

M.VideoEldorado

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# TRADING UPDATE: 1Q 2021

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2021

APRIL





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# KEY FIGURES AND HIGHLIGHTS

**Double-digit GMV<sup>(1)</sup> growth driven by the Total Online Sales<sup>(2)</sup>**

- Continued growth in TOS** and its share in GMV driven by mobile platform (+90%), mobile platform >50% of TOS as of 1Q'21
- Further scaling of OneRetail platform** via growth of identified active customers<sup>(3)</sup> and OneRetail customers
- Growth in pickup (+71%) and delivery** shows stickiness of ecommerce and resiliency of stores as points of customer contact and experience
- Sustainable demand for new CE categories and WFH products**

**1Q'21 key figures**

<b>+14%</b> GMV YoY	<b>+63%</b> Total Online Sales (TOS) YoY
<b>+90%</b> Mobile Platform Sales YoY	<b>67%</b> TOS share as % of GMV (vs 47% in 1Q'20)
<b>+64%</b> OneRetail customers <sup>(4)</sup> YoY	<b>58%</b> Share of OneRetail customers (vs 38% in Mar'20 and 42% in Dec'20)

(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 EVENTS****DIGITAL TRANSFORMATION  
AND SHIFT TO NEW IT  
PLATFORM ON TRACK**

- Accelerating shift from centralized IT operations to functional IT products
- 124 product / project teams work on client and in-house services and solutions
- In-house IT staff increased 1.5x YTD
- Digital academy launched

**DEVELOPMENT AND  
SCALING OF MOBILE  
PLATFORM**

- M.Video launched OneRetail order in 150 stores resulting in higher average ticket and additional sales
- Launch of MVP 'Personal price' in M.Video customer app resulting in 15-19% conversion rate increase
- Eldorado customer app installations reach 1.5 m

**IMPROVED SHARE  
LIQUIDITY, GOVERNANCE  
AND SOLID DIVIDEND**

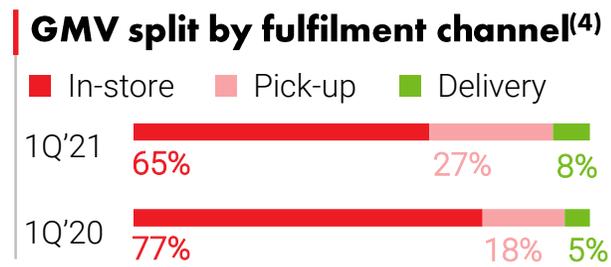
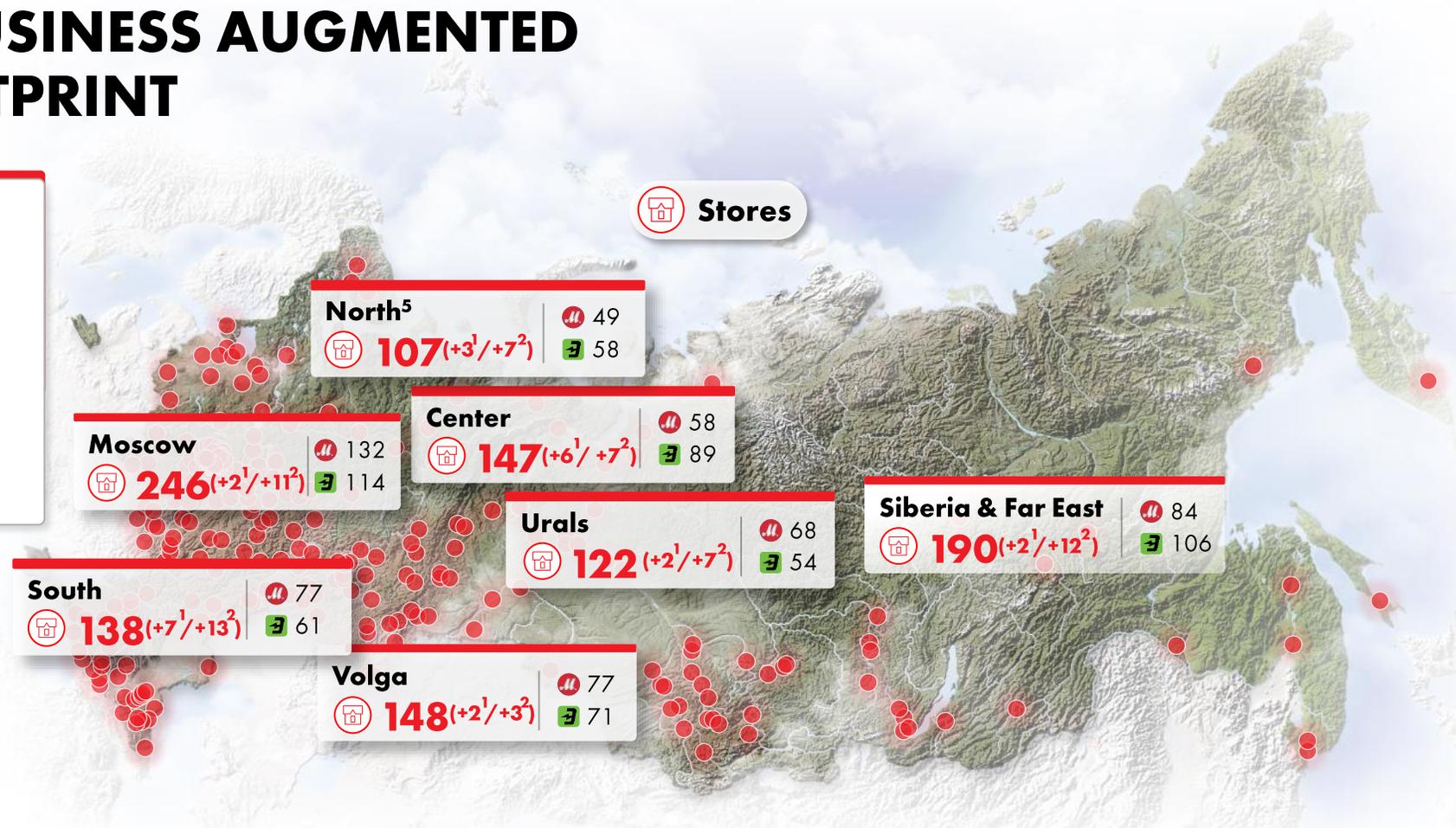
- SPO of 13.5% shares increased Group's free float to 24%
- BoD recommended DPS of RUB 38 as final 2020 dividend, bringing the total payout to 100% of FY'20 IAS 17-based net profit
- 3 INEDs and 2 SAFMAR representatives nominated to new BoD



# ONLINE-DRIVEN BUSINESS AUGMENTED BY EXTENSIVE FOOTPRINT

**1,098<sup>(+24<sup>1</sup>/+60<sup>2</sup>)</sup> stores in 295<sup>(+16<sup>1</sup>/+42<sup>2</sup>)</sup> cities in Russia<sup>(3)</sup>**

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



**92% of all orders fulfilled using store infrastructure<sup>(4)</sup>**

**59% of stock value is located in stores<sup>(3)</sup>**

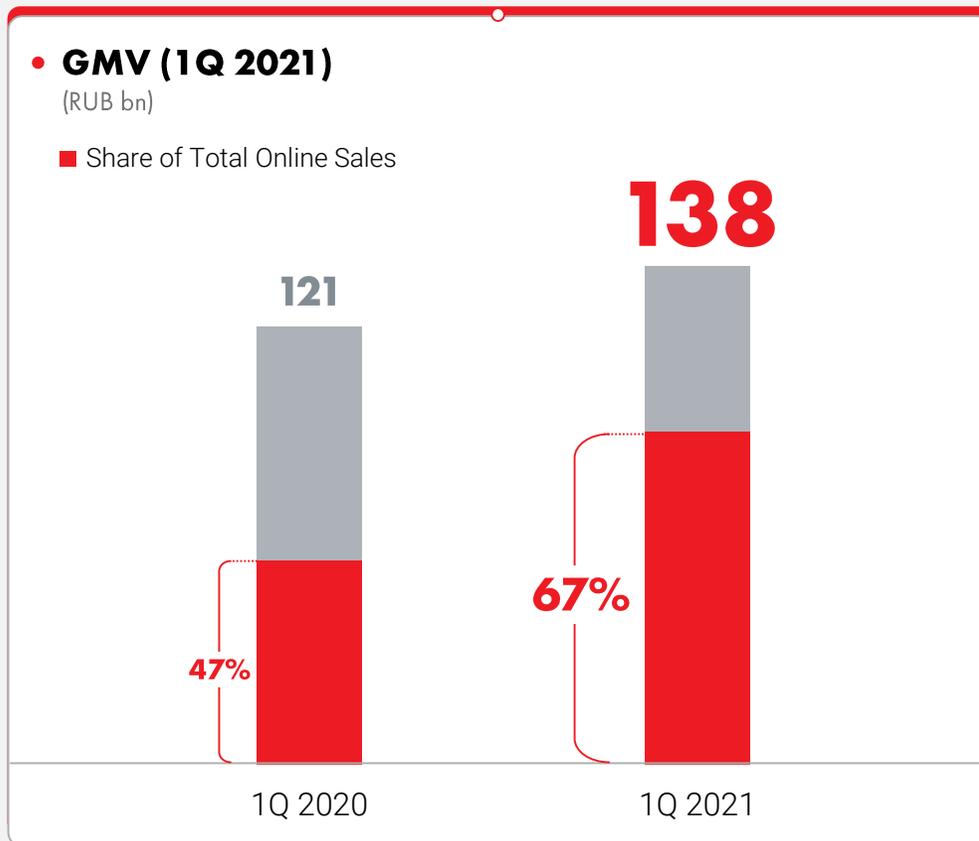
**41% of GMV is ready for pick-up within 15 min<sup>(4)</sup>**

**60% of population covered by same-day delivery (within 24 hours)<sup>(3)</sup>**

**100% online coverage in cities of operation<sup>(3)</sup>**

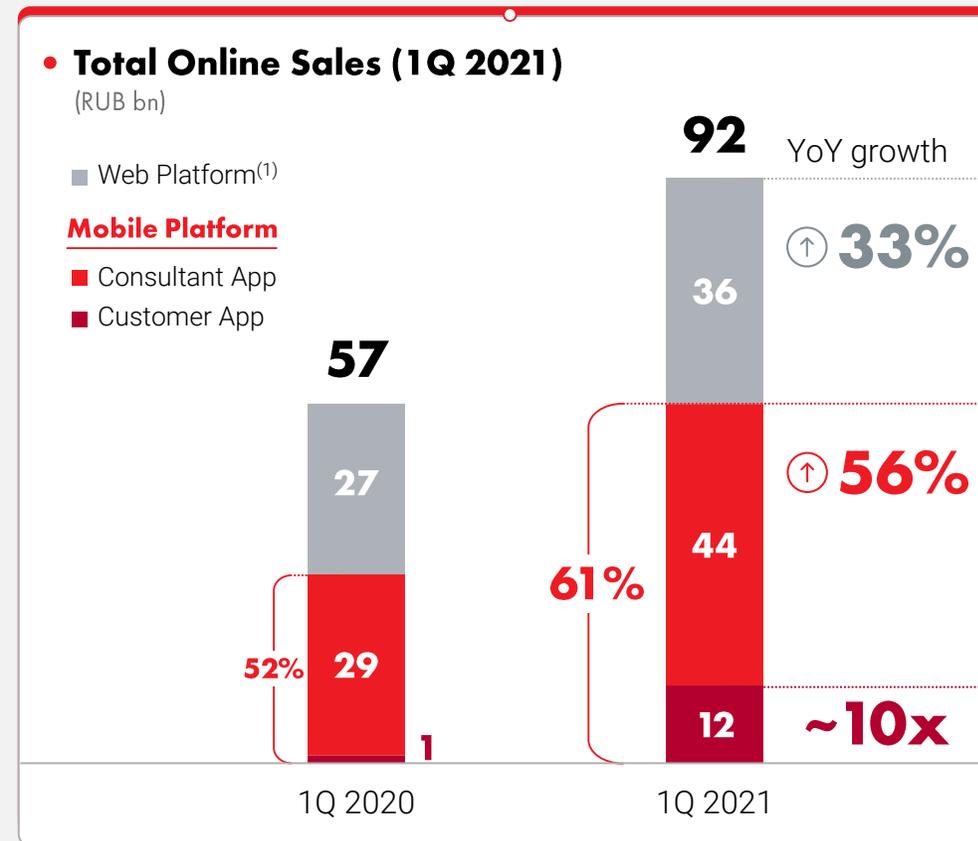
(1) Compared to December 2020, (2) Compared to March 2020, (3) As of March 31, 2021, (4) For the first quarter of 2021, (5) Including St-Petersburg

# ROBUST GROWTH IN GMV DRIVEN BY >60% INCREASE IN TOTAL ONLINE SALES



**+14% GMV growth**

**67% TOS share in GMV**

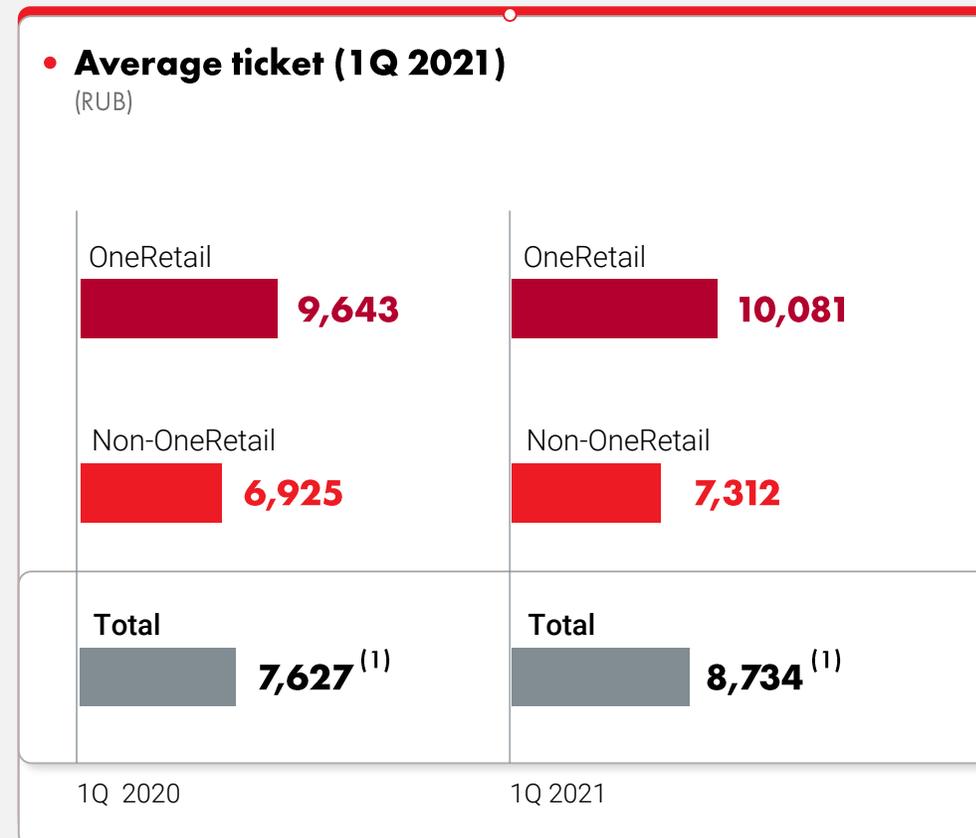
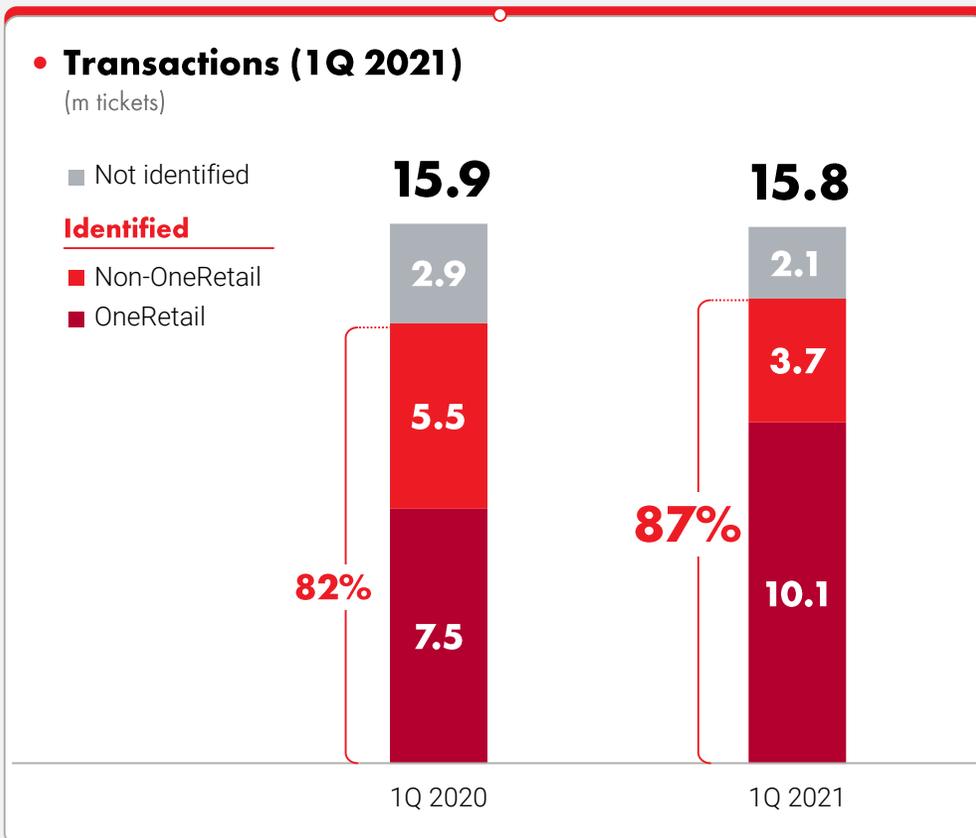


**+63% TOS growth**

**+90% Mobile Platform sales growth**

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

# IN 1Q 2021 THE NUMBER OF ONERETAIL TRANSACTIONS INCREASED BY 34% REACHING 64% OF TOTAL NUMBER OF TRANSACTIONS



**+34%** OneRetail transactions growth

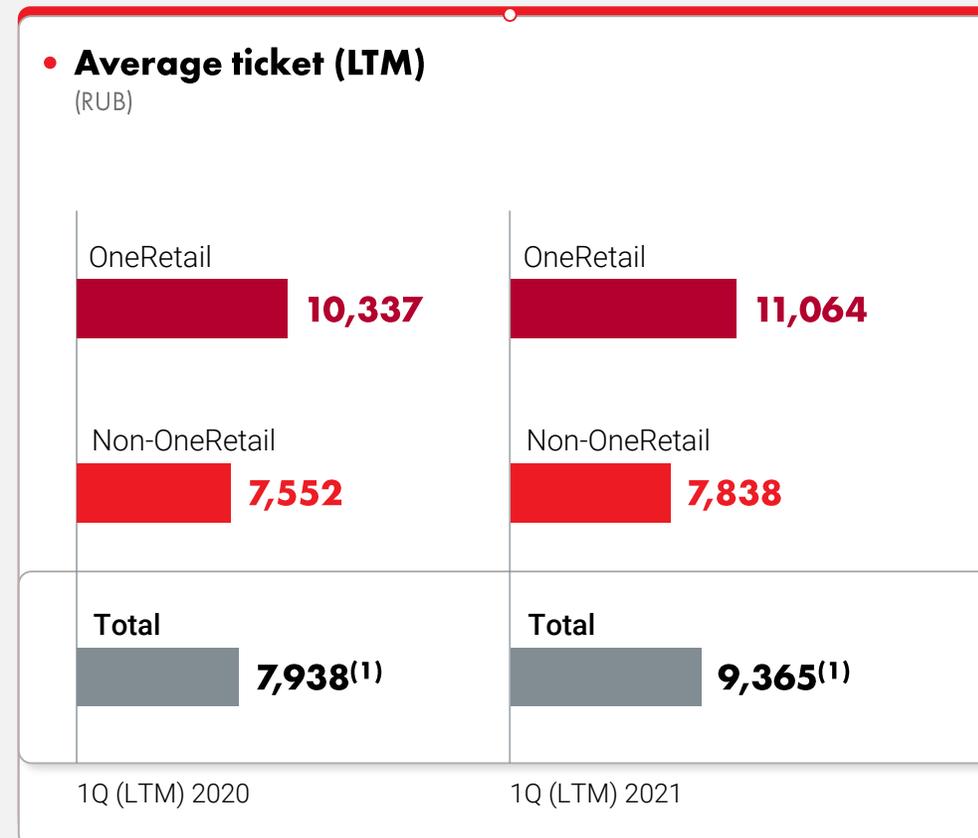
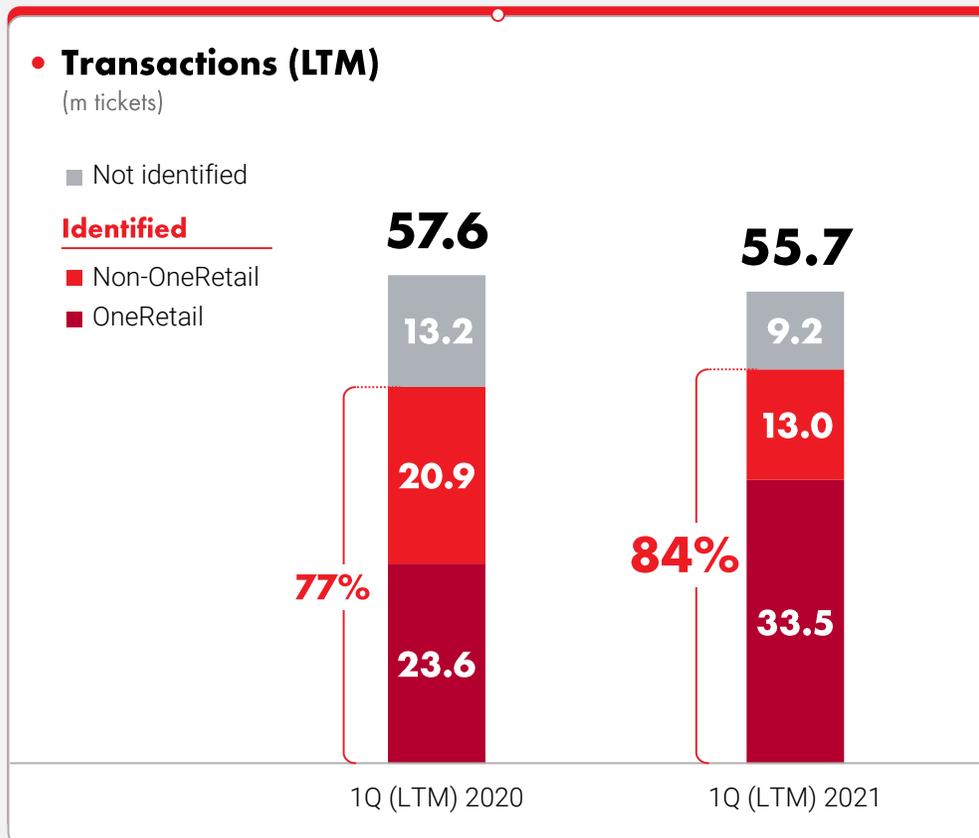
**64%** Share of OneRetail transactions

**+38%** Higher average ticket for OneRetail customers

**+15%** Average ticket growth

(1) Including not identified  
Source: Company data

# FOR THE LAST TWELVE MONTHS THE NUMBER OF ONERETAIL TRANSACTIONS INCREASED BY 42% REACHING 60% OF TOTAL NUMBER OF TRANSACTIONS



**+42%** OneRetail transactions growth (LTM)

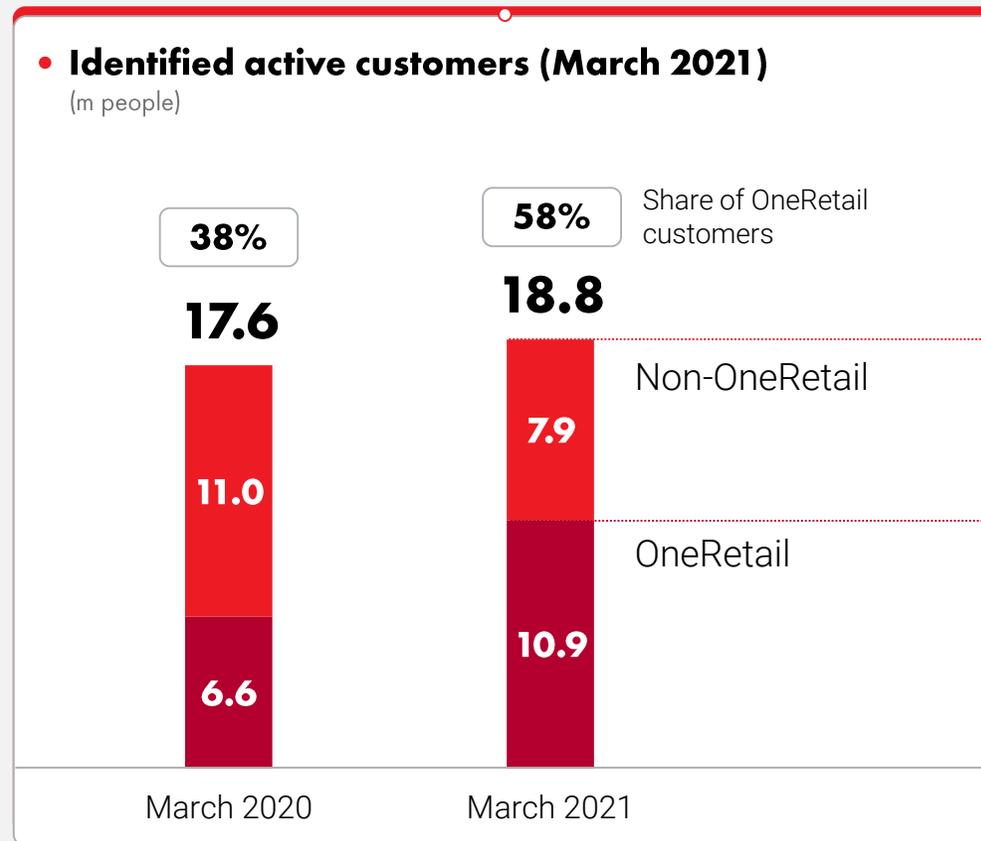
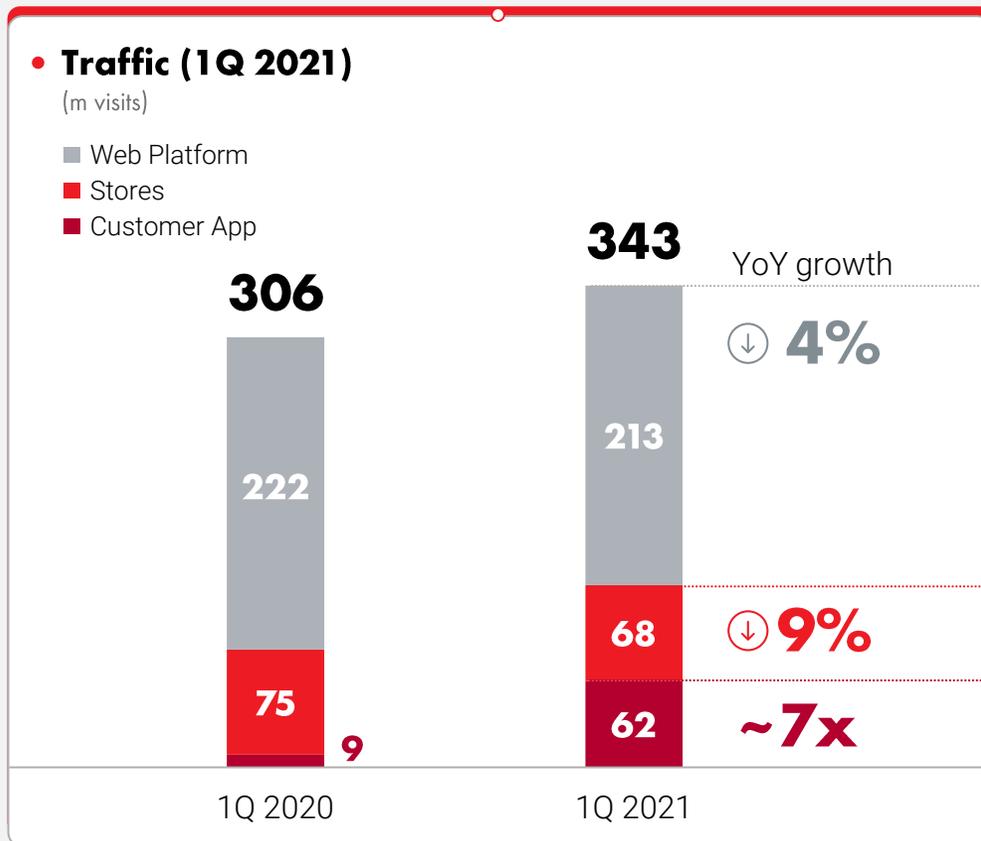
**60%** Share of OneRetail transactions (LTM)

**+41%** Higher average ticket for OneRetail customers

**+18%** Average ticket growth

(1) Including not identified  
Source: Company data

# STRONG GROWTH IN THE NUMBER OF ONERETAIL CUSTOMERS RESULTING IN THE SHARE OF 58%<sup>(1)</sup>



**~7x** Customer App traffic growth

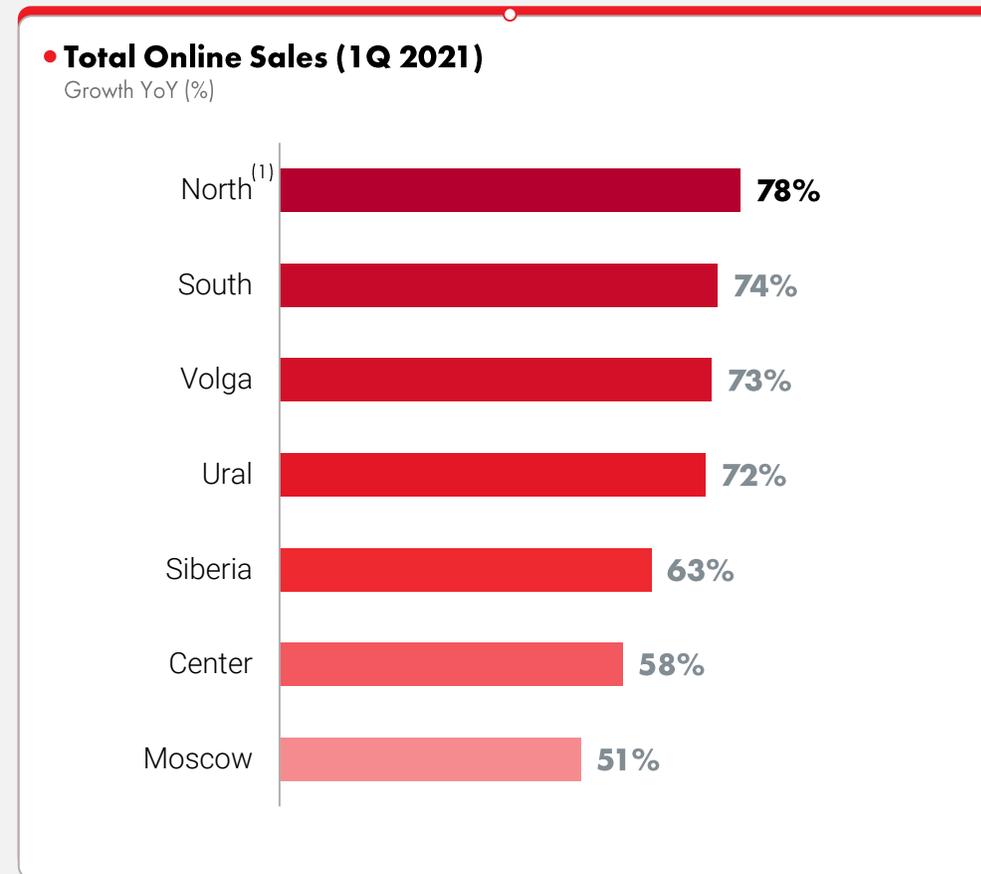
**+12%** Total traffic growth

**+64%** OneRetail customers growth

**58%** Share of OneRetail customers<sup>(1)</sup>

(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 THE DYNAMICS IN MOSCOW AND CENTER



(1) Including St-Petersburg  
Source: Company data

# CONTACT INFORMATION

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