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Omni-Channel Strategy in the Russian Consumer Electronic Retail

Q1 2014 Trading Update Presentation

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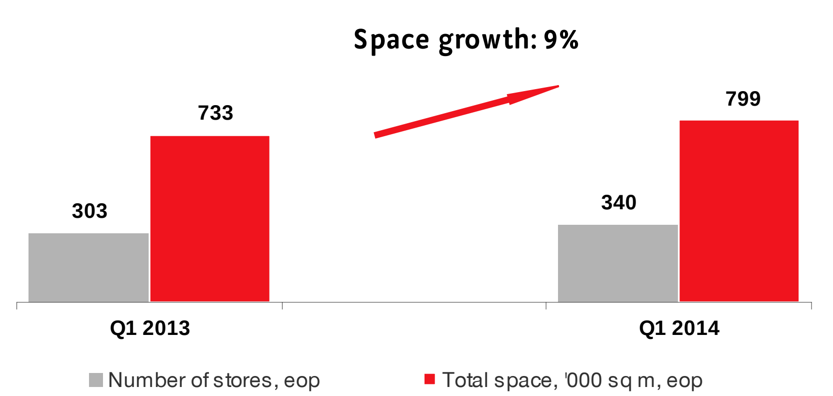
Q1 2014 trading update summary

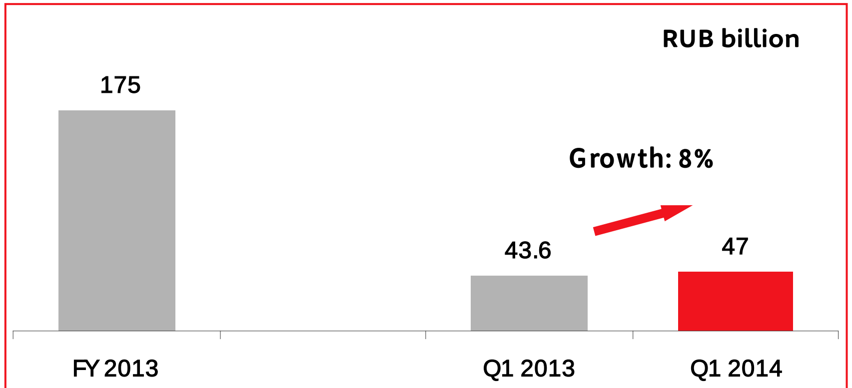
- Q1 2014 sales amounted to 47 billion RUB (40 billion RUB without VAT), demonstrating an 8% increase vs. Q1 2013. LfL sales increased 1%.
- Q1 2014 online based sales grew by 113% to 3.7 billion RUB (with VAT)
- 8 new stores (7 net) added in Q1 2014; network reached 340 stores and 799,000 sq.m total space.

Q1 2014 # of stores and total space dynamics



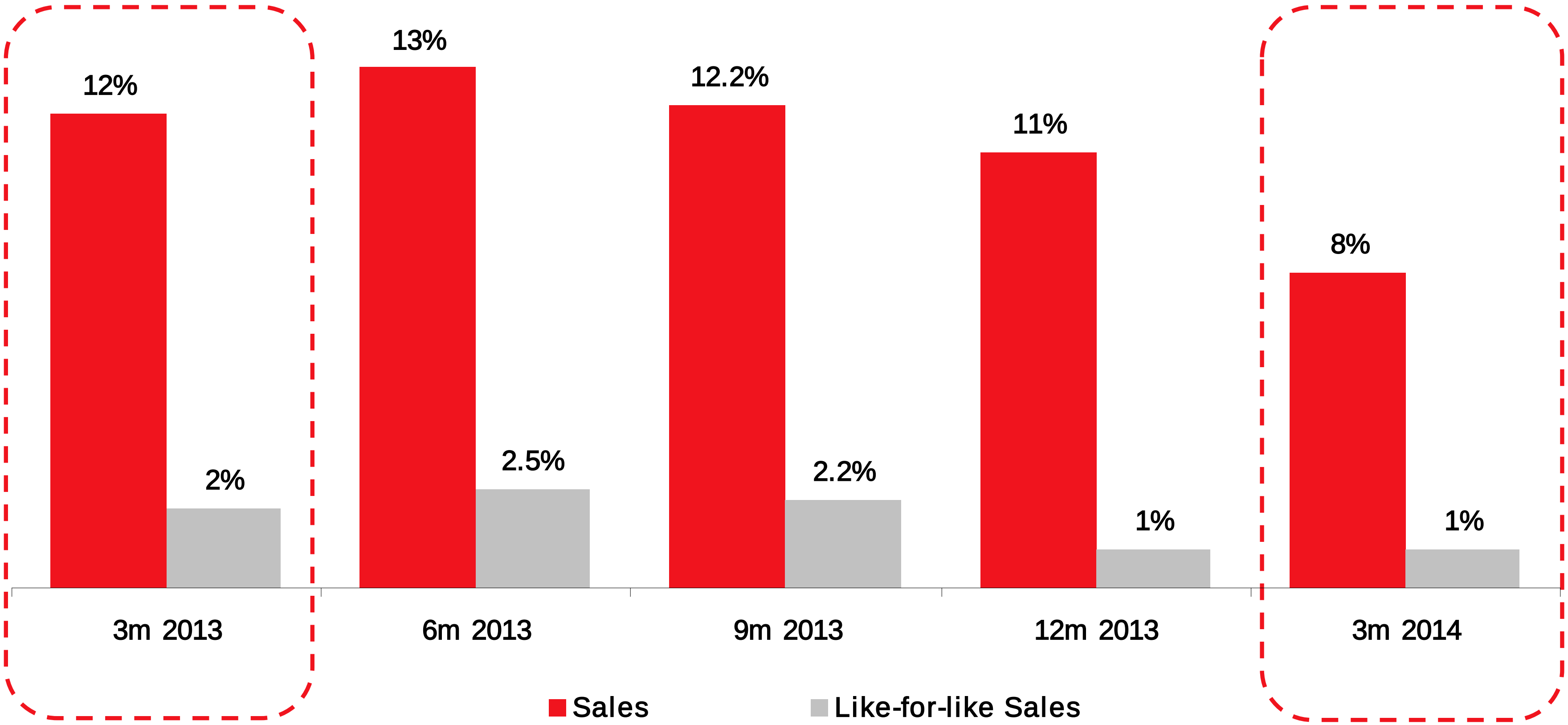
Source: Company data

Q1 2014 sales growth



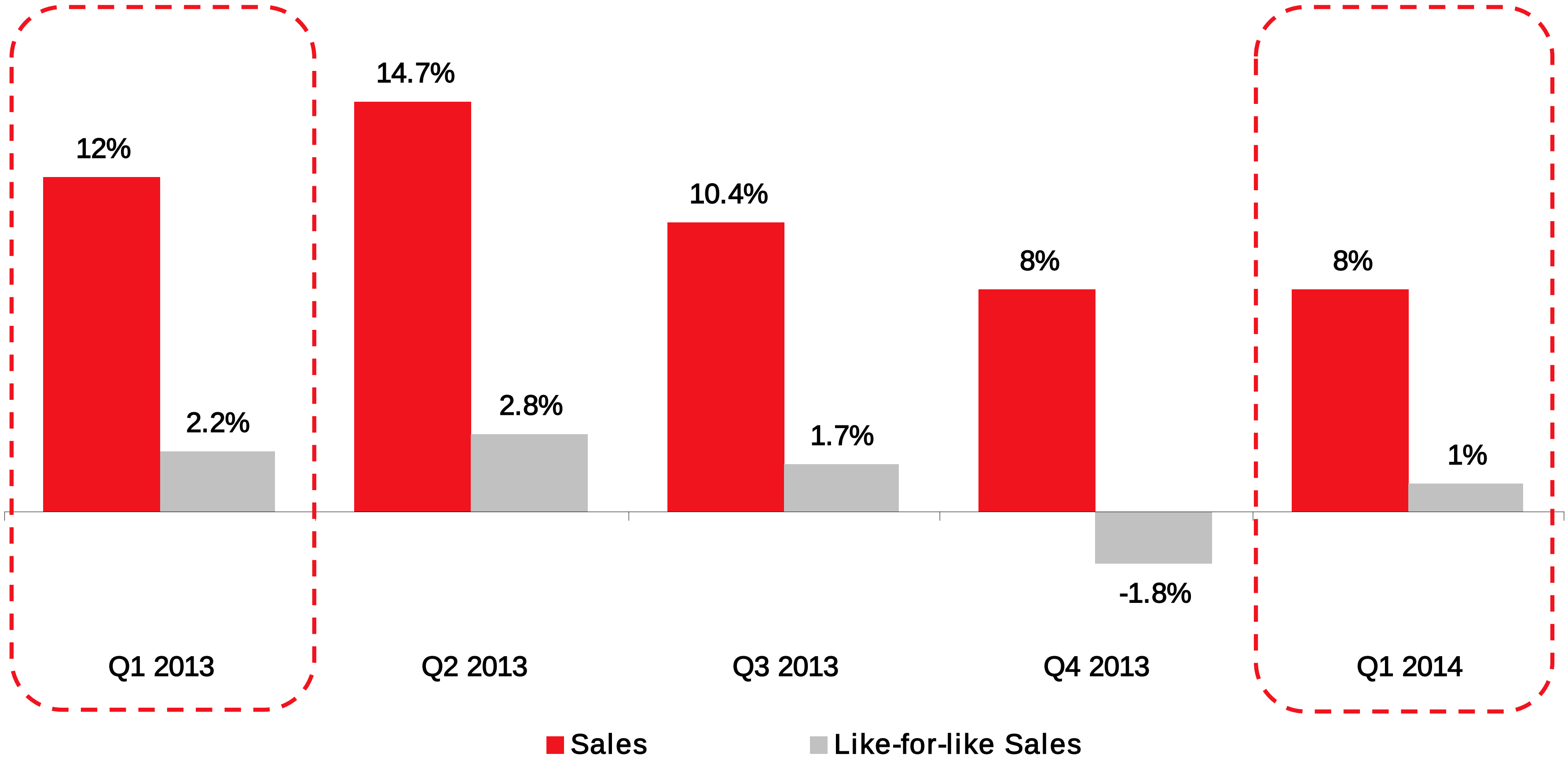
Source: Company data

3m 2013 – 3m 2014 YTD sales/LfL dynamics



Source: Company data

Q1 2013 – Q1 2014 quarterly (eop) sales/LfL dynamics



Source: Company data

Q1 2014: Omni Channel Model Development

- Total: 340 stores, 146 cities of Russia.
- 8 new stores (7 net), 14,000 sq. m (net) added in Q1 2014
- 52 cities with Online operations

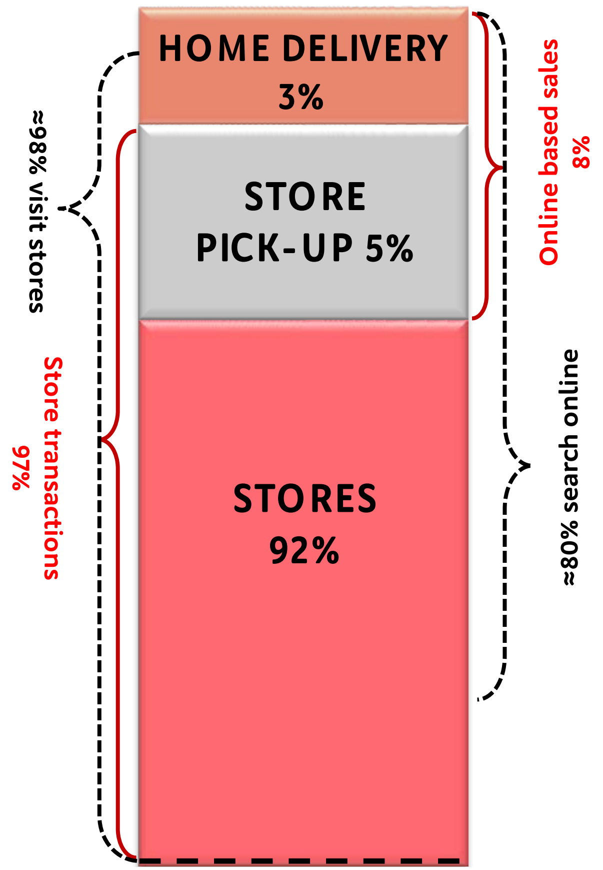
*Including stores in St.Petersburg

- 312 stores (92%) leased, 28 stores (8%) owned.
- 299 stores are in shopping malls, 41 stores are standalone.

Source: Company data

Q1 2014: Omni Channel Model Development

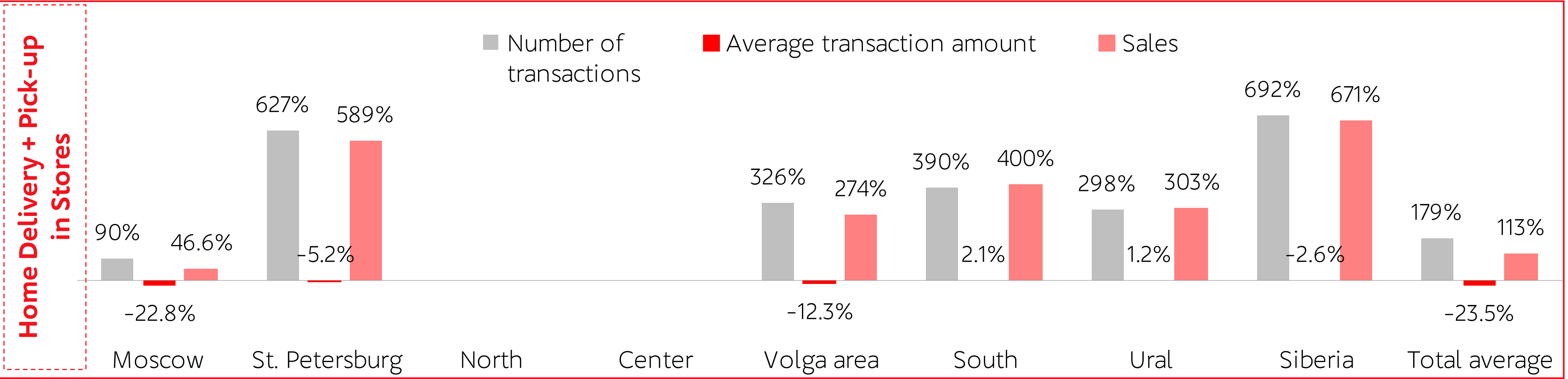
Omni Channel Customer Universe



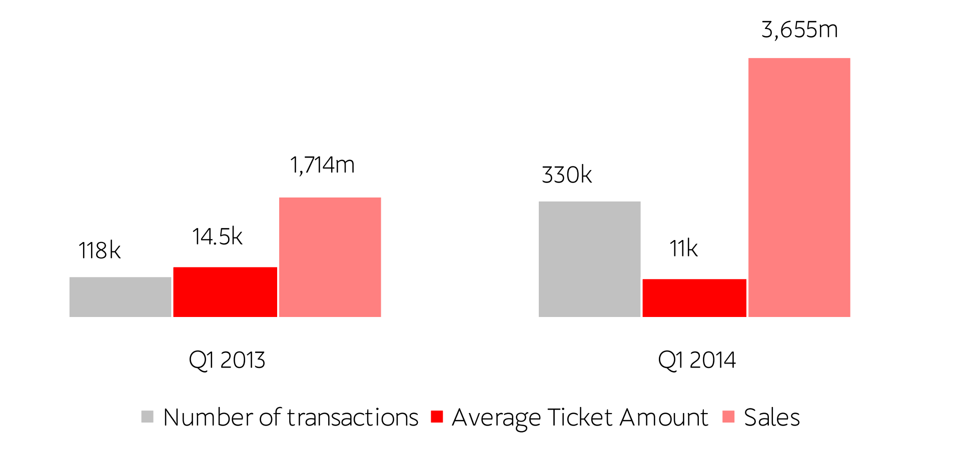
Source: Company data

- Online based sales up 113% year on year;
- Pick-up in Store is up to 60%;
- Stores are the main focus of the customer:
  - 98% visit stores while 97% buy in Mvideo stores;
  - Online customers continue to come to stores for convenience and selection
- Store pick-up helps to get customer walking through store and feeds “impulse buys”;
- People tend to buy accessories and small home appliances as their “second purchase” in store.

Online based sales Q1 2014 – Q1 2013 LfL dynamics



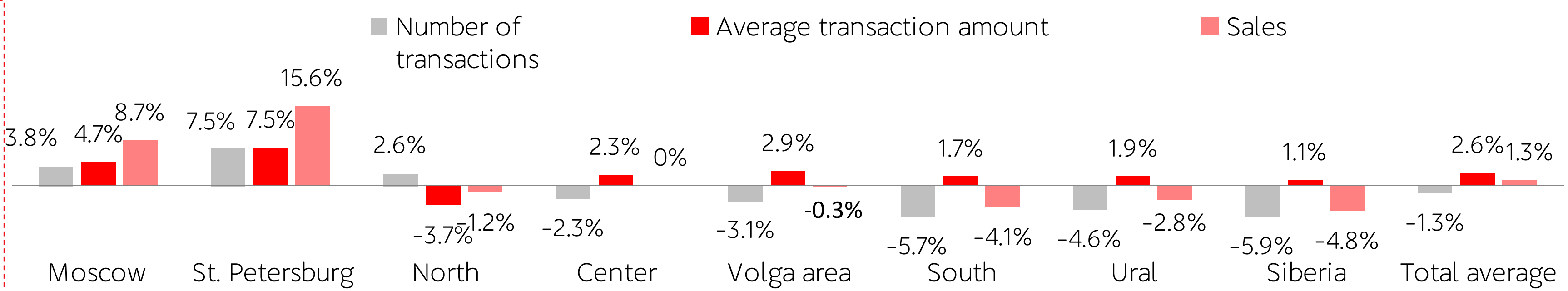
Q1 2013 – Q1 2014 Internet indicators comparison (RUB, with VAT)



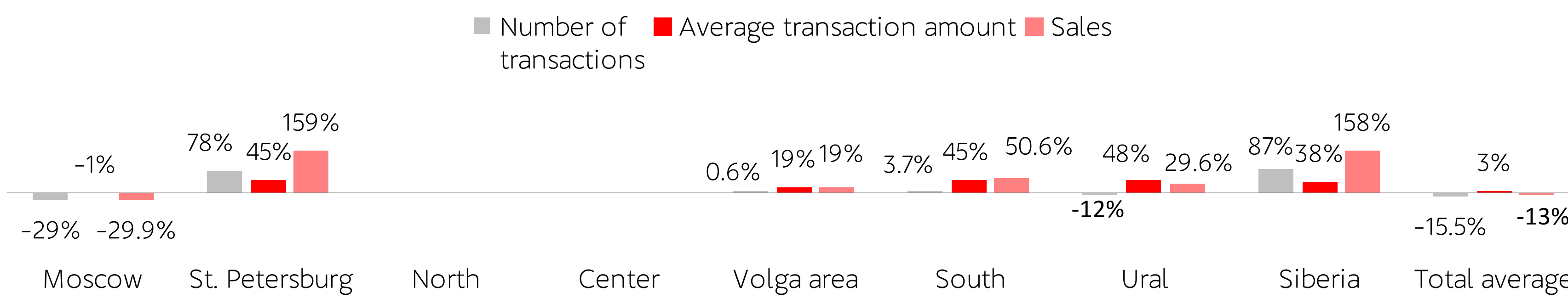
Source: Company data

Q1 2014 – Q1 2013 LfL dynamics, %

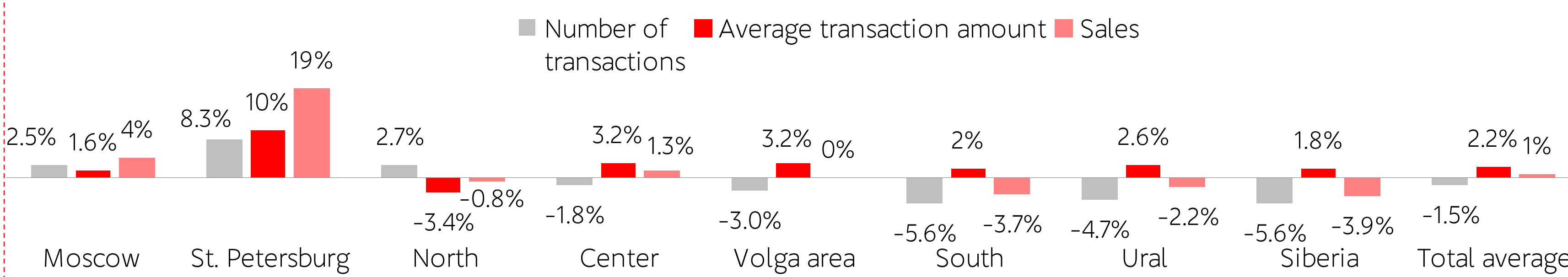
Stores & Online Pick-up



Online Orders: Home Delivery

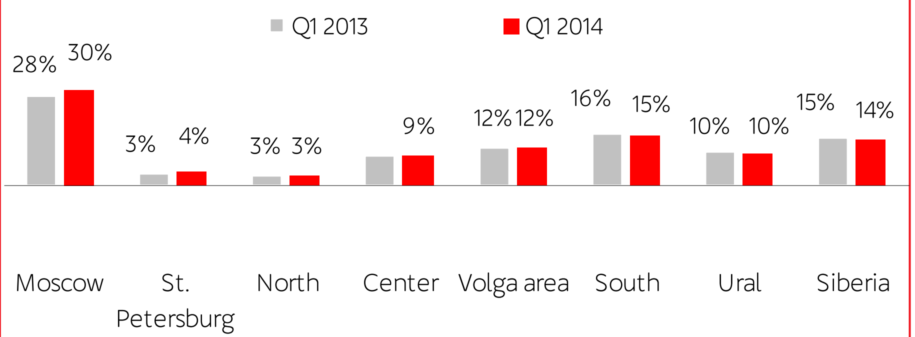


Total Sales

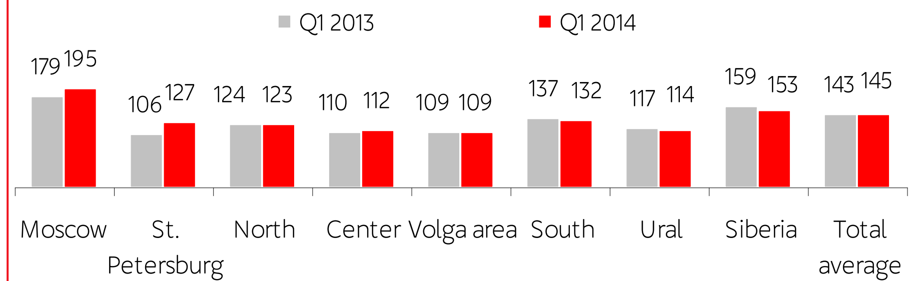


Q1 2014 LfL stores performance analysis

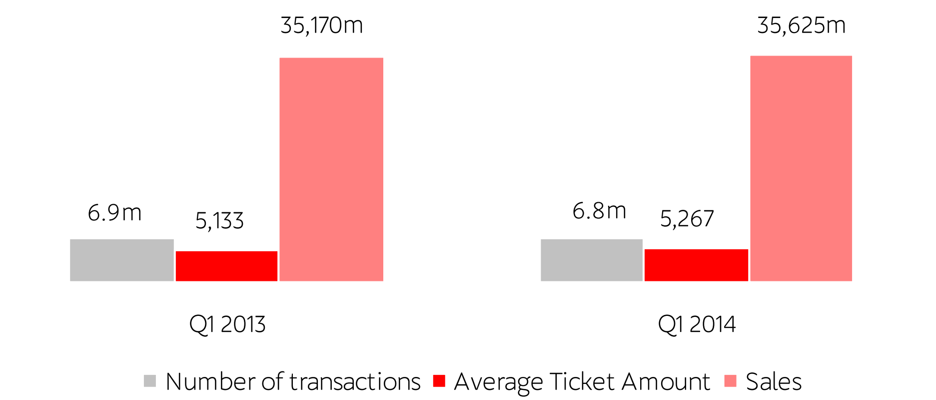
Q1 2014 – Q1 2013 LfL revenue breakdown, %



Q1 2014 – Q1 2013 LfL revenue per store (RUB mln, with VAT)



Q1 2013 – Q1 2014 LfL stores indicators comparison (RUB, with VAT)



Source: Company data

Note: LfL data is based upon a comparison of stores open at January 1, 2012 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space.

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