

ЭЛЕКТРОНИКА

M.video Q1 2016 Trading Update

Investor & Analyst Presentation

April, 2016

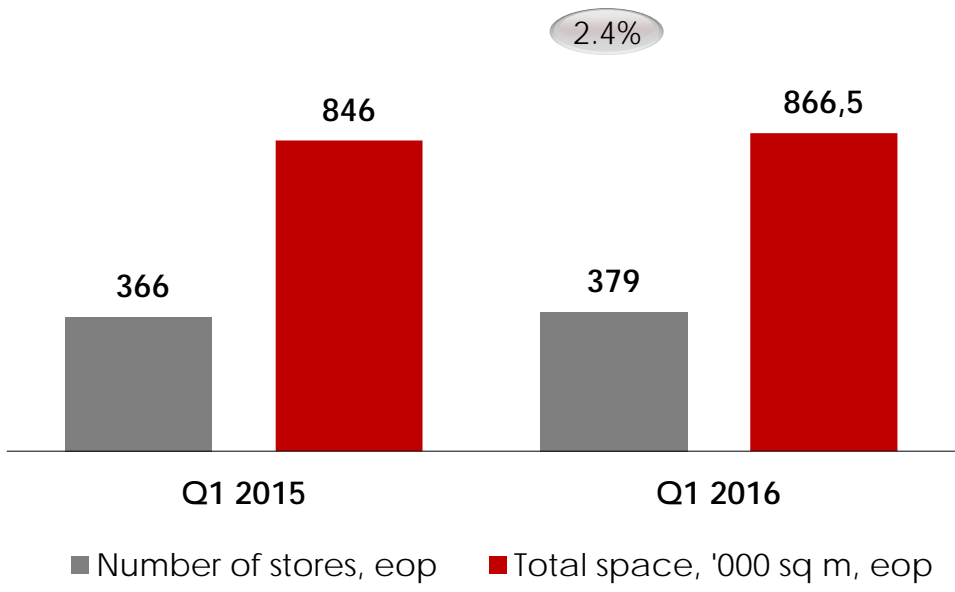


нам не всё равно

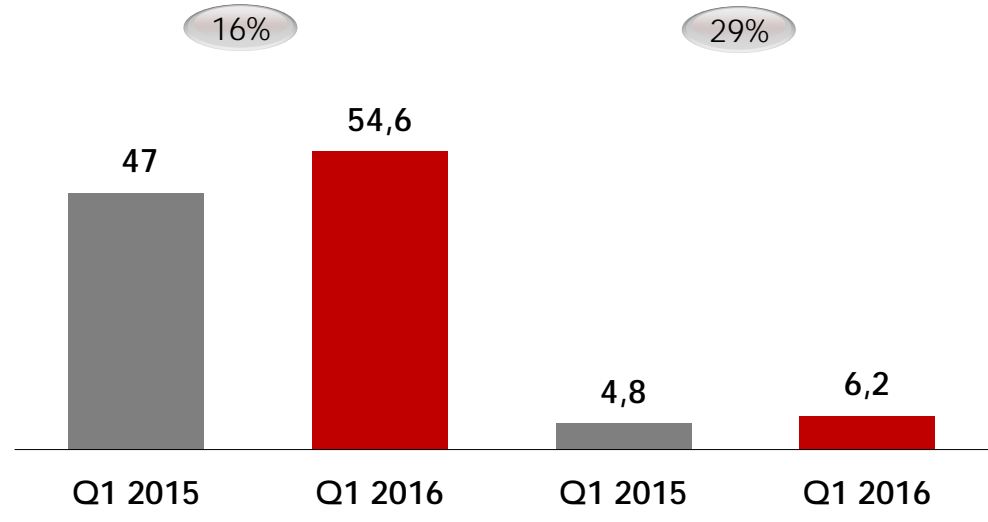
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Q1 2016 Trading Update Highlights

Q1 2016 # of stores and total space dynamics

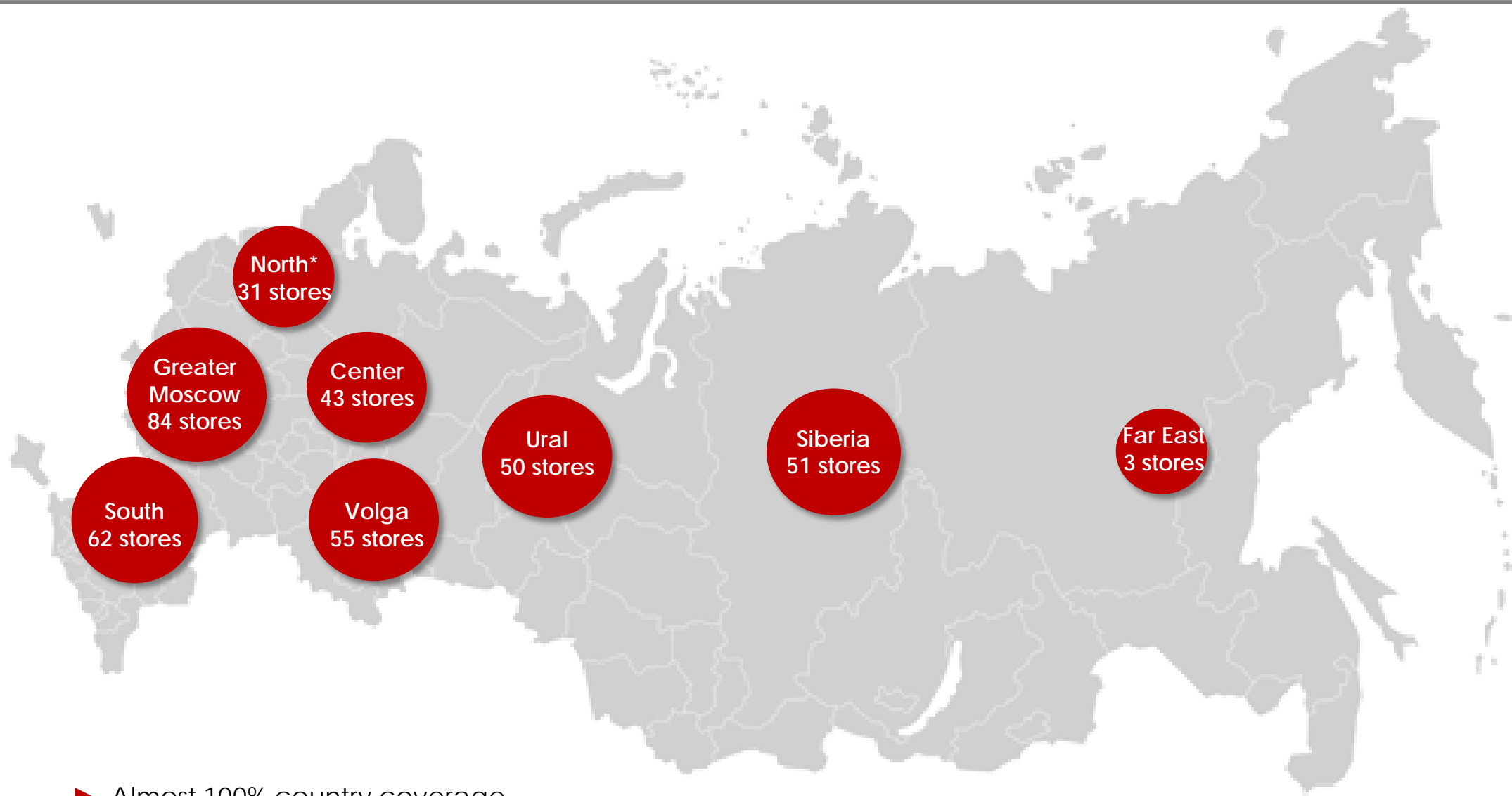


Sales & OBS Q1 2016, RUB billion (with VAT)



- ▶ Q1 2016 sales grew by 16% to 54.6 billion RUB (with VAT)
- ▶ Q1 2016 like-for-like (LFL) sales increased by 19.6%
- ▶ Q1 2016 Online Based Sales (OBS) grew by 29% to 6.2 billion RUB (with VAT). Pick up in stores amounted to 71% of OBS, while Home Delivery stood at 29% of OBS.
- ▶ 1 new store opened, total space added 2.4% and amounted to 866,500 sq. m.

Q1 2016 Omni model geography

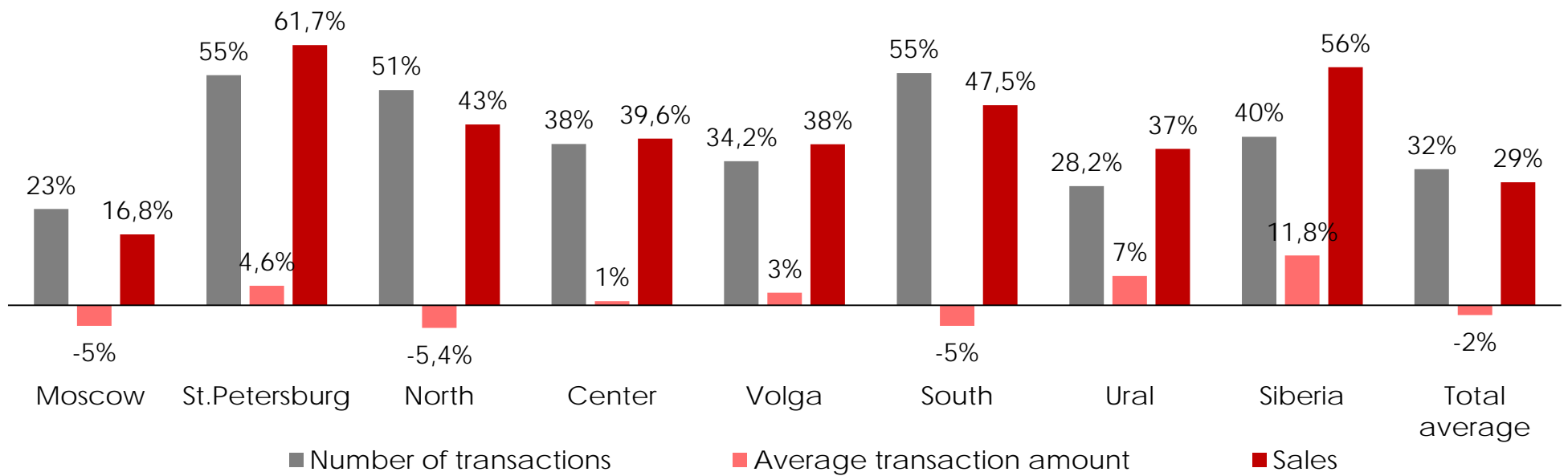


- ▶ Almost 100% country coverage
- ▶ Online capacities in all cities of operations
- ▶ 379 stores, 161 cities by end of Q1 2016
- ▶ 355 stores (94%) leased, 24 stores (6%) owned, 338 stores are in shopping malls, 41 stores are standalone.

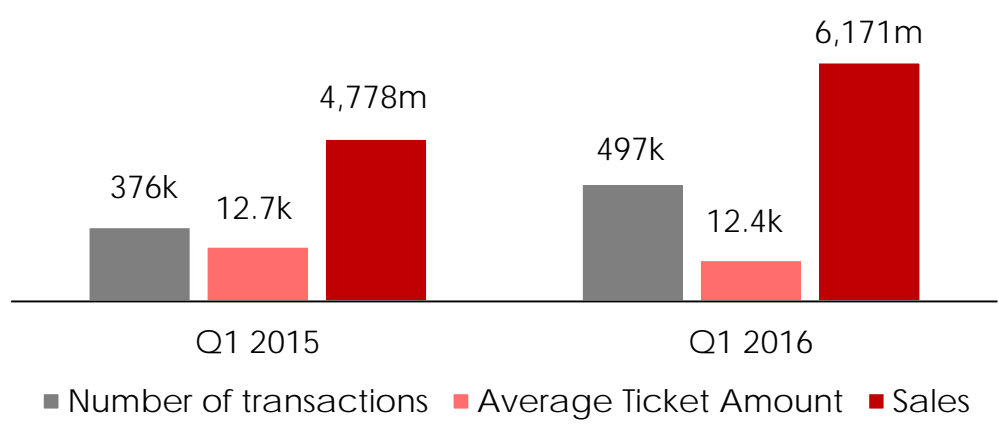
*Including stores in St.Petersburg

Q1 2016 – Q1 2015 Online Based Sales dynamics

Q1 2016 OBS (Home Delivery + Pick up) by regions

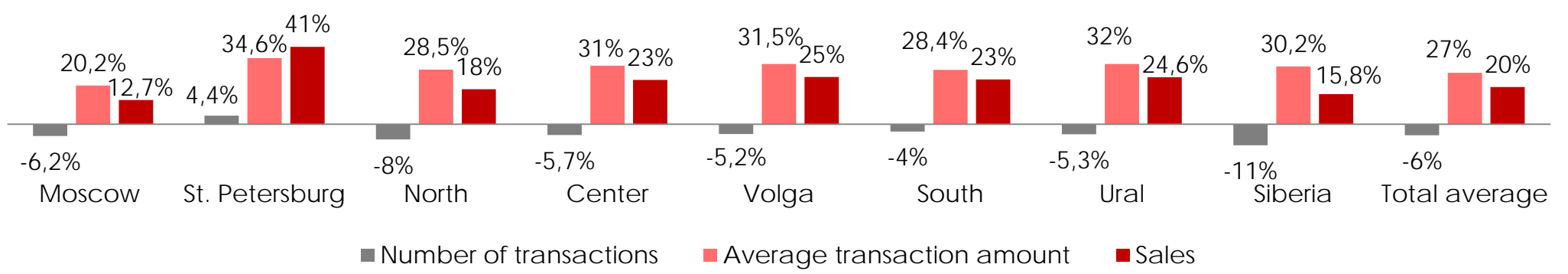


Q1 2015 – Q1 2016 OBS key performance indicators, RUB

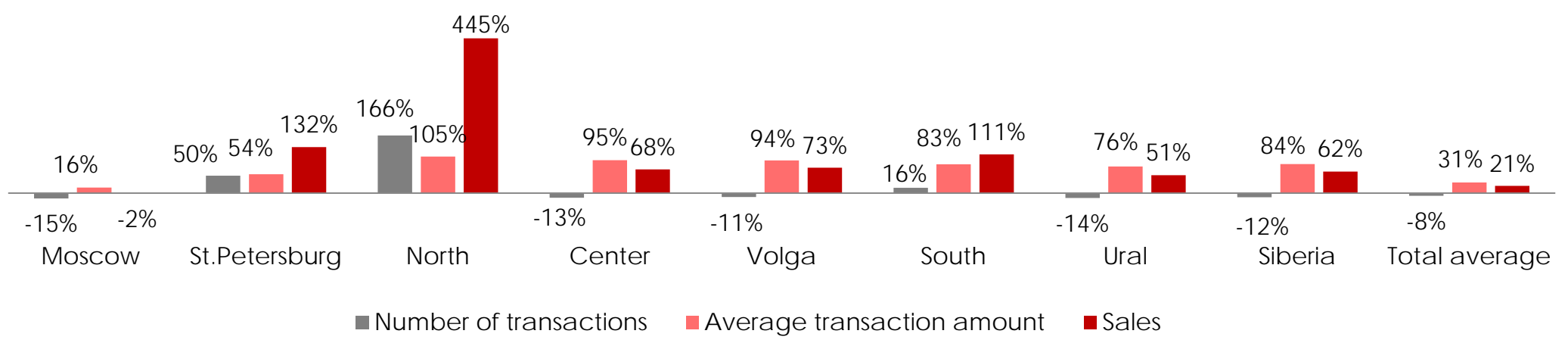


Q1 2016 - Q1 2015 LfL dynamics by regions

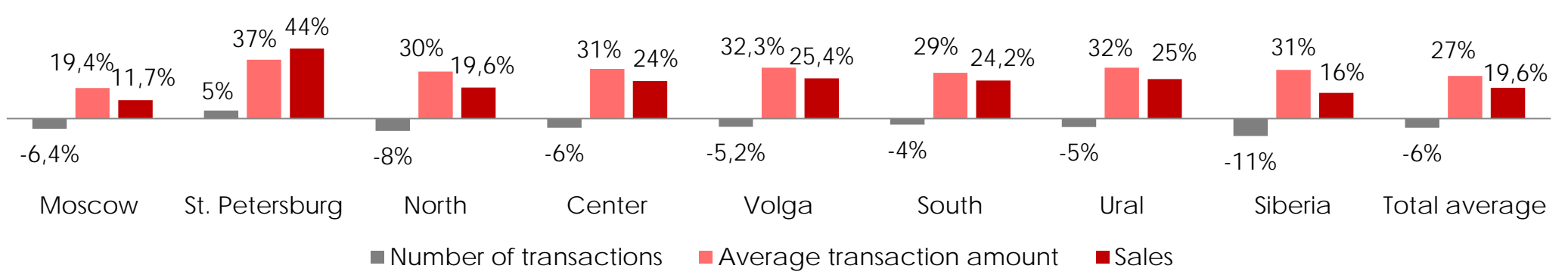
Q1 2016 LfL stores performance (incl. Pick up)



Q1 2016 LfL online home delivery performance

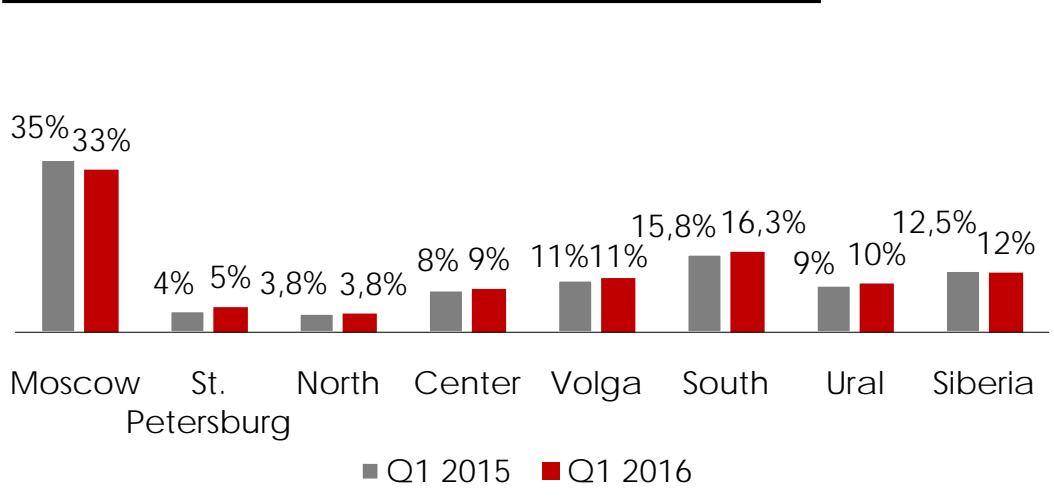


Q1 2016 LfL total (stores + online) performance

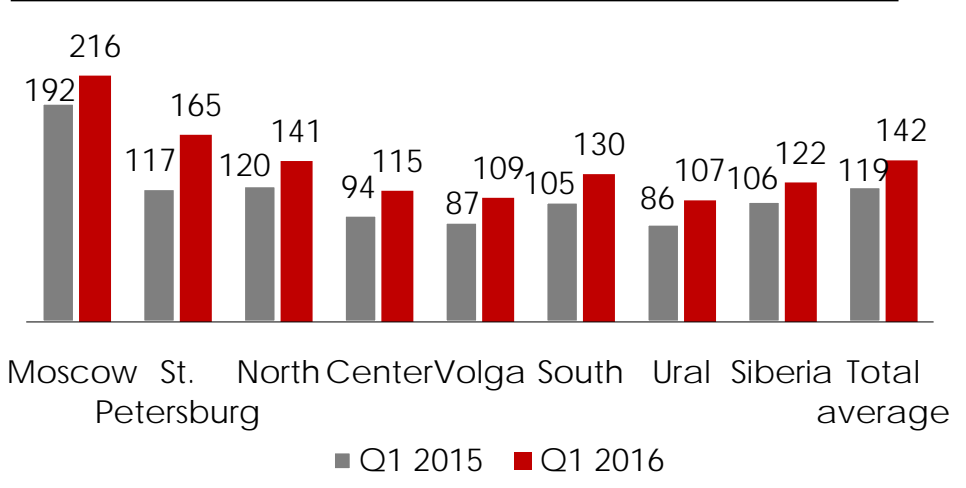


Q1 2016 LfL stores performance analysis

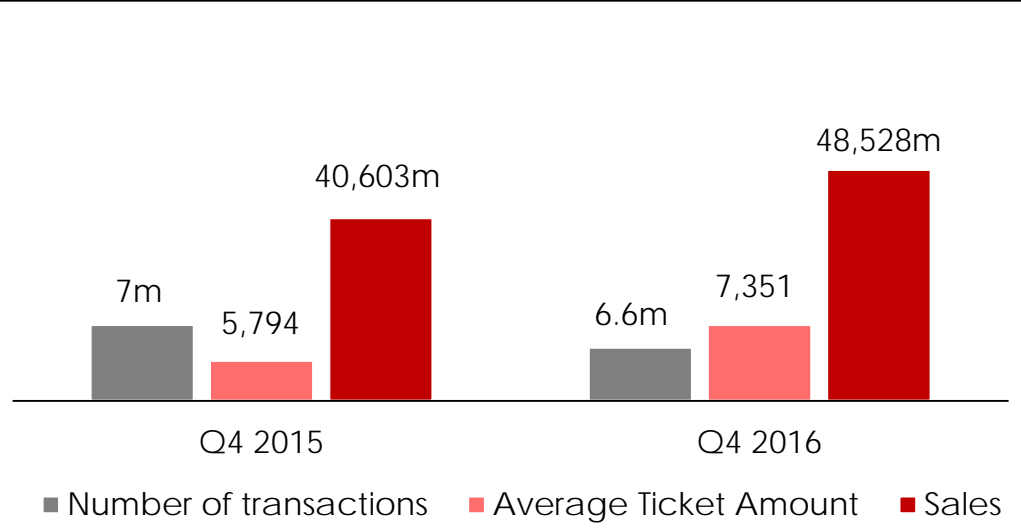
Q1 2016 LfL revenue breakdown, %



Q1 2016 LfL revenue per store, RUB mln., with VAT



Q1 2015 – Q1 2016 LfL stores key performance indicators, RUB



Note: LfL data is based upon a comparison of stores open at January 1, 2015 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space.

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