

# ЭЛЕКТРОНИКА

## M.video 9m & Q3 2016 Trading Update

Investor & Analyst Presentation, October 2016.

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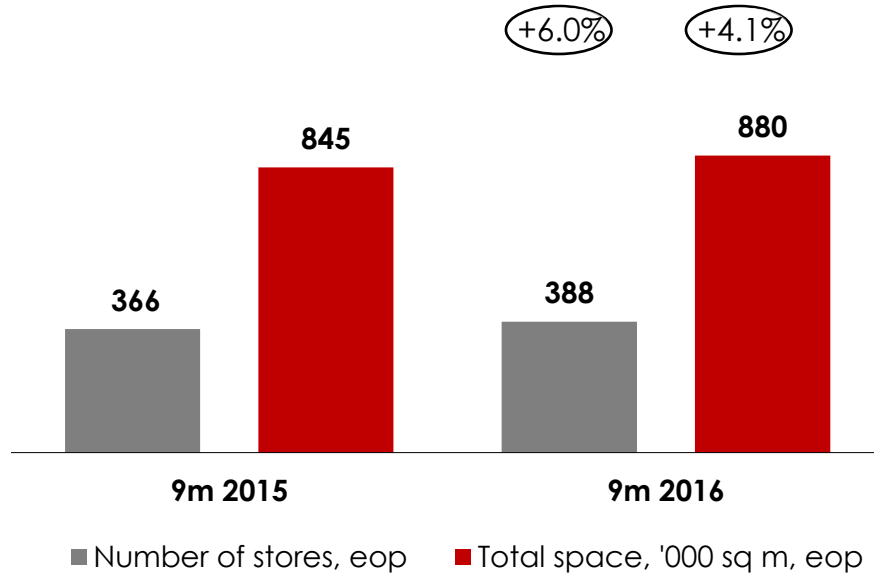
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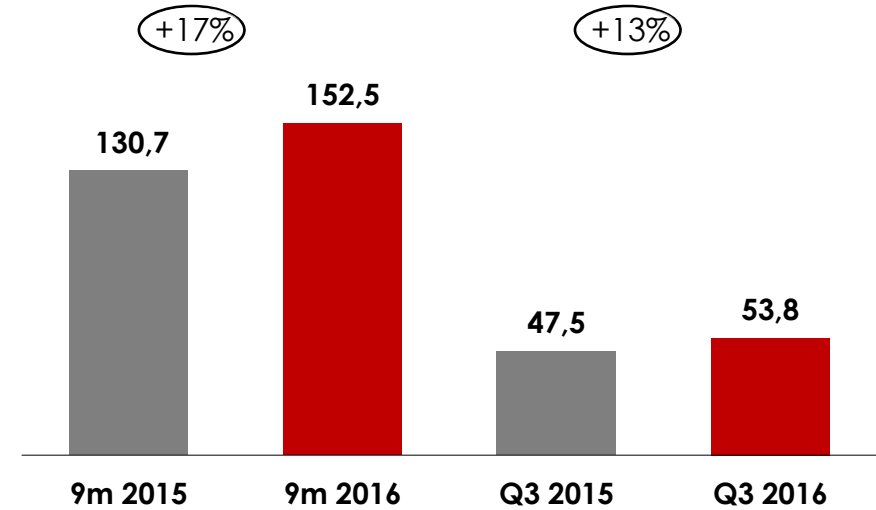
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# 9m 2016 Trading Update Highlights

## 9m 2016 # of stores and total space dynamics



## 9m'16 & Q3'16 Sales, bln RUB with VAT



- ▶ 9m 2016 sales grew by 17% to 152.5 bln RUB (with VAT), Q3 sales increased by 13% to 53,8 bln RUB (with VAT)
- ▶ 9m 2016 like-for-like (LFL) sales increased by 16%, Q3 LFL sales increased 10%
- ▶ 9m 2016 Online Based Sales (OBS) grew by 28% to 17 bln RUB (with VAT). Pick up in stores amounted to 67% of OBS, while Home Delivery stood at 33% of OBS
- ▶ 12 new stores were opened, 2 stores were closed (relocation)
- ▶ Total space added 4.1% and amounted to 880,000 sq.m

# 9m'16 Omni model geography

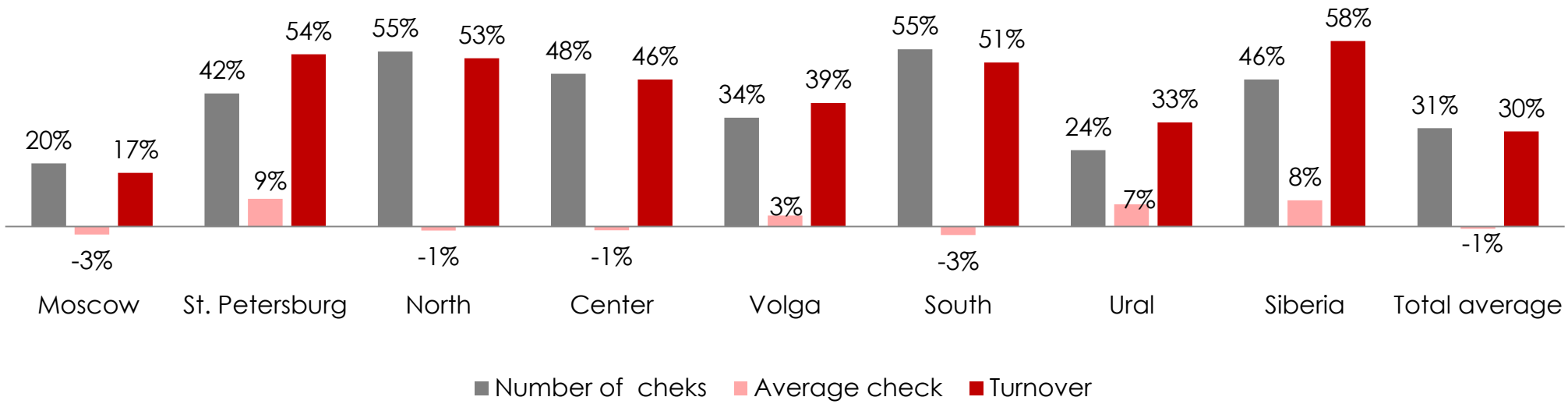


- ▶ 100% country coverage
- ▶ Online capacities in all cities of operations
- ▶ 388 stores, 162 cities by end of 9m 2016
- ▶ 363 stores (94%) leased, 25 stores (6%) owned, 346 stores are in shopping malls, 42 stores are standalone.

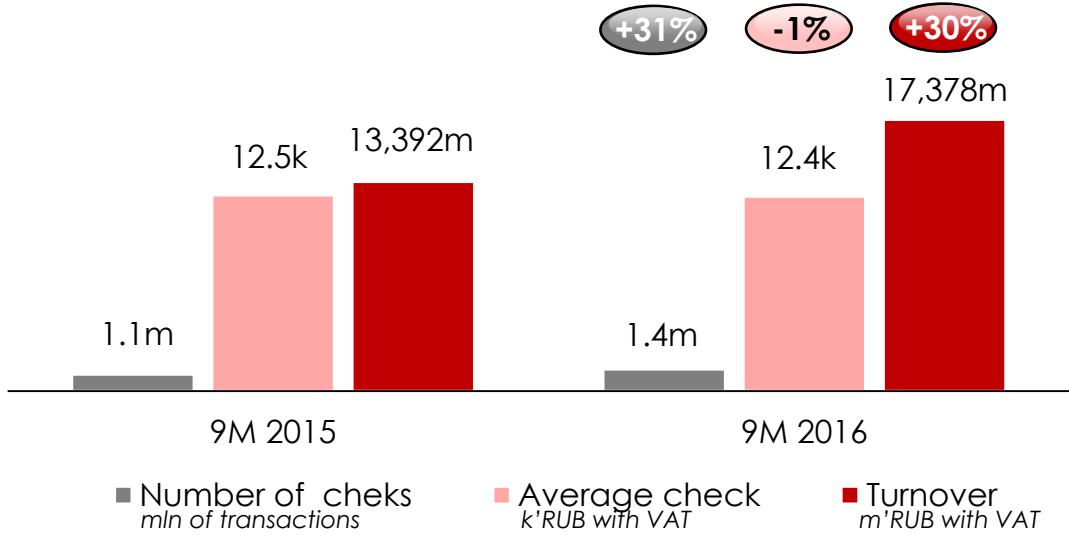
\*Including stores in St.Petersburg

# 9m'16 Online Based Sales dynamics

## 9m'16 OBS (Home Delivery + Pick up) by regions, % YoY

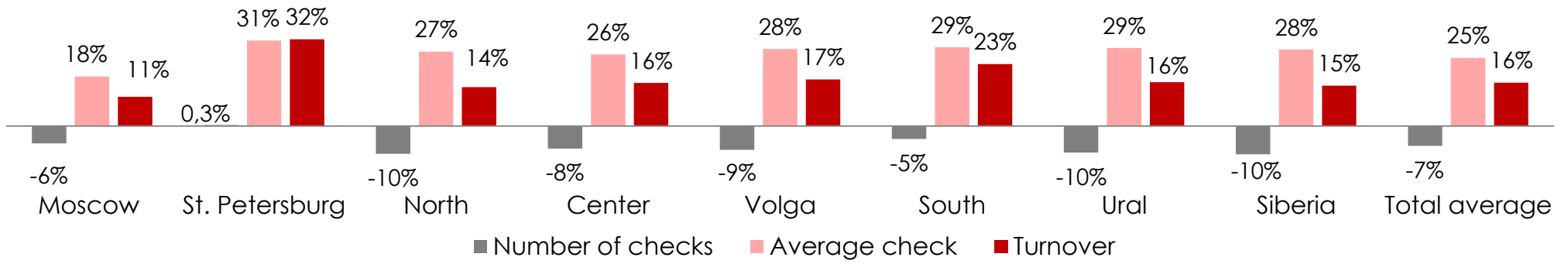


## 9m'16 OBS key performance indicators

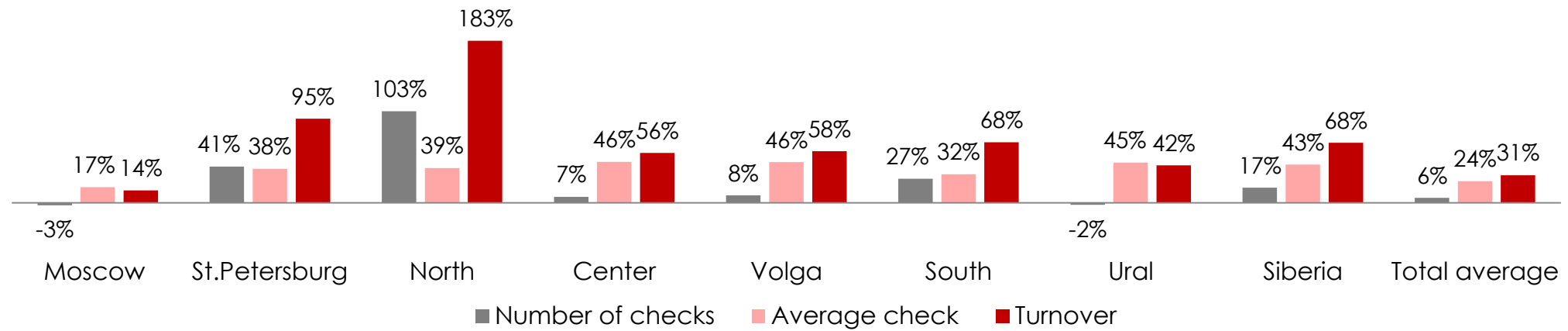


# 9m'16 LfL dynamics by regions

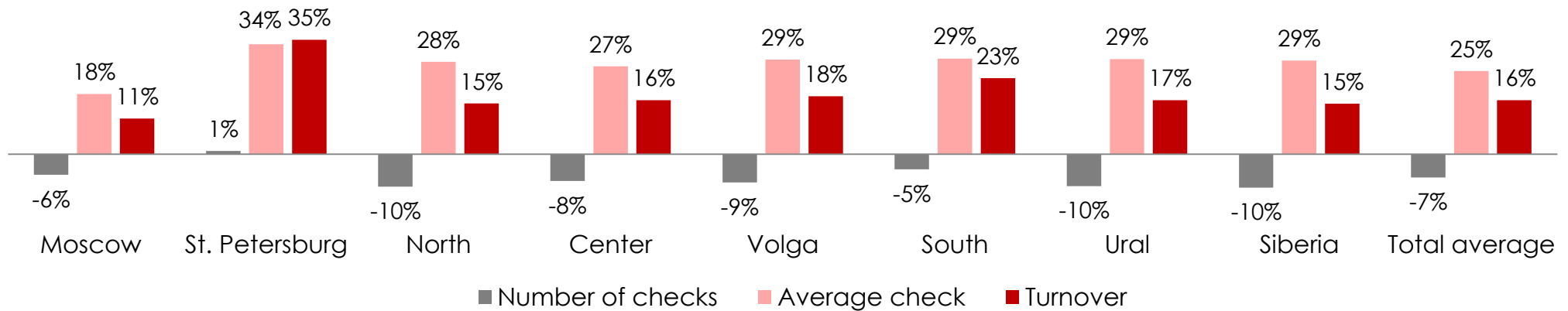
## 9m 2016 LfL stores performance (incl. Pick up), % YoY



## 9m 2016 LfL online home delivery performance, % YoY

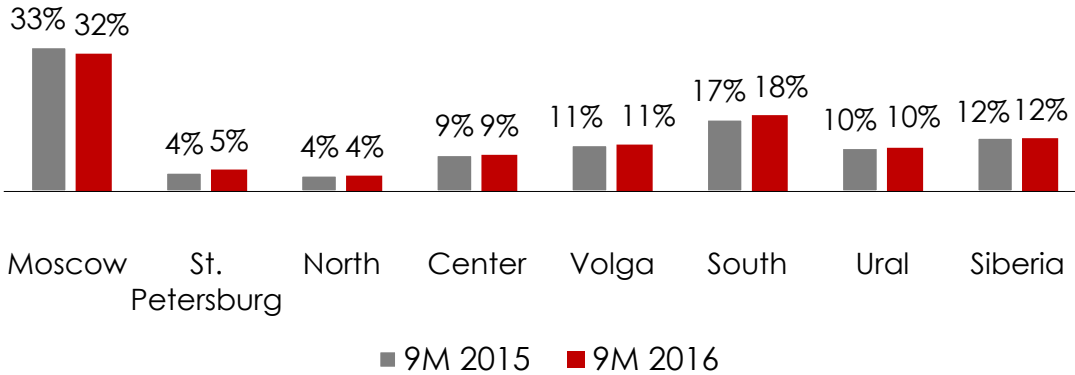


## 9m 2016 LfL total (stores + online) performance, % YoY

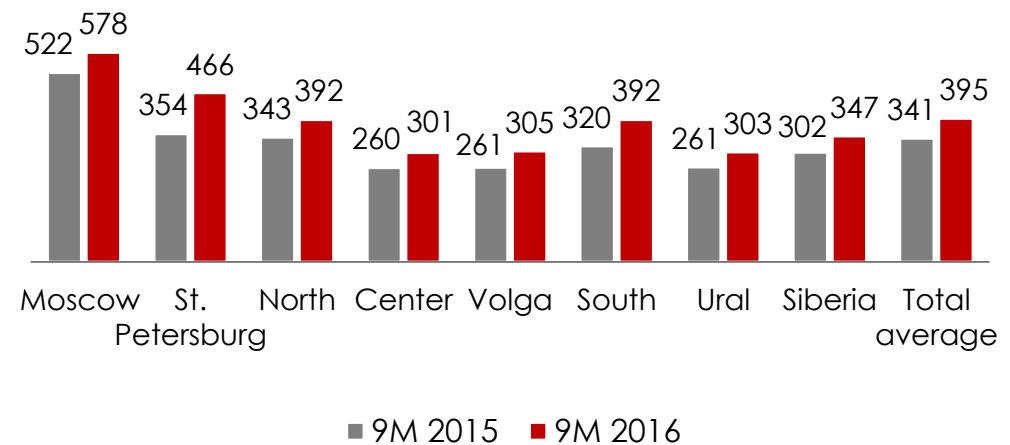


# 9m'16 LfL stores performance analysis

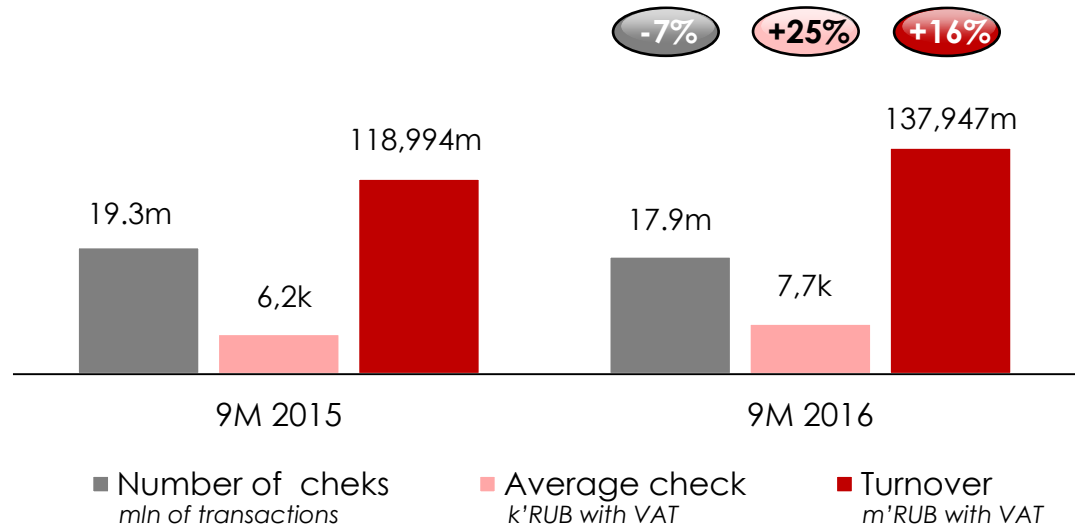
9m'16 LfL revenue breakdown, %



9m'16 LfL revenue per store, m'RUB with VAT



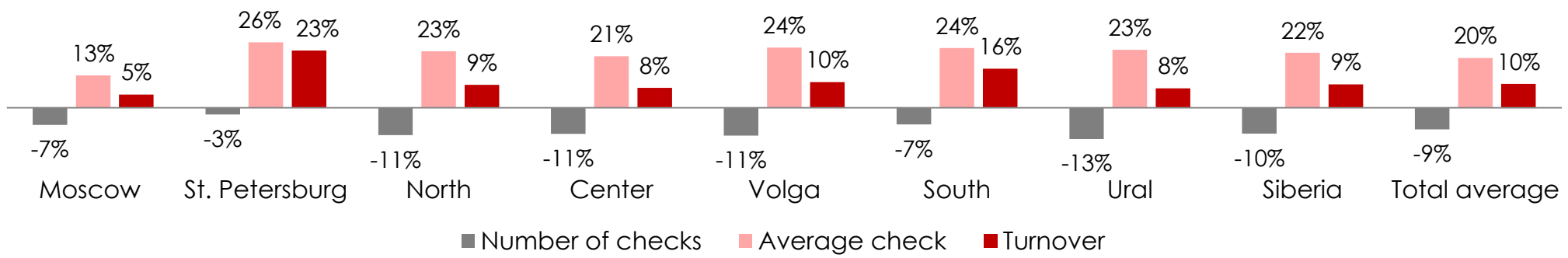
9m'16 LfL stores key performance indicators



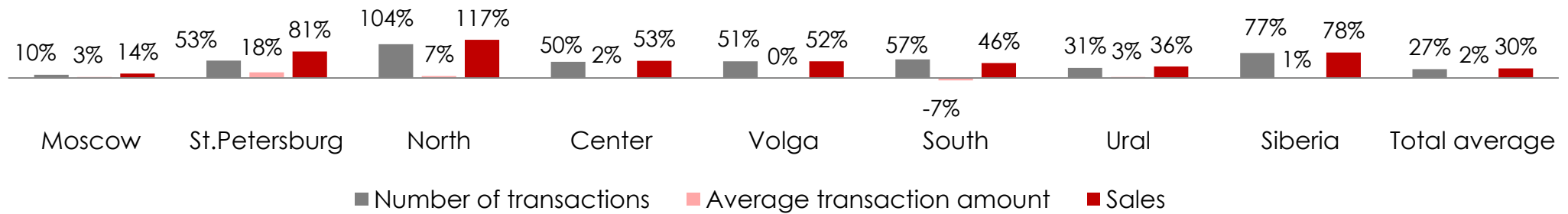
Note: LfL data is based upon a comparison of stores open at January 1, 2015 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space.

# Q3'16 LfL dynamics by regions

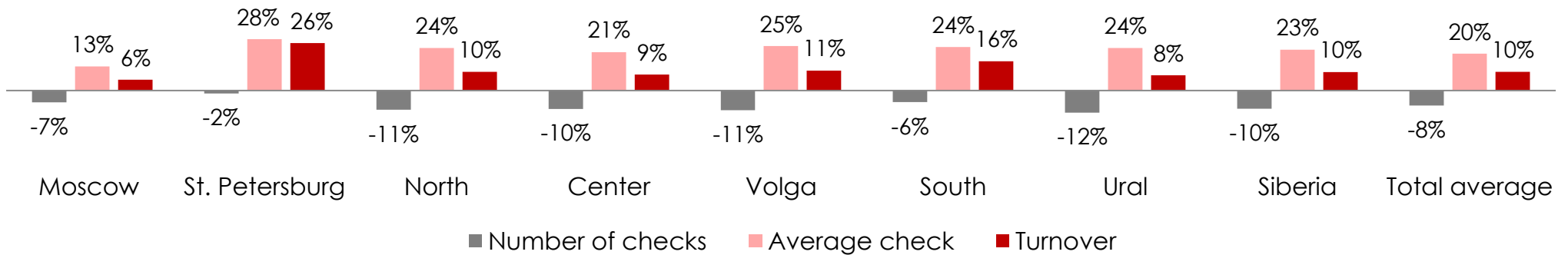
**Q3'16 LfL stores performance (incl. Pick up ), % YoY**



**Q3'16 LfL online home delivery performance, % YoY**



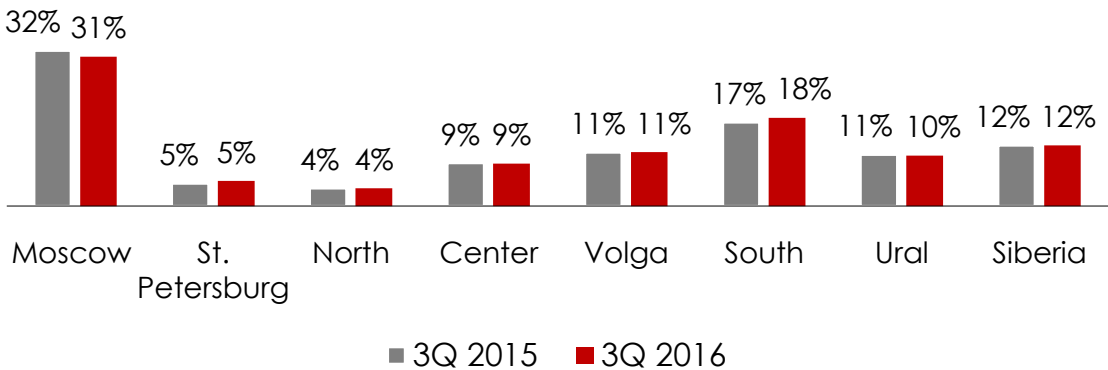
**Q3'16 LfL total (stores + online) performance , % YoY**



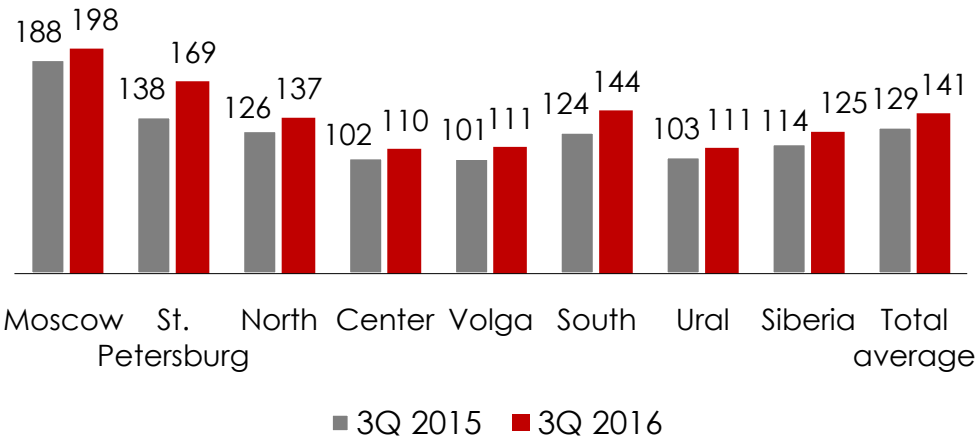


# Q3'16 LfL stores performance analysis

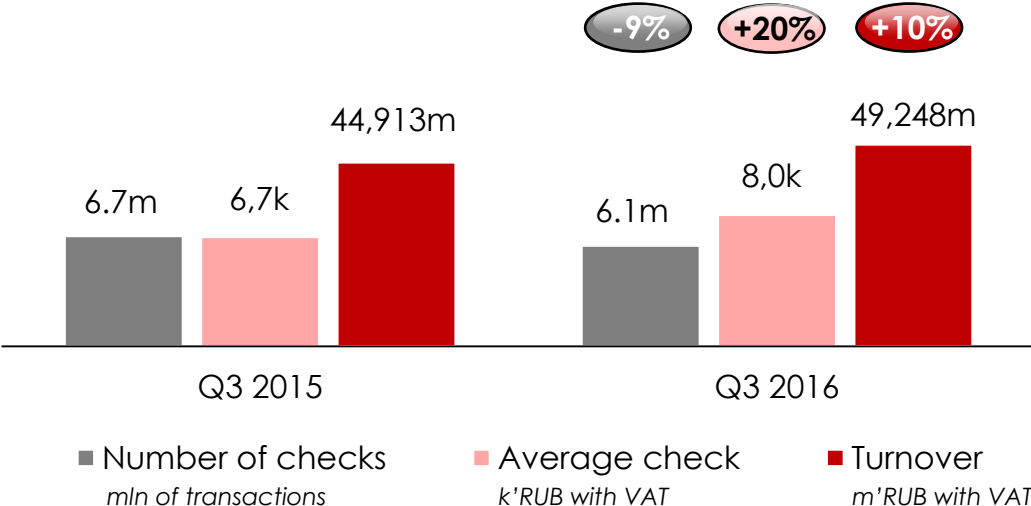
Q3'16 LfL revenue breakdown, %



Q3'16 LfL revenue per store, m'RUB with VAT



Q3'16 LfL stores key performance indicators



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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