

ЭЛЕКТРОНИКА

M.video 12m & Q4 2016 Trading Update

Investor & Analyst Presentation, January 2017

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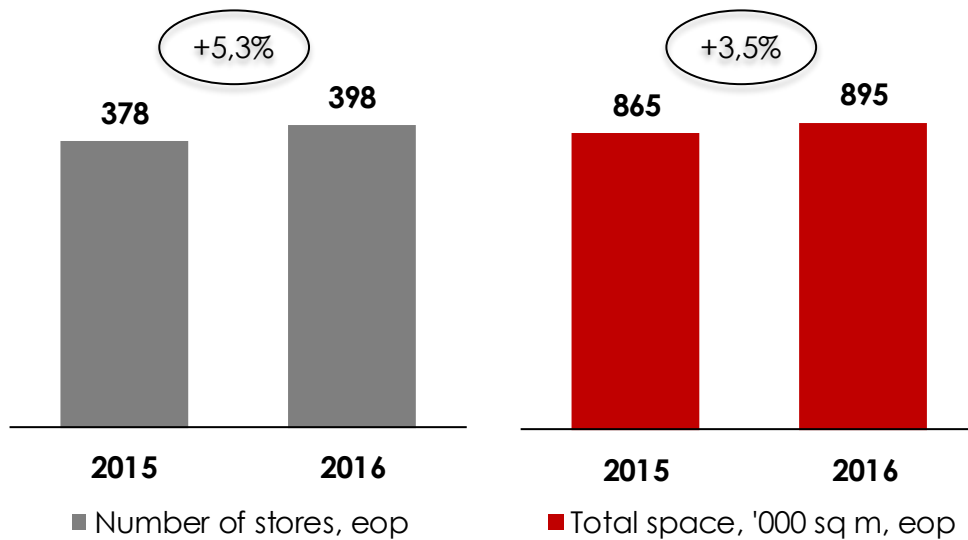
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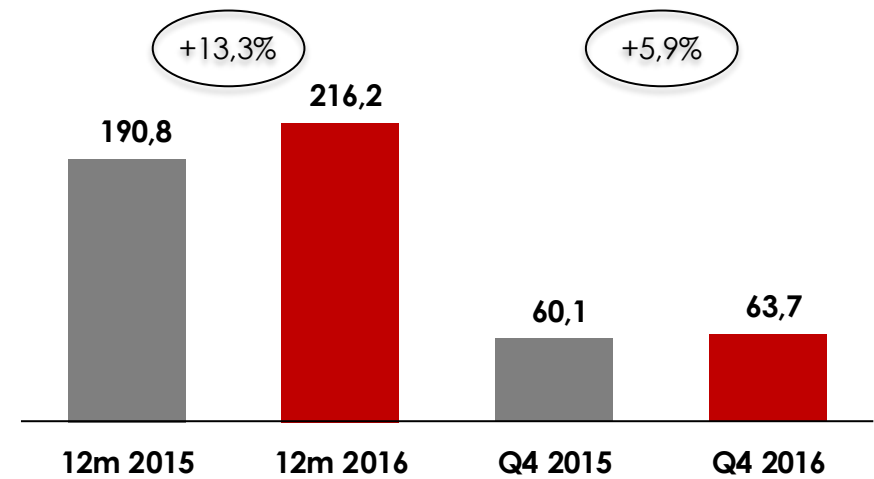
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12m 2016 Trading Update Highlights

12m 2016 # of stores and total space dynamics



12m'16 & Q4'16 Sales, bln RUB with VAT



- ▶ 2016 sales grew by 13,3% to 216,2 bln RUB (with VAT), Q4 sales increased by 5,9% to 63,7 bln RUB (with VAT)
- ▶ 2016 like-for-like (LFL) sales increased by 10,7% YoY, Q4 LFL sales were slightly higher than the prior year
- ▶ 2016 Online Based Sales (OBS) grew by 26,6% to 26 bln RUB (with VAT). Pick up in stores amounted to 67% of OBS, while Home Delivery stood at 33% of OBS
- ▶ 22 new stores were opened, 2 stores were closed (relocation)
- ▶ Total space added 3.5% YoY and amounted to 895,000 sq.m

12m'16 Omni model geography

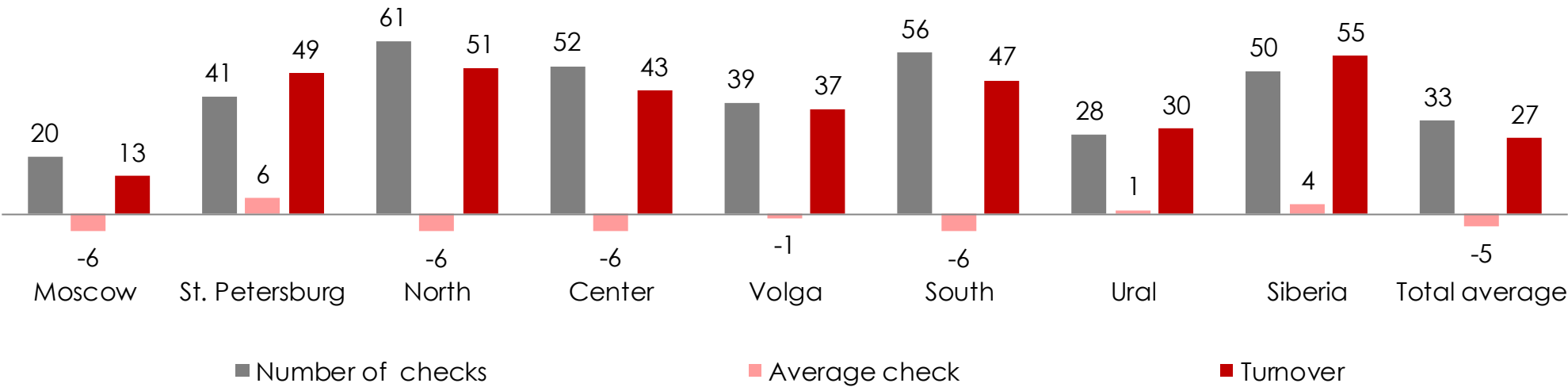


- ▶ 100% country coverage
- ▶ Online capacities in all cities of operations
- ▶ 398 stores, 165 cities by the end of 2016
- ▶ 373 stores (94%) leased, 25 stores (6%) owned, 356 stores are in shopping malls, 42 stores are standalone.

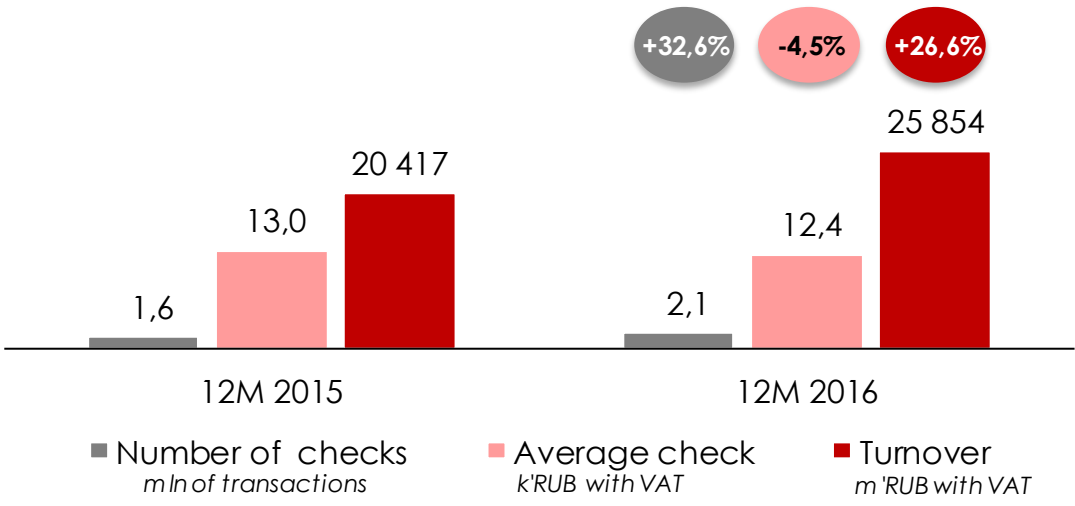
*Including stores in St.Petersburg

12m'16 Online Based Sales dynamics

12m'16 OBS (Home Delivery + Pick up) by regions, % YoY

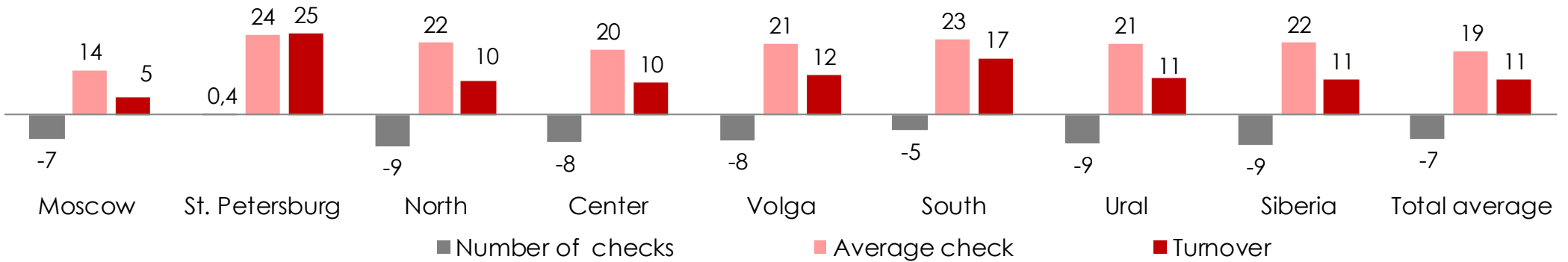


12m'16 OBS key performance indicators

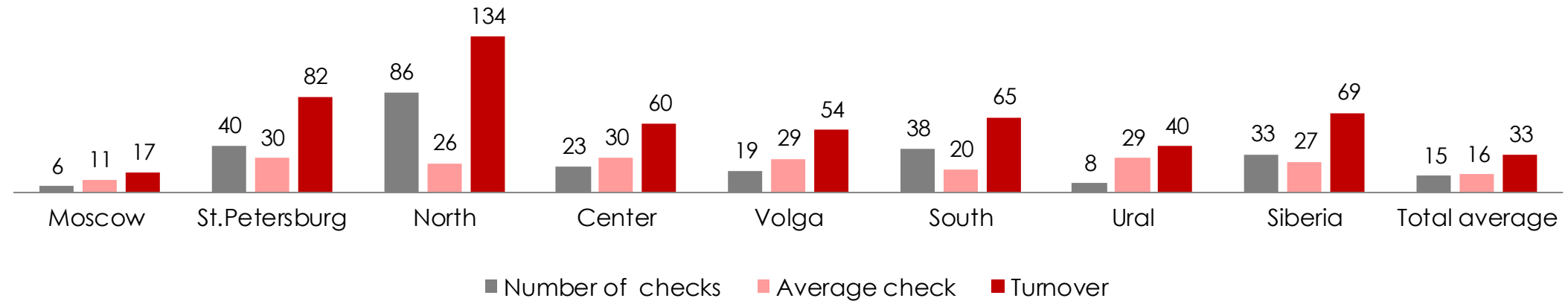


12m'16 LfL dynamics by regions

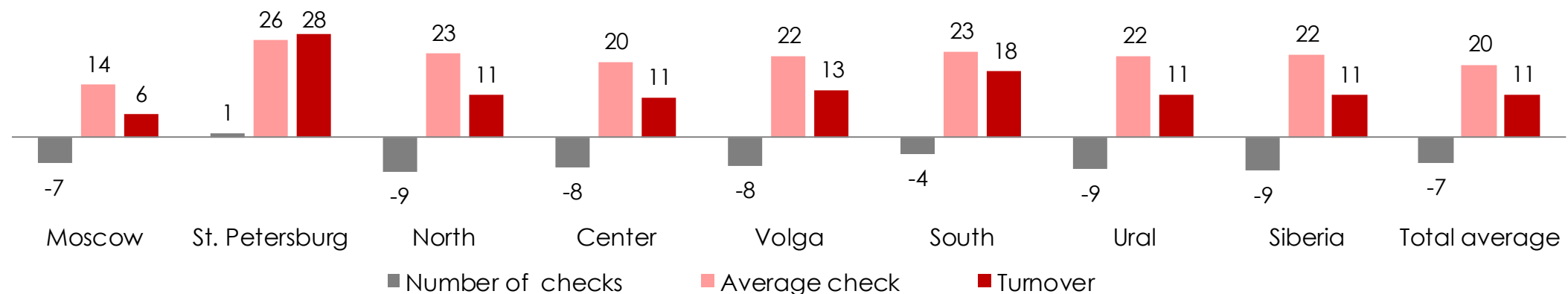
12m 2016 LfL stores performance (incl. Pick up), % YoY



12m 2016 LfL online home delivery performance, % YoY

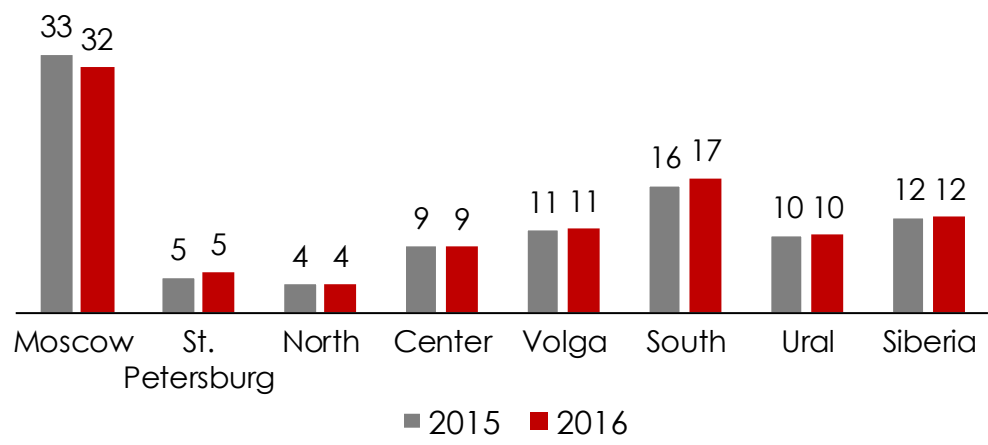


12m 2016 LfL total (stores + online) performance, % YoY

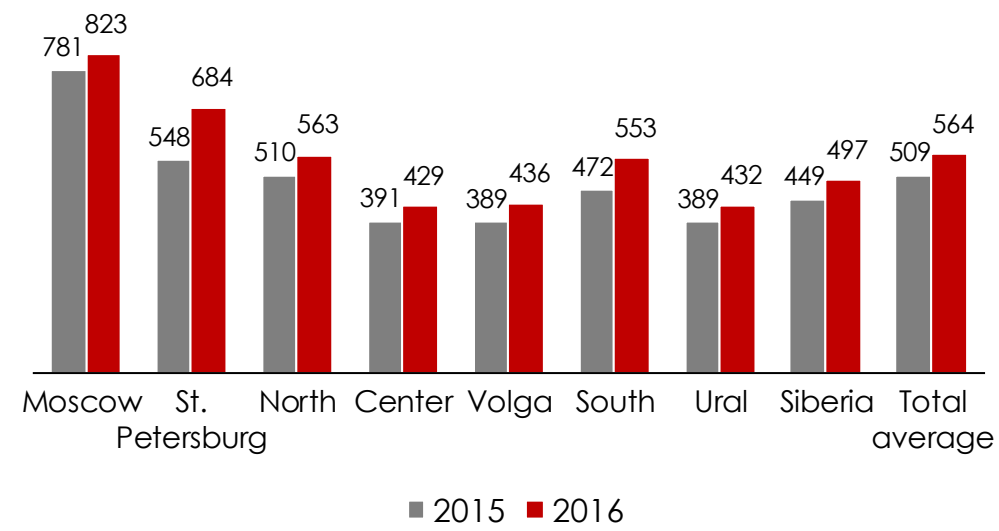


12m'16 LfL stores performance analysis

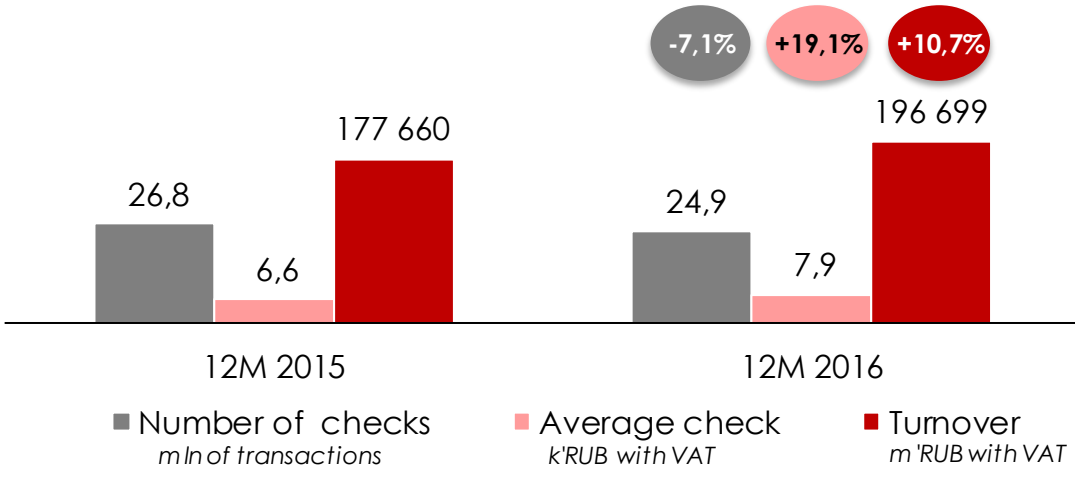
12m'16 LfL revenue breakdown, %



12m'16 LfL revenue per store, m'RUB with VAT



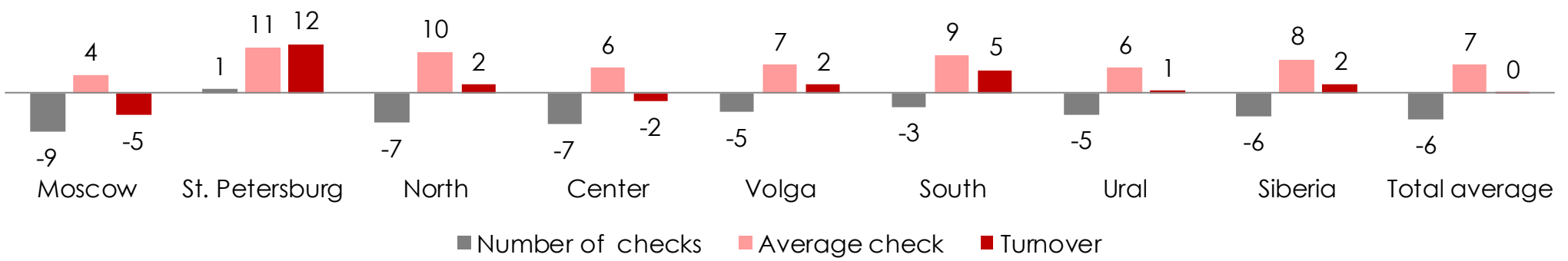
12m'16 LfL stores key performance indicators



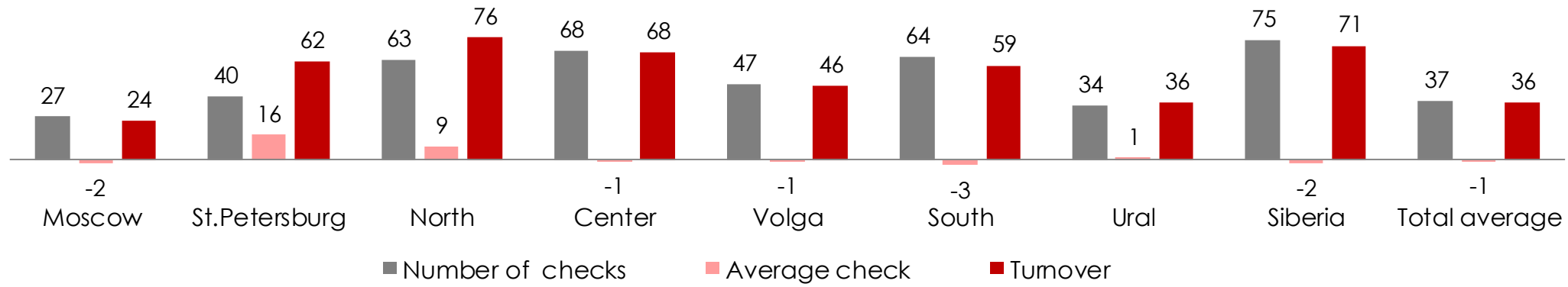
Note: LfL data is based upon a comparison of stores open at January 1, 2015 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space.

Q4'16 LfL dynamics by regions

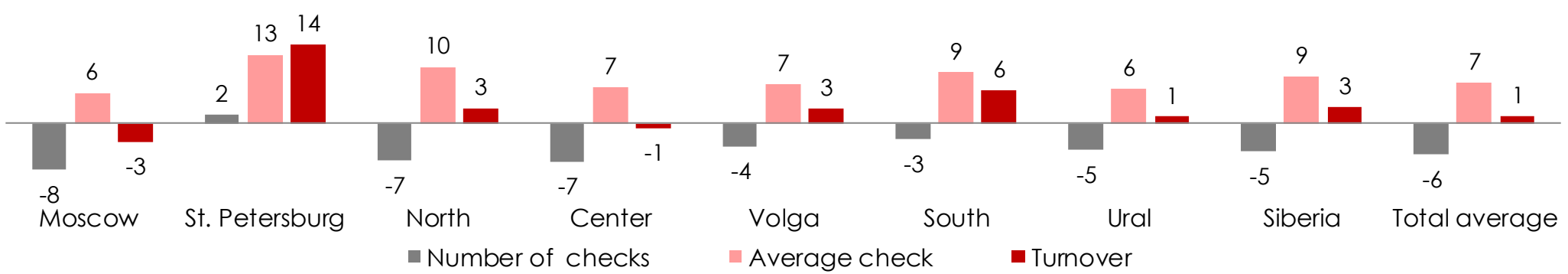
Q4'16 LfL stores performance (incl. Pick up), % YoY



Q4'16 LfL online home delivery performance, % YoY

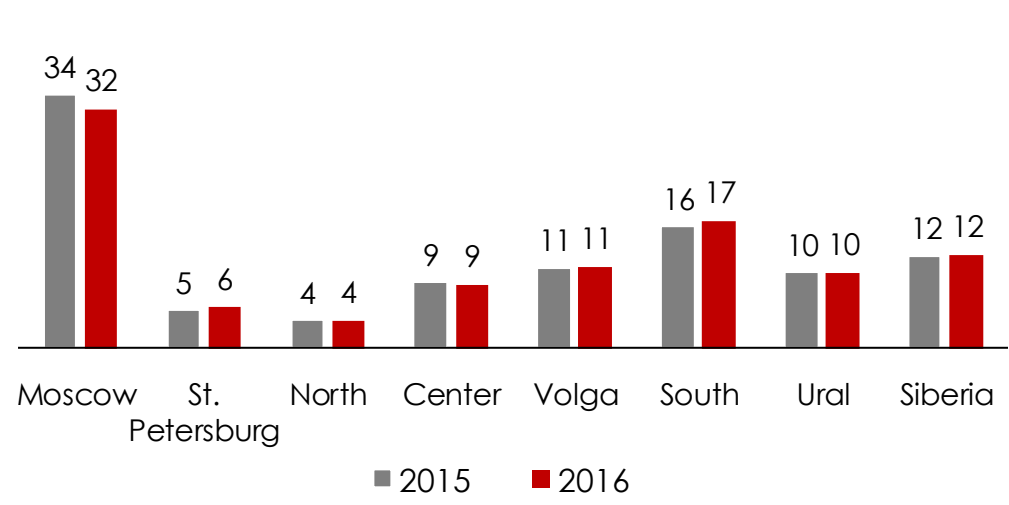


Q4'16 LfL total (stores + online) performance , % YoY

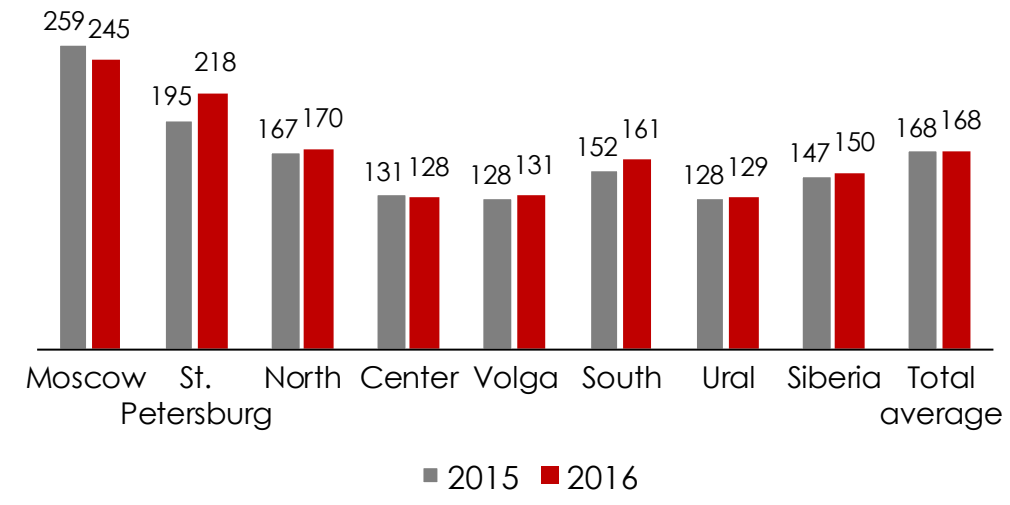


Q4'16 LfL stores performance analysis

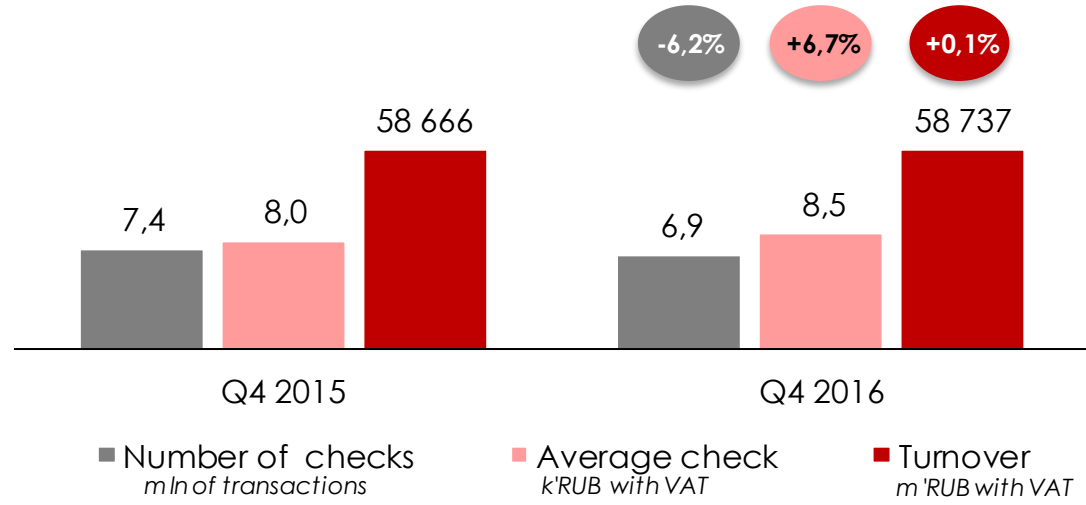
Q4'16 LfL revenue breakdown, %



Q4'16 LfL revenue per store, m'RUB with VAT



Q4'16 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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