

M.VideoEldorado

TRADING UPDATE: 4Q & 2021





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KEY FIGURES AND HIGHLIGHTS IN 2021

Strong GMV⁽¹⁾ growth driven by Total Online Sales⁽²⁾ performance

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Continued growth in TOS and its share of GMV driven by the mobile platform (+67%), with the share of the mobile platform in GMV reaching 45%
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Further scaling of OneRetail platform via strong growth of identified active customers⁽³⁾ and OneRetail customers
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Growth in sales pickup (+38%) shows the stickiness of e-commerce and the relevance of stores as points of customer contact and experience

2021 key figures

<p>+13%</p> <p>GMV YoY</p> 	<p>+30%</p> <p>GMV vs 2019</p> 
<p>+184</p> <p>New stores and 92 new cities</p> 	<p>+67%</p> <p>Mobile Platform Sales YoY</p> 
<p>68%</p> <p>TOS share as % of GMV (vs 60% in 2020)</p> 	<p>62%</p> <p>Share of OneRetail customers⁽⁴⁾ (vs 53% in Dec'20)</p> 

(1) Gross Merchandise Value (GMV) includes purchases in retail stores (including pickup orders), paid and delivered online orders, and 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 that 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) 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) 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 the customer and consultant apps.



KEY FIGURES AND HIGHLIGHTS IN 4Q 2021

GMV⁽¹⁾ growth accelerated in 4Q 2021 as a result of attractive prices, smart promo activity and continued ramp-up of mobile platform

- Continued growth in TOS⁽²⁾** and its share of GMV driven by mobile platform (+31%), share of mobile platform hitting 68% of TOS as of 4Q 2021
- Further scaling of OneRetail platform** via growth of identified active customers⁽³⁾ and OneRetail customers
- Growth in customer app (+106%) and consultant app (+17%)** underscores the efficiency of digital tools and the importance of a personalized shopping experience

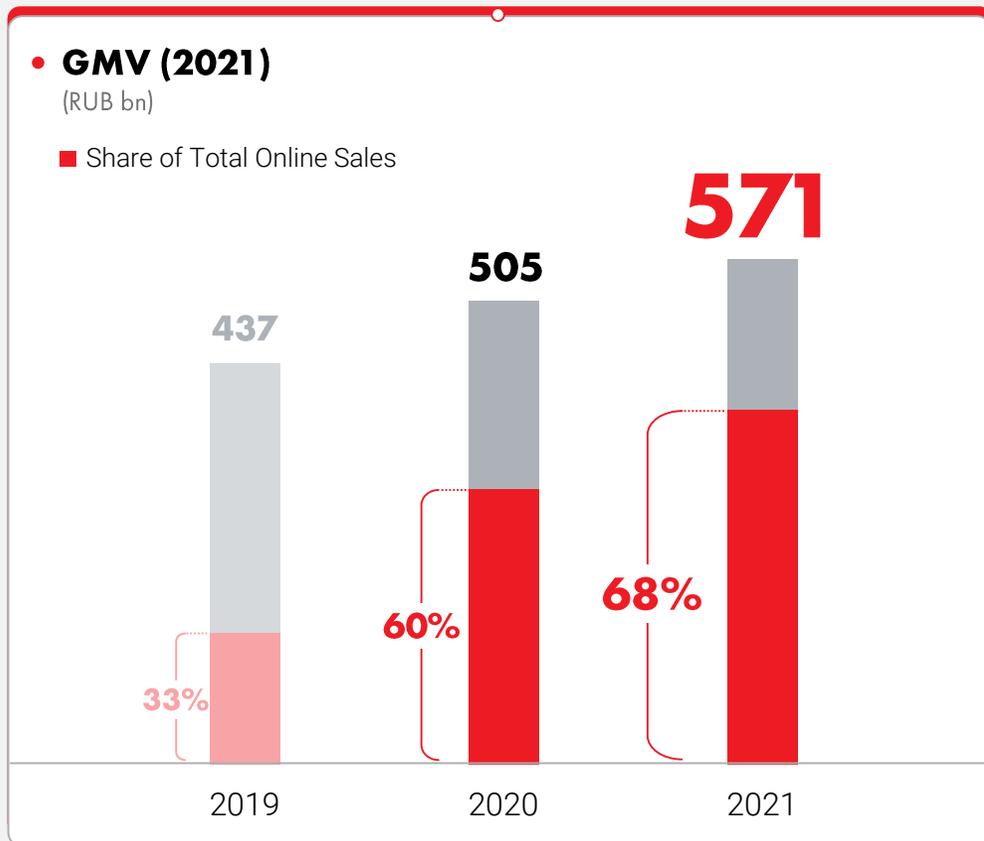
4Q 2021 key figures

+8% GMV YoY	+28% GMV vs 4Q'19
+80 New stores and 43 new cities	+31% Mobile Platform Sales YoY
70% TOS share as % of GMV (vs 64% in 4Q'20)	62% Share of OneRetail customers ⁽⁴⁾ (vs 53% in Dec'20)

(1) Gross Merchandise Value (GMV) includes purchases in retail stores (including pickup orders), paid and delivered online orders, and 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 that 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) 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) 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 the customer and consultant apps.

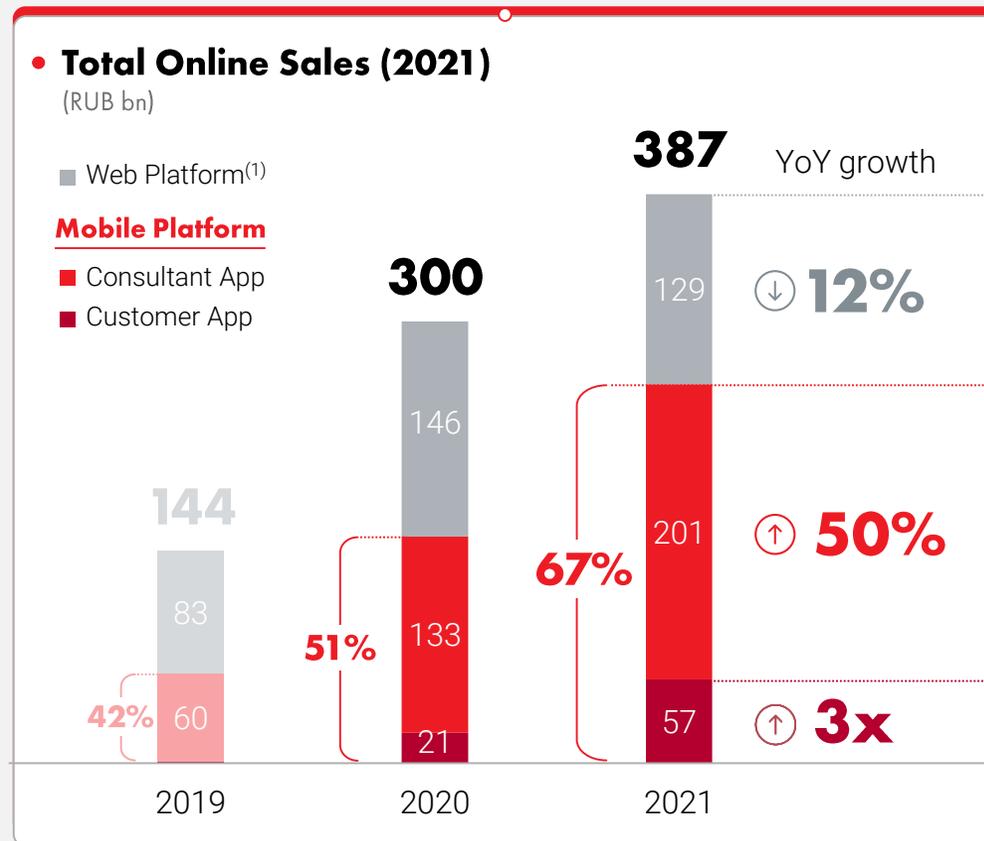


2021: STRONG GROWTH IN GMV DRIVEN BY 29% INCREASE IN TOTAL ONLINE SALES



+13% GMV growth YoY

68% TOS share of GMV



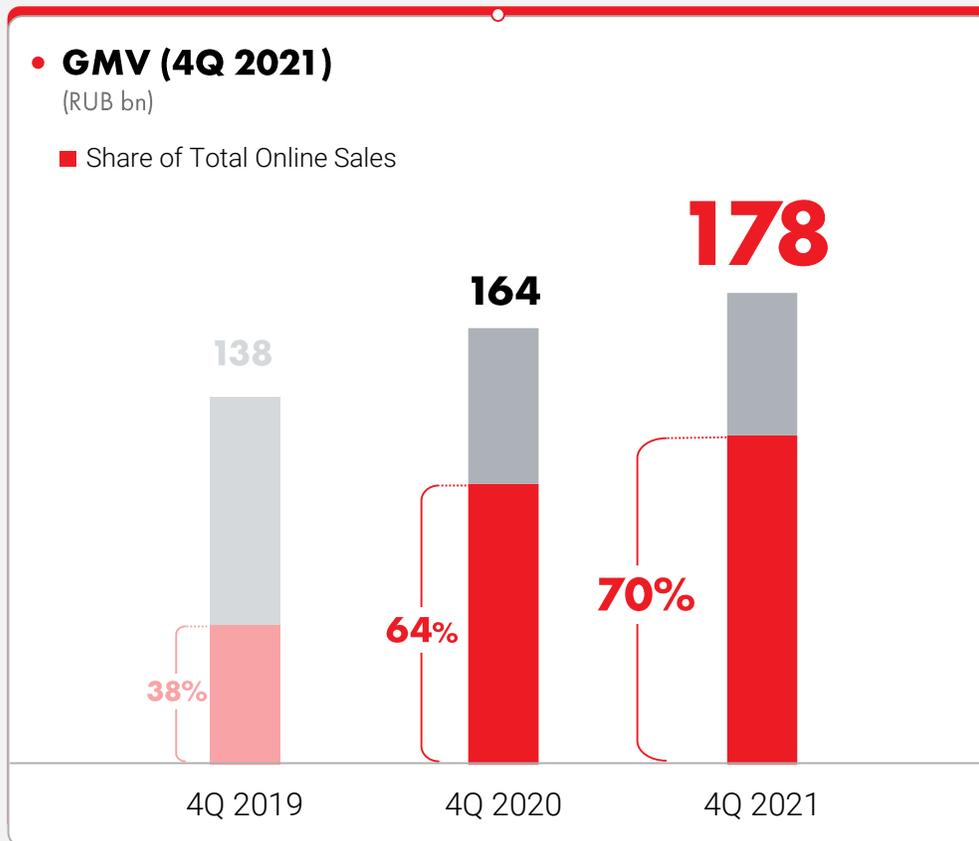
+29% TOS growth YoY

+67% Mobile Platform sales growth YoY

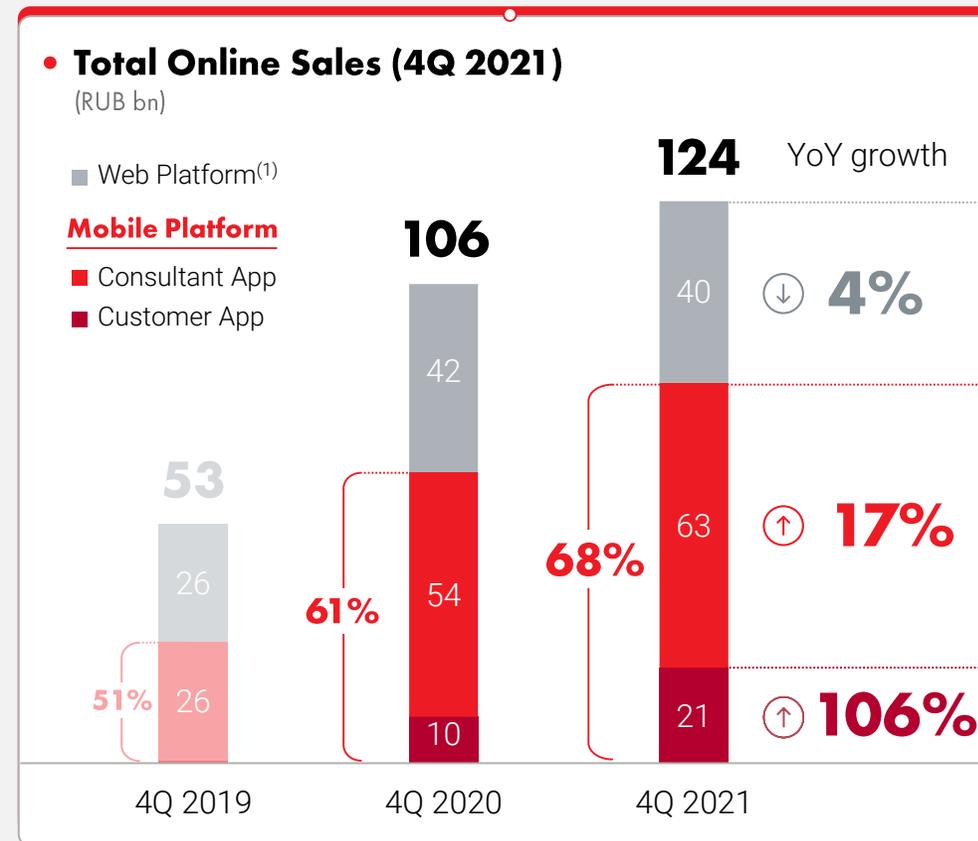
(1) Web Platform includes sales from the website, marketplace, manual orders, vendor catalogue and contact center
Source: Company data



4Q 2021: MOBILE PLATFORM DRIVES GROWTH IN TOS



+8% GMV growth YoY **70% TOS share of GMV**

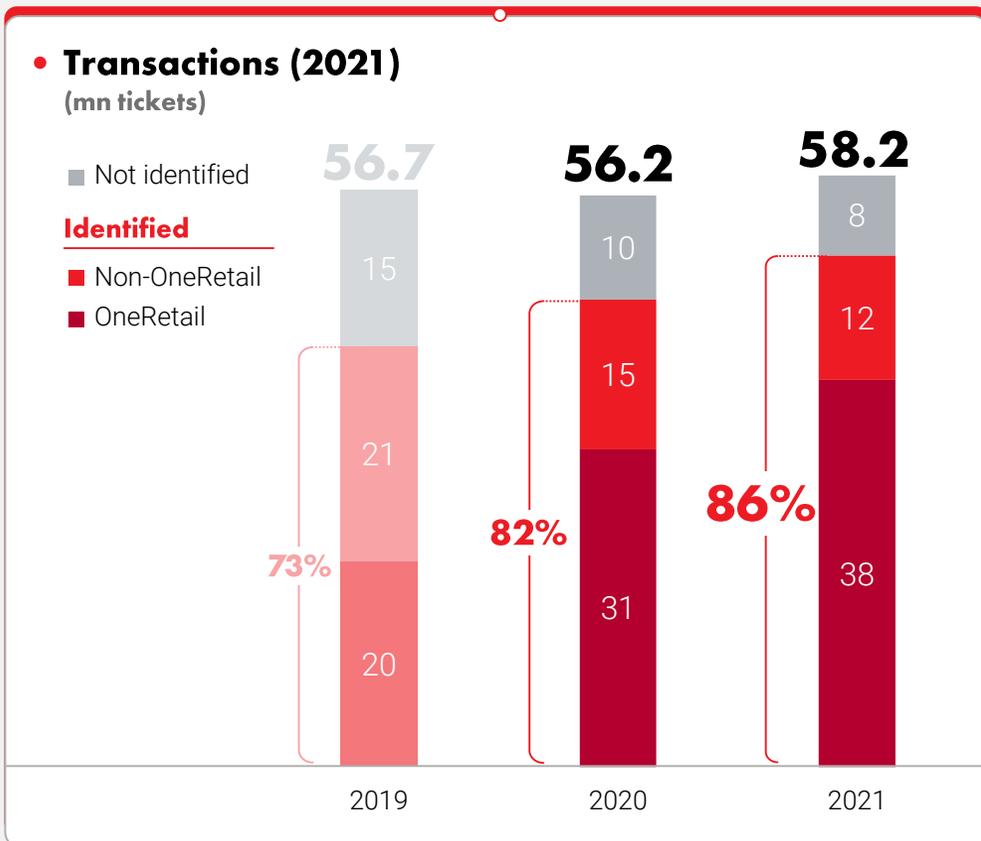


+17% TOS growth YoY **+31% Mobile Platform sales growth YoY**

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

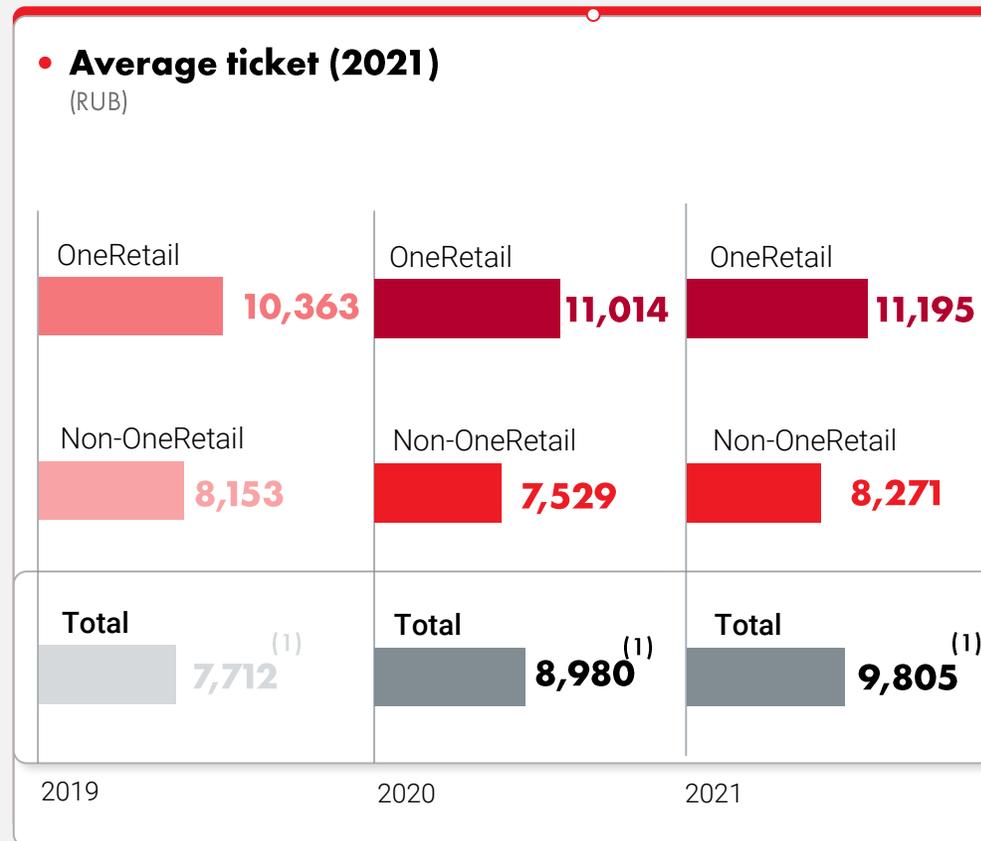


IN 2021 THE NUMBER OF ONERETAIL TRANSACTIONS GREW 22%, ACCOUNTING FOR 65% OF THE TOTAL NUMBER OF TRANSACTIONS



+22% OneRetail transactions growth YoY

65% Share of OneRetail transactions



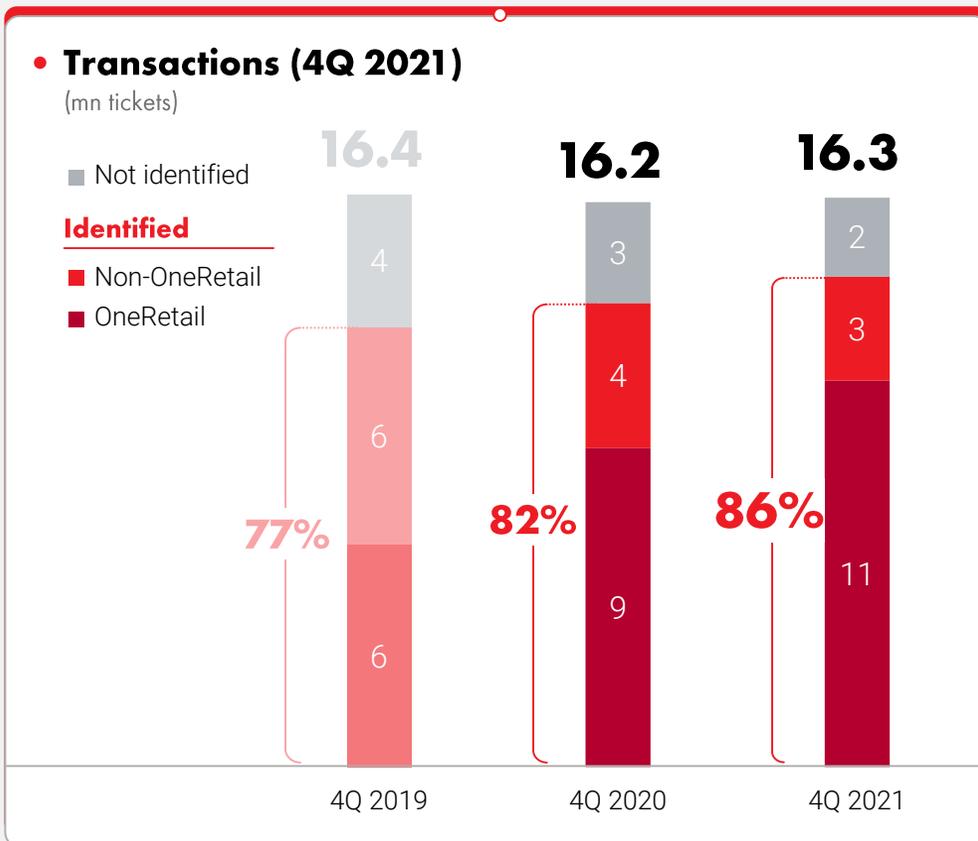
+35% Higher average ticket for OneRetail customers

+9% Average ticket growth YoY

(1) Including unidentified transactions
Source: Company data

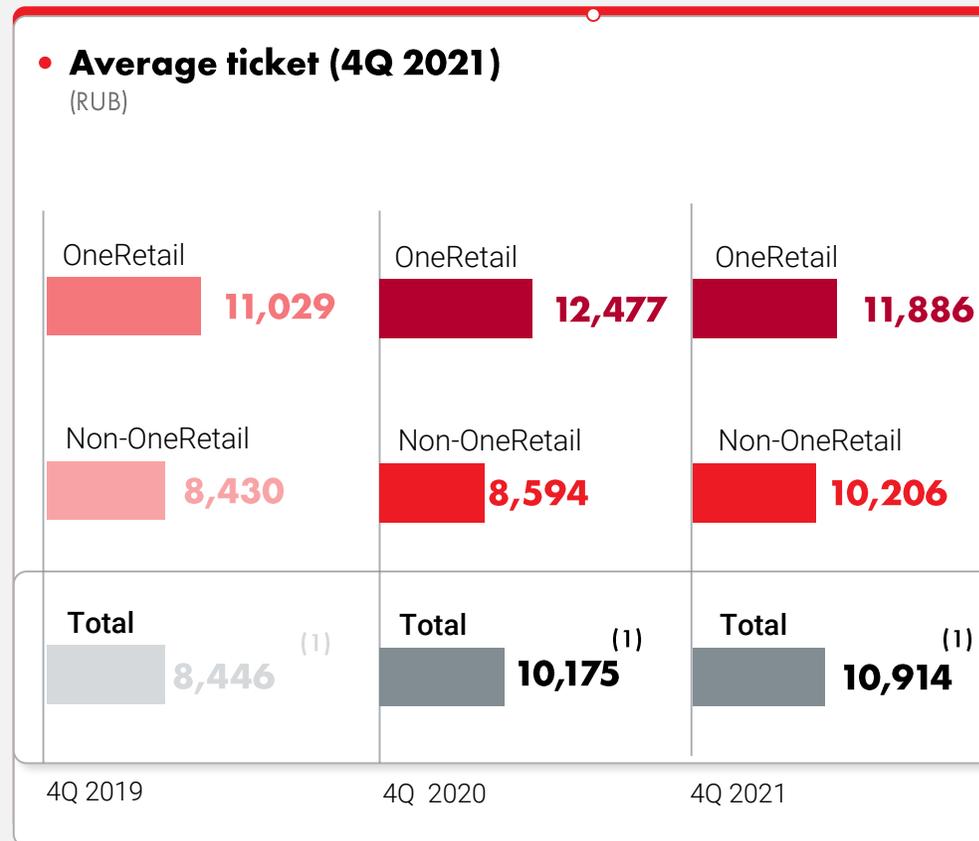


IN 4Q 2021 THE NUMBER OF ONERETAIL TRANSACTIONS INCREASED BY 21% AND REACHED 68% OF THE TOTAL NUMBER OF TRANSACTIONS



+21% OneRetail transactions growth YoY

68% Share of OneRetail transactions



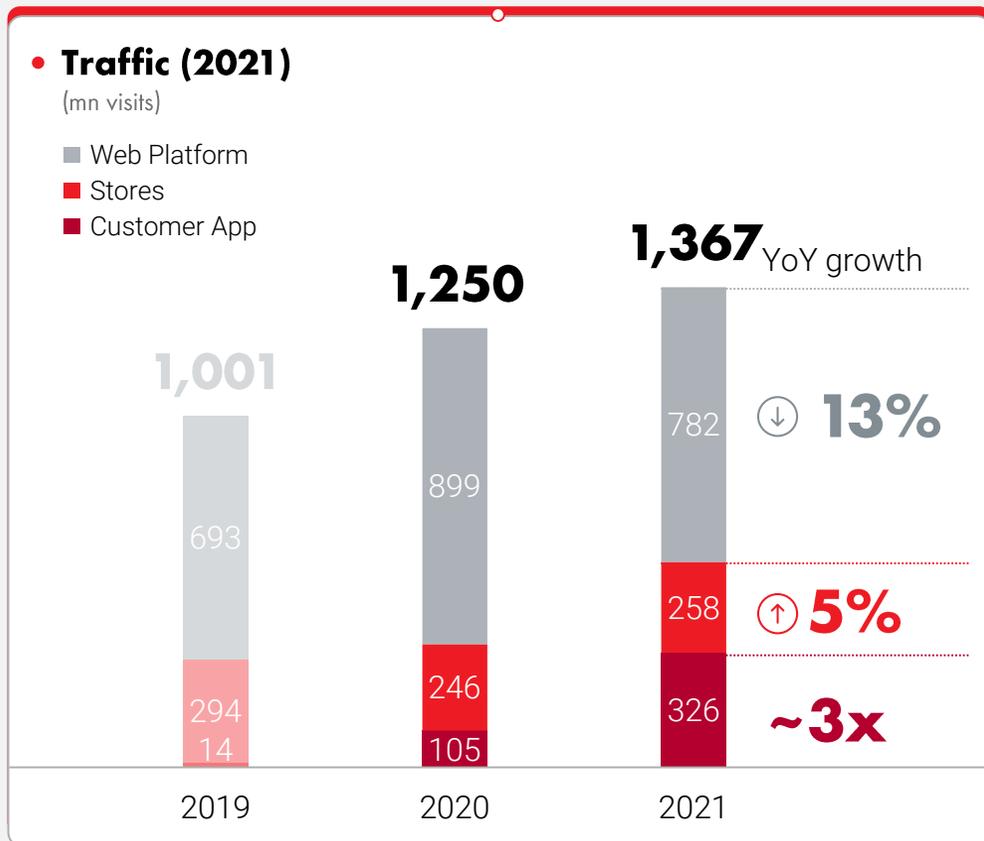
+16% Higher average ticket for OneRetail customers

+7% Average ticket growth YoY

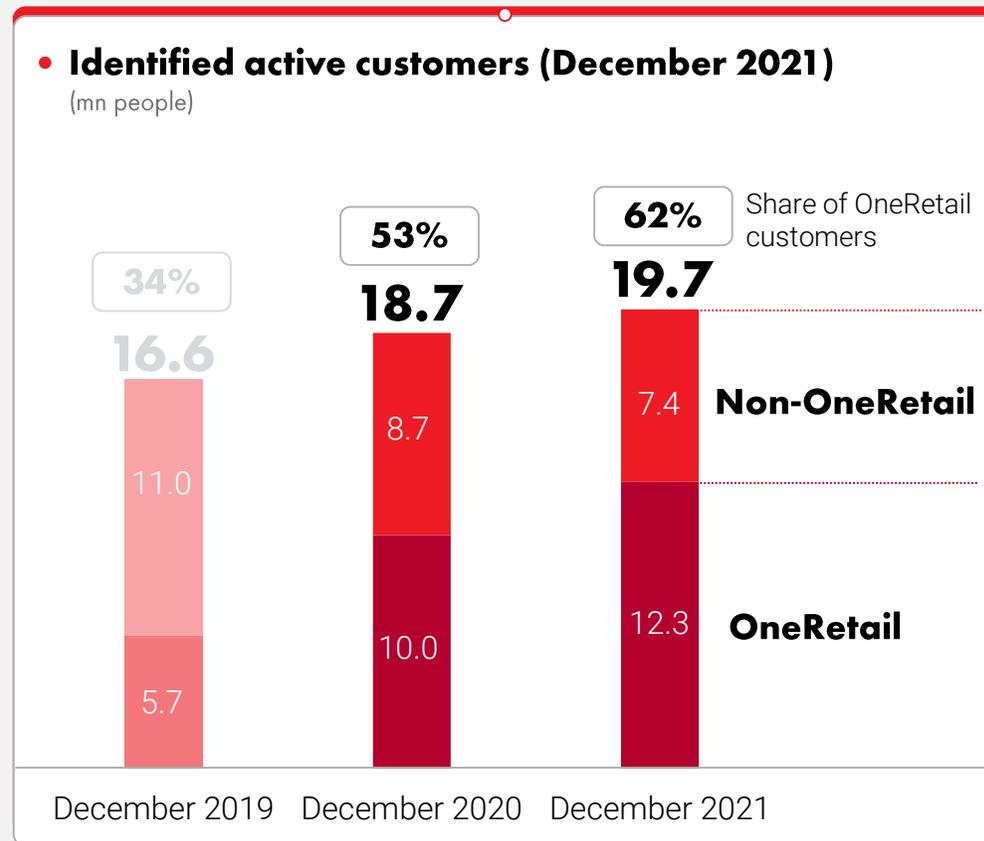
(1) Including unidentified transactions
Source: Company data



CUSTOMERS KEEP SWITCHING TO ONE RETAIL, THEIR SHARE REACHING 62%⁽¹⁾



~3x Customer App traffic growth YoY



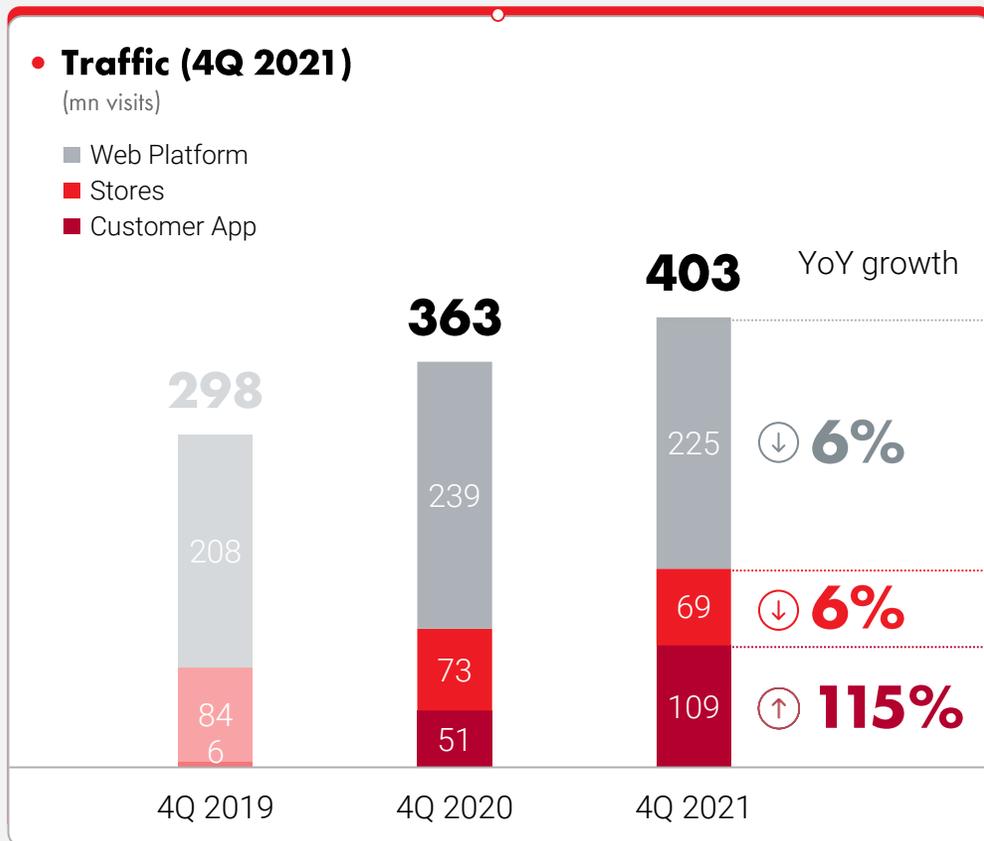
+23% Growth in OneRetail customers YoY

62% Share of OneRetail customers⁽¹⁾

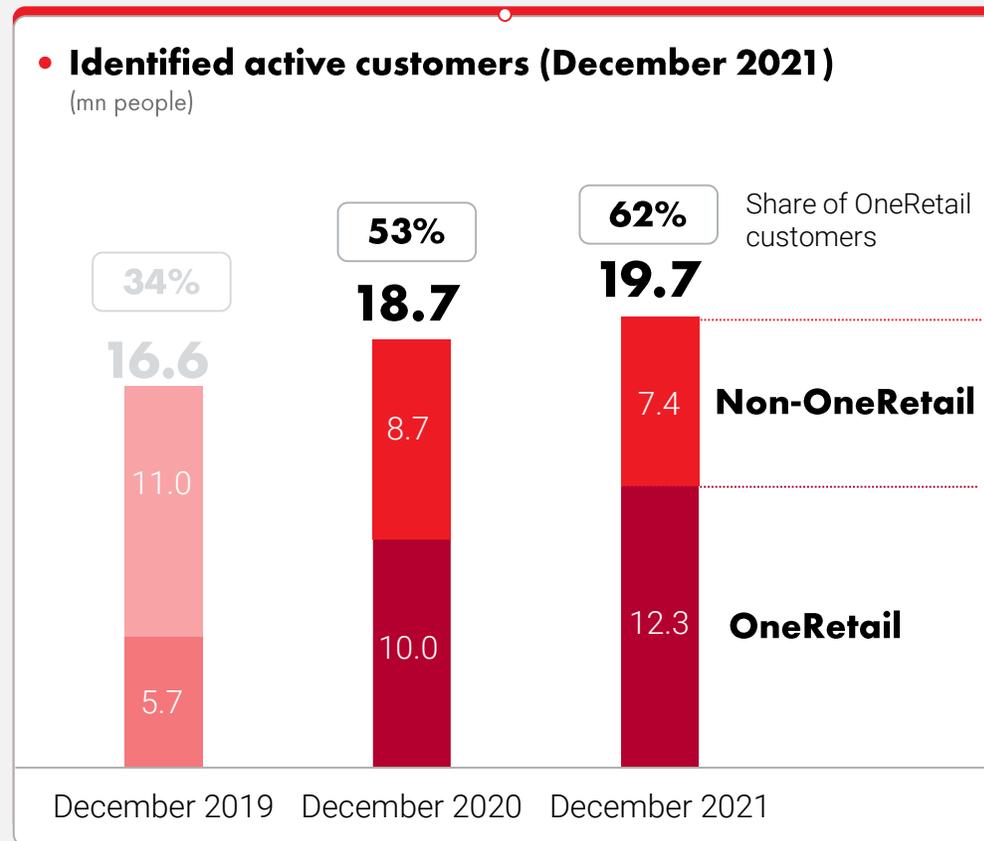
(1) Of identified active customers, i.e., those who have logged in and made at least one purchase through any sales channel during the year
Source: Company data



CUSTOMERS KEEP SWITCHING TO ONERETAIL, THEIR SHARE REACHING 62%⁽¹⁾



~2x Customer App traffic growth YoY



+23% Growth in OneRetail customers YoY

62% Share of OneRetail customers⁽¹⁾

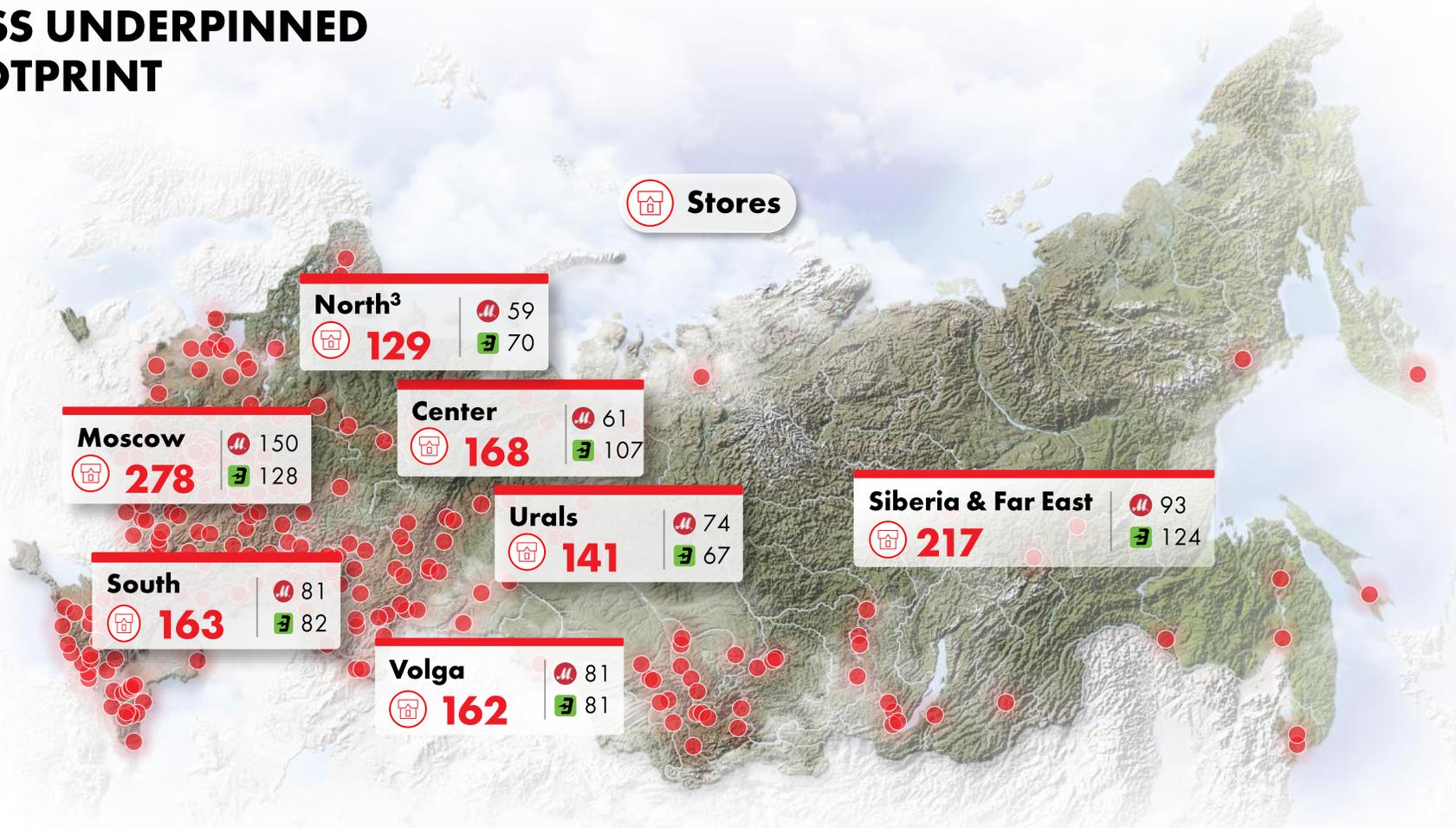
(1) Of identified active customers, i.e., those who have logged in and made at least one purchase through any sales channel during the year
Source: Company data



ONLINE-DRIVEN BUSINESS UNDERPINNED BY EXTENSIVE STORE FOOTPRINT

1,258 stores in 371 cities in Russia,⁽¹⁾ incl. 92 new cities⁽²⁾

Unique, well-invested store-based infrastructure with last-mile solutions



92% of all orders fulfilled using store infrastructure⁽²⁾

57% of stock value is located in stores⁽¹⁾

41% of GMV is ready for pickup within 15 min⁽²⁾

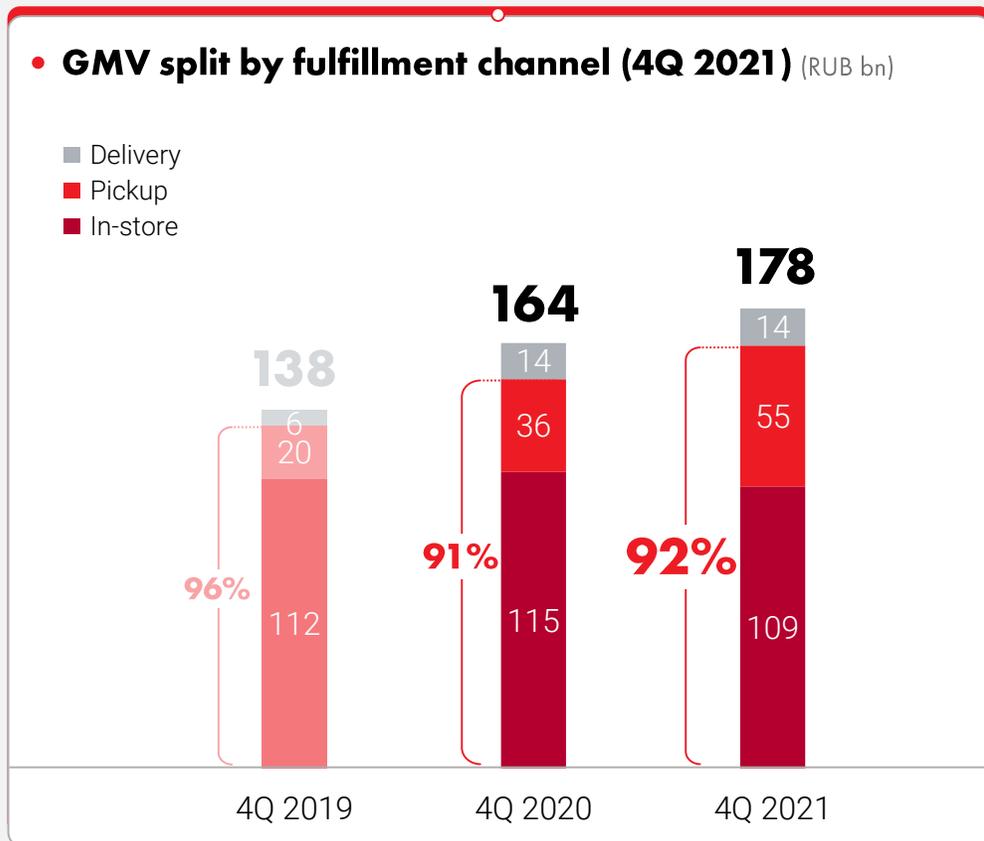
75% of population covered by same-day delivery (within 24 hours)⁽¹⁾

100% online coverage in cities of operation⁽¹⁾

(1) As of December 31, 2021; (2) For full 2021; (3) Including St. Petersburg

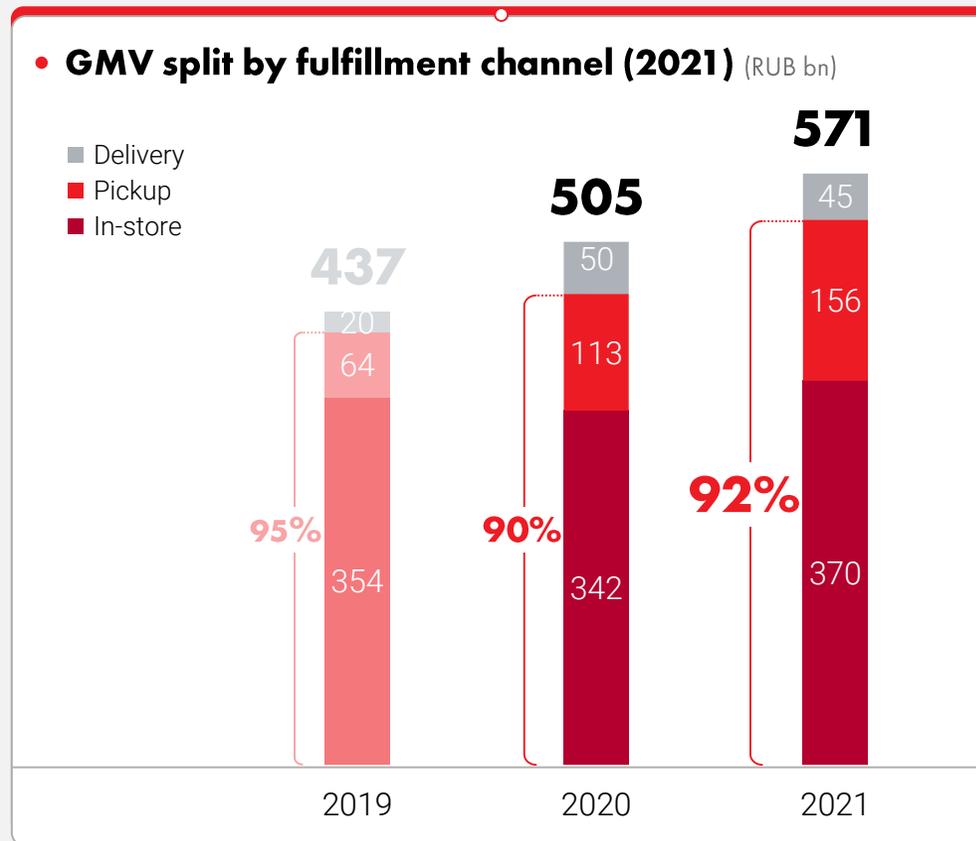


92% OF ORDERS WERE FULFILLED USING STORE INFRASTRUCTURE, THE MOST COST-EFFICIENT OPTION



+0.5pp Growth in share of orders fulfilled using store infrastructure

+52% Growth of pickup orders



+2pp Growth in share of orders fulfilled using store infrastructure

+8% Growth of in-store orders

TOS DYNAMICS IN THE REGIONS CONTINUE TO OUTPACE THOSE OF MOSCOW AND THE CENTER



(1) Including St. Petersburg
Source: Company data

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