



H1 and Q2 2013 Trading Update.



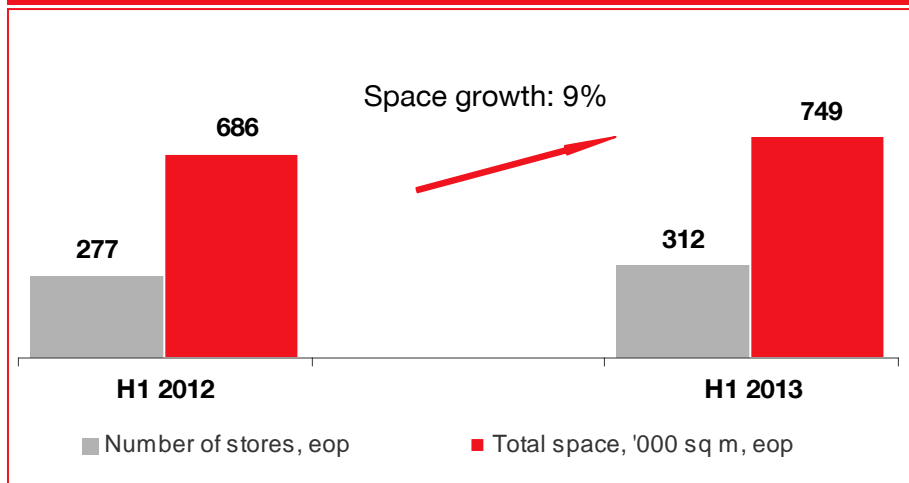
Investor and Analyst Presentation, July 2013.

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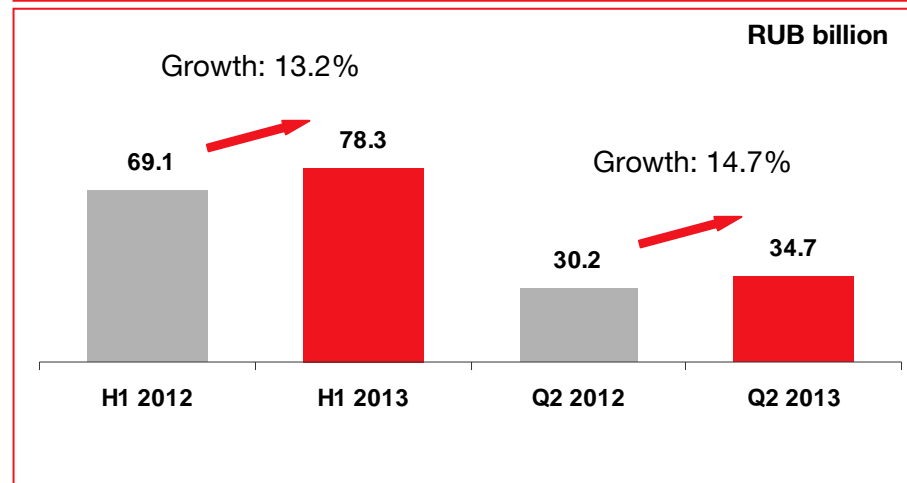
- H1 2013 sales amounted to 78.3 billion RUB (66.3 billion RUB without VAT), demonstrating a 13% increase vs. H1 2012, LfL sales increased 2.5%.
- Q2 2013 sales increased 14.7% to 34.7 billion RUB (with VAT), LfL sales increased 2.8%.
- H1 2013 Internet sales grew by 62.4% to 2.9 billion RUB (with VAT)
- 18 new stores (16 net) added in H1 2013; network reached 312 stores and 749,000 sq.m total space. Plan to open 35 stores in FY 2013.

H1 2013 number of stores and total space dynamics



Source: Company data

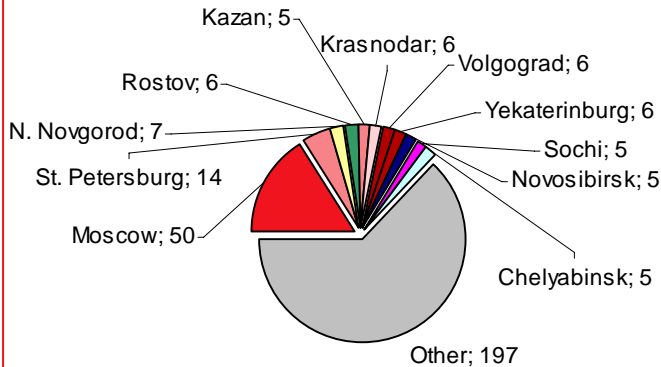
H1 2013 and Q2 2013 sales dynamics (with VAT) ⁽¹⁾



(1) Incl. Internet sales.

Source: Company data

Store count as of June 30, 2013

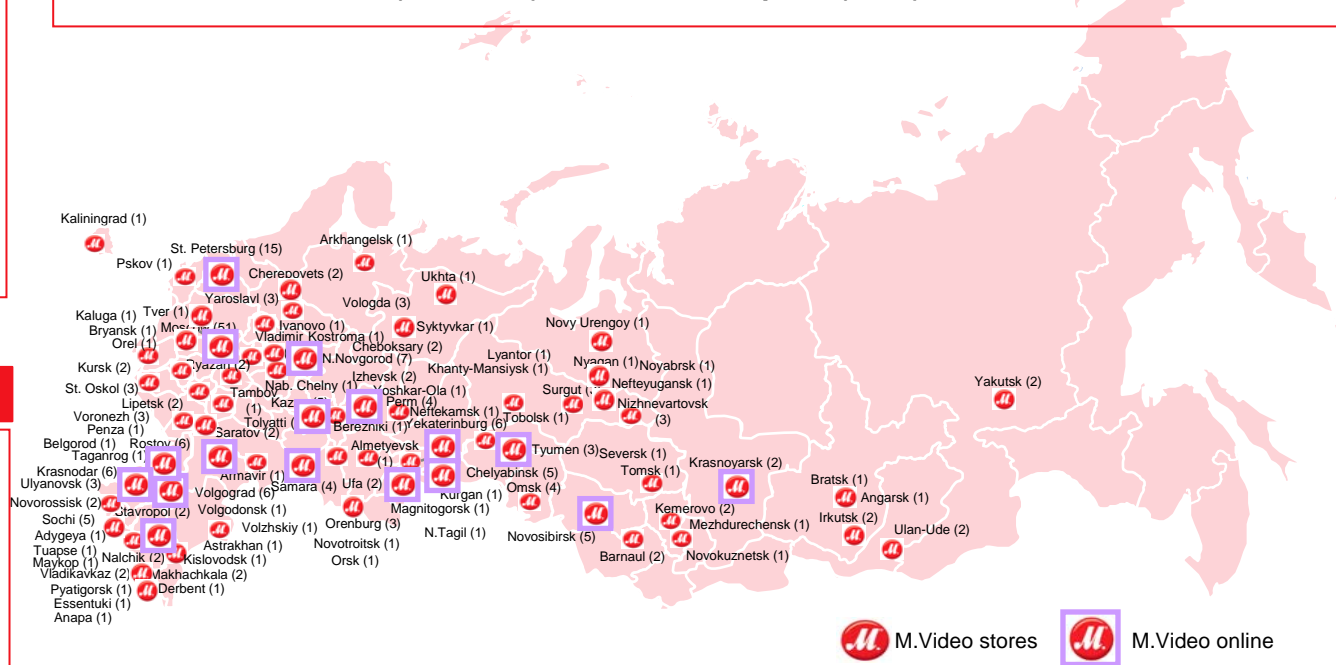


Source: Company data

- Total: 312 stores, 139 cities of Russia.
- 18 new stores (16 net), 26,000 sq.m (net) added in H1 2013

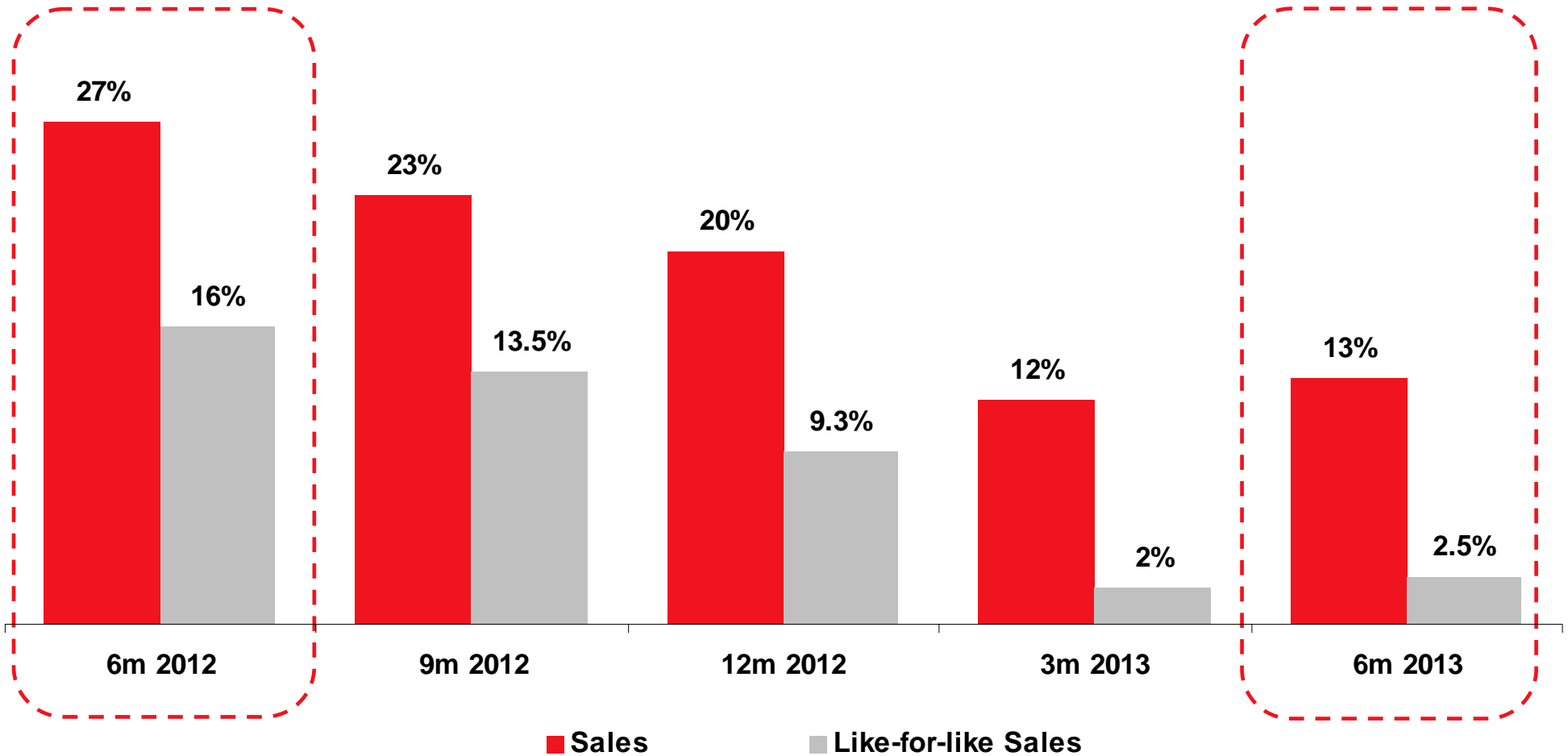
Affluent customer base

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

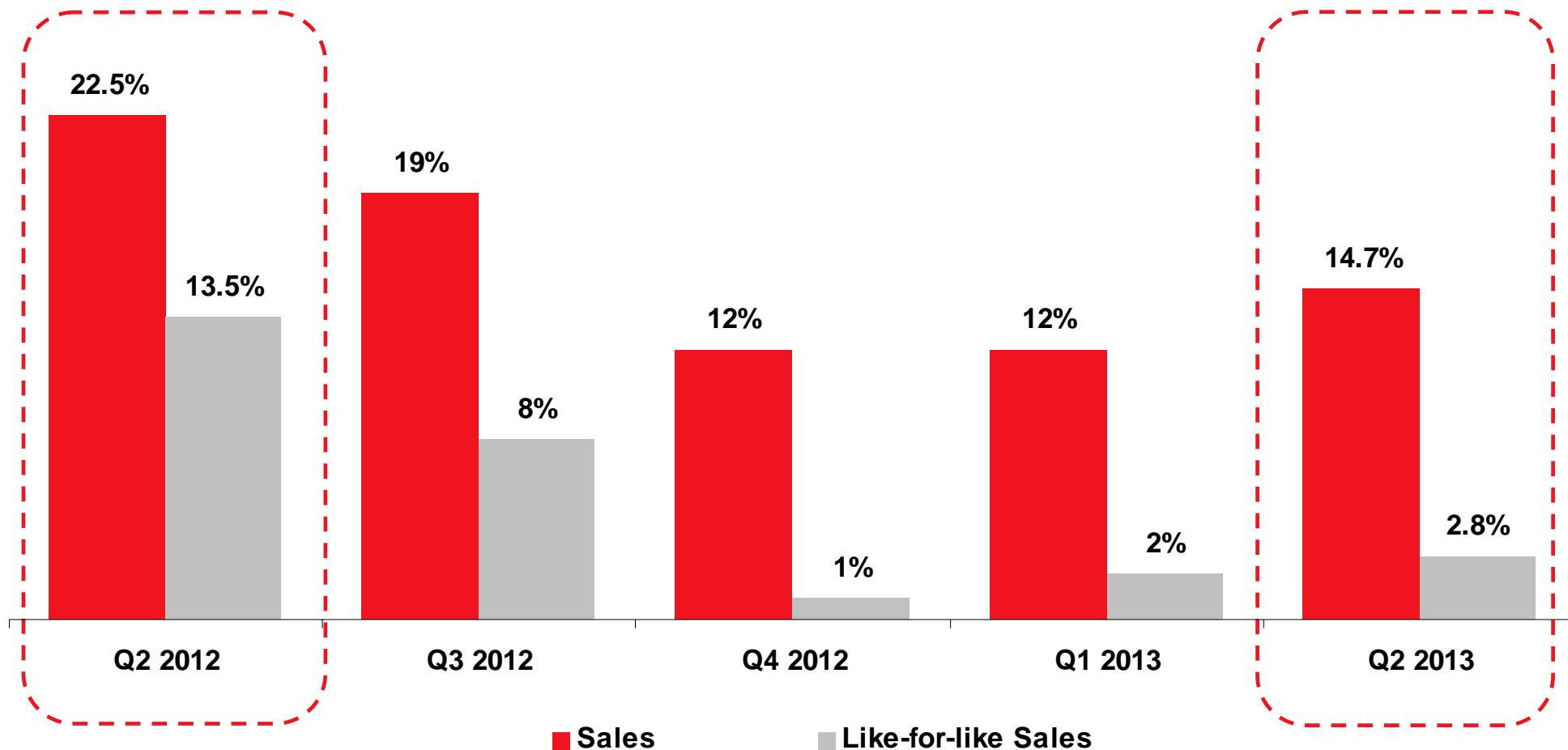


- 284 stores (91%) leased, 28 stores (9%) owned.
- 272 stores are in shopping malls, 40 stores are standalone.

H1 2012 – H1 2013 YTD sales/LfL dynamics

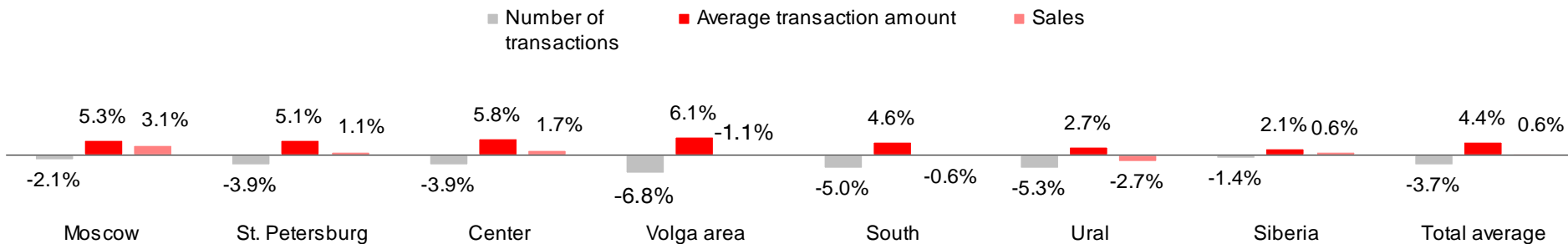


Q2 2012 – Q2 2013 quarterly (eop) sales/LfL dynamics

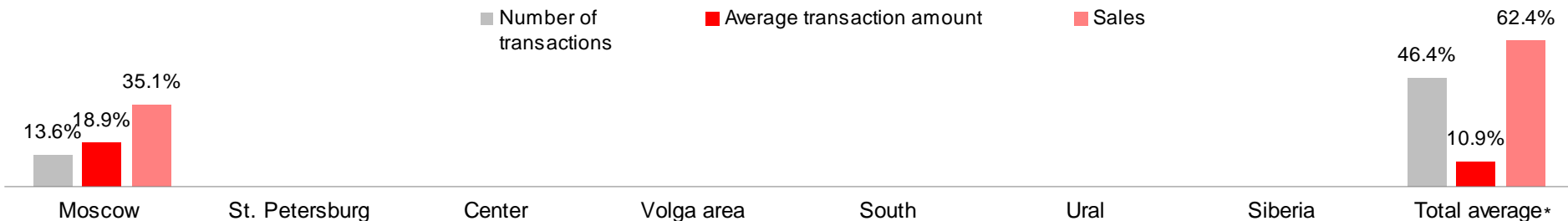


H1 2013 – H1 2012 LfL dynamics, %

STORES

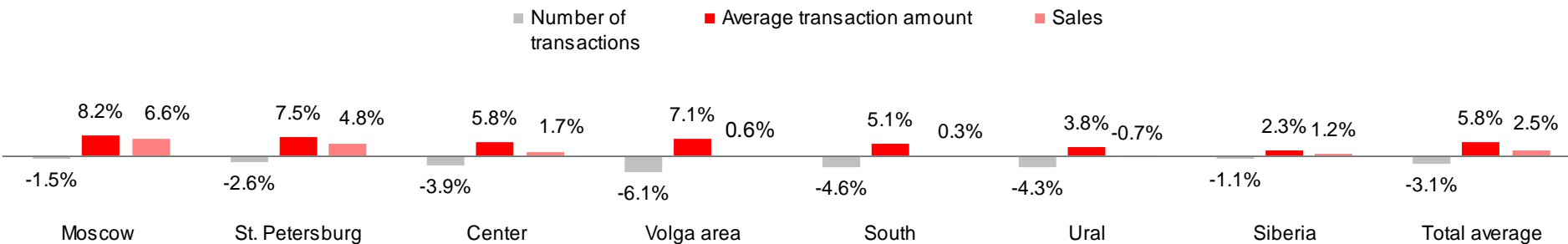


INTERNET



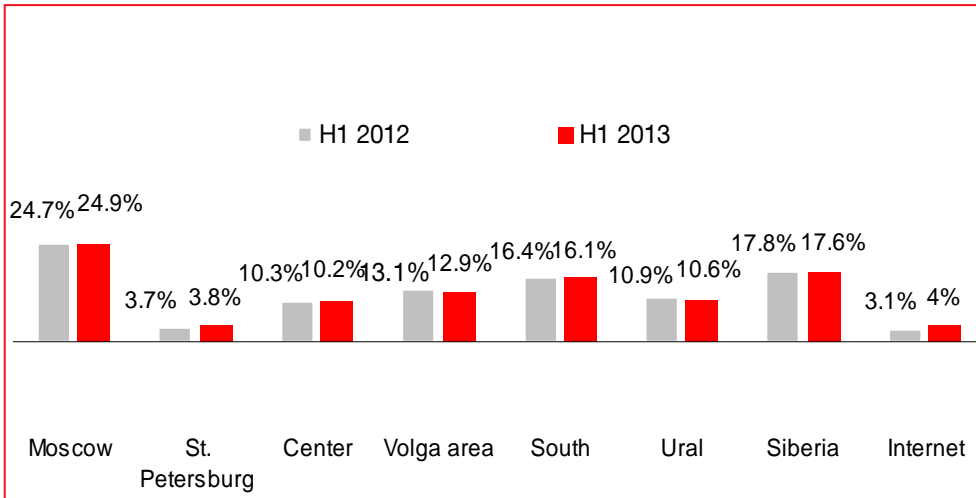
* Internet total average includes sales from regional operations in H12012

OMNI

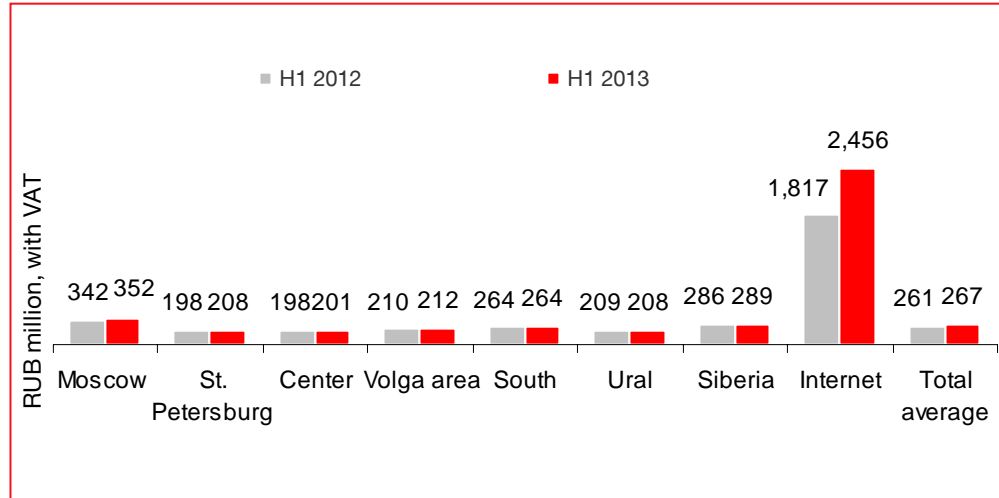


H1 2013 LfL performance analysis

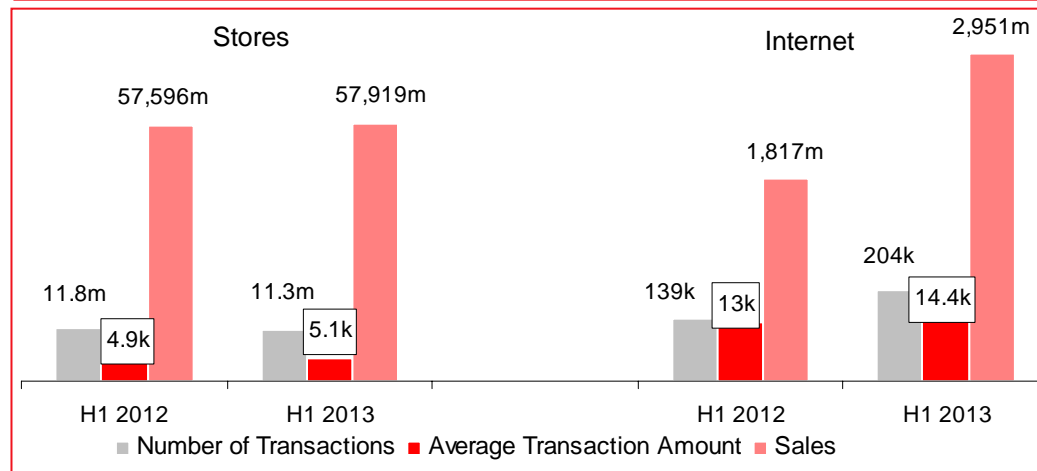
H1 2013 – H1 2012 LfL revenue breakdown, %



H1 2013 – H1 2012 LfL revenue per store (RUB million, with VAT)

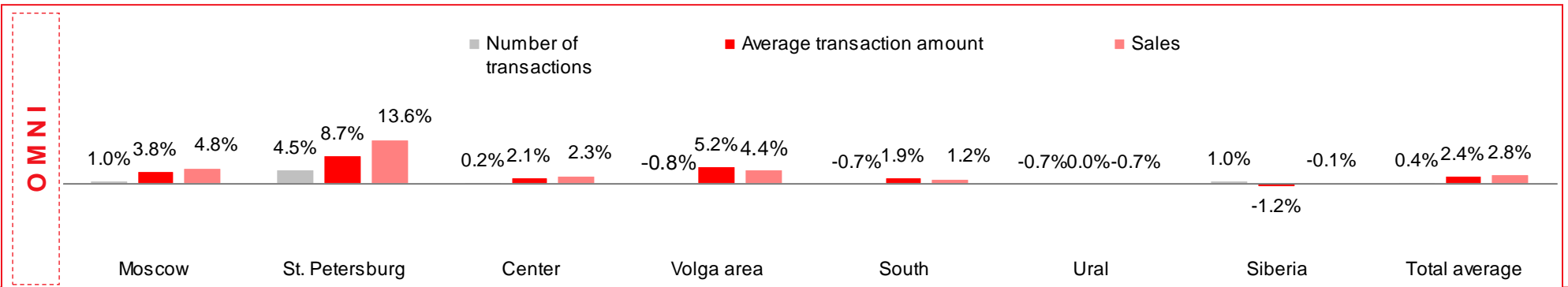
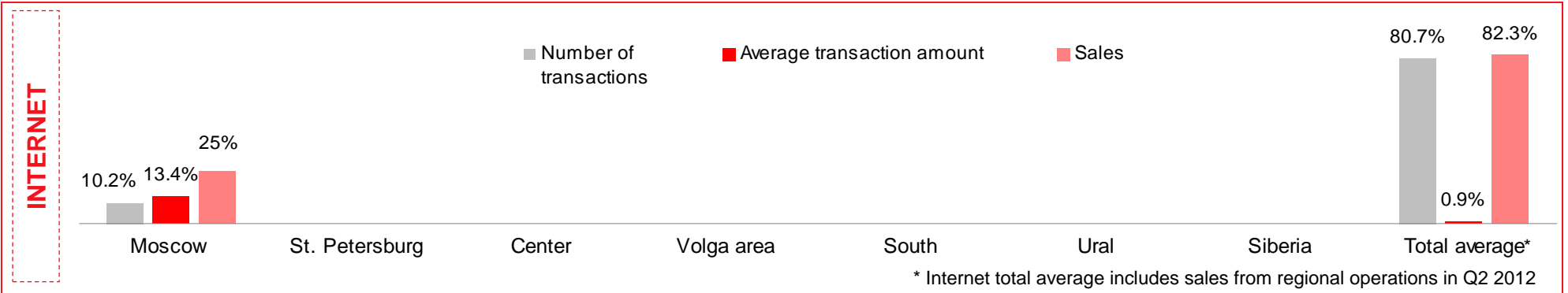
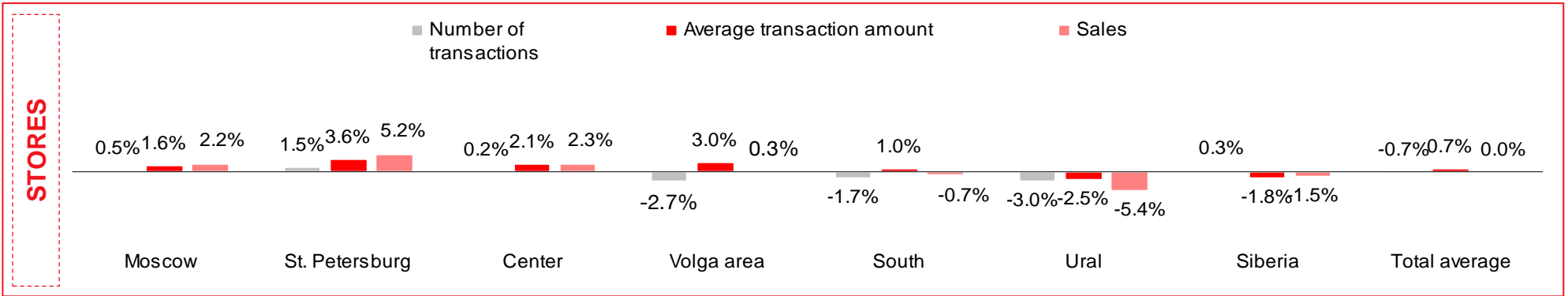


H1 2013 – H1 2012 LfL indicators comparison (RUB, with VAT)

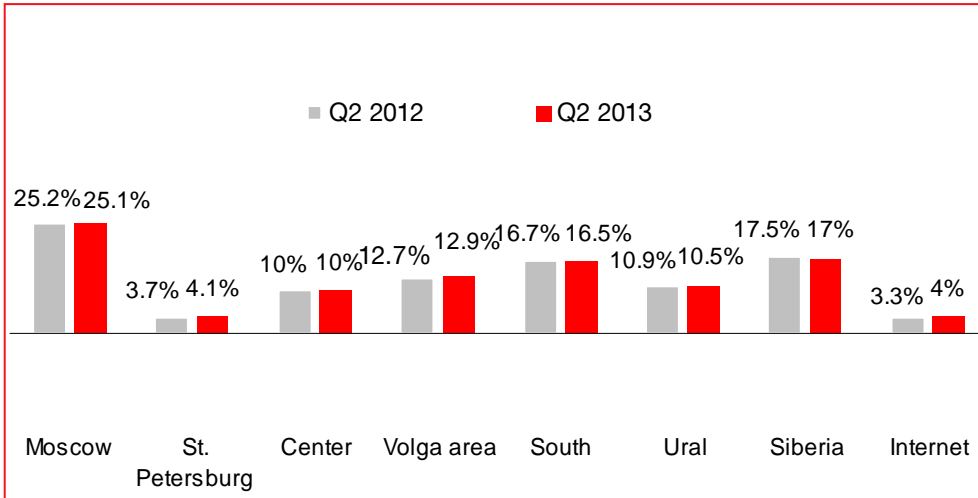


Note: LfL data is based upon a comparison of stores open at January 1, 2011 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space

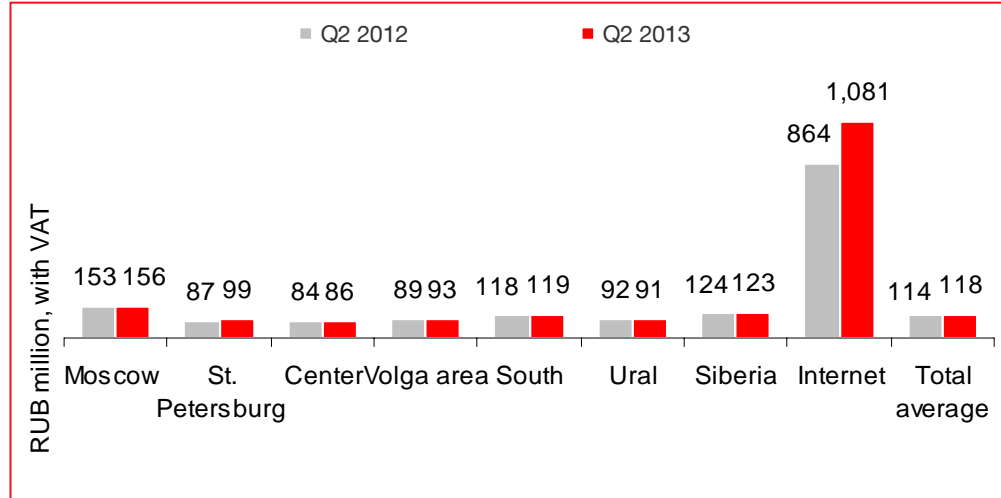
Q2 2013 – Q2 2012 LfL dynamics, %



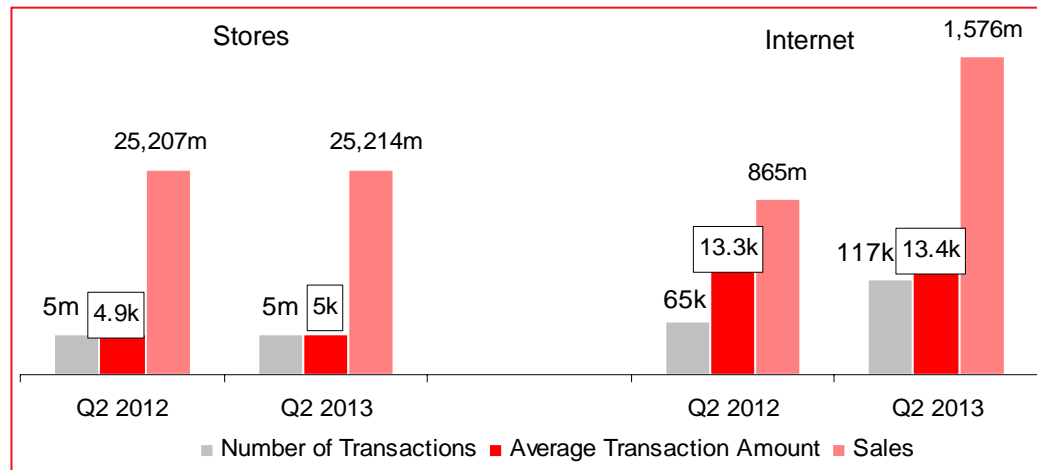
Q2 2013 – Q2 2012 LfL revenue breakdown, %



Q2 2013 – Q2 2012 LfL revenue per store (RUB million, with VAT)



Q2 2013 – Q2 2012 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.

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