

М.видео 25 лет

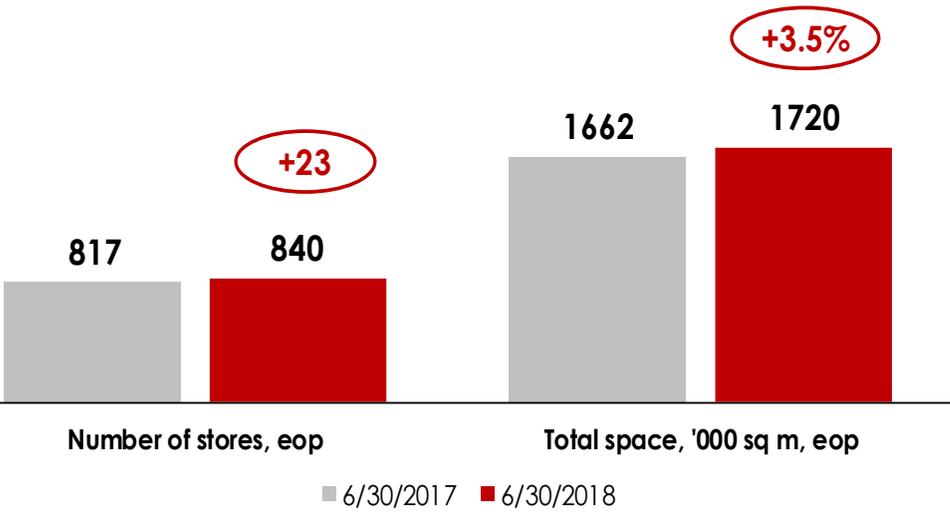
2Q 2018 PJSC M.video Trading Update

July 18, 2018

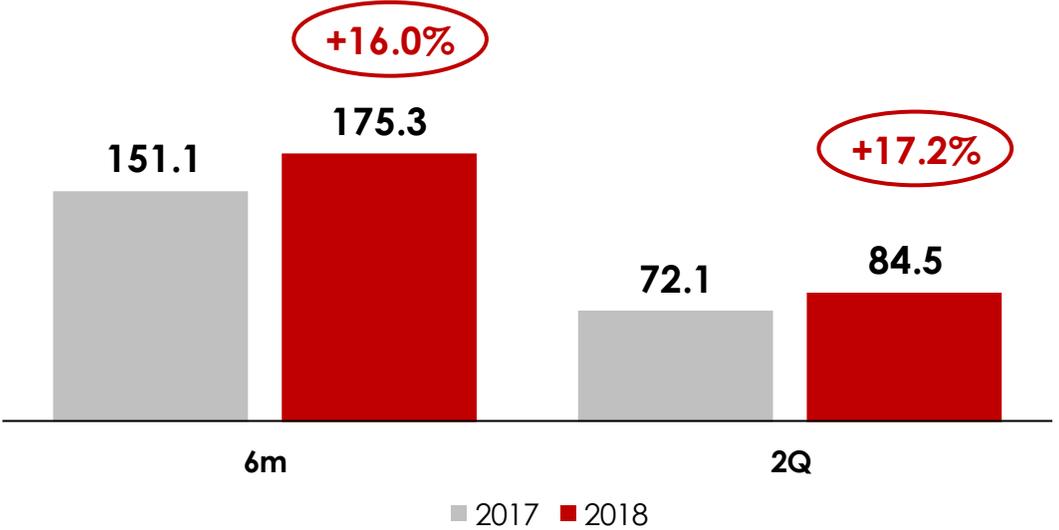
ЭЛЬДОРАДО

The information contained in this presentation or enclosed herewith is provided and intended for informational purposes only and should not be relied on for any investment decisions. The information provided in the presentation includes assumptions and financial information on M.Video-Eldorado Group operations and expectations which are "indicative". Specifically, some of the 2008-2016 information presented is taken from the M.Video-Eldorado Group management information system and as such may be unaudited and may include accruals and estimates. Except for numbers which can be traced to the audited Consolidated Financial statements for the years ended 31 December 2007-2016 the numbers may not have been subjected to any audit testing nor have the IFRS policies necessarily been applied to these numbers/calculations. All M.Video-Eldorado Group companies information provided in this presentation is provided on an "as is" basis. The Company believes and has done everything within its power to ensure the information is not misleading, nevertheless PJSC M.video does not take any responsibility for the accuracy or completeness of the information. Likewise, for the forward looking information provided, these are based upon the M.Video-Eldorado Group management high level, longer term views and not on detailed budgeting or forecasting principles. The addressees of the presentation should not take these numbers as the true and accurate numbers and as such not disseminate, or refer to these numbers for any purpose other than for the purpose they were given, namely for informational purpose. A person who uses the information contained in this presentation does so at his/her own risk.

Group Expansion, YoY

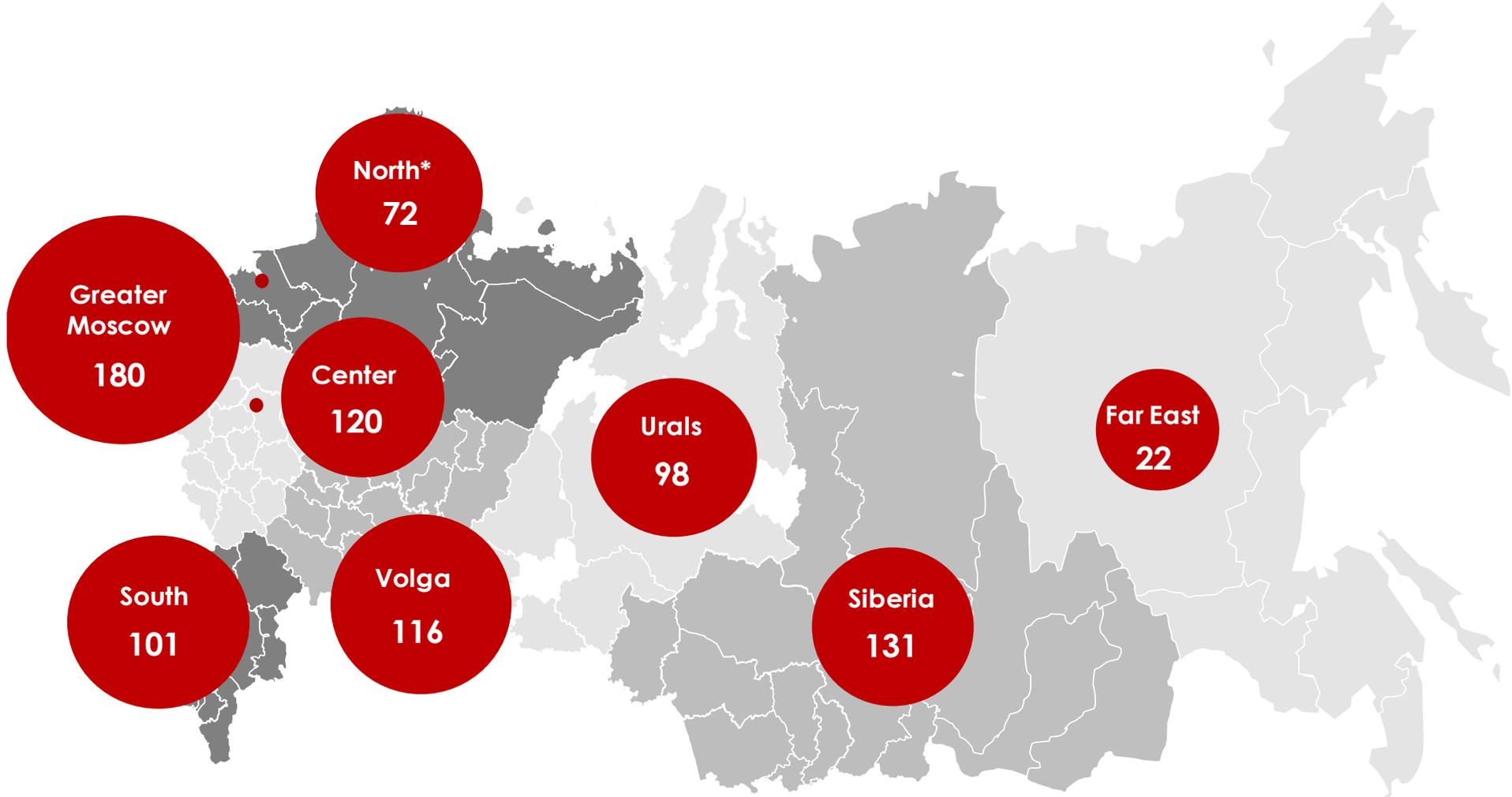


Group Net Sales*, RUB bn (with VAT)



- ▶ Group's Net Sales (pro-forma**) grew +17.2% YoY to RUB 84.5 bn (with VAT) in 2Q 2018
- ▶ Group's Net Sales (pro-forma**) grew +16.0% YoY to RUB 175.3 bn (with VAT) in 1H 2018
- ▶ Group's LFL sales increased +15.4% in 2Q 2018
- ▶ Group's Online-based Sales (pro-forma**) grew +38.7% YoY to RUB 15.5 bn (with VAT), amounting to 18% of total net sales (24% in Moscow and 23% in St-Petersburg) in 2Q 2018
- ▶ Share of pick-up in Group's OBS amounted to 73% in 2Q 2018

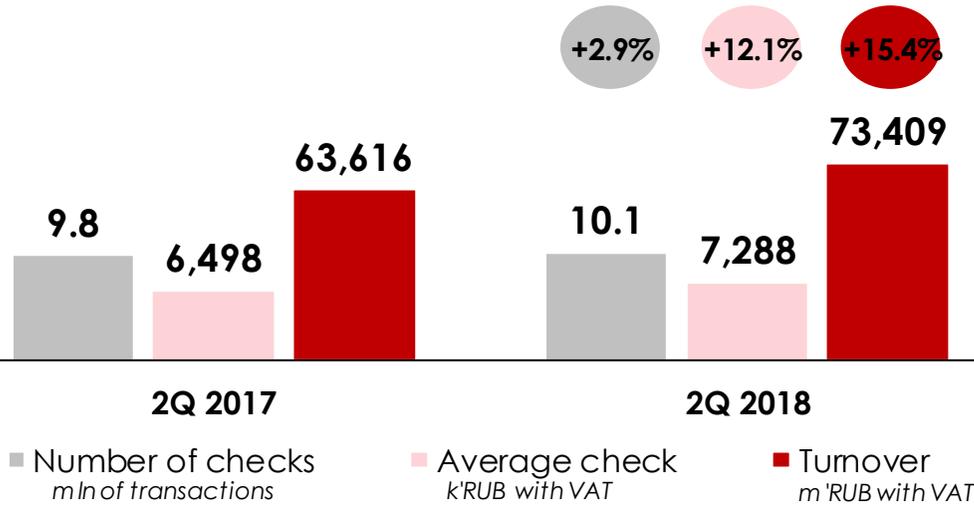
Notes:
 *Net Sales are Total sales for the reporting periods excluding sales of discount coupon cards. Sales numbers for the respective periods of 2017 were restated to Net Sales for comparability purposes.
 **Pro-forma combined operational results for the Group include Eldorado numbers starting not from its acquisition date in April 2018, but from the beginning of the earliest comparable period, i.e. from the beginning of 1H 2017.



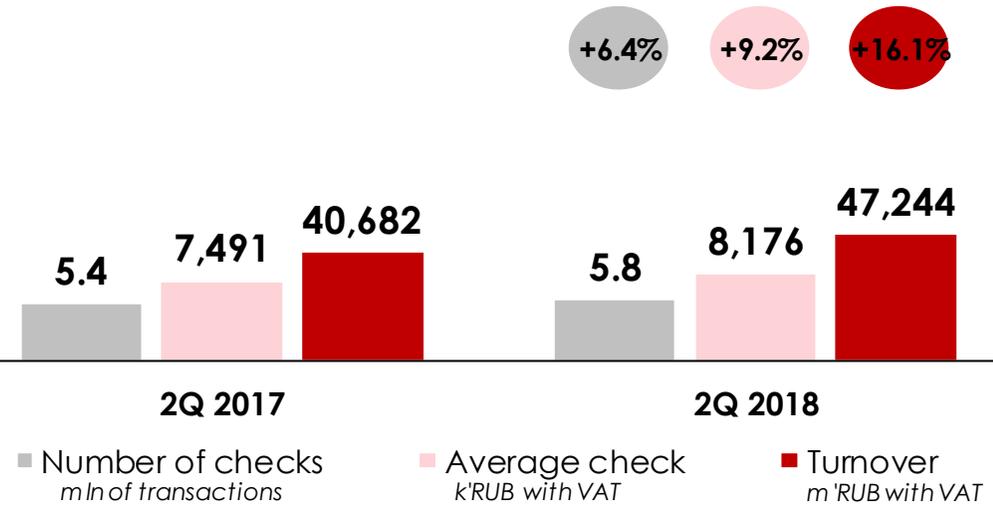
*Including stores in St.Petersburg

- ▶ 840 stores in 200 cities as of 30 June 2018: 427 M.Video, 411 Eldorado, and 2 M_Mobile pilot stores
- ▶ Online capacities in all cities of operations
- ▶ 838 M.Video and Eldorado stores: 779 stores leased, 59 stores owned; 729 stores are in shopping malls, 109 stores are standalone

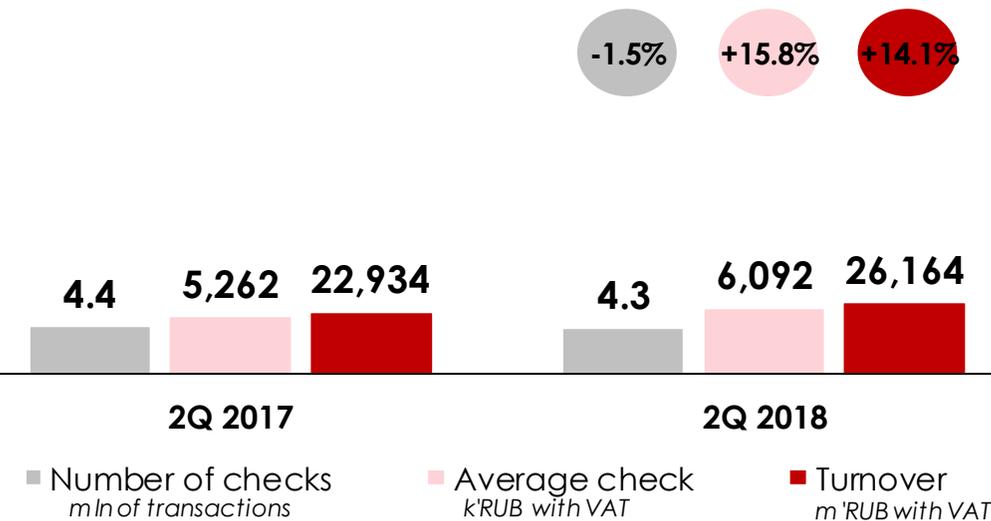
2Q 2018 Group LFL Sales,%



2Q 2018 M.Video LFL Sales,%



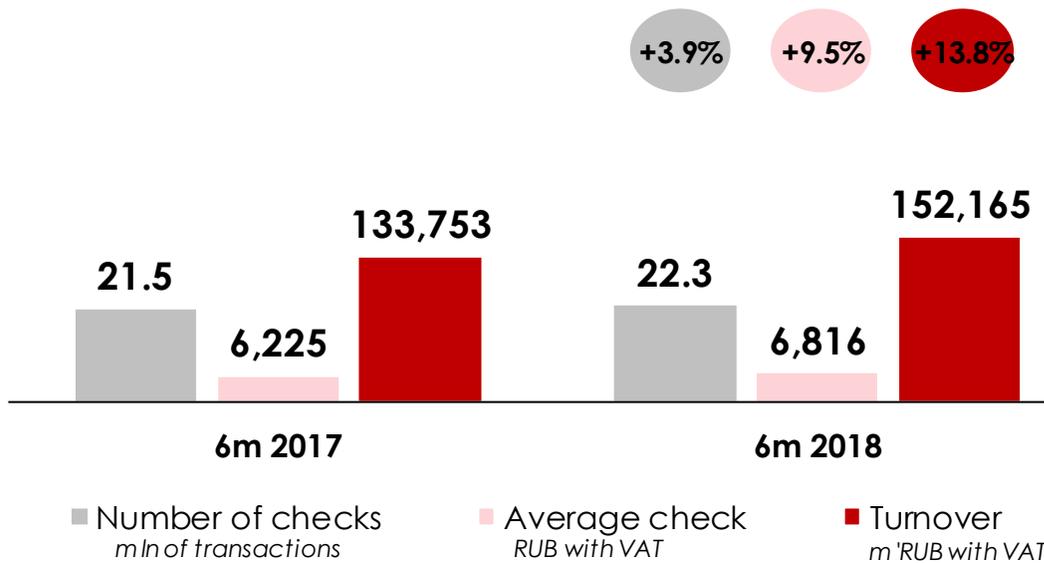
2Q 2018 Eldorado LFL Sales,%



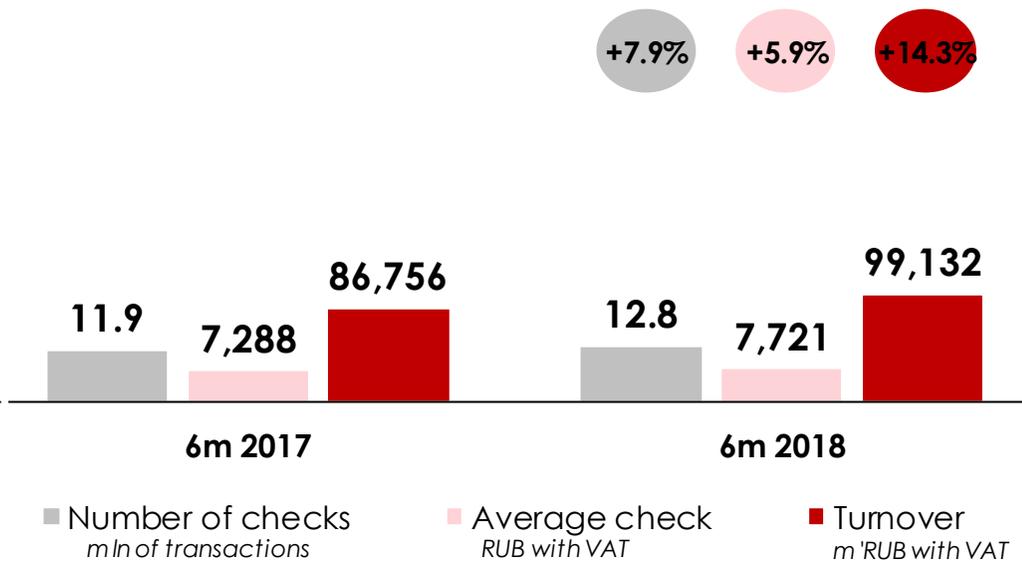
- ▶ Both M.Video and Eldorado showed strong double-digit LFLs in 2Q 2018
- ▶ M.Video growth was driven by higher number of tickets and average basket supported by promos, consumer credits, and product mix
- ▶ Eldorado increased average ticket due to more efficient assortment management and digital category growth in 2Q

Note:
LFL data is based on a comparison of 372 M.Video and 387 Eldorado stores operating as of January 1, 2017 and not closed for more than two weeks, and/or not expanded or downsized by >20% of their total space

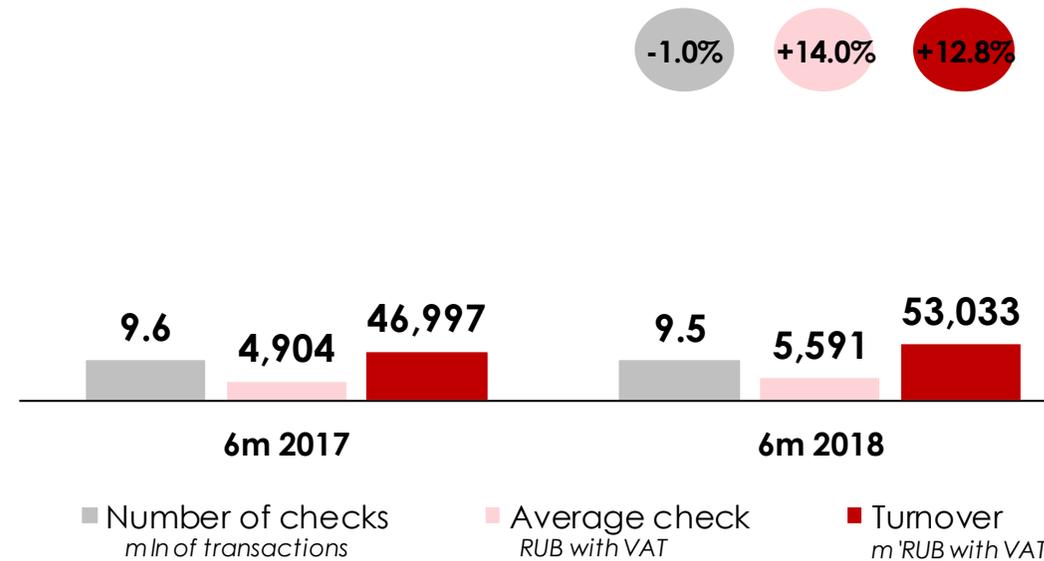
1H 2018 Group LFL Sales, %



1H 2018 M.Video LFL Sales, %



1H 2018 Eldorado LFL Sales, %



ПОЛУЧИТЕ ШАНС ВЫИГРАТЬ!

30 000 000 БОНУСНЫХ РУБЛЕЙ НА ВСЕХ**

Смартфон Huawei P20

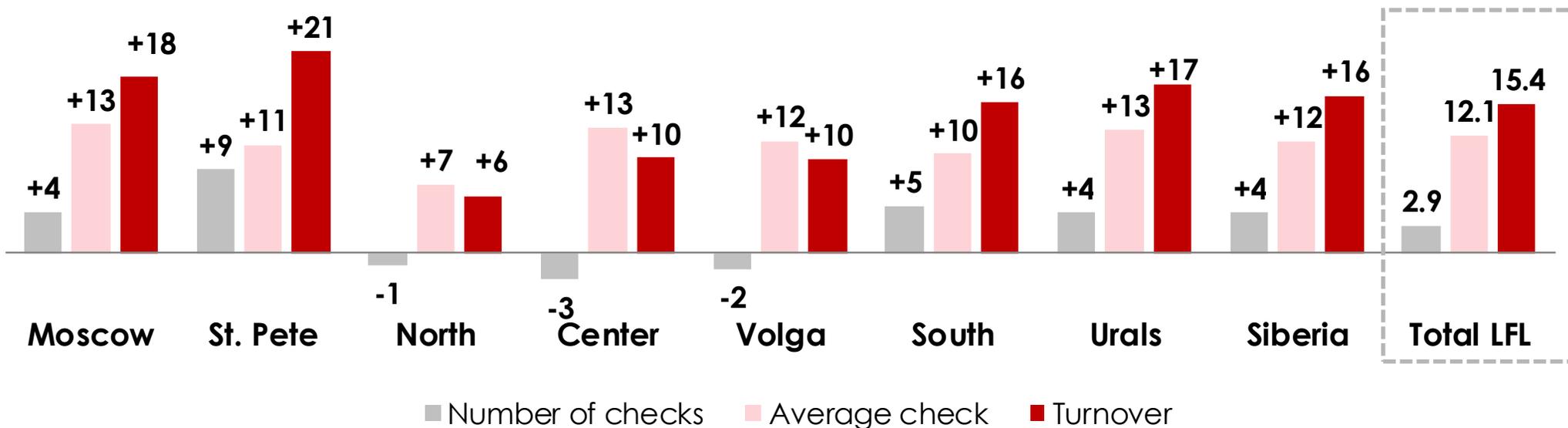
М.Видео 25 лет

*В 2018 г. исполняется 25 лет со дня открытия первого магазина сети «М.Видео». **Акция 40 000 000 бонусных рублей на всех* проводится с 16.05.2018 по 04.07.2018 г. Для участия в акции необходимо в период с 16.05.2018 по 16.06.2018 г. совершить покупку с использованием карты «М.Бонус» в любом магазине М.Видео, включая Интернет-магазин Mvideo.ru на сумму чека от 200 руб., зарегистрироваться на сайте igamvideo.ru в соответствии с правилами акции и указать предпочтения матча «НОУТ ПРОТИВ ЧЕЛОВЕКА» 30 000 бонусных рублей делится среди участников и победителей акции в сроки и в соответствии с правилами акции. Бонусные рубли начисляются только на зарегистрированную до 25.06.2018 г. карту «М.Бонус». В период с 16.05.2018 по 25.06.2018 г. опубликуйте свой выбор в социальных сетях (FACEBOOK, VK.COM, OJZ), и примите участие в дополнительном розыгрыше в рамках акции SMARTPHONE. Начиная со 02.07.2018 г. проведение розыгрыша и начисление бонусных рублей состоится до 04.07.2018 г. в соответствии с правилами акции. Информацию об организаторе акции, правилах ее проведения, количестве выигрышей, сроках, месте и порядке их получения уточняйте в магазинах «М.Видео» на сайте Mvideo.ru или по телефону 8 800 200 77 73. Организатор ООО «ЭВЕРЕСТ/ИНТЕНТ/ТАДА» 109092, РОССИЯ, МОСКВА, УЛ. ИЛЬИНА, Д. 4, ПОМ. 101-102, ОГРН 107764638568. Продавец ООО «М.ВИДЕО-МЕНЕДЖМЕНТ» 155066, РОССИЯ, МОСКВА, УЛ. НИКИТИН КРАСНОСЕЛЬСКАЯ, ДОМ 40/20, КОРТ. 20 ОГРН 150746840295

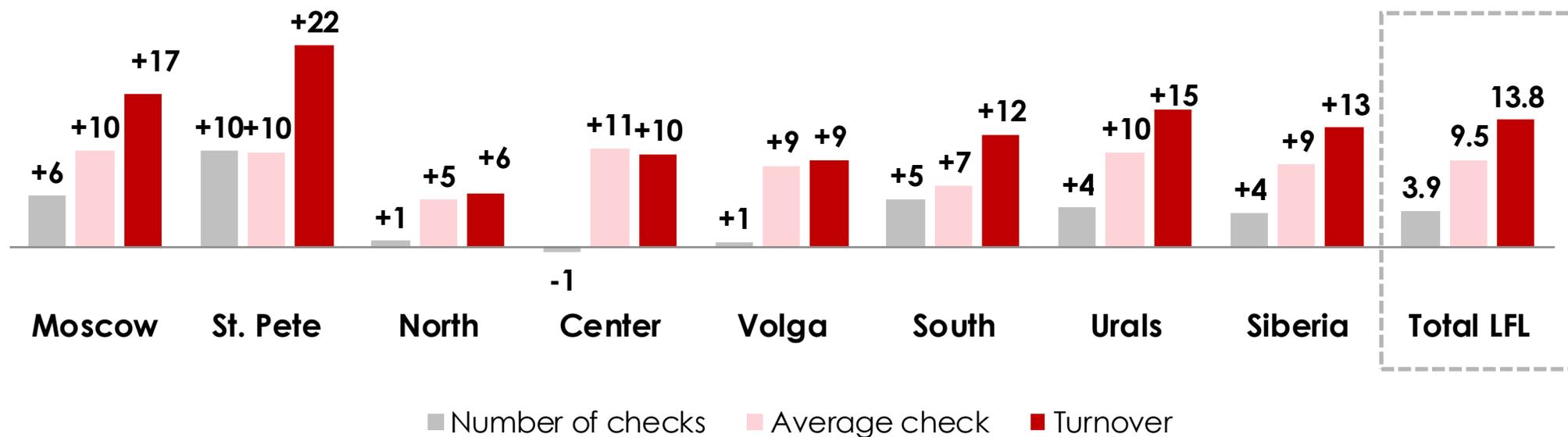
Note: LFL data is based on a comparison of 372 M.Video and 387 Eldorado stores operating as of January 1, 2017 and not closed for more than two weeks, and/or not expanded or downsized by >20% of their total space

M.Video-Eldorado Group LFL Sales by Region

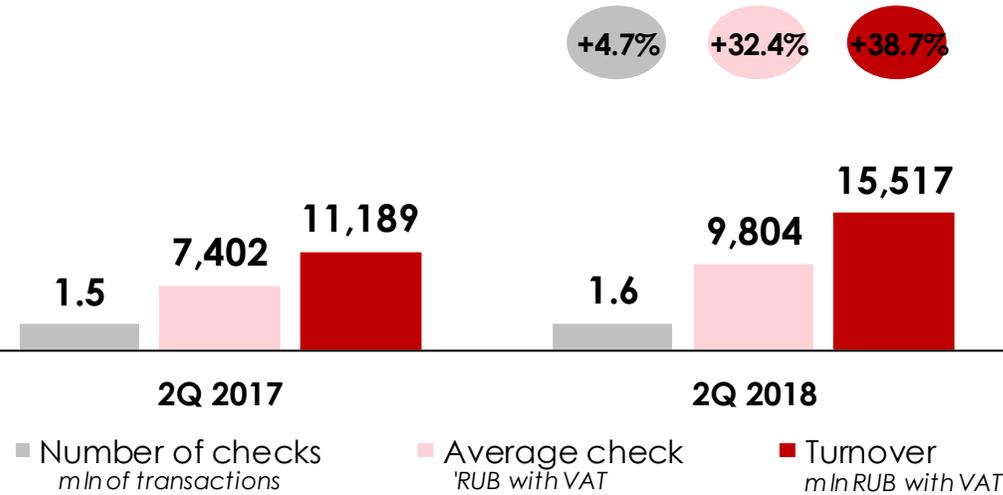
2Q 2018 Group LFL Sales by Region, %



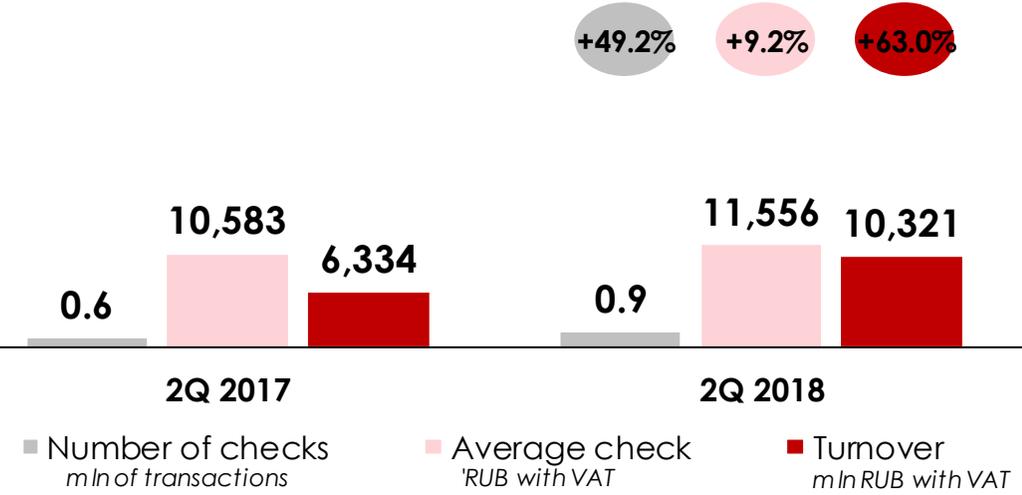
1H 2018 Group LFL Sales by Region, %



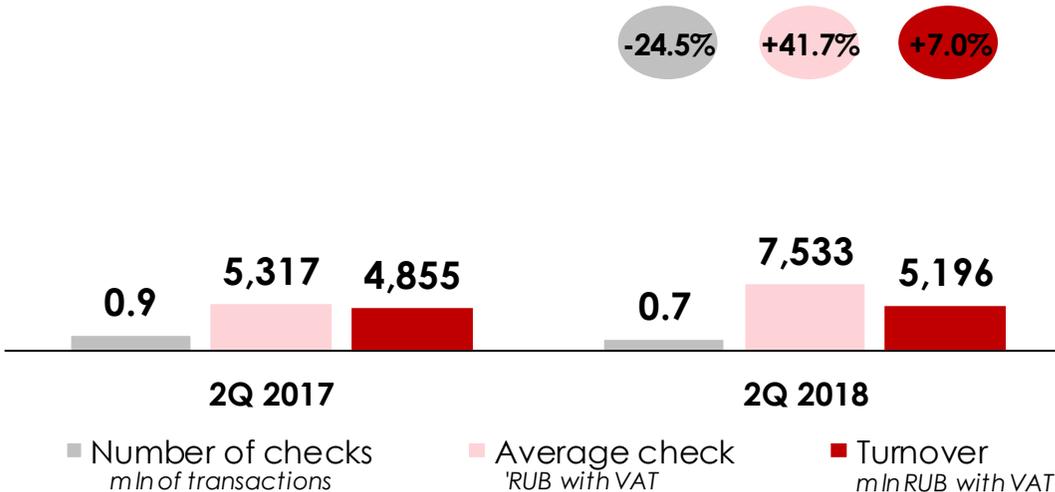
2Q 2018 Group OBS Drivers



2Q 2018 M.Video OBS Drivers

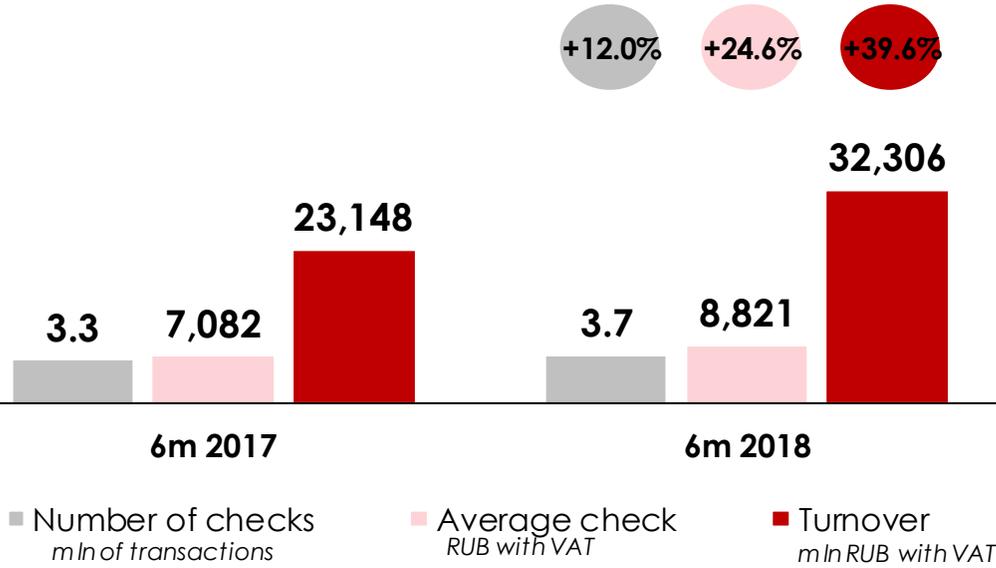


2Q 2018 Eldorado OBS Drivers

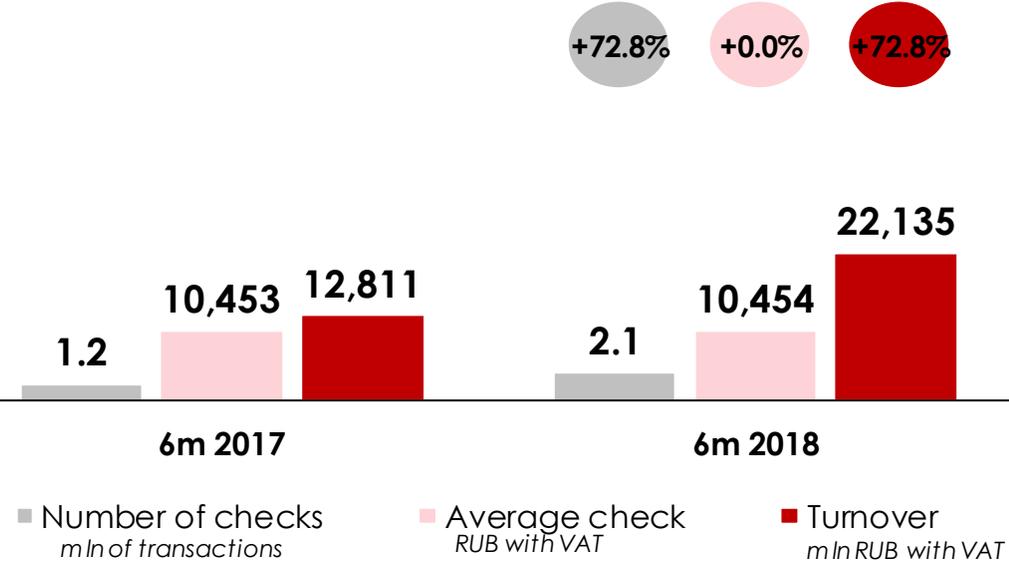


- ▶ M.Video continued to deliver strong growth in the Internet, driven by number of transactions and average ticket in 2Q
- ▶ Eldorado substantially increased average ticket due to improved product mix and digital in 2Q
- ▶ In 2Q, we saw temporary traffic redirection from Eldorado's website to their brick-and-mortar stores, as Eldorado aligned prices in online and offline, implementing OMNI-model

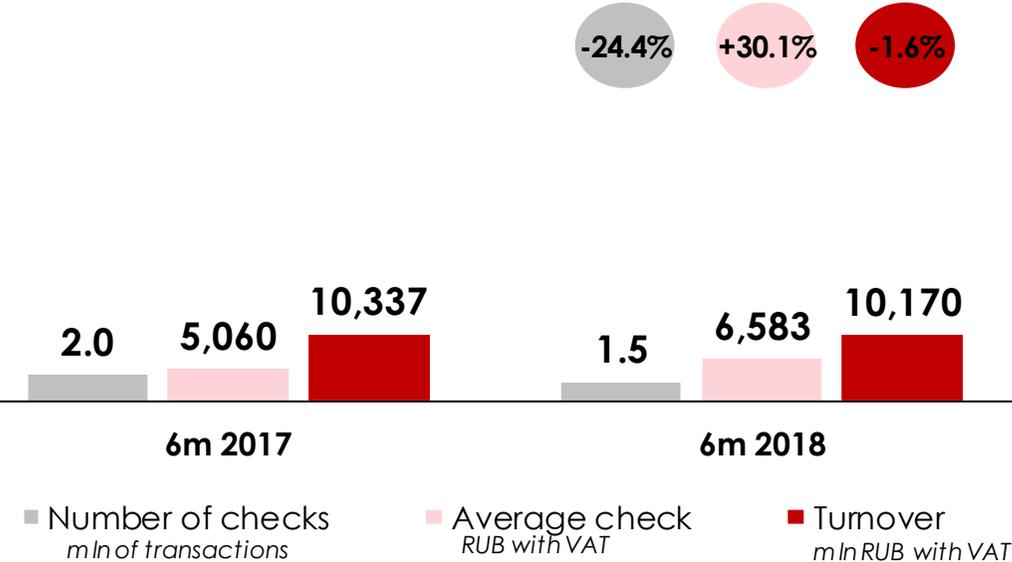
1H 2018 Group OBS Drivers



1H 2018 M.Video OBS Drivers



1H 2018 Eldorado OBS Drivers



Hotpoint Холодильник HF 4200 W

2 м высота
No Frost
LED-освещение

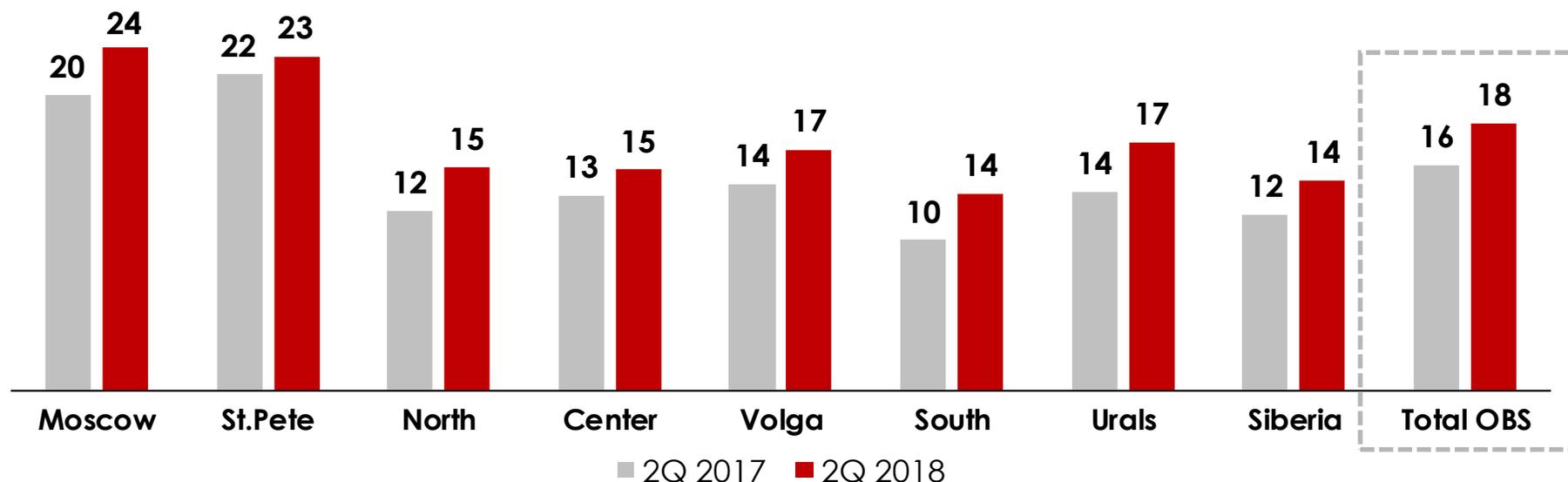
ФУТБОЛКА СБОРНОЙ**
В ПОДАРОК

28990
23490 Ваша скидка 5500

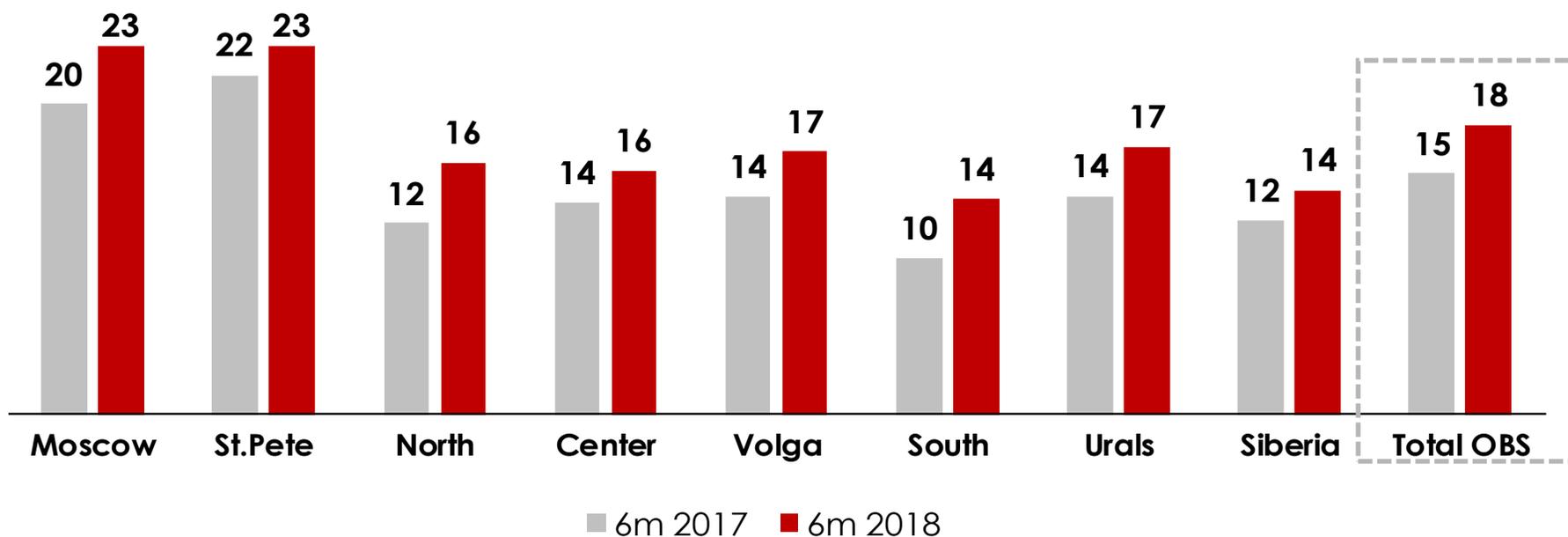
ПРЕДЛОЖЕНИЕ ДЕЙСТВИТЕЛЬНО С 13.06.2018 Г. ПО 2.07.2018 Г.
 *В 2018 г. исполняется 25 лет со дня открытия первого магазина сети «М.Видео». ** Футболка домашней сборной футболиста сборной России.
 С 13.06.2018 по 02.07.2018 проводится акция «Футболка в подарок» в розничных магазинах «М.Видео», Интернет-магазине WWW.MVIDEO.RU. При покупке товара из акционного списка предоставляется футболка в подарок, список товаров, участвующих в акции, правила проведения акции узнавайте в магазинах «М.Видео», на сайте MVIDEO.RU и по телефону 8-800-200-777-5. Количество товаров и подарков ограничено. Акция на модель товара прекращается при продаже всех акционных товаров. Продавец ООО «М.ВИДЕО МЕНЕДЖМЕНТ», 105066, РОССИЯ, МОСКВА, УЛ. НИКИТИНКА КРАСНОСЕЛЬСКАЯ, Д. 40/12, КОРП. 20, ОТН. 105776840035.

М.видео первые* 25 лет

2Q 2018 OBS Share in Group's Sales by Region, %



1H 2018 OBS Share in Group's Sales by Region, %



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