

электроника

M.Video 3Q&9M 2017 Trading Update

18 October 2017



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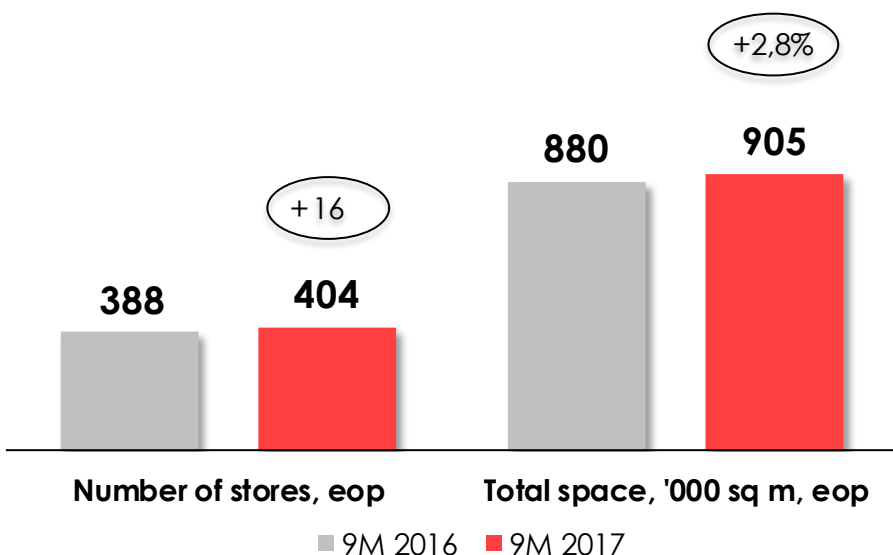
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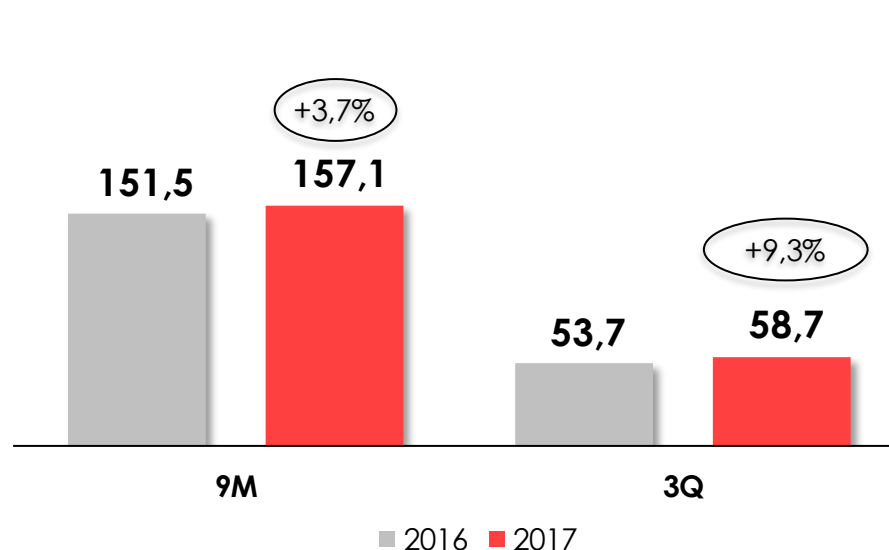
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M.Video 9M 2017 Trading Update Highlights

9M 2017 Stores and Space Growth



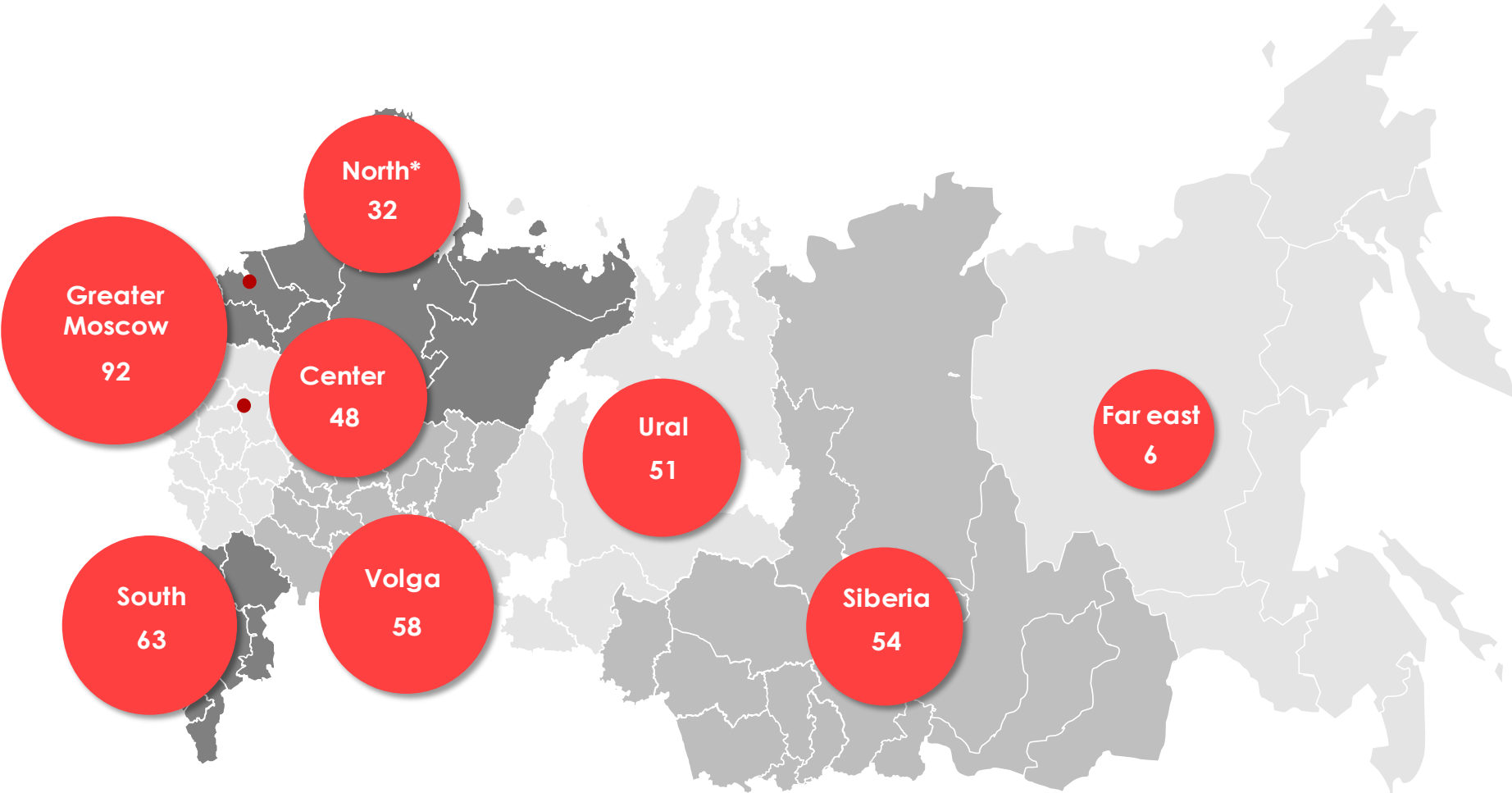
3Q & 9M 2017 Sales, RUB bln (with VAT)



- ▶ Sales grew +3.7% YoY to RUB 157.1 bln (with VAT) in 9M 2017, and by +9.3% YoY to RUB 58.7 bln (with VAT) in 3Q 2017
- ▶ 9M 2017 LFL sales grew +0.4%, while 3Q LFL sales increased +5.8%
- ▶ Online Based Sales (OBS) grew by 30% YoY to RUB 22.4 bln (with VAT) and amounted to 14% of total sales in 9M 2017 (20% in Moscow and 21% in St-Pete); OBS jumped 1.5 times YoY to 16% of total sales in 3Q
- ▶ Share of pick-up grew YoY to 69% from 67% in 9M, and reached 73% in 3Q 2017
- ▶ 7 stores opened in 9M 2017 (+4 in 3Q), 1 store closed for relocation
- ▶ Total space added +2.8% YoY and reached 905,000 sqm as of 30 Sept 2017

Note: Sales numbers for 2016 have been adjusted according to IFRS accounting policy which came into effect in 2017

M.Video Footprint in 9M 2017

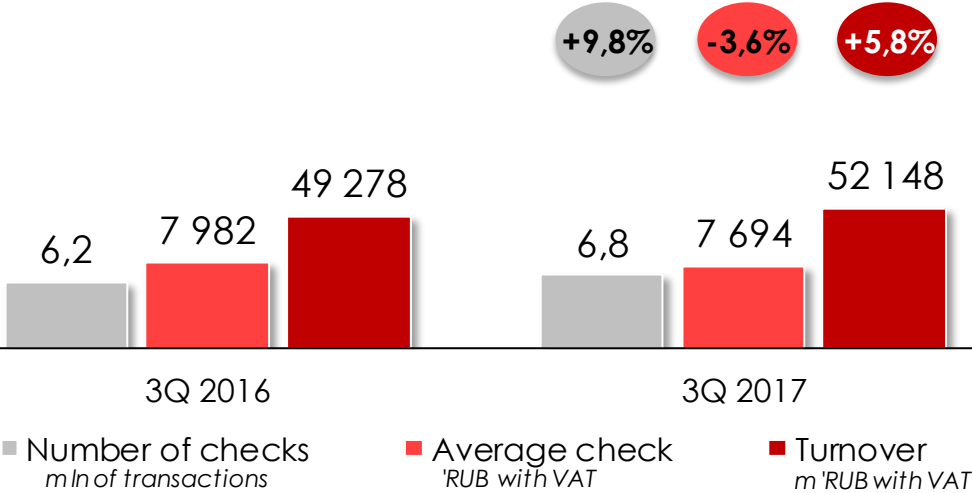


*Including stores in St.Petersburg

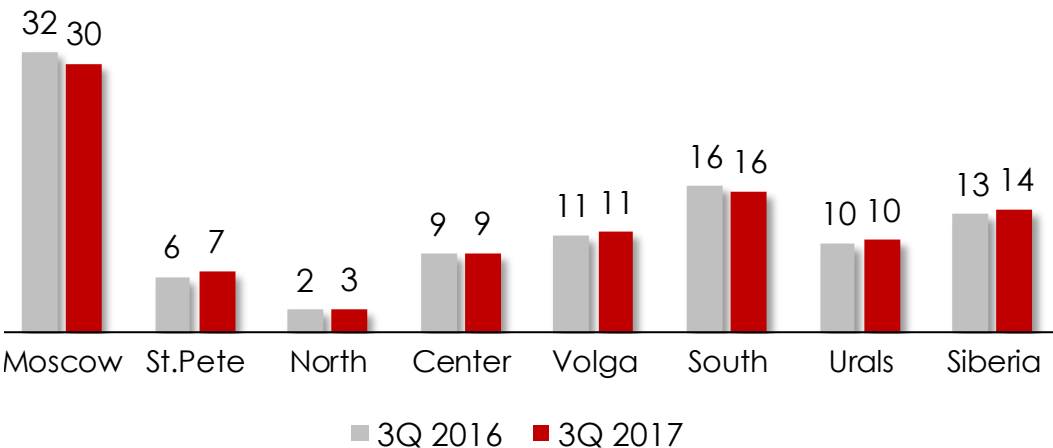
- ▶ 404 stores in 165 cities as of 30 September 2017
- ▶ Online capacities in all cities of operations
- ▶ 404 stores in 165 cities: 379 stores (94%) leased, 25 stores (6%) owned, 361 stores are in shopping malls, 43 stores are standalone

M.Video LFL Stores Performance in 3Q 2017

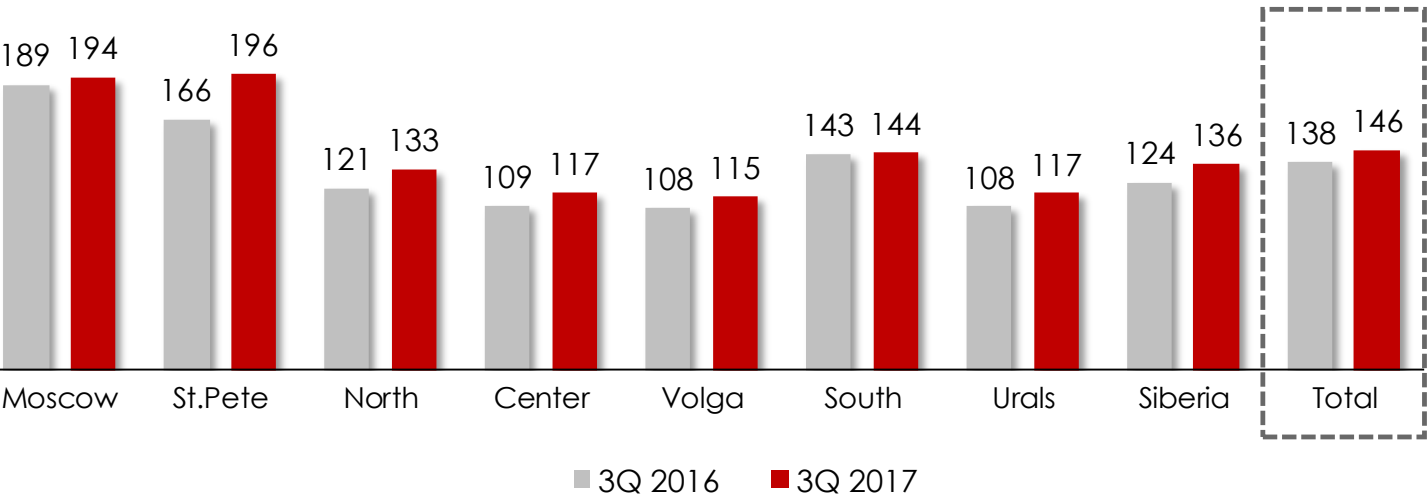
3Q 2017 LFL Stores Sales



3Q 2017 Sales Regional Breakdown, %



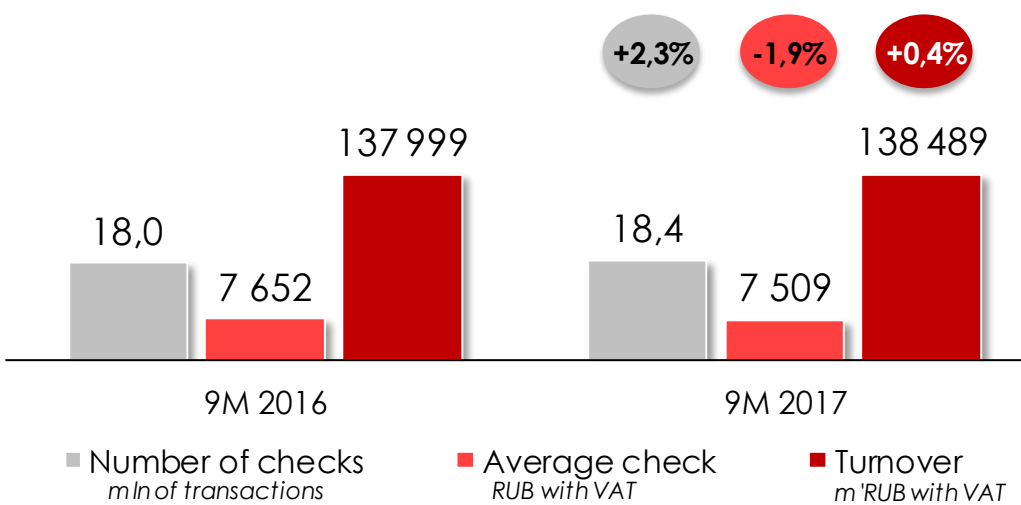
3Q 2017 Sales per LFL Store by Region, RUB mln (with VAT)



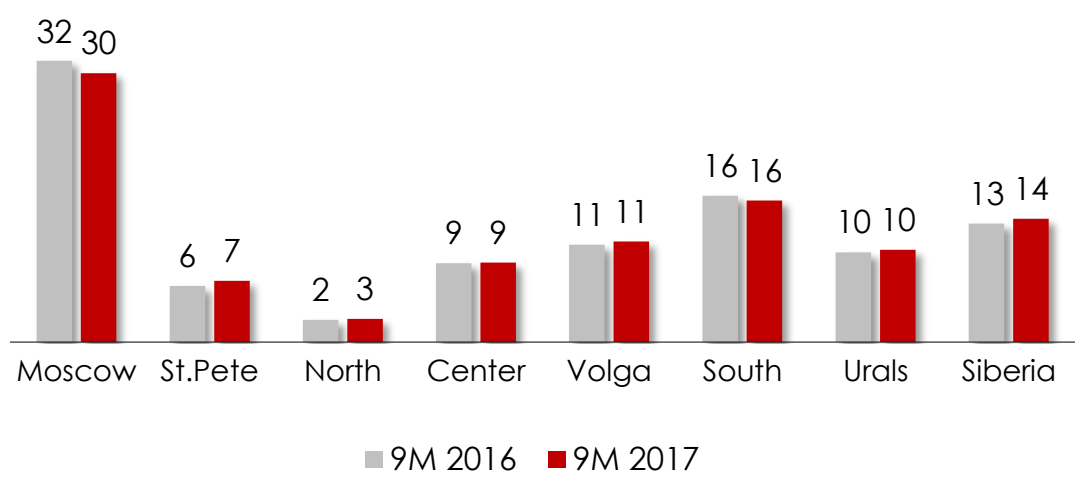
Note: LFL data is based on a comparison of stores operating as of January 1, 2016 and not closed for more than two weeks, and/or not expanded or downsized by >20% of their total space

M.Video LFL Stores Performance in 9M 2017

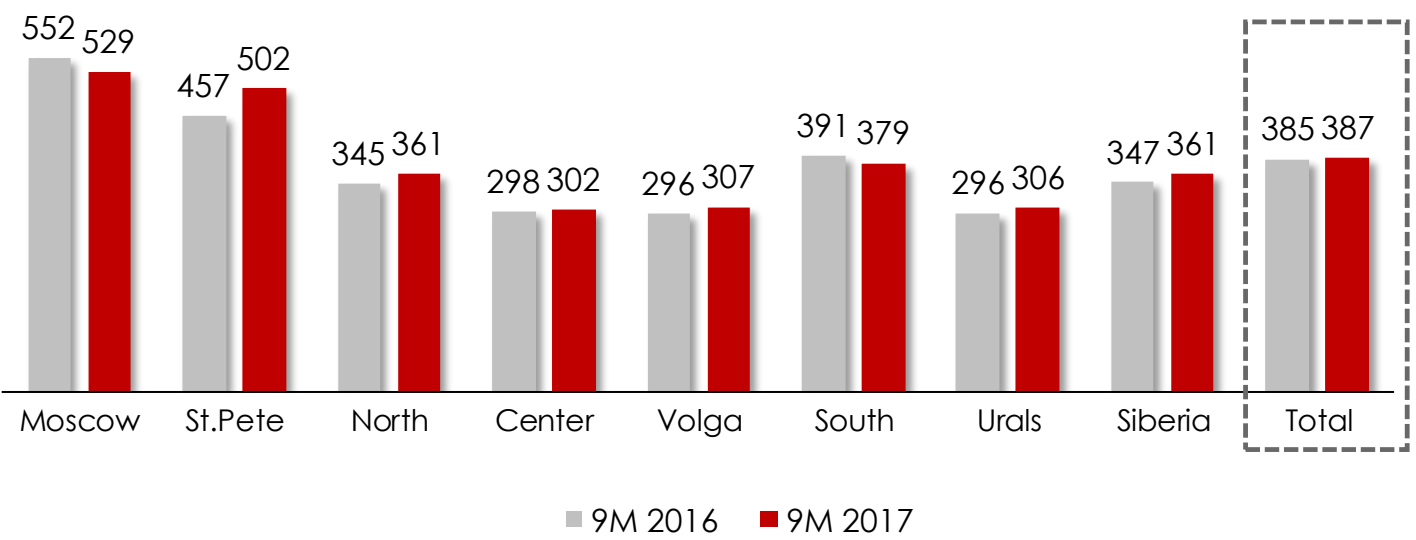
9M 2017 LFL Stores Sales



9M 2017 Sales Regional Breakdown, %



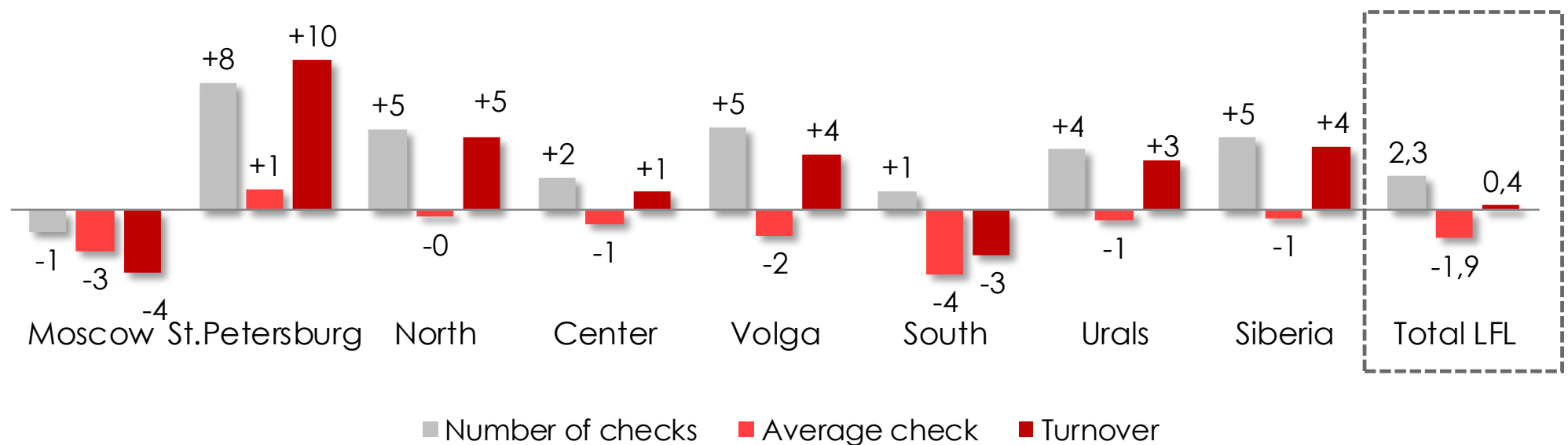
9M 2017 Sales per LFL Store by Region, RUB mln (with VAT)



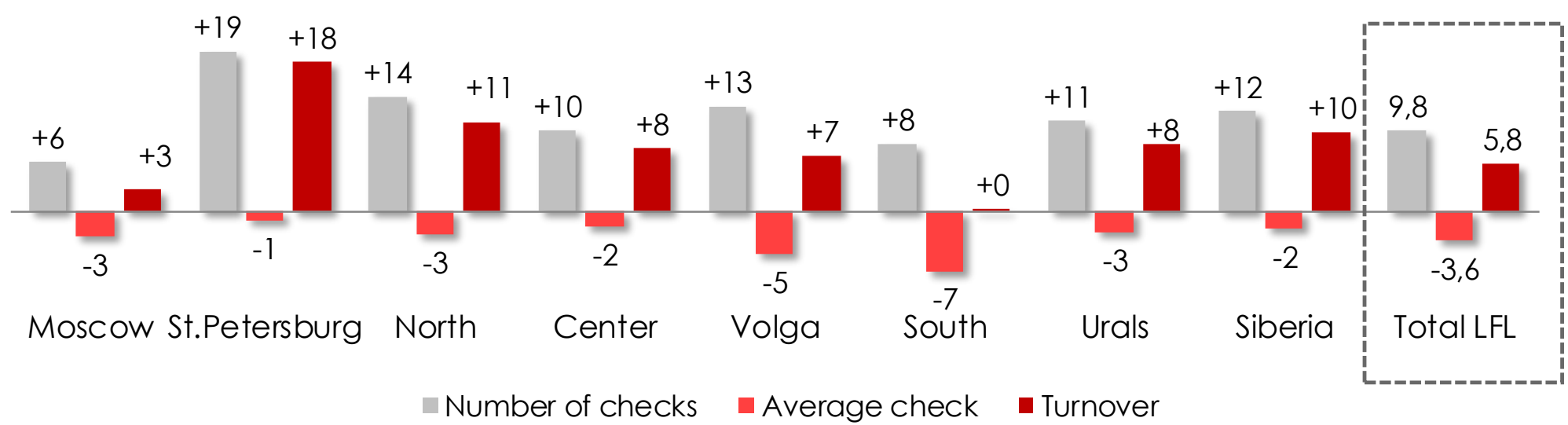
Note: LFL data is based on a comparison of stores operating as of January 1, 2016 and not closed for more than two weeks, and/or not expanded or downsized by >20% of their total space

M.Video LFL Stores Sales Dynamics by Region

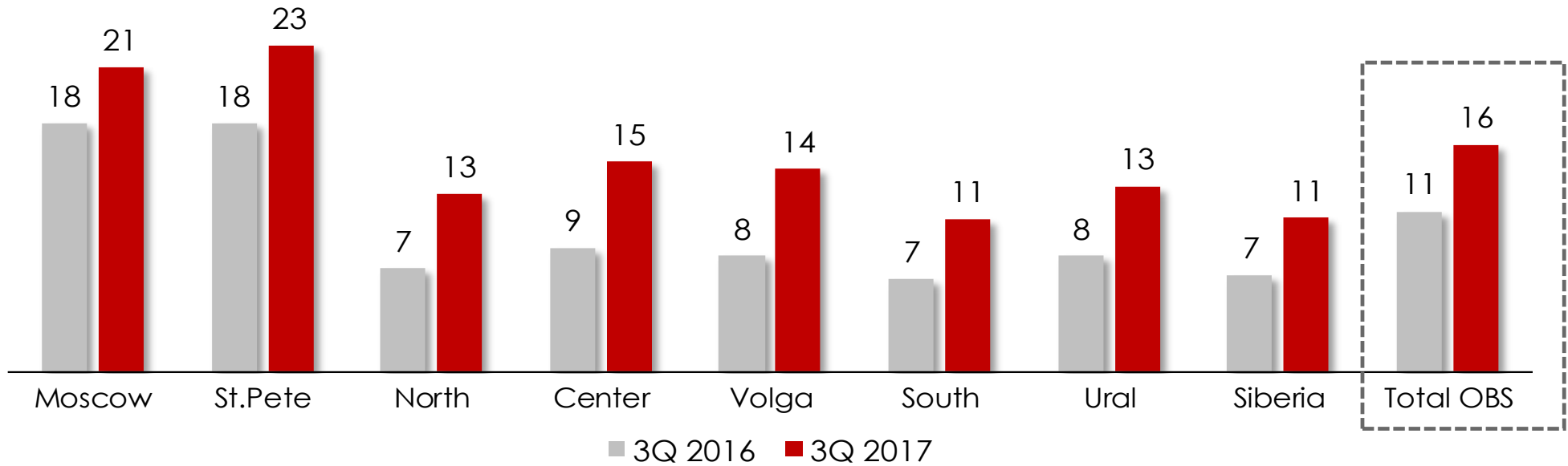
9M 2017 LFL Sales, %



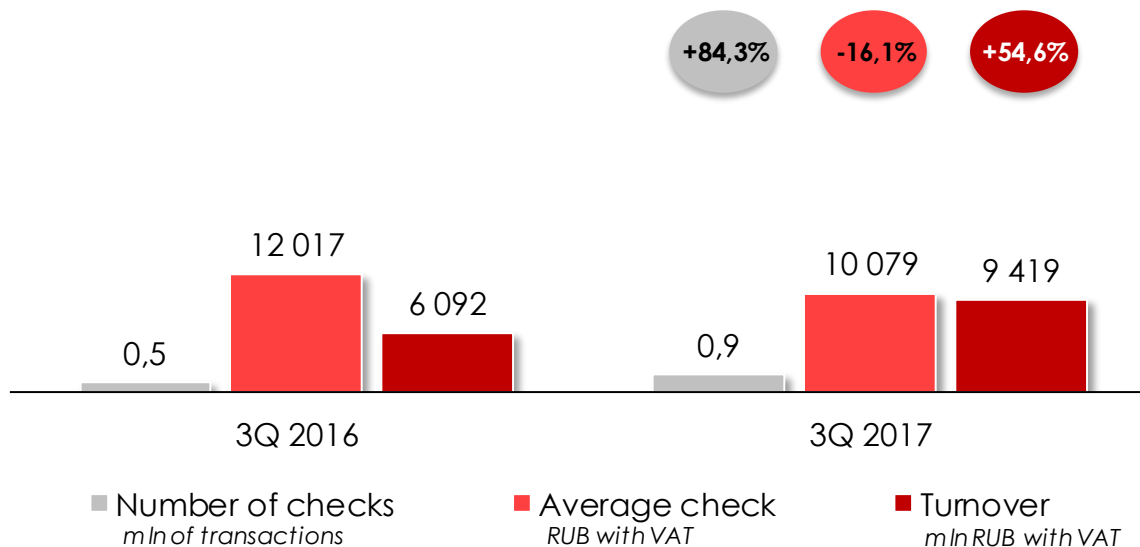
3Q 2017 LFL Sales, %



3Q 2017 OBS Share in Total Sales by Region, %

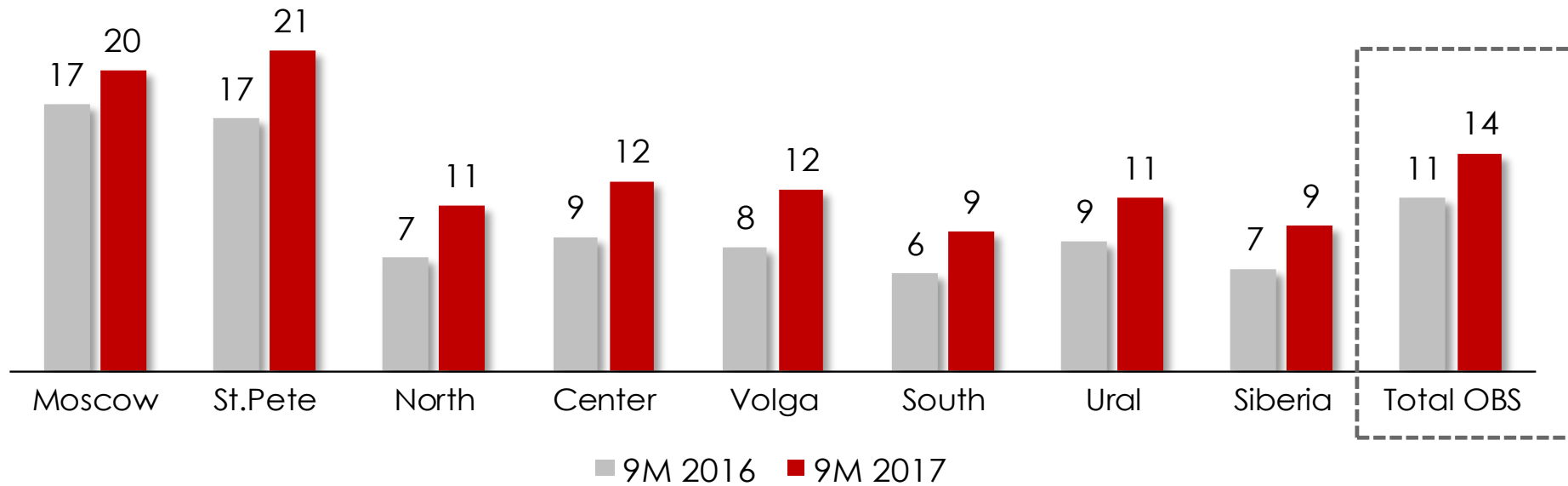


3Q 2017 OBS Key Performance Indicators

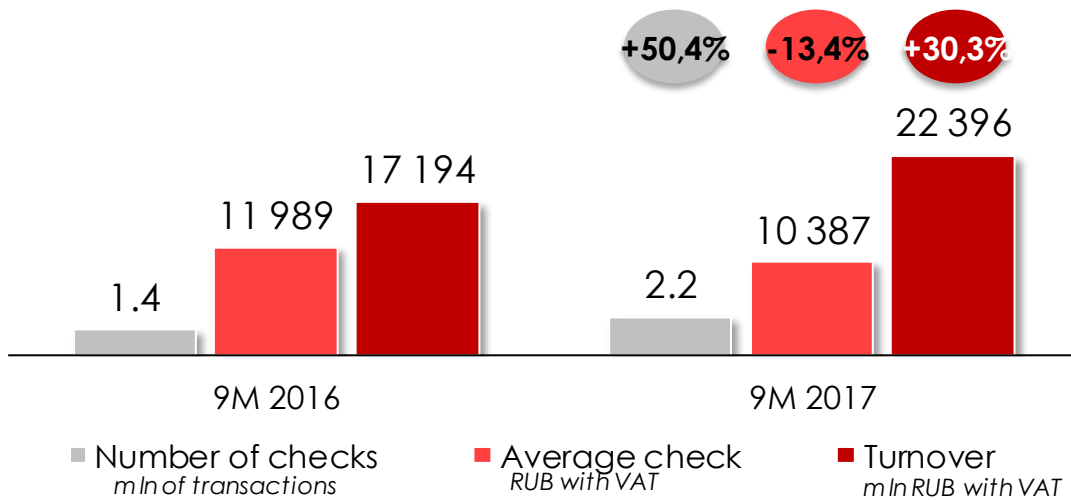


- ▶ OBS growth accelerated in 3Q to 54.6% YoY, and showed +30.3% in 9M 2107
- ▶ The growth was driven by higher conversion rate and supported by stronger in-store pick-up rate
- ▶ Average basket was down YoY in 3Q&9M 2017 due to prices deflation, promos, and mix

9M 2017 OBS Share in Total Sales by Region, %



9M 2017 OBS Key Performance Indicators



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