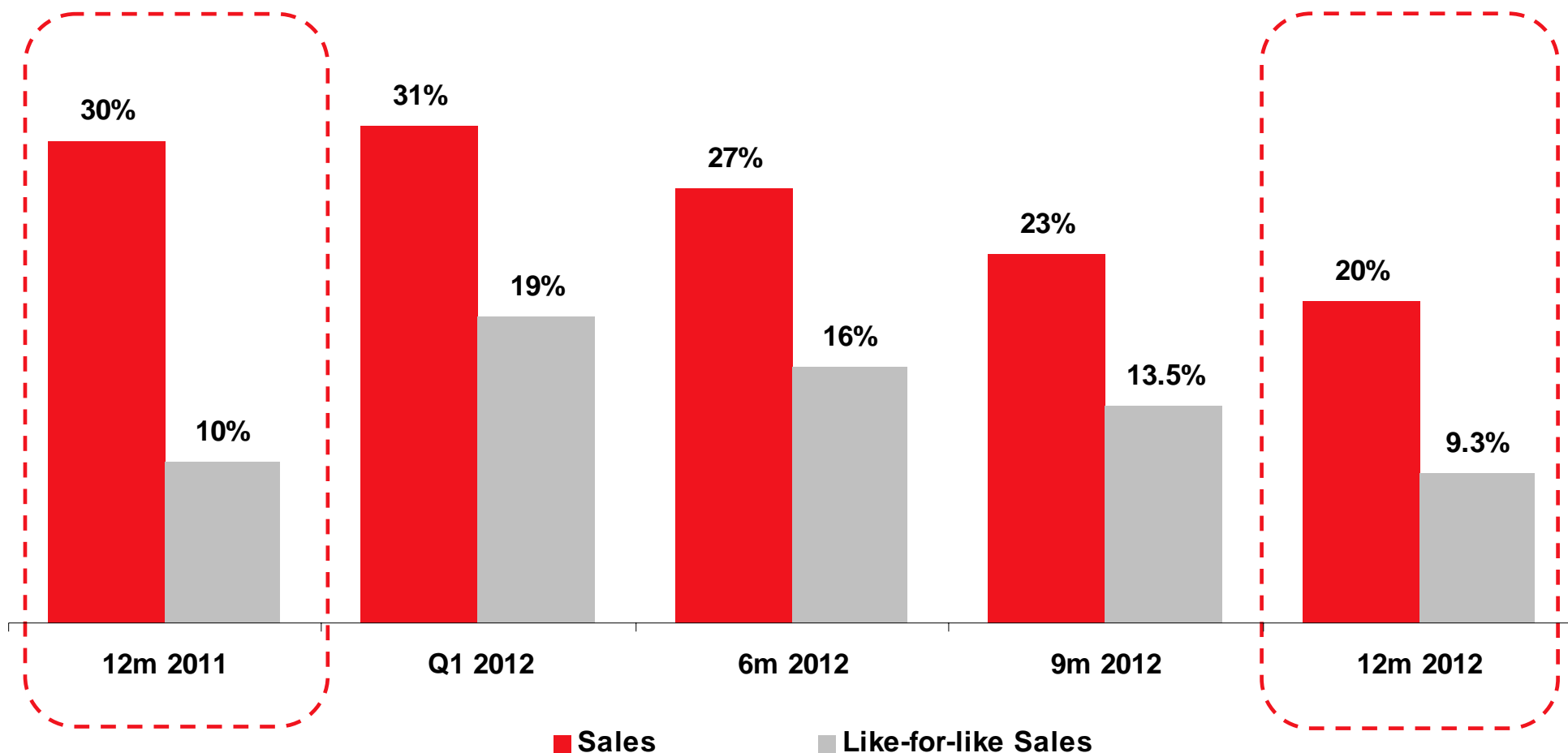
## Affluent customer base

- |          |  |
|----------|--|
| <b>A</b> | ■ Top managers, highly qualified specialists, entrepreneurs                |
| <b>B</b> | ■ Middle managers, middle-sized business entrepreneurs                     |
| <b>C</b> | ■ Highly qualified specialists, small business owners, low-middle managers |
| <b>D</b> | ■ Low qualified specialists, technicians                                   |
| <b>E</b> | ■ Auxiliary workers  |

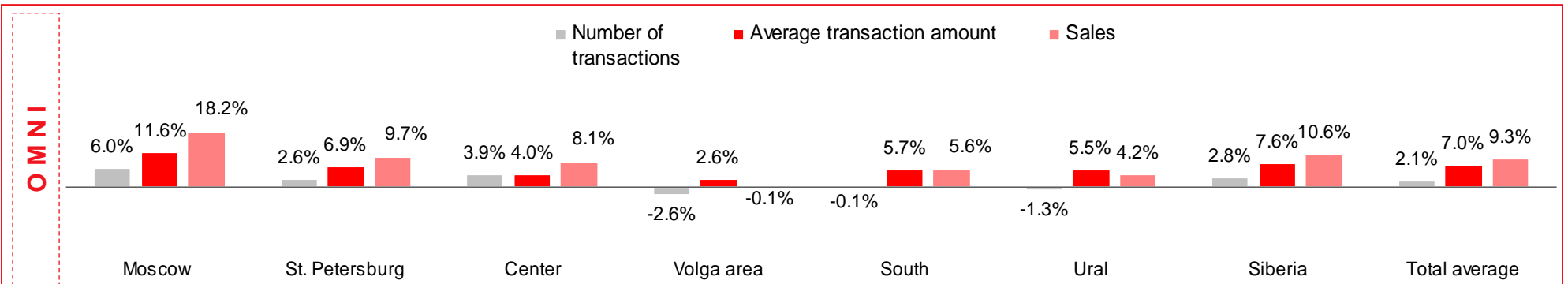
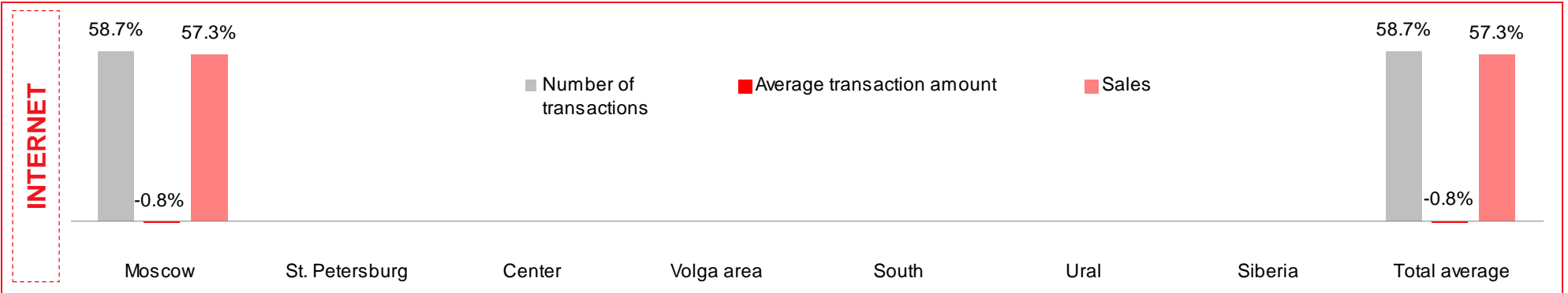
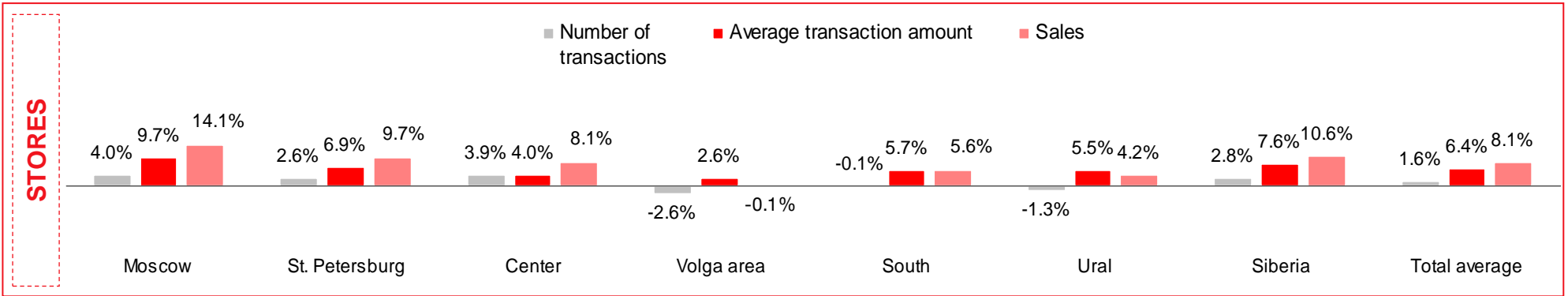


- 268 stores (90%) leased, 28 stores (10%) owned.
- 257 stores are in shopping malls, 39 stores are standalone.

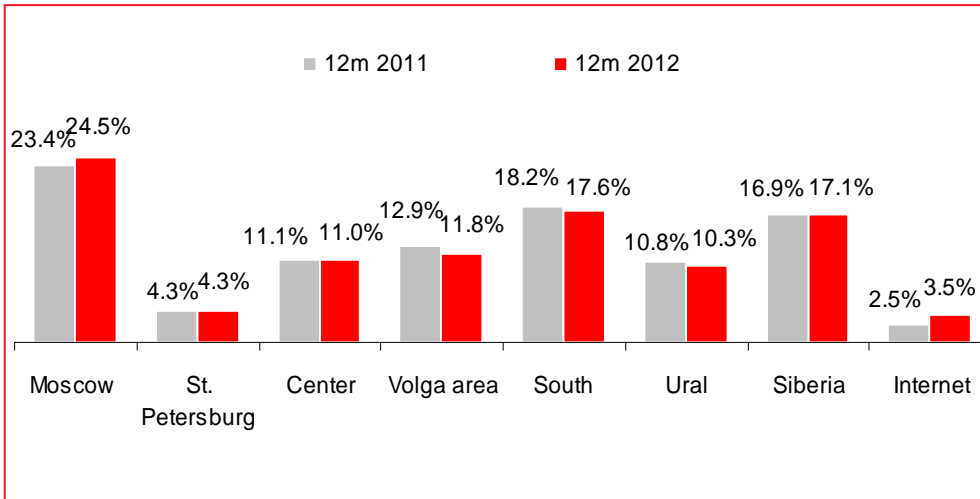
# FY 2011 – FY 2012 quarterly (eop) sales/LfL dynamics



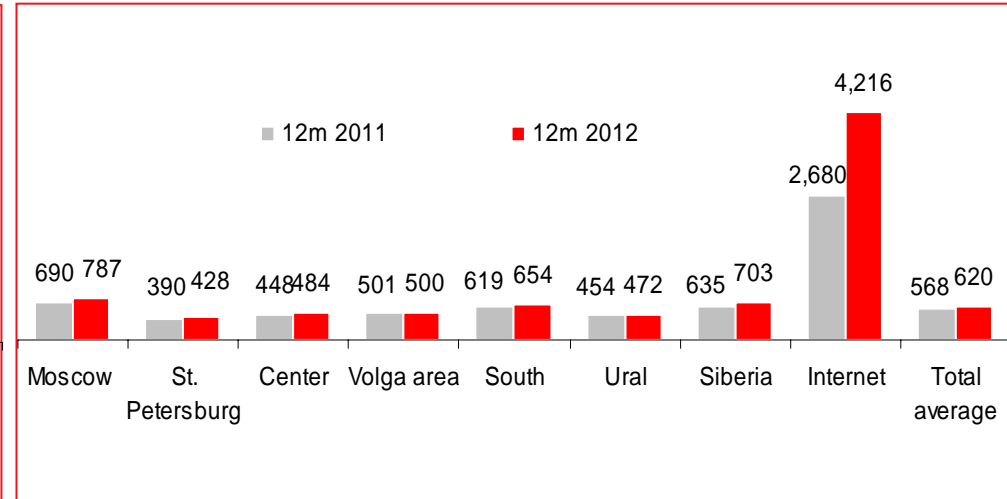
## FY 2012 – FY 2011 LfL dynamics, %



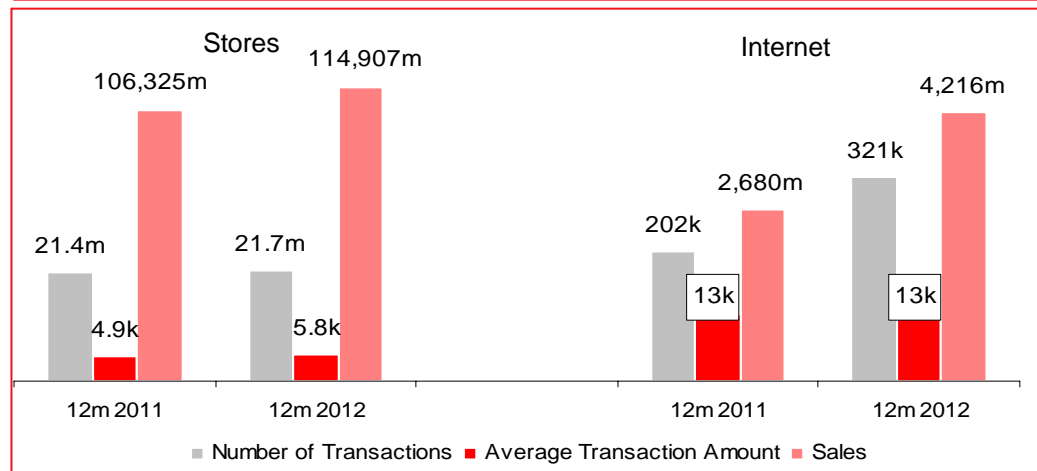
## 12m 2012 – 12m 2011 LfL revenue breakdown, %



## 12m 2012 – 12m 2011 LfL revenue per store (RUB million, with VAT)

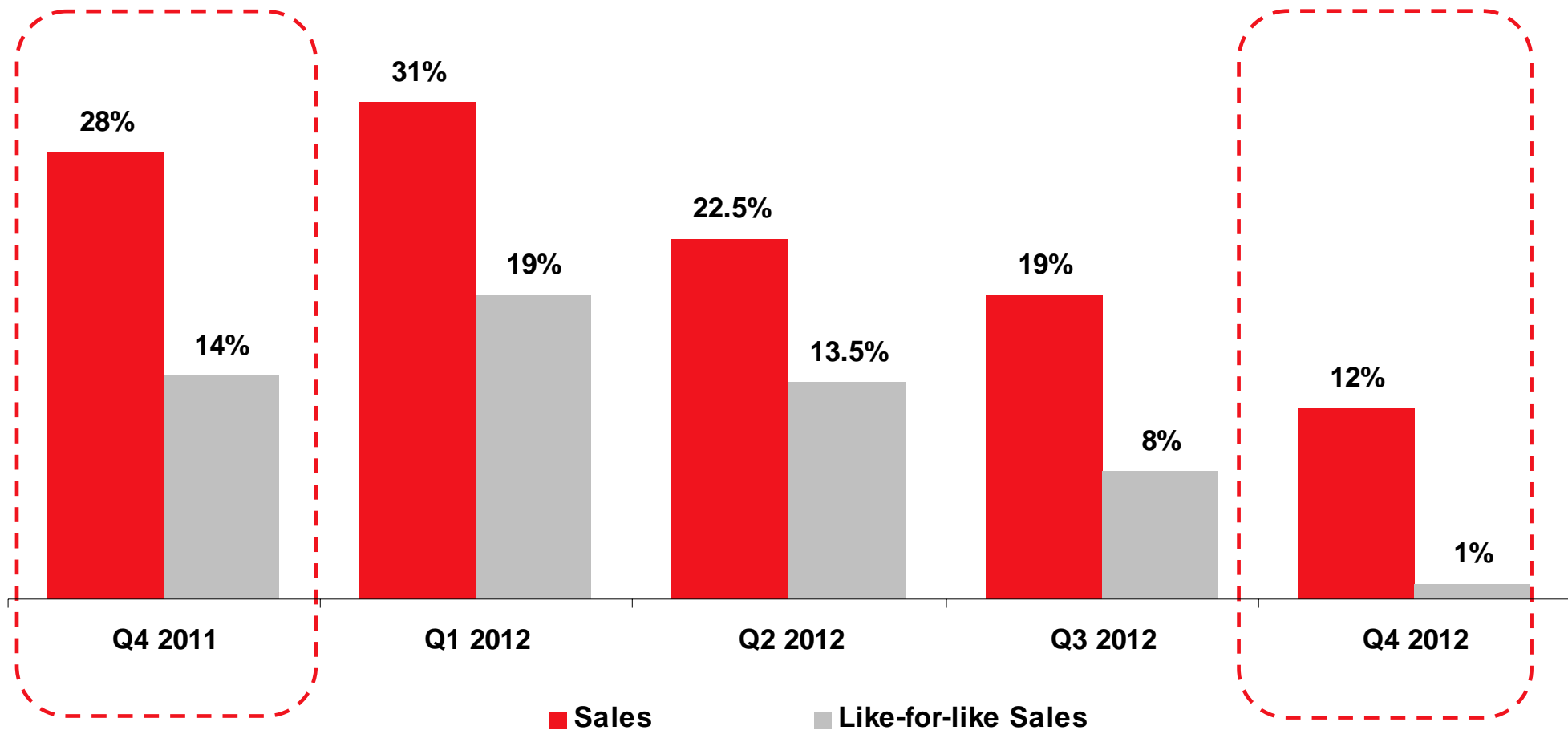


## 12m 2012 – 12m 2011 LfL indicators comparison (RUB, with VAT)



Note: LfL data is based upon a comparison of stores open at January 1, 2011 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space

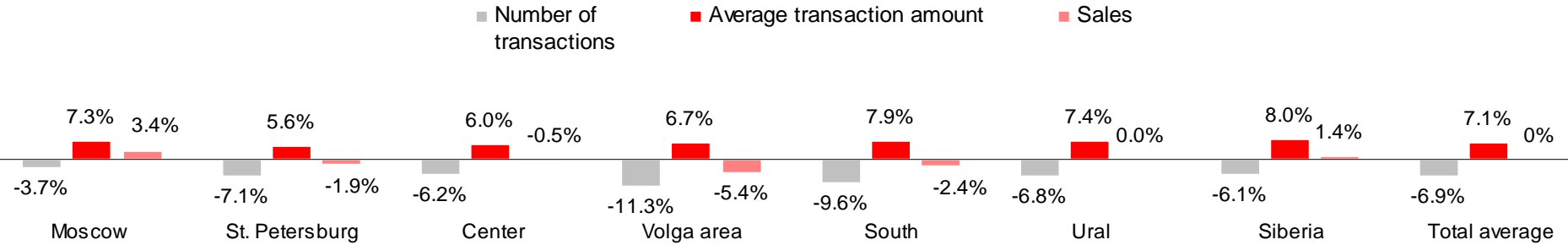
# Q4 2011 – Q4 2012 quarterly (eop) sales/LfL dynamics



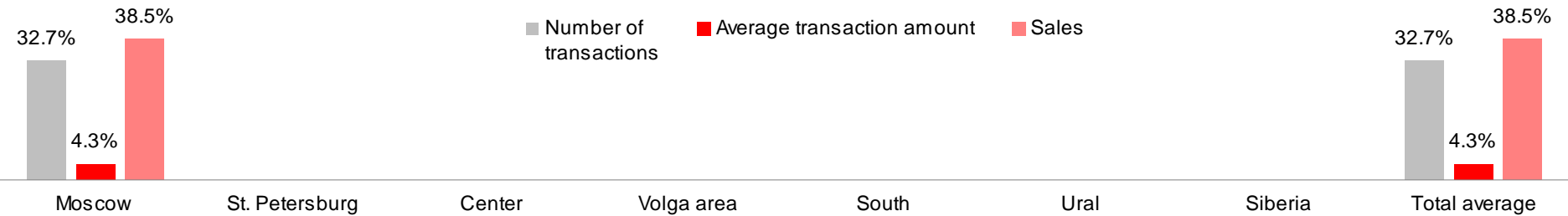


## Q4 2012 – Q4 2011 LfL dynamics, %

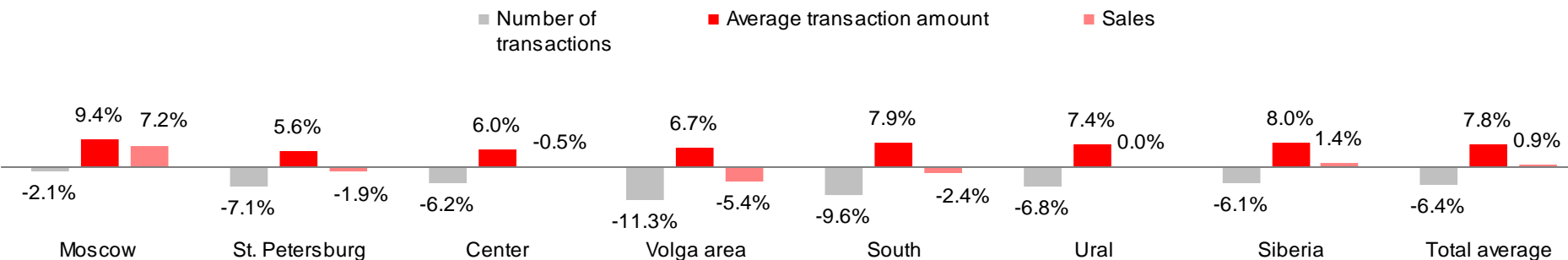
STORES



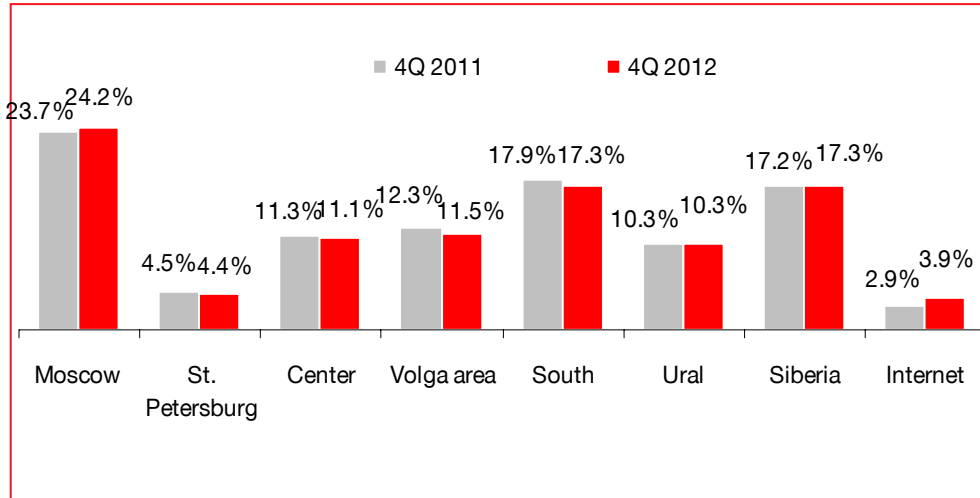
INTERNET



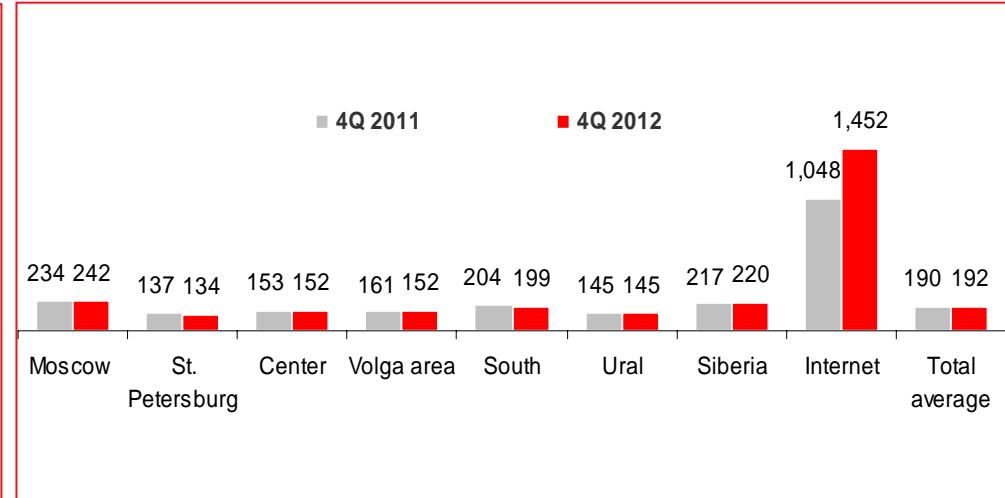
OMNI



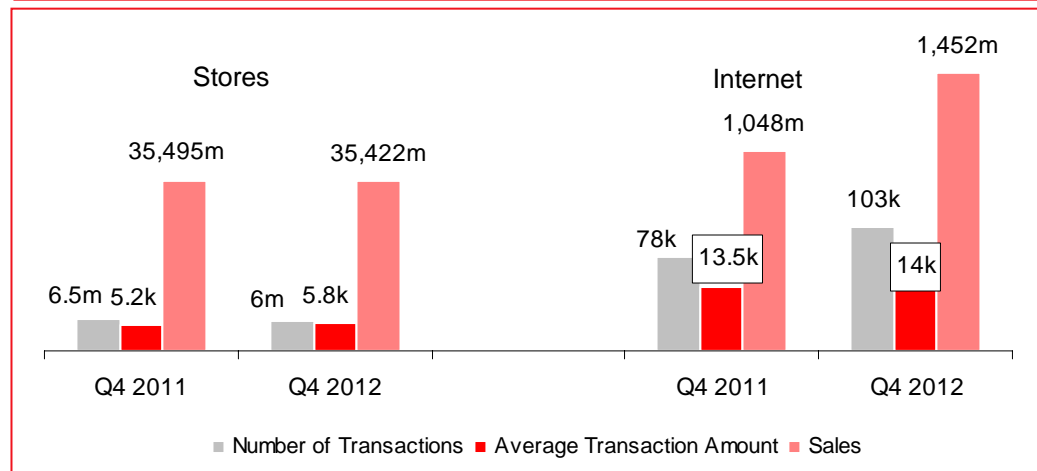
### Q4 2012 – Q4 2011 LfL revenue breakdown, %



### Q4 2012 – Q4 2011 LfL revenue per store (RUB million, with VAT)



### Q4 2012 – Q4 2011 LfL indicators comparison (RUB, with VAT)



Note: LfL data is based upon a comparison of stores open at January 1, 2010 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space

## **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](mailto:ir@mvideo.ru)

Official web-site: [invest.mvideo.ru](http://invest.mvideo.ru)

Official ticker: MVID RU

Exchange: Moscow Exchange

For investor relations purposes, please contact:

Christopher Parks

Denis Davydov