

M.VideoEldorado

M.Video – Eldorado Group Q1 2019 Trading Update

April 18, 2019



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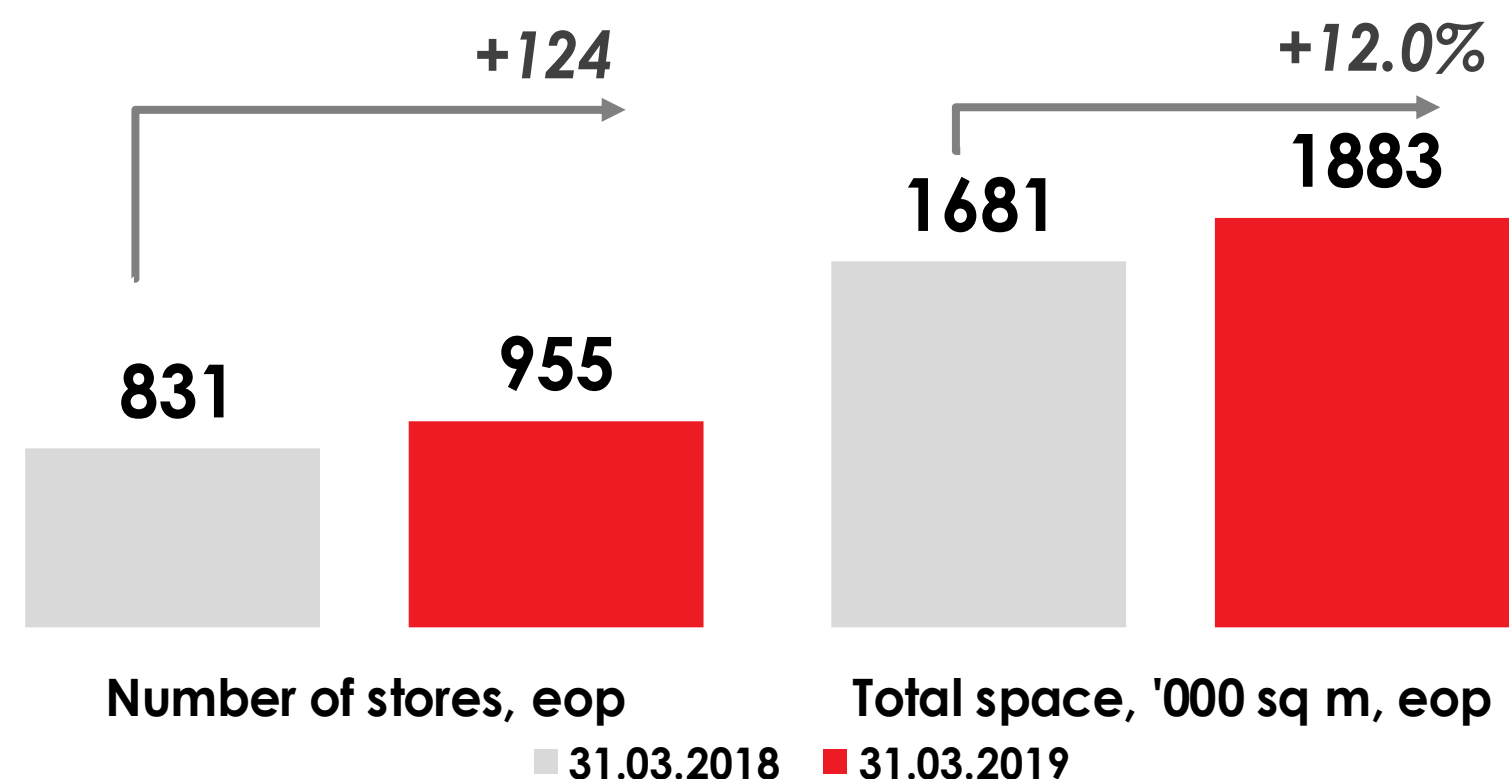
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Q1 2019 M.Video-Eldorado Group Operational Highlights

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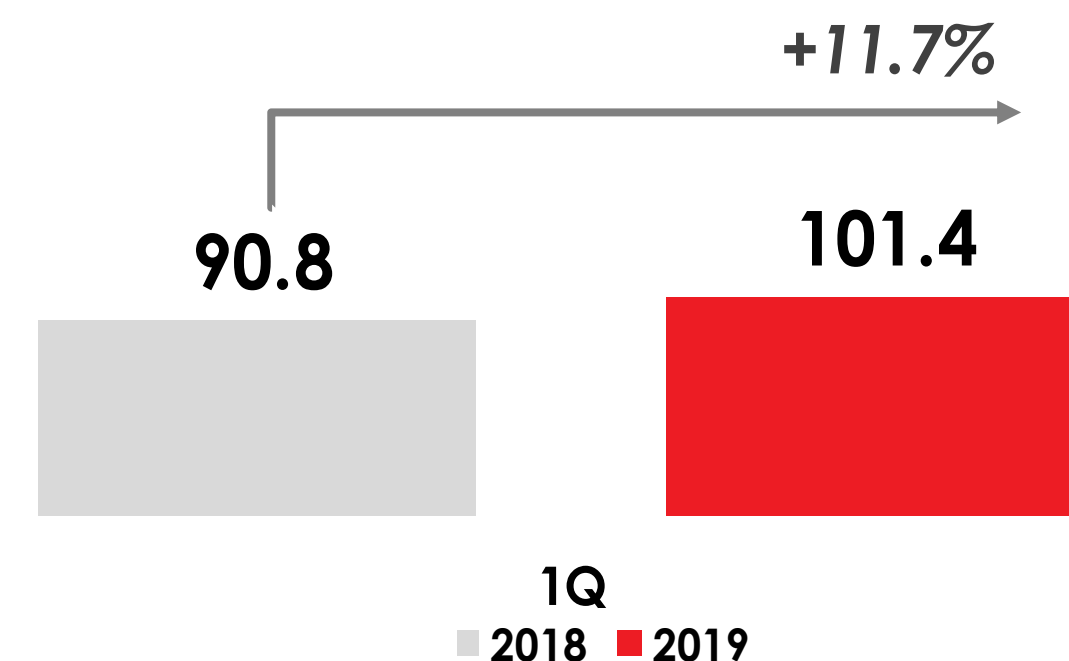
Q1 2019 Group Expansion, YoY

Pro-forma results*



Q1 2019 Group Net Sales, RUB bn (with VAT)

Pro-forma results



- The Group opened 14 stores net in Q1 2019 and brought the total number of stores to 955 as of March 31, 2019
- Group's Net Sales (pro-forma) grew +11.7% YoY to RUB 101.4 bn (with VAT) in Q1 2019
- Group's LFL sales increased by +2.2% in Q1 2019
- Group's Online-based Sales (pro-forma) grew +22.3% YoY to RUB 20.5 bn (with VAT), amounting to 20% of total Net Sales (26% in Moscow and 23% in St-Petersburg) in Q1 2019
- Share of pick-up in Group's OBS climbed to 75.9% in Q1 2019

*Pro-forma combined operational results for the Group include Eldorado numbers starting from the beginning of the earliest comparable period, i.e. from the beginning of 2018.

Group's Footprint as of 31 March 2019

955 stores across 220 cities of Russia

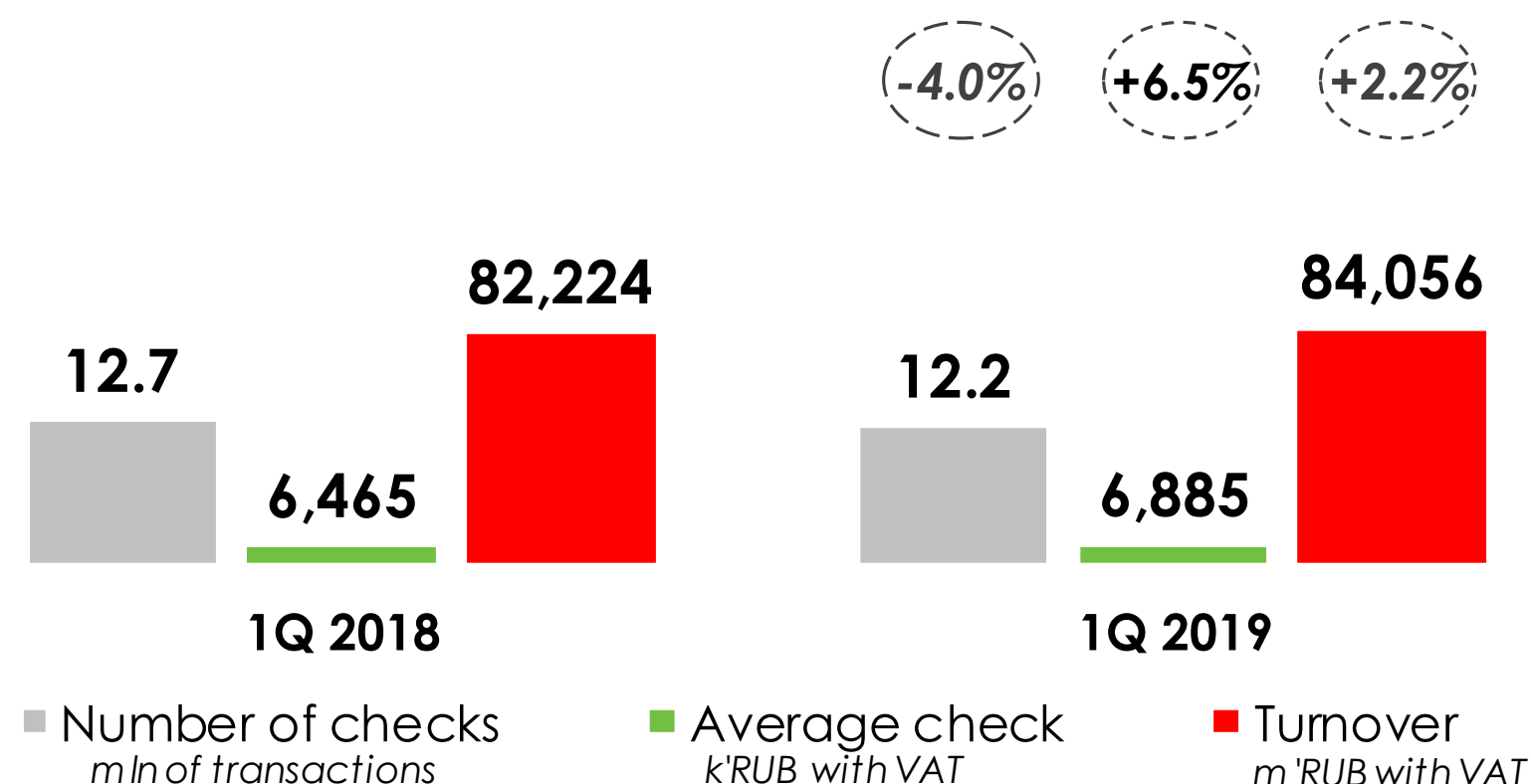


- +16 new stores opened in Q1 2019:
 - +6 M.Video (incl. 3 rebranded MediaMarkts)
 - +8 Eldorado (incl. 4 rebranded MediaMarkts)
 - +2 m_mobile stores
 - 1 V.Video and 1 Eldorado store closed due to their relocation
- 955 stores as of March 31, 2019:
 - 480 M.Video, 468 Eldorado, and 7 m_mobile stores;
 - 896 stores leased, 59 owned
 - 838 stores are in shopping malls, 117 are standalone
- 100% online coverage in cities of presence

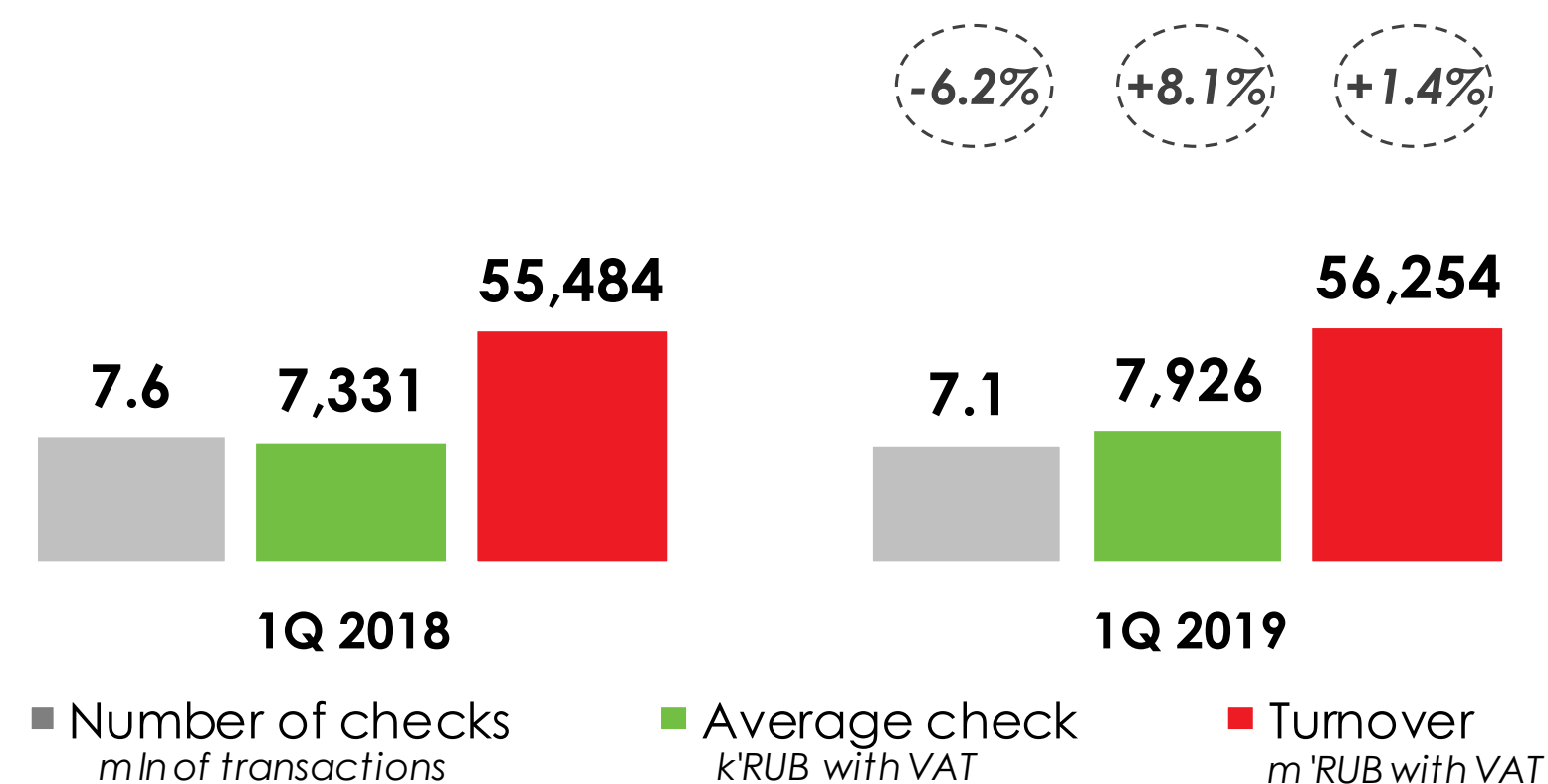
*Including St-Petersburg

M.Video-Eldorado Group LFL Performance in Q1 2019

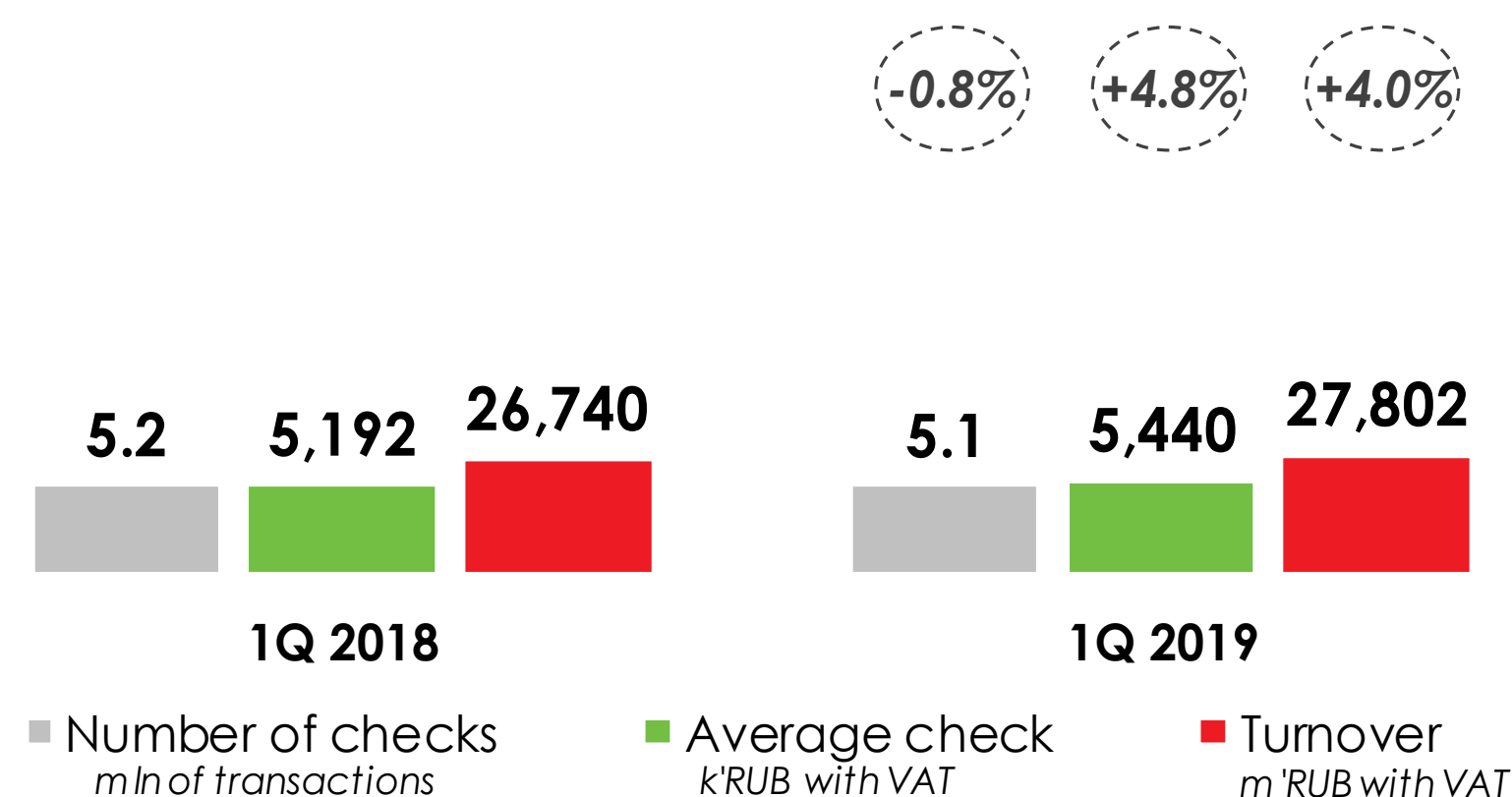
Q1 2019 Group LFL Sales, %



Q1 2019 M.Video LFL Sales, %



Q1 2019 Eldorado LFL Sales, %



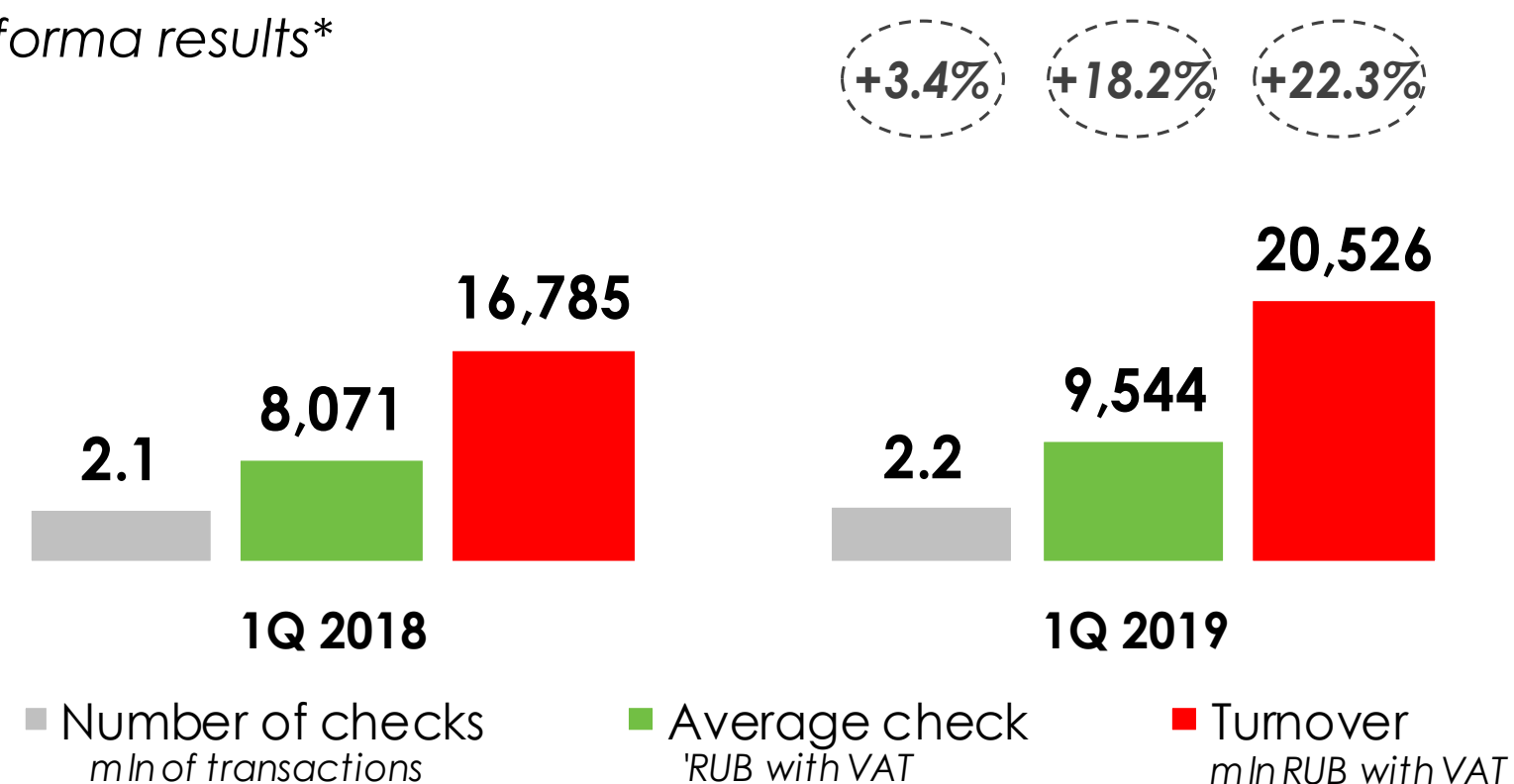
- The Group showed +2.2% LFL growth driven by average check in Q1 2019, due mainly to digital categories growth and product mix for both brands

LFL data is based on a comparison of 794 stores operating as of January 1, 2018 and not closed for more than two weeks, and/or not expanded or downsized by >20% of their total space

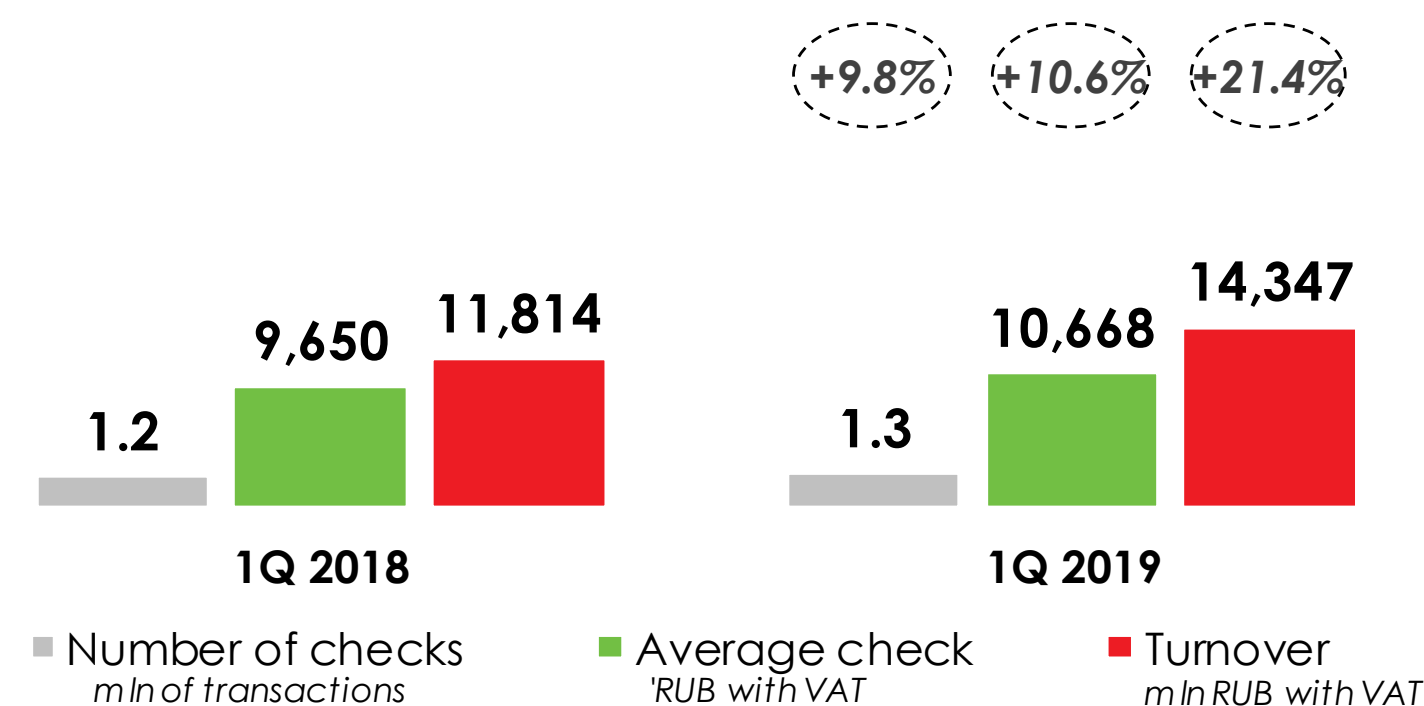
M.Video-Eldorado Group Online-based Sales in Q1 2019

Q1 2019 Group OBS Drivers

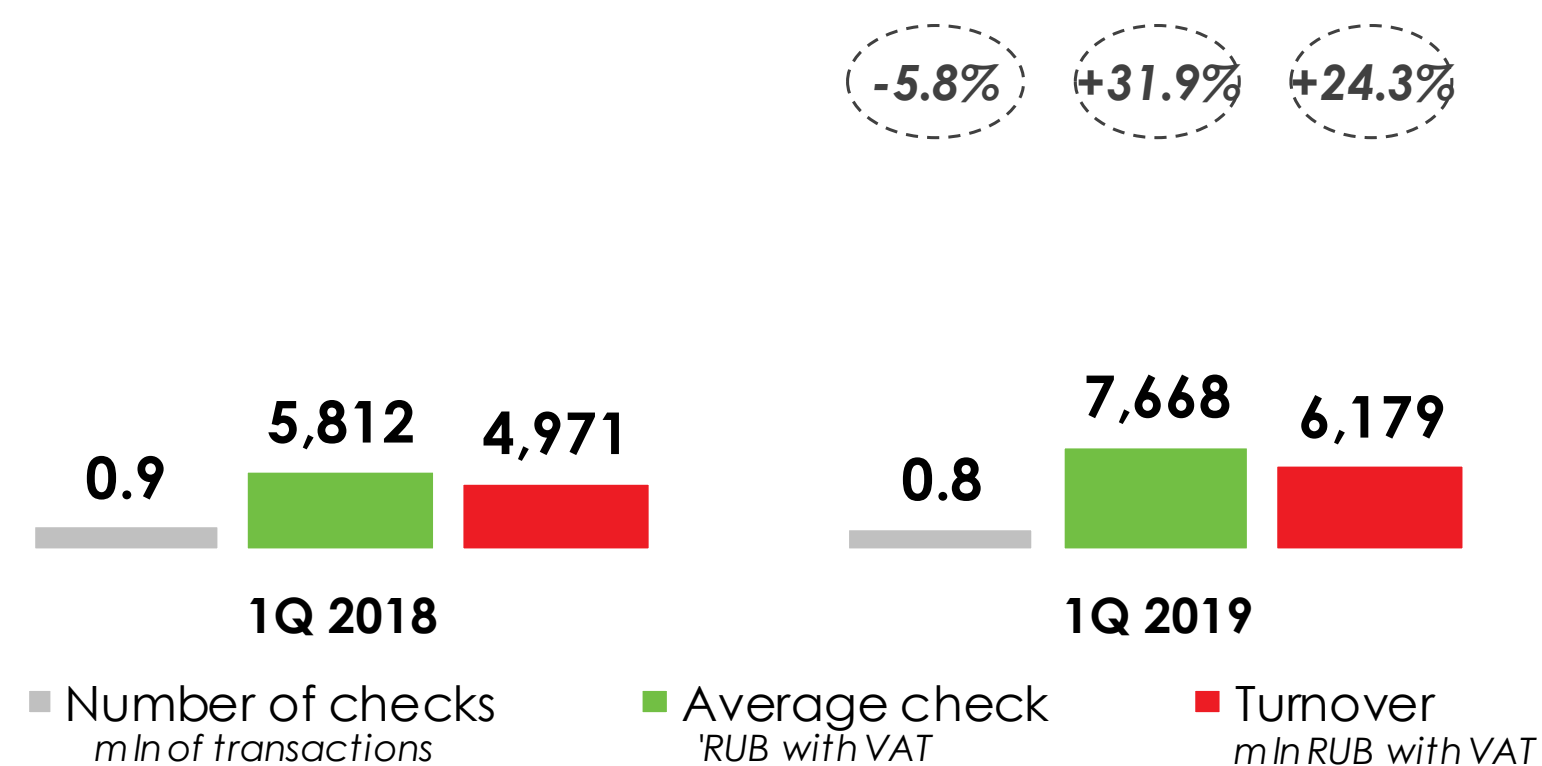
Pro-forma results*



Q1 2019 M.Video OBS Drivers



Q1 2019 Eldorado OBS Drivers

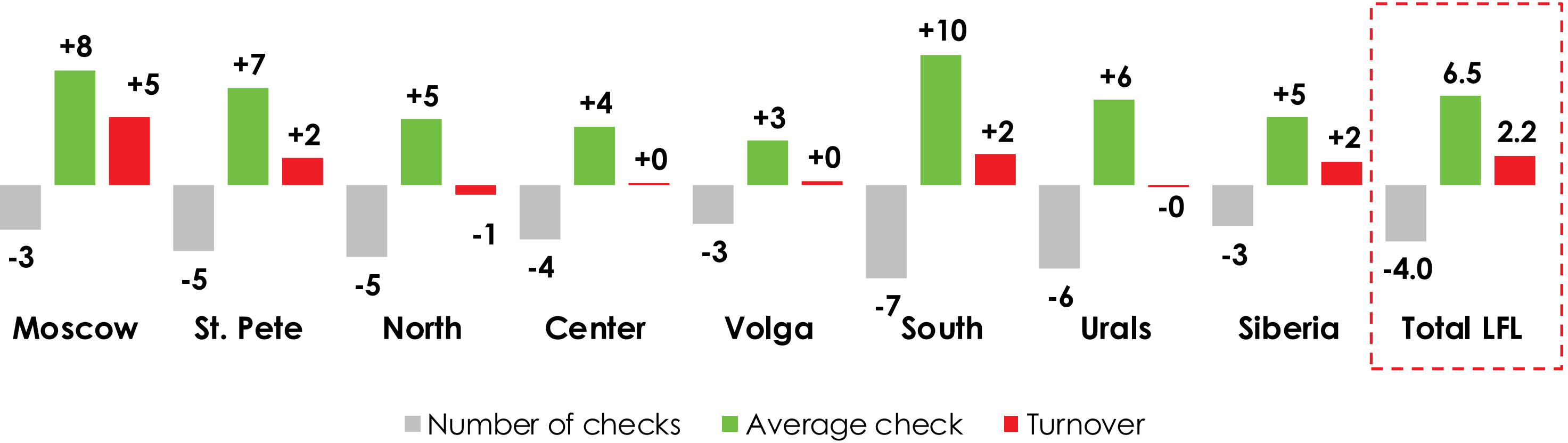


- Group delivered +22.3% sales growth in online (pro-forma), driven by both number of transactions and average check in Q1
- M.Video OBS grew by +21.4% in Q1
- Eldorado showed strong OBS growth of +24.3% in Q1

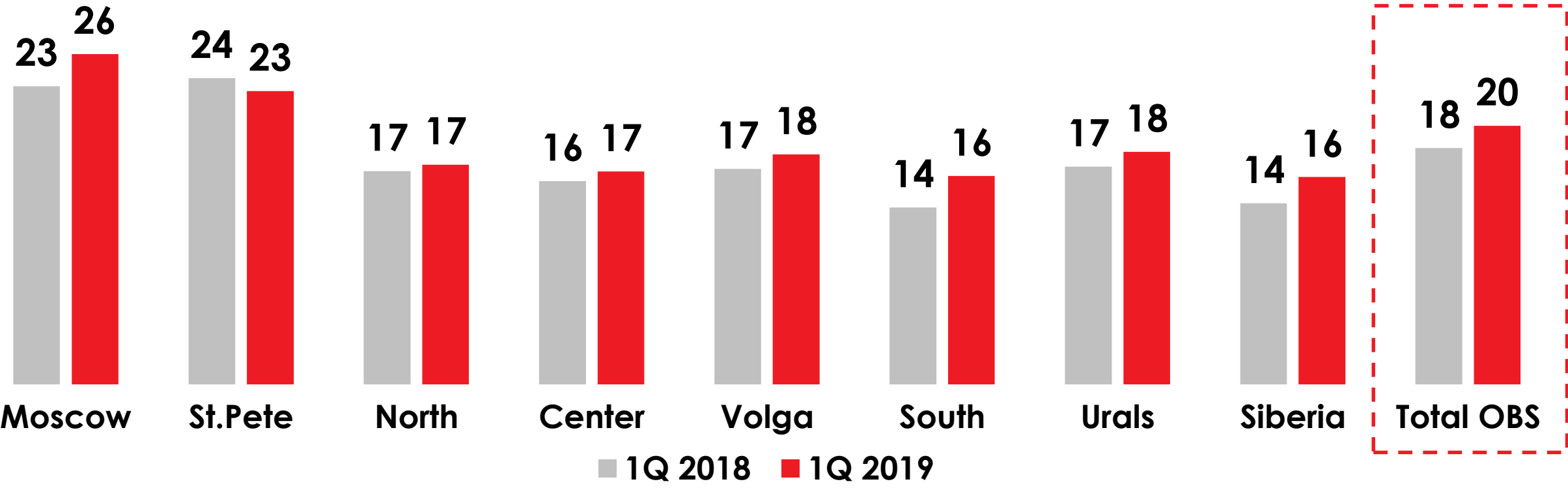
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M.Video-Eldorado Group LFL and OBS by Region in Q1 2019

Q1 2019 Group LFL Sales by Region, %



Q1 2019 Group OBS by Region, %



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