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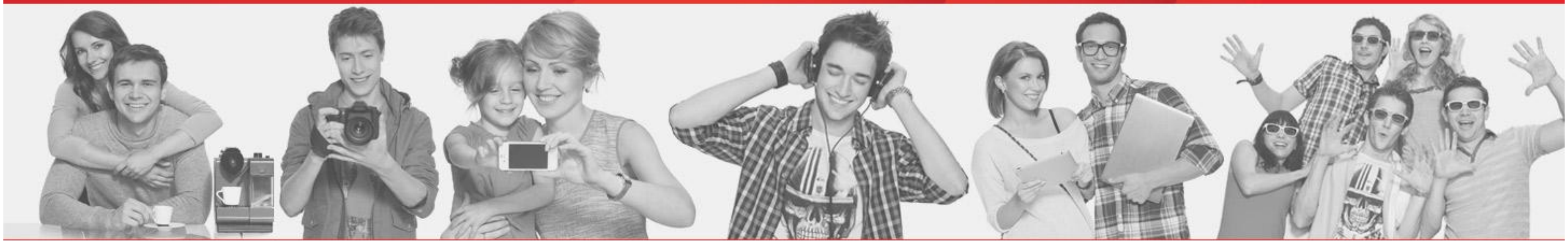
Omni-Channel Strategy in the Russian Consumer Electronic Retail

Investor and Analyst Presentation, October 2013.



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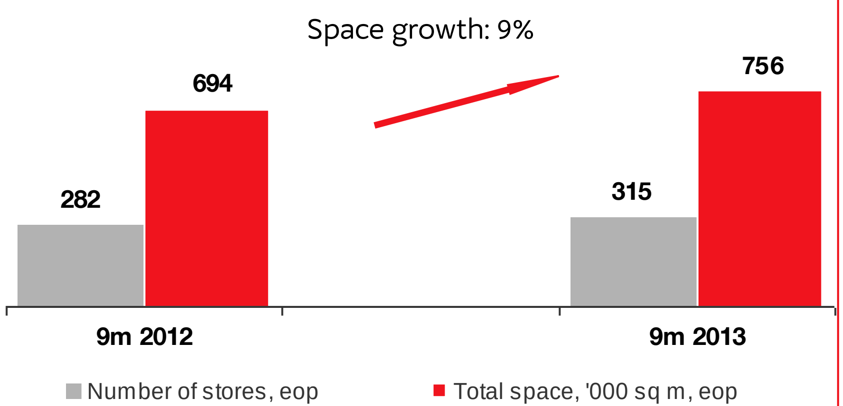
9m & Q3 2013 trading update summary

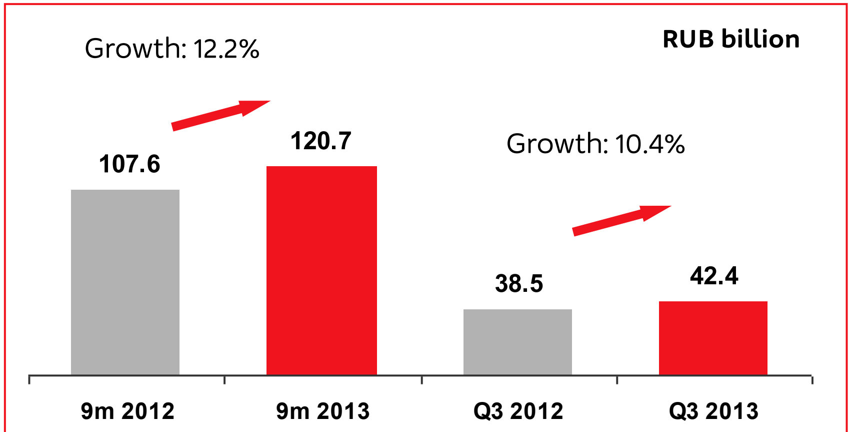
- 9m 2013 sales amounted to 121 billion RUB (102.2 billion RUB without VAT), demonstrating a 12.2% increase vs. 9m 2012, LfL sales increased 2.2%.
- Q3 2013 sales increased 10.4% to 42.4 billion RUB (with VAT), LfL sales increased 1.7%.
- 9m 2013 Internet sales grew by 52.7% to 4.4 billion RUB (with VAT)
- 23 new stores (20 net) added in 9m 2013; network reached 316 stores and 756,000 sq.m total space. Plan to open 40+ stores in FY 2013.

9m 2013 # of stores and total space dynamics



Source: Company data

9m 2013 and Q3 2013 sales dynamics (with VAT) (1)

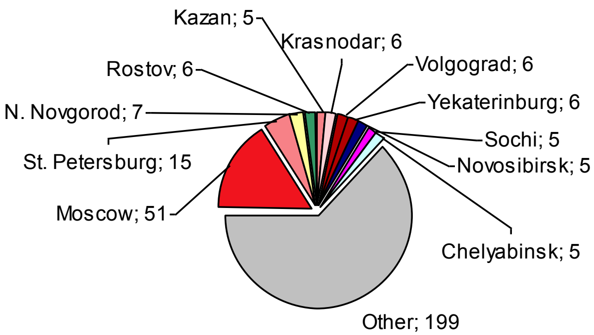


(1) Incl. Internet sales.

Source: Company data

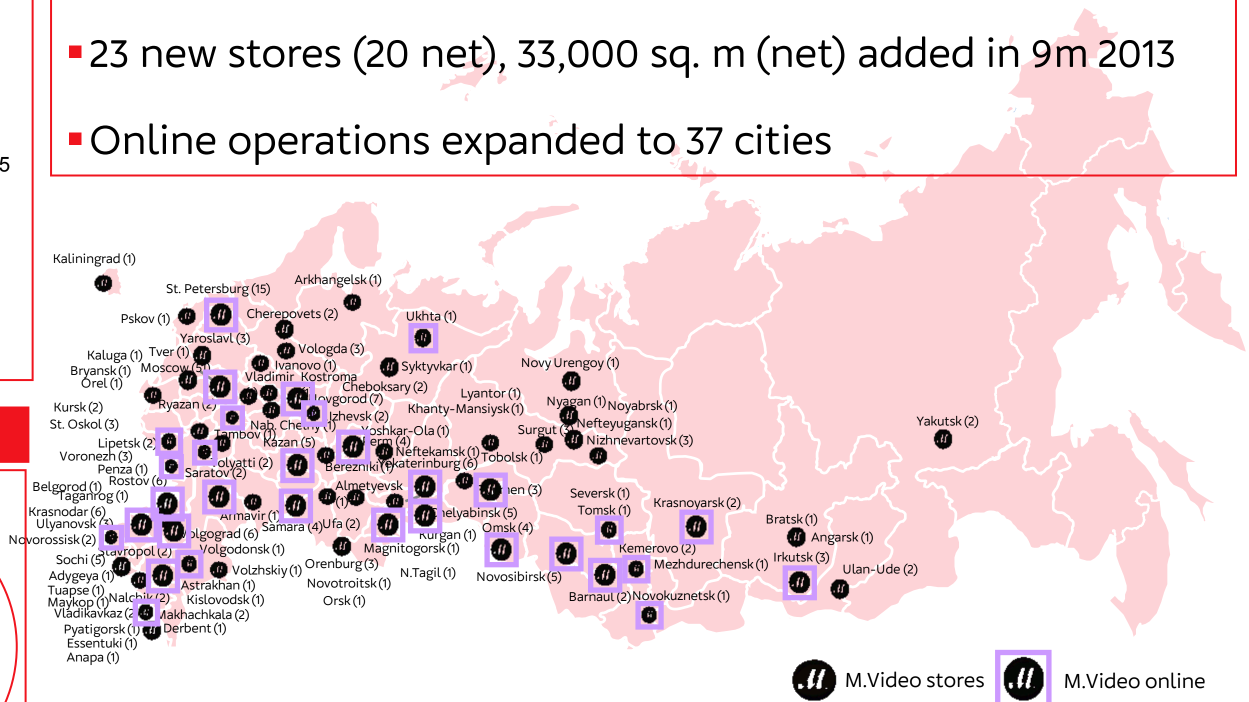
9m & Q3 2013: Omni Channel Model Development

Store count as of September 30, 2013



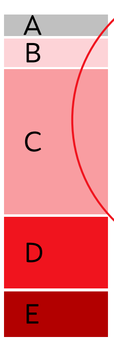
Source: Company data

- Total: 316 stores, 140 cities of Russia.
- 23 new stores (20 net), 33,000 sq. m (net) added in 9m 2013
- Online operations expanded to 37 cities



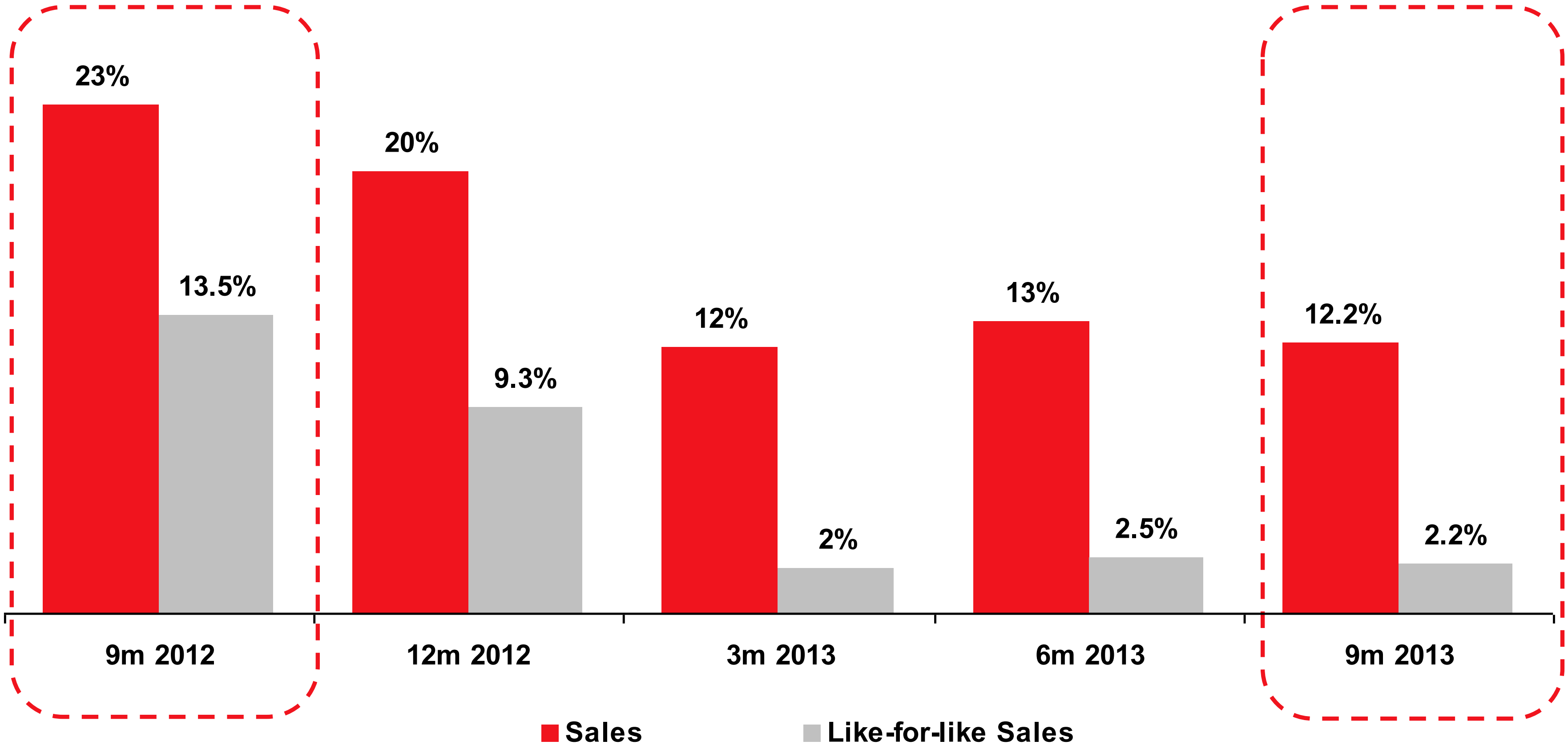
- 288 stores (91%) leased, 28 stores (9%) owned.
- 275 stores are in shopping malls, 41 stores are standalone.

Affluent customer base



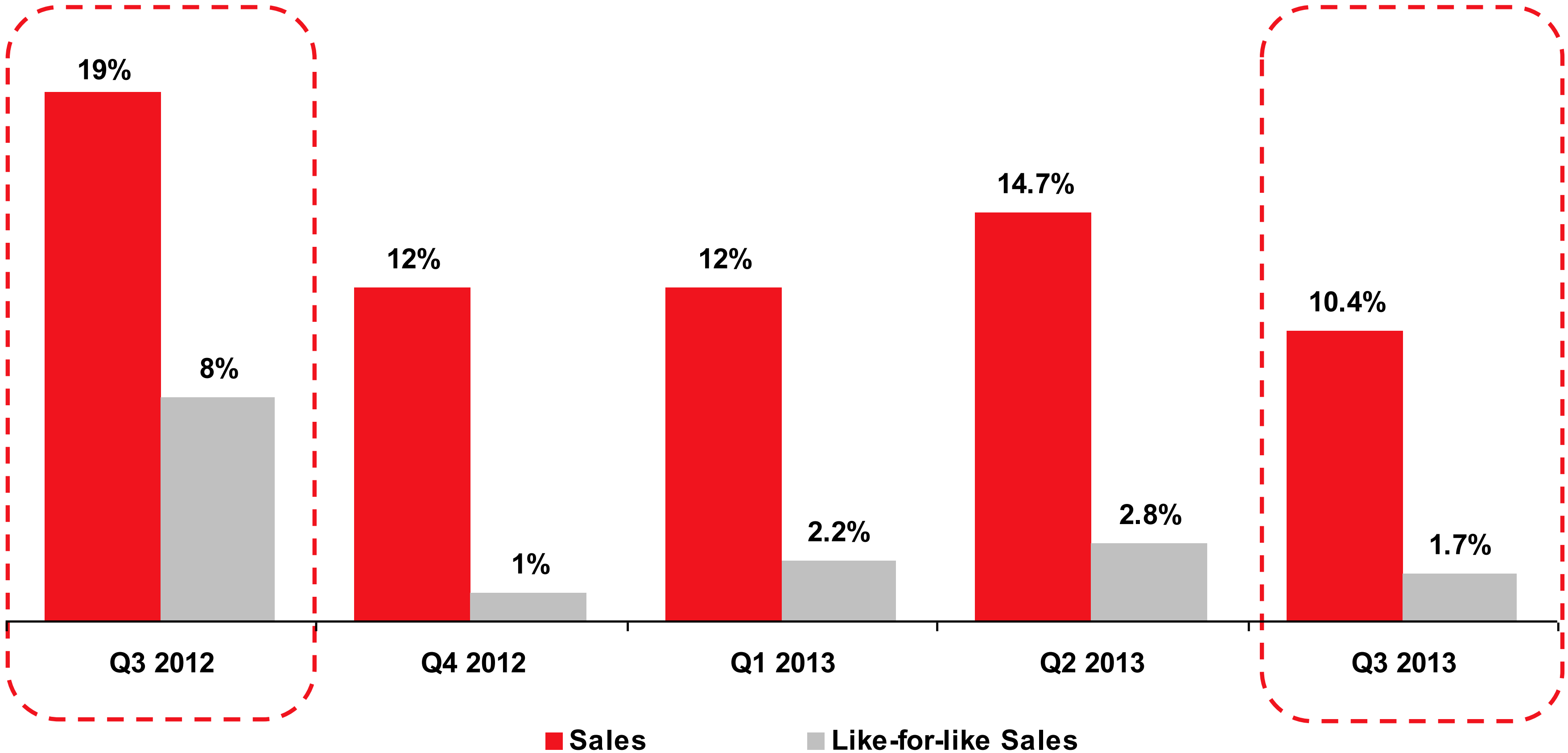
- Top managers, highly qualified specialists, entrepreneurs
- Middle managers, middle-sized business entrepreneurs
- Highly qualified specialists, small business owners, low-middle managers
- Low qualified specialists, technicians
- Auxiliary workers

9m 2012 – 9m 2013 YTD sales/LfL dynamics



Source: Company data

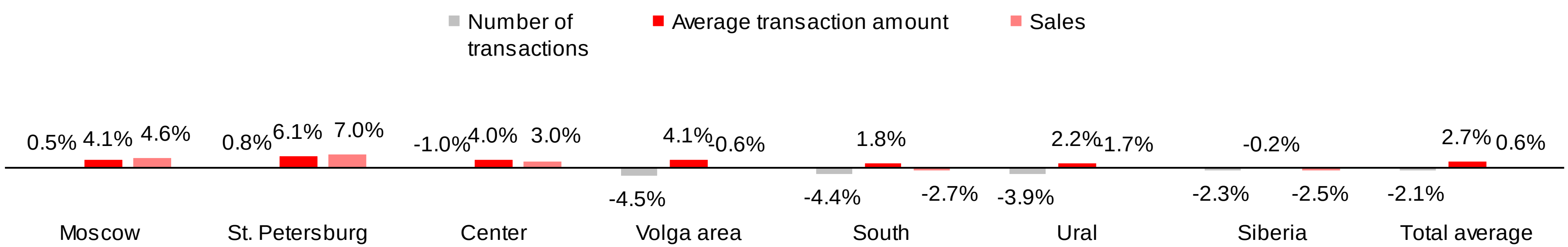
Q3 2012 – Q3 2013 quarterly (eop) sales/LfL dynamics



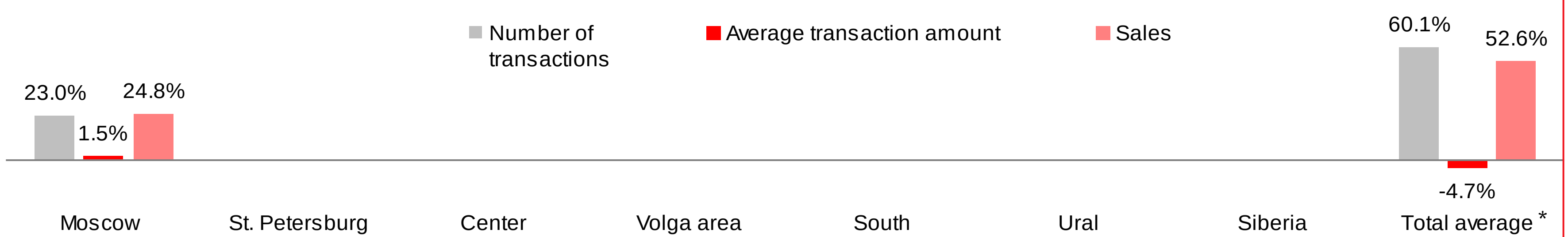
Source: Company data

9m 2013 – 9m 2012 LfL dynamics, %

STORES

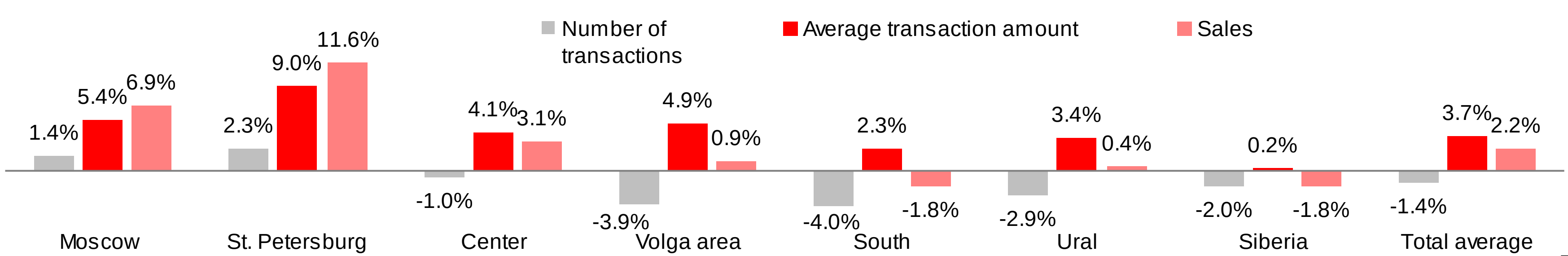


INTERNET



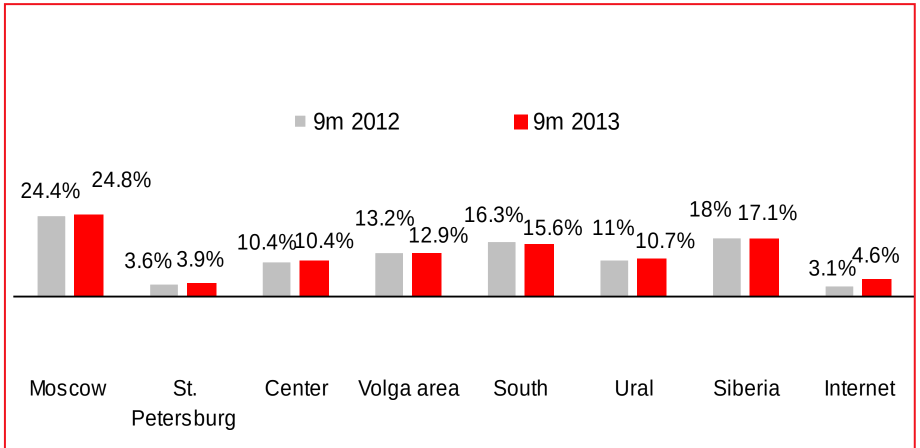
* Internet total average includes sales from regional operations in 9m 2013

OMNI

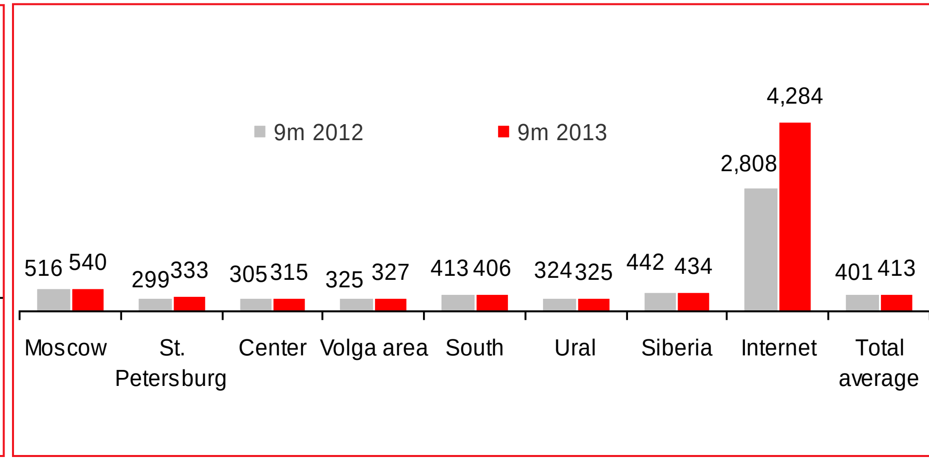


9m 2013 LfL performance analysis

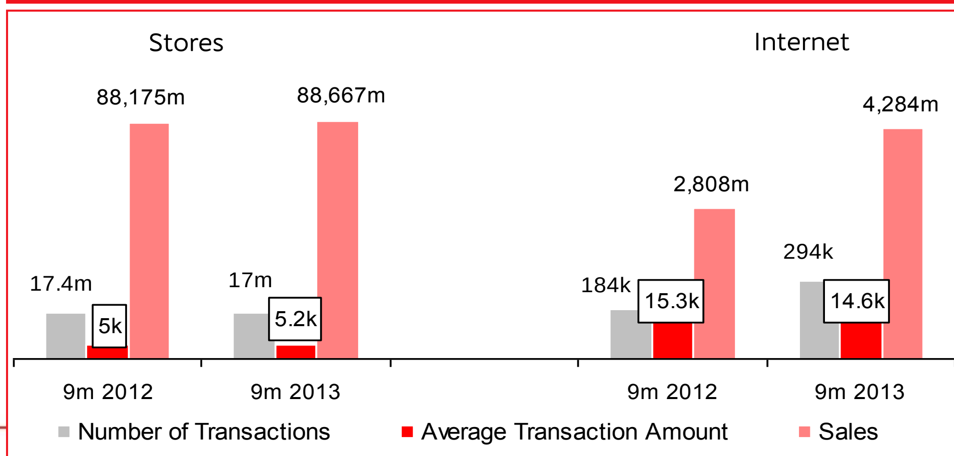
9m 2013 – 9m 2012 LfL revenue breakdown, %



9m 2013 – 9m 2012 LfL revenue per store (RUB mln, with VAT)



9m 2013 – 9m 2012 LfL indicators comparison (RUB, with VAT)

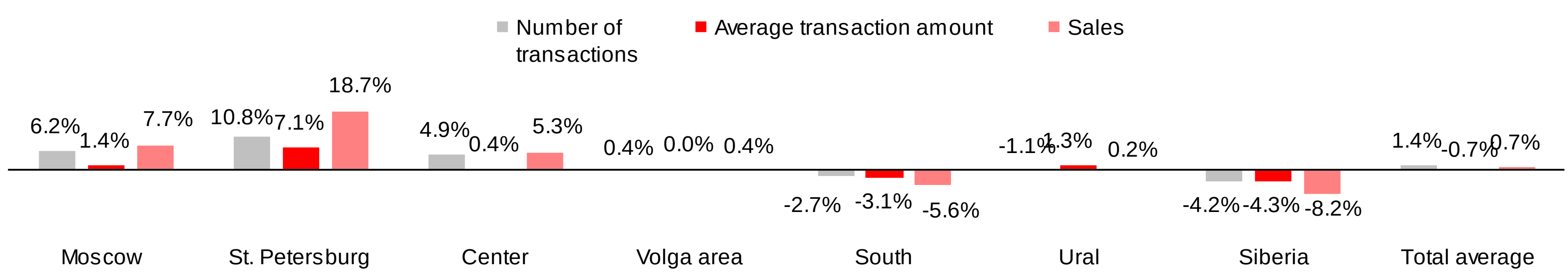


Note: LfL data is based upon a comparison of stores open at January 1, 2011 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space

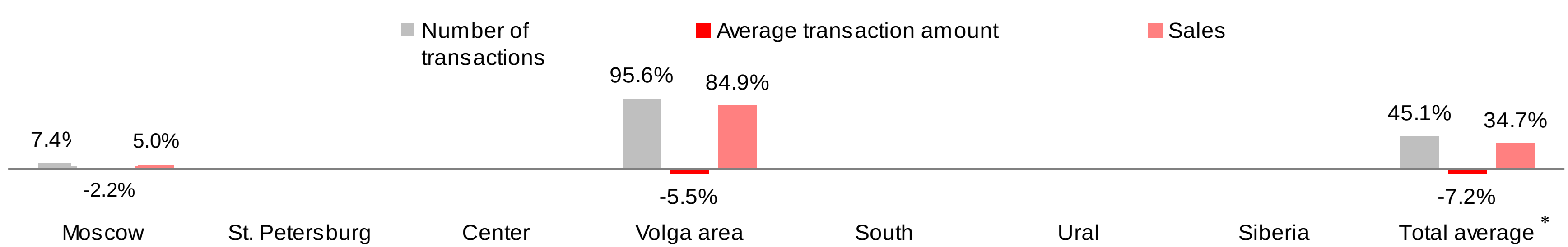
Source: Company data

Q3 2013 – Q3 2012 LfL dynamics, %

STORES

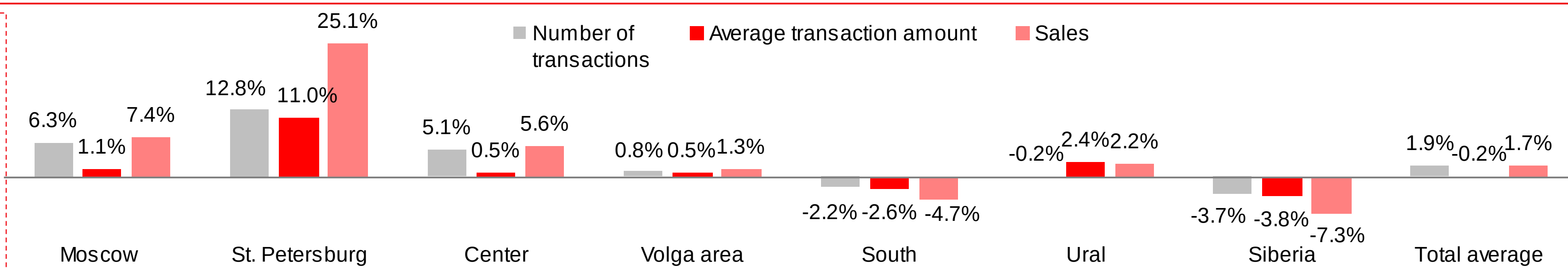


INTERNET



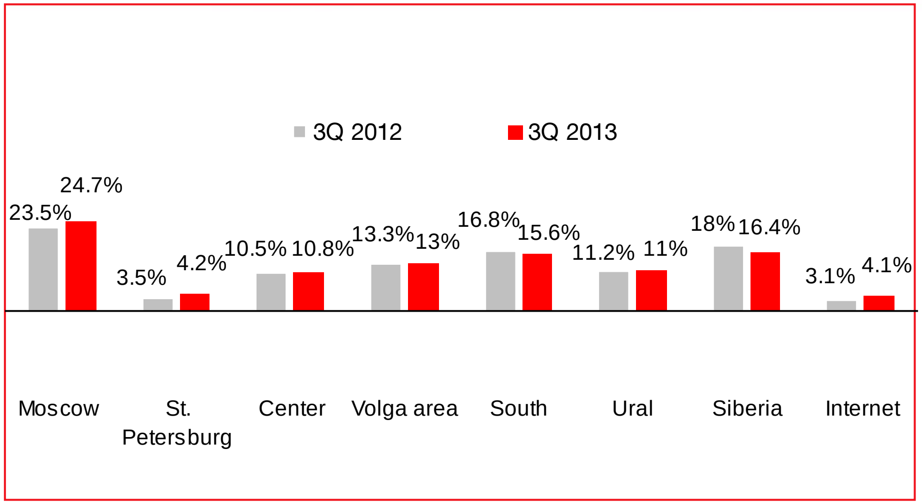
* Internet total average includes sales from regional operations in Q2 2012

OMNI

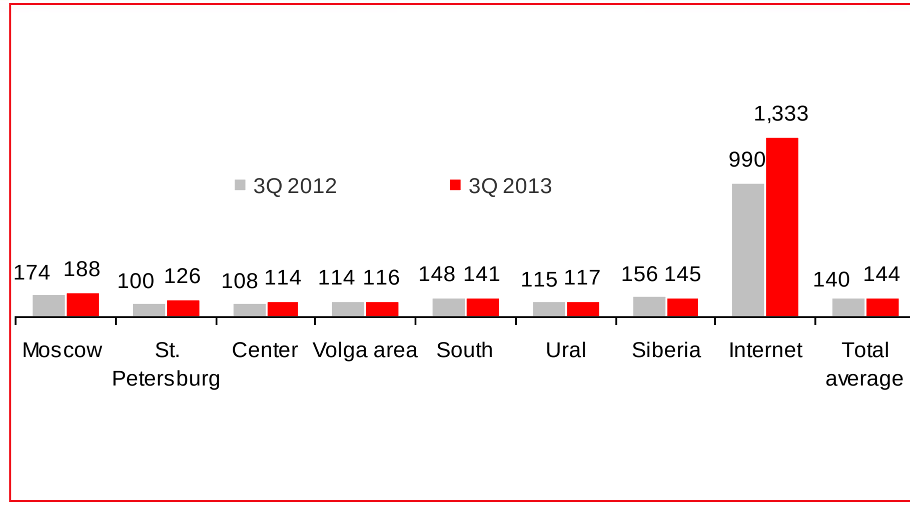


Q3 2013 LfL performance analysis

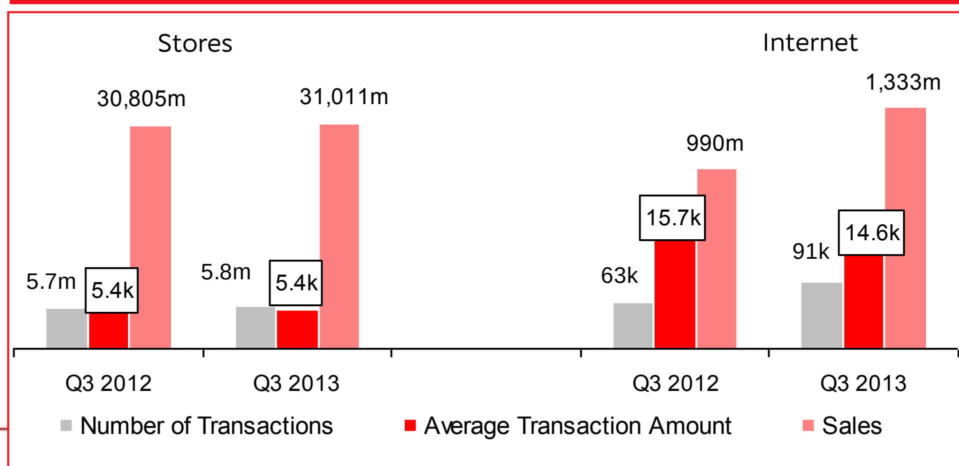
Q3 2013 – Q3 2012 LfL revenue breakdown, %



Q3 2013 – Q3 2012 LfL revenue per store (RUB mln, with VAT)



Q3 2013 – Q3 2012 LfL indicators comparison (RUB, with VAT)



Source: Company data

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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