

**M.VideoEldorado**

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# **M.Video – Eldorado Group Q4 & 12M 2019 Trading Update**

January 28, 2020



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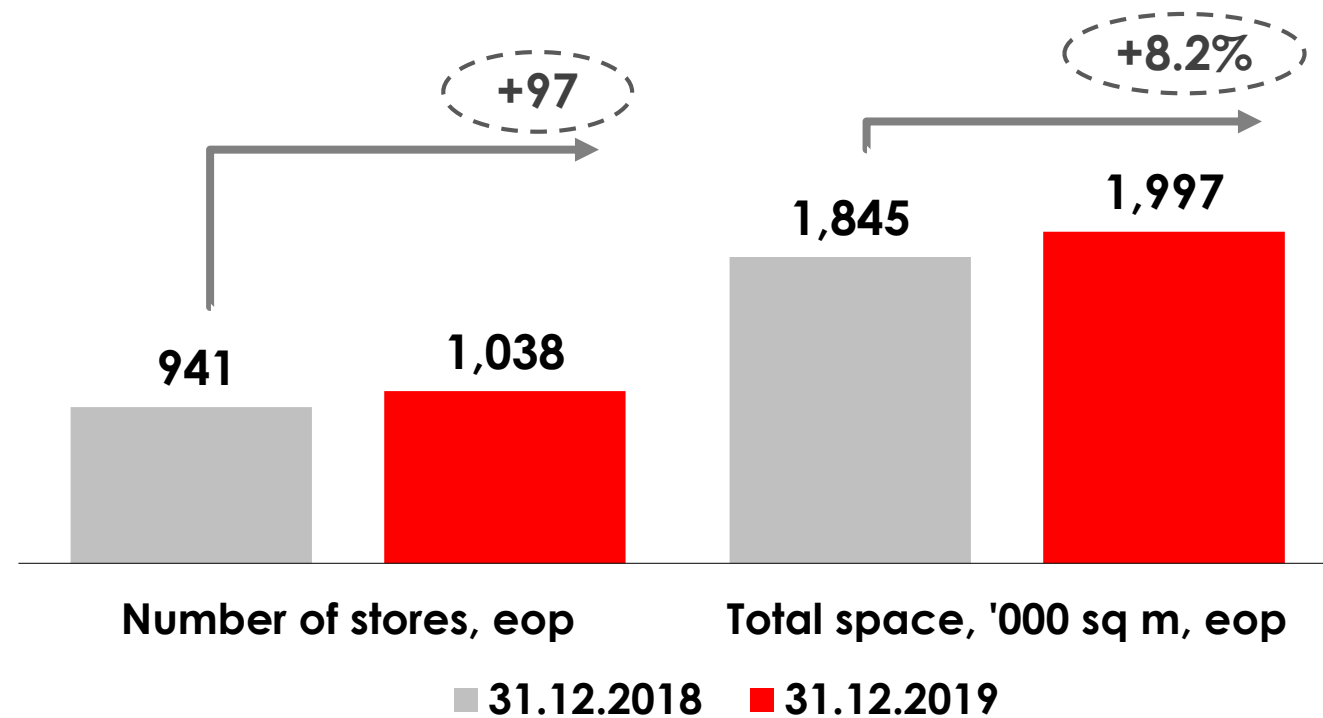
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# Q4&12M 2019 M.Video-Eldorado Group Operational Highlights M.VideoEldorado

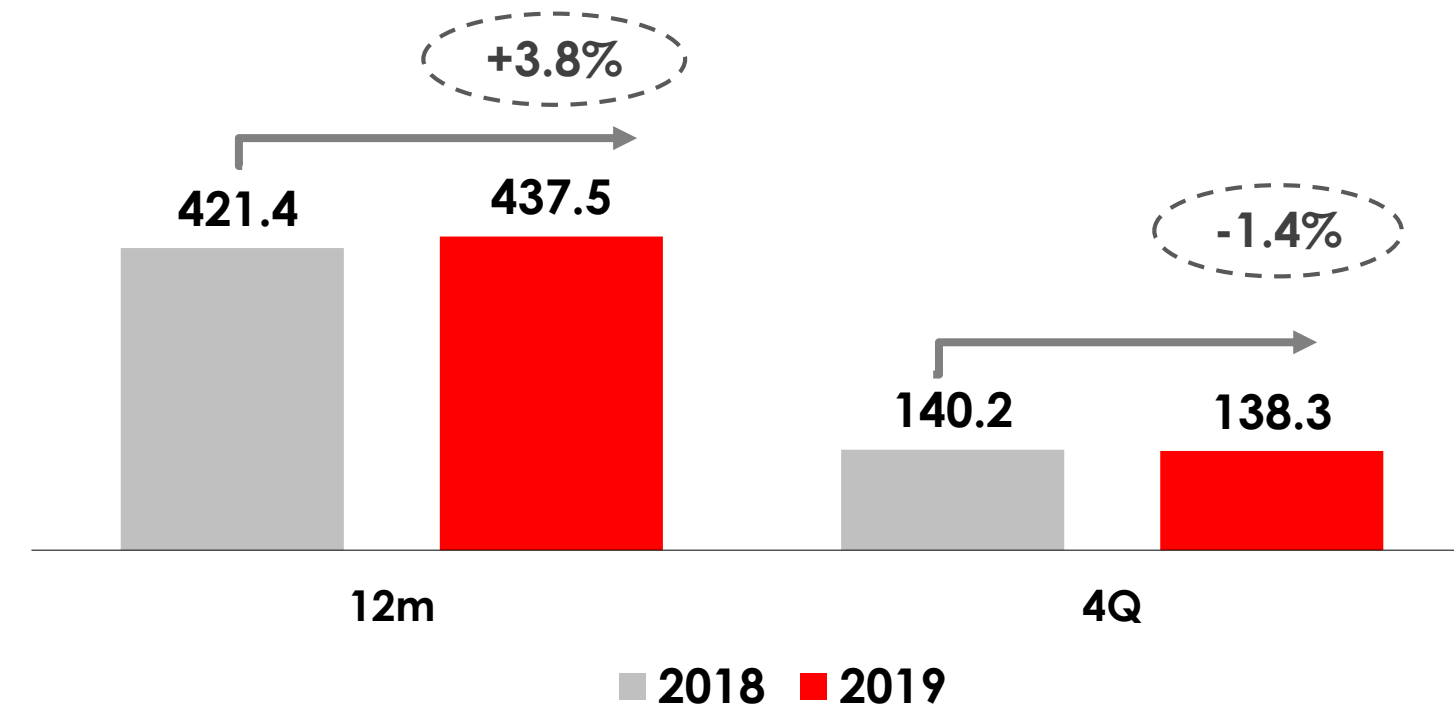
## 12M 2019 Group Expansion, YoY

Pro-forma results\*



## 12M 2019 Group Net Sales, RUB bn (with VAT)

Pro-forma results



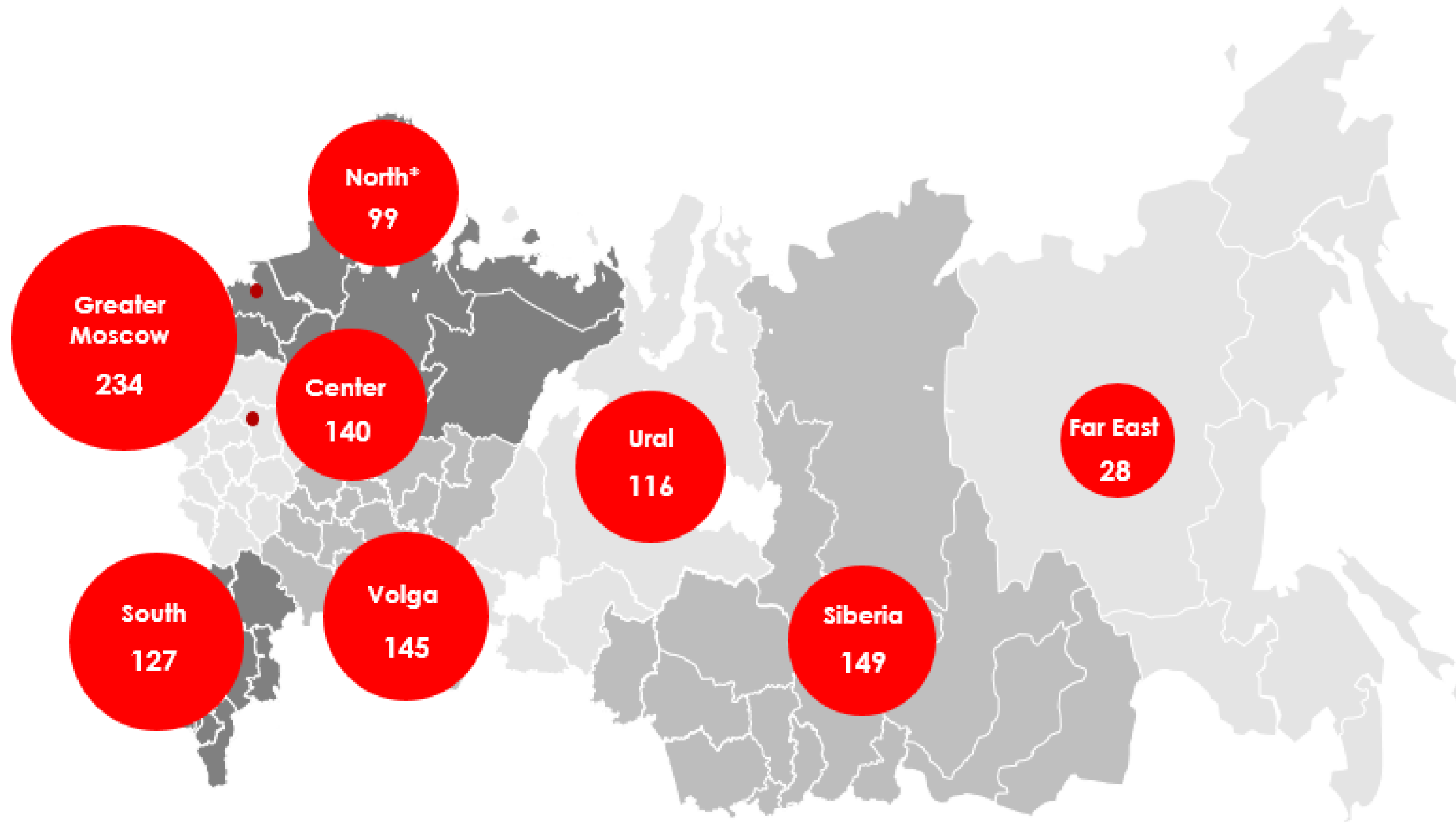
- The Group opened 97 stores net in 12M 2019 and brought the total number of stores to 1,038 as of December 31, 2019
- Group's Net Sales (pro-forma) grew +3.8% YoY to RUB 437.5 bn (with VAT) in 12M 2019 (vs. +2.9% for Russian consumer electronics market, according to GFK)
- Group's Total Online Sales (pro-forma) increased +70.2% YoY to RUB 144.0 bn (with VAT), amounting to 32.9% of total Net Sales (38% in Moscow and 29% in St-Petersburg) in 12M 2019
- M.Video's total online sales (home delivery, pick-up and checked-in sales through sellers' mobile devices RTD) almost doubled year-on-year to RUB 116.4 bn (with VAT) in 12M 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 31 December 2019

1,038 stores across 250 cities of Russia



- +97 net new stores opened in 12M 2019:
  - +38 M.Video
  - +45 Eldorado
  - +14 m\_mobile stores
- 1,038 stores as of December 31, 2019:
  - 513 M.Video, 506 Eldorado, and 19 m\_mobile stores;
  - 983 stores leased, 55 owned
  - 925 stores in shopping malls, 113 standalone
- 100% online coverage in cities of presence

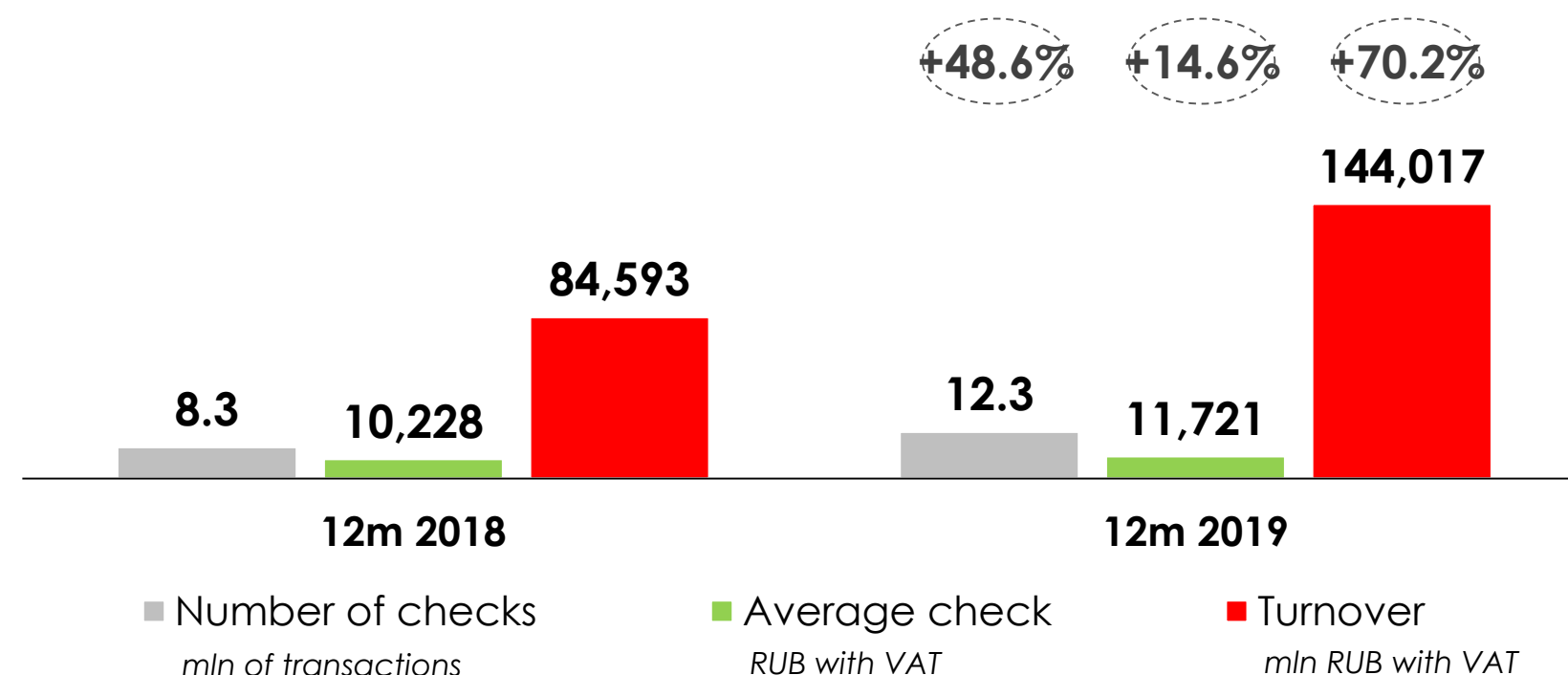
\*Including St-Petersburg



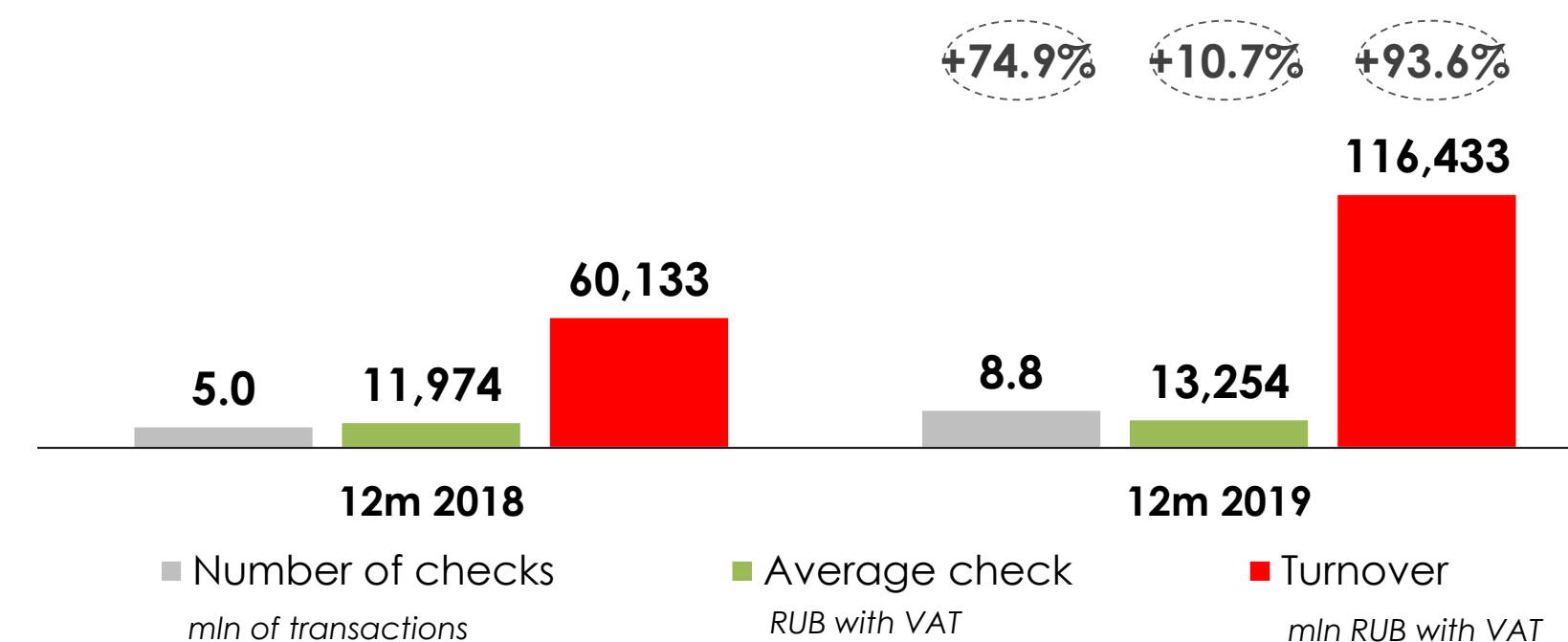
# M.Video-Eldorado Group Total Online Sales in 12M 2019

## 12M 2019 Group TOS Drivers

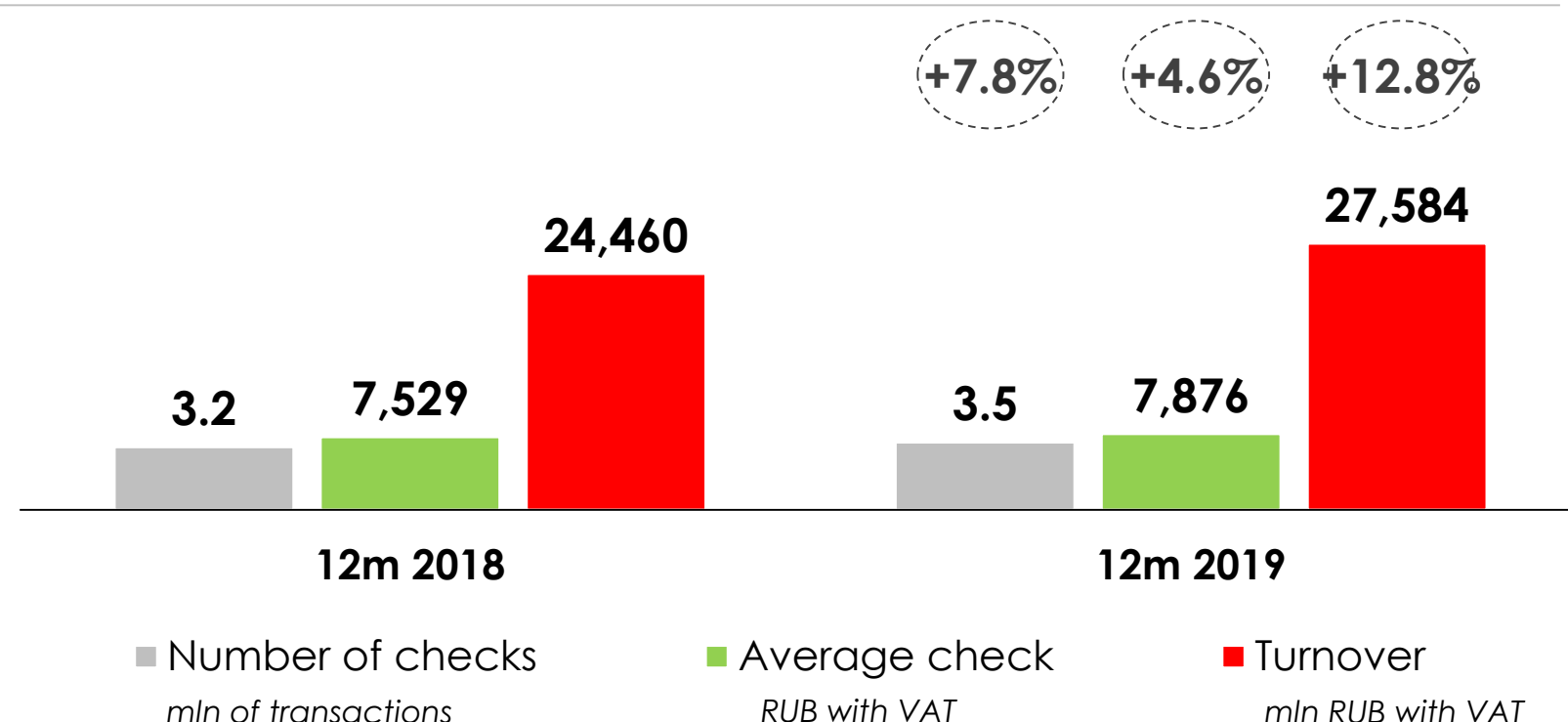
Pro-forma results\*



## 12M 2019 M.Video TOS Drivers



## 12M 2019 Eldorado TOS Drivers



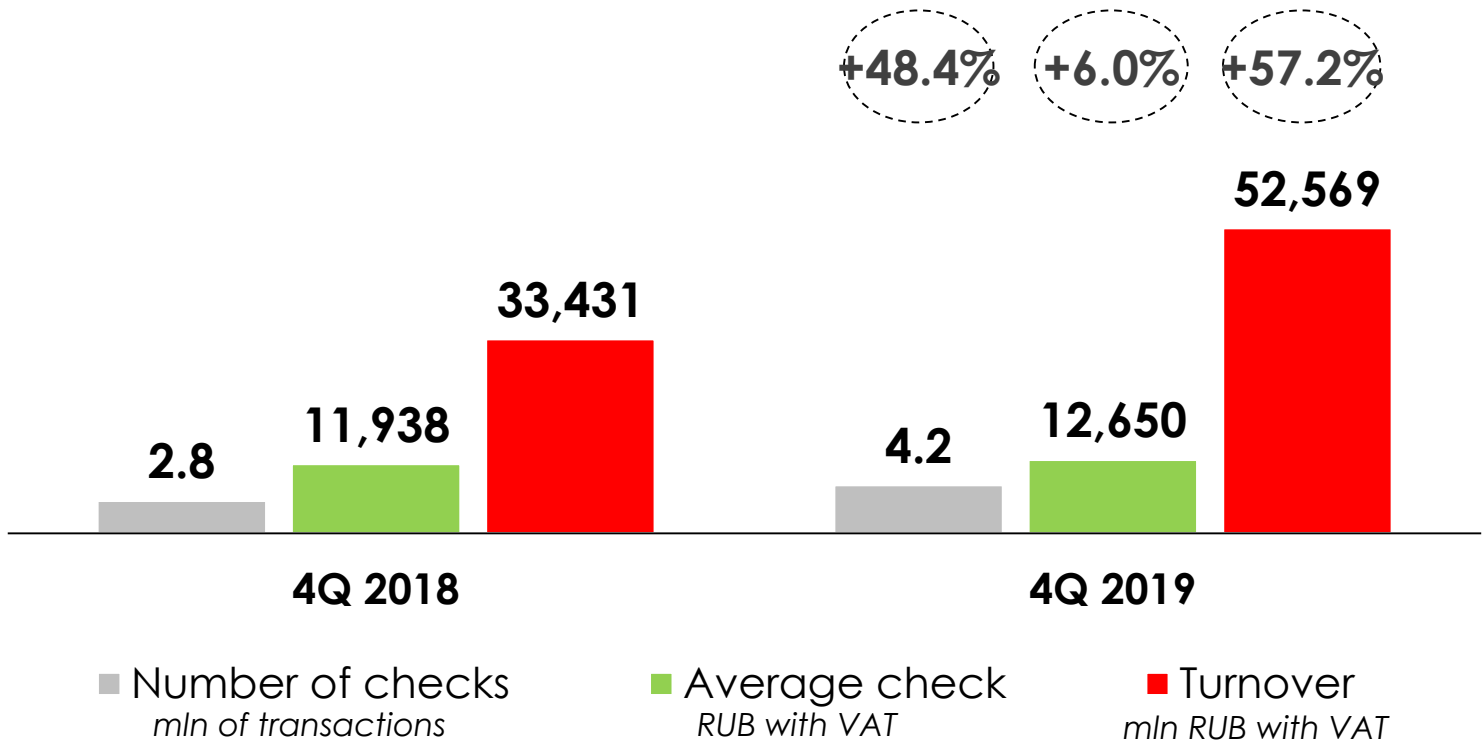
- The Group's TOS grew by +70.2% YoY in 12M 2019
- M.Video almost doubled online sales with higher number of transactions and average check
- The growth was supported by RTD implementation across all M.Video stores (by August 2019) as a core component of the new ONE RETAIL strategy
- Eldorado grew +12.8% on higher transactions and average check resulting from growing penetration into digital categories supported by successful transition to omni-channel model in 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.

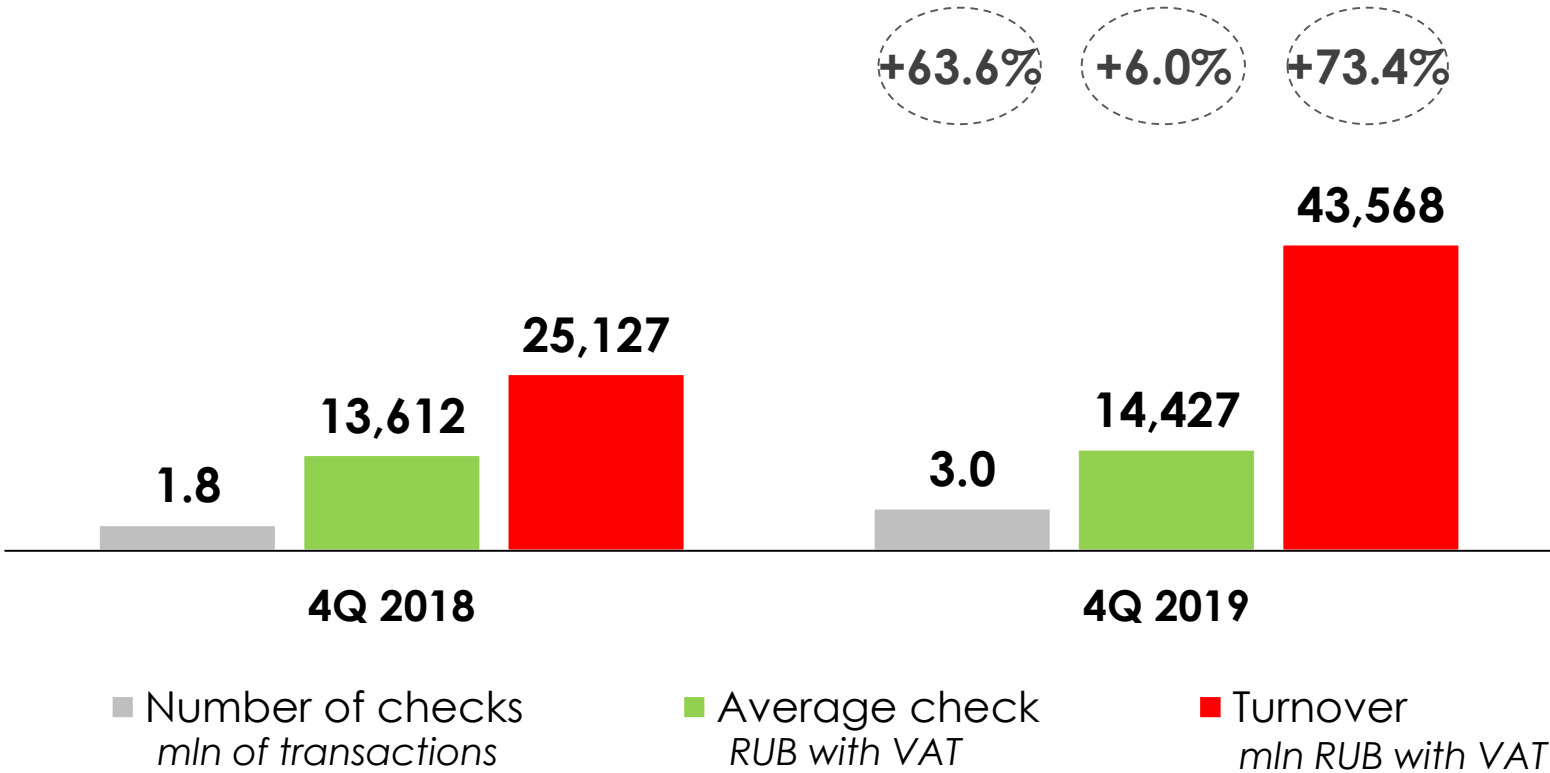
\*Pro-forma combined operational results for the Group include Eldorado numbers starting from the beginning of the earliest comparable period, i.e. from the beginning of 2018.

# M.Video-Eldorado Group Total Online Sales in Q4 2019

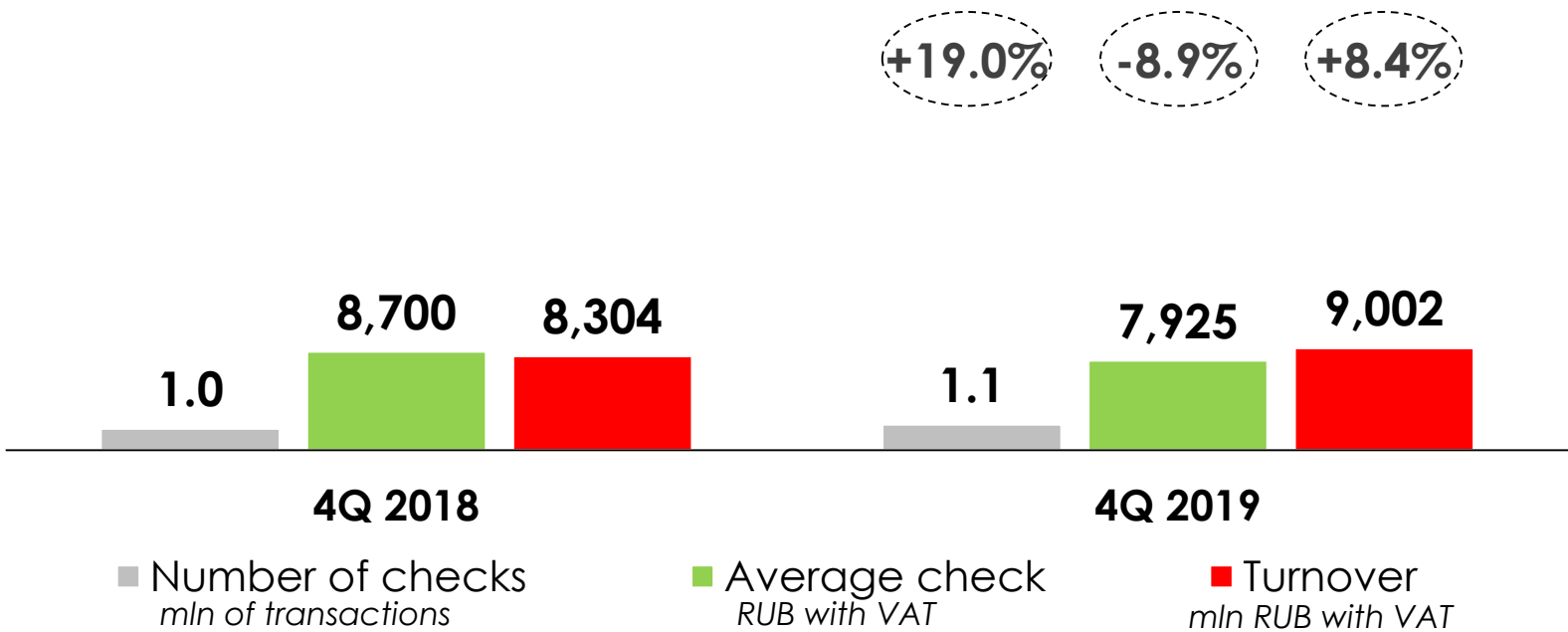
Q4 2019 Group TOS Drivers



Q4 2019 M.Video TOS Drivers



Q4 2019 Eldorado TOS Drivers

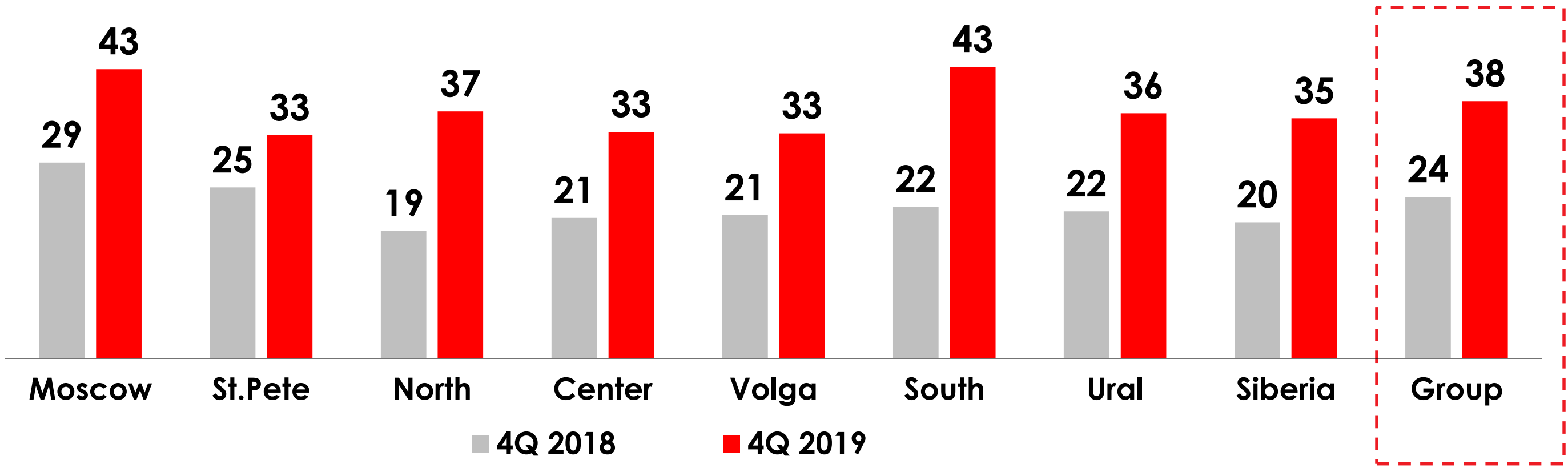


- The Group's TOS rose by +57.2% in Q4 2019
- M.Video's TOS was up by +73.4% driven by growing number of transactions and average check
- Eldorado grew online by +8.4% on higher number of transactions driven by traffic and conversion rate

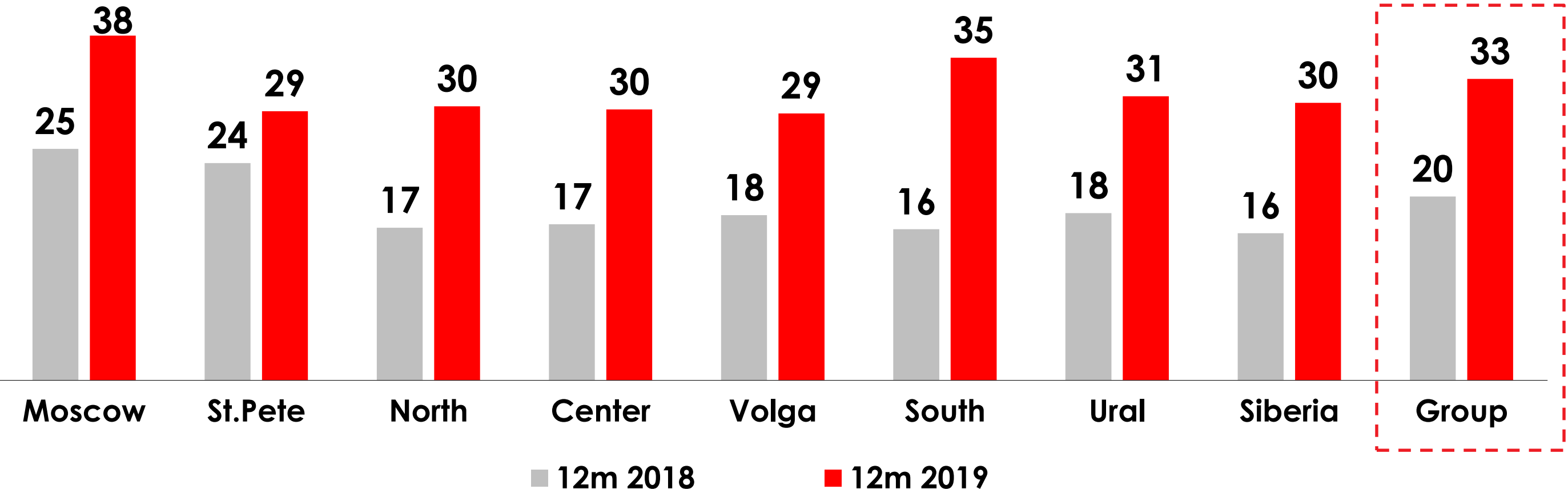
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# M.Video-Eldorado Group TOS by Region in Q4 & 12M 2019

Q4 2019 Group TOS Sales by Region, %



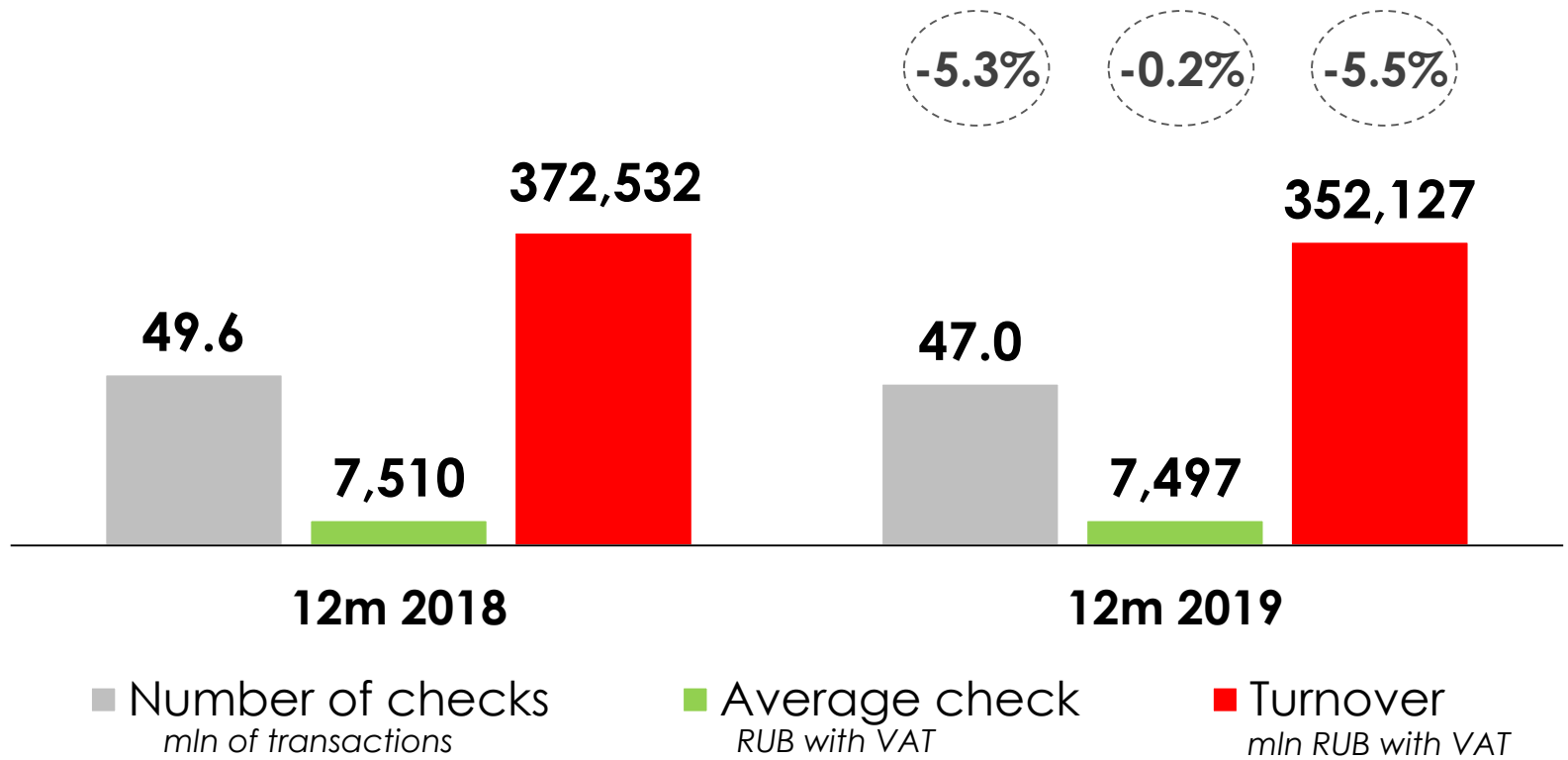
12M 2019 Group TOS by Region, %



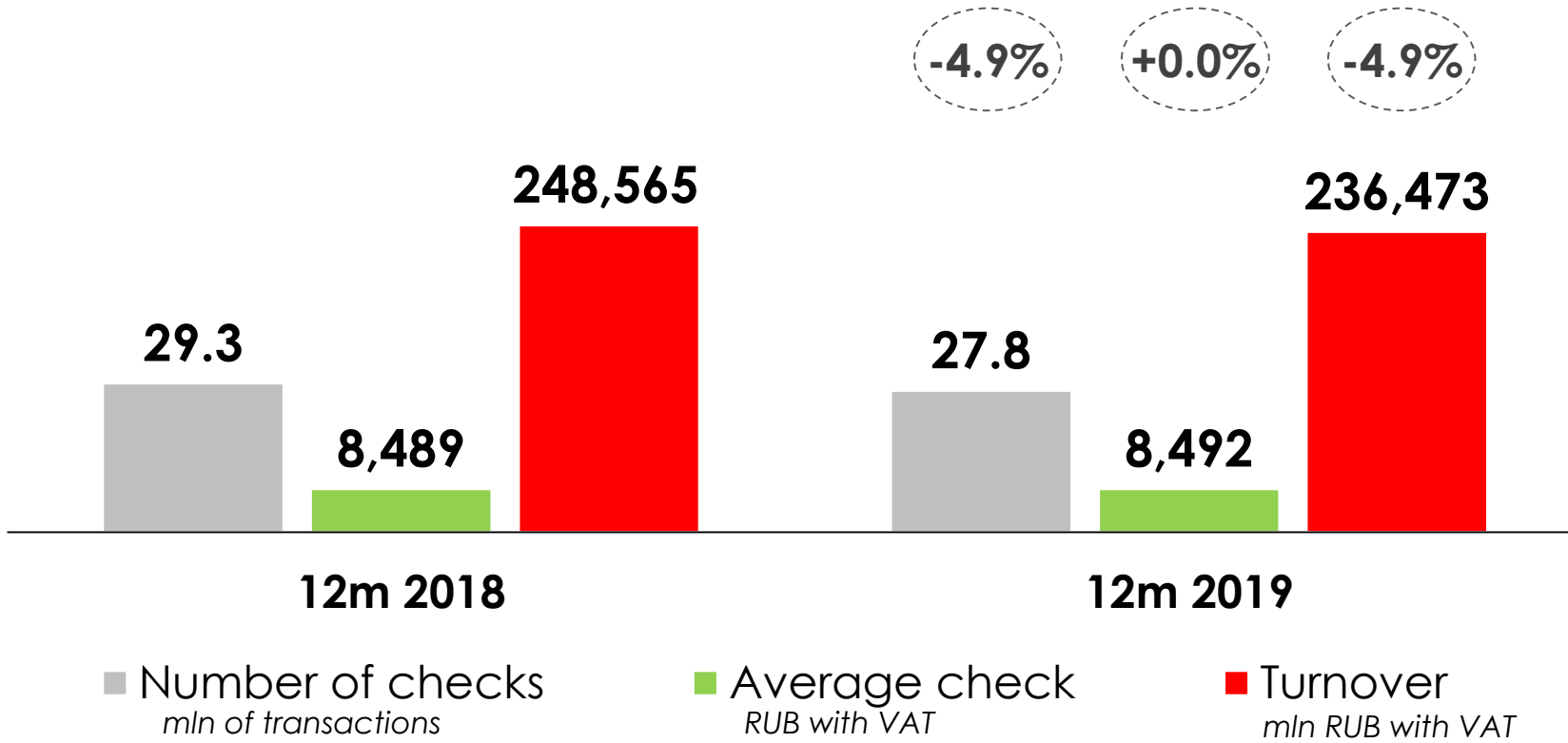
- Group's TOS reached a new record-high level of 38.0% of Group's net sales in Q4 2019
- Total Online (TOS) grew to 32.9% of Group's net sales in FY 2019
- Moscow and South region have the highest penetration of TOS as a % of Group's net sales

# M.Video-Eldorado Group LFL Performance in 12M 2019

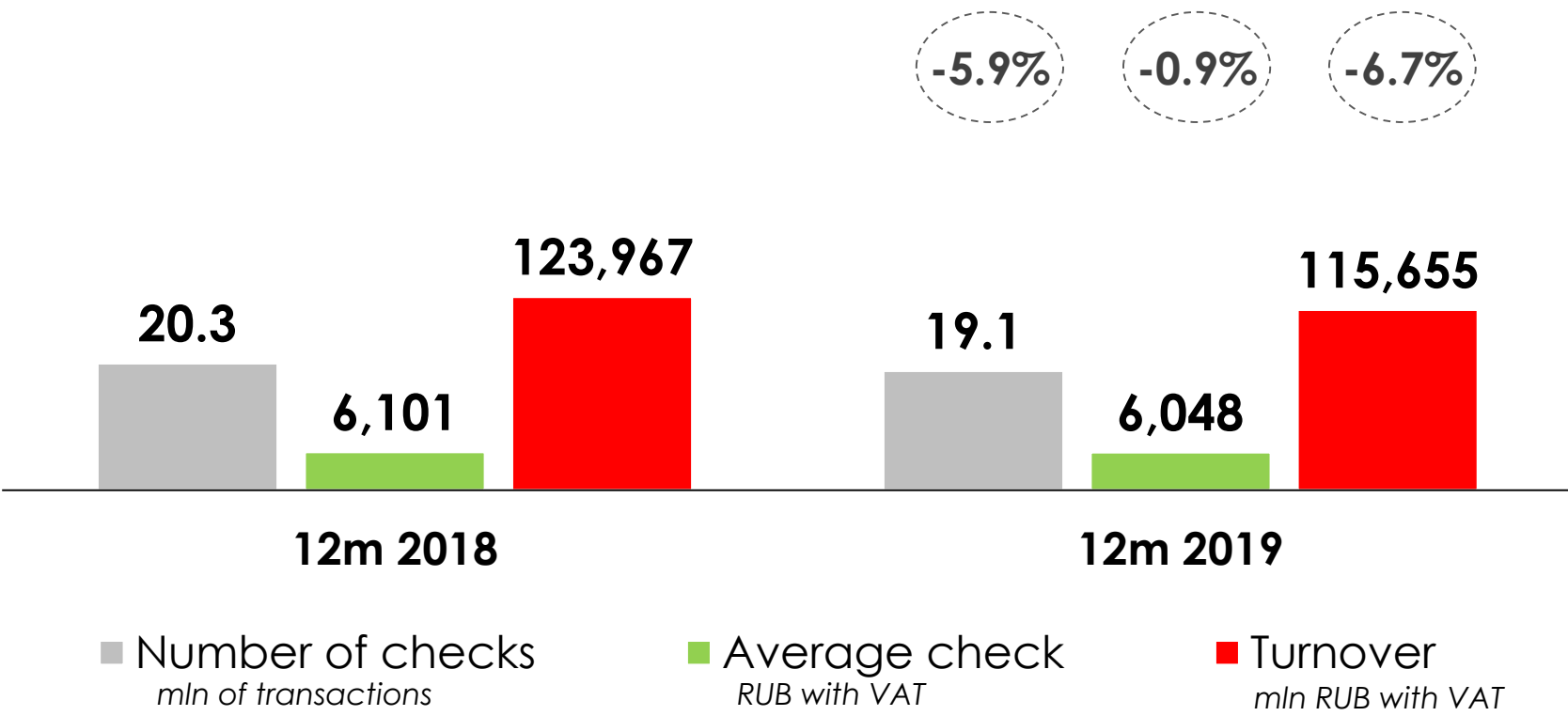
12M 2019 Group LFL Sales, %



12M 2019 M.Video LFL Sales, %



12M 2019 Eldorado LFL Sales, %



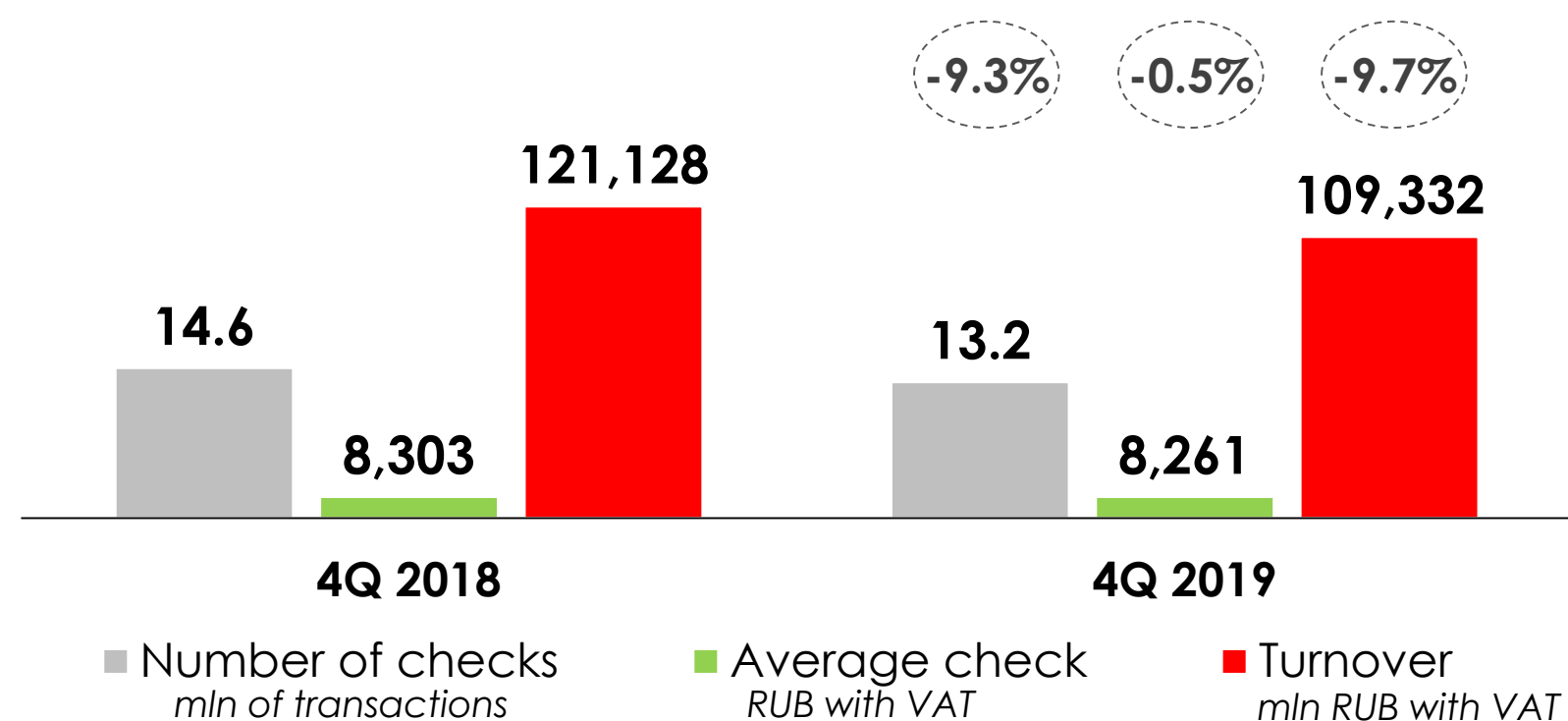
- The Group showed -5.5% LFL decrease in 12M 2019 mainly due to high base effect of 2018
- Thus, the Group's LFL sales improved by +7.1% for 12M 2019 compared to 12M 2017, displaying the high base of 2018 and sustainability of M.Video and Eldorado business model in the long-term

LFL data is based on a comparison of 782 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. LFL sales include sales via RTD and pick-up.

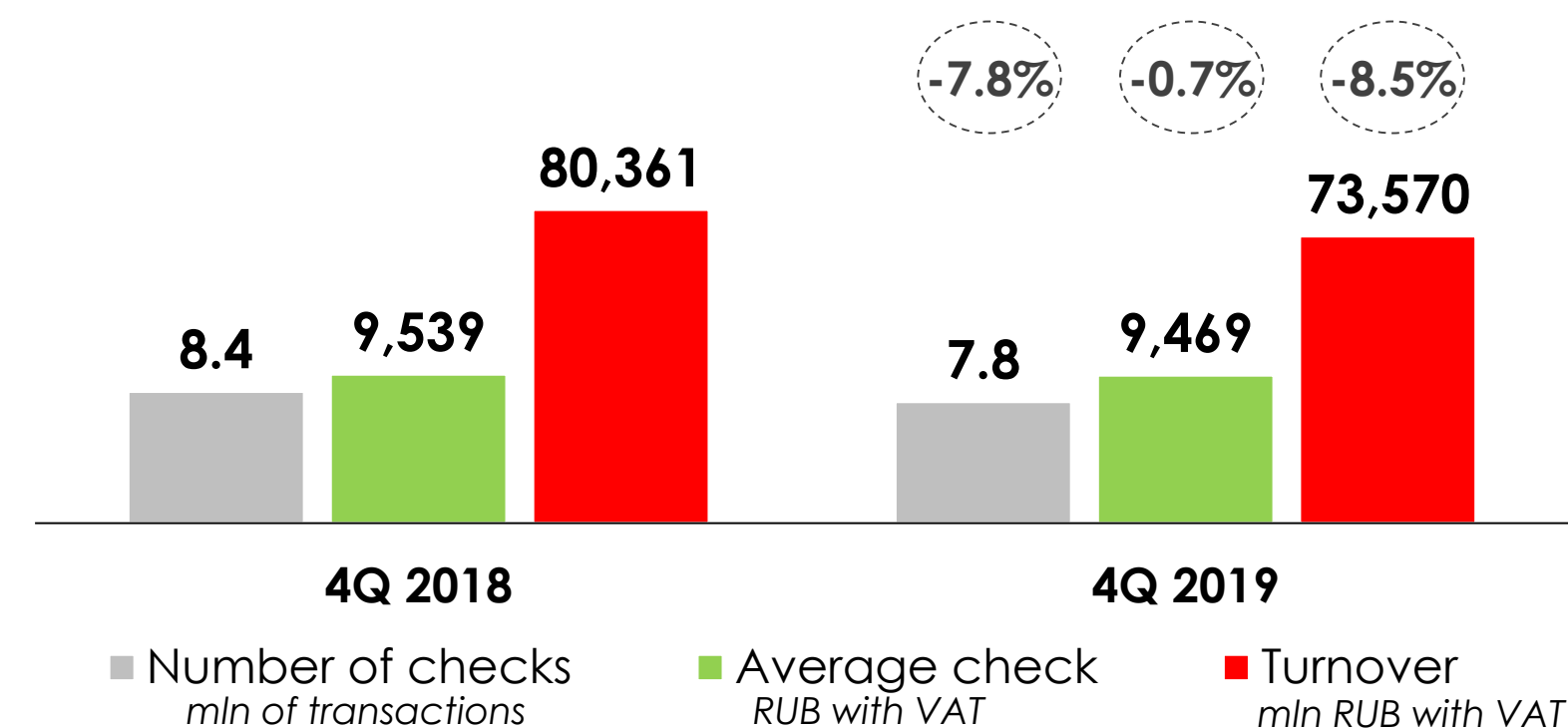


# M.Video-Eldorado Group LFL Performance in Q4 2019

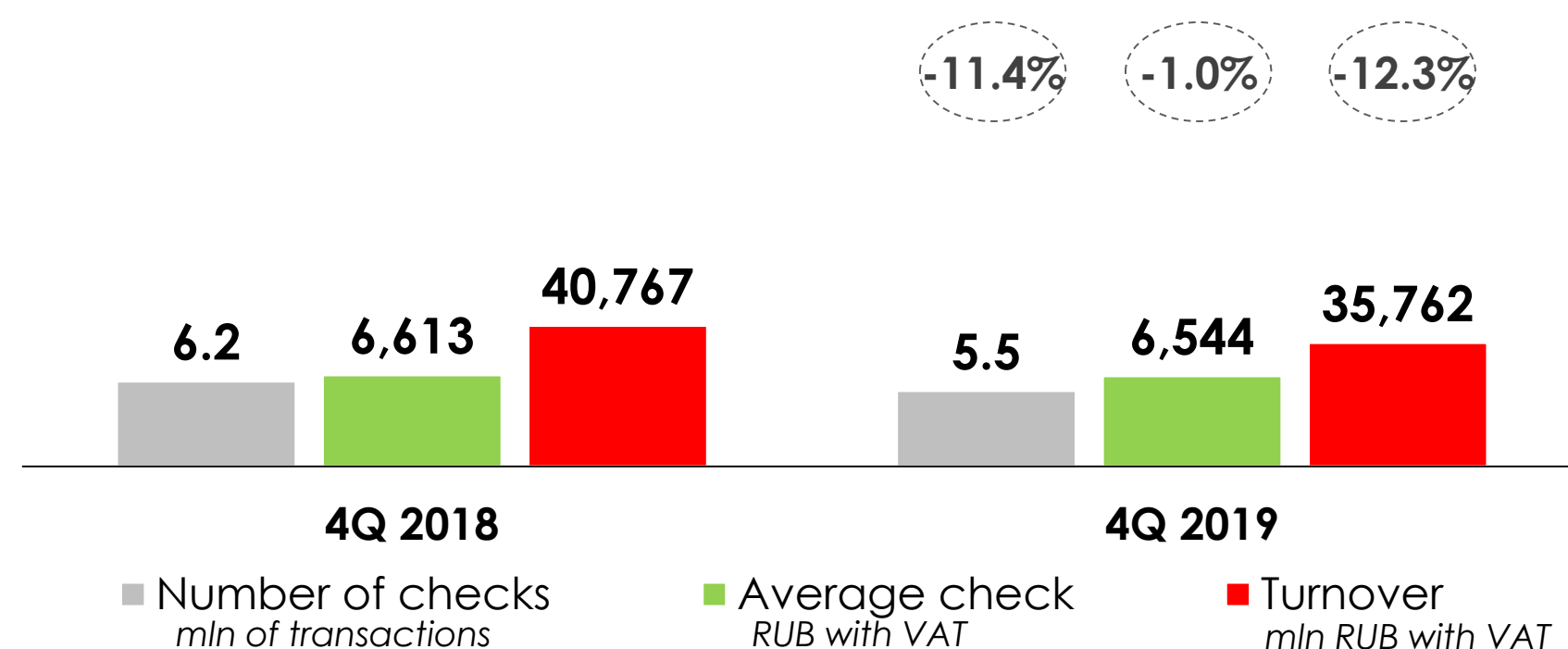
Q4 2019 Group LFL Sales, %



Q4 2019 M.Video LFL Sales, %



Q4 2019 Eldorado LFL Sales, %



- The Group showed -9.7% LFL decrease in Q4 2019, due mainly to high base of comparable period in 2018
- The Group's LFL sales grew +3.5% in 4Q 2019 compared to 4Q 2017

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Ticker: MVID

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