

ЭЛЕКТРОНИКА

M.video H1 & Q2 2017 Trading Update

Investor & Analyst Presentation, July 2017.



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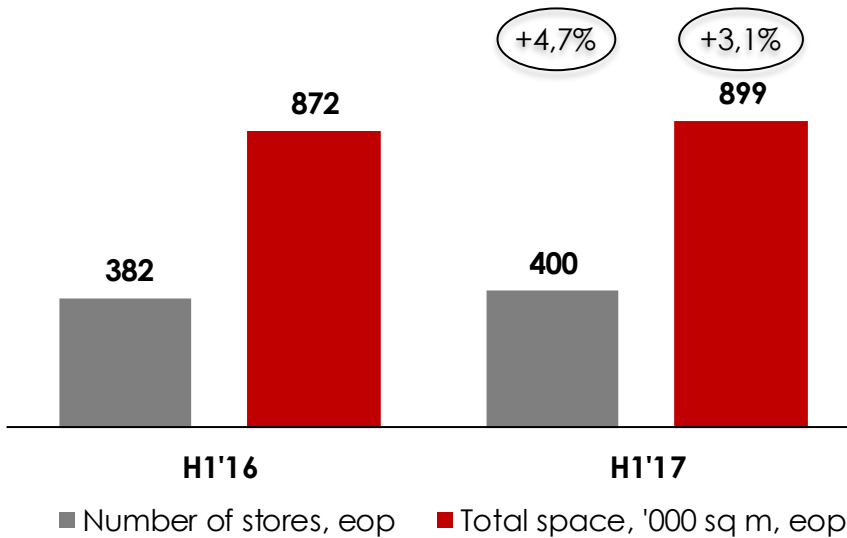
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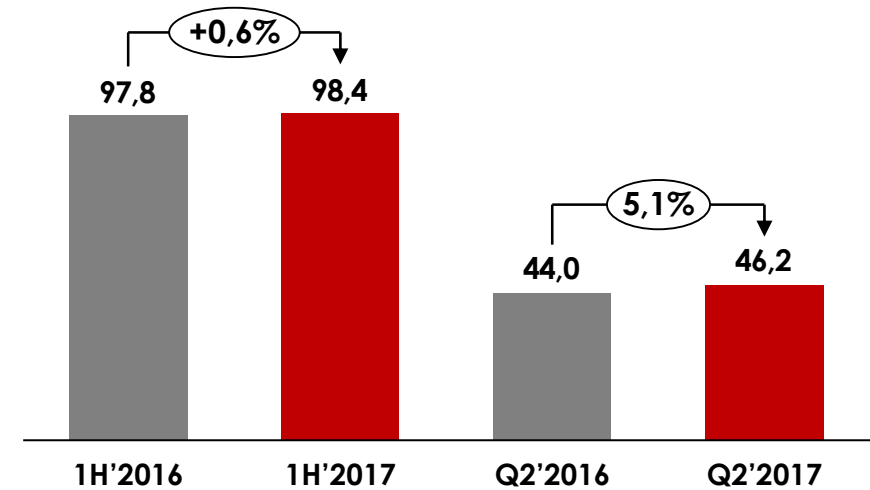
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H1 2017 Trading Update Highlights

H1 2017 # of stores and total space dynamics



H1'17 & Q2'17 Sales, bln RUB with VAT*



- ▶ H1 2017 sales grew by 0,6% to 98.4 bln RUB (with VAT), Q2 sales increased by 5,1% to 46,2 bln RUB (with VAT)
- ▶ H1 2017 like-for-like (LFL) sales decreased by 2,7%, Q2 LFL sales increased 1,7%
- ▶ H1 2017 Online Based Sales (OBS) grew by 16,9% to 13 bln RUB (with VAT). Pick up in stores amounted to 67% of OBS, while Home Delivery stood at 33% of OBS
- ▶ 3 new stores were opened, 1 stores were closed (relocation)
- ▶ Total space added 3.1% and amounted to 899,000 sq.m

*Information is updated in accordance with the IFRS accounting policy relevant for the 1st half of 2017

All information presented on this slide is subject to the disclaimer note on page 2

H1'17 Omni model geography

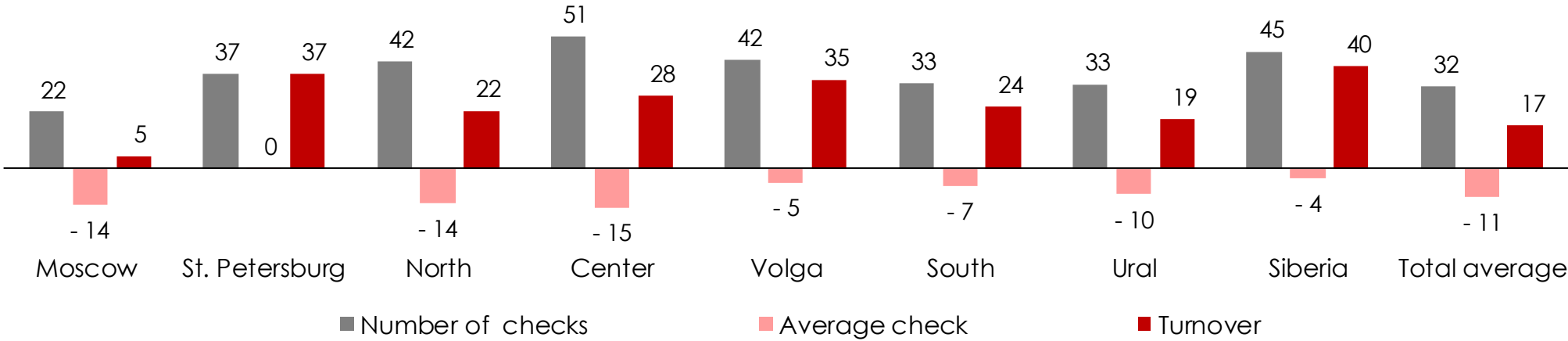


- ▶ 100% country coverage
- ▶ Online capacities in all cities of operations
- ▶ 400 stores, 165 cities by the end of H1 2017
- ▶ 375 stores (94%) leased, 25 stores (6%) owned, 358 stores are in shopping malls, 42 stores are standalone.

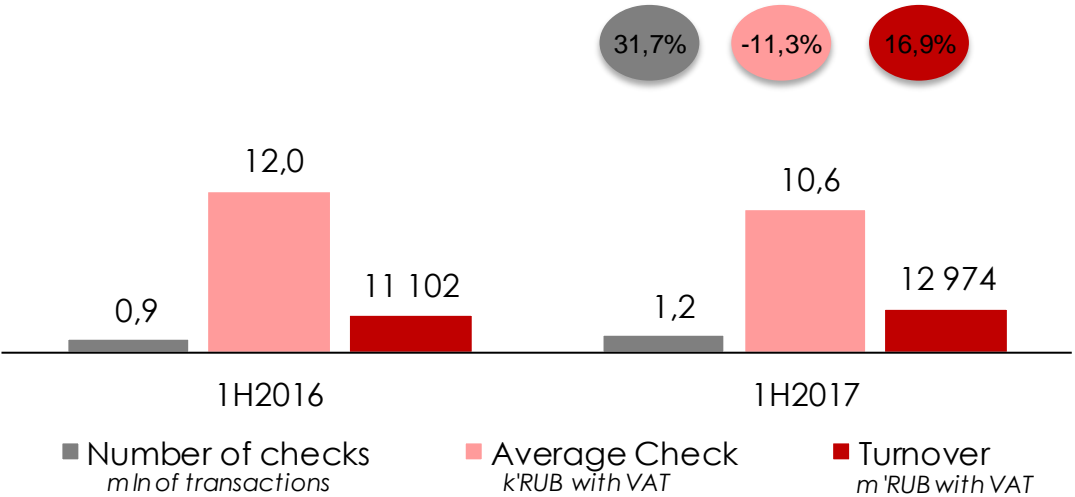
*Including stores in St.Petersburg

H1'17 Online Based Sales dynamics

H1'17 OBS (Home Delivery + Pick up) by regions, % YoY

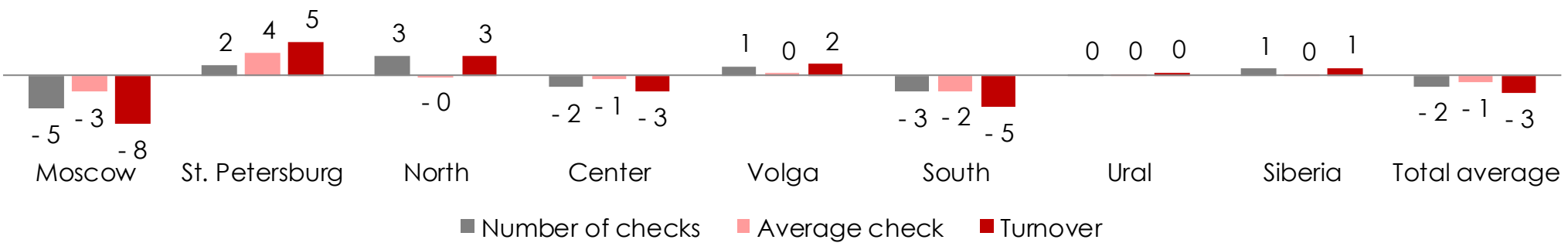


H1'17 OBS key performance indicators

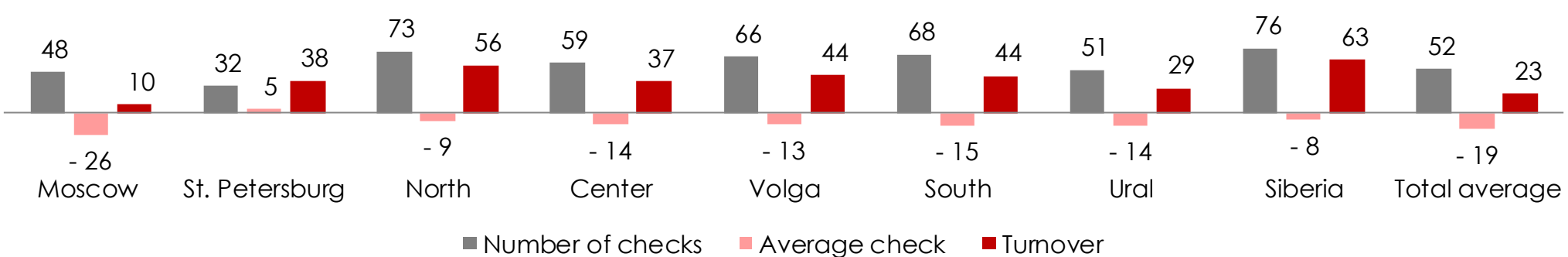


H1'17 LfL dynamics by regions

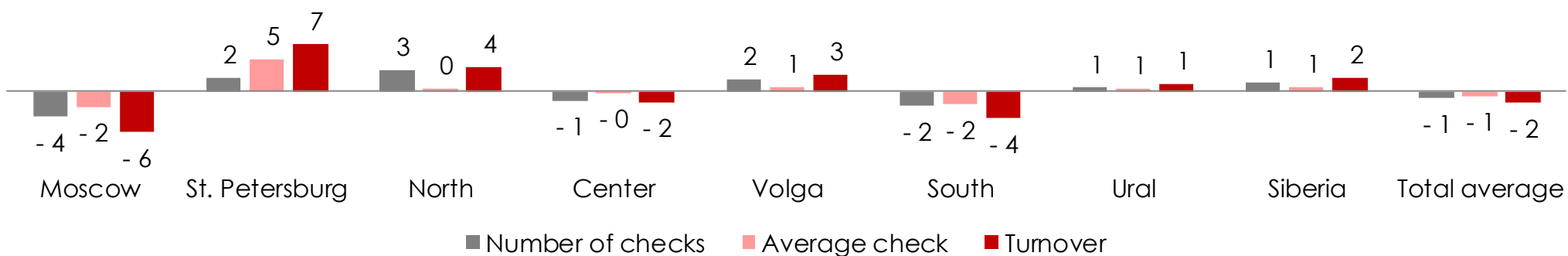
H1 2017 LfL stores performance (incl. Pick up), % YoY



H1 2017 LfL online home delivery performance, % YoY

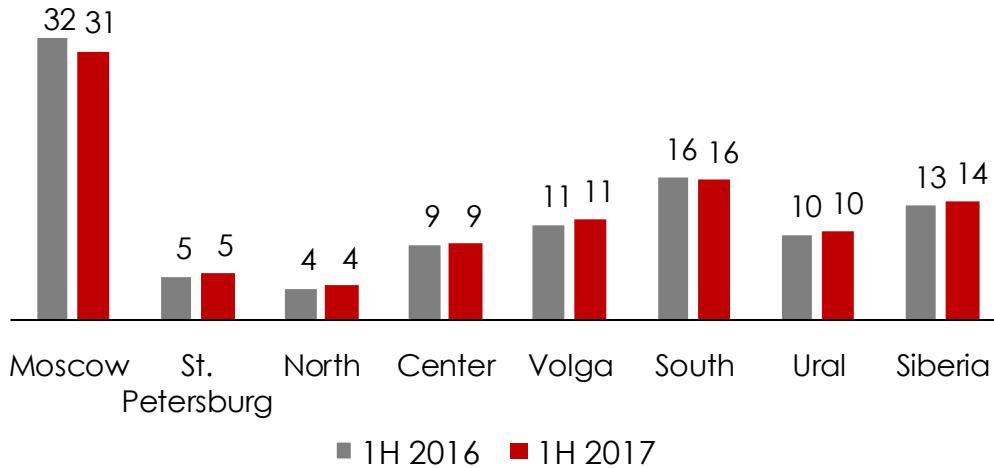


H1 2017 LfL total (stores + online) performance, % YoY

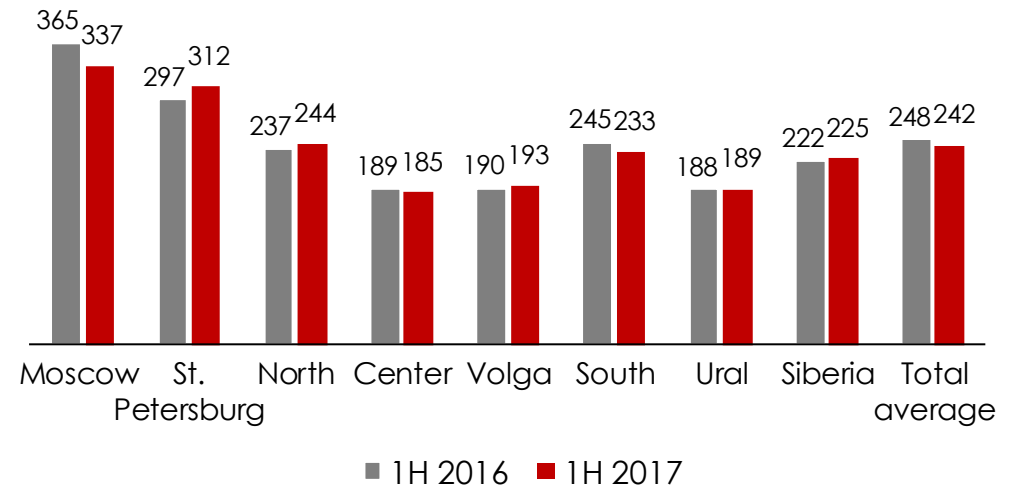


H1'17 LfL stores performance analysis

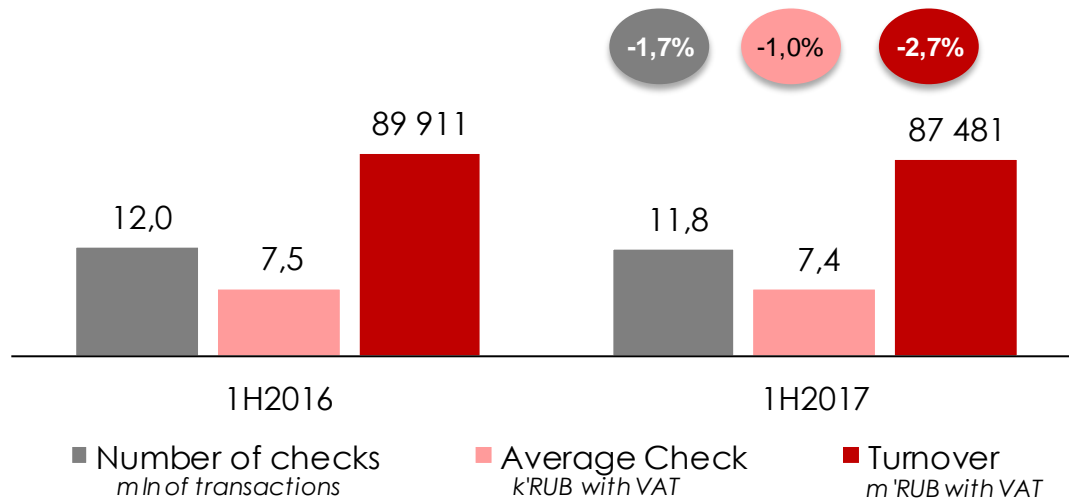
H1'17 LfL revenue breakdown, %



H1'17 LfL revenue per store, m'RUB with VAT



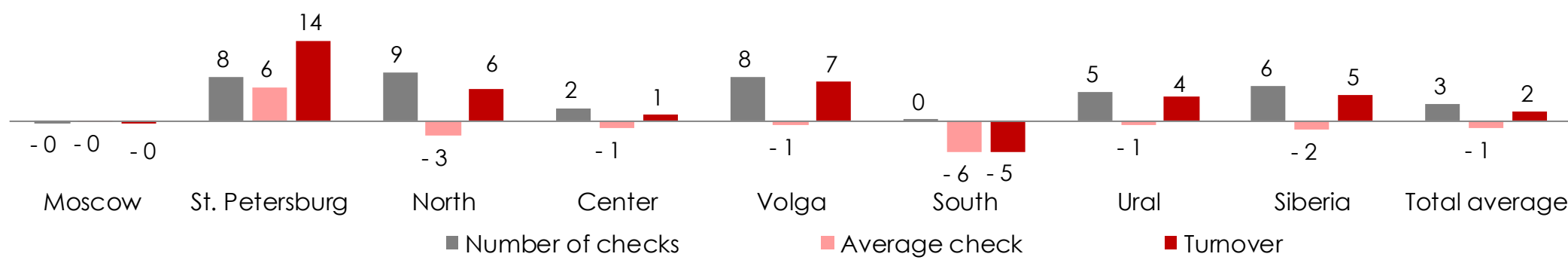
H1'17 LfL stores key performance indicators



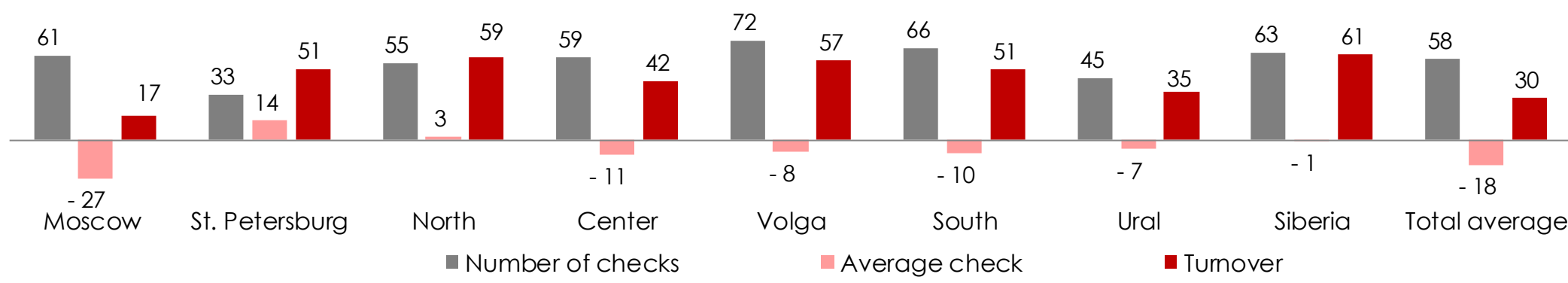
Note: LfL data is based upon a comparison of stores open at January 1, 2016 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space.

Q2'17 LfL dynamics by regions

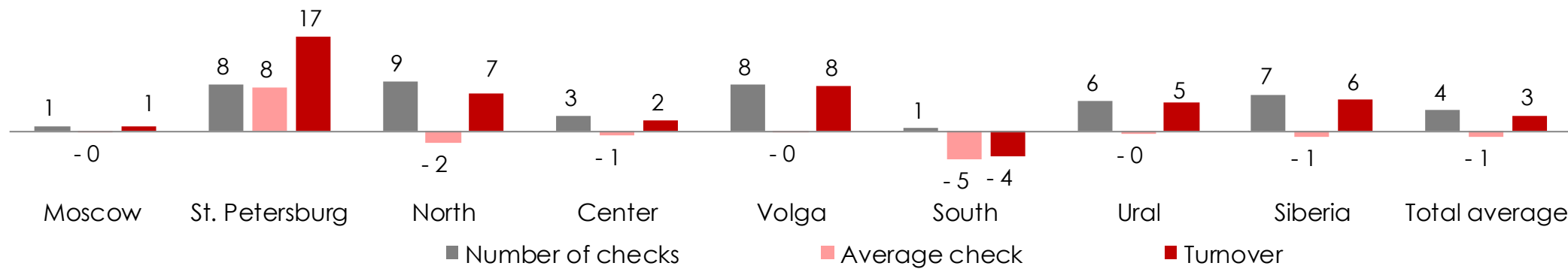
Q2'17 LfL stores performance (incl. Pick up), % YoY



Q2'17 LfL online home delivery performance, % YoY

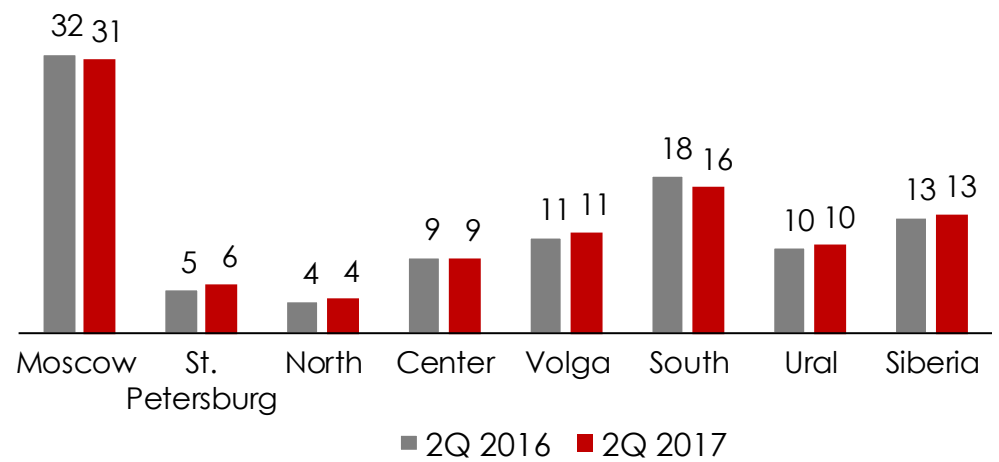


Q2'17 LfL total (stores + online) performance , % YoY

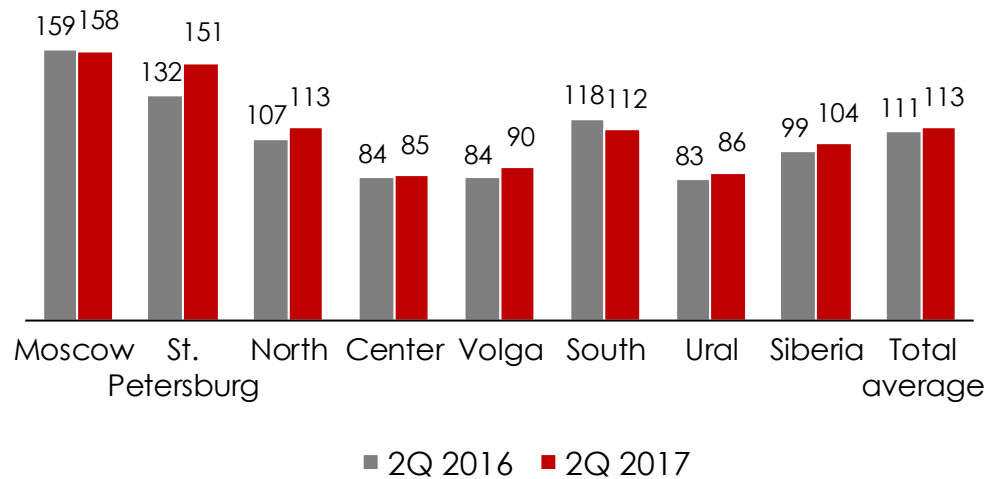


Q2'17 LfL stores performance analysis

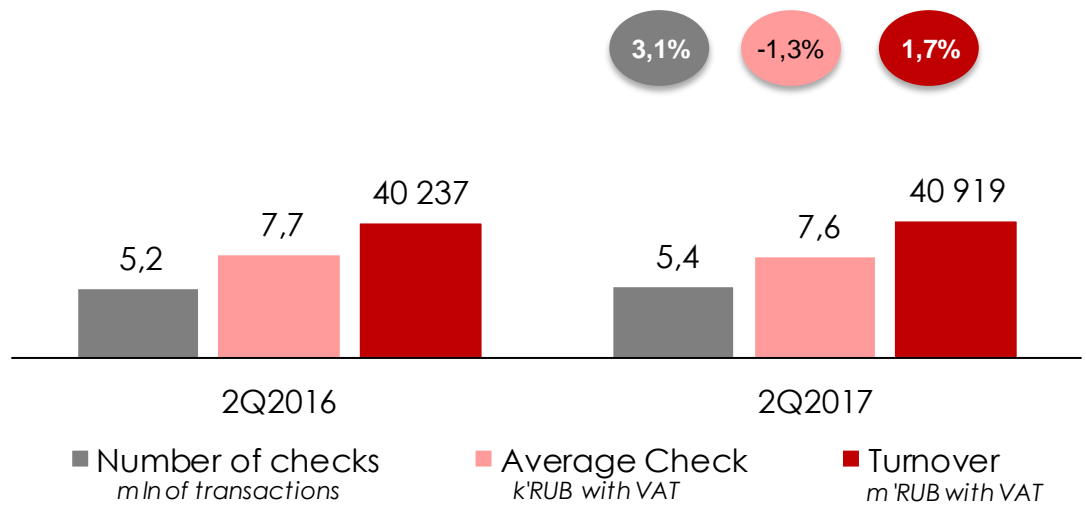
Q2'17 LfL revenue breakdown, %



Q2'17 LfL revenue per store, m'RUB with VAT



Q2'17 LfL stores key performance indicators



Note: LfL data is based upon a comparison of stores open at January 1, 2016 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space.

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