

*М.видео* 25 лет

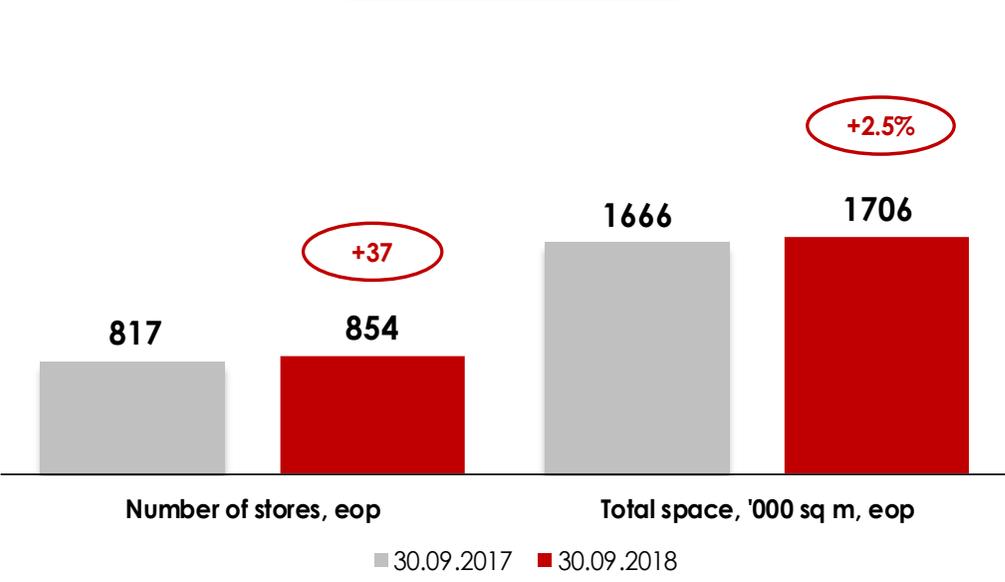
# 3Q 2018 PJSC M.video Trading Update

October 18, 2018

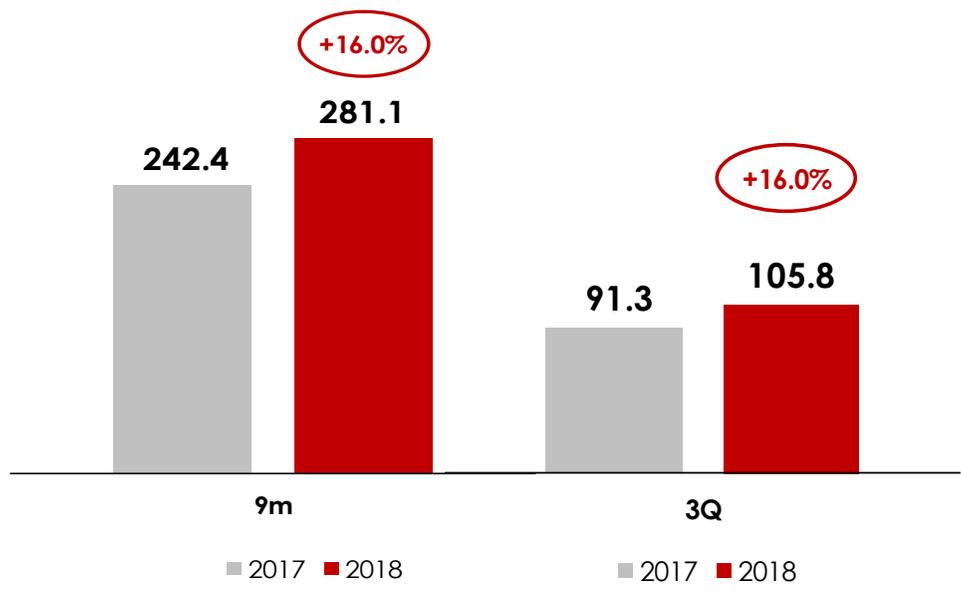
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## Group Expansion, YoY



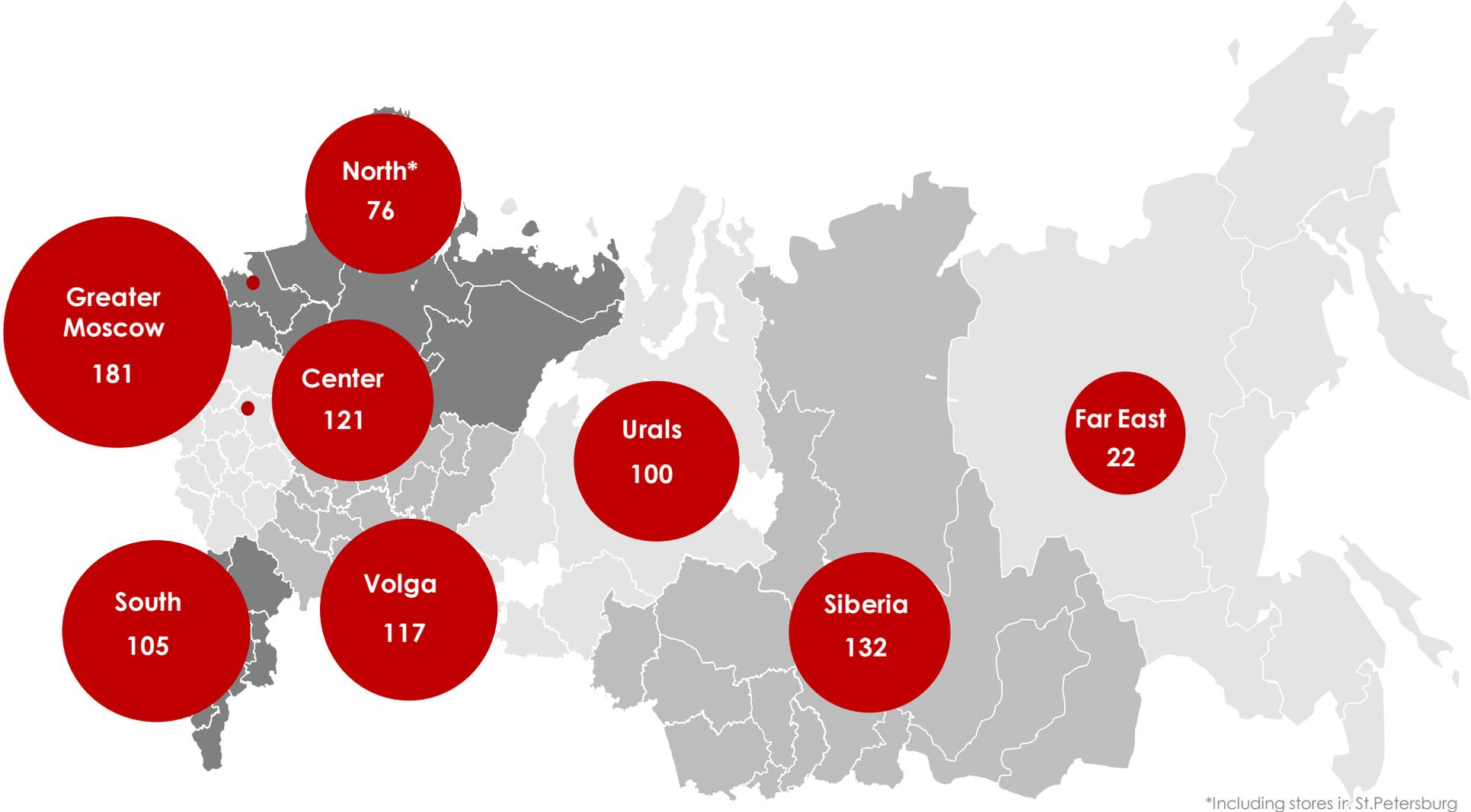
## Group Net Sales\*, RUB bn (with VAT)



- ▶ Group's Net Sales (pro-forma\*\*) grew +16.0% YoY to RUB 105.8 bn (with VAT) in 3Q 2018
- ▶ Group's Net Sales (pro-forma) grew +16.0% YoY to RUB 281.1 bn (with VAT) in 9M 2018
- ▶ Group's LFL sales increased by +11.8% in 3Q, and by +13.0% in 9M 2018
- ▶ Group's Online-based Sales (pro-forma) grew +25.8% YoY to RUB 18.8 bn (with VAT), amounting to 18% of total Net Sales (23% in Moscow and 22% in St-Petersburg) in 3Q 2018
- ▶ Share of pick-up in Group's OBS amounted to 74% in 3Q 2018

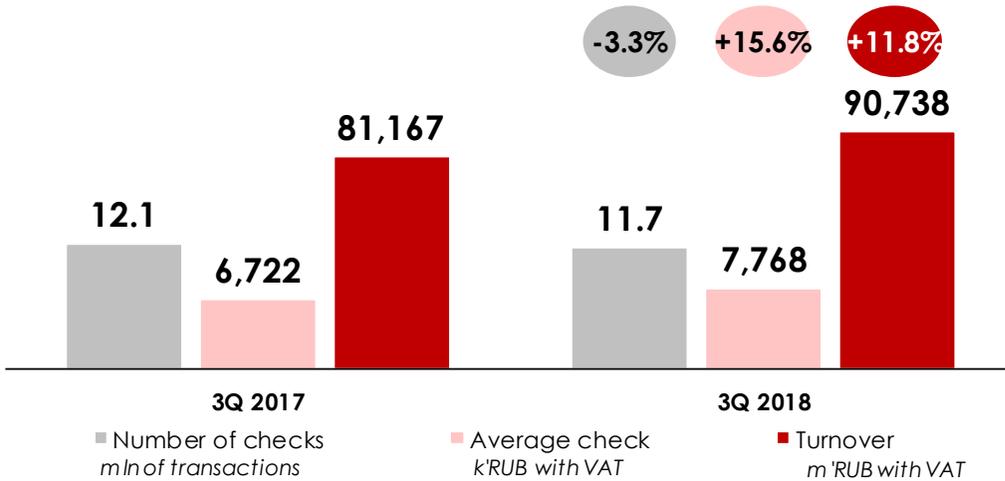
Notes:  
 \*Net Sales are Total sales for the reporting periods excluding sales of discount coupon cards. Sales numbers for the respective periods of 2017 were restated to Net Sales for comparability purposes.  
 \*\*Pro-forma combined operational results for the Group include Eldorado numbers starting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

# Group's Footprint as of 30 September 2018

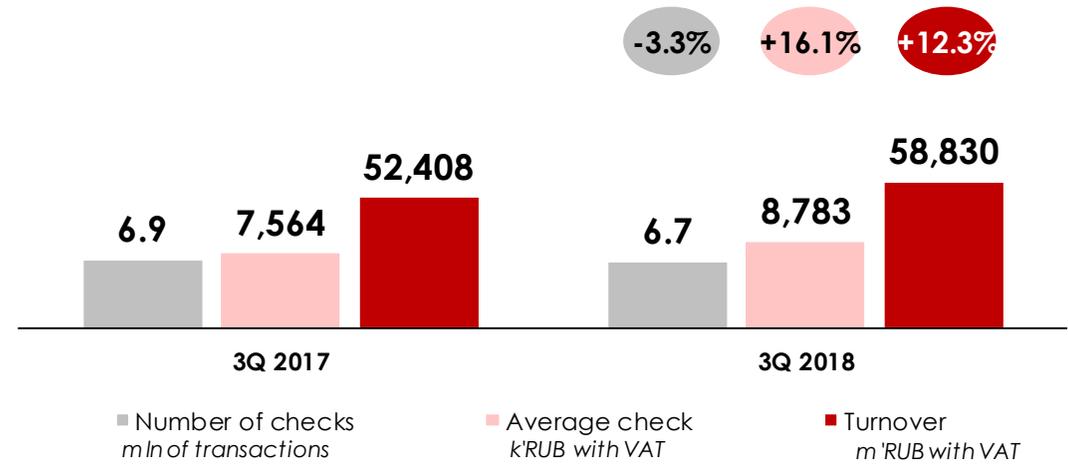


- ▶ 854 stores in 200 cities as of 30 September 2018: 435 M.Video, 416 Eldorado, and 3 M\_Mobile pilot stores
- ▶ Online capacities in all cities of operations
- ▶ 851 M.Video and Eldorado stores: 792 stores leased, 59 stores owned; 741 stores are in shopping malls, 110 stores are standalone

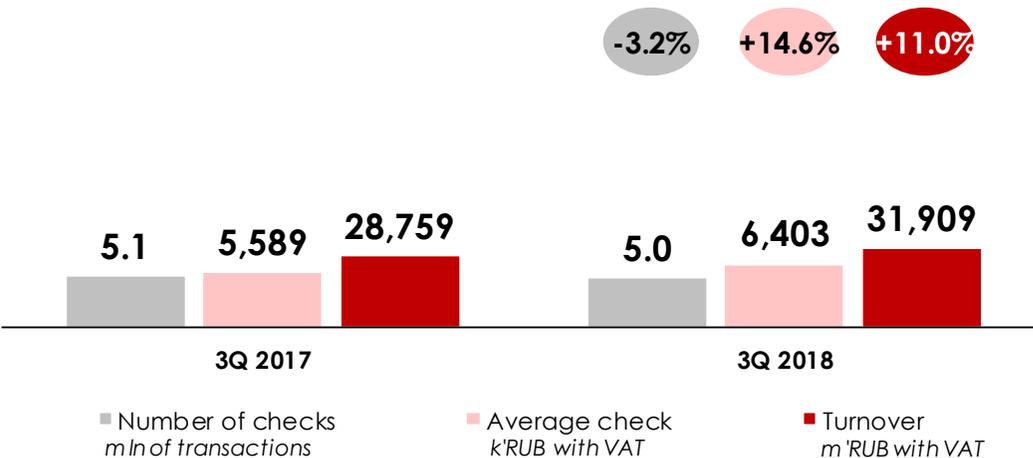
## 3Q 2018 Group LFL Sales,%



## 3Q 2018 M.Video LFL Sales,%



## 3Q 2018 Eldorado LFL Sales,%



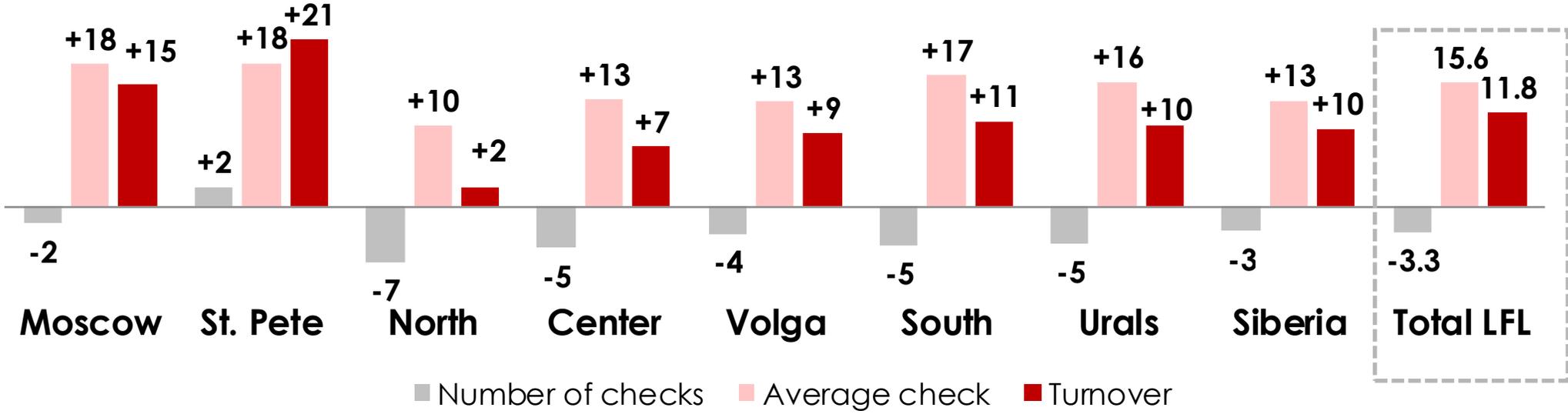
- ▶ Both M.Video and Eldorado showed double-digit LFLs in 3Q 2018
- ▶ M.Video growth was driven by higher average basket supported by promos, consumer credits, and product mix
- ▶ Eldorado increased average ticket due to product mix, especially, digital category growth in 3Q

Note:  
LFL data is based on a comparison of 372 M.Video and 384 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

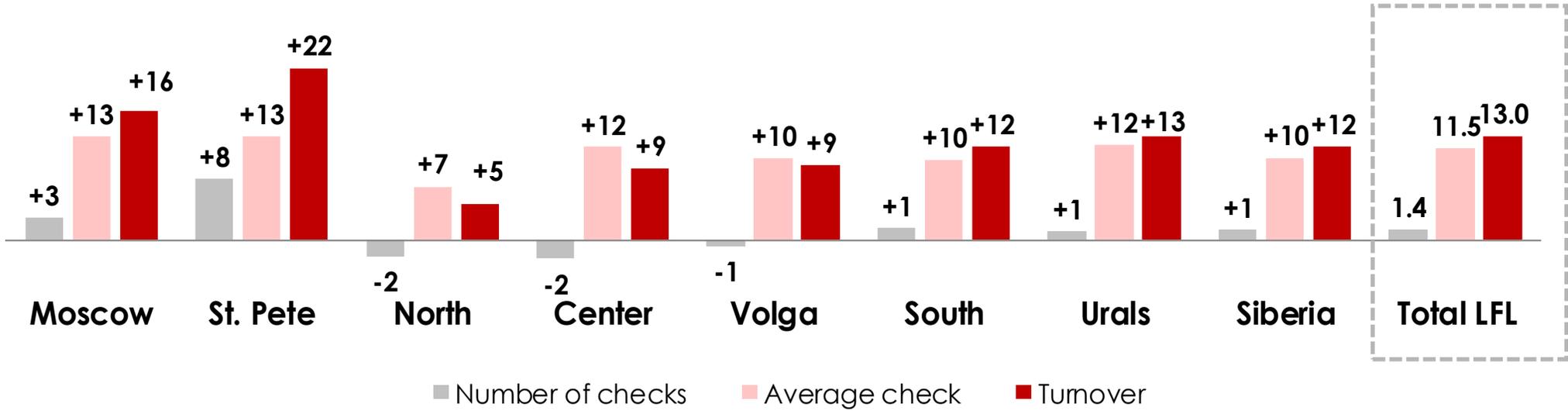


# M.Video-Eldorado Group LFL Sales by Region

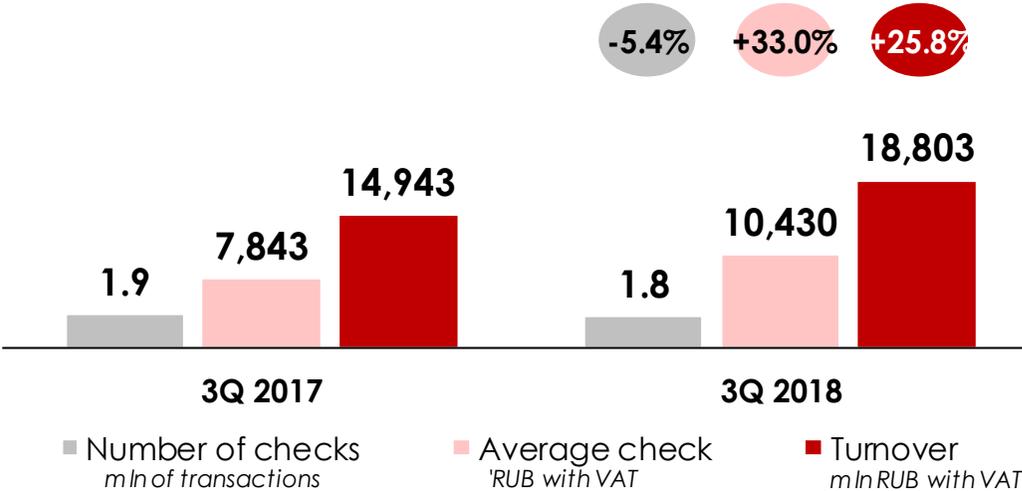
## 3Q 2018 Group LFL Sales by Region, %



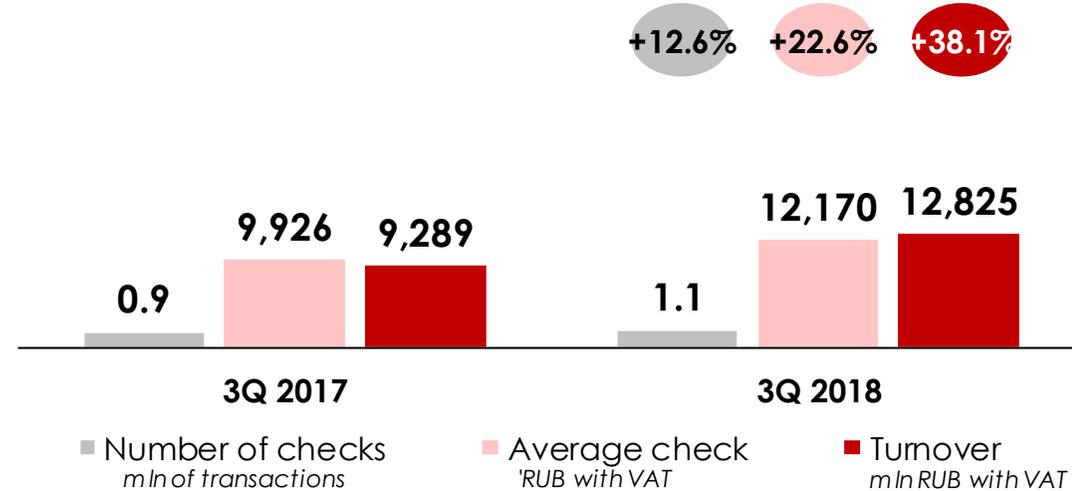
## 9M 2018 Group LFL Sales by Region, %



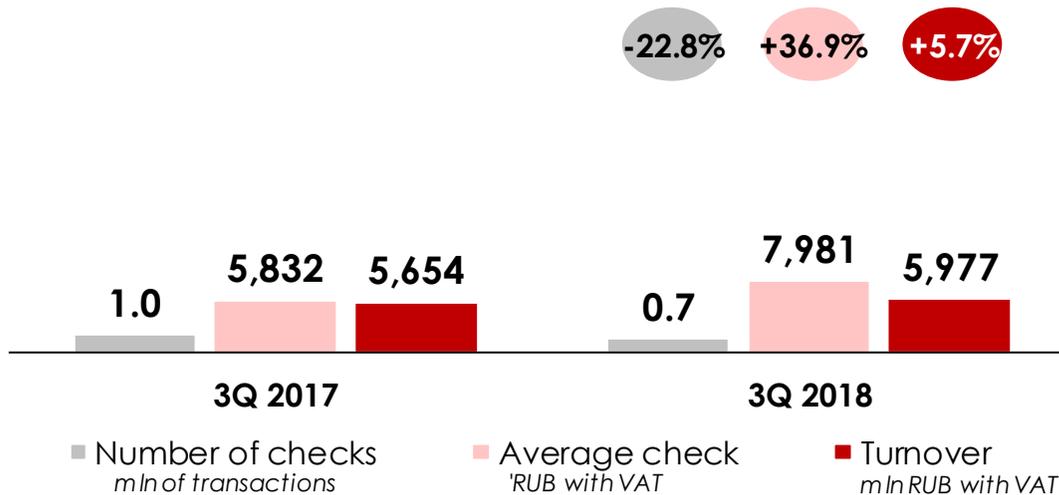
## 3Q 2018 Group OBS Drivers



## 3Q 2018 M.Video OBS Drivers

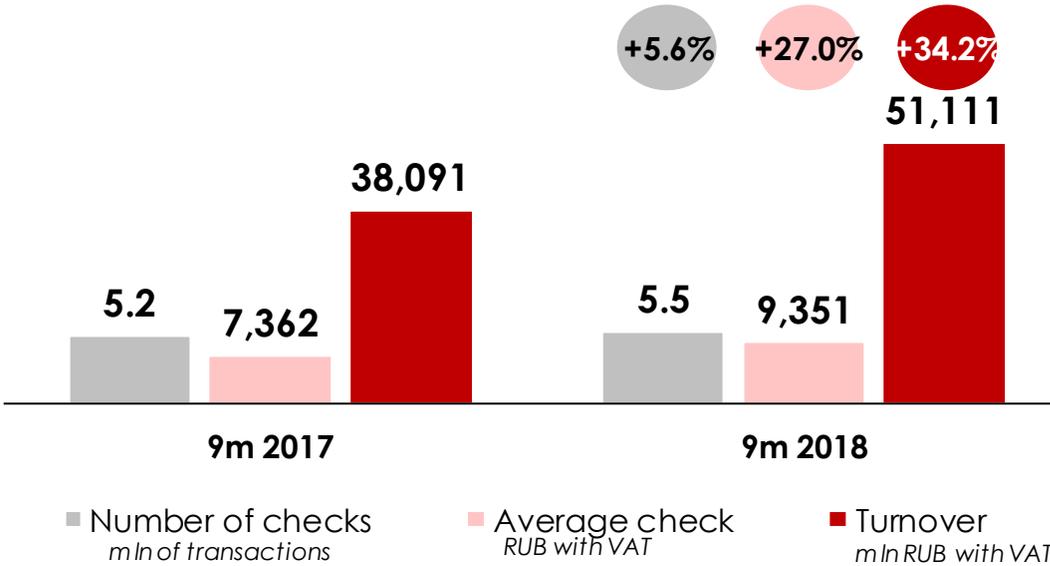


## 3Q 2018 Eldorado OBS Drivers

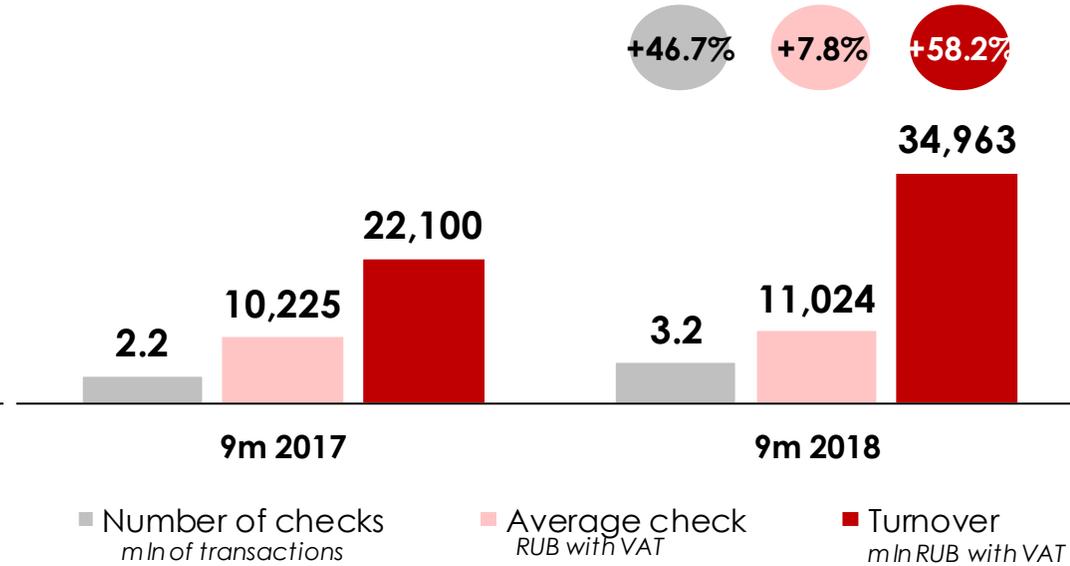


- ▶ M.Video continued to deliver strong growth in the Internet, driven by both number of transactions and average ticket in 3Q
- ▶ In 3Q, Eldorado's internet traffic stood lower YoY, due to initiatives started in 2Q 2018, i.e. online and offline prices alignment and OMNI-model implementation. The temporary traffic drop was offset fully by the growing average ticket
- ▶ Eldorado's average ticket grew due to improved product mix and digital category growth in 3Q

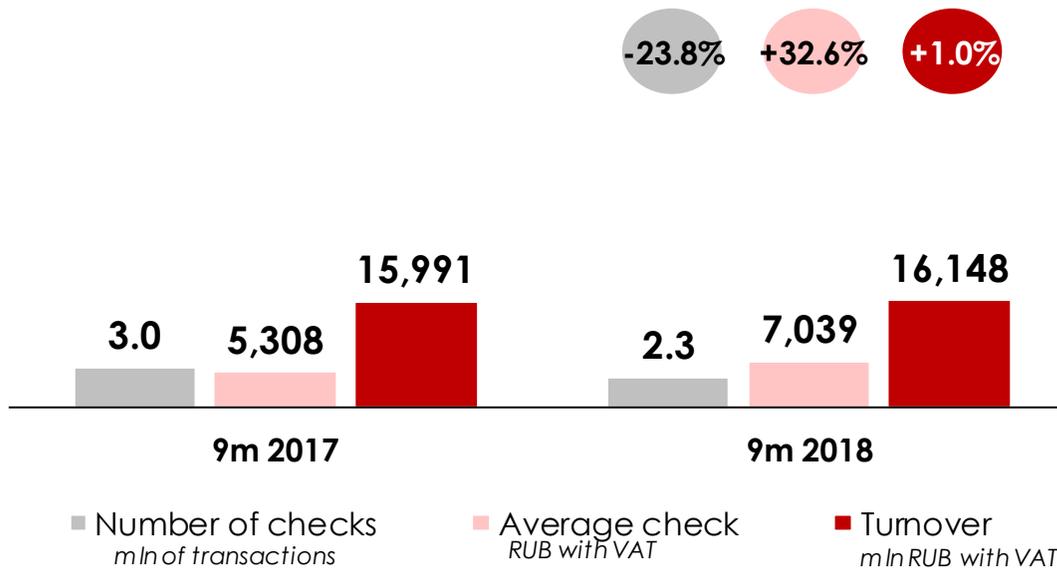
## 9M 2018 Group OBS Drivers



## 9M 2018 M.Video OBS Drivers



## 9M 2018 Eldorado OBS Drivers



iPhone Xs  
Уже в продаже

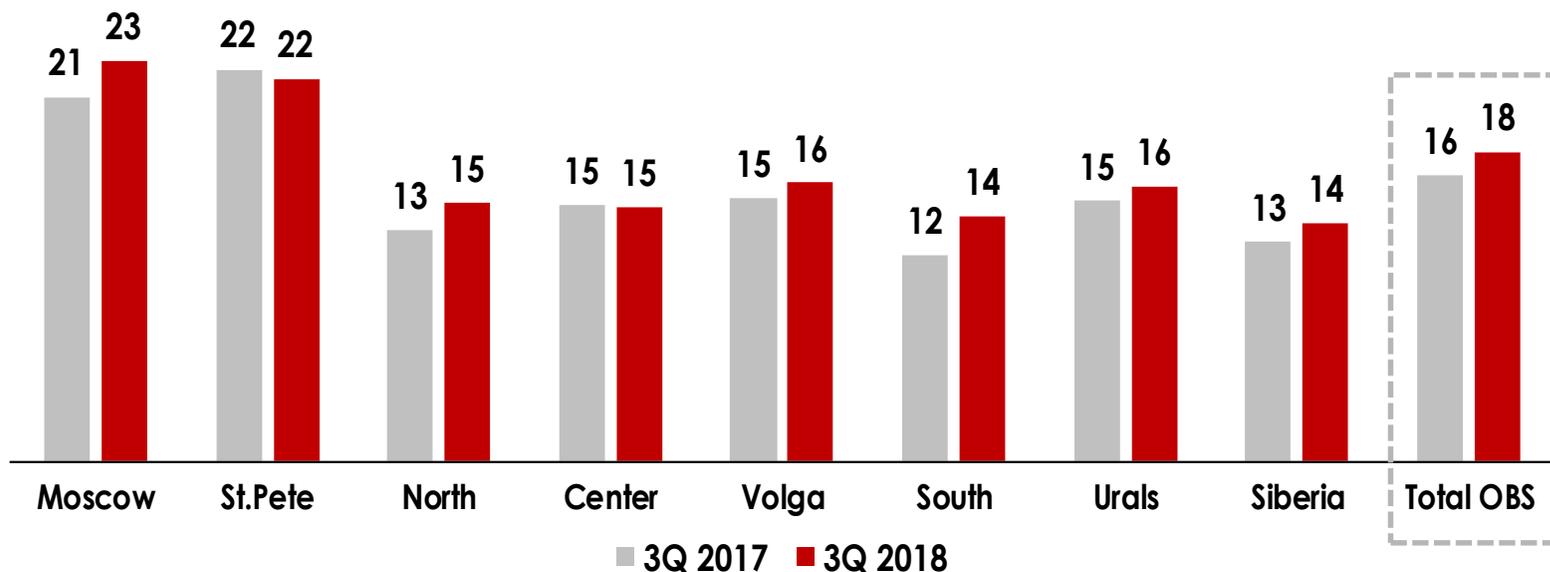


Официальный партнёр

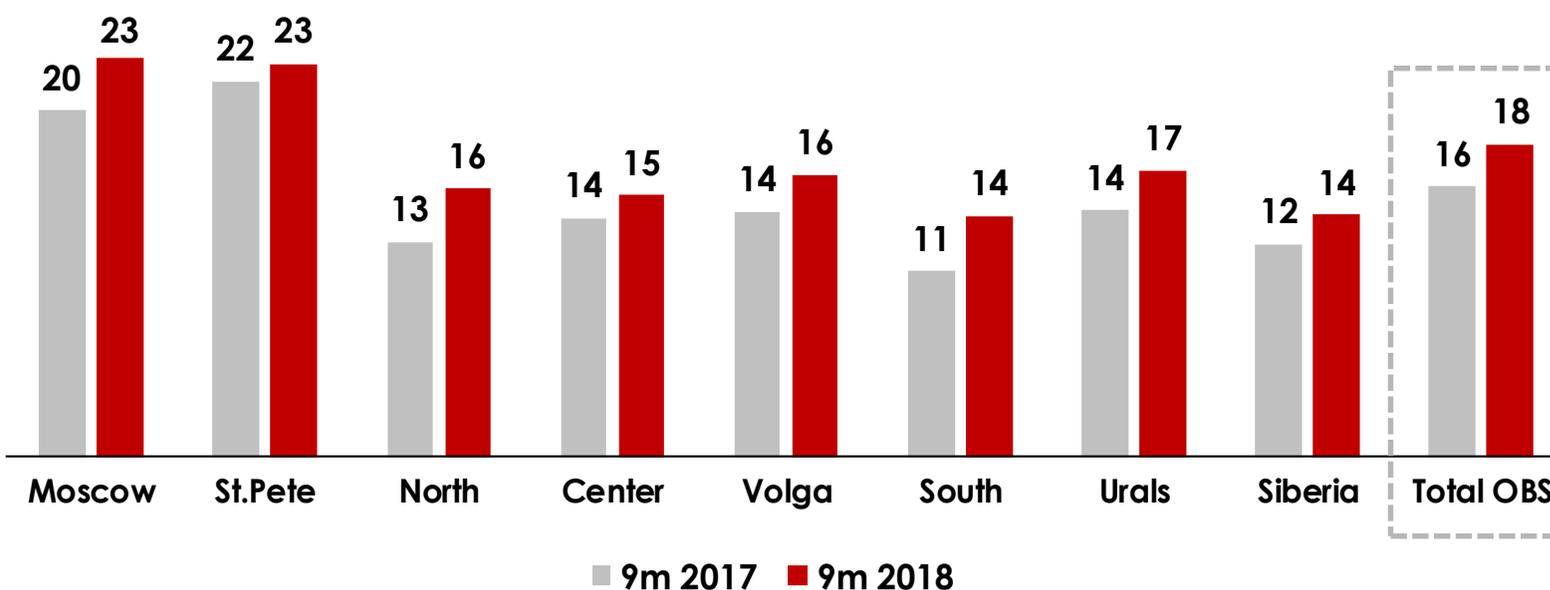
Apple, iPhone, и iOS являются зарегистрированными товарными знаками в США и других странах. M.Video - официальный партнёр Apple в России. M.Video - официальный партнёр Apple в России. M.Video - официальный партнёр Apple в России.

M.Video <sup>первое 25 лет</sup>

## 3Q 2018 OBS Share in Group's Sales by Region, %



## 9M 2018 OBS Share in Group's Sales by Region, %



**SAMSUNG** Galaxy S9 | S9+

При покупке техники **до 25%** на твой новый Samsung

**m\_mobile** **М.видео 25 лет**

С 18.03.2017 по 02.04.2017 проводится акция «Сдай старый смартфон – получи новый смартфон». В период действия акции предоставляется возможность купить новый смартфон SAMSUNG со скидкой до 25% в обмен на старый смартфон. Полный перечень товаров, участвующих в акции, условия проведения, условия установки скидки, ограничения и правила обмена указаны в рекламном материале, а на сайте www.mvideo.ru. Организатор акции и продавец – ООО «М.ВИДЕО-ЭЛЬДОРАДО», Россия, Москва, ул. Нижневикторская, д. 40/1, к/10/1.

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Listing: The Moscow Stock Exchange  
Ticker: MVID

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