

M.VideoEldorado

**TRADING
UPDATE:
2Q/1H 2021**

2021

JULY





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KEY FIGURES AND HIGHLIGHTS

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

Continued growth in TOS
driven by mobile platform (+232%), which accounts for >65% of TOS as of 2Q'21. Share of TOS in GMV stayed almost flat YoY despite very high base effect on the back of restrictions imposed on store operations in 2Q'20

Further scaling of OneRetail platform
via growth of identified active customers⁽³⁾ and OneRetail customers

Growth in customer app (+149%) and consultant app (+266%)
demonstrates stickiness of m-commerce and importance of personalized shopping experience

2Q 2021 key figures

<p style="font-size: 24px; font-weight: bold; color: #e91e63;">+38%</p> <p style="font-size: 20px; color: #e91e63;">GMV YoY</p>	<p style="font-size: 24px; font-weight: bold; color: #e91e63;">+36%</p> <p style="font-size: 20px; color: #e91e63;">Total Online Sales (TOS) YoY</p>
<p style="font-size: 24px; font-weight: bold; color: #e91e63;">+232%</p> <p style="font-size: 20px; color: #e91e63;">Mobile Platform Sales YoY</p>	<p style="font-size: 24px; font-weight: bold; color: #e91e63;">68%</p> <p style="font-size: 20px; color: #e91e63;">TOS share as % of GMV (vs 67% in 1Q'21)</p>
<p style="font-size: 24px; font-weight: bold; color: #e91e63;">+47%</p> <p style="font-size: 20px; color: #e91e63;">OneRetail customers⁽⁴⁾ YoY</p>	<p style="font-size: 24px; font-weight: bold; color: #e91e63;">57%</p> <p style="font-size: 20px; color: #e91e63;">Share of OneRetail customers (vs 44% in Jun'20 and 42% in Dec'20)</p>

(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



KEY FIGURES AND HIGHLIGHTS

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

- Continued growth in TOS** and its share in GMV driven by mobile platform (+139%) with share of mobile platform in GMV up ~2.5x
- Further scaling of OneRetail platform** via growth of identified active customers⁽³⁾ and OneRetail customers
- Growth in pickup (+28%)** shows stickiness of ecommerce and resiliency of stores as points of customer contact and experience
- Sustainable demand for new CE categories and WFH products**

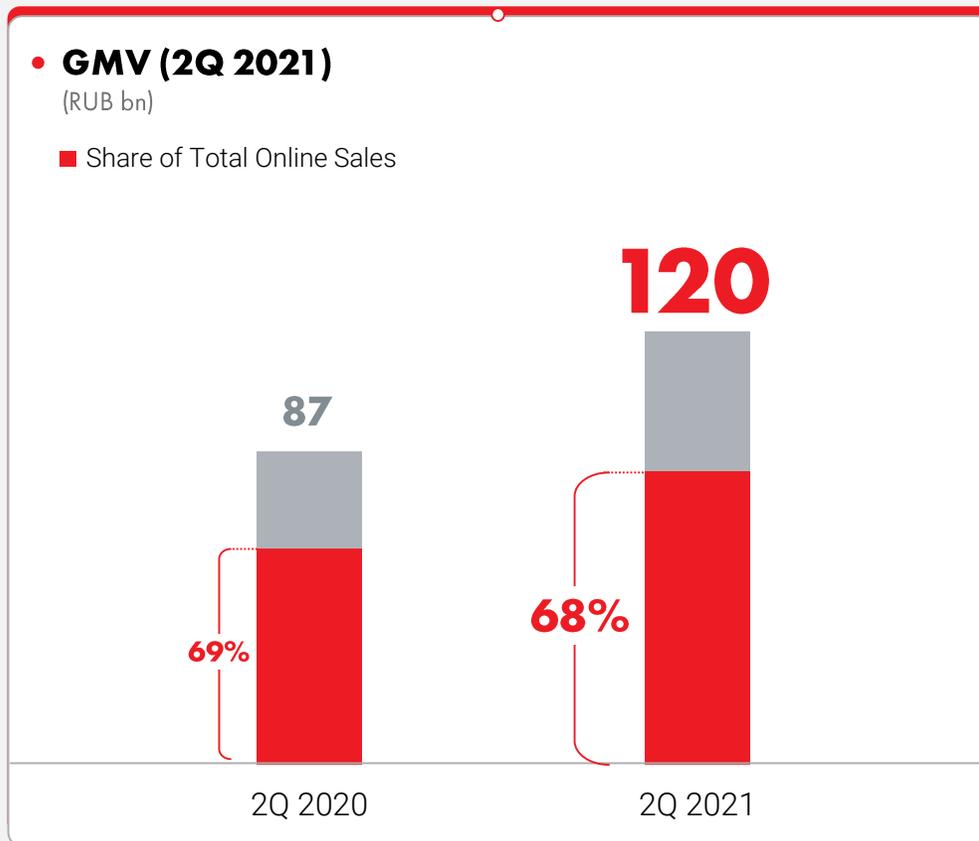
1H 2021 key figures

<p style="font-size: 2em; font-weight: bold; color: #e91e63;">+24%</p> <p style="font-size: 0.9em;">GMV YoY </p>	<p style="font-size: 2em; font-weight: bold; color: #e91e63;">+49%</p> <p style="font-size: 0.9em;">Total Online Sales (TOS) YoY </p>
<p style="font-size: 2em; font-weight: bold; color: #e91e63;">+139%</p> <p style="font-size: 0.9em;">Mobile Platform Sales YoY </p>	<p style="font-size: 2em; font-weight: bold; color: #e91e63;">67%</p> <p style="font-size: 0.9em;">TOS share as % of GMV (vs 56% in 1H'20) </p>
<p style="font-size: 2em; font-weight: bold; color: #e91e63;">+47%</p> <p style="font-size: 0.9em;">OneRetail customers⁽⁴⁾ YoY </p>	<p style="font-size: 2em; font-weight: bold; color: #e91e63;">57%</p> <p style="font-size: 0.9em;">Share of OneRetail customers (vs 44% in Jun'20 and 42% in Dec'20) </p>

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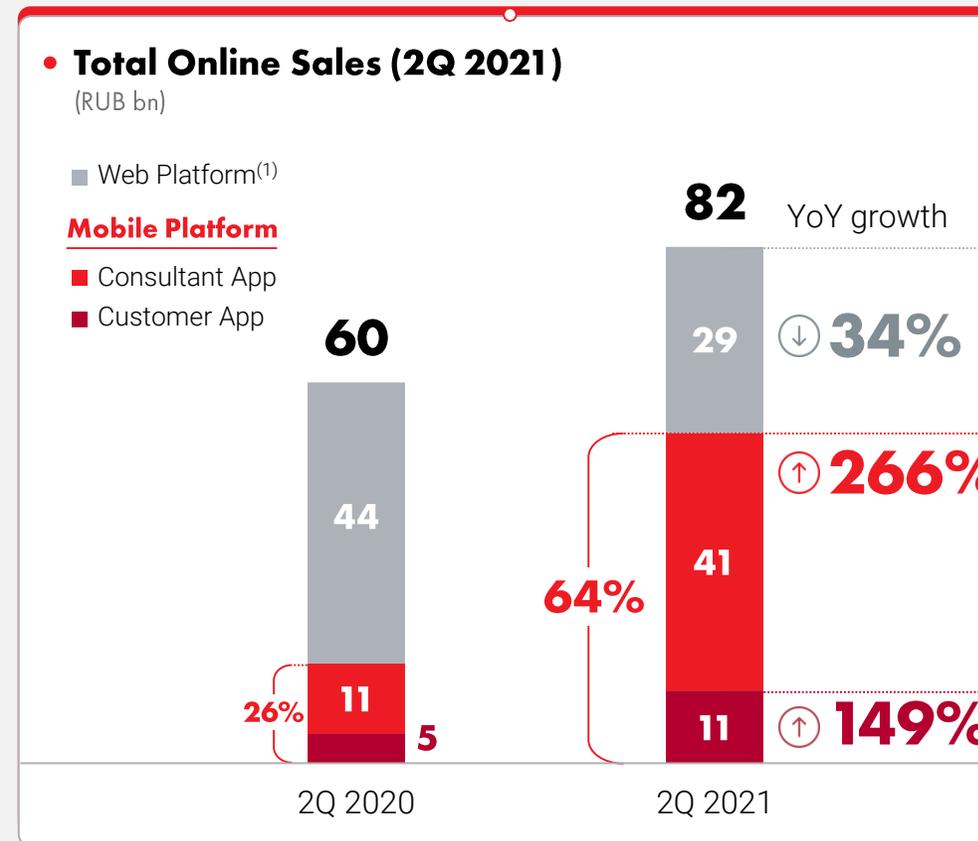


2Q 2021: ROBUST GROWTH IN GMV DRIVEN BY >35% INCREASE IN TOTAL ONLINE SALES



+38% GMV growth

68% TOS share in GMV



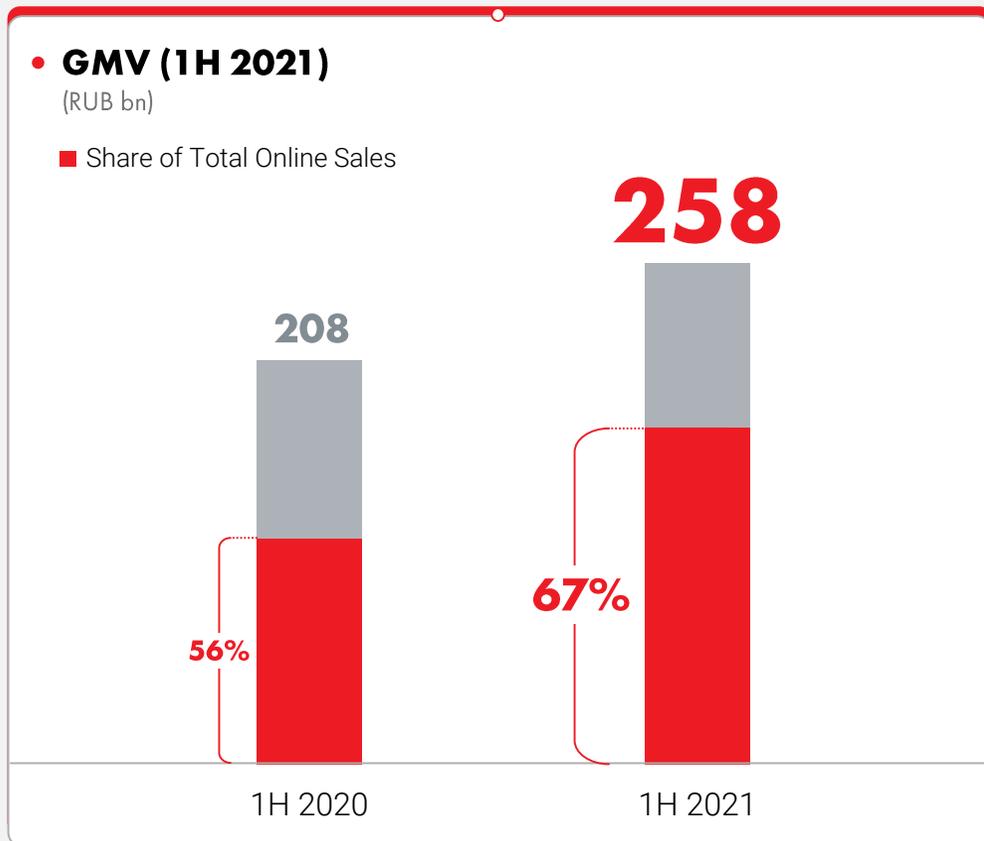
+36% TOS growth

+232% Mobile Platform sales growth

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

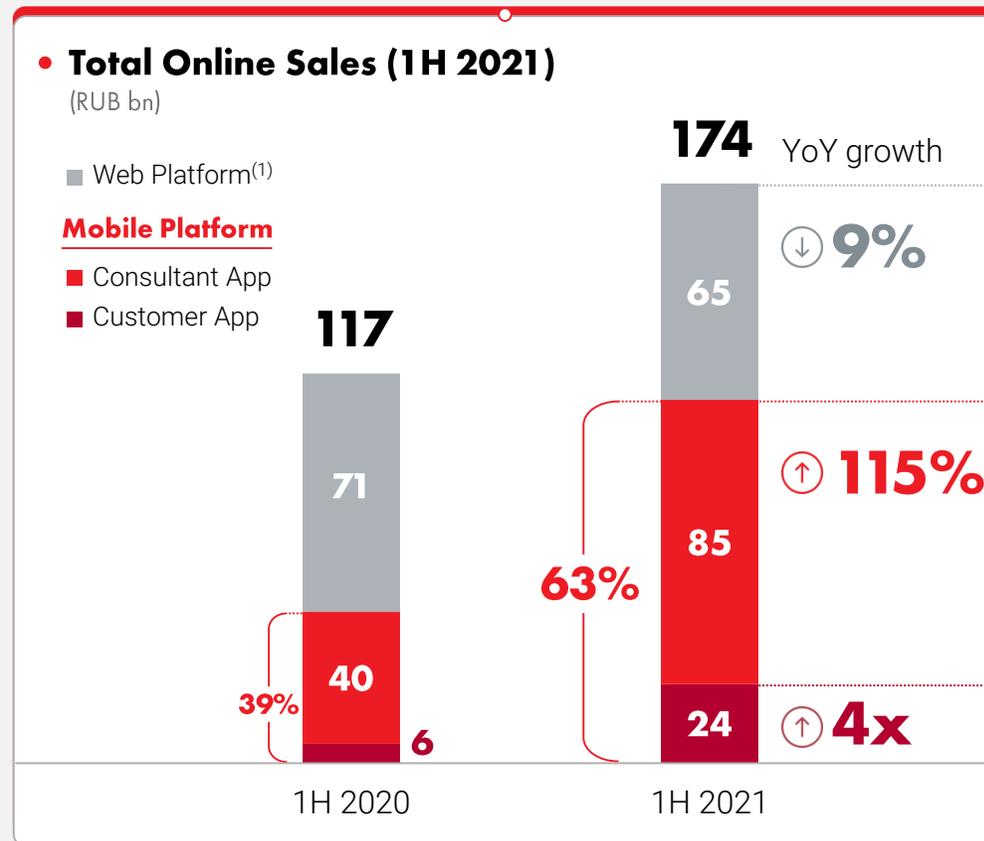


1H 2021: ROBUST GROWTH IN GMV DRIVEN BY >45% INCREASE IN TOTAL ONLINE SALES



+24% GMV growth

67% TOS share in GMV



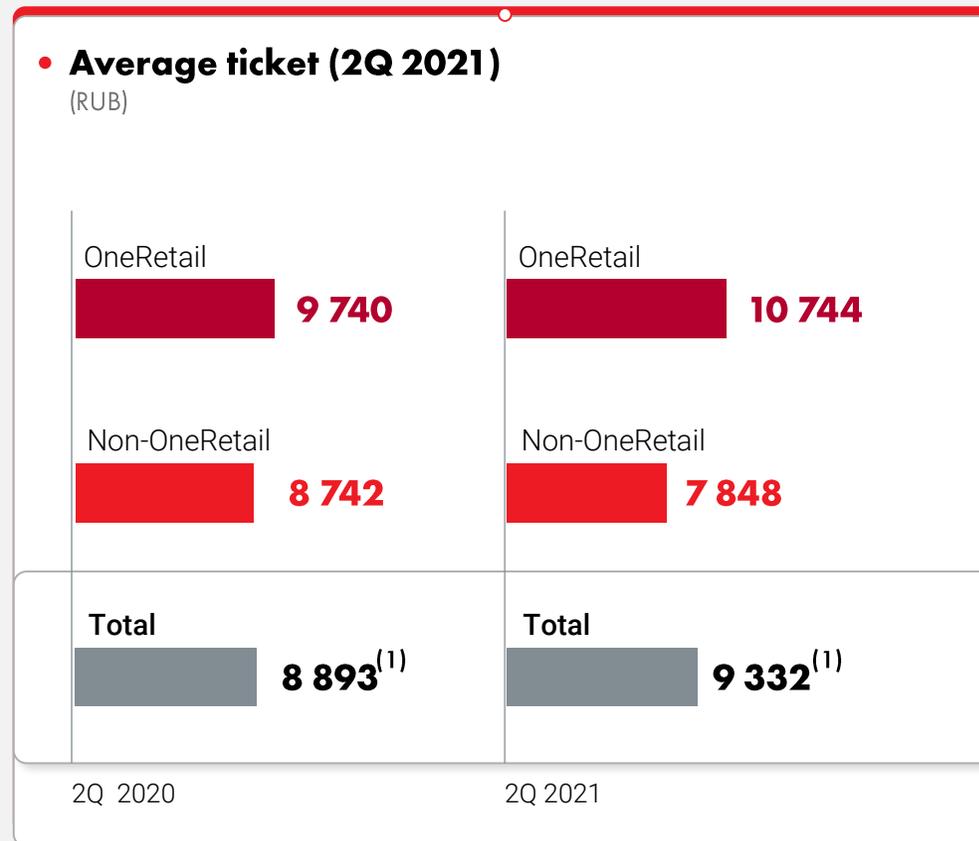
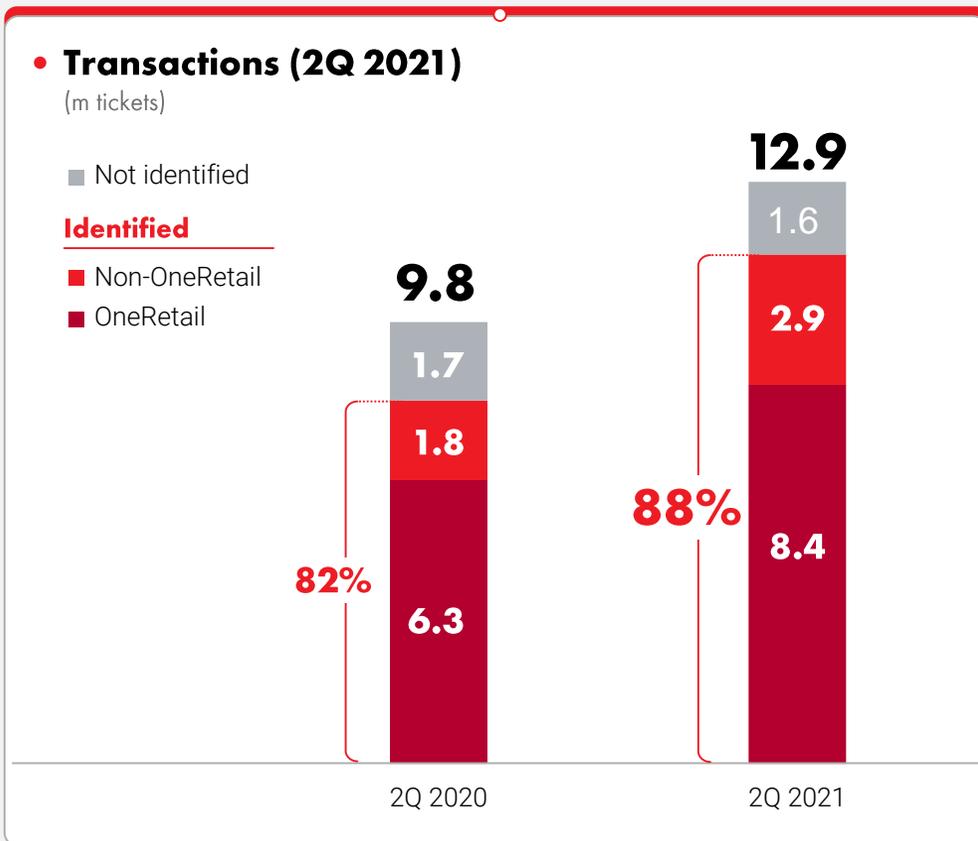
+49% TOS growth

+139% Mobile Platform sales growth

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



IN 2Q 2021 THE NUMBER OF ONERETAIL TRANSACTIONS INCREASED BY 34% AND REACHED 65% OF TOTAL NUMBER OF TRANSACTIONS



+34% OneRetail transactions growth

65% Share of OneRetail transactions

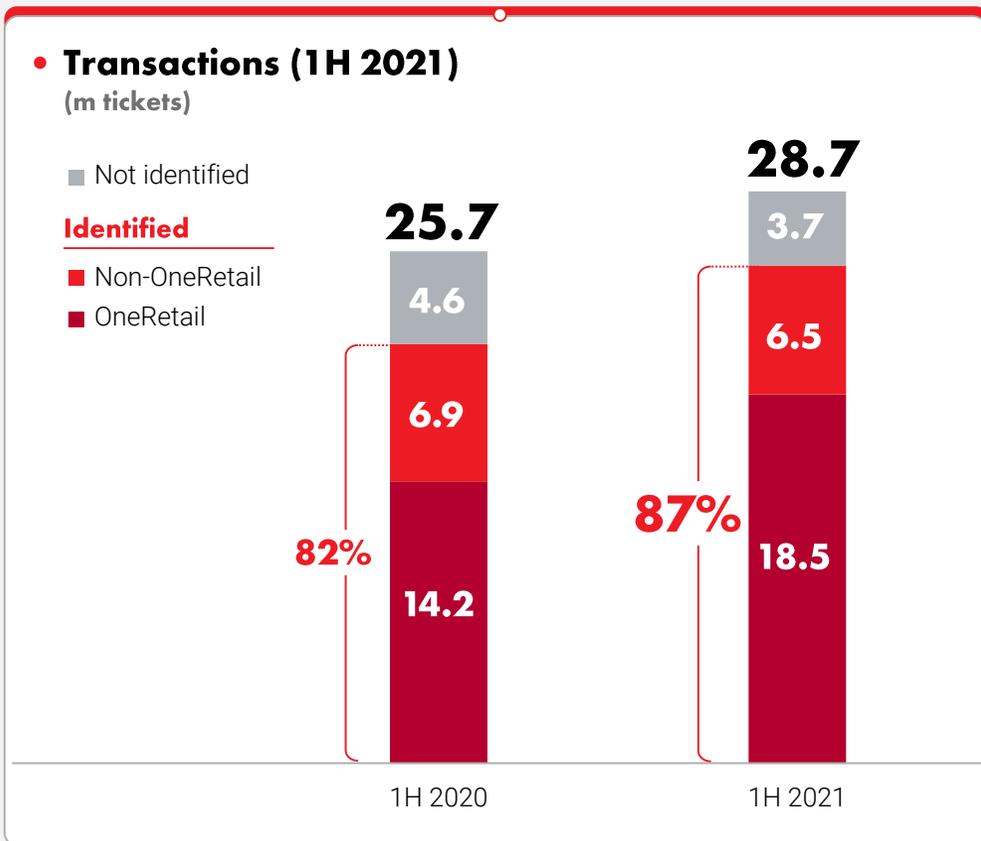
+40% Higher average ticket for OneRetail customers

+5% Average ticket growth

(1) Including unidentified transactions
Source: Company data

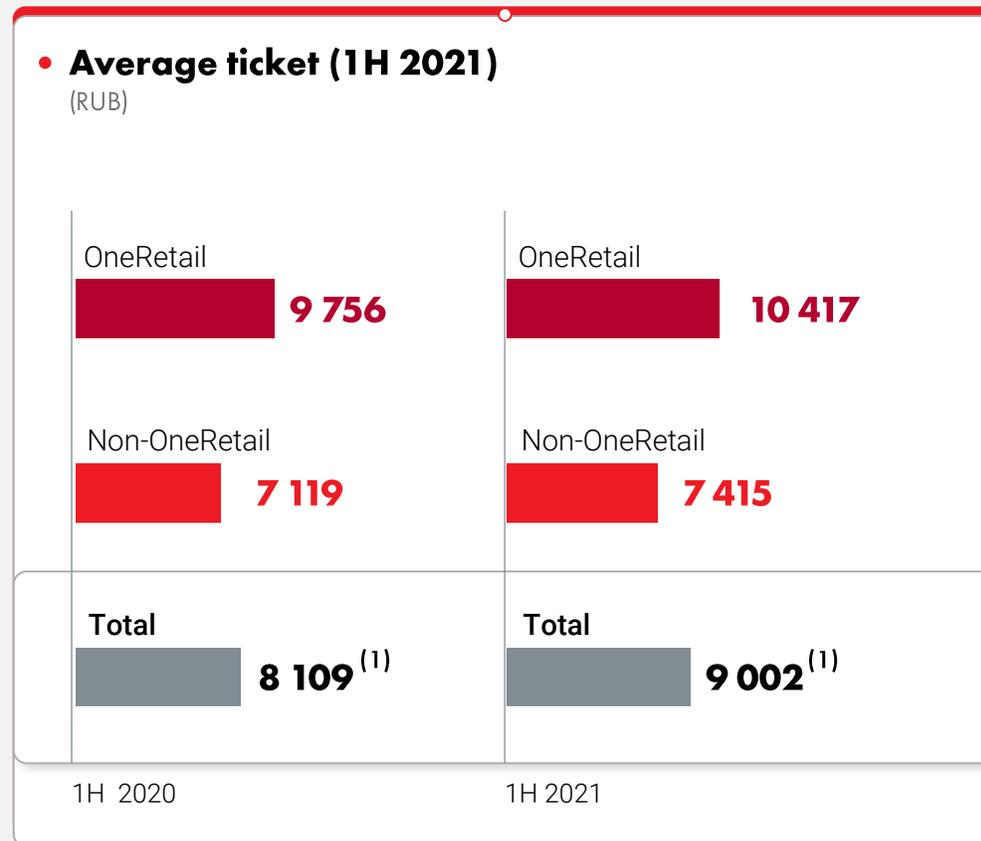


IN 1H 2021 THE NUMBER OF ONERETAIL TRANSACTIONS INCREASED BY 31% AND REACHED 65% OF THE TOTAL NUMBER OF TRANSACTIONS



+31% OneRetail transactions growth

65% Share of OneRetail transactions



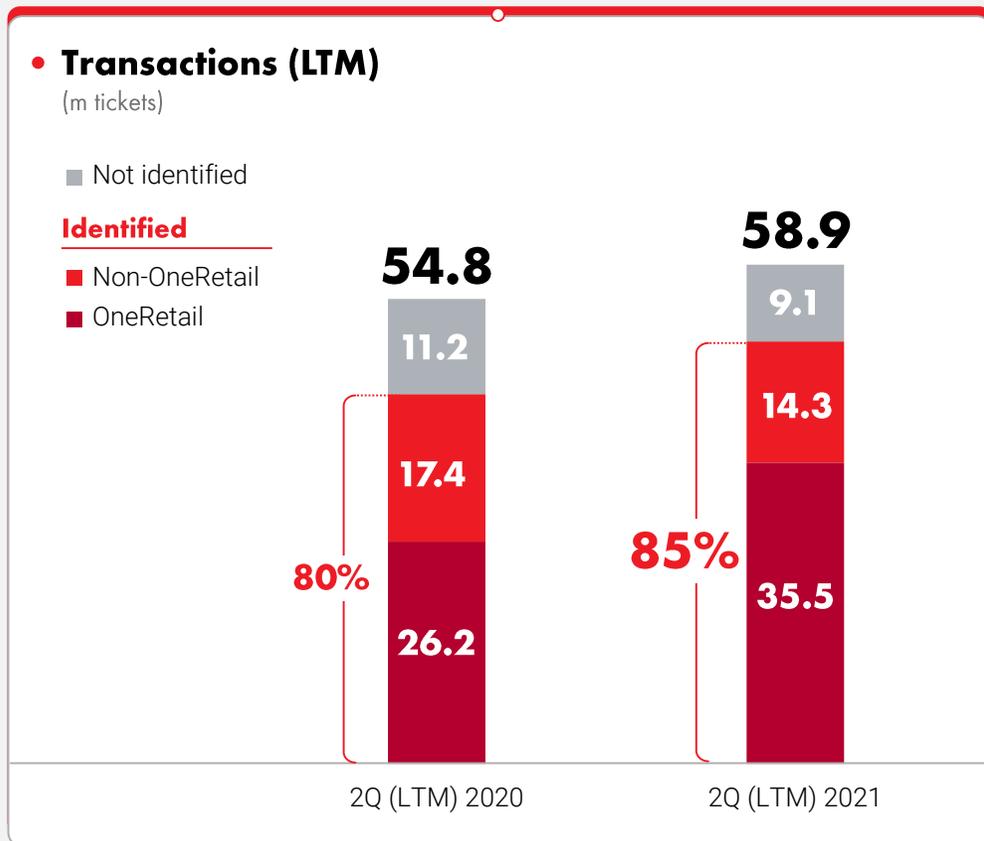
+40% Higher average ticket for OneRetail customers

+11% Average ticket growth

(1) Including unidentified transactions
Source: Company data

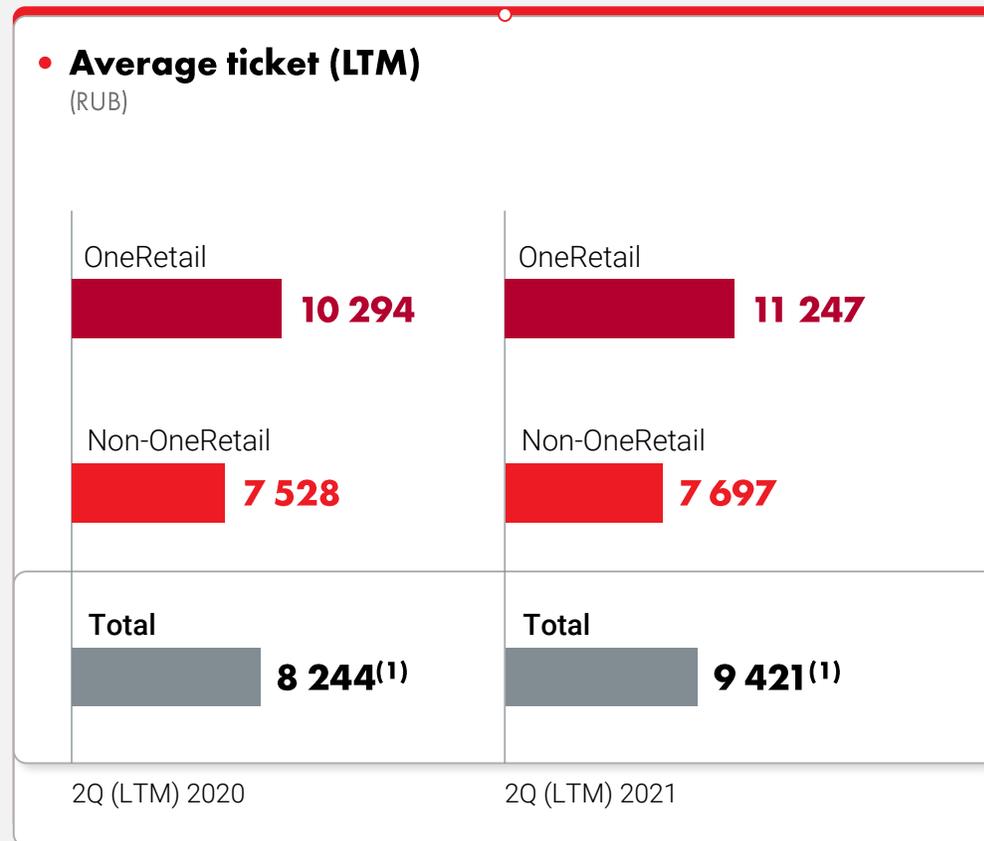


FOR THE LAST TWELVE MONTHS THE NUMBER OF ONERETAIL TRANSACTIONS INCREASED BY 36% AND REACHED 60% OF THE TOTAL NUMBER OF TRANSACTIONS



+36% OneRetail transactions growth (LTM)

60% Share of OneRetail transactions (LTM)



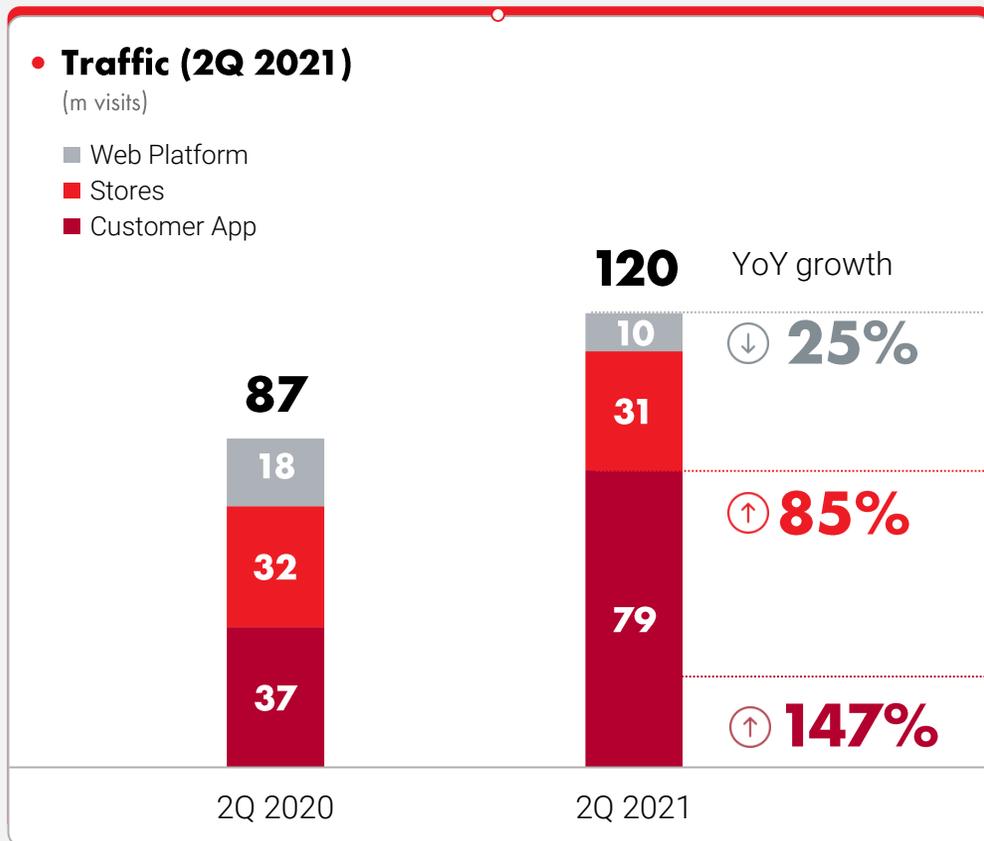
+46% Higher average ticket for OneRetail customers

+14% Average ticket growth

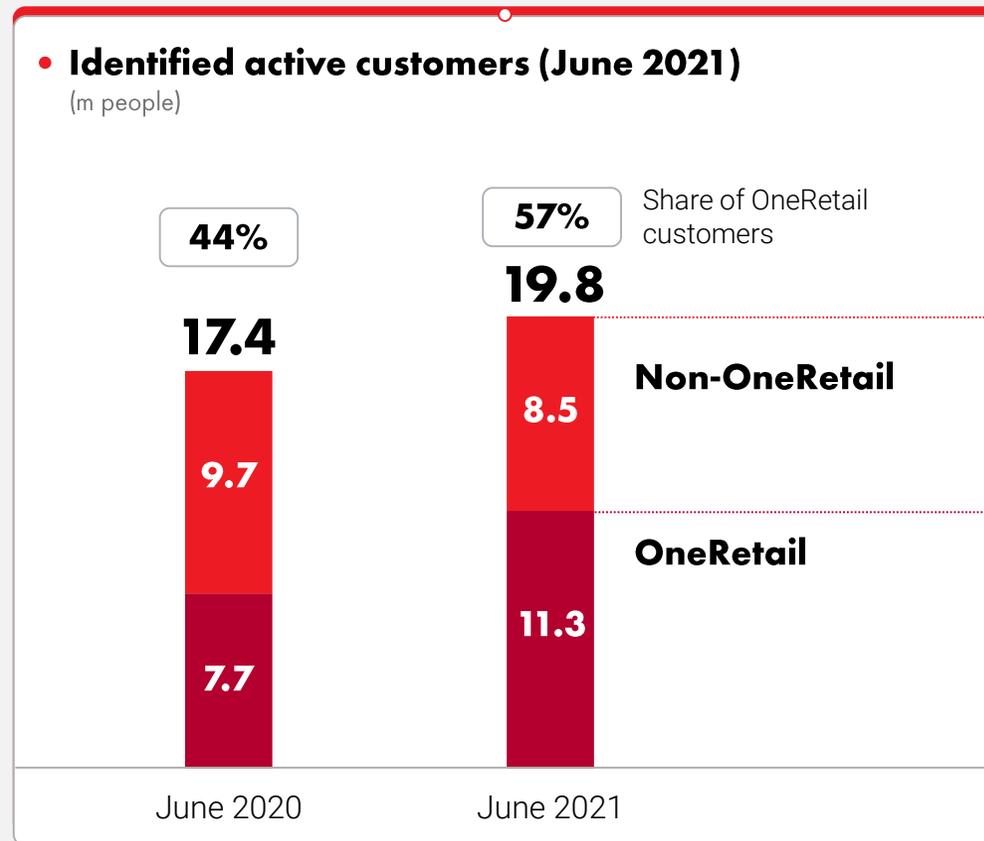
(1) Including unidentified transactions
Source: Company data



STRONG GROWTH IN THE NUMBER OF ONERETAIL CUSTOMERS RESULTING IN 57% SHARE⁽¹⁾



147% Customer App traffic growth	+2% Total traffic growth
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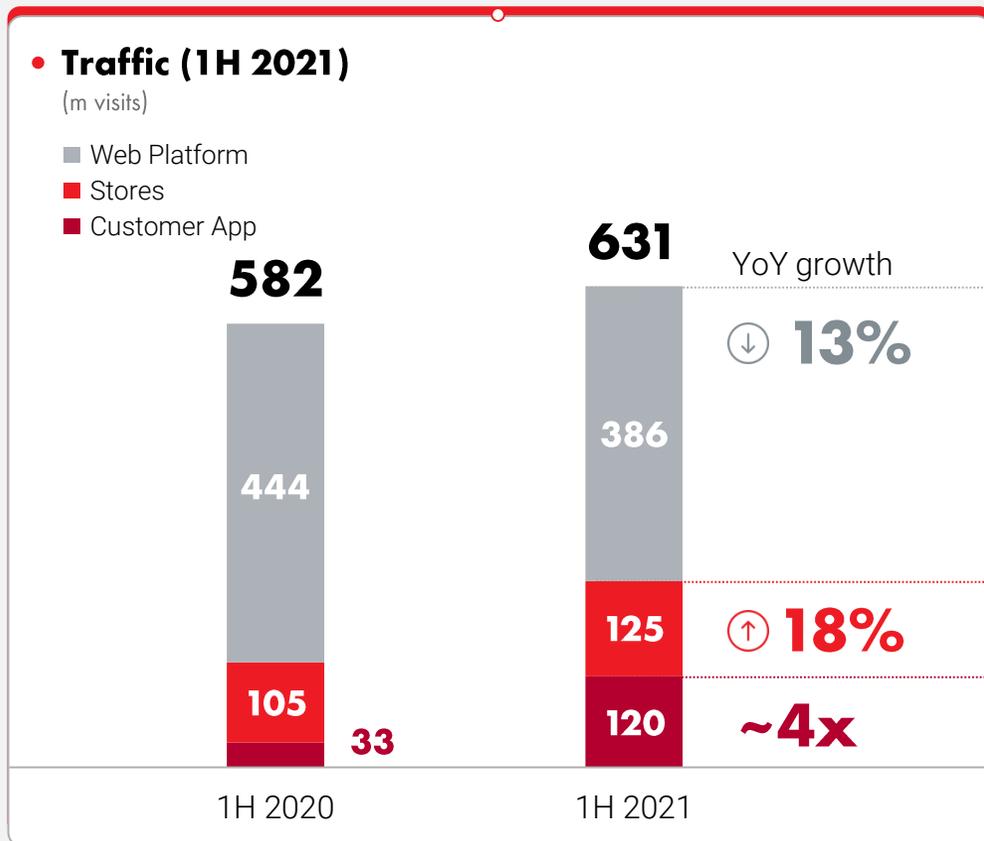


+47% OneRetail customers growth	57% Share of OneRetail customers ⁽¹⁾
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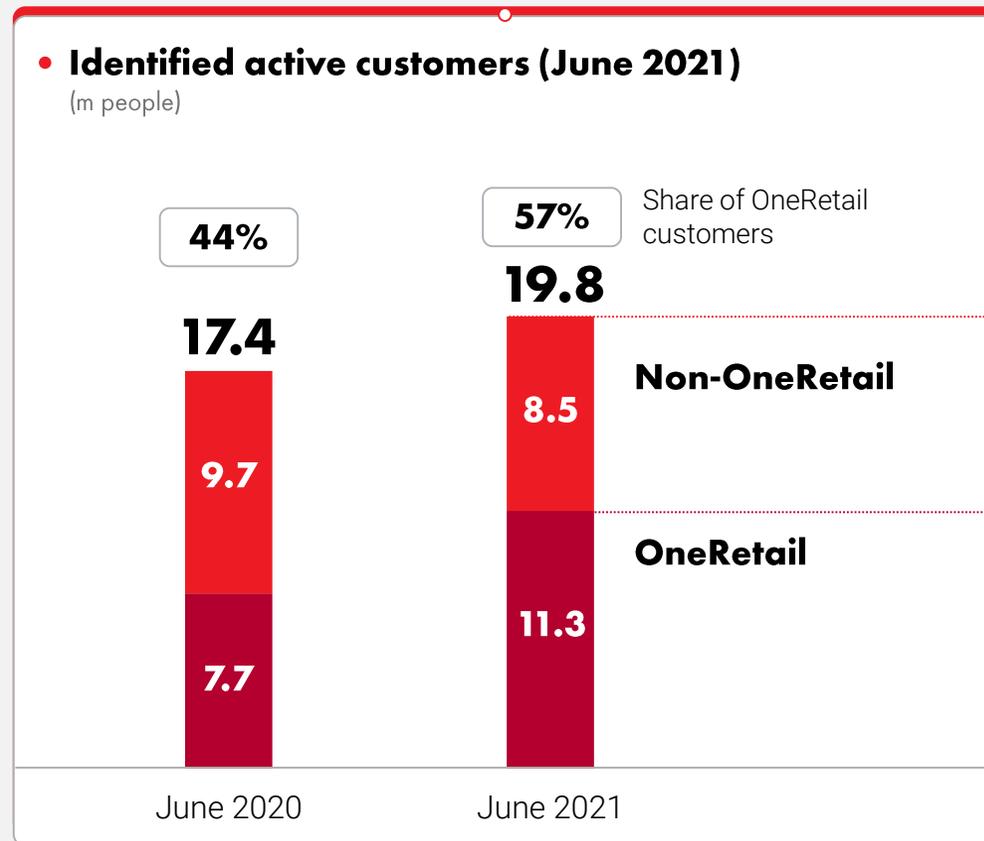
(1) Of identified active customers, i.e. those who have logged in and made at least one purchase through any sales channel during the year
Source: Company data



STRONG GROWTH IN THE NUMBER OF ONERETAIL CUSTOMERS RESULTING IN 57% SHARE⁽¹⁾



~4x Customer App traffic growth	+8% Total traffic growth
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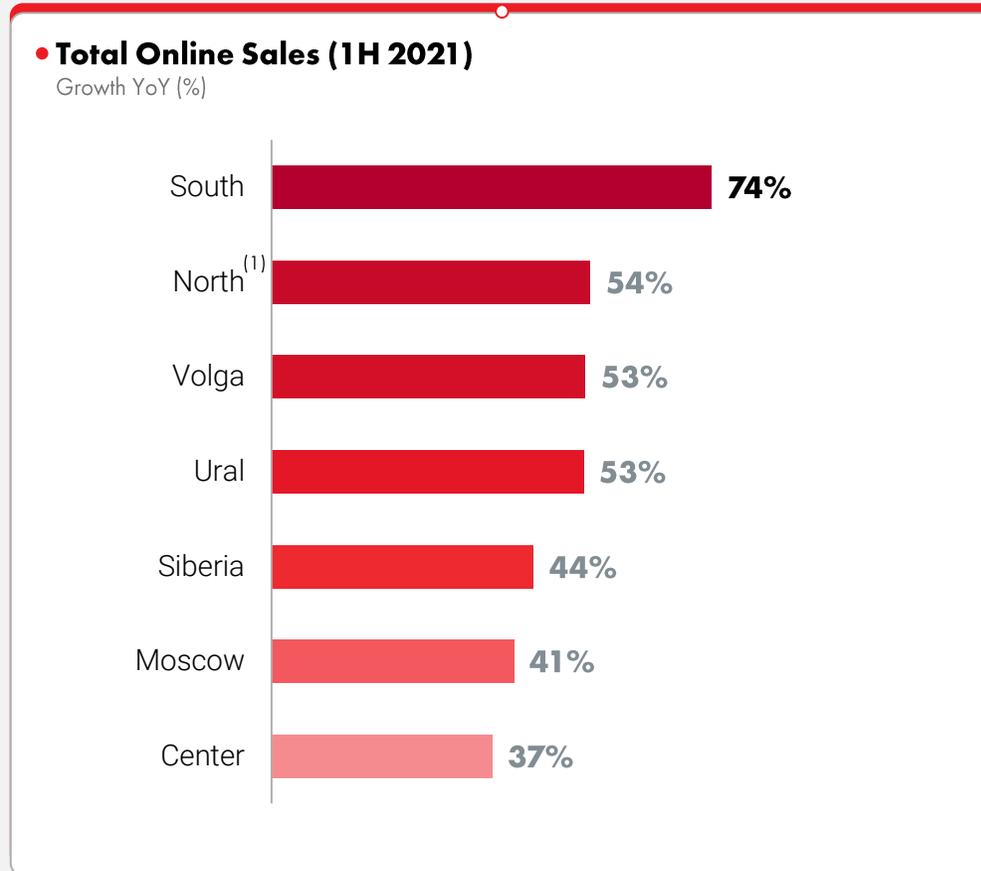


+47% OneRetail customers growth	57% Share of OneRetail customers ⁽¹⁾
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(1) Of identified active customers, i.e. those who have logged in and made at least one purchase through any sales channel during the year
Source: Company data



THE DYNAMICS OF TOS IN THE REGIONS OUTPACES THOSE SEEN IN MOSCOW AND CENTER



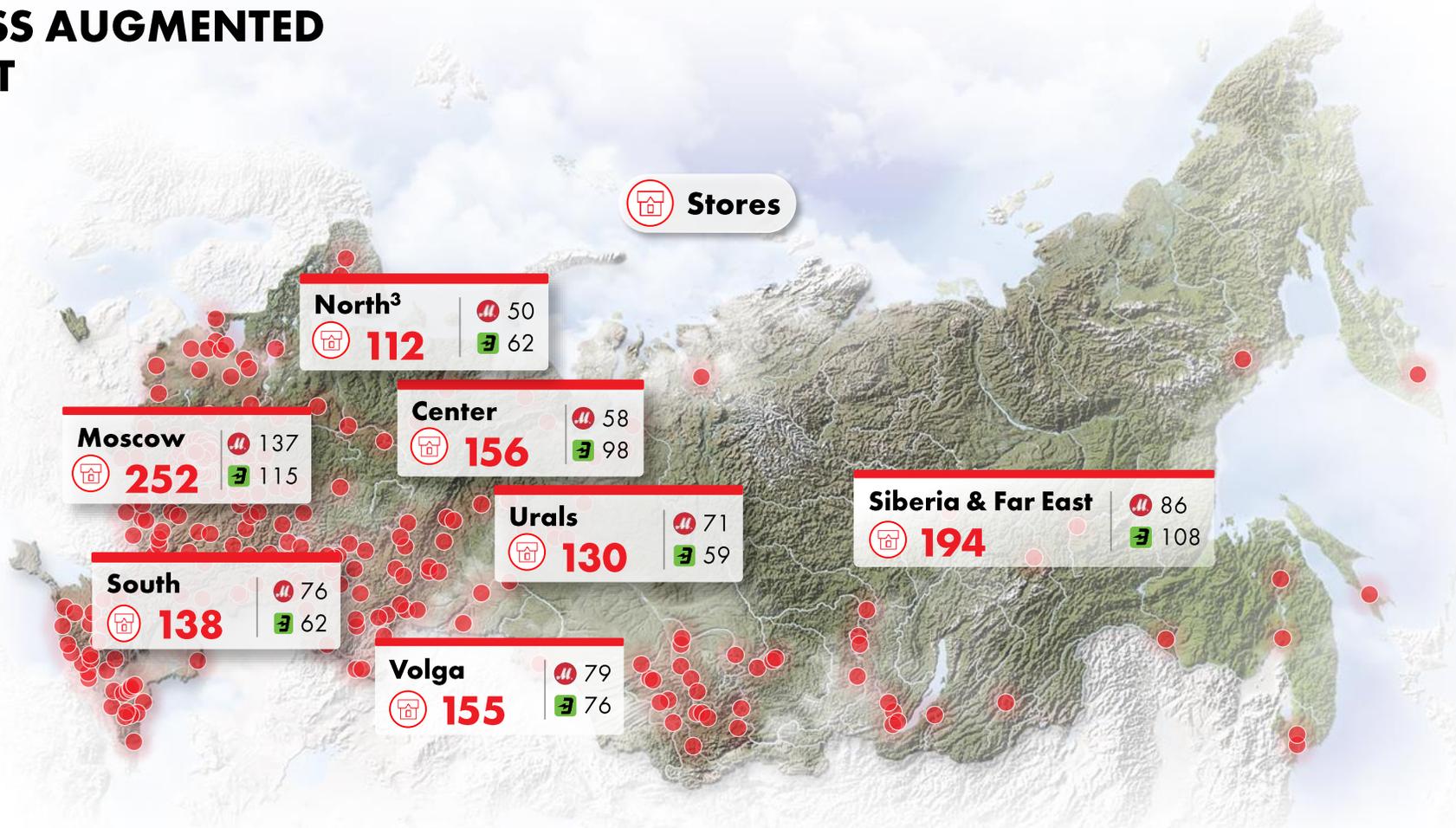
(1) Including St-Petersburg
Source: Company data



ONLINE-DRIVEN BUSINESS AUGMENTED BY EXTENSIVE FOOTPRINT

1,137 stores in 314 cities in Russia⁽¹⁾

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



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

58% of stock value is located in stores⁽¹⁾

41% of GMV is ready for pick-up within 15 min⁽²⁾

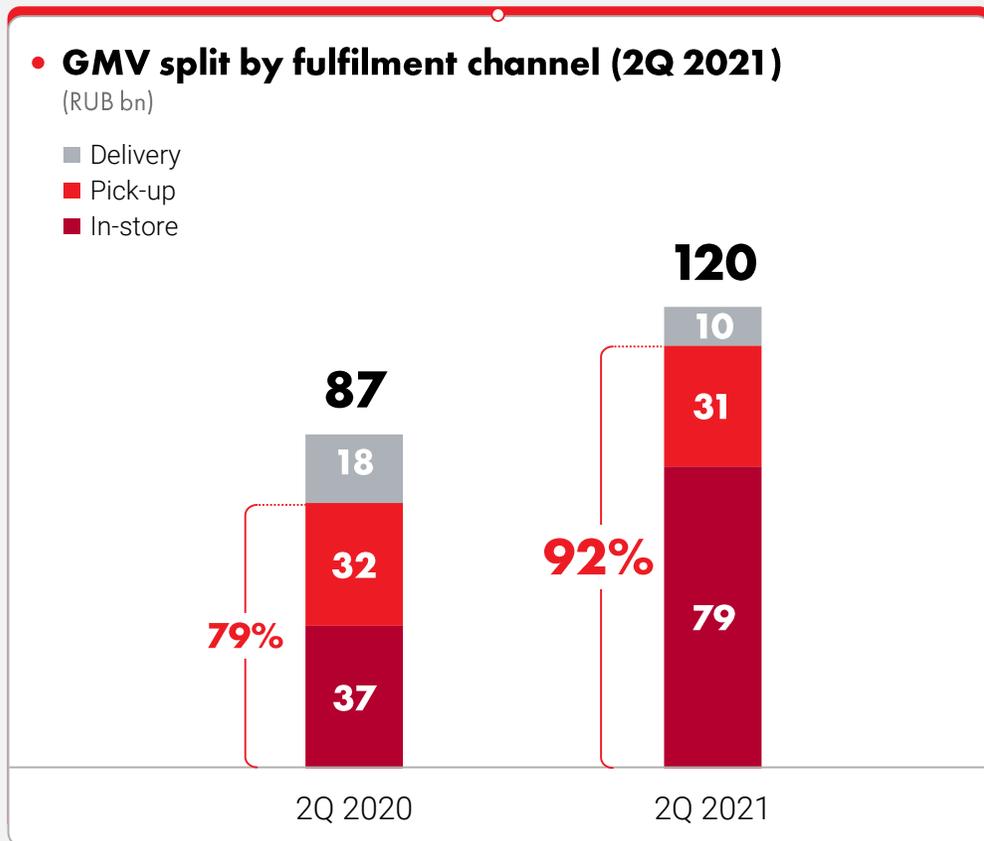
60% of population covered by same-day delivery (within 24 hours)⁽¹⁾

100% online coverage in cities of operation⁽¹⁾

(1) As of June 31, 2021, (2) For the first half of 2021, (3) Including St-Petersburg

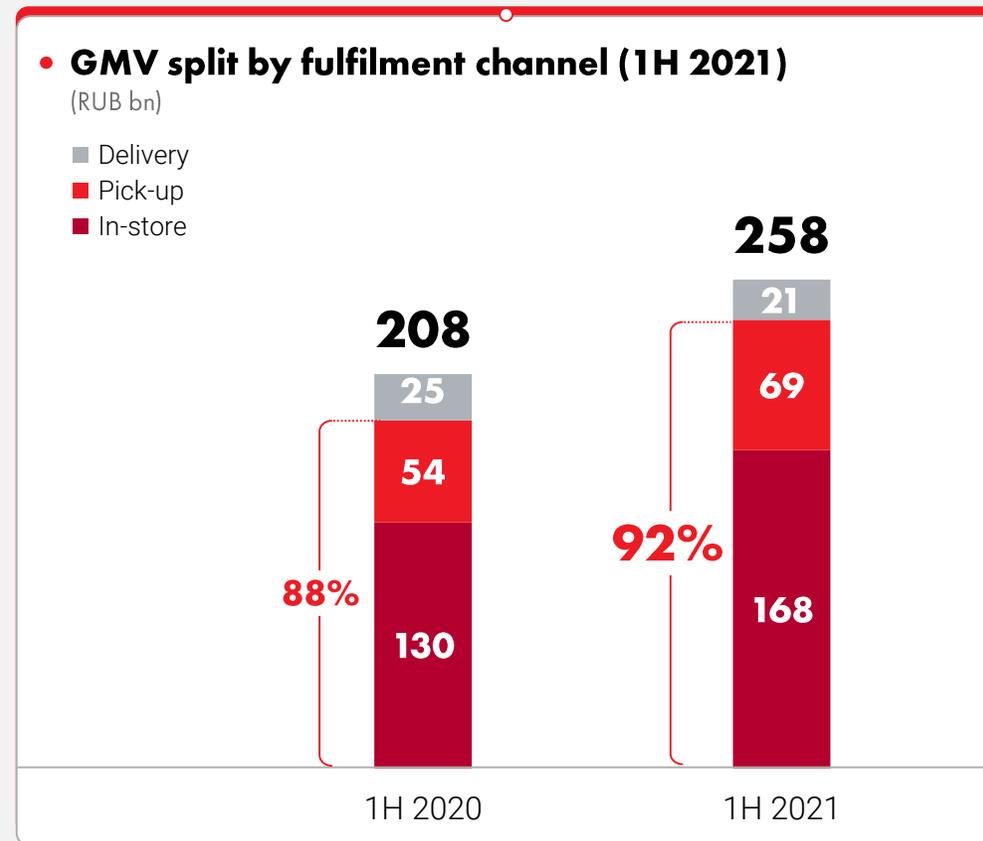


OVER 90% OF ORDERS WERE FULFILLED USING STORE INFRASTRUCTURE, THE MOST COST-EFFICIENT OPTION



+13pp Growth in share of orders fulfilled using store infrastructure

+112% Growth of in-store orders



+4pp Growth in share of orders fulfilled using store infrastructure

+29% Growth of in-store orders

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