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Omni-Channel Strategy in the Russian Consumer Electronic Retail

Investor and Analyst Presentation, January 2016.



нам не всё равно 20 лет

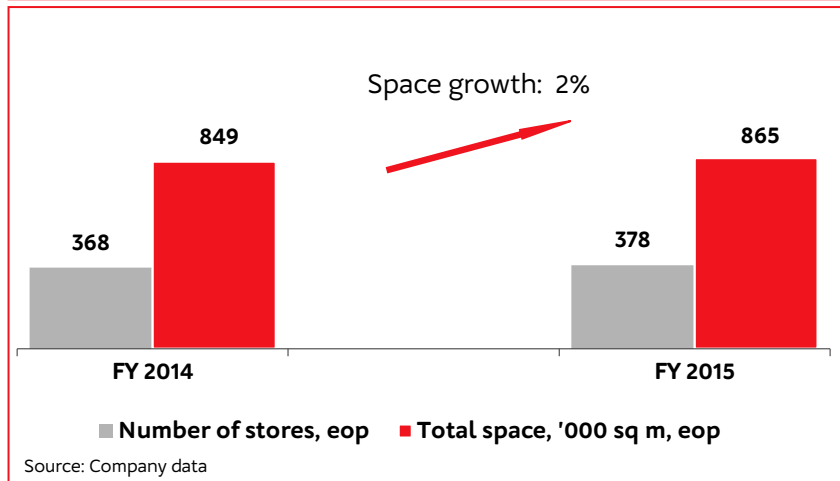
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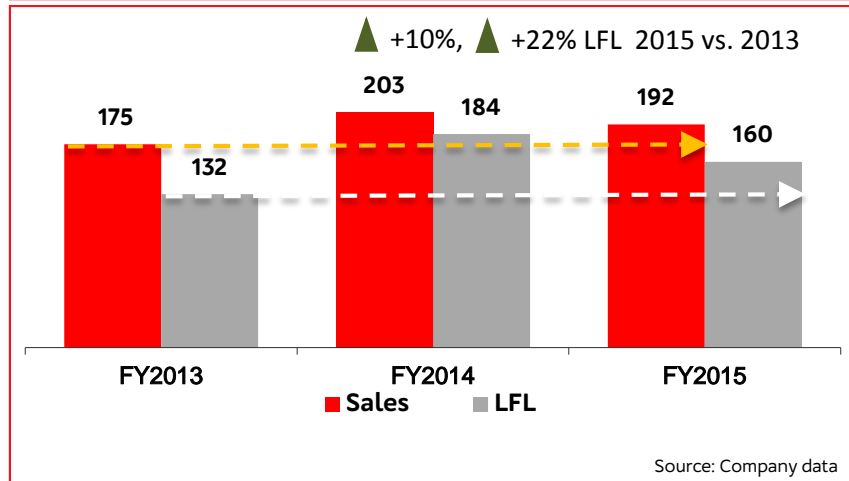
12m and Q4 2015 trading update summary

- 12m 2015 sales amounted to 192 billion RUB (162 billion RUB without VAT), demonstrating (5.5%) vs. 12m 2014. LfL sales showed (12.7%).
- 12m 2015 online based sales grew by 12.5% to 20.4 billion RUB (with VAT).
- Q4 2015 sales were (23%) Q4 2015 LfL sales were (26.4%) vs. Q4 2014.
- 20 new stores (10 net) added in 12m 2015; network reached 378 stores and 865,000 sq.m total space.

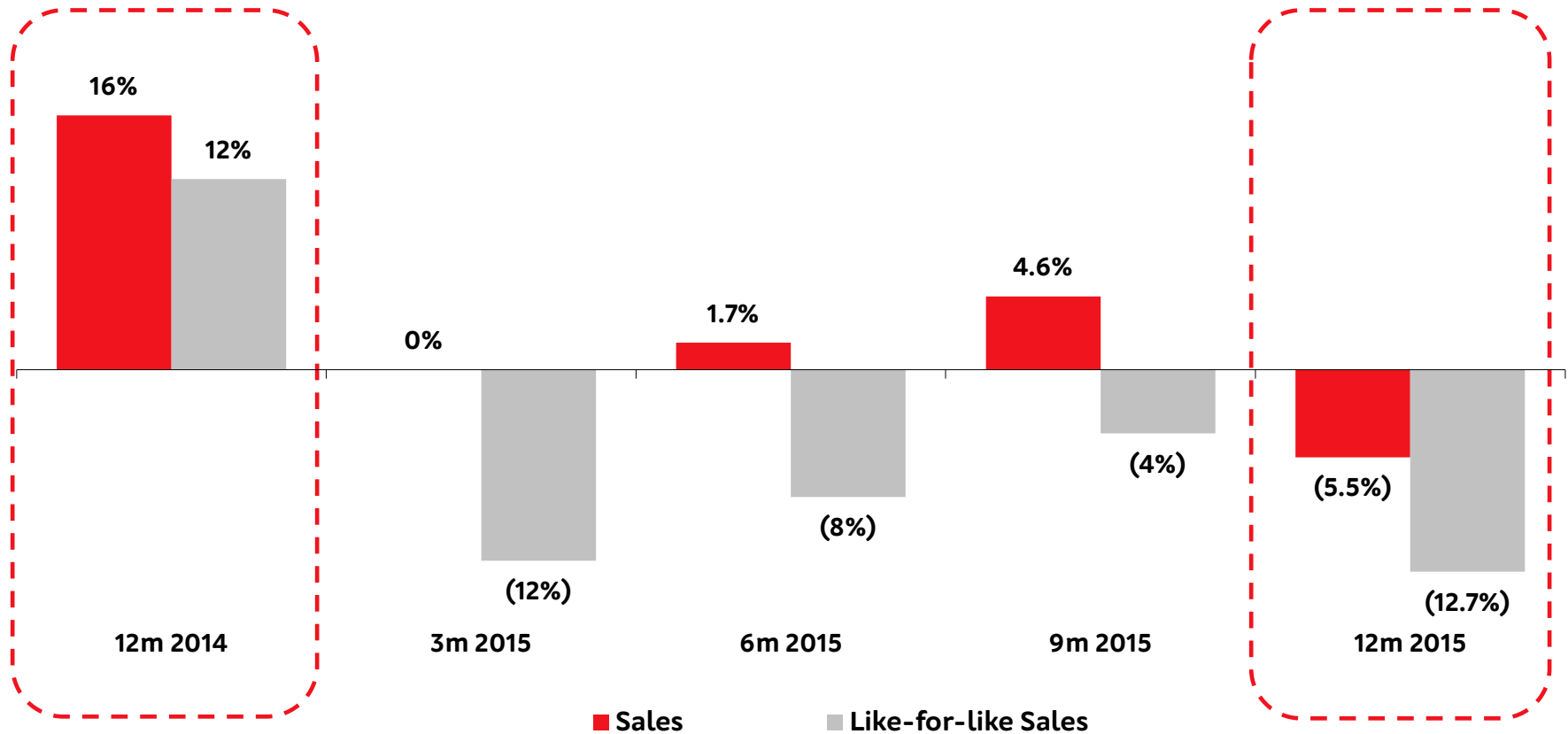
12m 2015 # of stores and total space dynamics



2013 - 2015 sales & LfL evolution, RUB billion (with VAT)

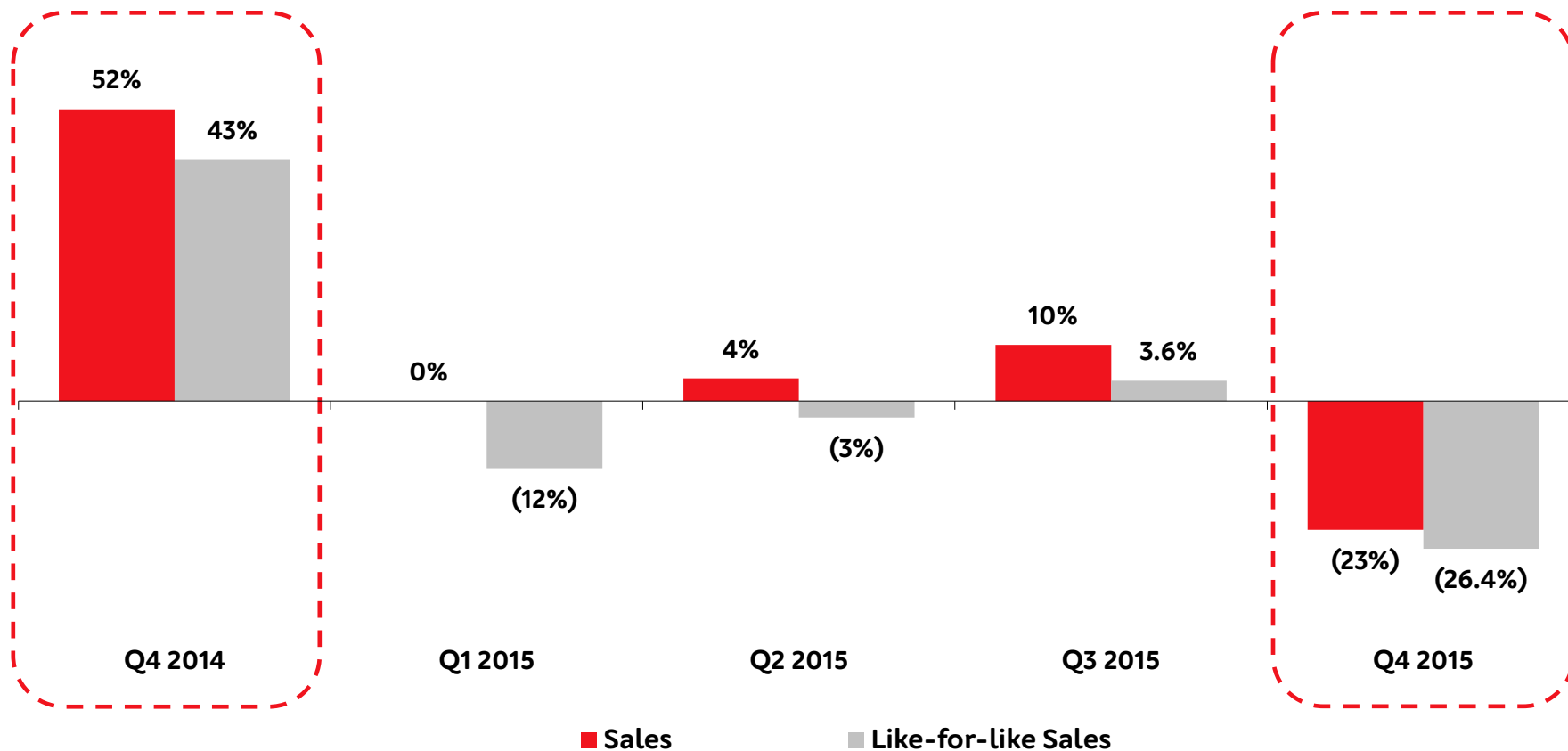


12m 2014 – 12m 2015 YTD sales/LfL dynamics



Source: Company data

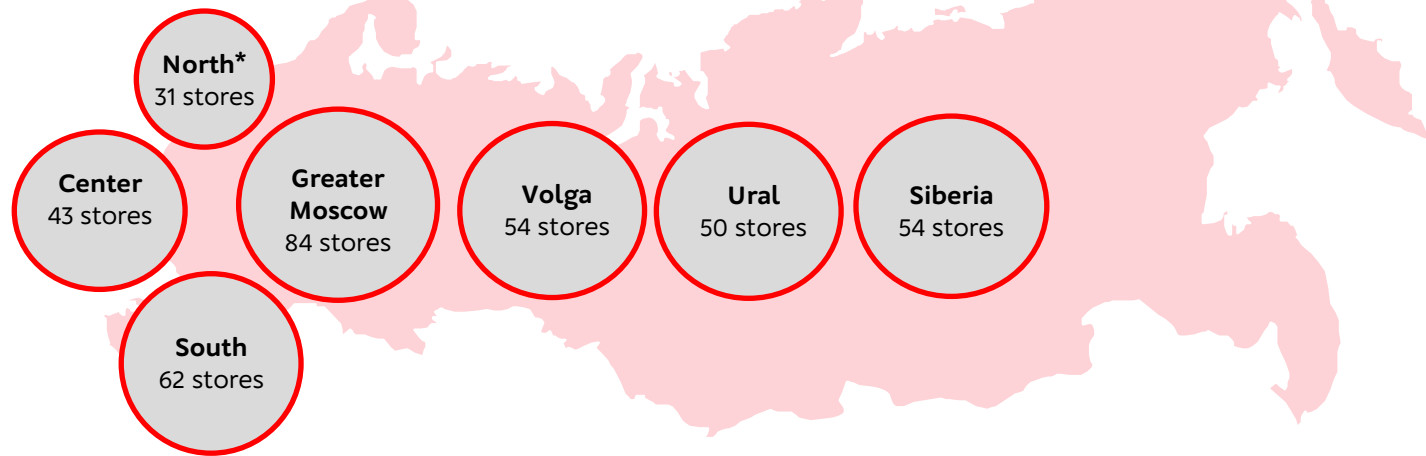
Q4 2014 – Q4 2015 quarterly (eop) sales/LfL dynamics



Source: Company data

12m 2015: Omni Channel Model Development

- Total: 378 stores, 161 cities of Russia.
- 20 new stores opened, 10 stores closed in 12m 2015
- Full online capacities in all cities of operations



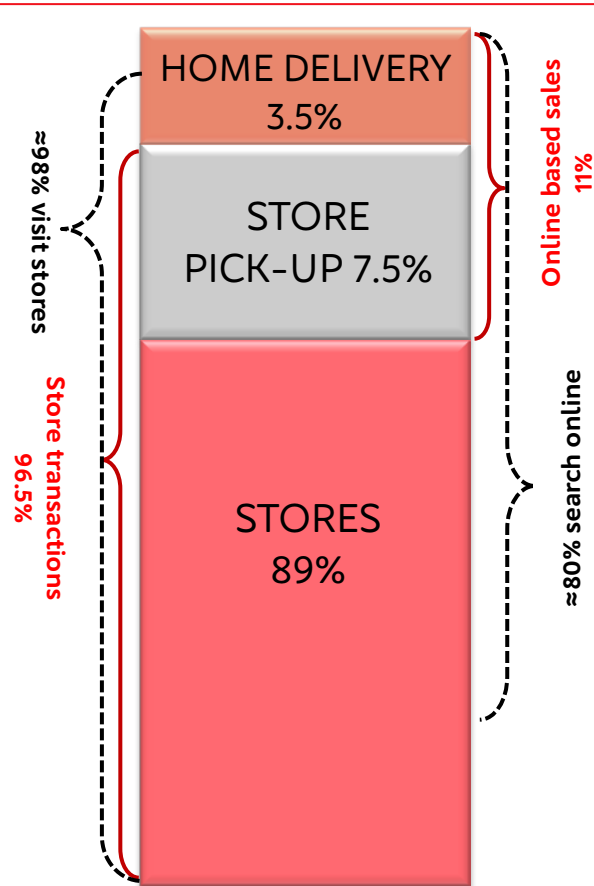
*Including stores in St.Petersburg

- 354 stores (94%) leased, 24 stores (6%) owned.
- 337 stores are in shopping malls, 41 stores are standalone.

Source: Company data

12m 2015: Omni Channel Model Development

Omni Channel Customer Universe

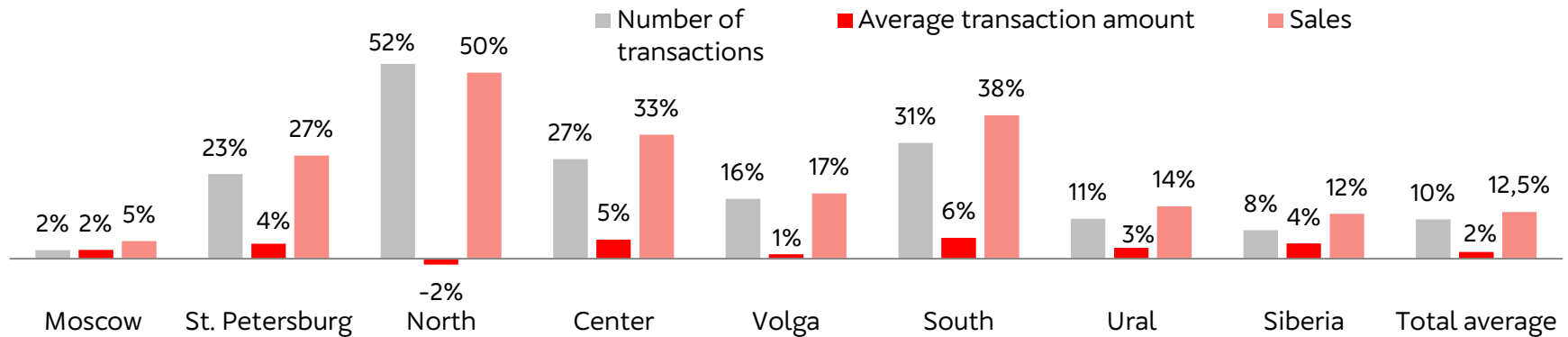


Source: Company data

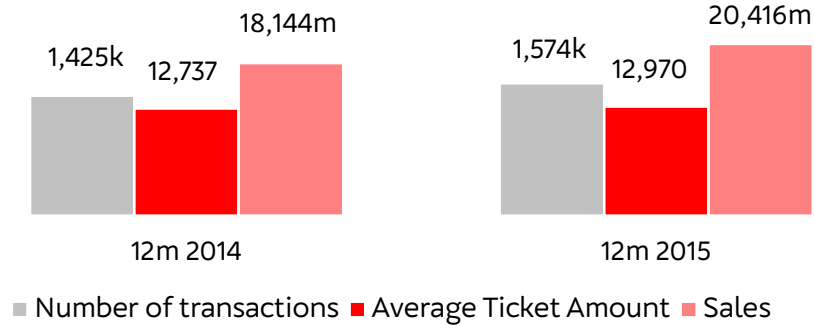
- Online based sales grew 12,5% year on year.
- Pick-up in Store is 69%, home delivery is 31%.
- Stores are the main focus of the customer:
 - 98% visit stores while 97% buy in Mvideo stores;
 - Online customers continue to come to stores for convenience and selection
- Store pick-up helps to get customer 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 12m 2015 – 12m 2014 LfL dynamics

Home Delivery + Pick-up
in Stores



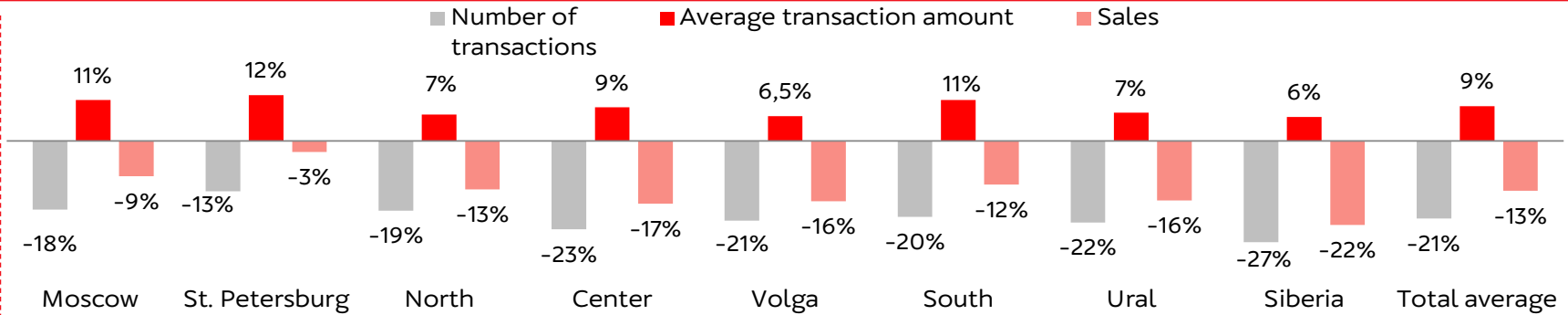
12m 2014 – 12m 2015 Internet indicators comparison (RUB, with VAT)



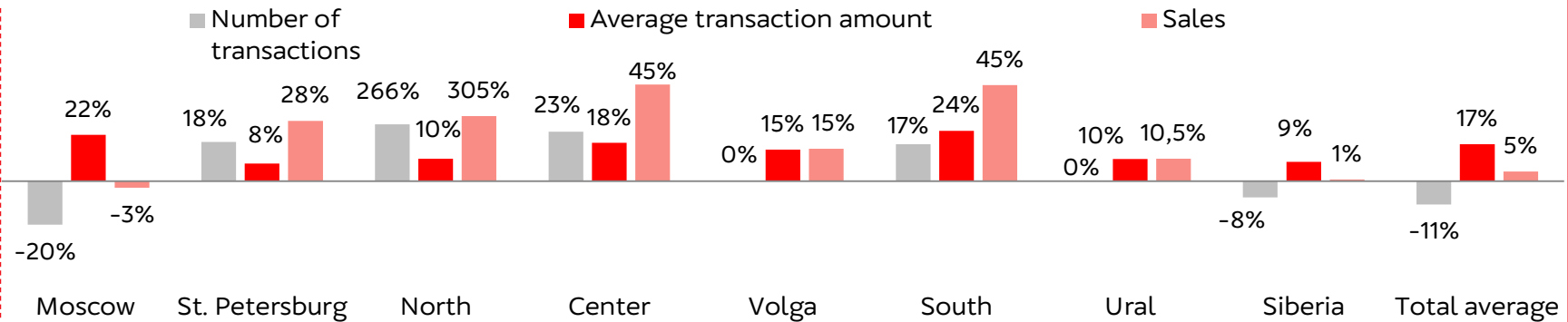
Source: Company data

12m 2015 – 12m 2014 LfL dynamics, %

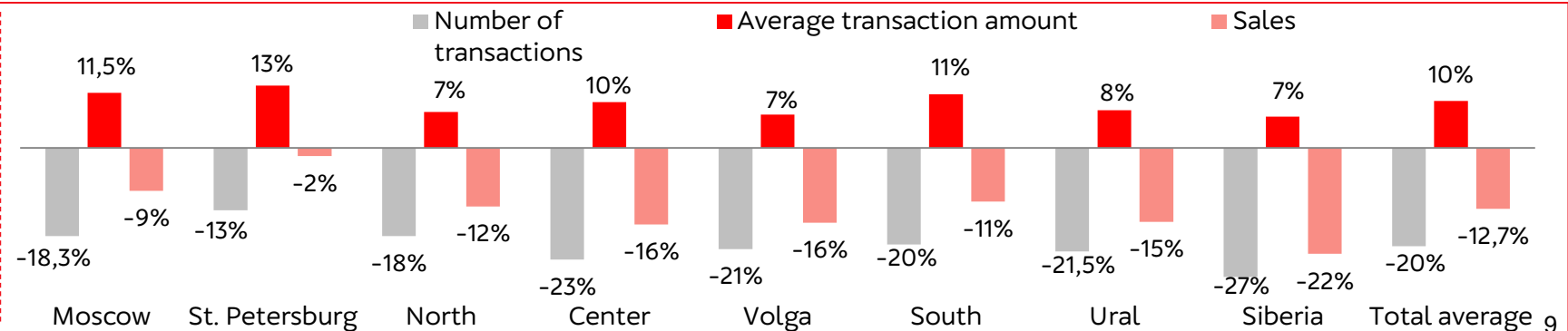
Stores & Online Pick-up



Online Orders: Home Delivery

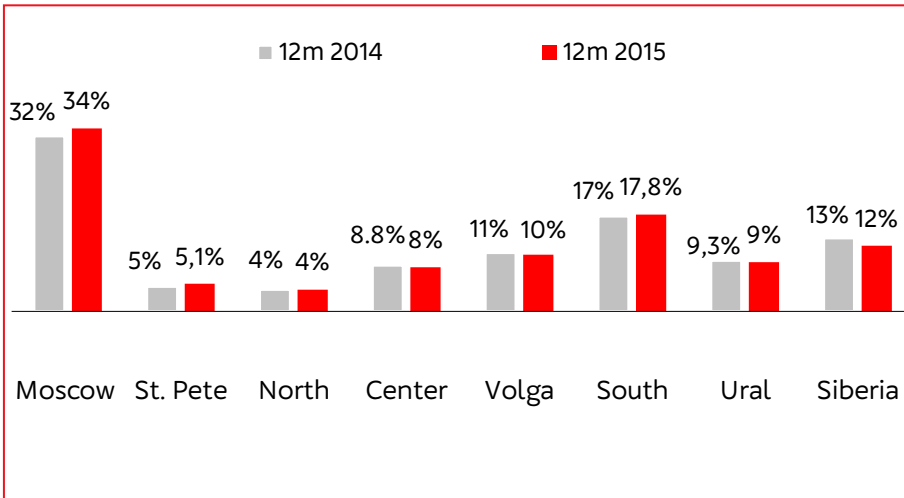


Total Sales

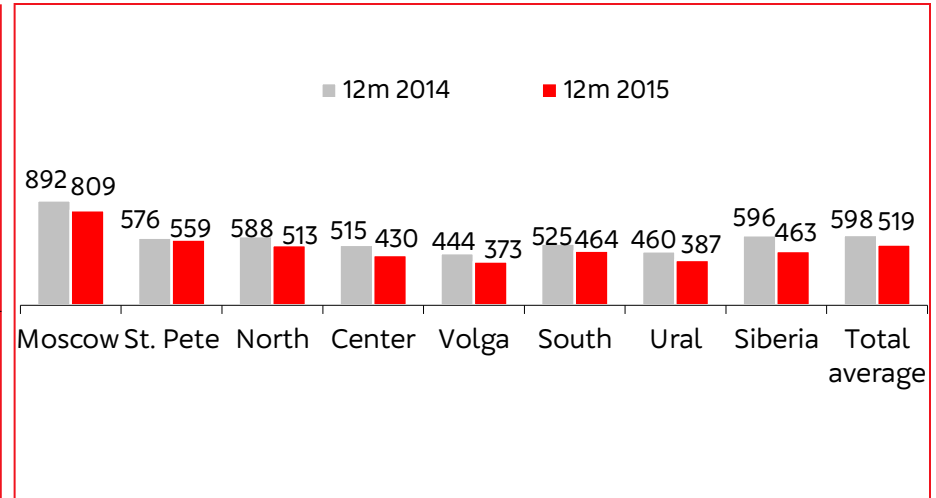


12m 2015 LfL stores performance analysis

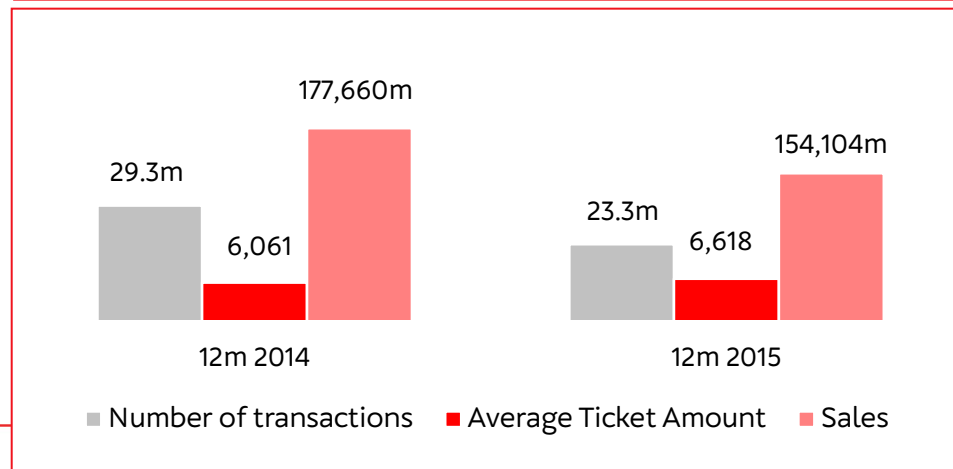
12m 2014 – 12m 2015 LfL revenue breakdown, %



12m 2014 – 12m 2015 LfL revenue per store (RUB mln, with VAT)



12m 2014 – 12m 2015 LfL stores indicators comparison (RUB, with VAT)

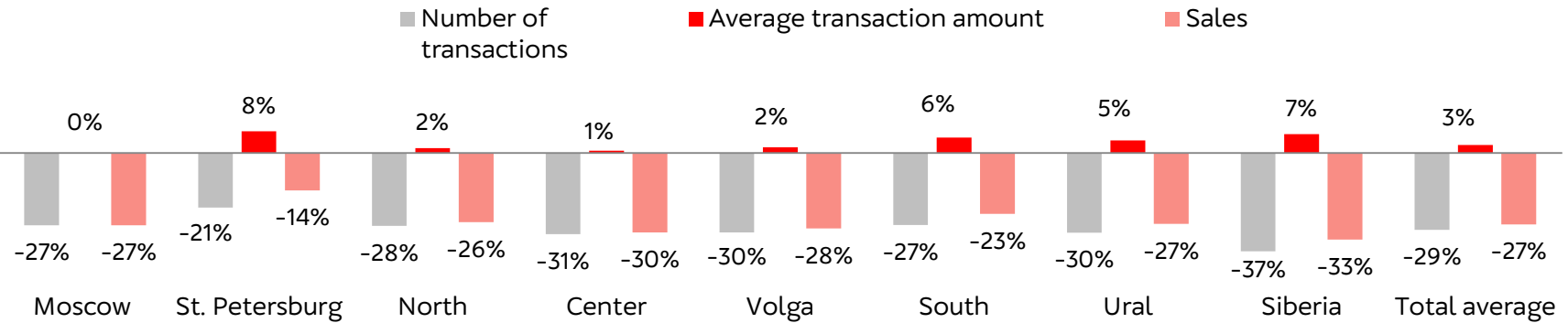


Source: Company data

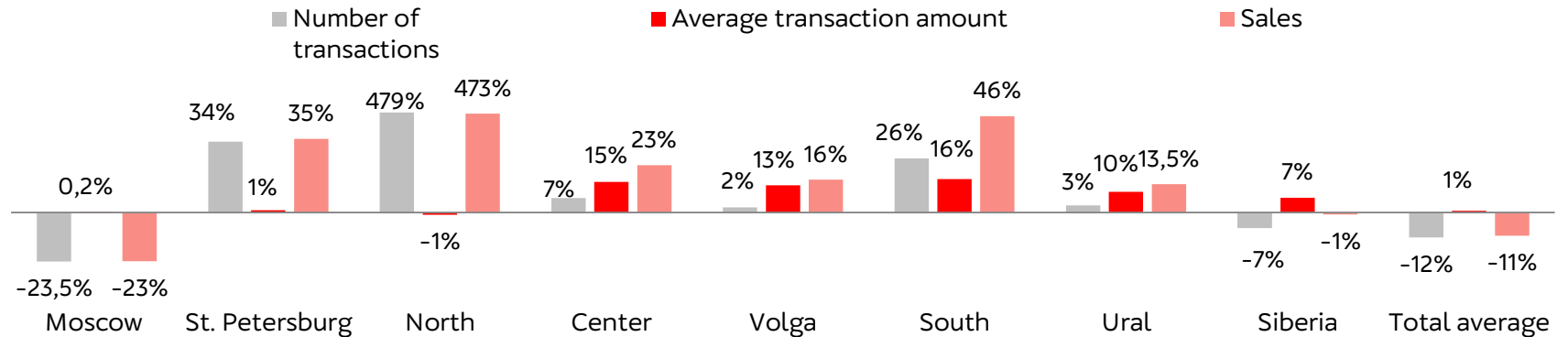
Note: LfL data is based upon a comparison of stores open at January 1, 2014 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space.

Q4 2015 – Q4 2014 LfL dynamics, %

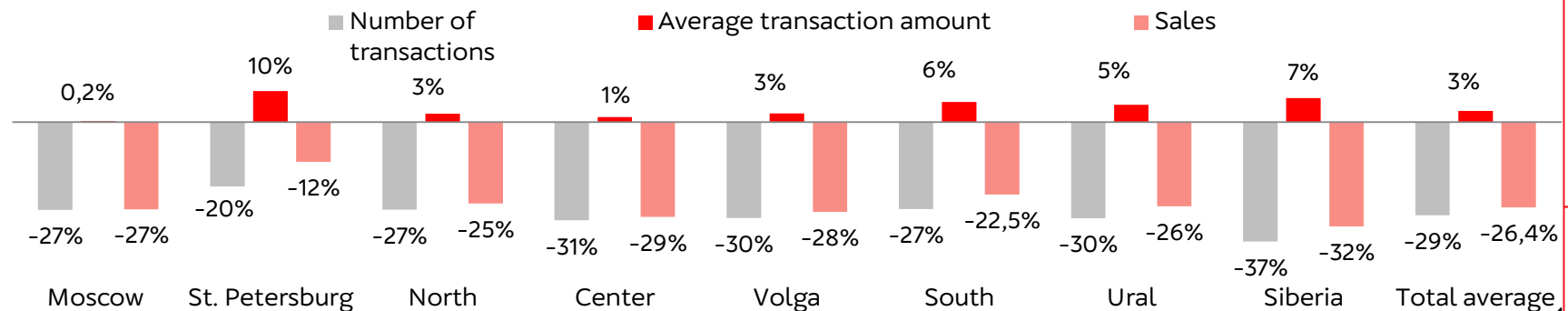
Stores & Online Pick-up



Online Orders: Home Delivery

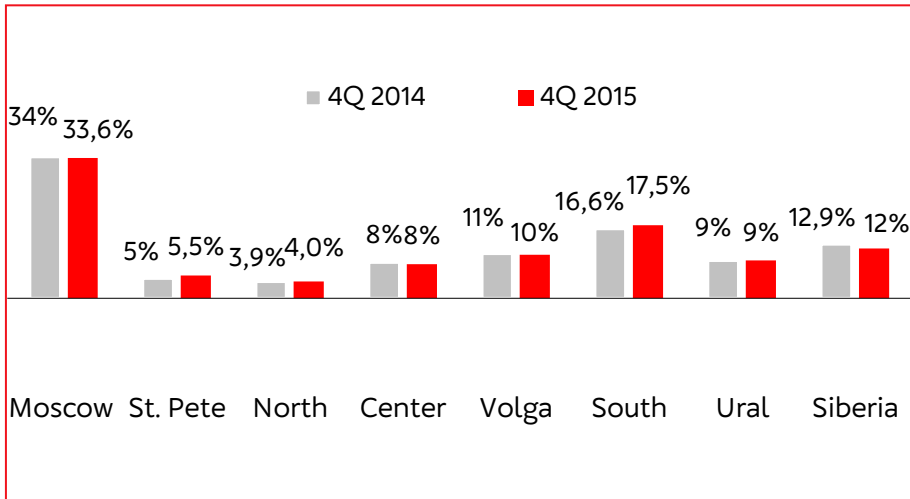


Total Sales

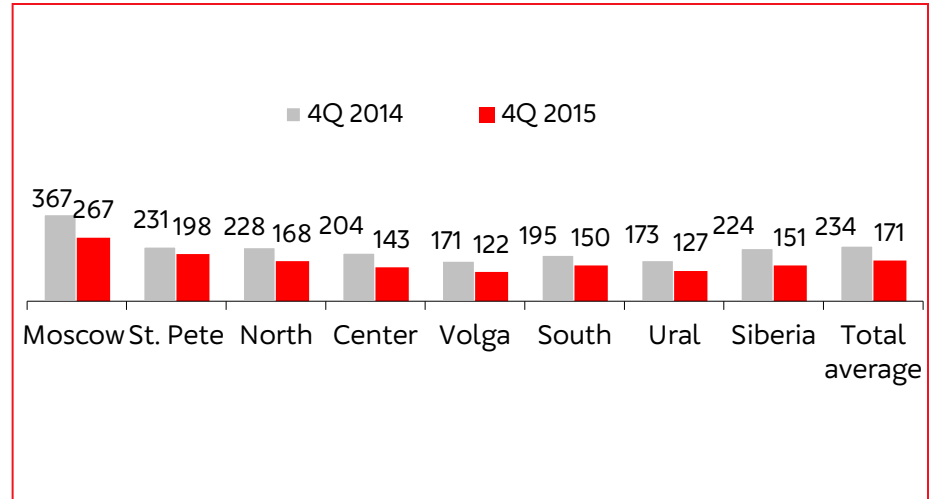


Q4 2015 LfL stores performance analysis

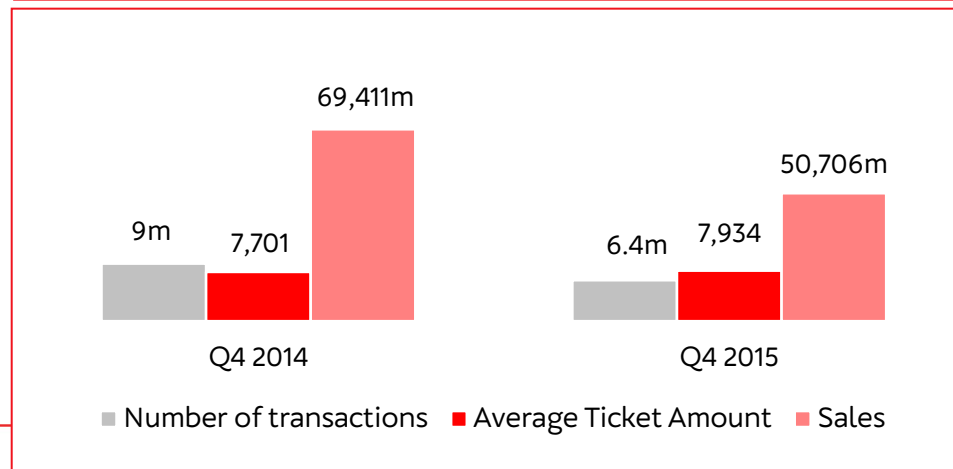
Q4 2014 – Q4 2015 LfL revenue breakdown, %



Q4 2014 – Q4 2015 LfL revenue per store (RUB mln, with VAT)



Q4 2014 – Q4 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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