

M.VideoEldorado

M.Video – Eldorado Group Q2&H1 2019 Trading Update

July 18, 2019



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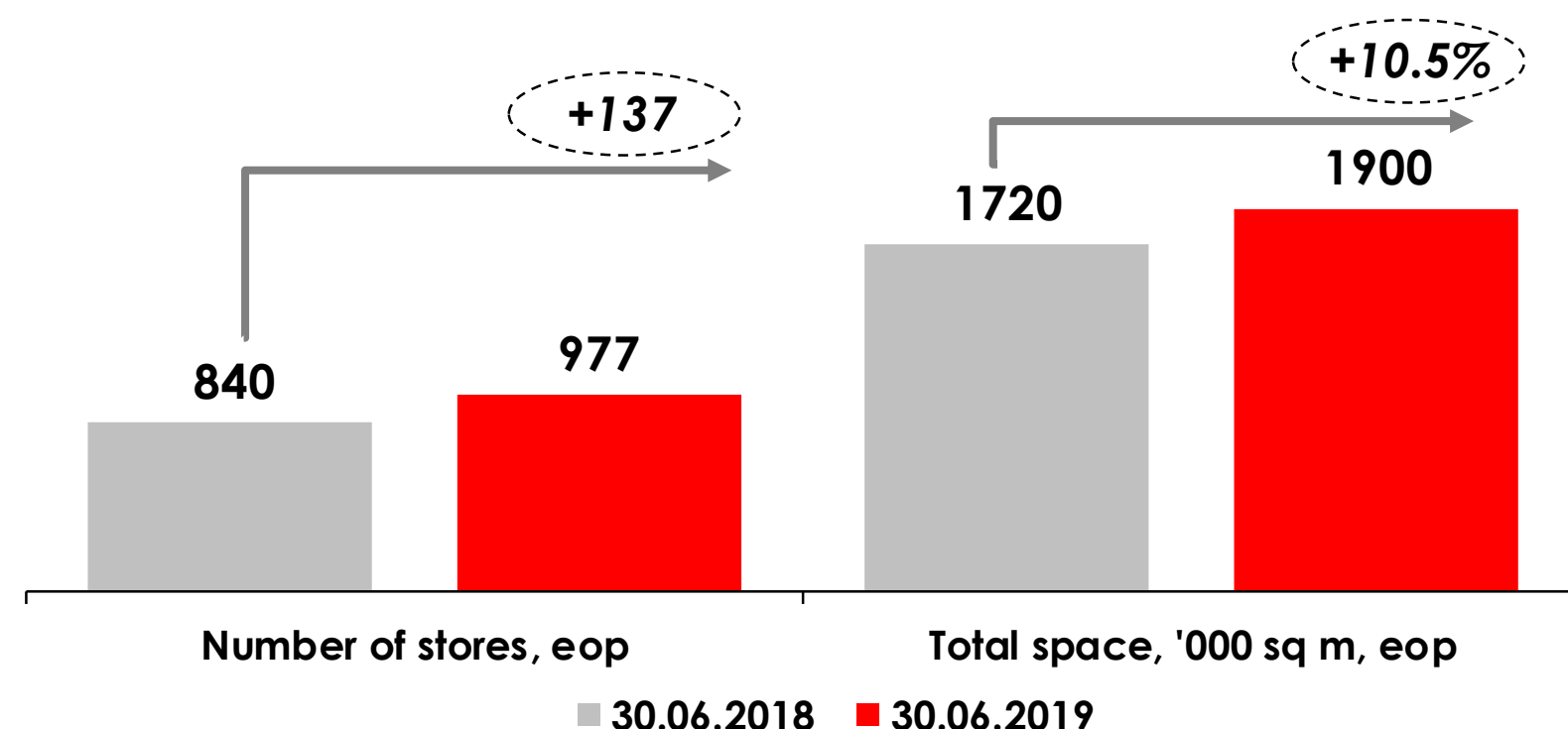
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Q2&H1 2019 M.Video-Eldorado Group Operational Highlights

M.VideoEldorado

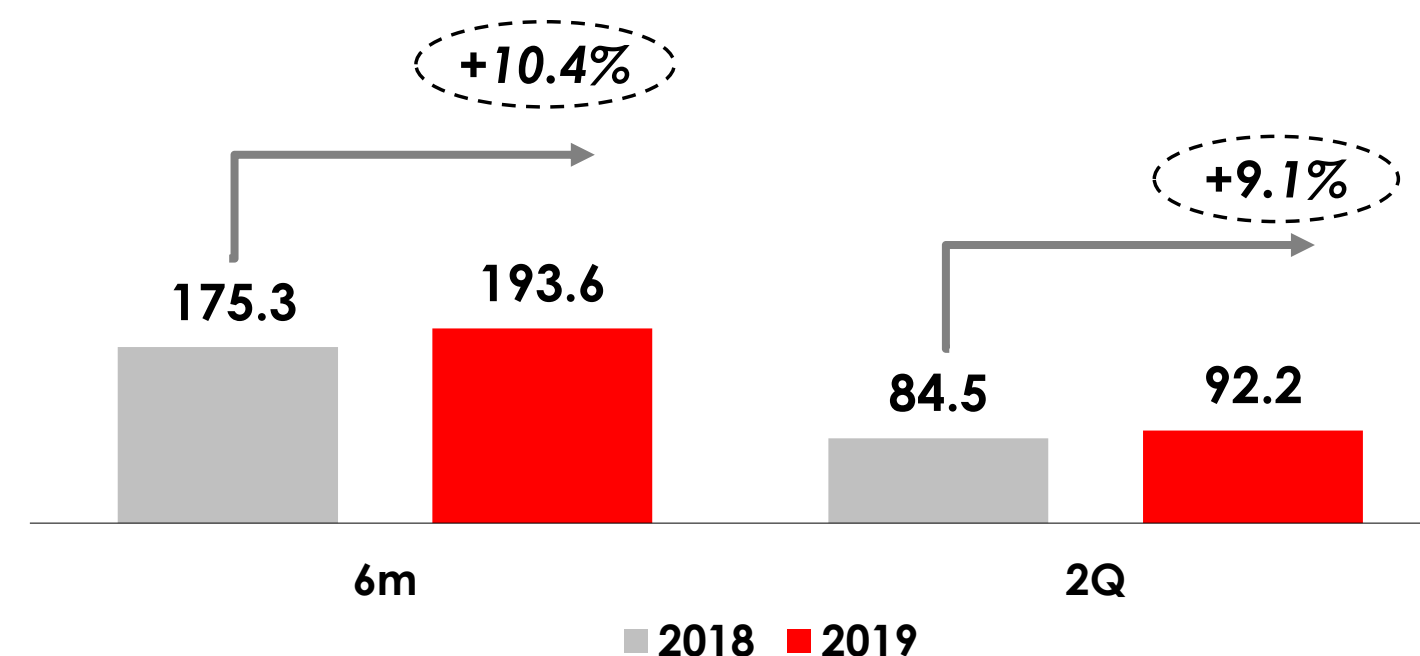
H1 2019 Group Expansion, YoY

Pro-forma results*



Q2&H1 2019 Group Net Sales, RUB bn (with VAT)

Pro-forma results

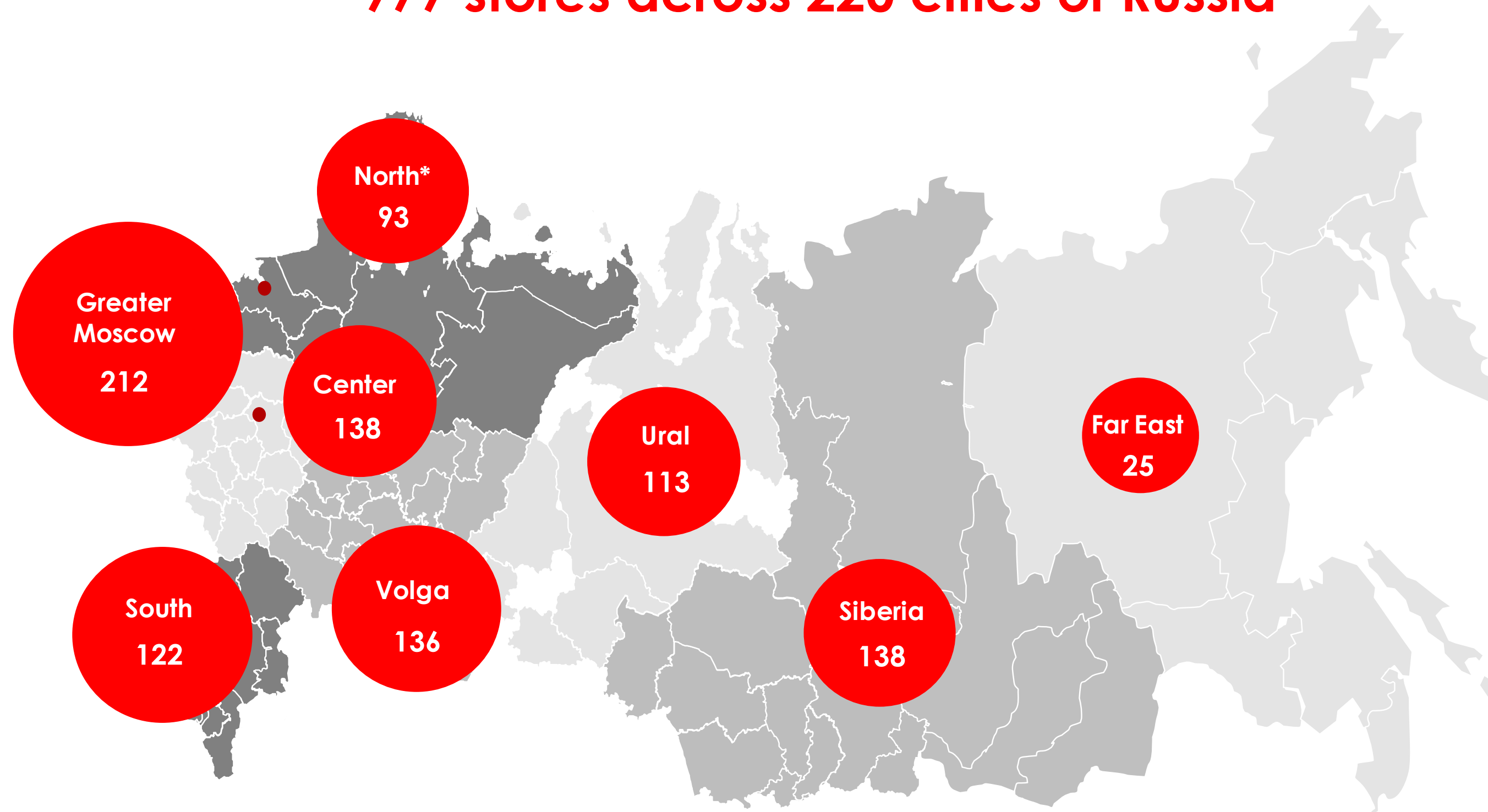


- The Group opened 36 stores net in H1 2019 and brought the total number of stores to 977 as of June 30, 2019
- Group's Net Sales (pro-forma) grew +10.4% YoY to RUB 193.6 bn (with VAT) in H1 2019
- Group's LFL sales increased by +0.4% in H1 2019
- Group's Online-based Sales (pro-forma) grew +17.5% YoY to RUB 37.9 bn (with VAT), amounting to 20% of total Net Sales (25% in Moscow and 22% in St-Petersburg) in H1 2019
- Share of pick-up in Group's OBS stood at 74.9% in H1 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 30 June 2019

977 stores across 220 cities of Russia

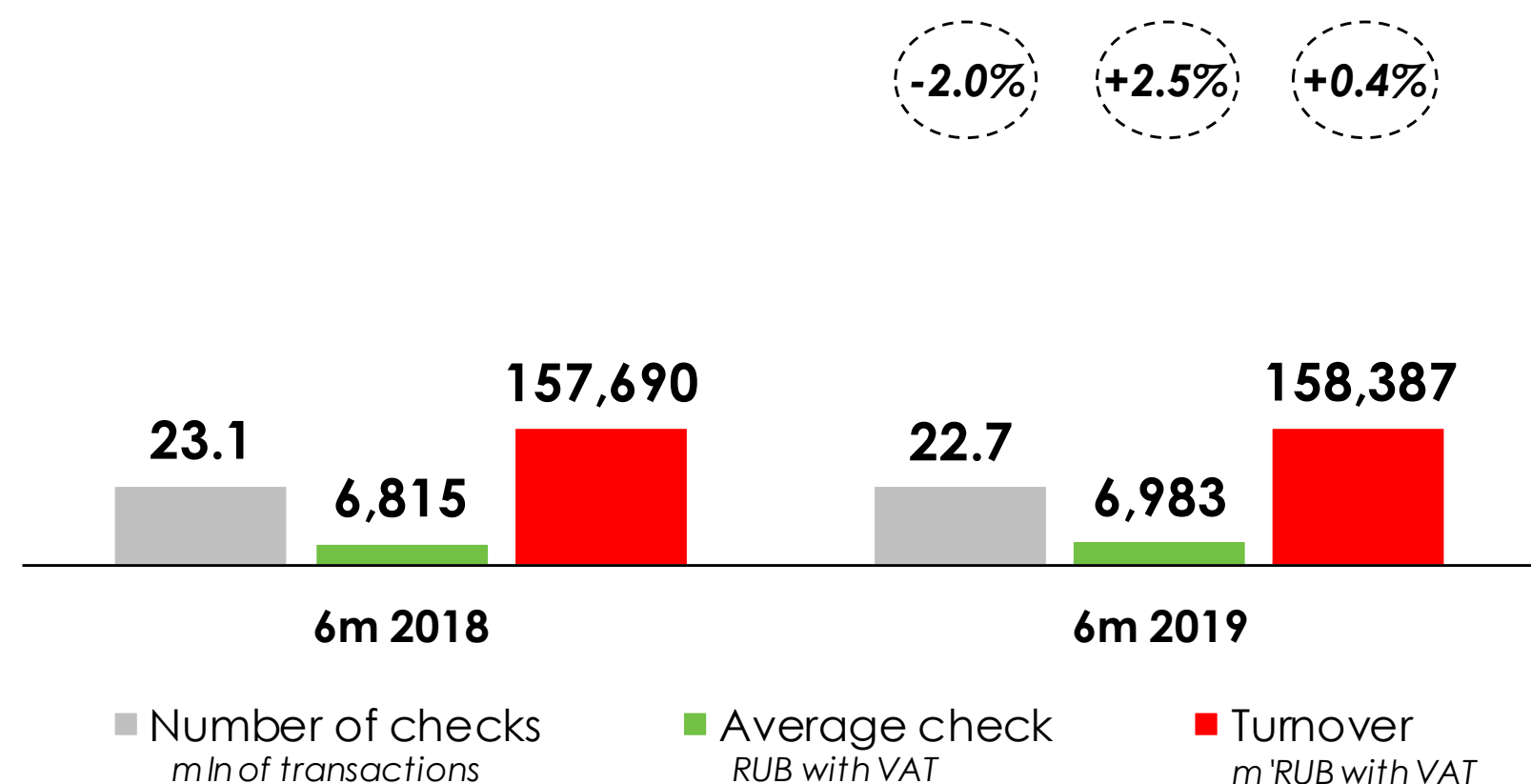


- +36 new stores opened in H1 2019:
 - +16 M.Video (incl. 5 rebranded MediaMarkts)
 - +18 Eldorado (incl. 5 rebranded MediaMarkts)
 - +4 m_mobile stores
 - 1 M.Video and 1 Eldorado store closed due to their relocation
- 977 stores as of June 30, 2019:
 - 490 M.Video, 478 Eldorado, and 9 m_mobile stores;
 - 924 stores leased, 53 owned
 - 860 stores are in shopping malls, 117 are standalone
- 100% online coverage in cities of presence

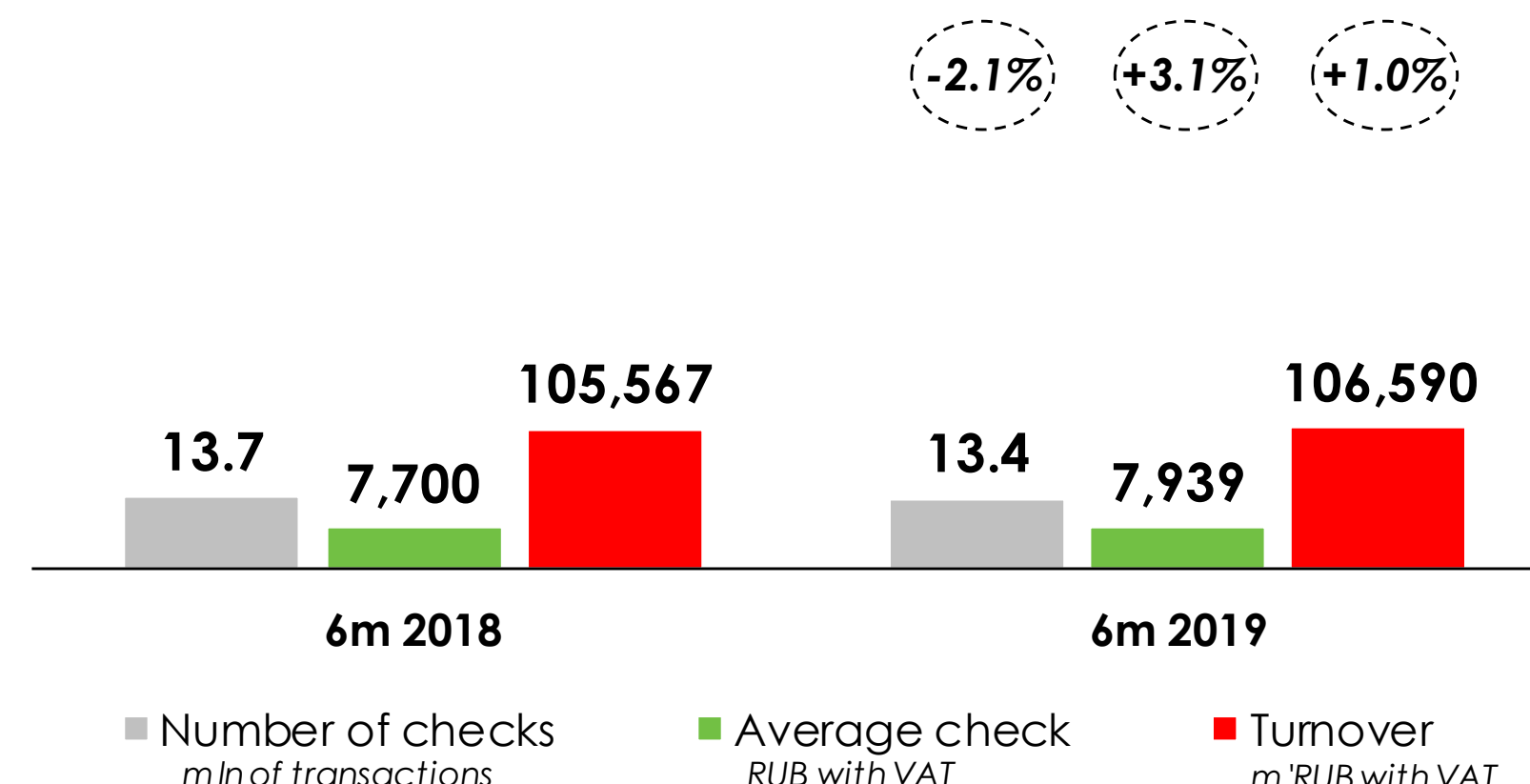
*Including St-Petersburg

M.Video-Eldorado Group LFL Performance in H1 2019

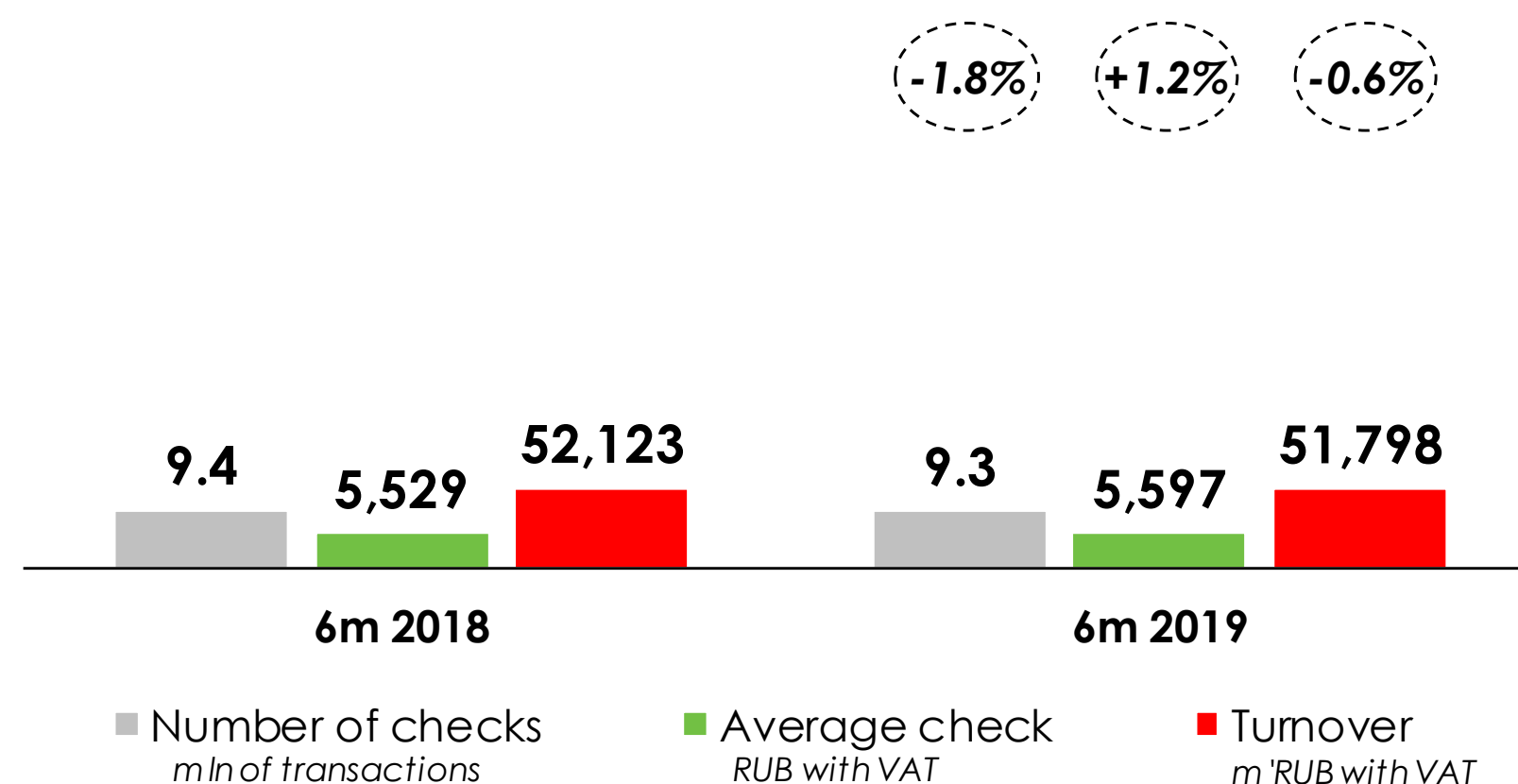
H1 2019 Group LFL Sales, %



H1 2019 M.Video LFL Sales, %



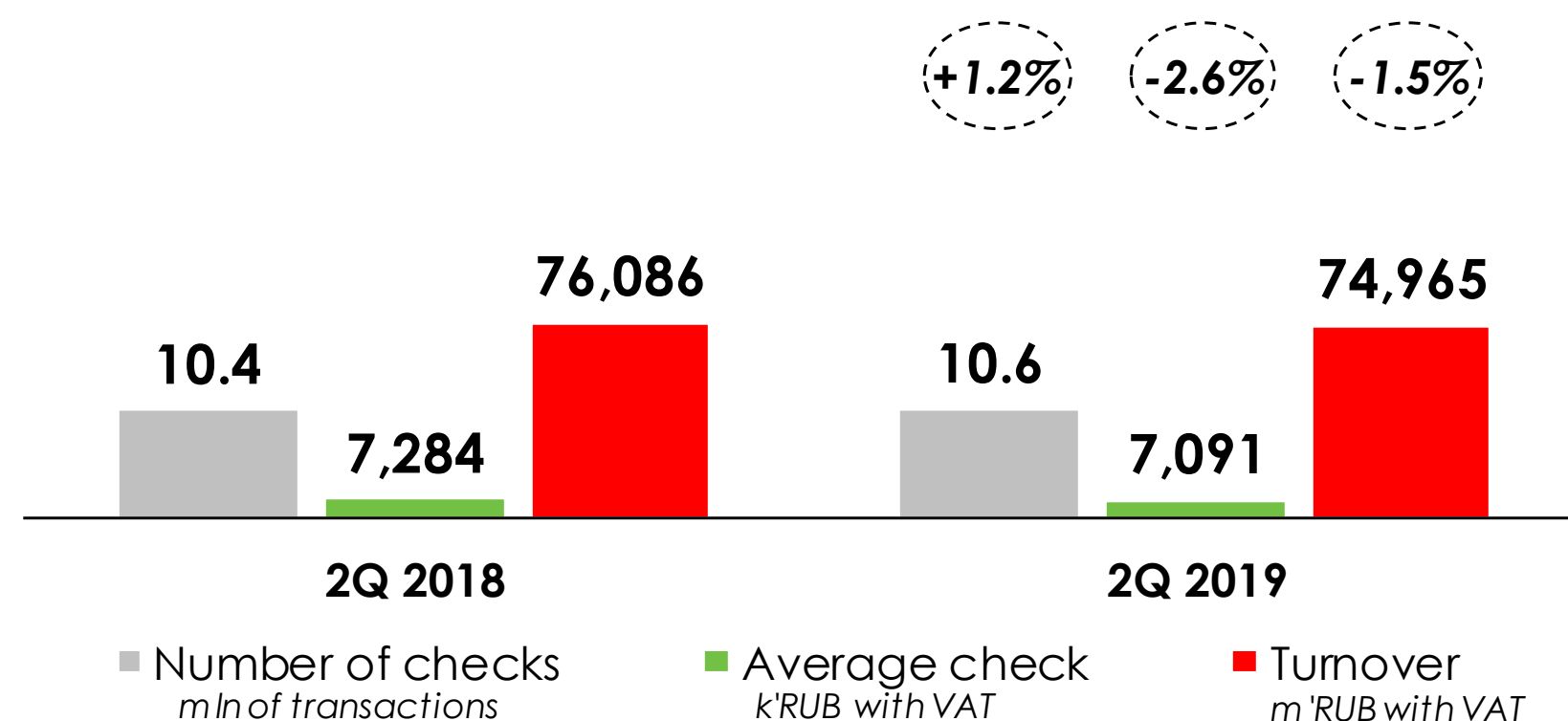
H1 2019 Eldorado LFL Sales, %



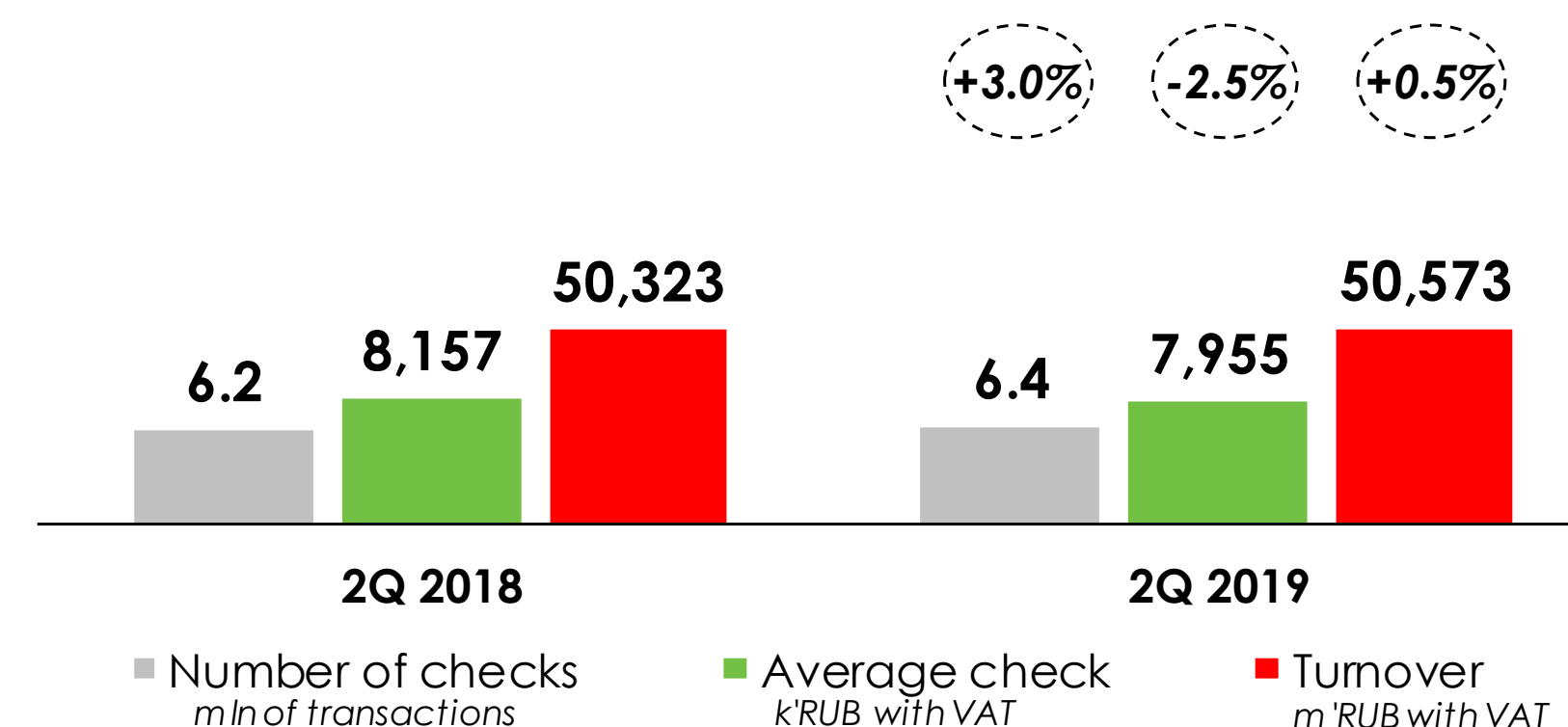
- The Group showed +0.4% LFL growth in H1 2019 driven by average check, and offset by lower number of checks due to slower market

M.Video-Eldorado Group LFL Performance in Q2 2019

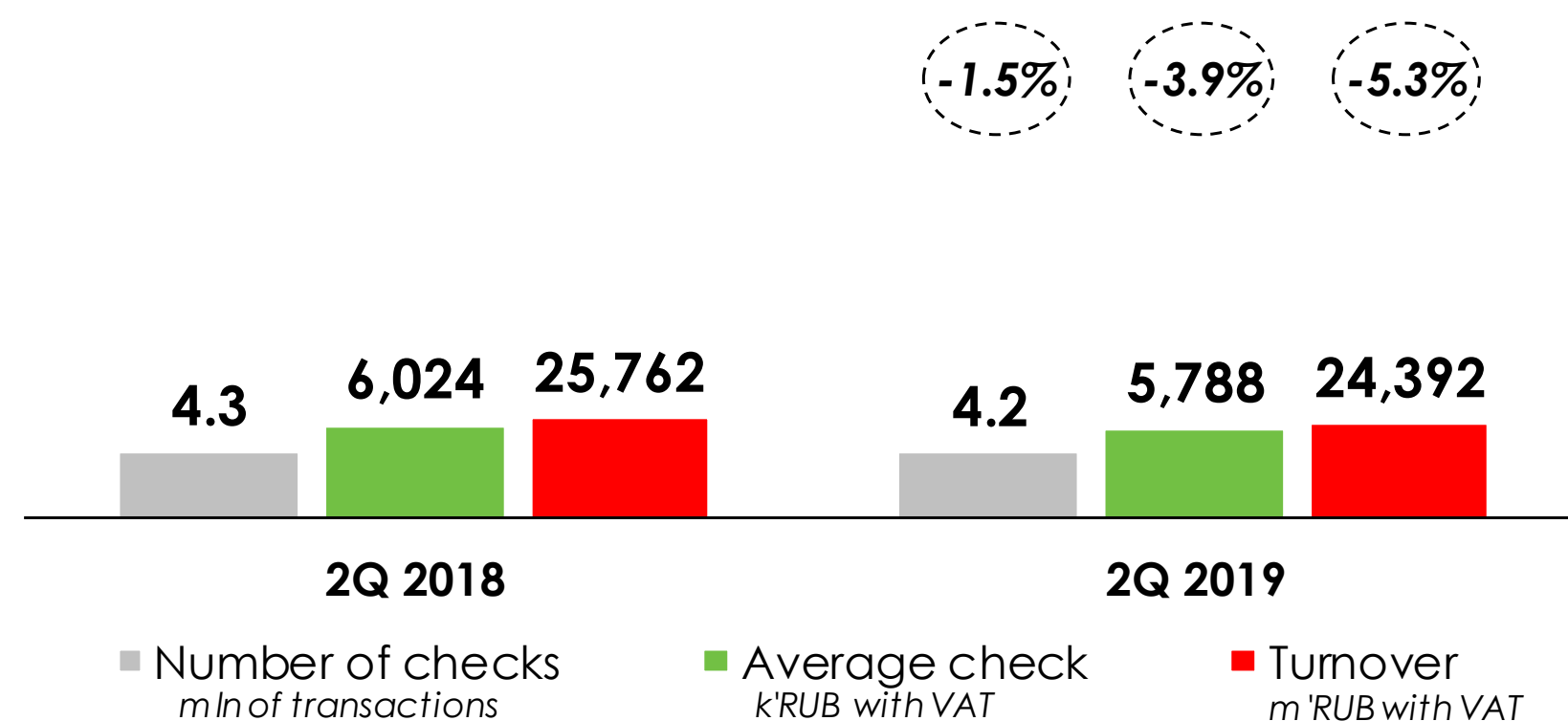
Q2 2019 Group LFL Sales, %



Q2 2019 M.Video LFL Sales, %



Q2 2019 Eldorado LFL Sales, %



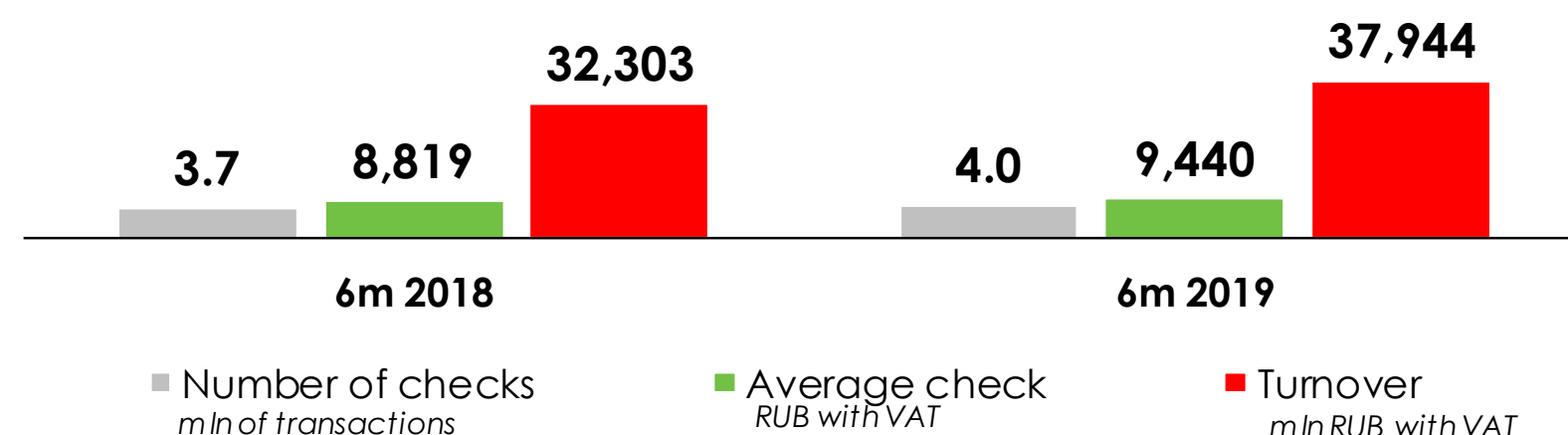
- The Group showed -1.5% LFL decline due to lower average check in Q2 2019
- M.Video LFL Sales grew by +0.5%, driven by number of checks, offset partially by lower average check due to promos
- Eldorado LFL Sales were -5.3% due mainly to lower average check, caused by product mix and promos as a result of penetration into lower price segment in line with its current brand positioning

M.Video-Eldorado Group Online-based Sales in H1 2019

H1 2019 Group OBS Drivers

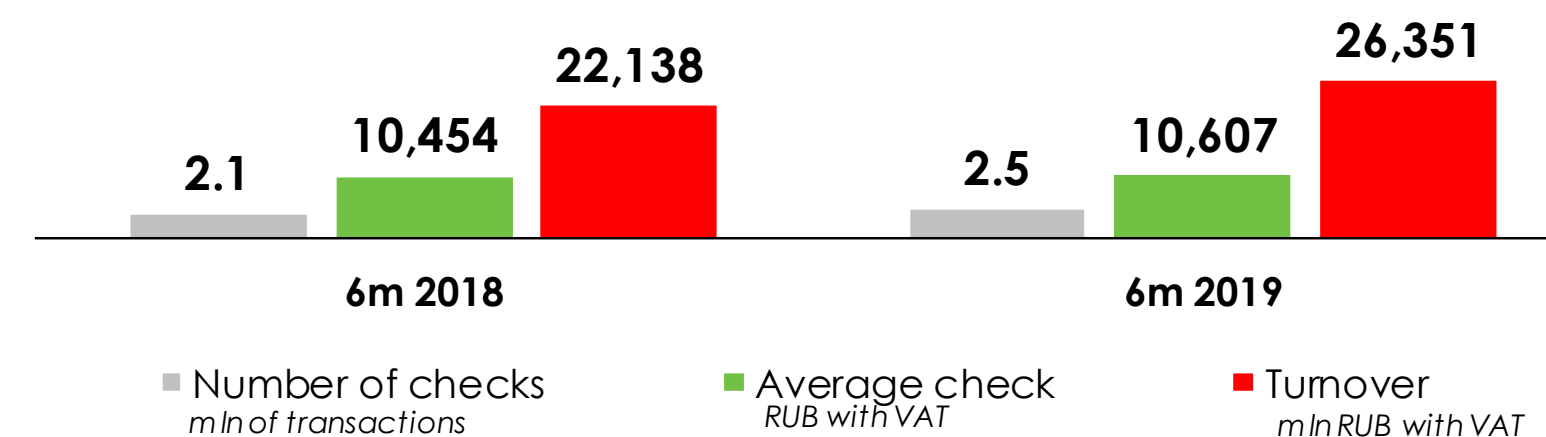
Pro-forma results*

+9.7% +7.0% +17.5%



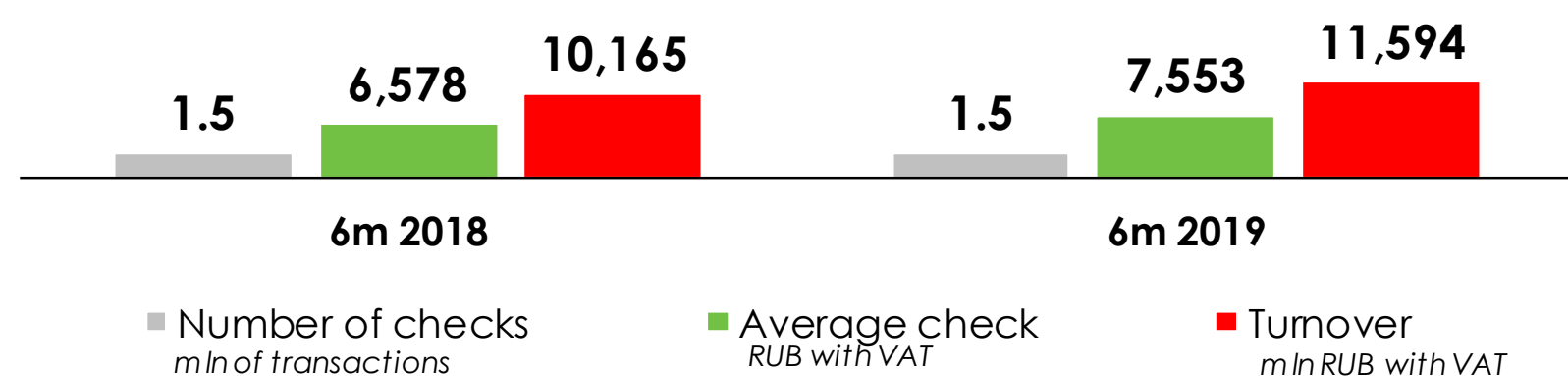
H1 2019 M.Video OBS Drivers

+17.3% +1.5% +19.0%



H1 2019 Eldorado OBS Drivers

-0.7% +14.8% +14.1%



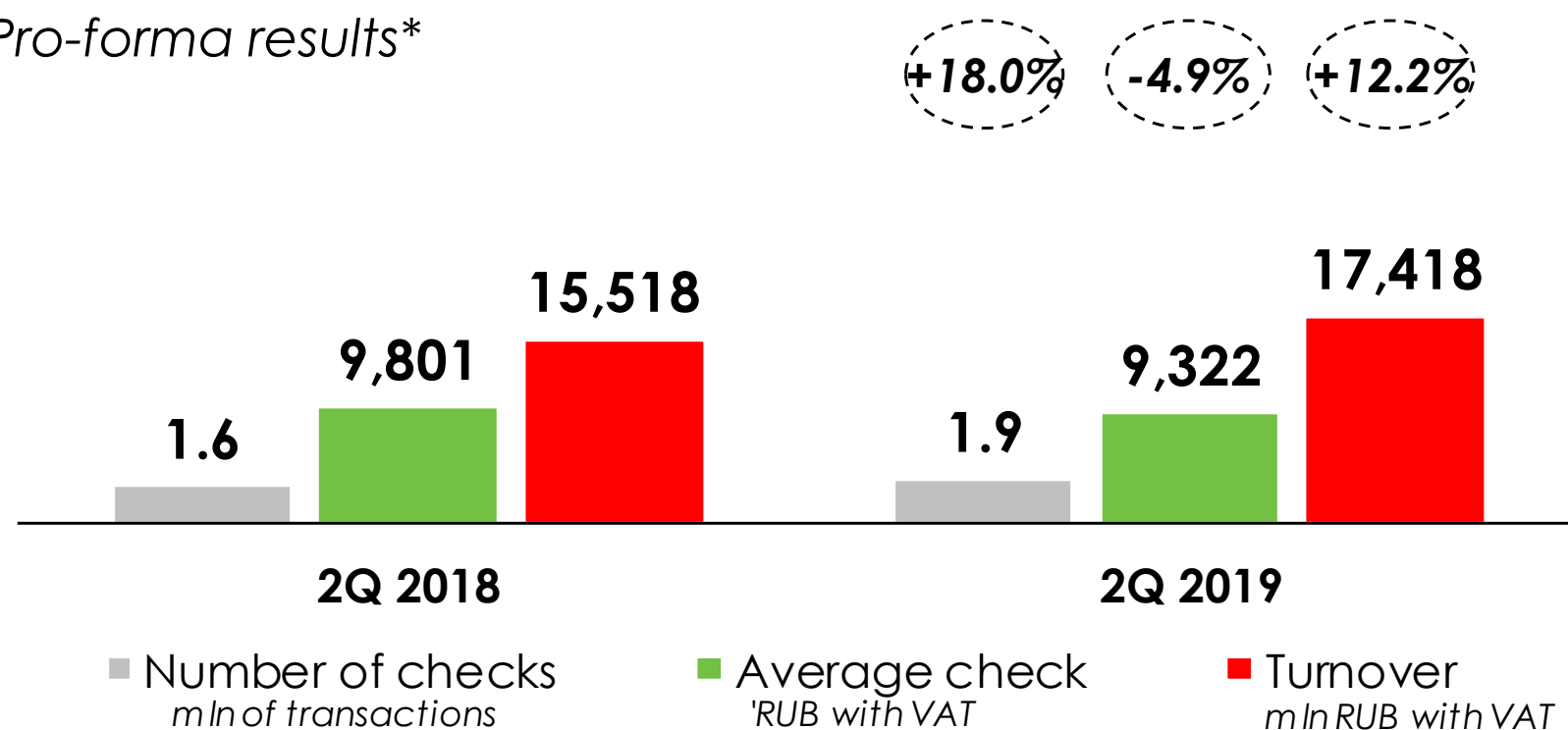
- The Group's OBS grew by +17.5% in H1 2019
- M.Video showed +19.0% growth, driven by number of transactions and average check
- Eldorado OBS were +14.1% due to higher average check resulted mainly from penetration into digital categories

*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.

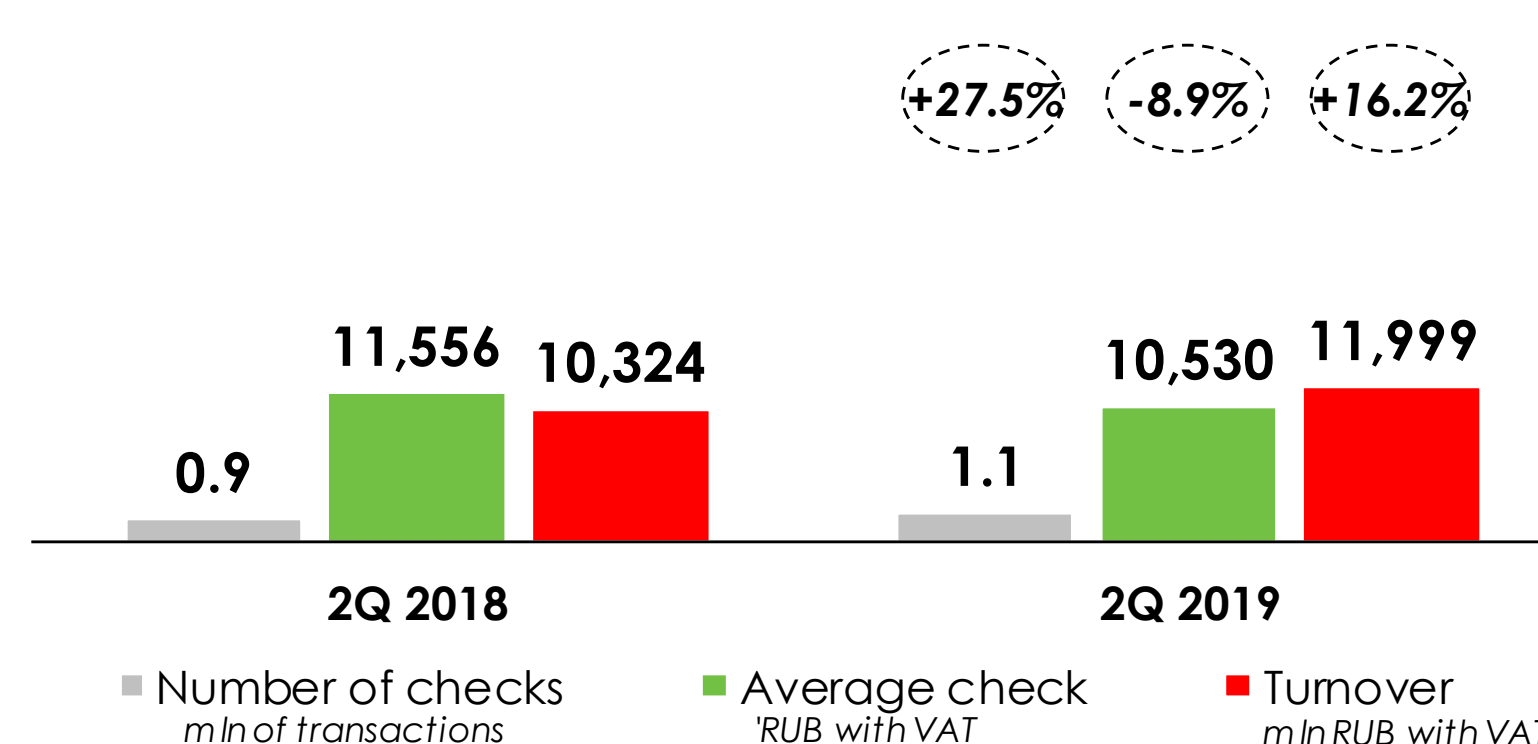
M.Video-Eldorado Group Online-based Sales in Q2 2019

Q2 2019 Group OBS Drivers

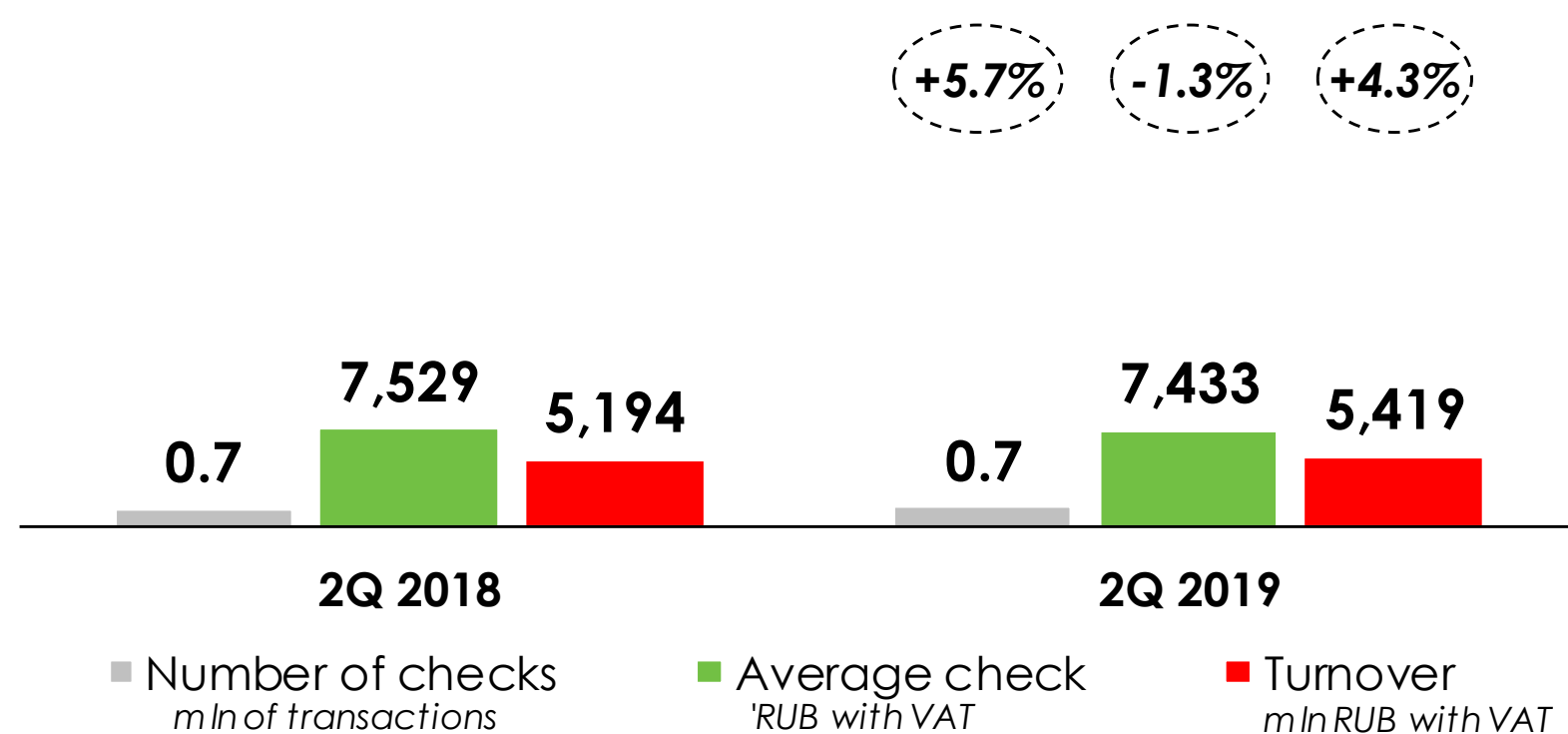
Pro-forma results*



Q2 2019 M.Video OBS Drivers



Q2 2019 Eldorado OBS Drivers

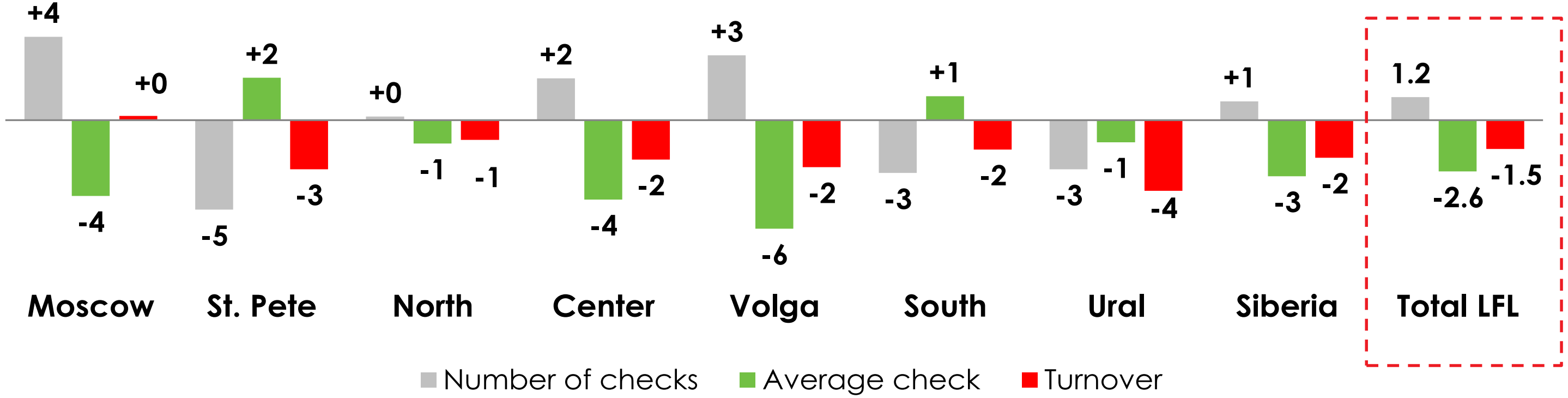


- The Group's OBS rose by +12.2% in Q2 2019
- M.Video grew OBS +16.2% driven by number of transactions, offset partially by average check decline due to promos in a slowing market
- Eldorado OBS were +4.3% due to higher number of transactions, slightly offset by lower average check

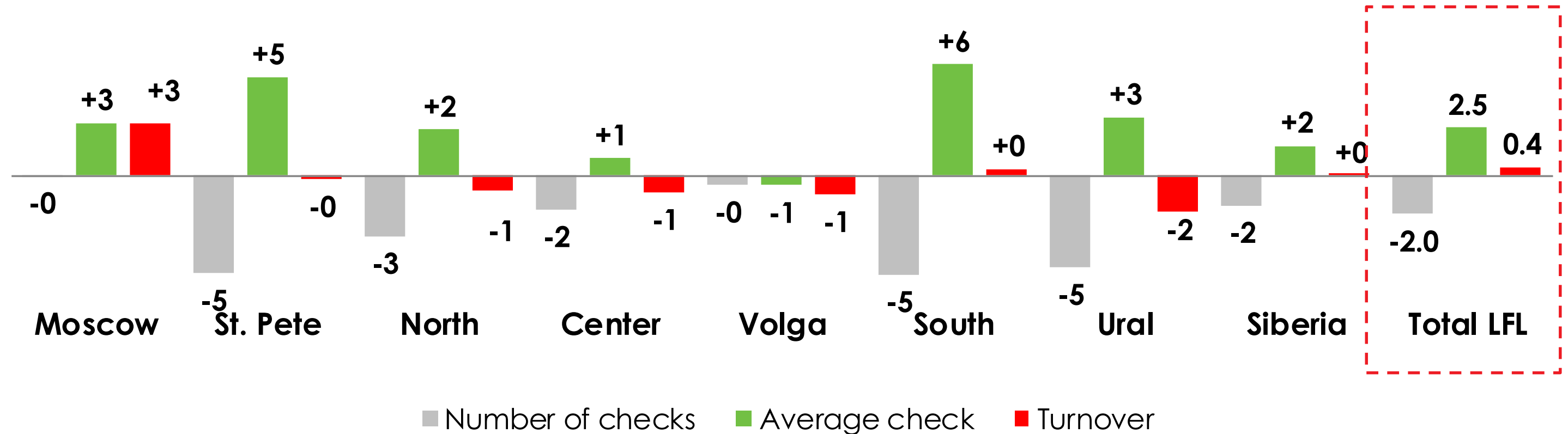
*Pro-forma combined operational results for the Group include Eldorado numbers starting from the beginning of the earliest comparable period, i.e. from the beginning of 2018.

M.Video-Eldorado Group LFL by Region in Q2&H1 2019

Q2 2019 Group LFL Sales by Region, %

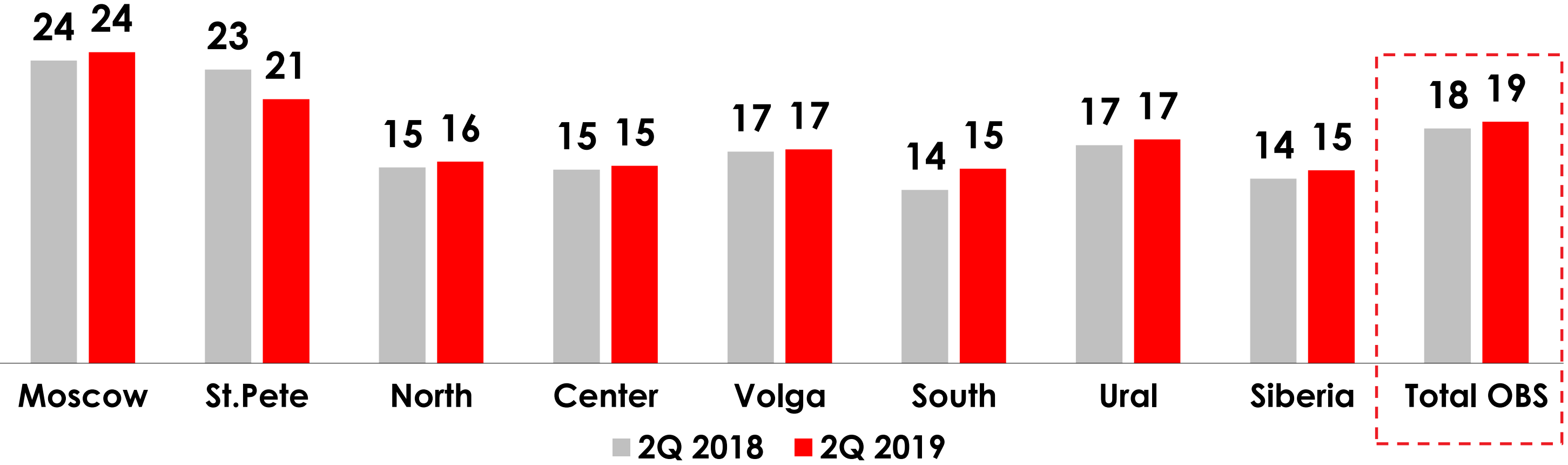


H1 2019 Group LFL by Region, %

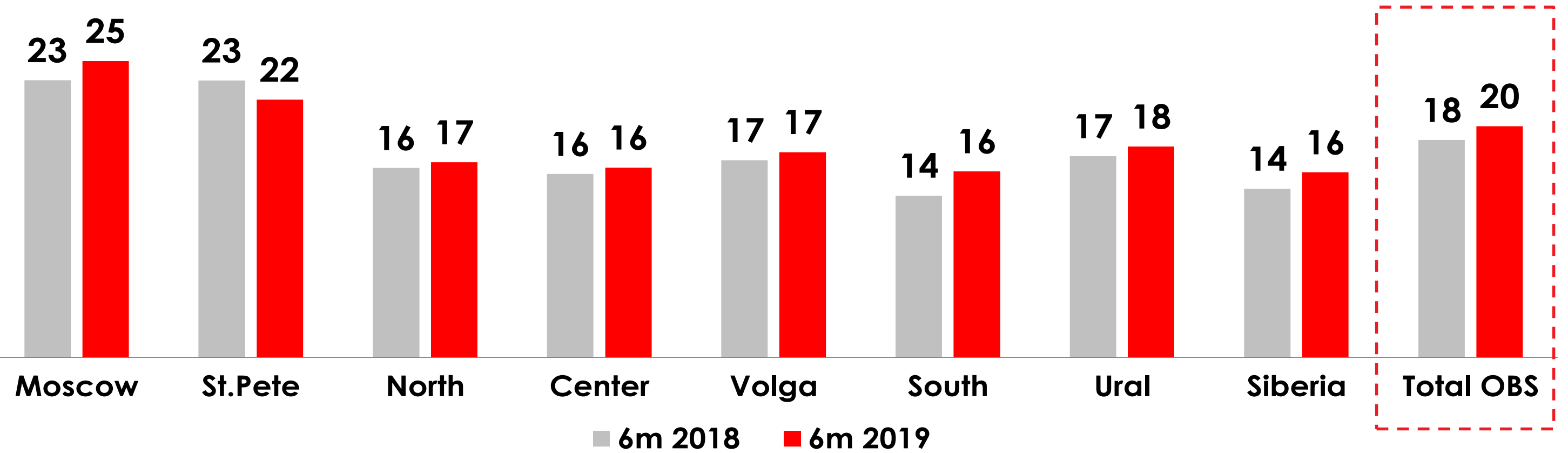


M.Video-Eldorado Group OBS by Region in Q2&H1 2019

Q2 2019 Group OBS Sales by Region, %



H1 2019 Group OBS by Region, %



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