

M.VideoEldorado

TRADING UPDATE: 1Q 2022



CONTENT & LIABILITY DISCLAIMER

The information contained in this presentation or enclosed herewith is provided and intended for informational purposes only and should not be relied on for any investment decisions. The information provided in the presentation includes assumptions and financial information on M.Video and Eldorado operations and expectations which are "indicative". Specifically, some of the information presented is taken from the M.Video-Eldorado group management information system and as such may be unaudited and may include assumptions and estimates. With the exception of numbers which can be traced

to the audited consolidated financial statements for the years ending 31 December 2007-2019, the numbers may not have been subjected to any audit testing nor have the IFRS policies necessarily been applied to these numbers/calculations.

All M.Video group company information provided in this presentation is provided on an "as is" basis. M.Video believes and has done everything within its power to ensure the information is not misleading. Nevertheless, M.Video does not take any responsibility for the accuracy or completeness of the information.

By the same token, the forward-looking information provided is based on the high level, longer-term views of the M.Video-Eldorado group management, and not on detailed budgeting or forecasting principles. The addressees of the presentation should not take these numbers as the true and accurate numbers and, as such, should not disseminate, or refer to these numbers for any purpose other than for the purpose they were given, namely for an informational purpose. Anyone using the information contained in this presentation does so, at his/her own risk.

KEY FIGURES AND HIGHLIGHTS

GMV¹ growth notably accelerated in 1Q 2022 due to increased consumer demand amid FX volatility and macroeconomic uncertainty



Continued growth in TOS² and its share of GMV driven by mobile platform (+45% YoY), the share of mobile platform exceeds 68% of TOS as of 1Q 2022



Further growth of loyal customer base via increase in active identified customers (AIC)³ and OneRetail customers⁴



Growth in customer app (+72%) and consultant app (+37%) shows the relevance of mobile platforms and the importance of a personalized shopping experience

1Q 2022 key highlights



+28%
GMV YoY



19.3_{mn}
AIC (+0.5mn YoY)



+30%
Total Online Sales (TOS) YoY



+45%
Mobile Platform Sales YoY



68%
TOS share as % of GMV (vs 67% in 1Q'21)



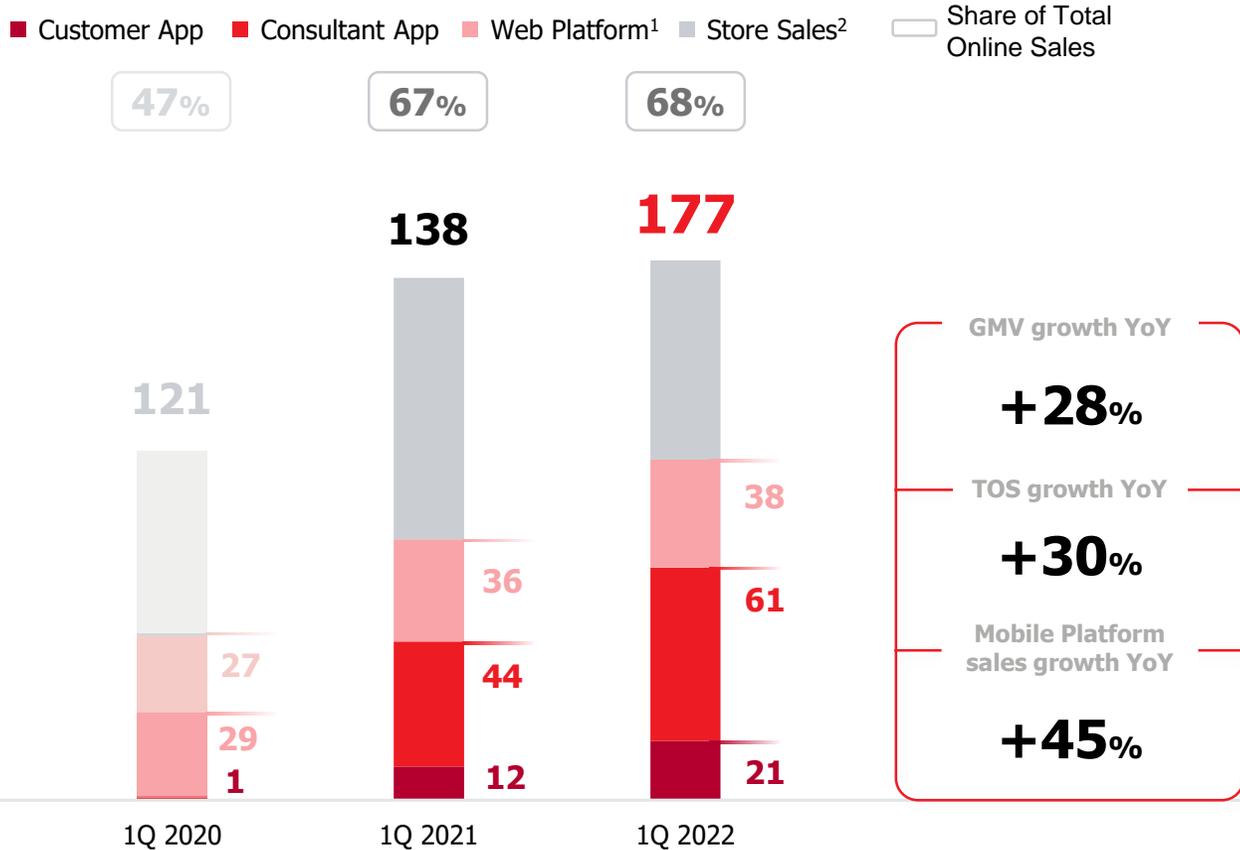
+72%
Customer App Sales YoY

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 The Company defines active identified 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 the customer and consultant apps.

1Q 2022: STRONG GROWTH IN TOS LED BY MOBILE PLATFORM

GMV & Total Online Sales (1Q 2022)

(RUB bn)



- GMV growth accelerated to 28% YoY in 1Q 2022.
- Total online sales grew 30% YoY and accounted for 68% of the Group's GMV.
- Customers continued to opt for mobile tools to make purchases. As a result, mobile platform showed 45% growth YoY and accounted for 46% of GMV (up 5pp YoY).
- Customer app was the main growth driver. GMV generated through this channel grew 72% YoY and made up 12% of GMV (up 3pp YoY).

¹ The Web Platform includes sales from the website, marketplace, manual orders, the vendor catalogue and the contact center

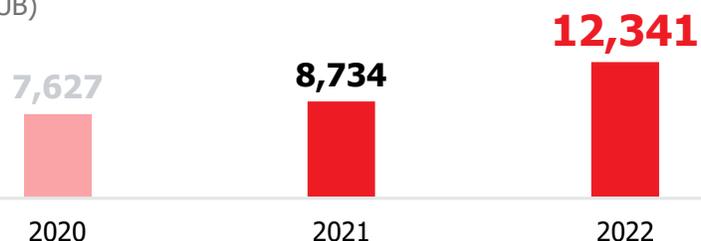
² Excluding pickup

Source: Company data

AVERAGE TICKET GROWTH WAS THE MAIN SALES DRIVER IN 1Q 2022 AND OVER THE LAST 12 MONTHS

1Q 2022

Average ticket¹ (RUB)



Number of transactions (mn tickets)



Average ticket growth
YoY in 1Q 2022

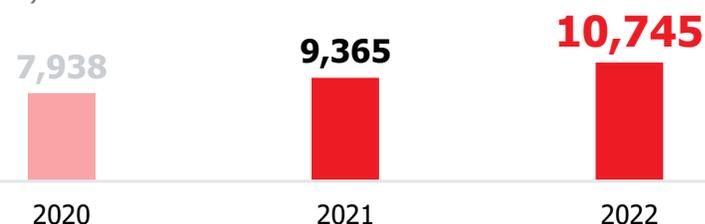
+41%

The number of transactions
dynamics YoY in 1Q 2022

-9%

LTM

Average ticket¹ (RUB)



Number of transactions (mn tickets)



LTM ticket
growth YoY

+15%

The number of LTM
transactions dynamics YoY

+2%

- Average ticket grew 41% YoY to RUB 12,341 in 1Q 2022 vs. RUB 8,734 in 1Q 2021.

Ticket growth was driven by the increased share of more expensive items in the basket, including large home appliances, TVs, audio systems, home office.

- The number of transactions fell 9% YoY to 14,4mn in 1Q 2022.

Changed consumer patterns with significantly higher average ticket resulted in somewhat lower frequency of visits last quarter.

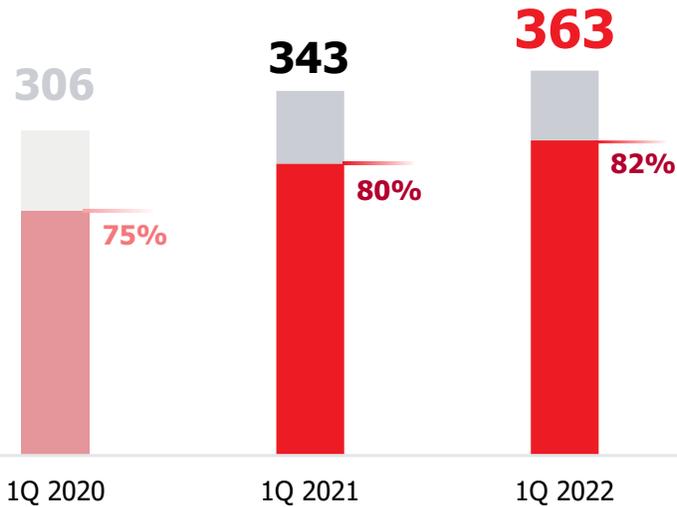
¹Including unidentified transactions
Source: Company data

WEB AND CUSTOMER APP GENERATED EXTRA 22 MN VISITS YOY IN 1Q 2022

Traffic (1Q 2022)

(mn visits)

■ Online (Web + Customer App) ■ Stores



1Q 2020

1Q 2021

1Q 2022

Total traffic growth YoY

+6%

Online traffic growth YoY

+8%

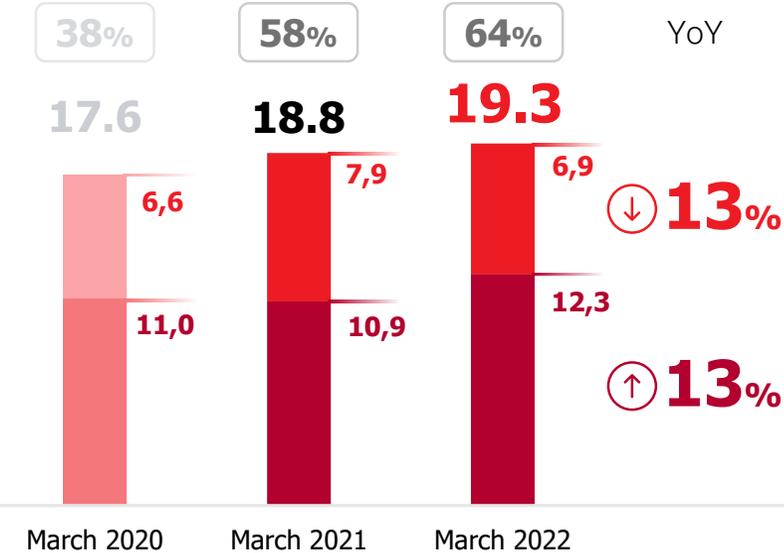
The share of traffic generated through online channels

82%

Active identified customers (March 2022)

(mn people)

■ OneRetail ■ Non-OneRetail □ Share of OneRetail Customers¹



March 2020

March 2021

March 2022

Growth in OneRetail customers YoY

+14%

Share of OneRetail customers

64%

- Total customer traffic grew 6% YoY in 1Q 2022 driven by growing visits through online channels.

- Web and customer app showed 8% YoY traffic growth, which counterbalanced a 4% drop in offline traffic.

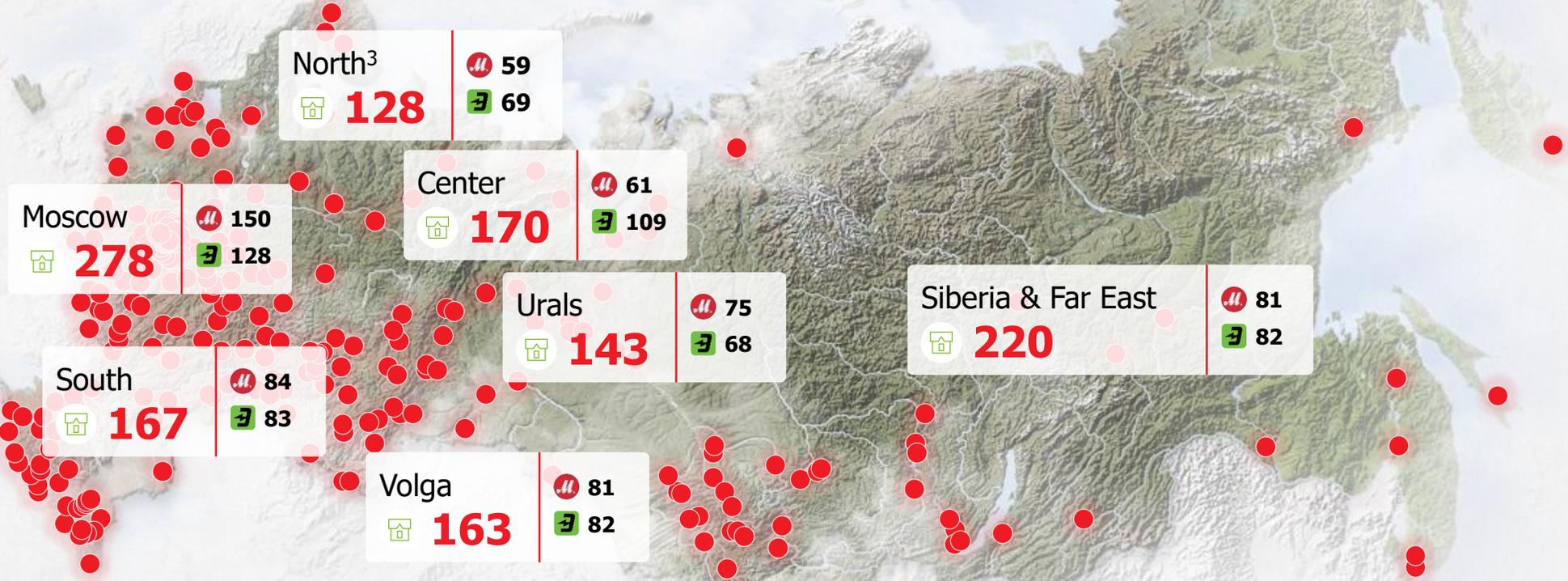
- The number of OneRetail customers grew 14% YoY above 12mn and made up 64% of AIC.

¹ Of active identified 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 STRENGTHENED BY EXTENSIVE FOOTPRINT



Stores



<p>1,269 stores</p> <p>11 new openings, including 5 in compact format</p>	<p>375 cities of presence¹</p> <p>6 new² cities</p>	<p>63% of stock value is located in stores¹</p>	<p>80% of TOS is ready for delivery within 24 hours²</p>	<p>100% online coverage in cities of operation¹</p>
-----------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------	-------------------------------------------------------------------	----------------------------------------------------------------------------	-----------------------------------------------------------------------

¹ As of March 31, 2022; ² For 1Q 2022; ³ Including St. Petersburg

93% OF ORDERS WERE FULFILLED USING STORE INFRASTRUCTURE, THE MOST COST-EFFICIENT OPTION

GMV split by fulfillment channel (1Q 2022)

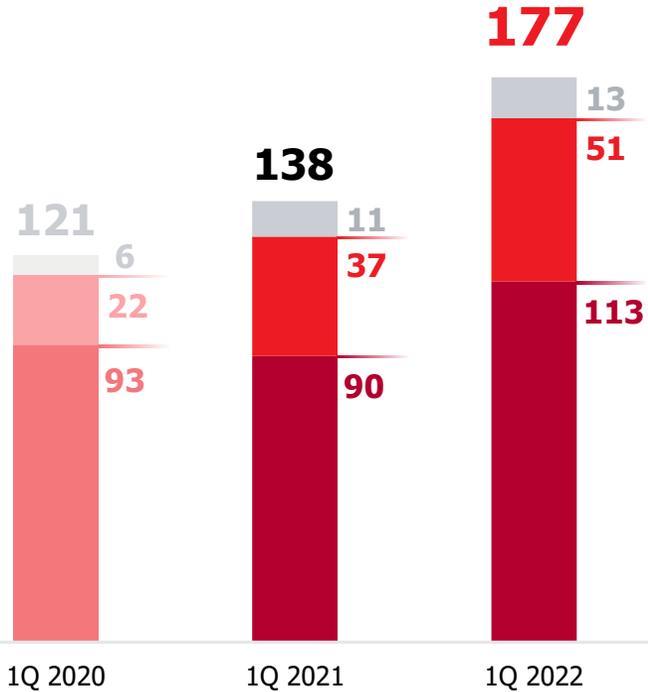
(RUB bn)

■ In-store ■ Pickup ■ Delivery □ Share of orders fulfilled using store infrastructure

95%

92%

93%



Growth in share of orders fulfilled using store infrastructure

+0.8pp

Growth of pickup orders

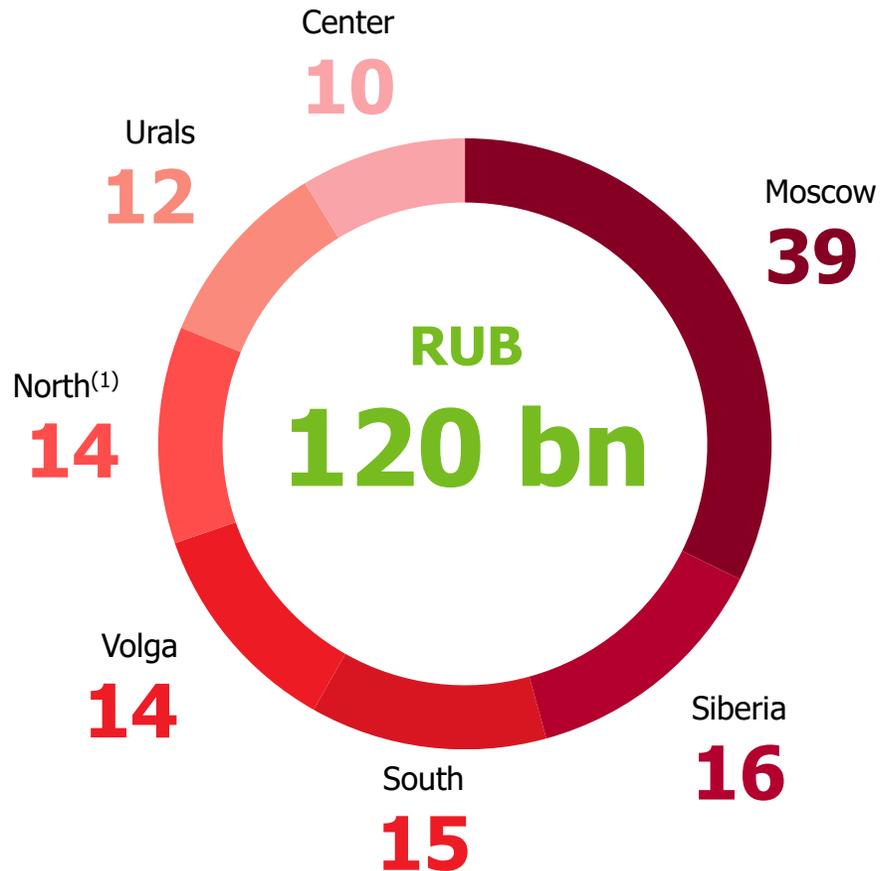
+37%

- With changing assortment and prices, the role of store infrastructure in search and transactions increased amid elevated consumer demand for large home appliances and qualified advice.
- The Group was able to capitalize on its extensive store chain with professional staff and high service level.
- 93% of all orders were fulfilled using store infrastructure.

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

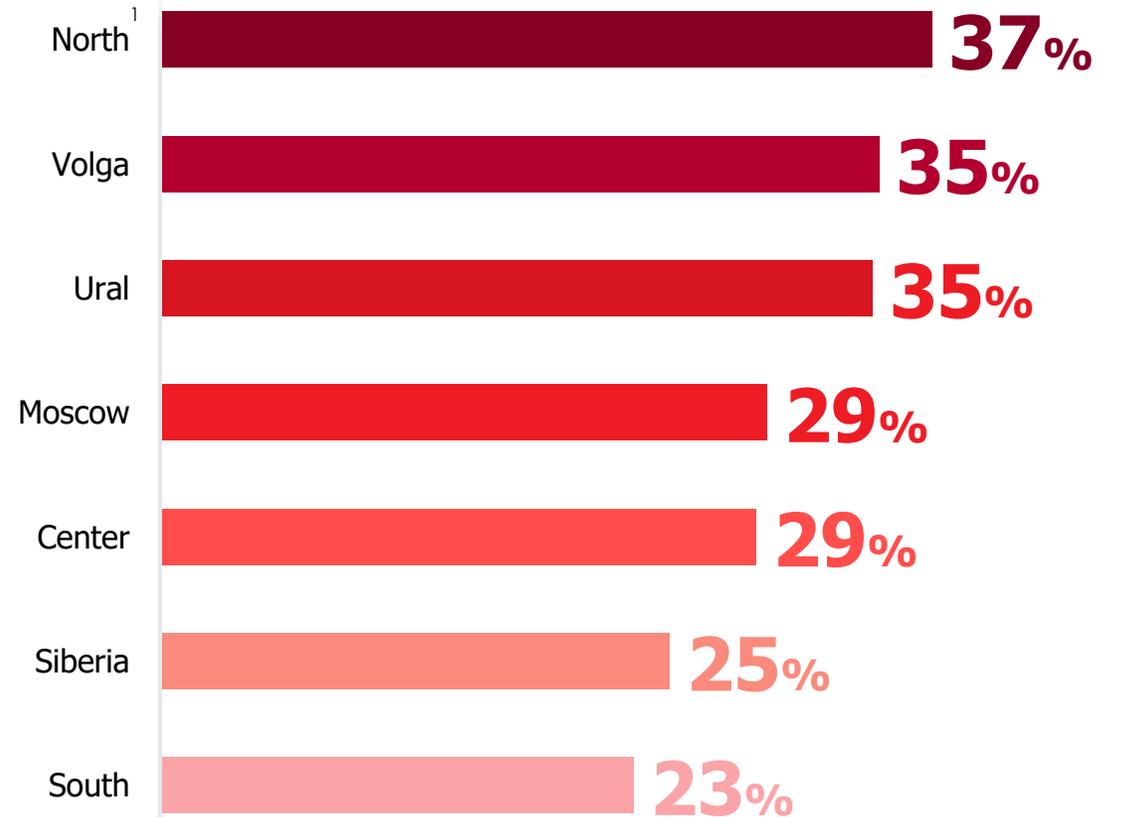
Total Online Sales (1Q 2022)

(RUB bn)



Total Online Sales (1Q 2022)

Growth YoY (%)



¹ Including St. Petersburg
Source: Company data

M.VideoEldorado

CONTACT INFORMATION

PJSC M.VIDEO



WEBSITE

mvideoeldorado.ru



TICKER

MVID



LISTING

Moscow Stock Exchange



ADDRESS

105066, Russia, Moscow
Nizhnaya Krasnoselskaya St.,
40/12 bldg. 20

FOR INVESTOR REQUESTS

please contact

**Artur
Galimov**

artur.galimov@mvideo.ru
+7 (495) 644-28-48 ext. 3781

FOR MEDIA REQUESTS

please contact

**Valeriya
Andreeva**

pr@mvideo.ru
+7 (495) 644-28-48 ext. 7386