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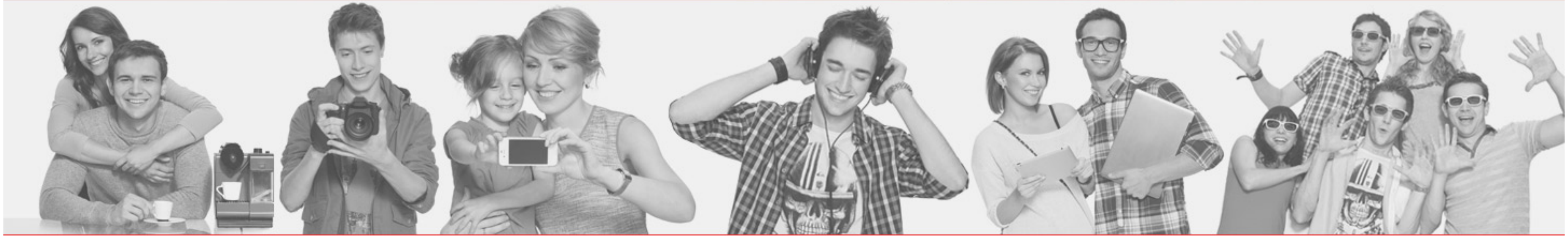
Omni-Channel Strategy in the Russian Consumer Electronic Retail

9m and Q3 2015 Investor and Analyst Presentation



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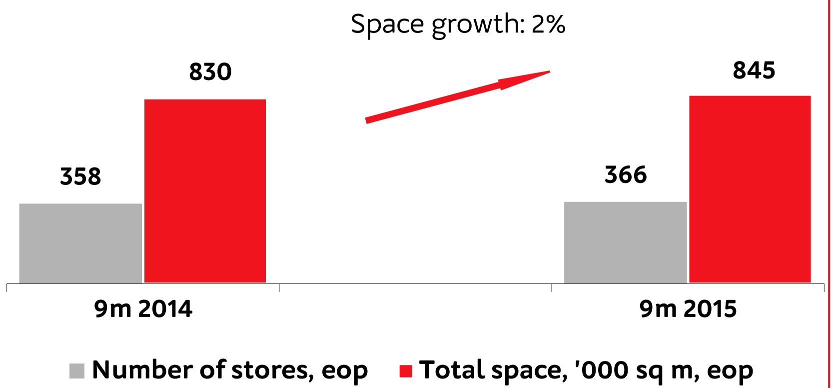
9m and Q3 2015 trading update summary

- Q3 2015 sales grew by 10% and reached 47.5 billion RUB (with VAT). LfL sales grew by 3.6%.
- 9m 2015 sales amounted to 130.7 billion RUB* (with VAT) and grew by 4.6% y-o-y. 9m 2015 LFL sales amounted (4%).
- 9m 2015 online based sales grew by 36% to 13.4 billion RUB (with VAT).
- 7 new stores added, 9 stores closed in 9m 2015; network has 366 stores in 158 cities.

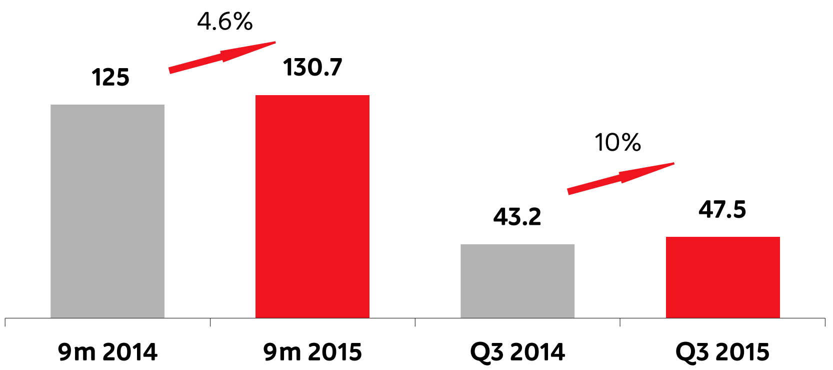
** As adjusted for 2,941 million RUB (2,492 without VAT) of revenue for goods prepaid in 2014 but delivered to customers in 2015.*

9m 2015 # of stores and total space dynamics



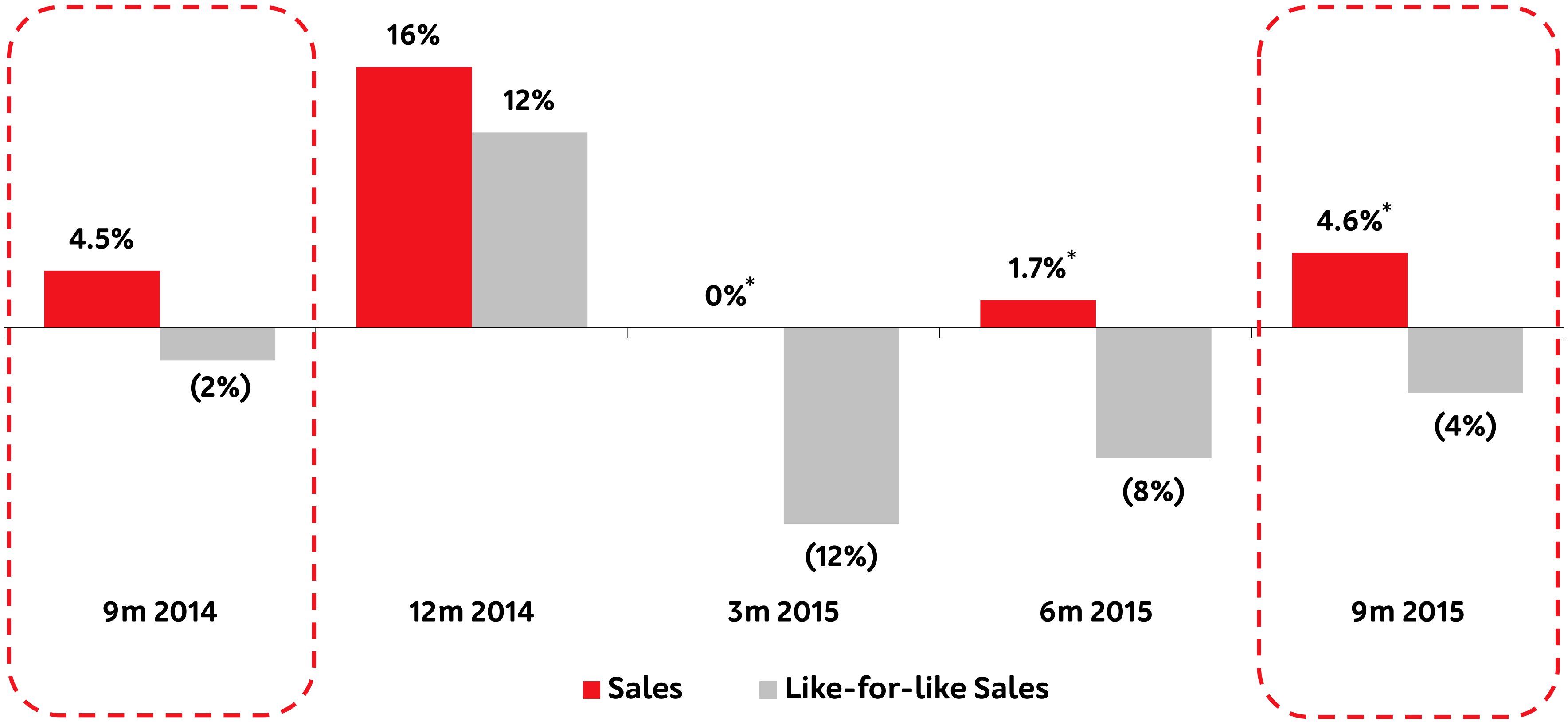
Source: Company data

9m and Q3 2015 sales dynamics, y-o-y



Source: Company data

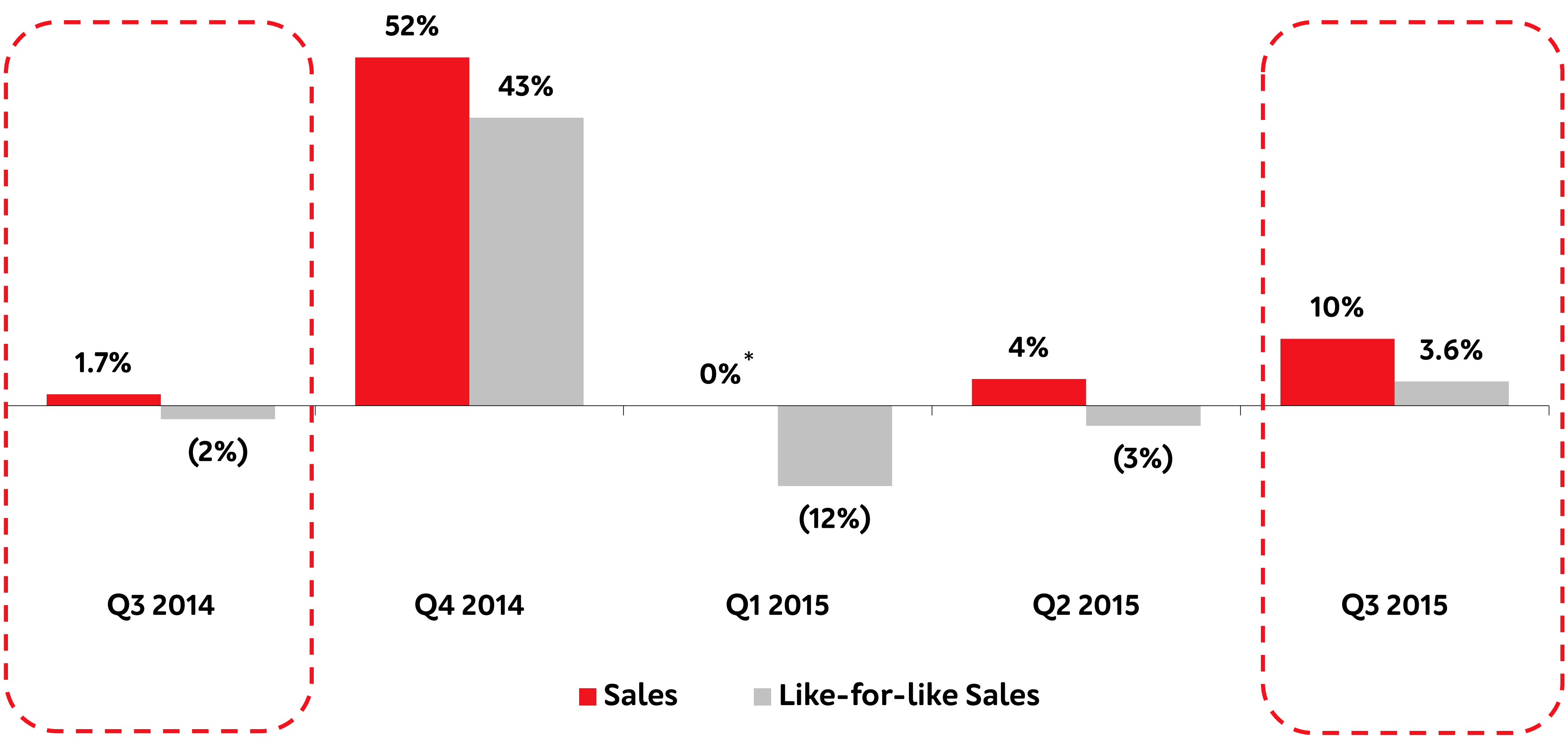
9m 2014 – 9m 2015 YTD sales/LfL sales dynamics



** As adjusted for additional revenue for goods prepaid in 2014 but delivered to customers in 2015.*

Source: Company data

Q3 2014 – Q3 2015 quarterly sales/LfL sales dynamics

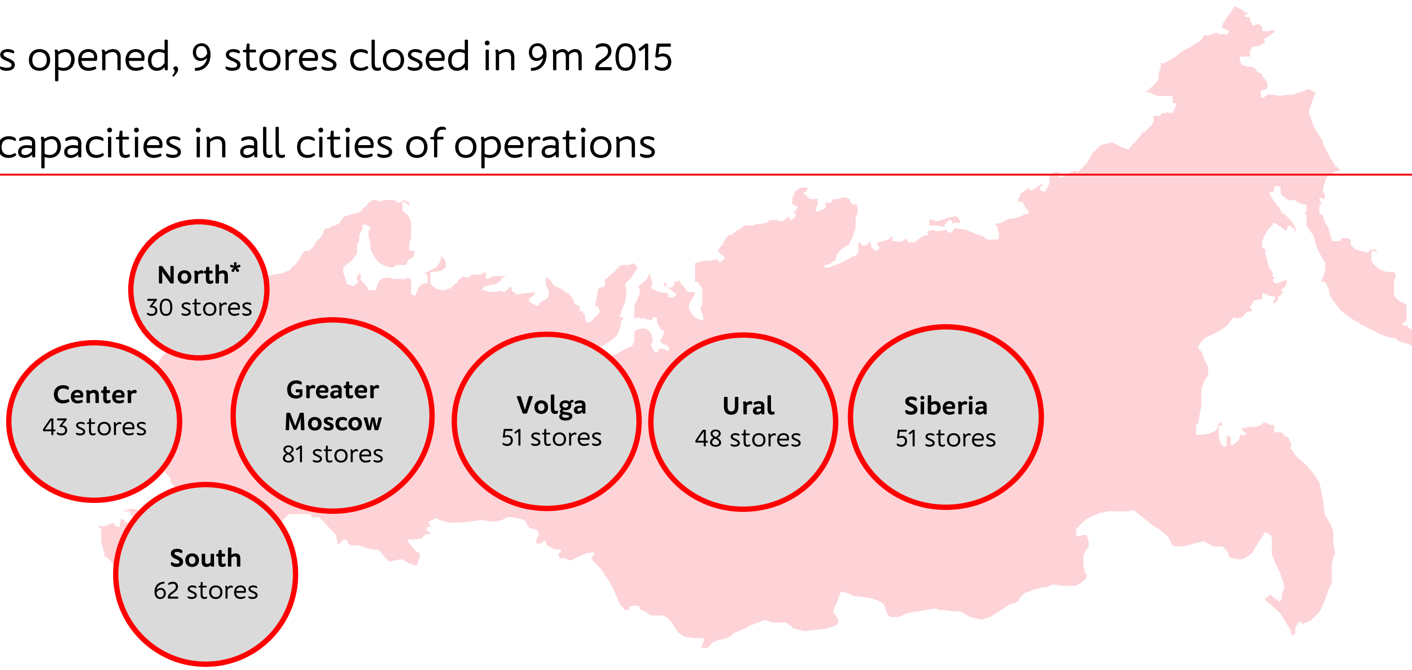


** As adjusted for additional revenue for goods prepaid in 2014 but delivered to customers in 2015.*

Source: Company data

9m 2015: Omni Channel Model Development

- Total: 366 stores, 158 cities of Russia.
- 7 new stores opened, 9 stores closed in 9m 2015
- Full online capacities in all cities of operations



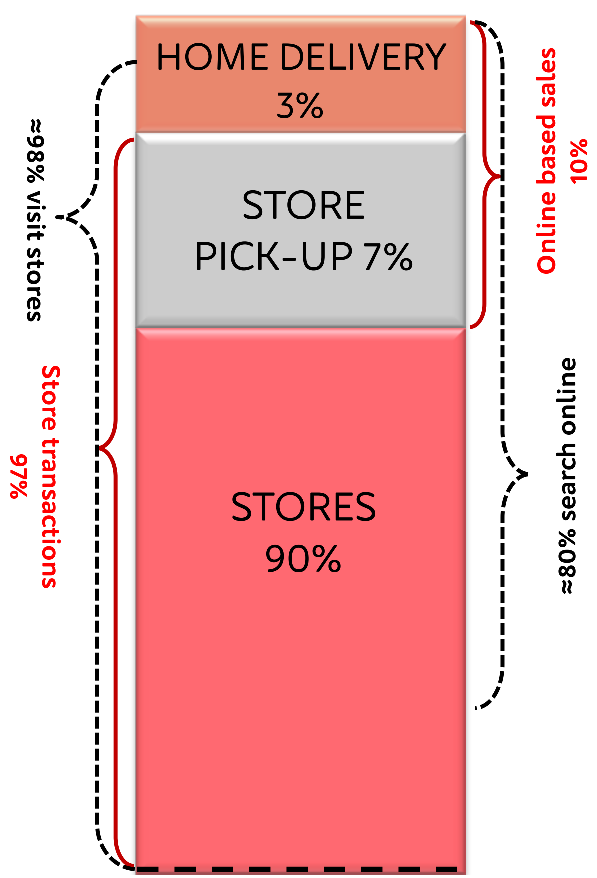
*Including stores in St.Petersburg

- 342 stores (93%) leased, 24 stores (7%) owned.
- 325 stores are in shopping malls, 41 stores are standalone.

Source: Company data

9m 2015: Omni Channel Model Development

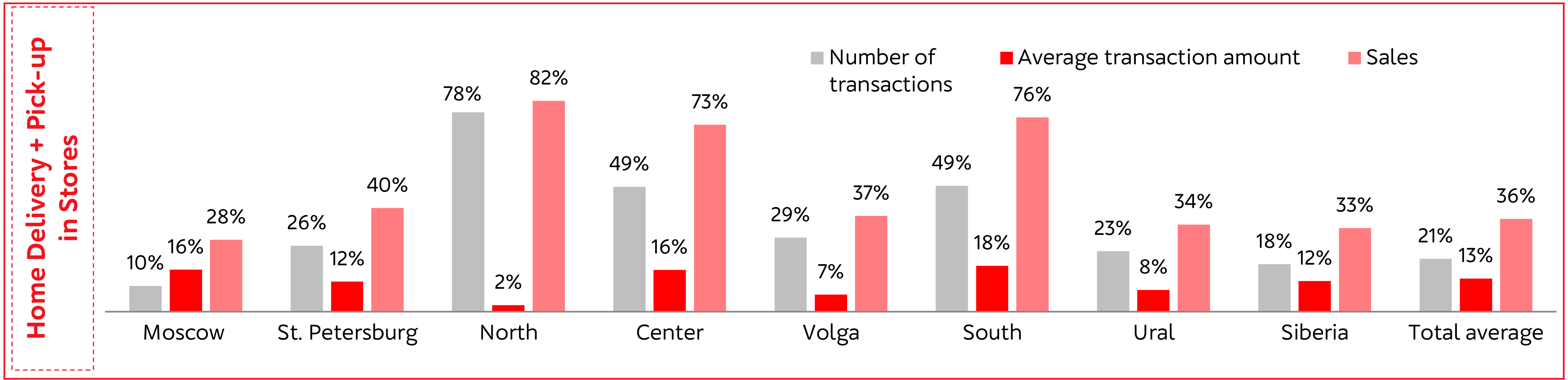
Omni Channel Customer Universe



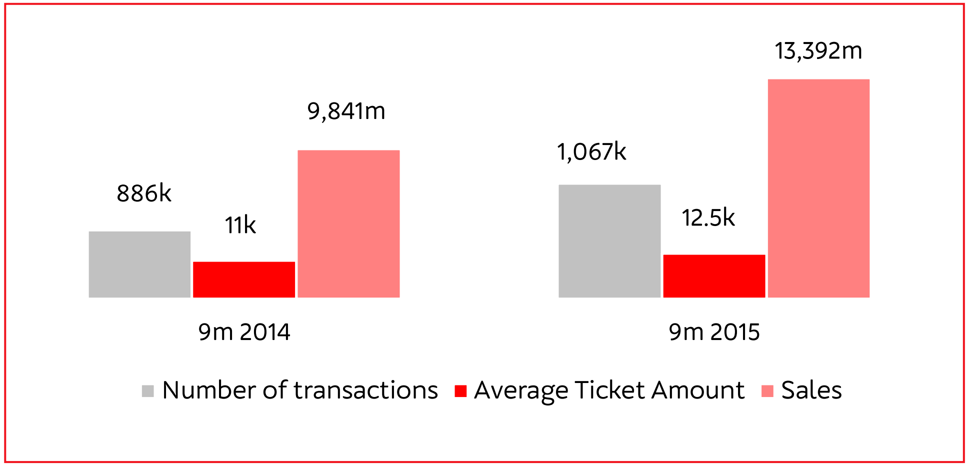
Source: Company data

- Online Based Sales (OBS) up 36% year on year, exceeding 10% of sales;
- Pick-up in Store is 71%, home delivery is 29% of OBS;
- 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-ups help to get customer walking through store and feed “impulse buys”;
- People tend to buy accessories and small home appliances as their “second purchase” in store.

Online based sales 9m 2015 – 9m 2014 LfL dynamics



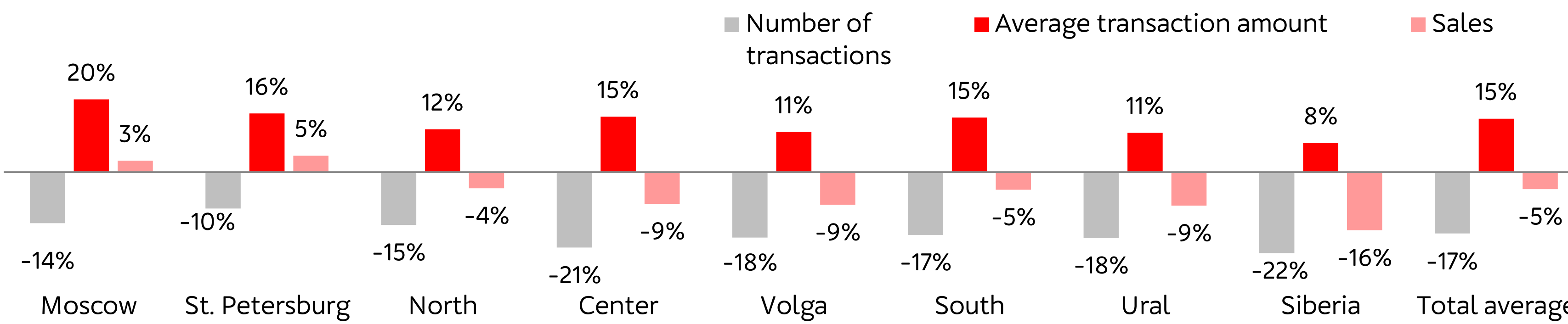
9m 2014 – 9m 2015 OBS indicators comparison (RUB, with VAT)



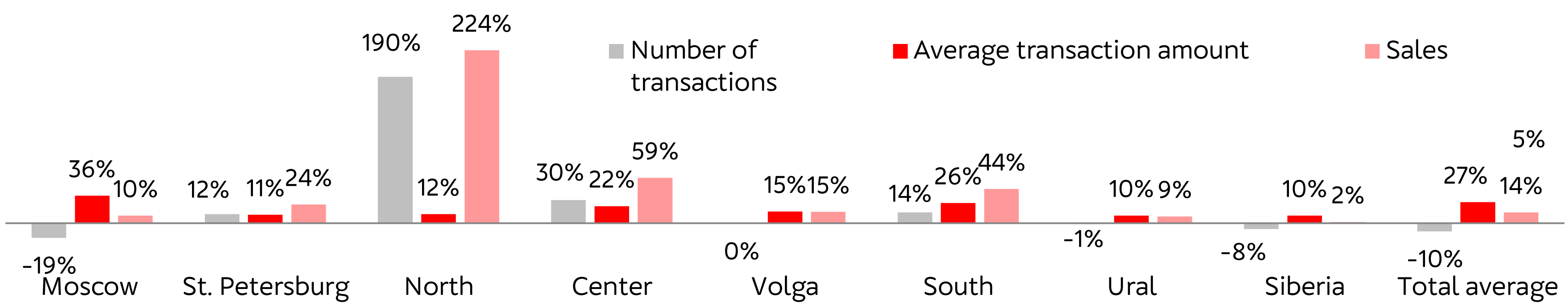
Source: Company data

9m 2015 – 9m 2014 LfL dynamics, %

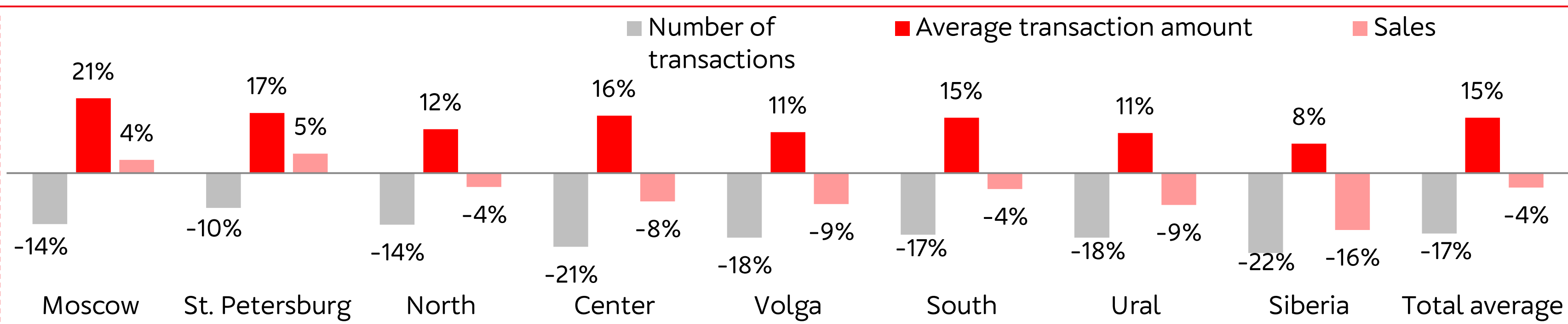
Stores & Online Pick-up



Online Orders: Home Delivery

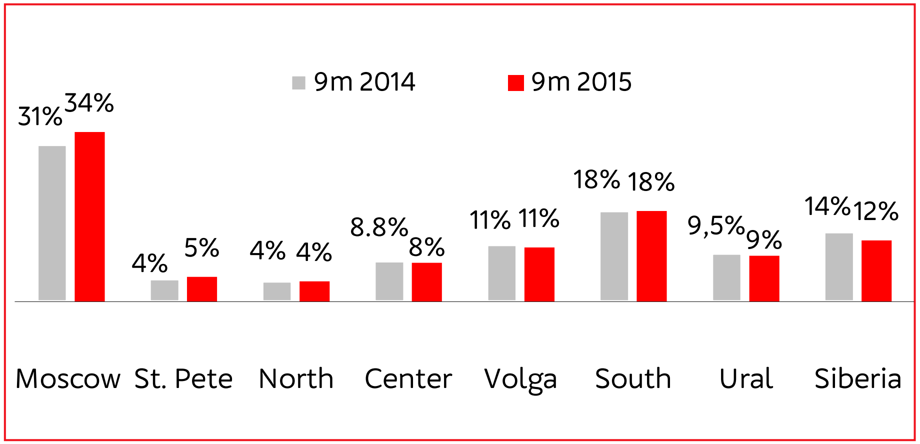


Total Sales

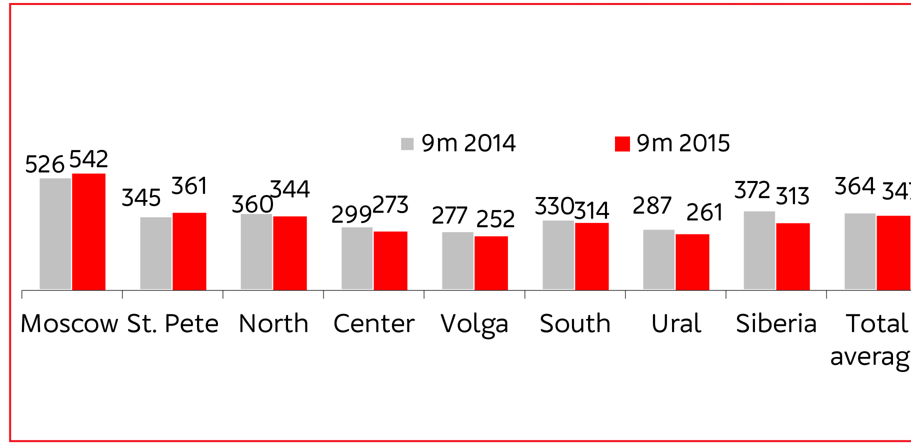


9m 2015 LfL stores performance analysis

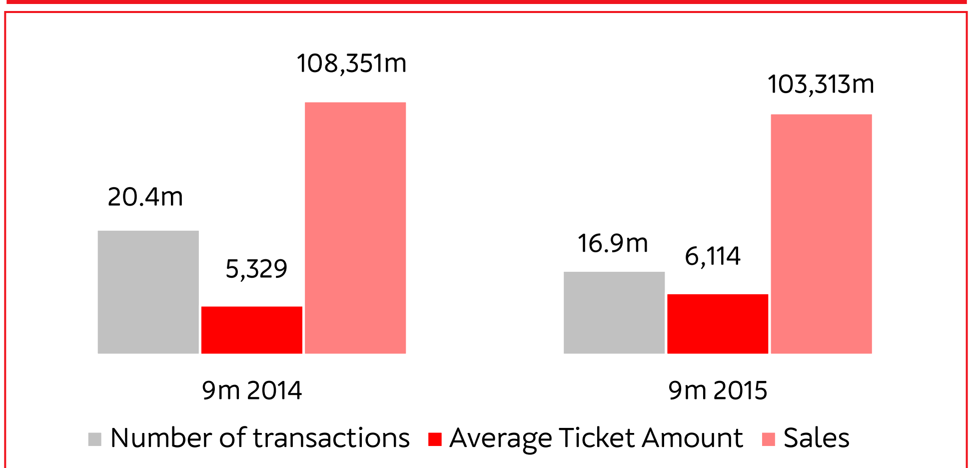
9m 2015 – 9m 2014 LfL revenue breakdown, %



9m 2015 – 9m 2014 LfL revenue per store (RUB mln, with VAT)



9m 2014 – 9m 2015 LfL stores indicators comparison (RUB, with VAT)

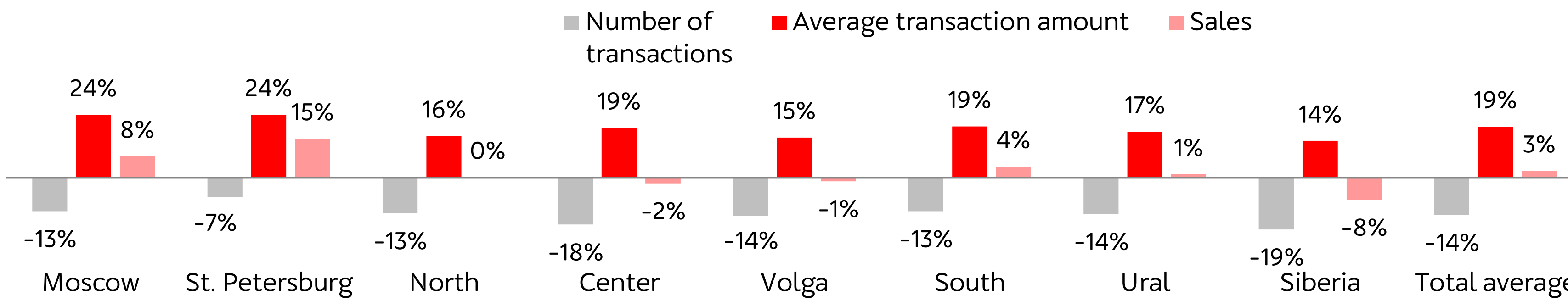


Source: Company data

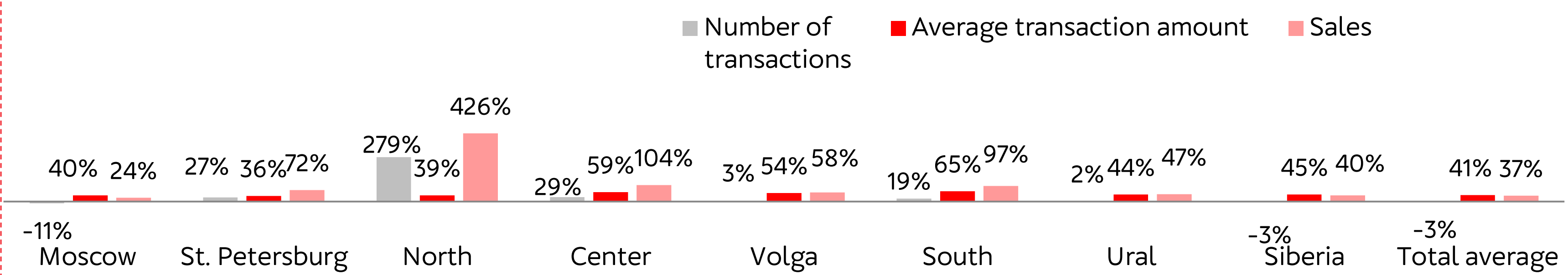
Note: LfL data is based upon a comparison of stores open at January 1, 2014 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space.

Q3 2015 – Q3 2014 LfL dynamics, %

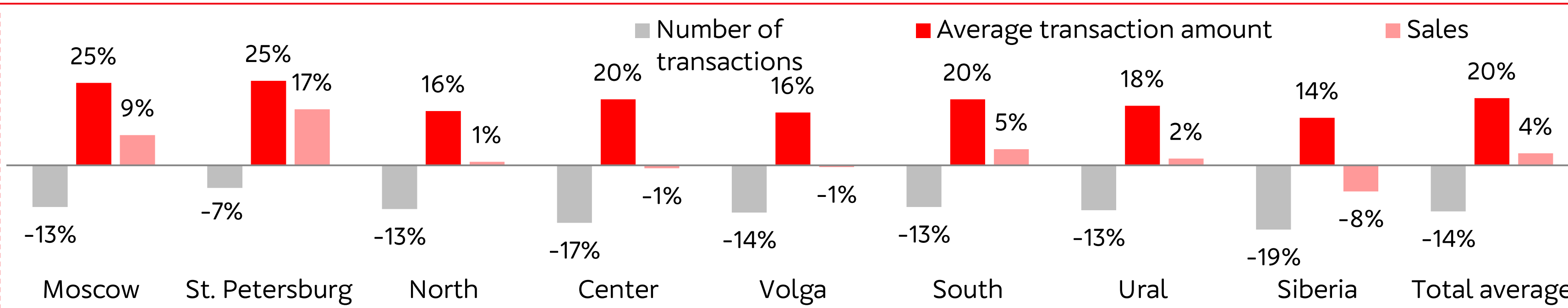
Stores & Online Pick-up



Online Orders: Home Delivery

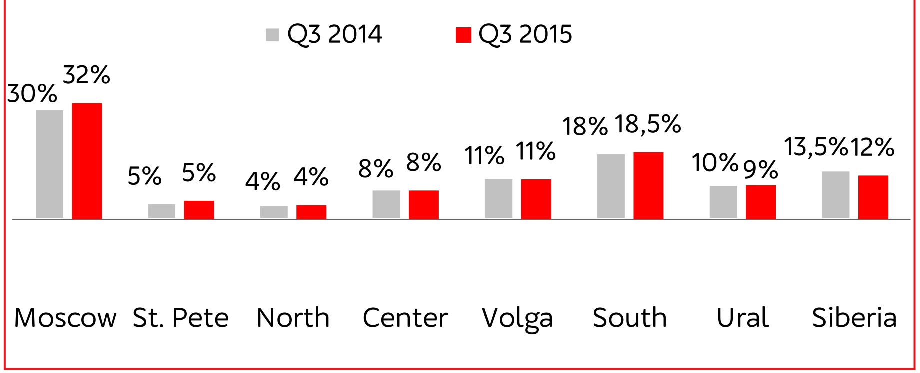


Total Sales

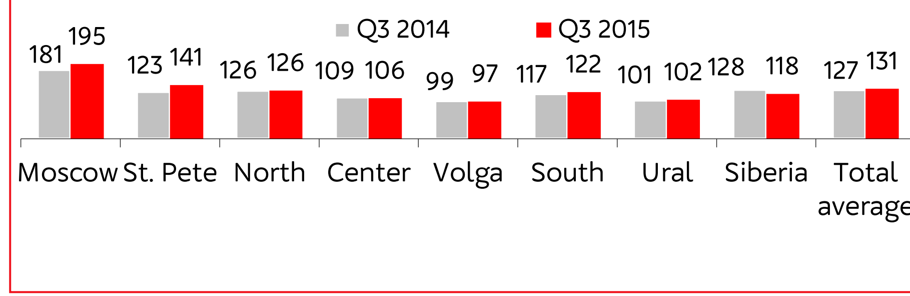


Q3 2015 LfL stores performance analysis

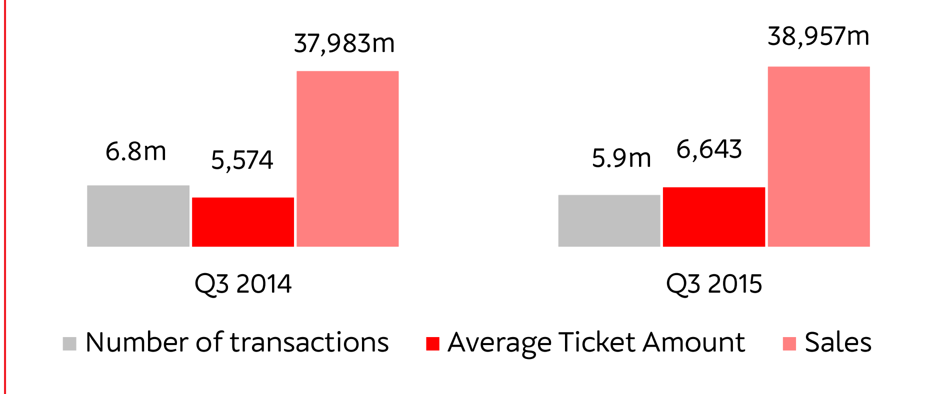
Q3 2015 – Q3 2014 LfL revenue breakdown, %



Q3 2015 – Q3 2014 LfL revenue per store (RUB mln, with VAT)



Q3 2014 – Q3 2015 LfL stores indicators comparison (RUB, with VAT)



Source: Company data

Note: LfL data is based upon a comparison of stores open at January 1, 2014 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space.

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