

M.VideoEldorado

# TRADING UPDATE: 4Q & FULL YEAR 2020

FEBRUARY 2021

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# — KEY FIGURES AND HIGHLIGHTS

## Robust GMV<sup>(1)</sup> growth driven by the Total online sales

Comments on FY'20 results

- **RUB 0.5 trillion GMV<sup>(1)</sup>**
- **>2x increase in Total online sales** reaching 60% share in GMV<sup>(1)</sup>
- **19m identified active customers<sup>(3)</sup>** with 42% share of OneRetail customers<sup>(4)</sup>
- **1.2 bn visits** across our stores, web- and mobile platforms

### 4Q'20 key figures

**+18.9%**

GMV<sup>(1)</sup> YoY

**+101.0%**

Total online sales YoY

**64.3%**

TOS<sup>(2)</sup> share as % of GMV (vs 38.0% in 4Q'19)

**+2.9m**

Customer app installations QoQ

### FY'20 key figures

**+15.4%**

GMV<sup>(1)</sup> YoY

**+108.6%**

Total online sales YoY

**59.5%**

TOS<sup>(2)</sup> share as % of GMV (vs 32.9% in FY'19)

**+6.4m**

Customer app installations YoY

(1) Gross Merchandise Value (GMV) includes purchases in retail stores (including pick up orders), paid and delivered online orders, paid shipments to legal entities from warehouses. Purchases made in stores and online orders may be made by individuals and legal entities. GMV includes sales of goods and services, which may be owned by the Company or agents. GMV includes VAT, excludes returns and discounts offered to customers for the reporting period. GMV is not Revenue of the Company

(2) TOS denotes Total Online Sales

(3) The Company defines identified active customers as those who have logged in and made at least one purchase through any sales channel during the year

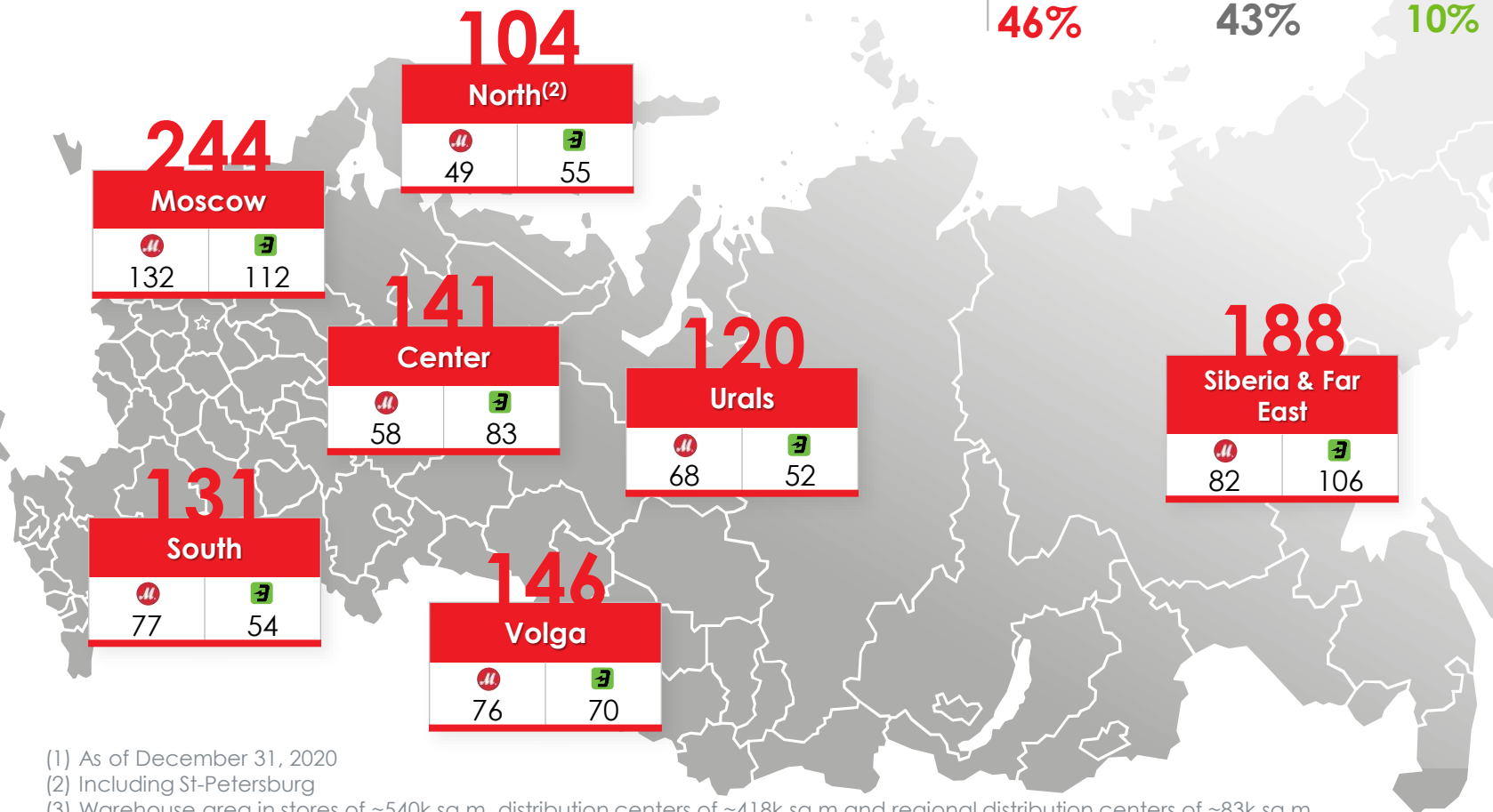
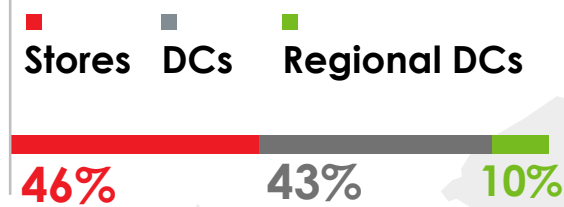
(4) The Company defines OneRetail customers as those who signed in and made at least one purchase during the year through the web platform or mobile platform, including customer and consultant apps

# — ONLINE-DRIVEN BUSINESS AUGMENTED BY EXTENSIVE FOOTPRINT

**1,074** stores in **279** Russian cities<sup>(1)</sup>

Unique and well-invested store-based infrastructure solving for last mile

Inventory storage breakdown<sup>(1)</sup>



**100%**  
online coverage in cities of operation<sup>(1)</sup>



**>55,000**  
Partner pick-up points & parcel lockers<sup>(1)</sup>



**9 / 58**  
Distribution centers / Regional DCs<sup>(1)</sup>



**>1M SQ M**  
Fulfillment area<sup>(1),(3)</sup>



**34% - 15 mins**  
order availability for collection<sup>(4)</sup>



**98% on-time**  
delivery ratio

(1) As of December 31, 2020

(2) Including St-Petersburg

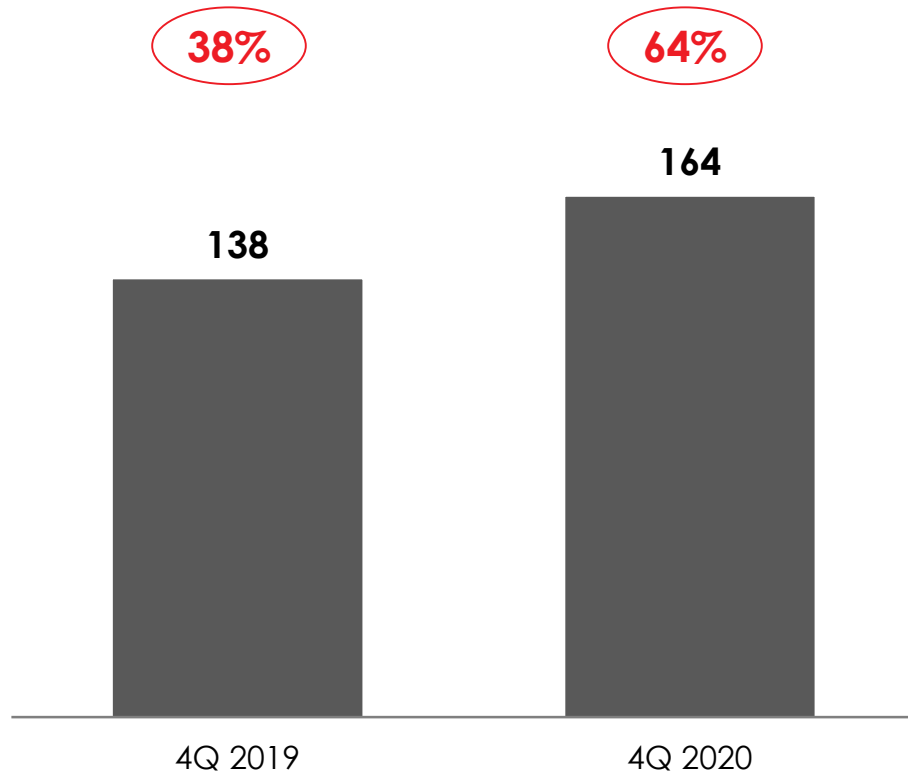
(3) Warehouse area in stores of ~540k sq m, distribution centers of ~418k sq m and regional distribution centers of ~83k sq m

(4) Calculated as the GMV from the channels offering 15-min order availability divided by the GMV in 2020

# — ROBUST GROWTH IN GMV DRIVEN BY ~2X INCREASE IN SHARE OF ONLINE SALES

## GMV (4Q 2020)

(RUB bn) ○ Share of TOS

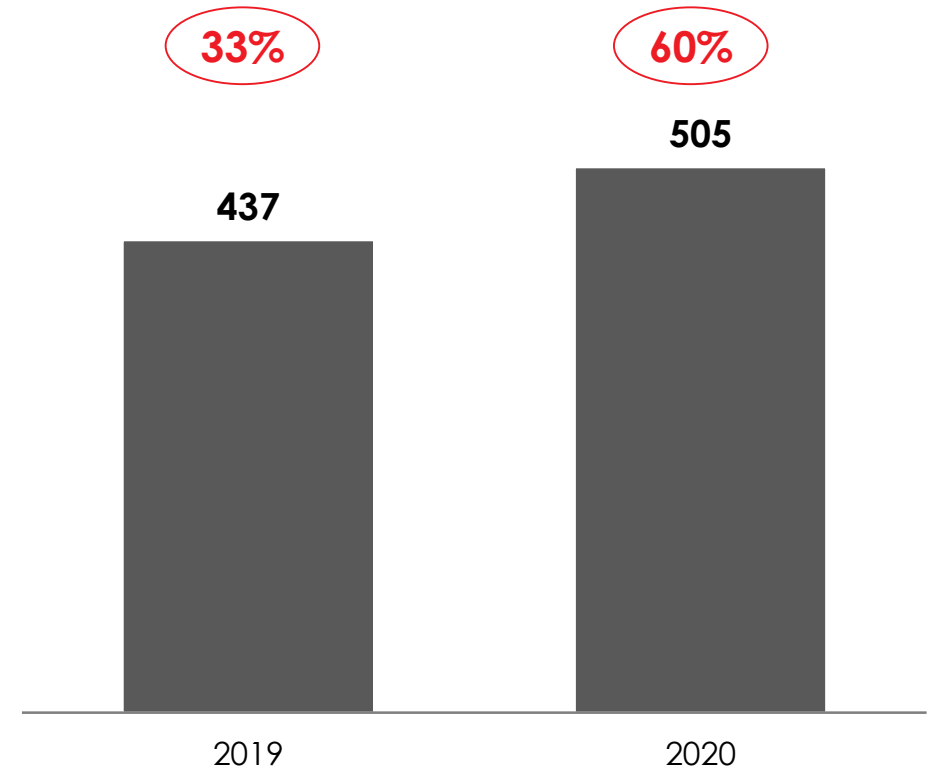


**+19%**

GMV growth

## GMV (FY2020)

(RUB bn) ○ Share of TOS

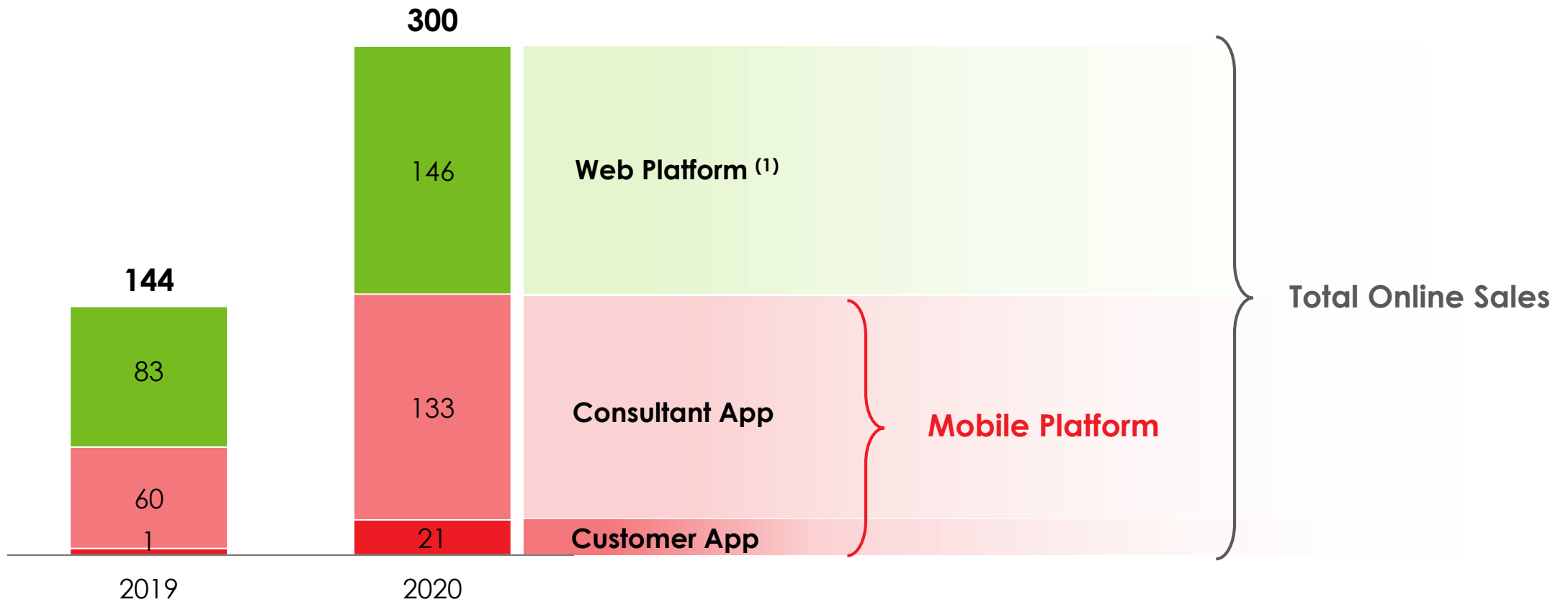


**+15%**

GMV growth

# — INTRODUCING TOTAL ONLINE SALES BREAKDOWN THAT REFLECTS SHIFT TOWARDS MOBILE-FIRST MODEL

Total Online Sales breakdown  
(RUB bn)

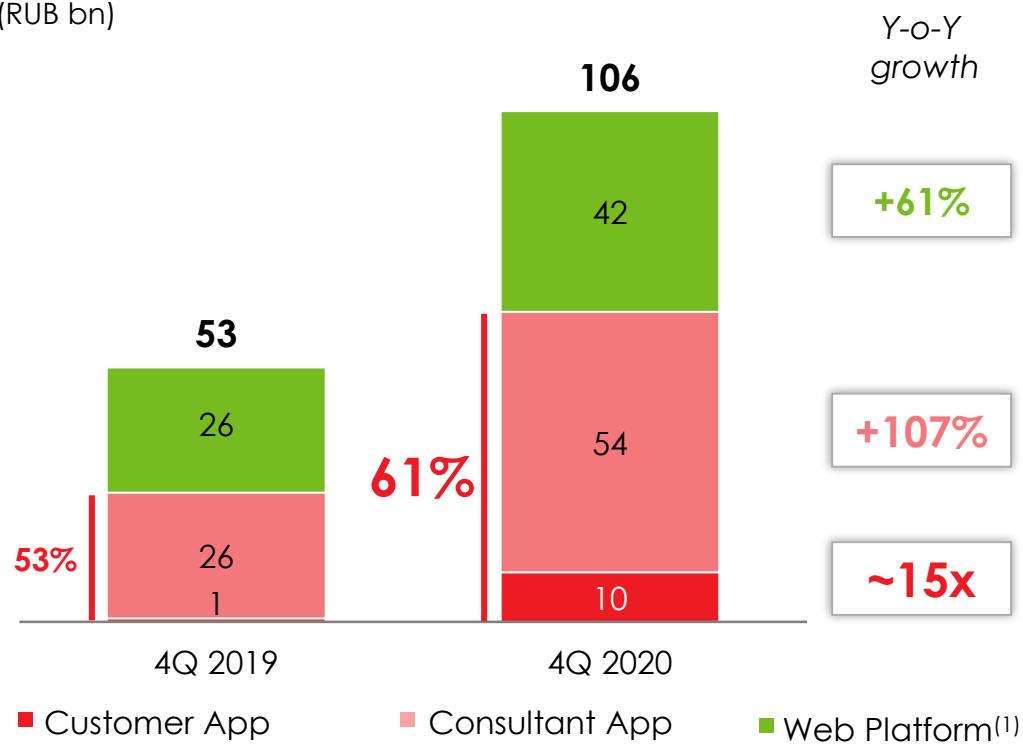


(1) Web Platform includes sales from website, marketplace, manual orders, vendor catalogue and contact center  
Source: Company data

# MOBILE PLATFORM DRIVES EXPLOSIVE GROWTH OF TOTAL ONLINE SALES

### Total Online Sales (4Q 2020)

(RUB bn)



## Mobile Platform

**+101%**

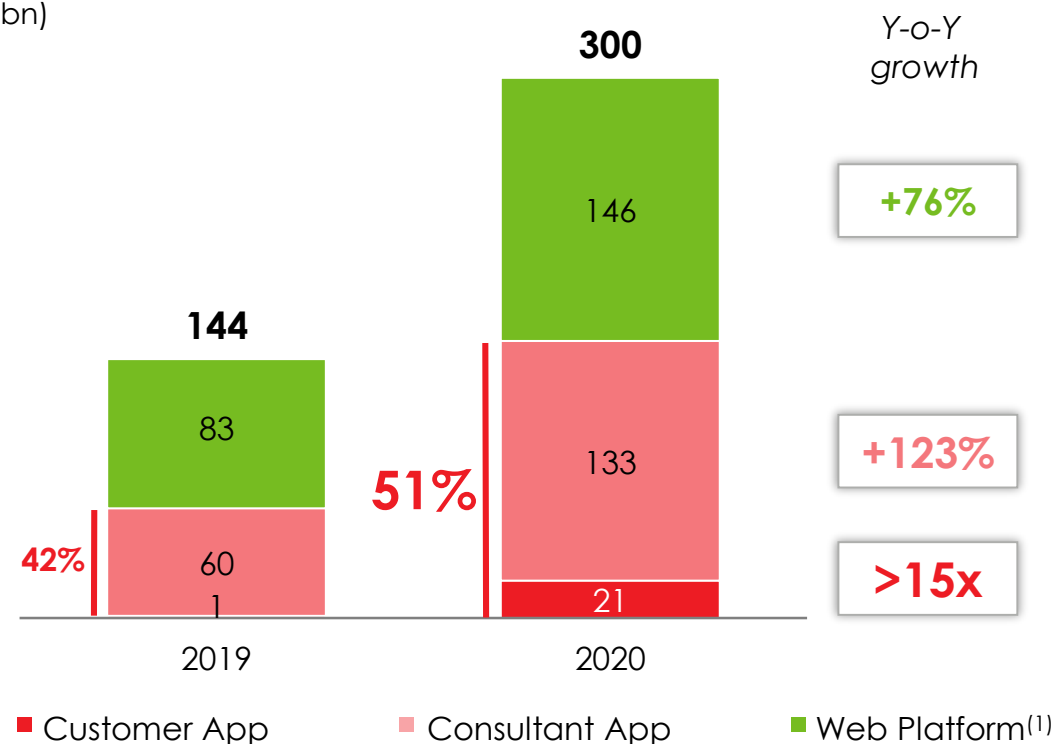
Total online sales growth

**+140%**

Mobile Platform sales growth

### Total Online Sales (FY2020)

(RUB bn)



## Mobile Platform

**+109%**

Total online sales growth

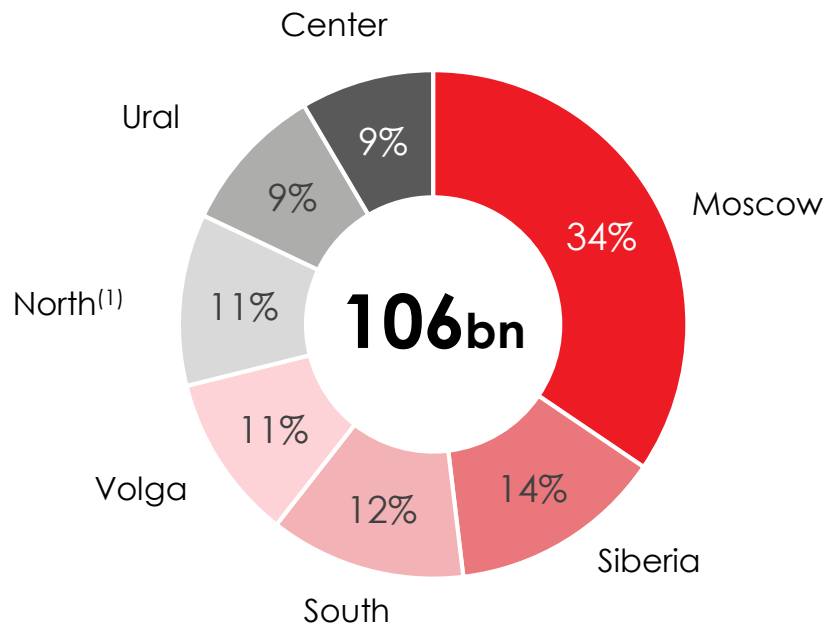
**+152%**

Mobile Platform sales growth

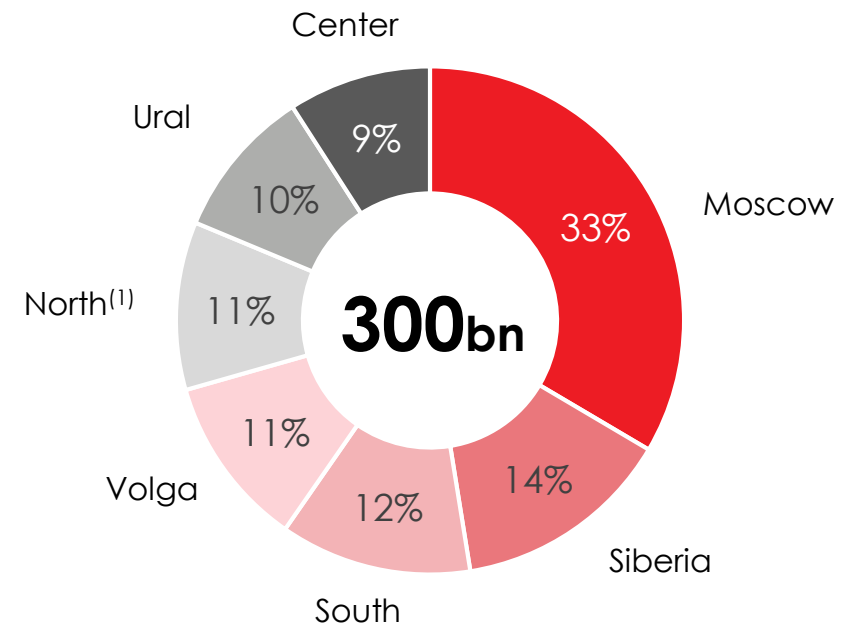
(1) Web Platform includes sales from website, marketplace, manual orders, vendor catalogue and contact center  
Source: Company data

# WELL-DIVERSIFIED ONLINE SALES ACROSS ALL REGIONS

Total Online Sales (4Q 2020)  
(RUB bn)



Total Online Sales (FY2020)  
(RUB bn)



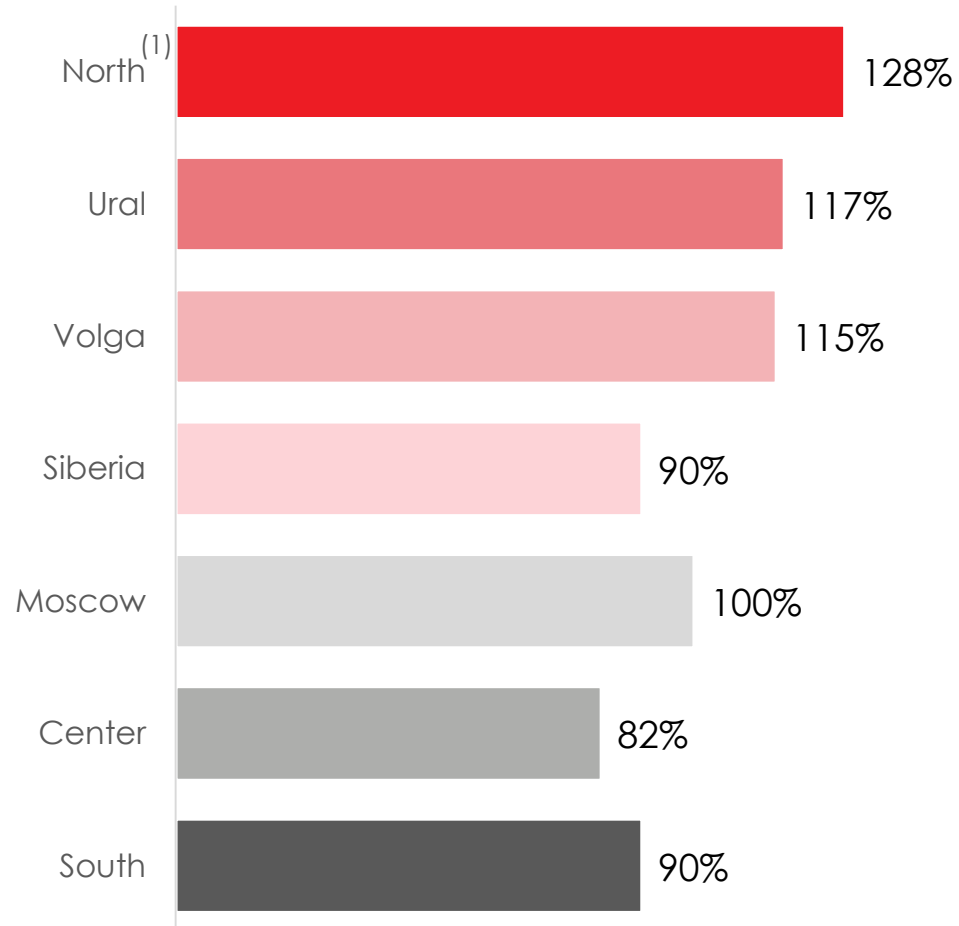
(1) including St-Petersburg  
Source: Company data



# — ALL REGIONS SHOWED SOUND GROWTH OF TOTAL ONLINE SALES M.VideoEldorado

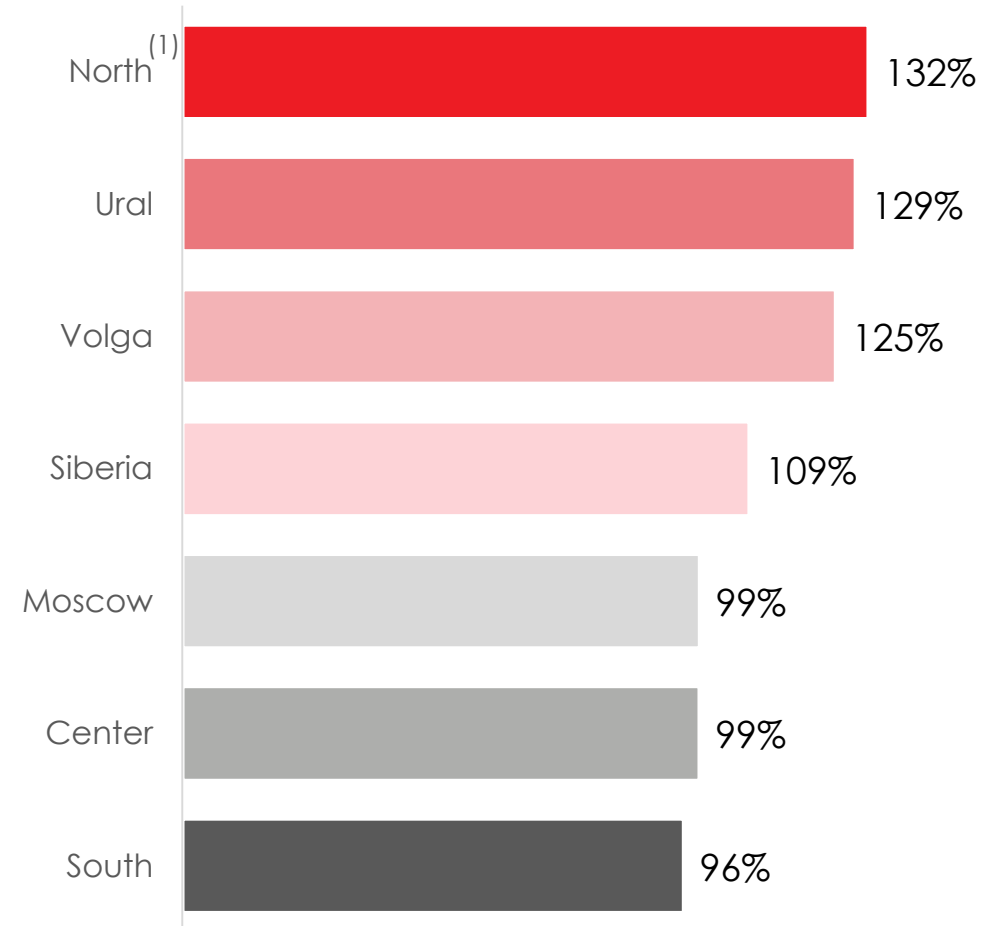
## Total Online Sales (4Q 2020)

Growth YoY (%)



## Total Online Sales (FY2020)

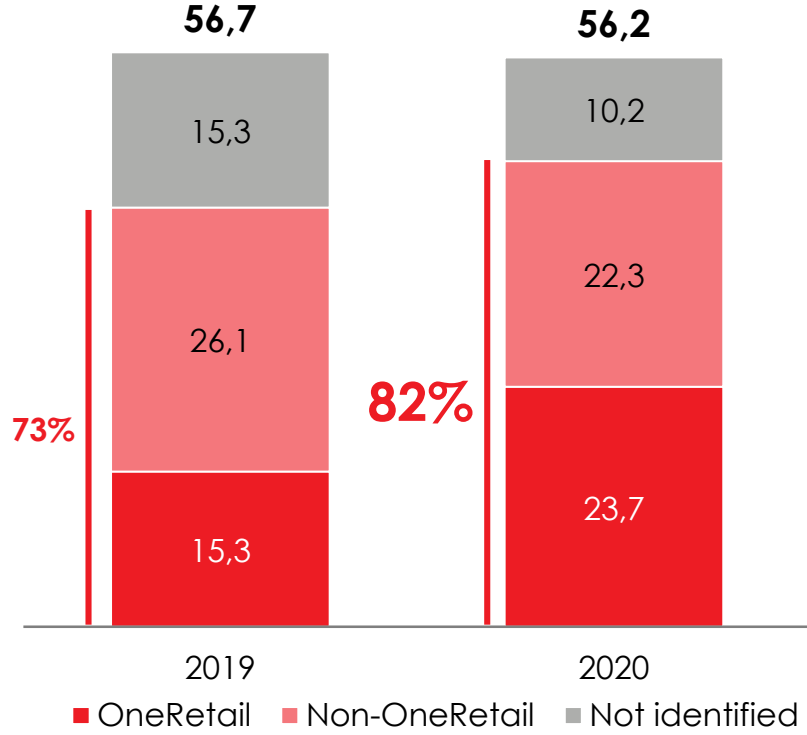
Growth YoY (%)



(1) including St-Petersburg  
Source: Company data

# — INCREASING SHARE OF ONERETAIL TRANSACTIONS RESULTS IN HIGHER OVERALL AVERAGE TICKET

### Transactions (FY2020) (m tickets)

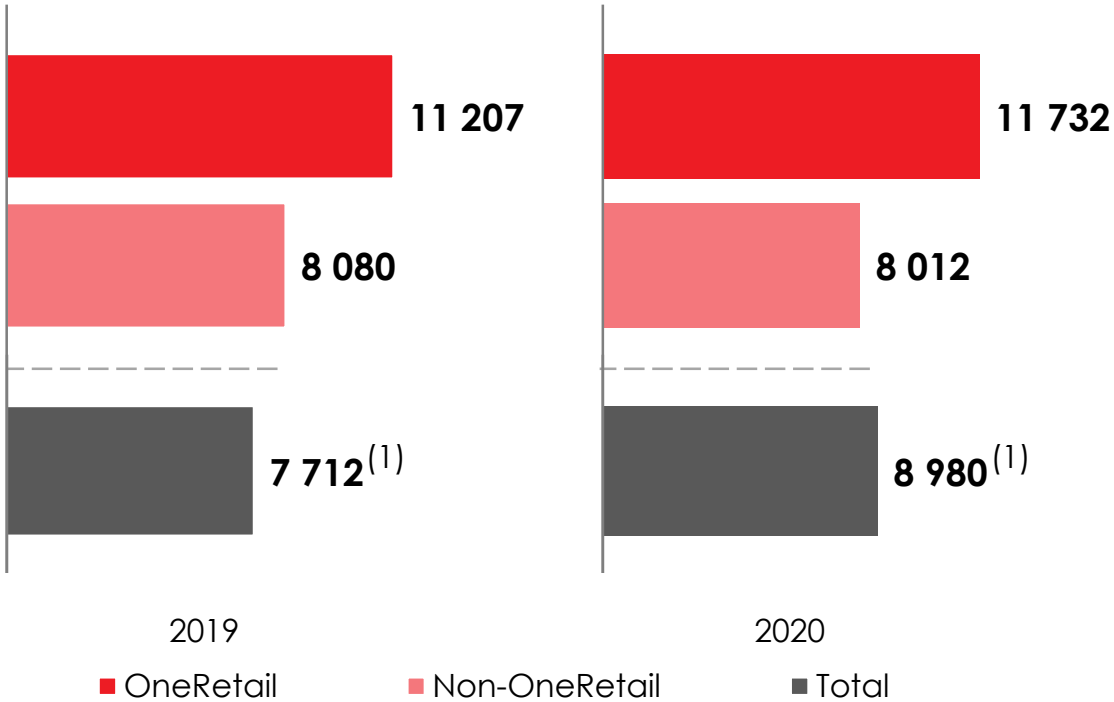


Identified

**+55%**  
OneRetail  
transactions growth

**42%**  
Share of OneRetail  
transactions

### Average ticket RUB



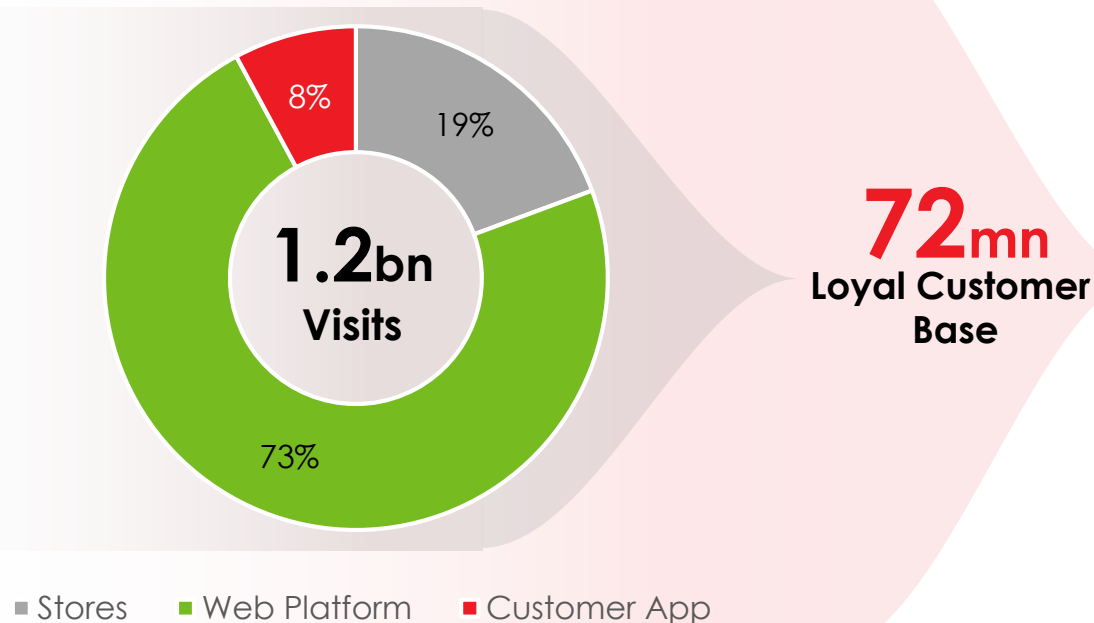
**+46%**  
Higher average ticket  
for OneRetail customers

**+16%**  
Average ticket  
growth

(1) including not identified  
Source: Company data

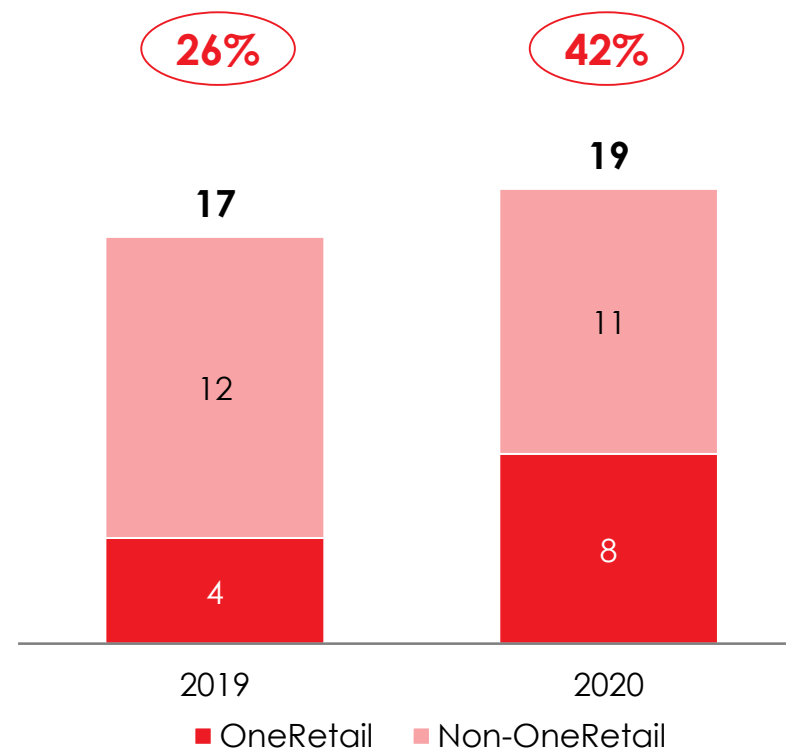
# — STRONG GROWTH IN IDENTIFIED ACTIVE CUSTOMERS WITH THE SHARE OF ONERETAIL CUSTOMERS REACHING 42%

Traffic (FY2020)



Identified active customers (FY2020)

(m people) ○ Share of OneRetail customers



**>7x**  
Customer App  
traffic growth

**+29%**  
Web Platform  
traffic growth

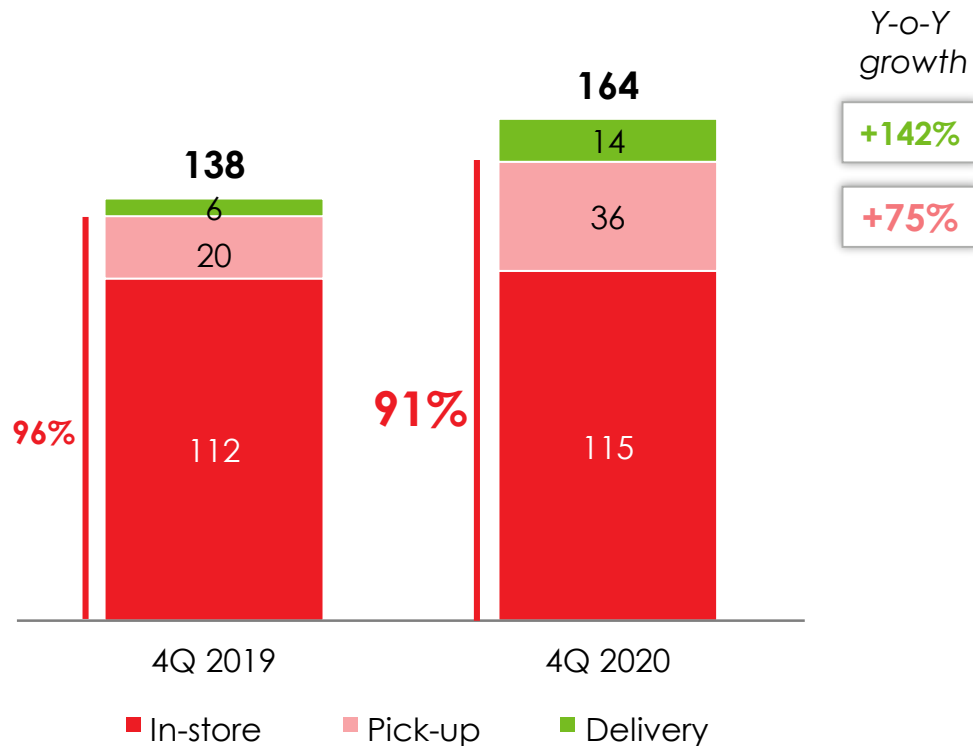
**+79%**  
OneRetail  
customers growth

**12%**  
Identified active  
customers growth

# OVER 90% OF ORDERS WERE FULFILLED USING STORE INFRASTRUCTURE, WHICH IS THE MOST COST-EFFICIENT OPTION

GMV split by fulfilment channel (4Q 2020)

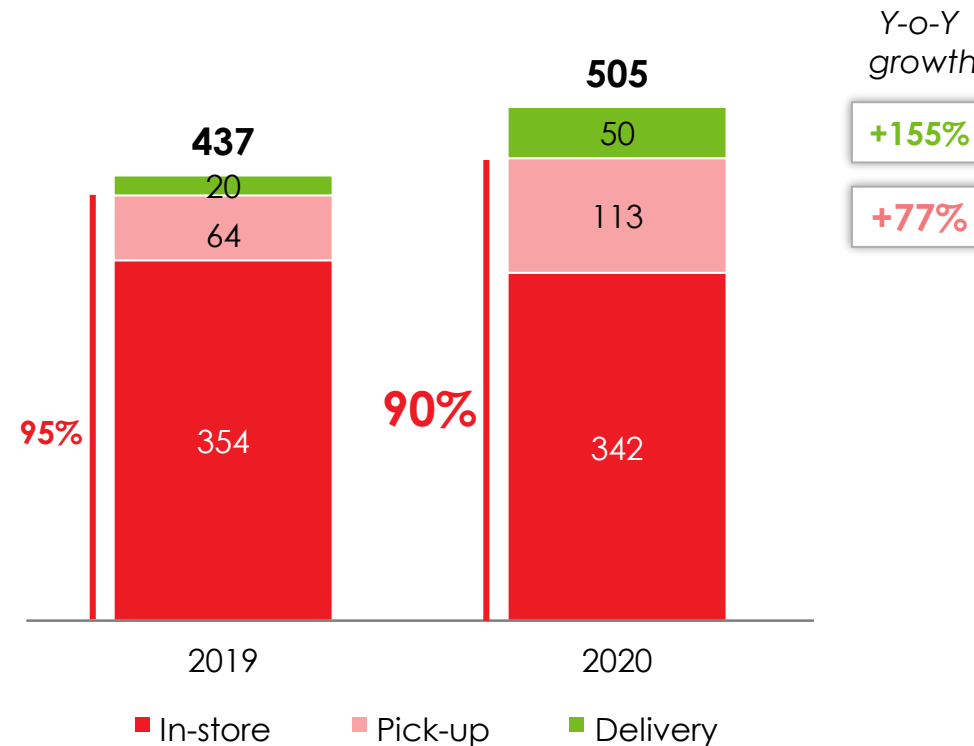
(RUB bn)



**+75%**  
Growth in pick-up orders

GMV split by fulfilment channel (FY2020)

(RUB bn)



**+77%**  
Growth in pick-up orders

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### Listing

Moscow Stock Exchange



### Ticker

MVID



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