

M.VideoEldorado

M.Video – Eldorado Group Q3&9M 2019 Trading Update

October 29, 2019



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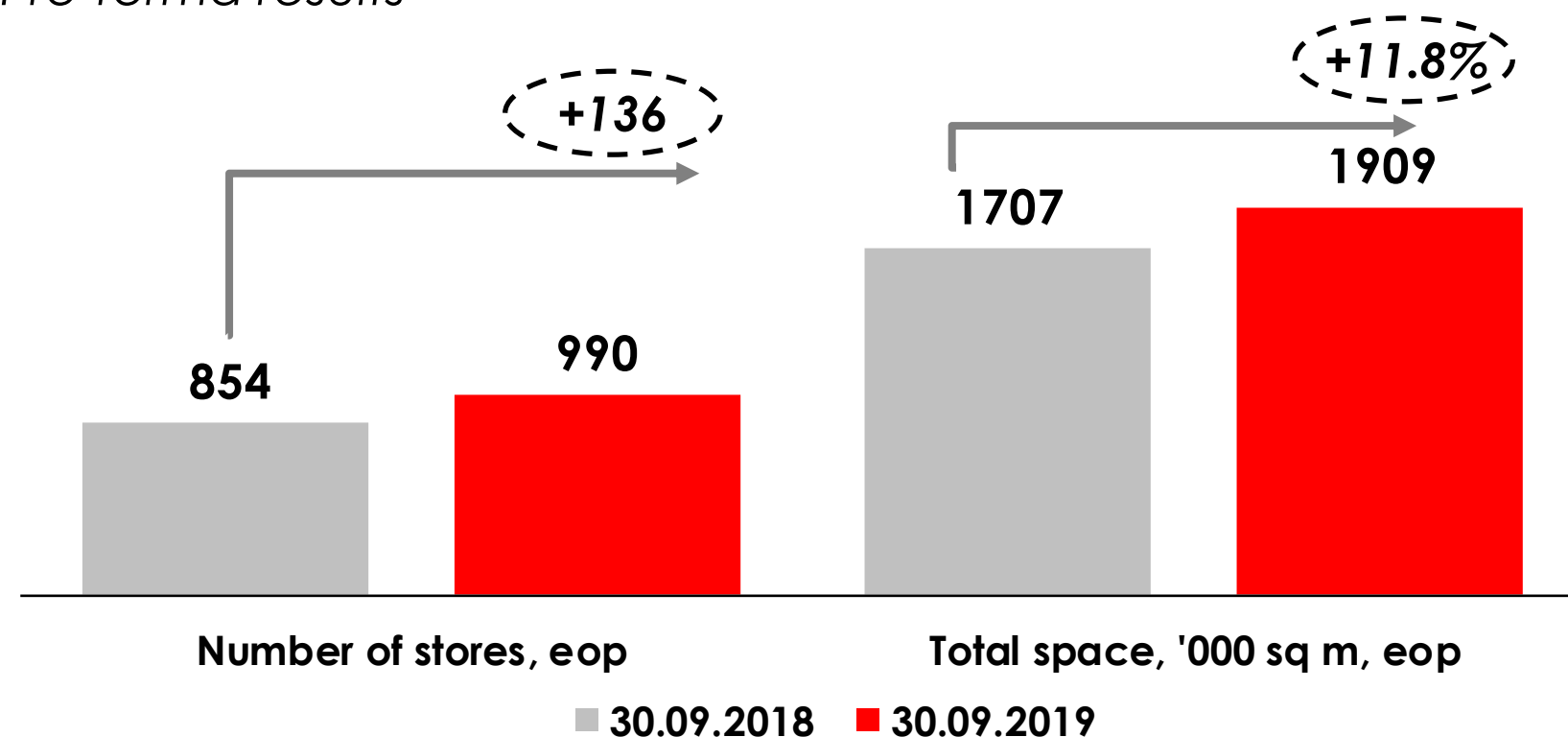
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Q3&9M 2019 M.Video-Eldorado Group Operational Highlights

M.VideoEldorado

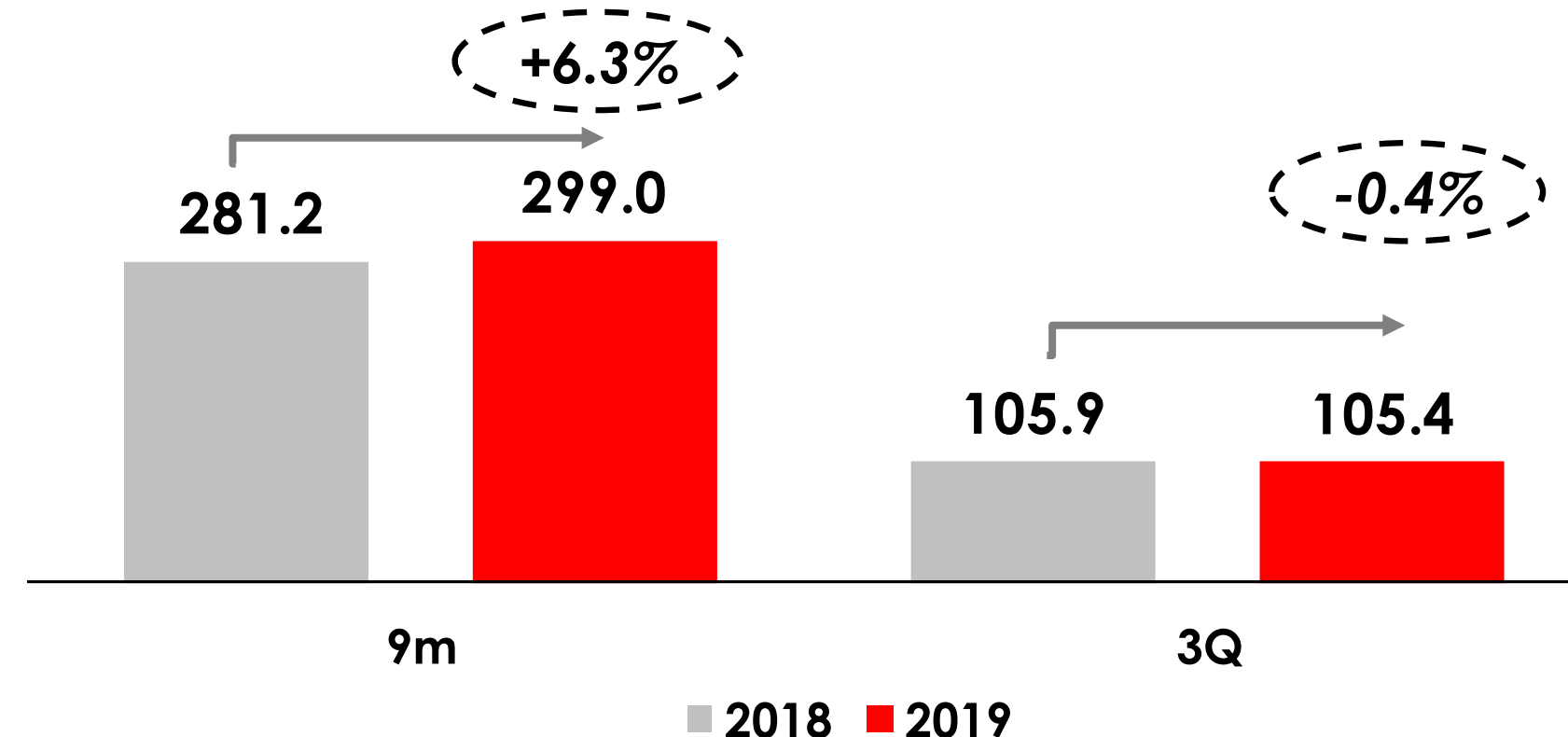
9M 2019 Group Expansion, YoY

Pro-forma results*



9M 2019 Group Net Sales, RUB bn (with VAT)

Pro-forma results



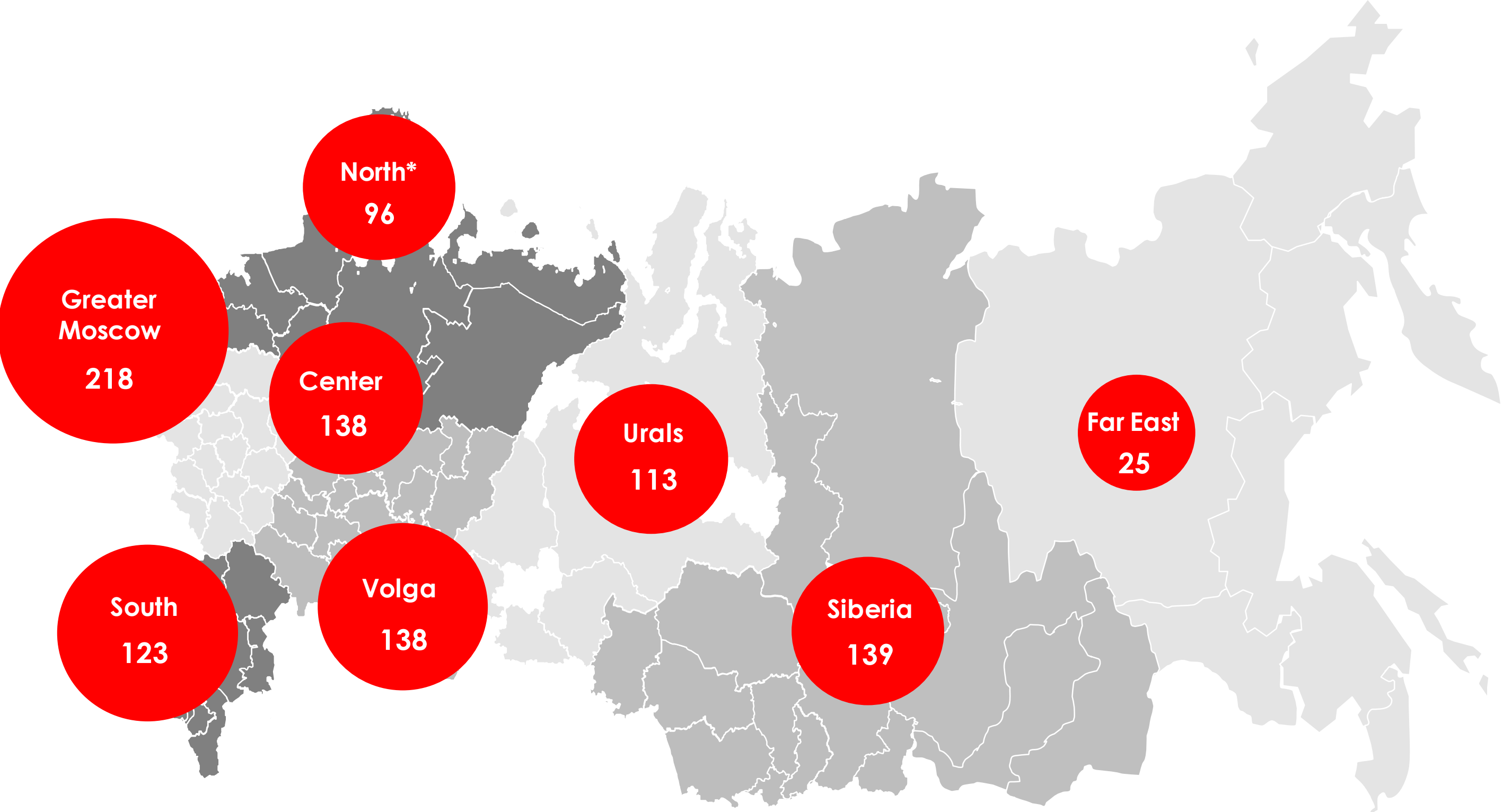
- The Group opened 49 stores net in 9M 2019 and brought the total number of stores to 990 as of September 30, 2019
- Group's Net Sales (pro-forma) grew +6.3% YoY to RUB 299.0 bn (with VAT) in 9M 2019 (vs. +4.8% for Russian consumer electronics market, according to GFK)
- Group's Total Online Sales (pro-forma) increased +78.8% YoY to RUB 91.4 bn (with VAT), amounting to 30.6% of total Net Sales (35% in Moscow and 28% in St-Petersburg) in 9M 2019
- M.Video's total online sales (home delivery, pick-up and checked-in sales through sellers' mobile devices RTD) doubled year-on-year to RUB 72.9 billion (with VAT) in 9M 2019

Note: Total Online Sales (TOS) of M.Video-Eldorado Group, in-line with the ONE RETAIL strategy, include all sales to authorized clients through various channels: home delivery, in-store pick-up, and sales to clients checked-in through shop assistants' mobile devices connected to Real-Time Dealing platform (RTD). RTD is currently available in M.Video stores only.

*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 September 2019

990 stores across 220 cities of Russia



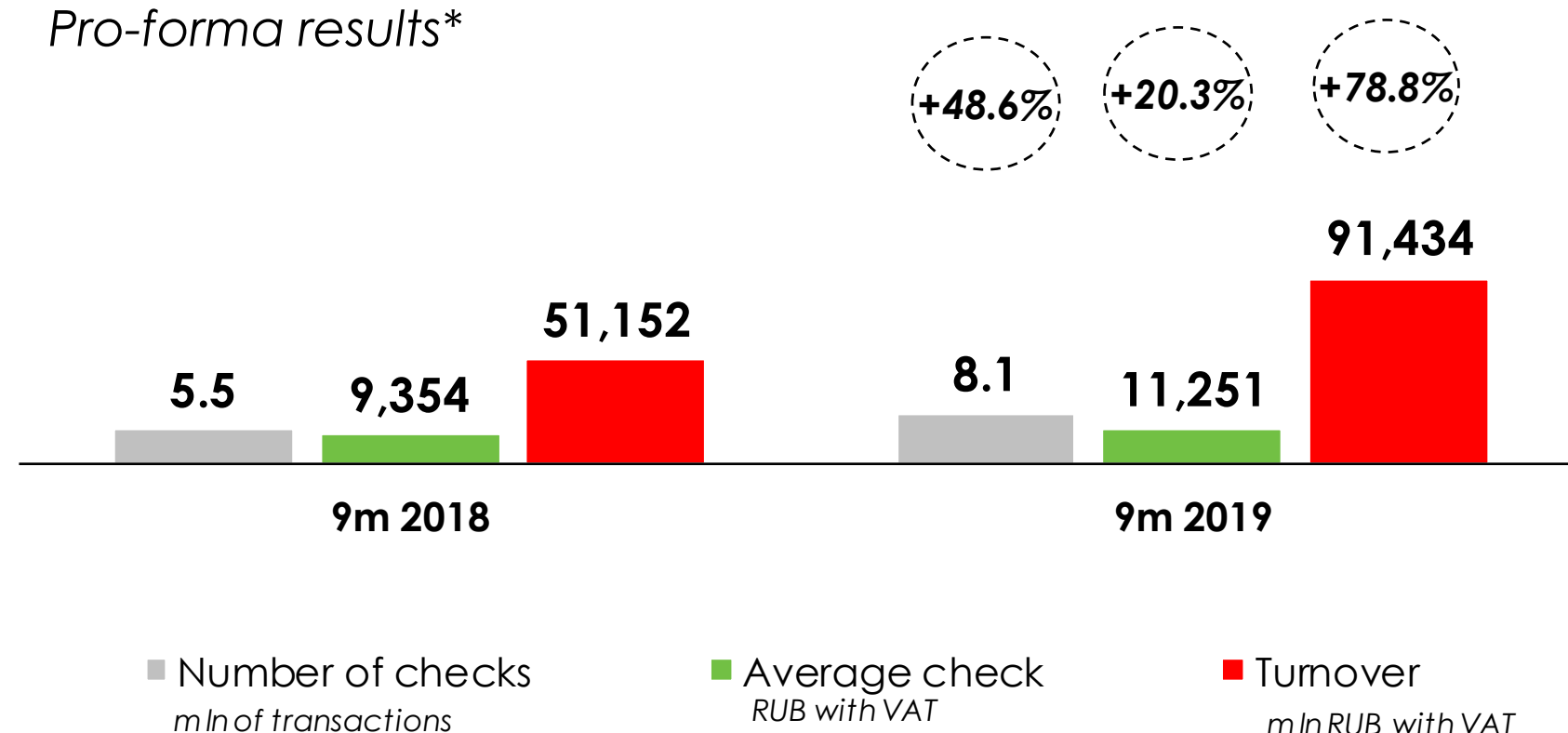
- +49 new stores opened in 9M 2019:
 - +20 M.Video
 - +19 Eldorado
 - +10 m_mobile stores
- 990 stores as of September 30, 2019:
 - 495 M.Video, 480 Eldorado, and 15 m_mobile stores;
 - 935 stores leased, 55 owned
 - 881 stores are in shopping malls, 109 are standalone
- 100% online coverage in cities of presence

*Including St-Petersburg

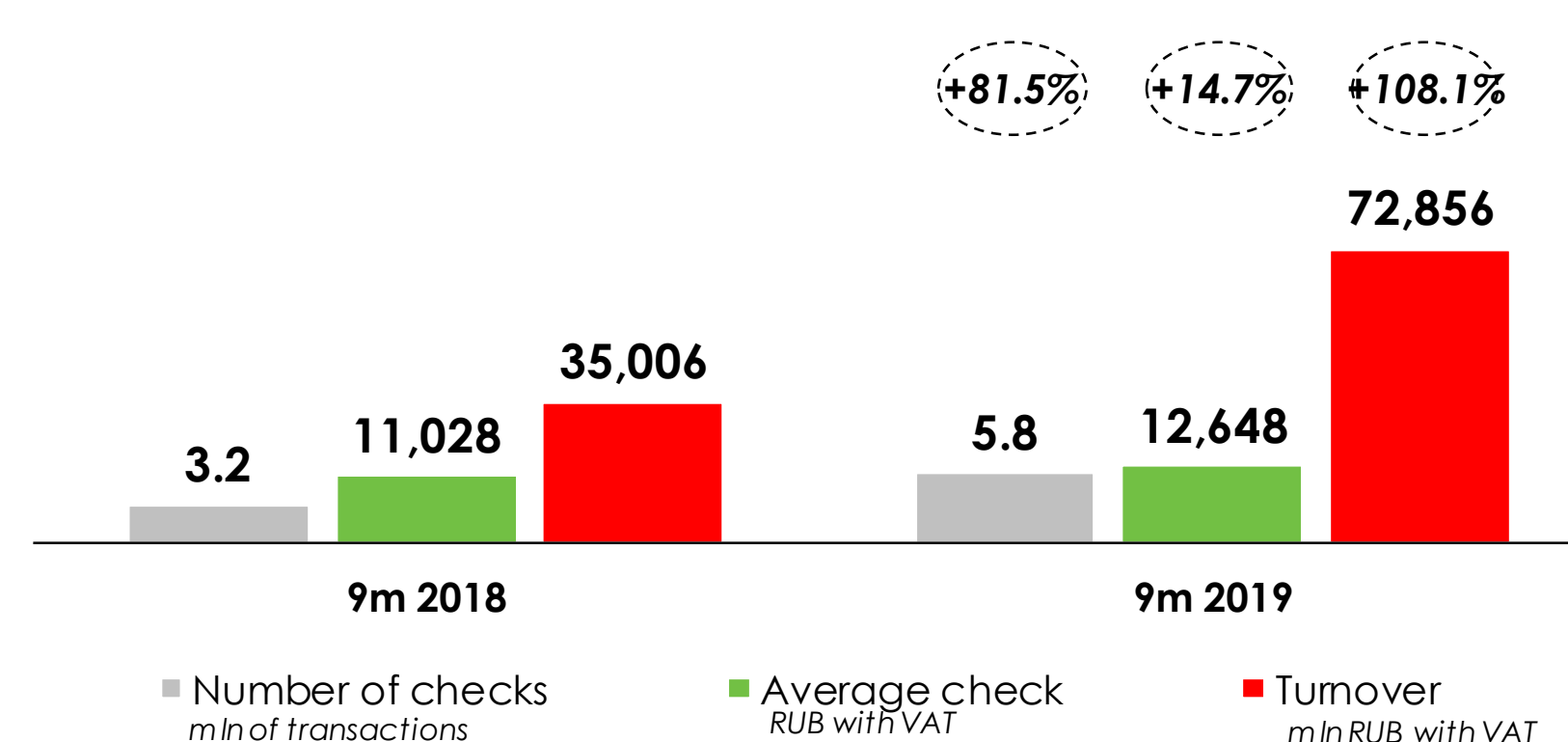
M.Video-Eldorado Group Total Online Sales in 9M 2019

9M 2019 Group TOS Drivers

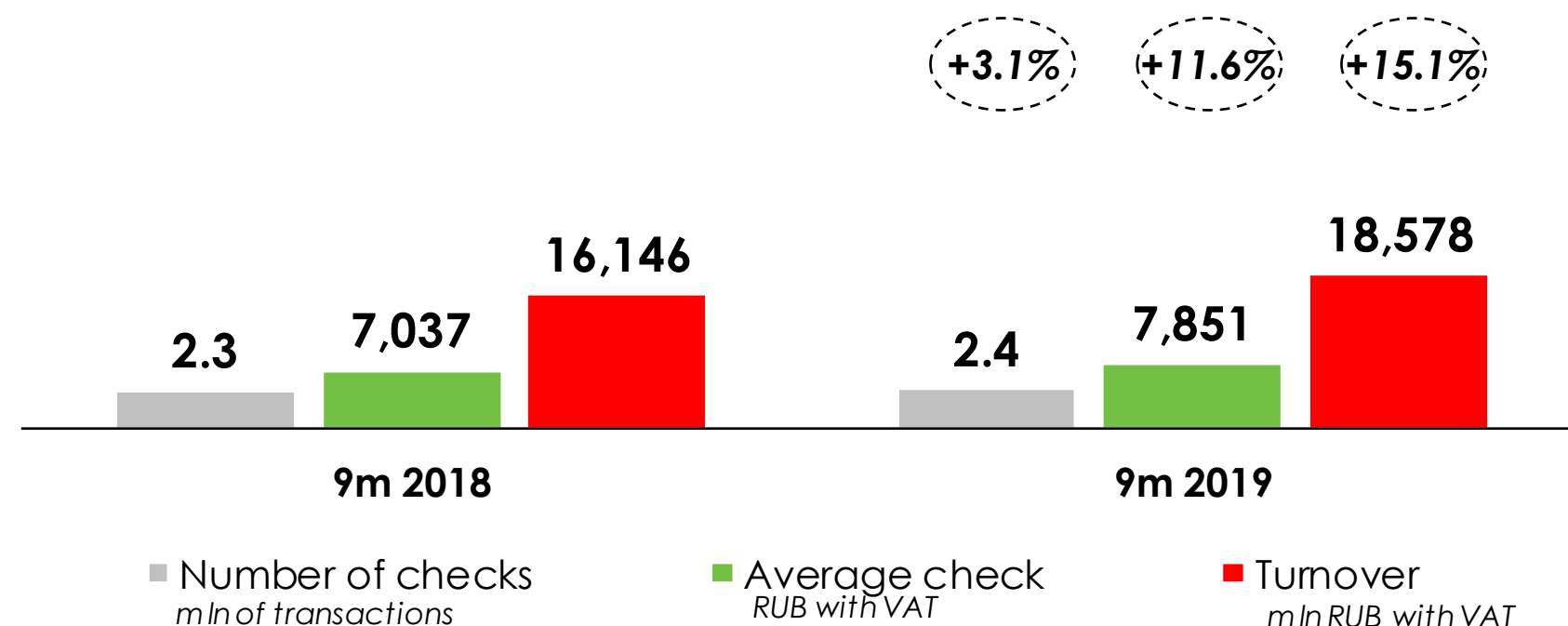
Pro-forma results*



9M 2019 M.Video TOS Drivers



9M 2019 Eldorado TOS Drivers



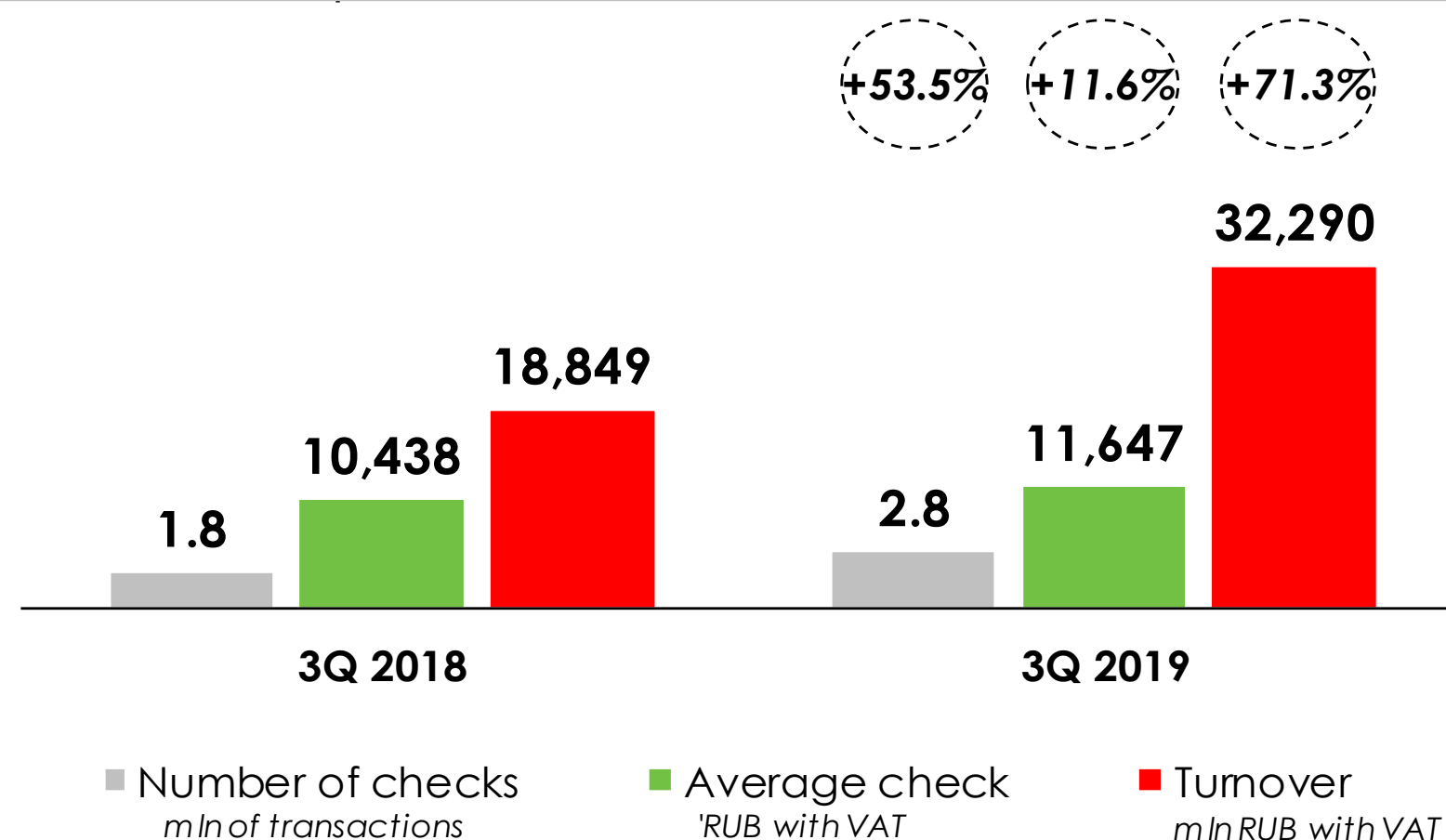
- The Group's TOS grew by +78.8% in 9M 2019
- M.Video doubled growth, driven by number of transactions and average check
- Eldorado grew +15.1% due to higher average check resulted mainly from penetration into digital categories

Note: Total Online Sales (TOS) of M.Video-Eldorado Group, in-line with the ONE RETAIL strategy, include all sales to authorized clients through various channels: home delivery, in-store pick-up, and sales to clients checked-in through shop assistants' mobile devices connected to Real-Time Dealing platform (RTD). RTD is currently available in M.Video stores only.

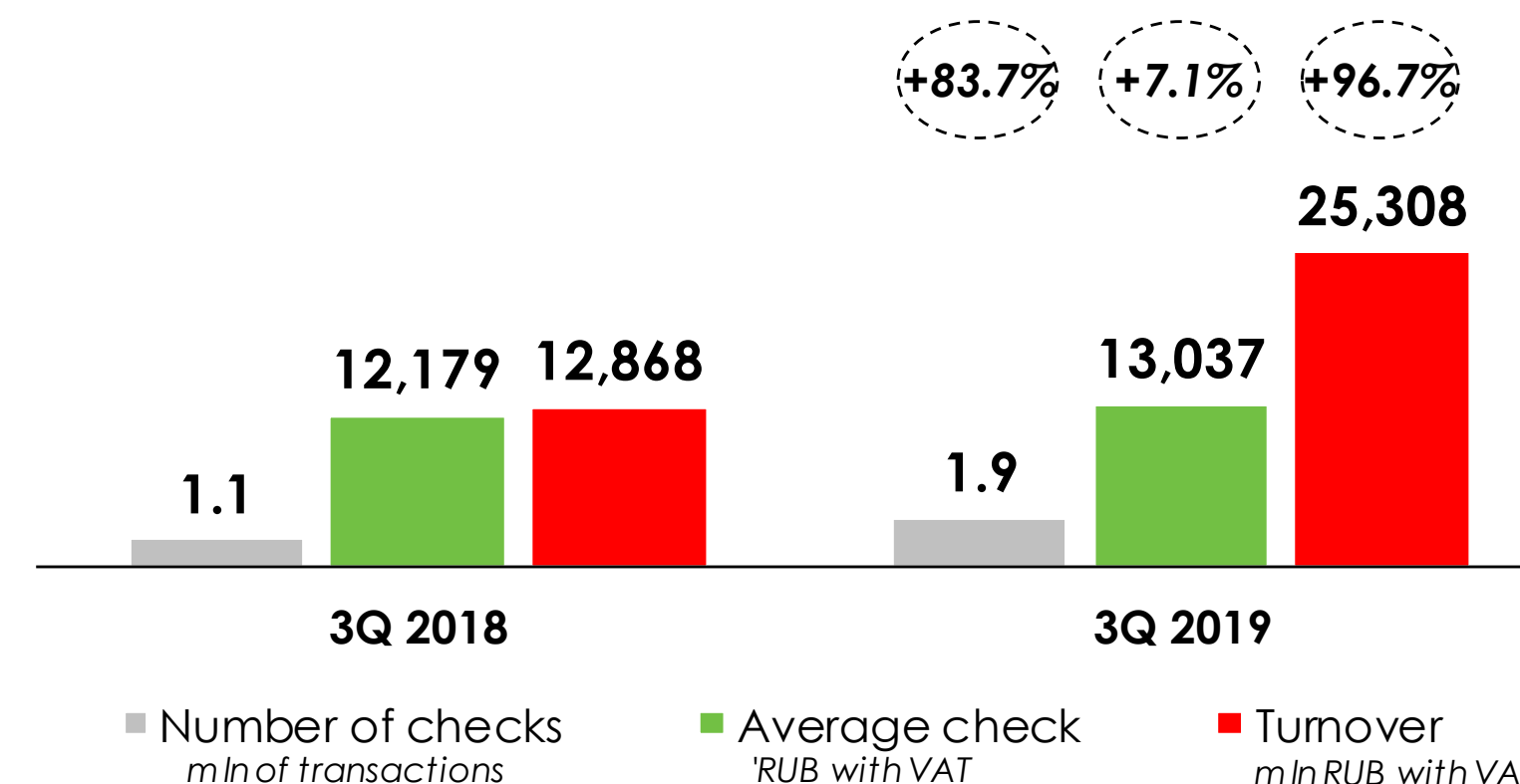
*Pro-forma combined operational results for the Group include Eldorado numbers starting from the beginning of the earliest comparable period, i.e. from the beginning of 2018.

M.Video-Eldorado Group Total Online Sales in Q3 2019

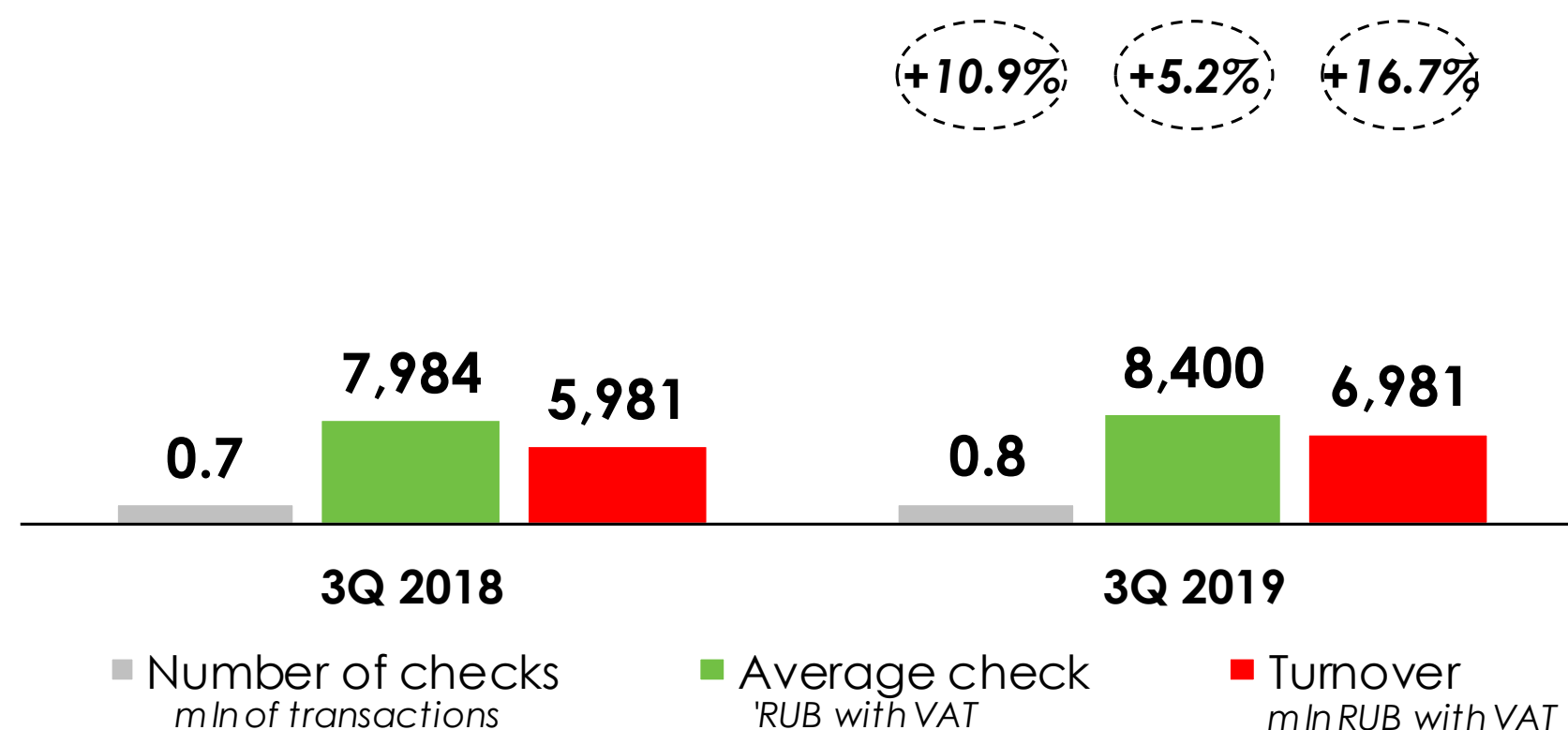
Q3 2019 Group TOS Drivers



Q3 2019 M.Video TOS Drivers



Q3 2019 Eldorado TOS Drivers



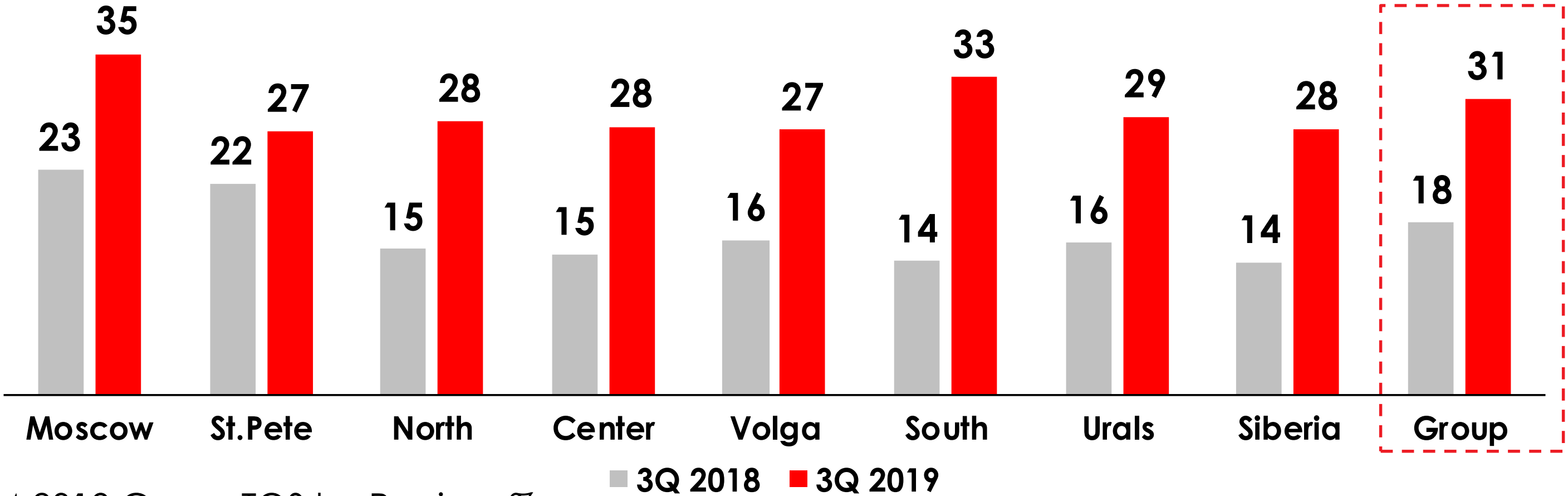
- The Group's TOS rose by +71.3% in Q3 2019
- M.Video doubled TOS driven by number of transactions and average check
- Eldorado grew in online by +16.7% due to higher number of transactions and average check

Note: Total Online Sales (TOS) of M.Video-Eldorado Group, in-line with the ONE RETAIL strategy, include all sales to authorized clients through various channels: home delivery, in-store pick-up, and sales to clients checked-in through shop assistants' mobile devices connected to Real-Time Dealing platform (RTD). RTD is currently available in M.Video stores only.

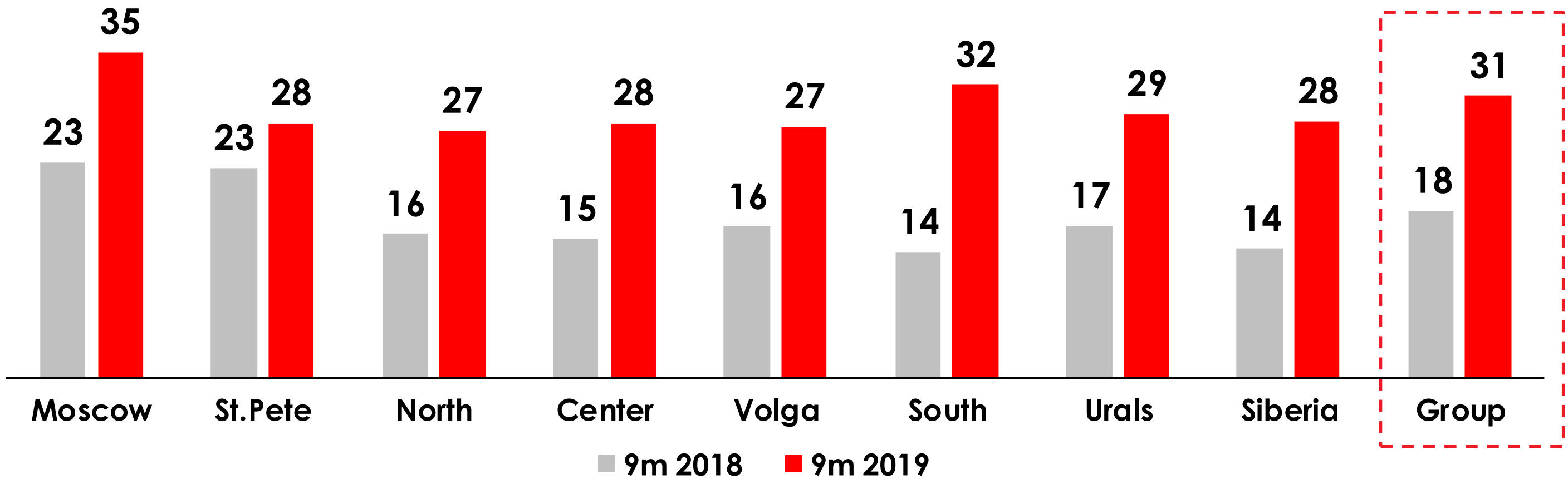
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M.Video-Eldorado Group TOS by Region in Q3&9M 2019

Q3 2019 Group TOS Sales by Region, %

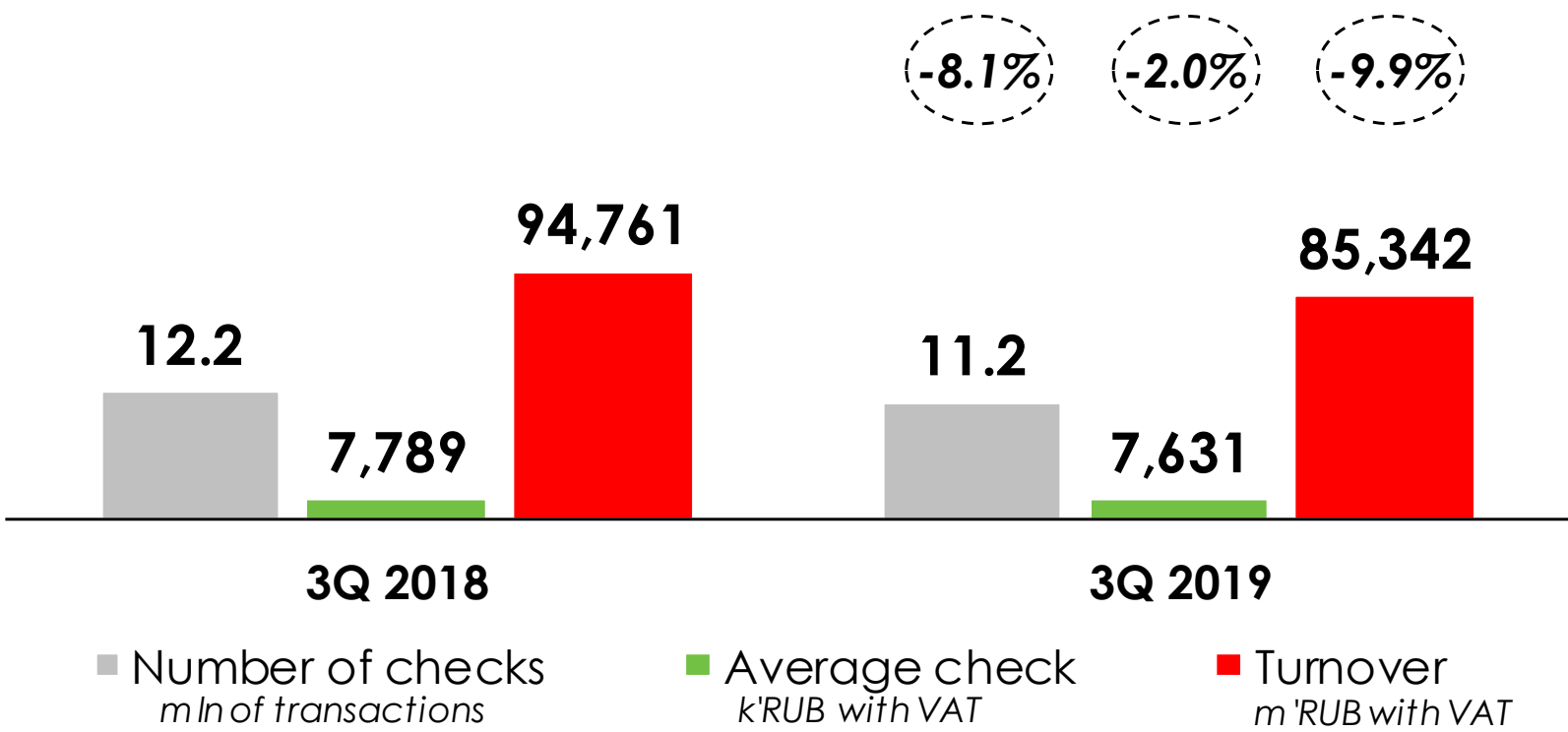


9M 2019 Group TOS by Region, %

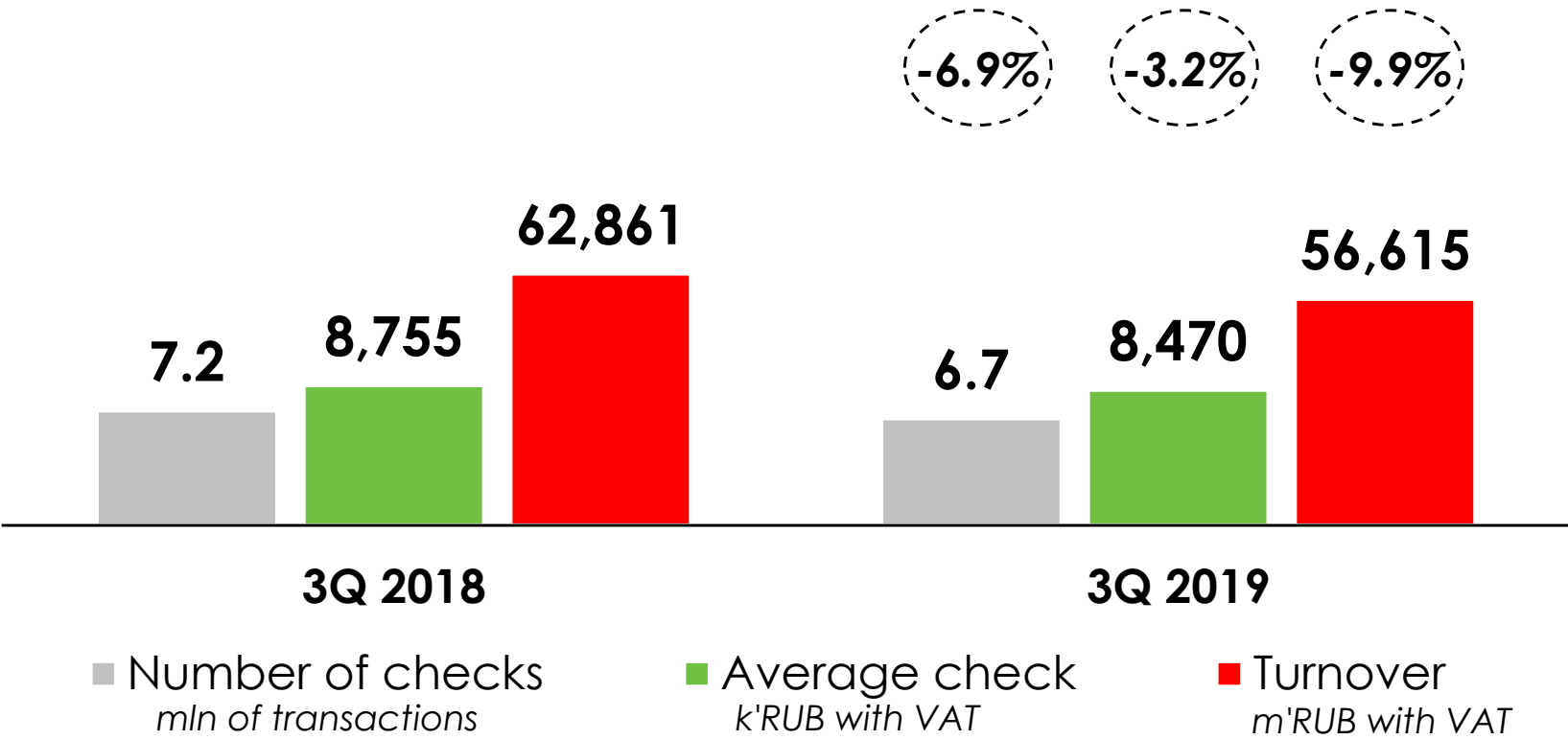


M.Video-Eldorado Group LFL Performance in Q3 2019

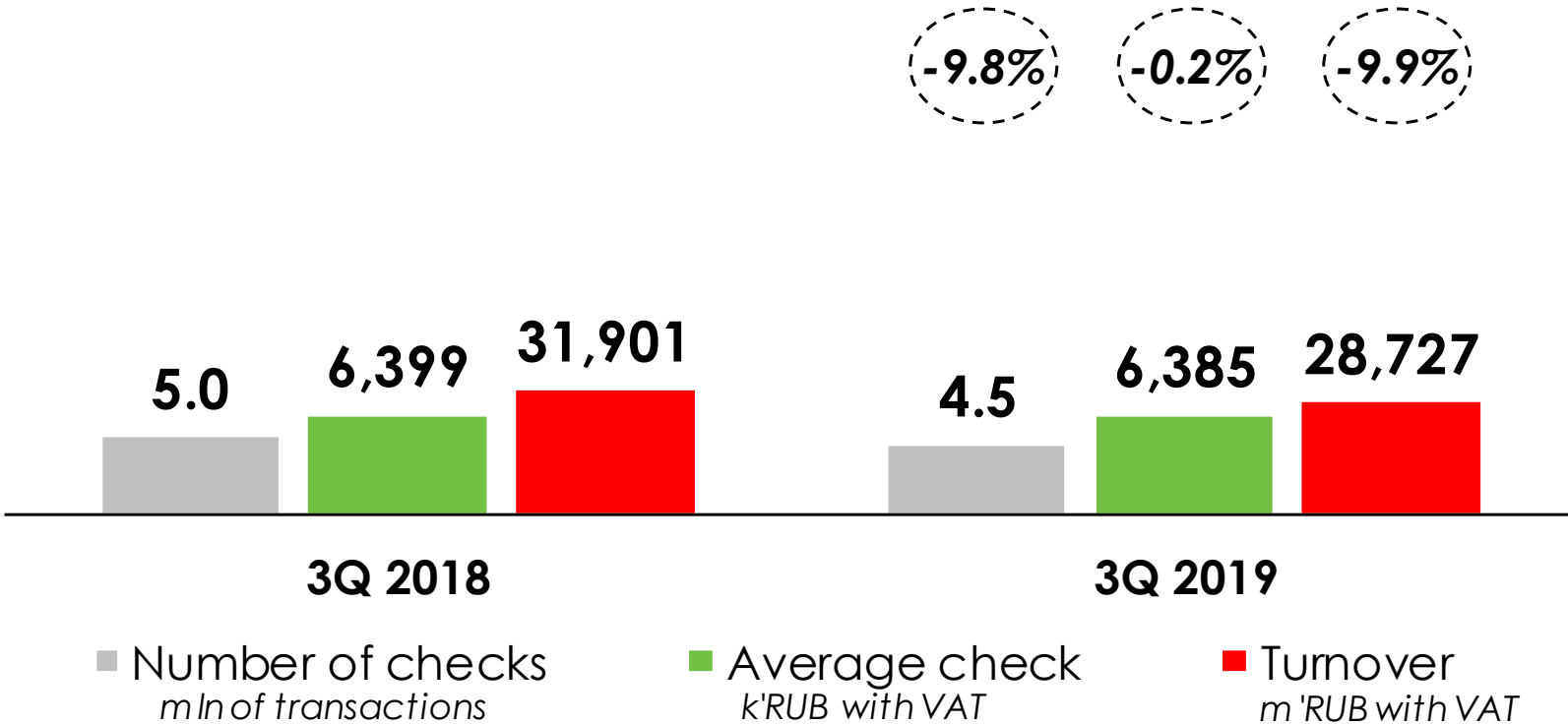
Q3 2019 Group LFL Sales, %



Q3 2019 M.Video LFL Sales, %



Q3 2019 Eldorado LFL Sales, %

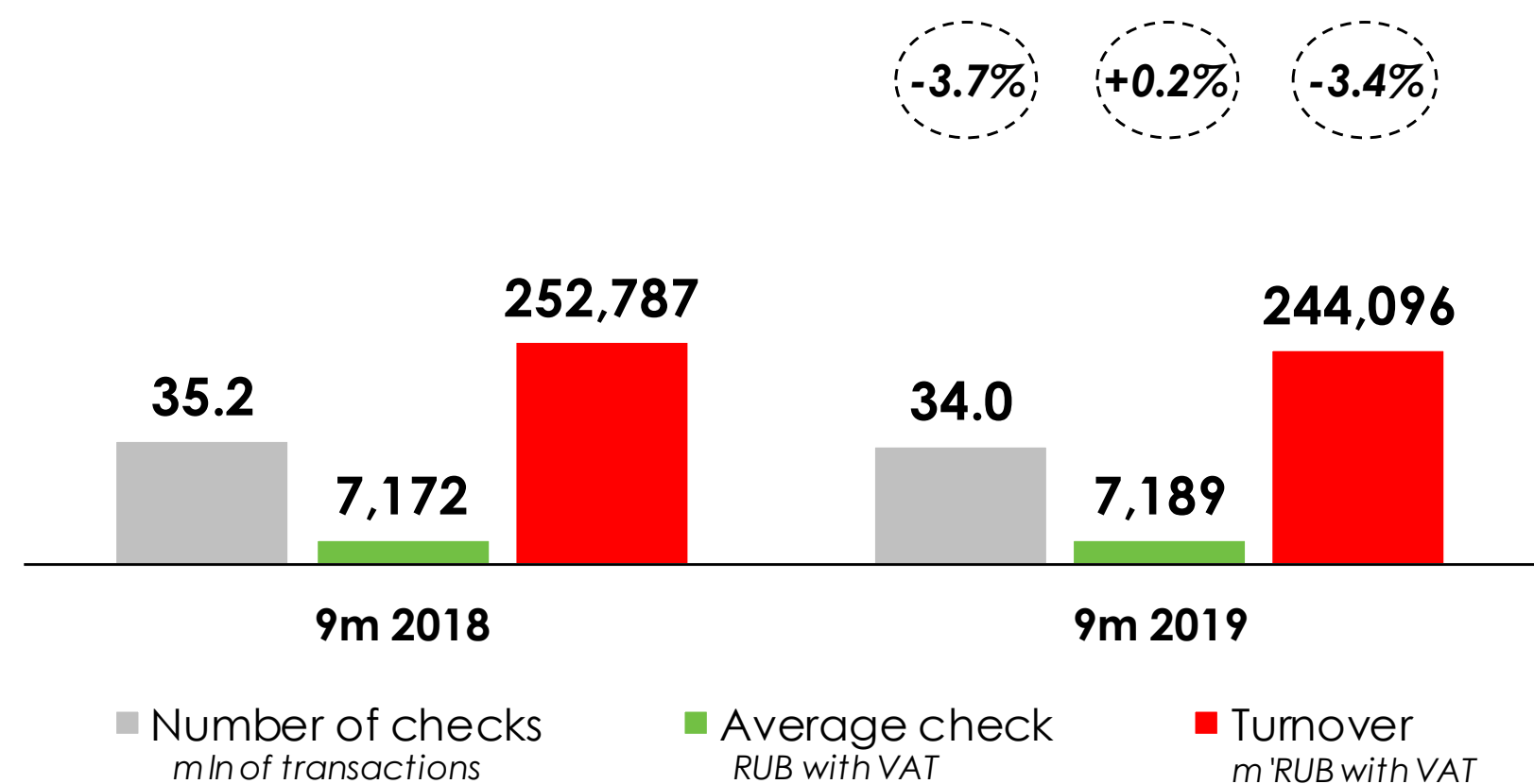


- The Group showed -9.9% LFL decrease in Q3 2019, due to CE market slowdown resulted in traffic and number of tickets decline
- Nevertheless, the Group's LFL sales were by +0.7% higher for 3Q 2019 compared to 3Q 2017, indicating the high base of 3Q 2018, and sustainability of M.Video and Eldorado business model in long-term

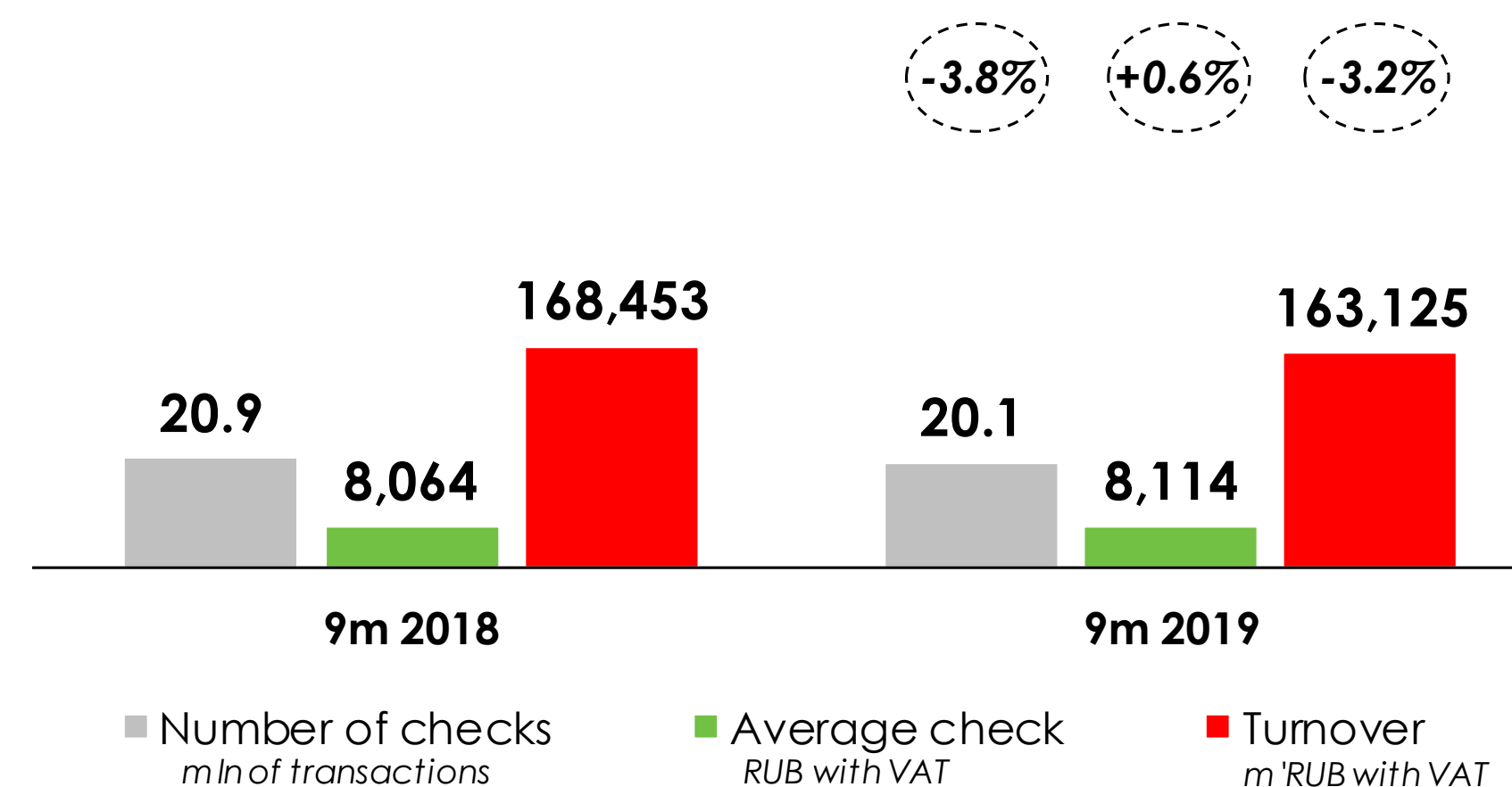
LFL data is based on a comparison of 787 stores operating as of January 1, 2018 and not closed for more than two weeks, and/or not expanded or downsized by >20% of their total space

M.Video-Eldorado Group LFL Performance in 9M 2019

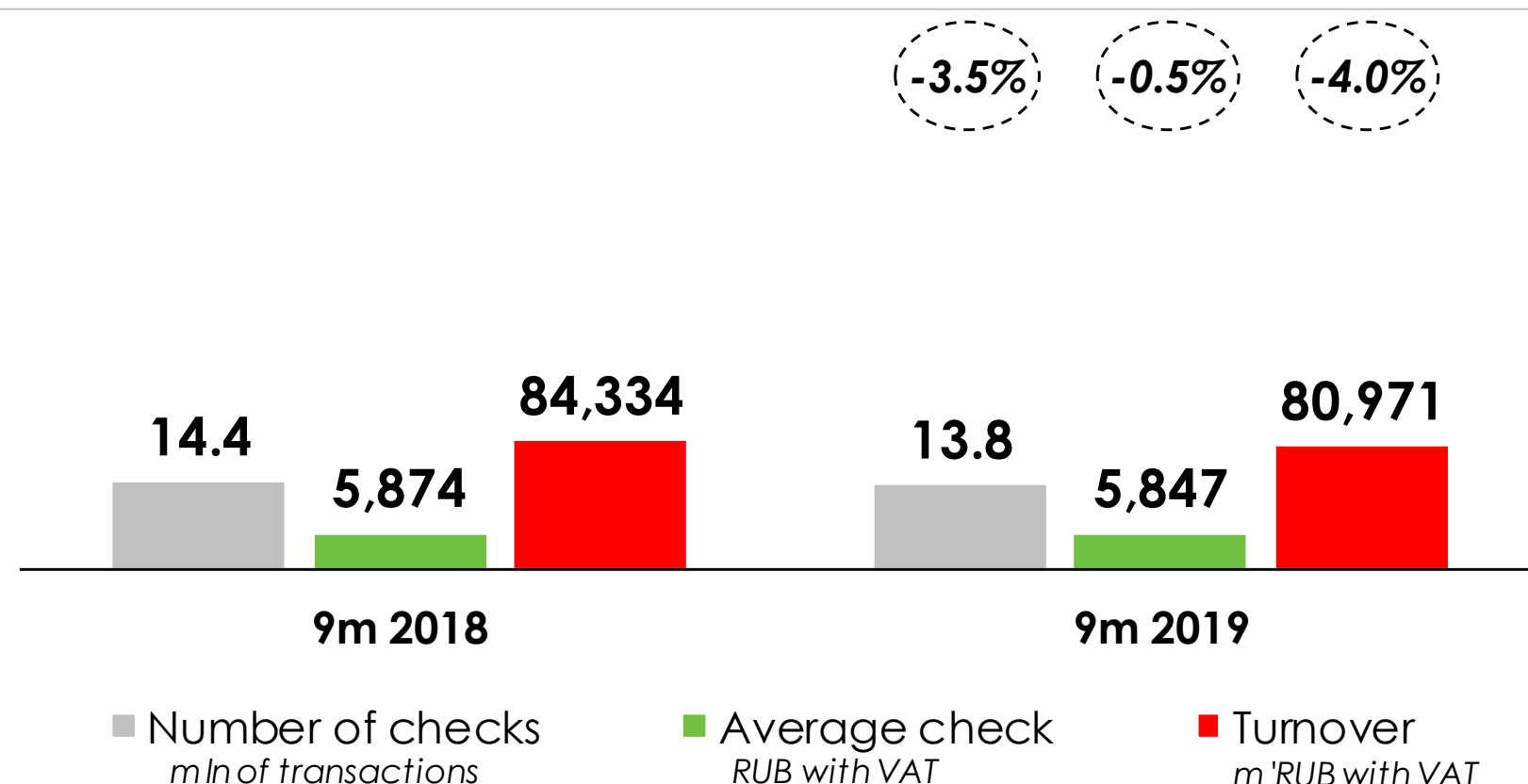
9M 2019 Group LFL Sales, %



9M 2019 M.Video LFL Sales, %



9M 2019 Eldorado LFL Sales, %



- The Group showed -3.4% LFL in 9M 2019 due mainly to lower LFL number of tickets, as a result of CE market slowdown in 2019 and high comparison base of 2018
- However, the Group's LFL sales improved by +8.9% for 9M 2019 compared to 9M 2017

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