В шаге. В клике. По звонку.

24/7 mvideo.ru +7 495 777 777 5

Omni-Channel Strategy in the Russian Consumer Electronic Retail

Investor and Analyst Presentation, October 2014.

М.видео

нам не всё равно 20 лет

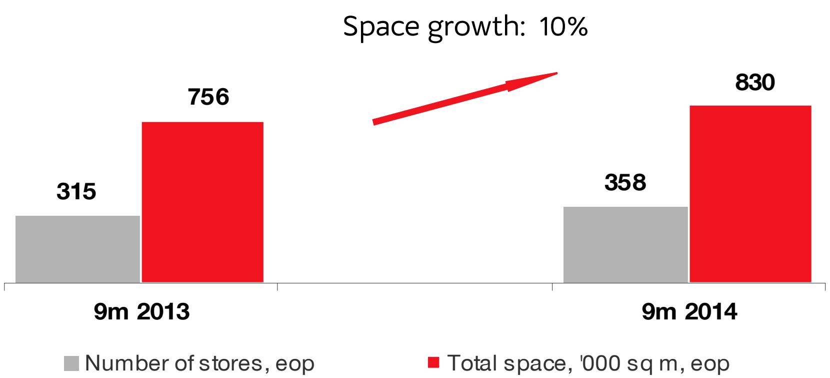
Content and liability disclaimer

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 2008-2013 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 years ended 31 December 2007, 2008, 2009, 2010, 2011, 2012 and 2013 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.

9m 2014 trading update summary

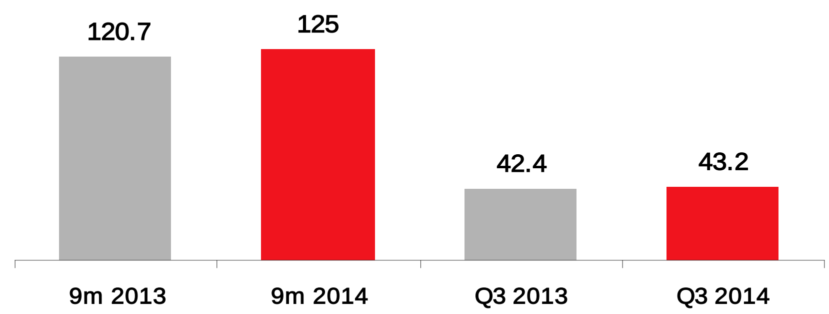
- 9m 2014 revenue amounted to 125 billion RUB (106 billion RUB without VAT), demonstrating a 3.5% increase vs. 9m 2013. LfL sales were (2%).
- 9m 2014 online based sales grew by 76% to 9.8 billion RUB (with VAT)
- Q3 2014 sales grew by 1.7%.
- 28 new stores (25 net) added in 9m 2014; network reached 358 stores and 830,000 sq.m total space.

9m 2014 # of stores and total space dynamics



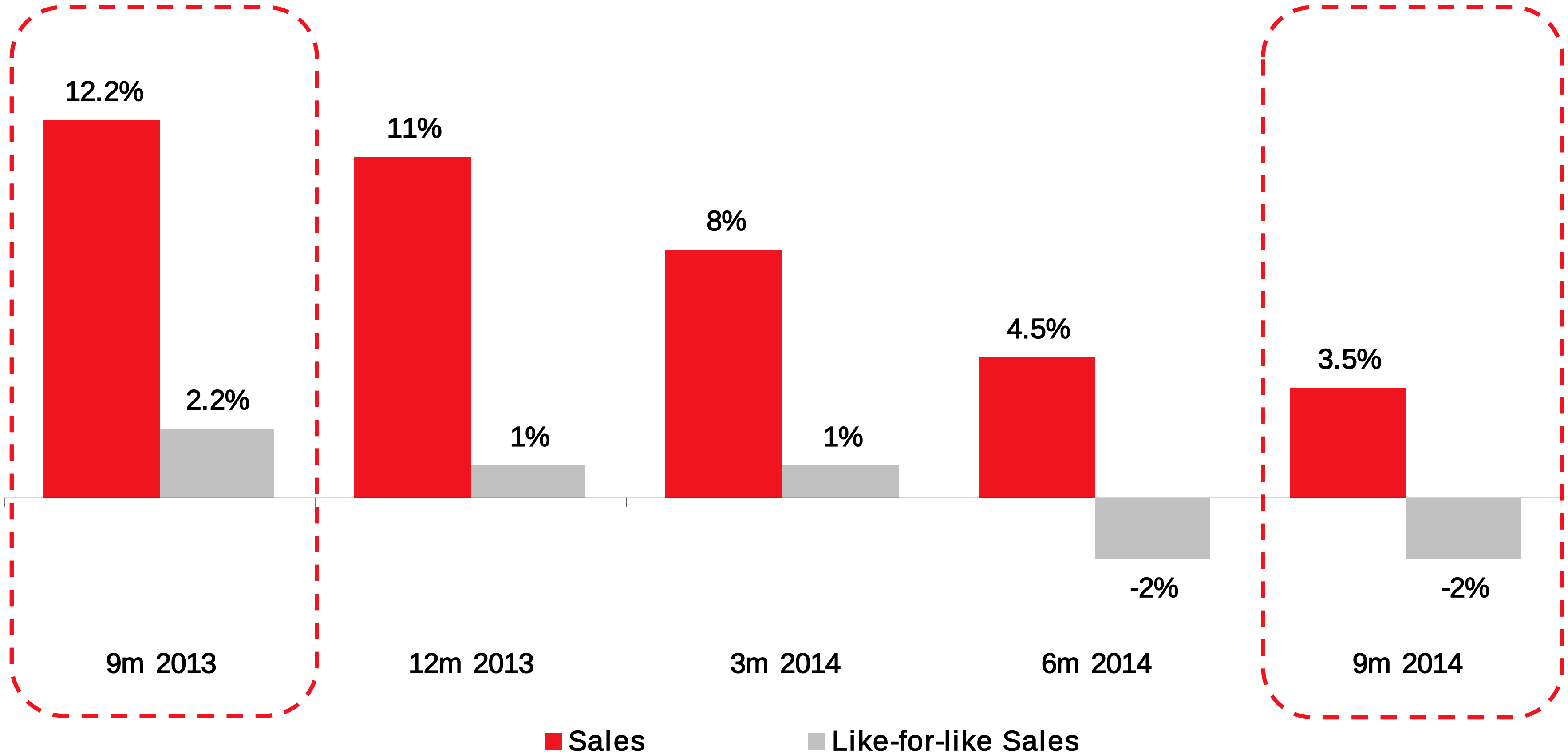
Source: Company data

9m and Q3 2014 sales growth, RUB billion (with VAT)



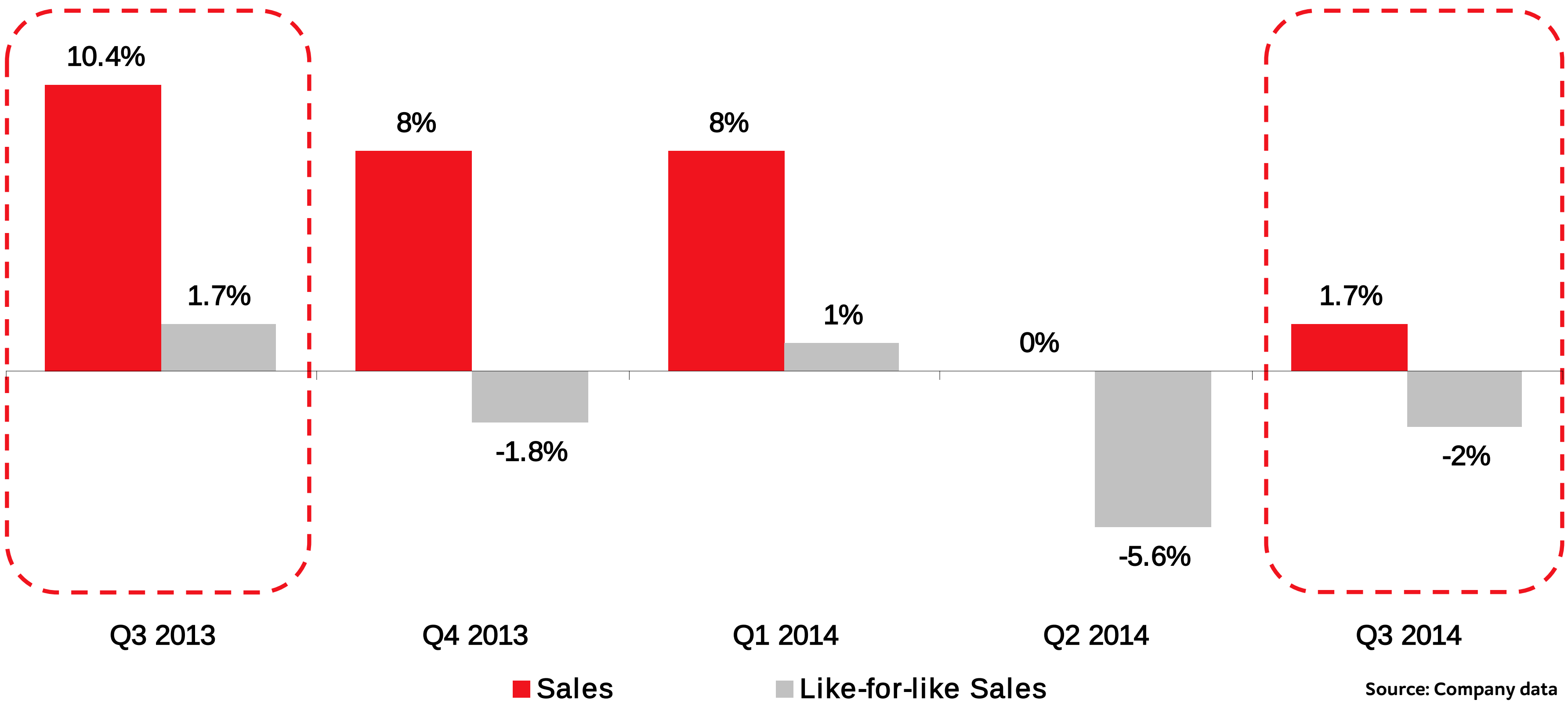
Source: Company data

9m 2013 – 9m 2014 YTD sales/LfL dynamics



Source: Company data

Q3 2013 – Q3 2014 quarterly (eop) sales/LfL dynamics



Source: Company data

9m 2014: Omni Channel Model Development

- Total: 358 stores, 153 cities of Russia.
- 28 new stores (25 net), 45,000 sq. m (net) added in 9m 2014
- 53 cities with online operations

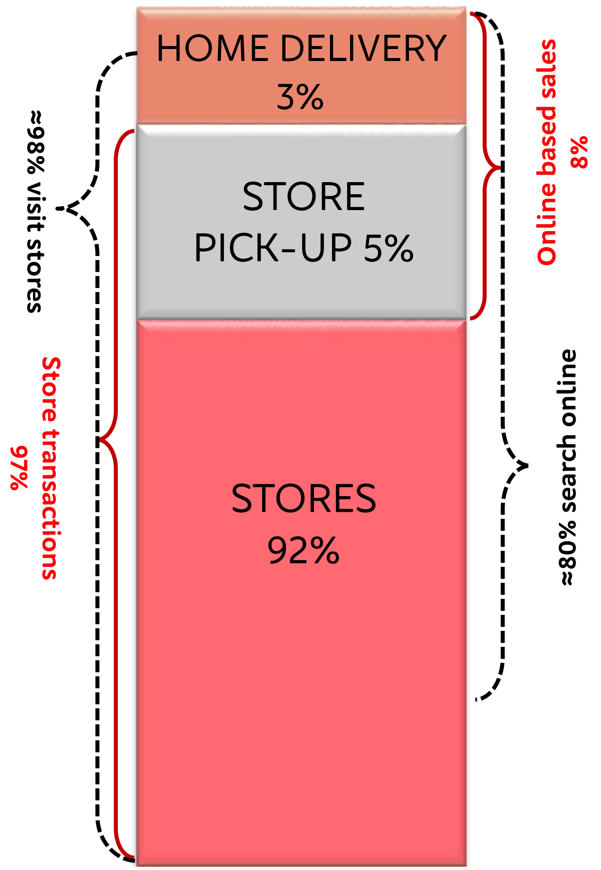
*Including stores in St.Petersburg

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

Source: Company data

9m 2014: Omni Channel Model Development

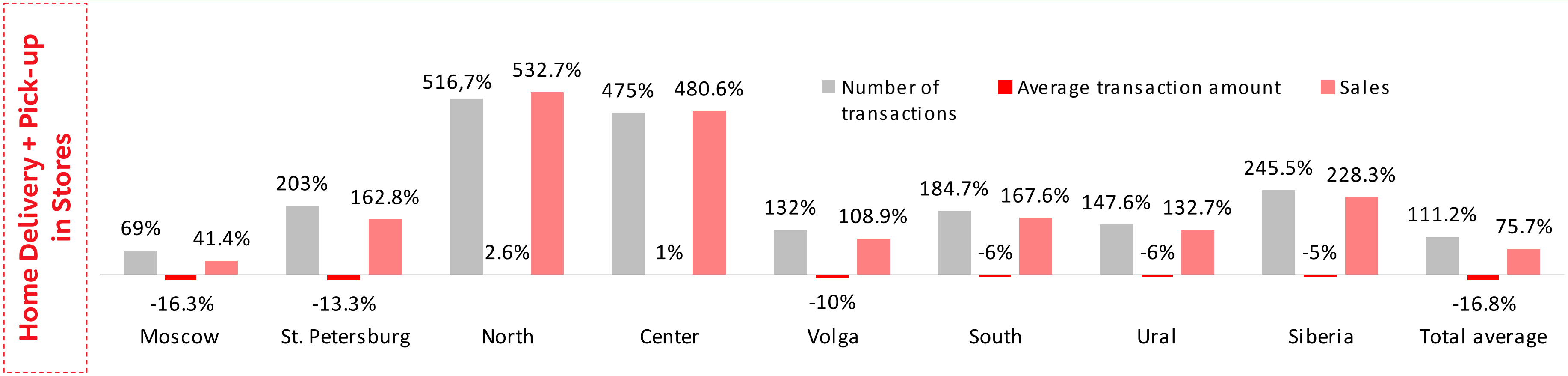
Omni Channel Customer Universe



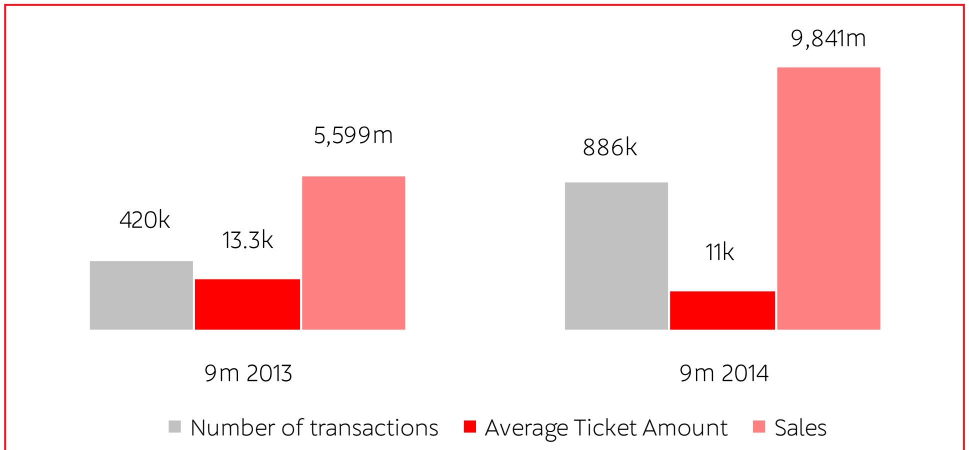
Source: Company data

- Online based sales up 91% year on year;
- Pick-up in Store is over 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 9m 2014 – 9m 2013 LfL dynamics

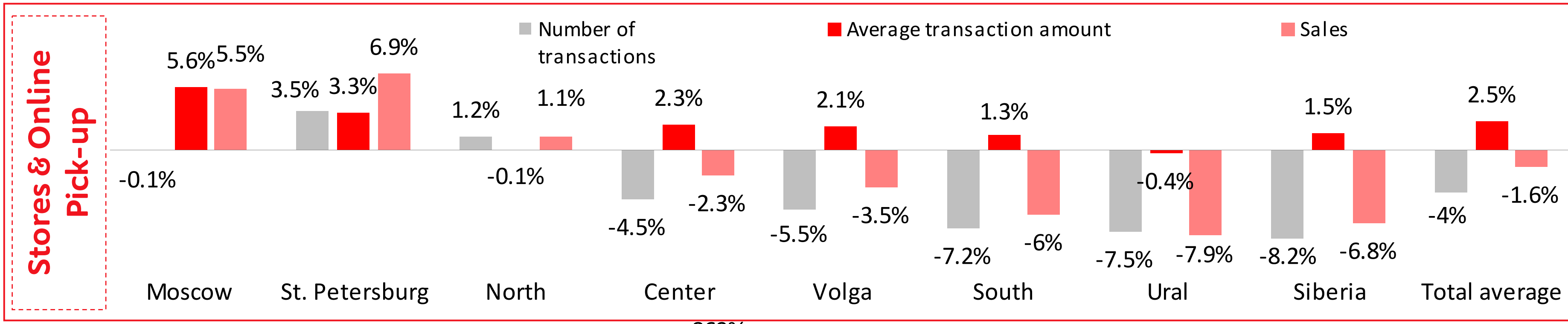


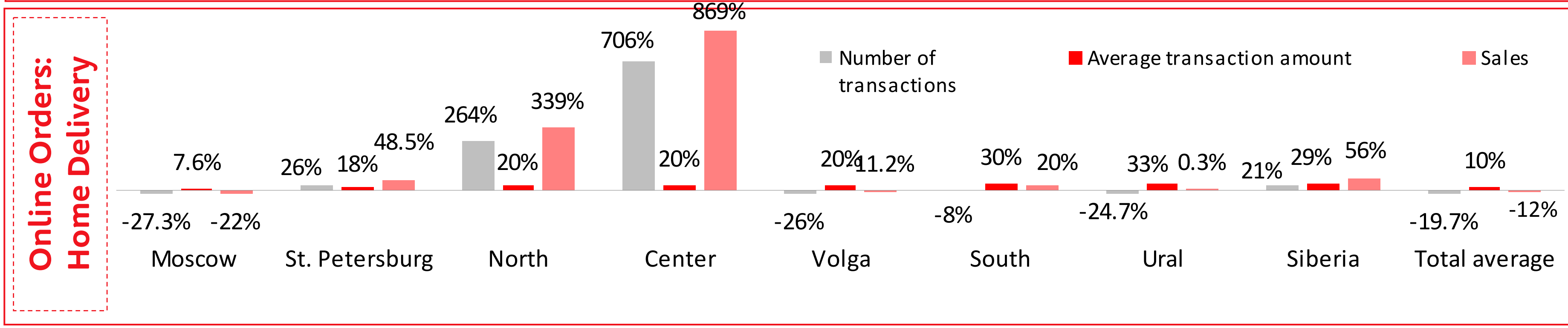
9m 2014 – 9m 2013 Internet indicators comparison (RUB, with VAT)

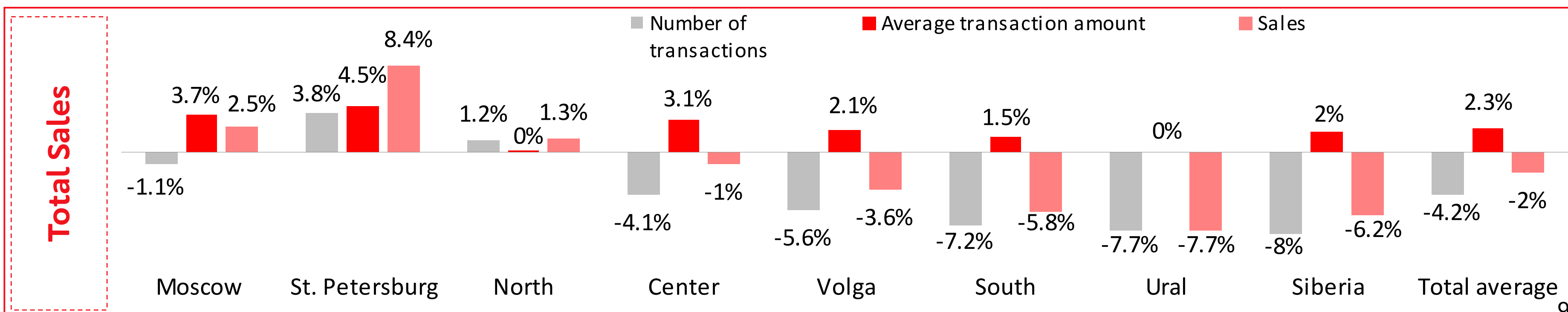


Source: Company data

9m 2014 – 9m 2013 LfL dynamics, %

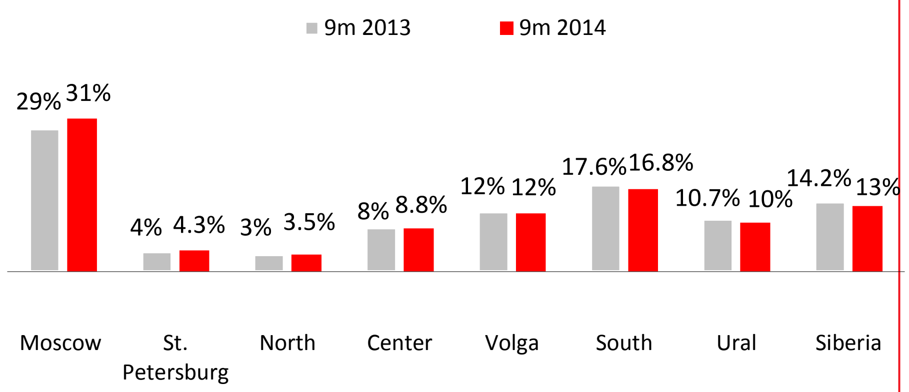




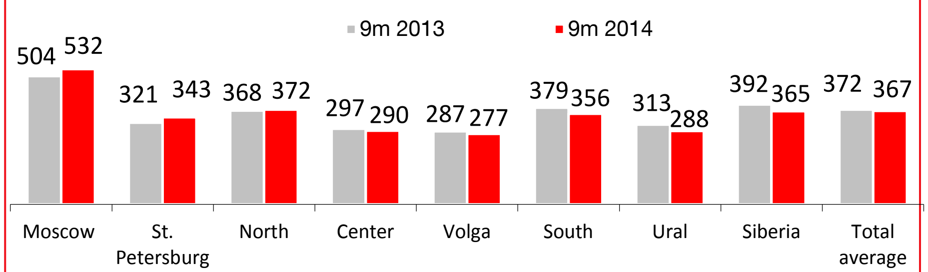


9m 2014 LfL stores performance analysis

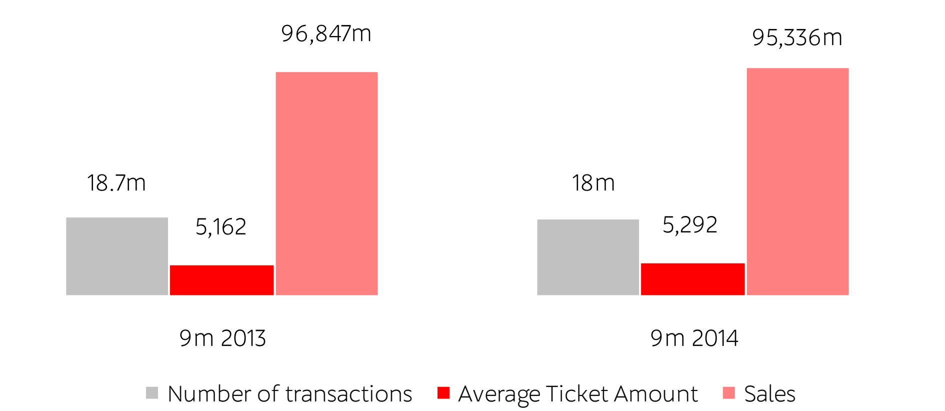
9m 2014 – 9m 2013 LfL revenue breakdown, %



9m 2014 – 9m 2013 LfL revenue per store (RUB mln, with VAT)



9m 2013 – 9m 2014 LfL stores indicators comparison (RUB, with VAT)

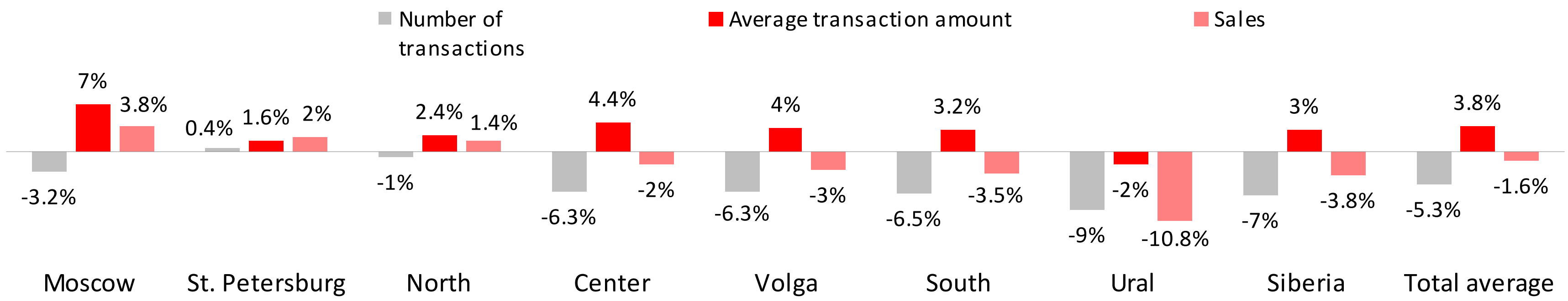


Source: Company data

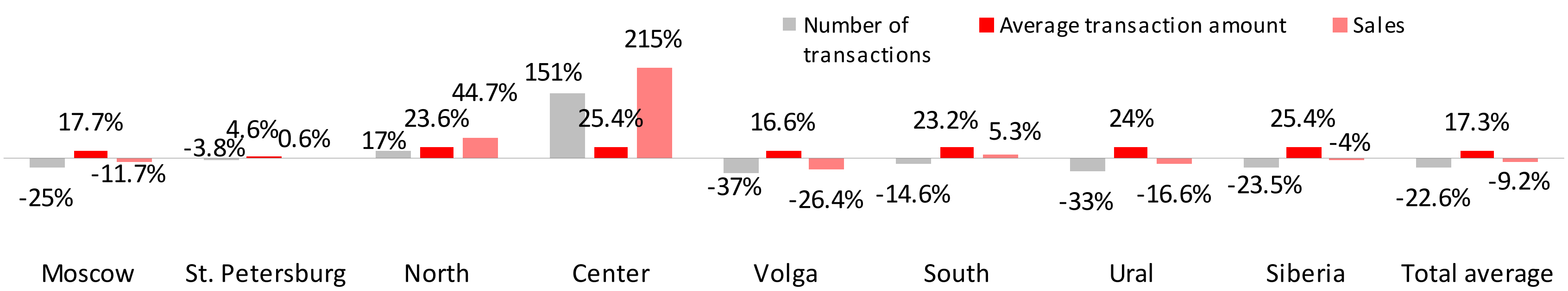
Note: LfL data is based upon a comparison of stores open at January 1, 2012 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space.

Q3 2014 – Q3 2013 LfL dynamics, %

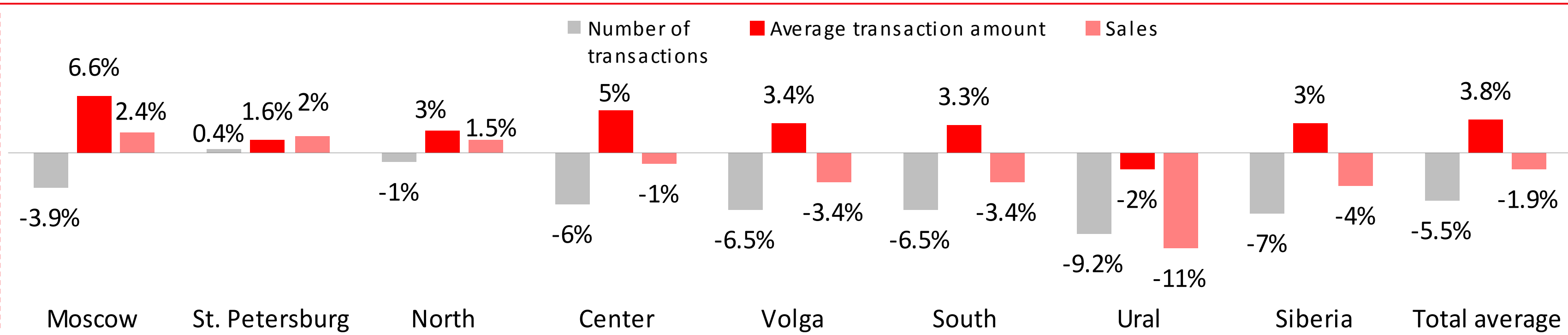
Stores & Online Pick-up



Online Orders: Home Delivery

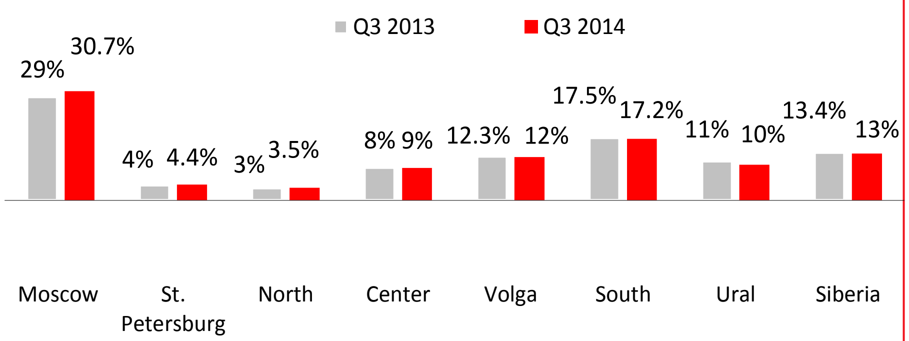


Total Sales

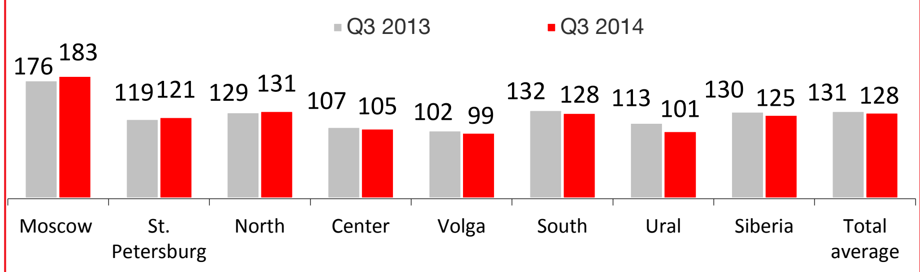


Q3 2014 LfL stores performance analysis

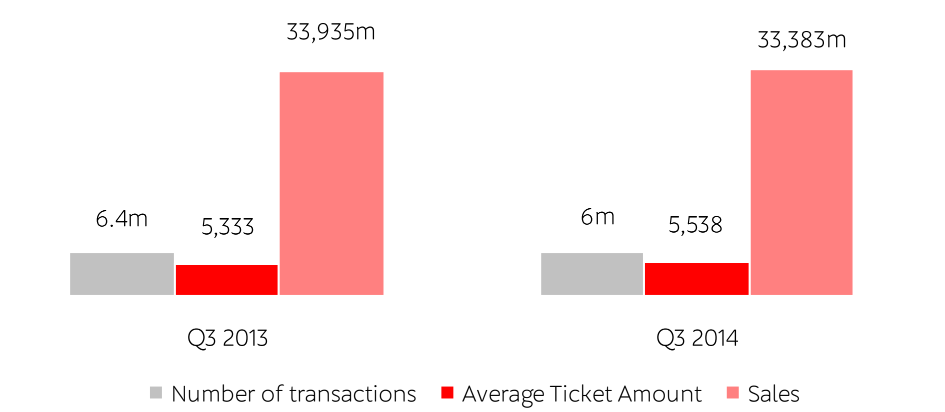
Q3 2014 – Q3 2013 LfL revenue breakdown, %



Q3 2014 – Q3 2013 LfL revenue per store (RUB mln, with VAT)



Q3 2013 – Q3 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.

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: invest.mvideo.ru

Official ticker: MVID RU

Exchange: Moscow Exchange

For investor relations purposes, please contact:

Christopher Parks

Denis Davydov