

M.VideoEldorado

M.Video-Eldorado 9M & 3Q 2020 Operating Results

OCTOBER 27, 2020



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Online growth driven by strong execution and market trends

- Strong execution in logistics, fulfillment, stock management and IT/back office
- Cooperation with other players aided **sales & customer satisfaction**
- **Pent-up demand** for household electronics and continued **demand for home office** amid work/study from home
- Lack of outbound tourism spurred increased consumption of durables

3Q'20 key figures

+141%

total online sales YoY

+25%

net sales YoY

+1.3m

app installations QoQ

59%

online as % of net sales (vs 30.6% in 3Q'19)

- **Smartphone-centric** customer experience augmented by store infrastructure
- **3P Marketplace and vendor catalogue ramp-up** with complementary categories (x3 SKUs by year-end)
- Further **private label** development (TVs)

– 9M 2020 – a much needed boost to online business



M.Video and Eldorado websites

73m

average monthly websites' visitors in 9M

+35%

online traffic

+80%

paid orders



Mobile app development and ramp-up

4.9m

M.Video⁽¹⁾ mobile app installs

x5

growth in WAU

x1.3

checkout completion rate



Logistics and last mile boost

x2

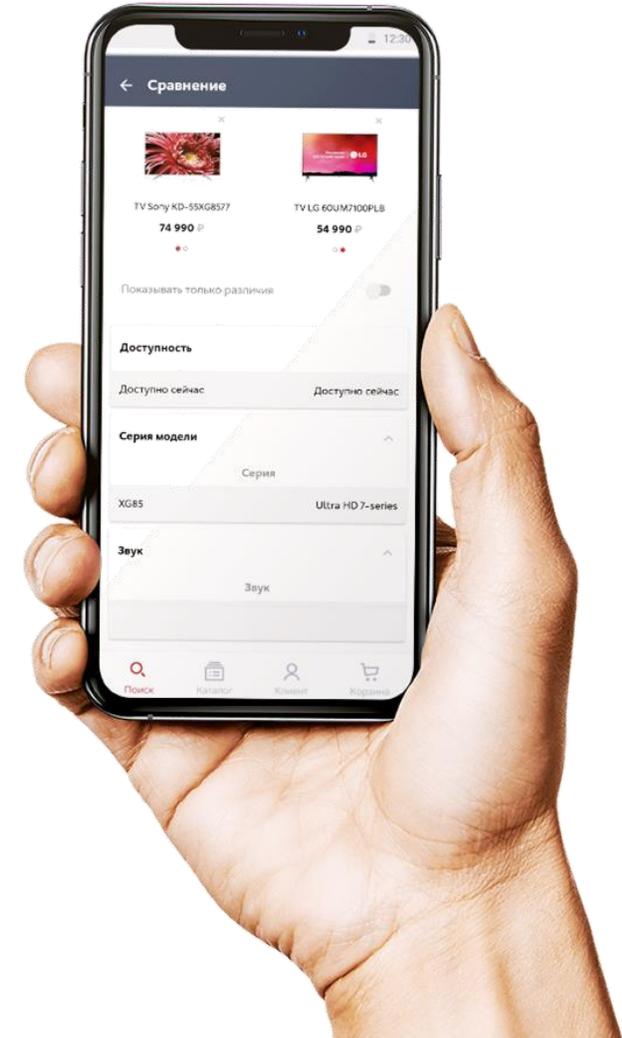
courier delivery capacity

+8

'last mile' partnerships

x2.0

delivery & pickup orders



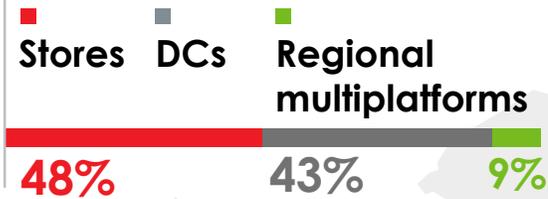
(1) Eldorado standalone app to be launched by year-end 2020

– Online-driven Business Augmented by Extensive Footprint (1)

1,039 stores in **252** Russian cities

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

Inventory storage breakdown



>US\$2bn

invested in stores and logistics infrastructure since 1993



1,039

Stores = fulfilment centers = pick-up points



9 / 58

Distribution centers / Regional mini-DCs



100% online coverage

in cities of operation



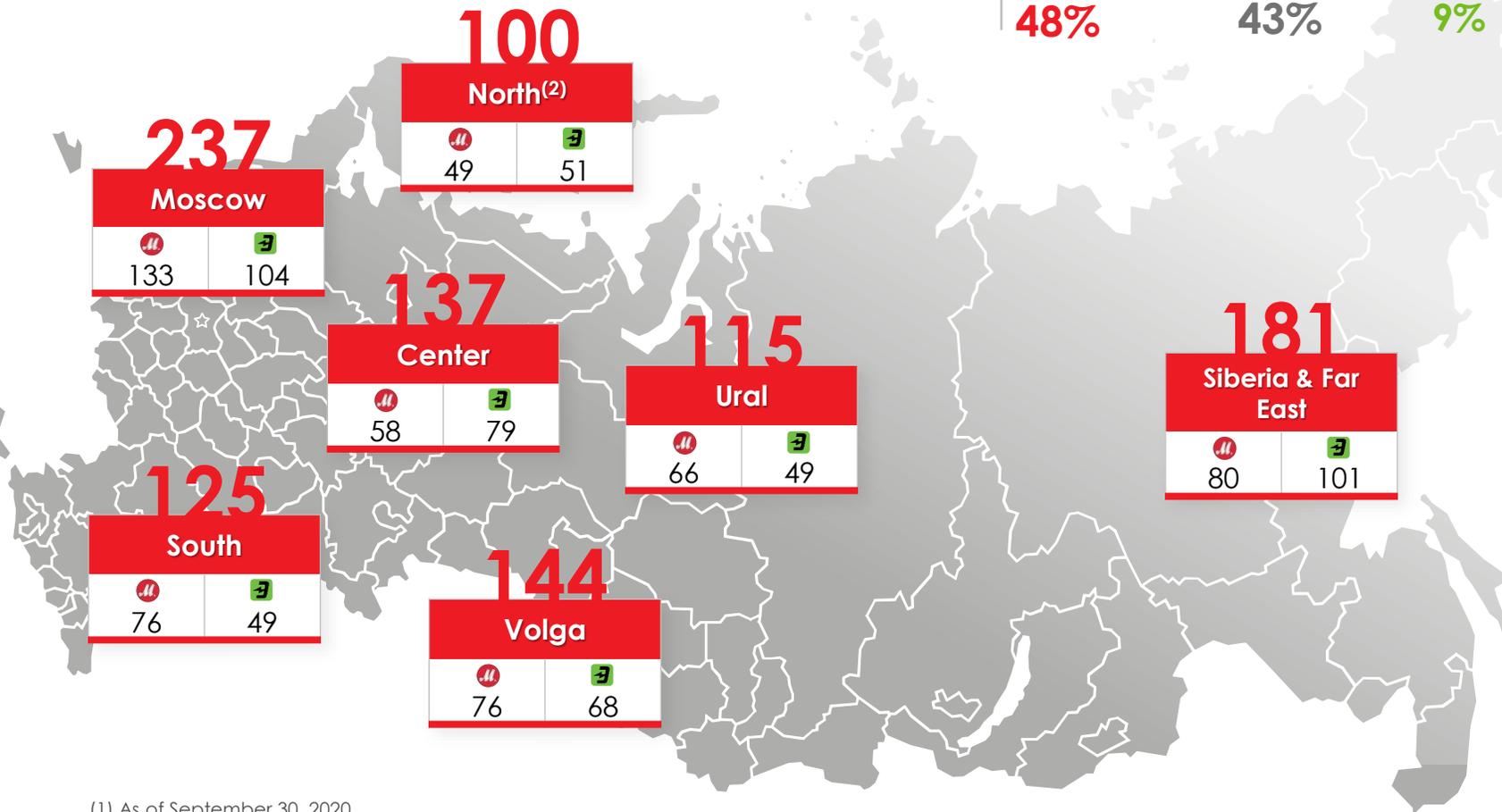
90% same day

delivery in 1m+ cities



90% next day

delivery in all cities of presence



(1) As of September 30, 2020

(2) Including St-Petersburg

– 3Q 2020 Group & Brands' Net Sales

Better than expected 3Q'20 performance due to:



Increase in average ticket due to pent-up demand for LHA, continued demand for home office, pick-up in services



Somewhat stronger performance of Eldorado on the back of demand for DIY and electronic items for out-of-town

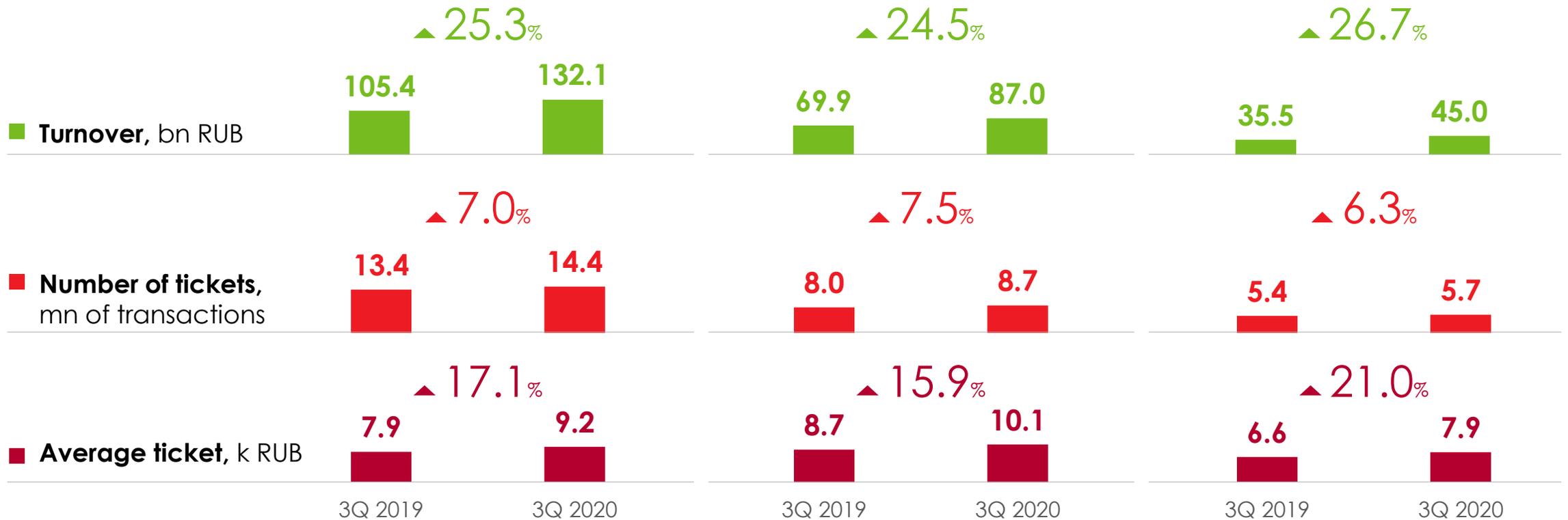


App-centric growth at M.Video and online catch-up in Eldorado aided by new categories

3Q 2020 Group Sales YoY

3Q 2020 M.Video Sales YoY

3Q 2020 Eldorado Sales YoY



— 9M 2020 Group & Brands' Net Sales

Better than expected 9M'20 performance due to:



Increase in average order value (ticket) and units per transaction even despite lower credit sales



Somewhat stronger performance of Eldorado with footprint in smaller cities less affected by quarantine restrictions

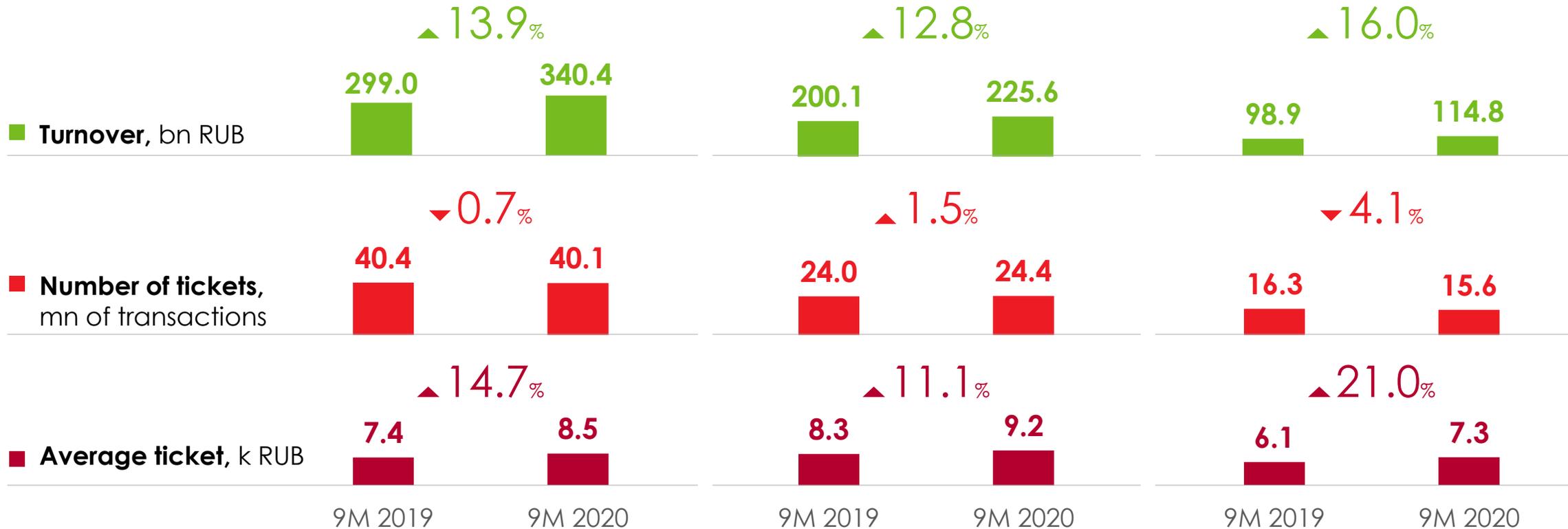


Fast-track scaling of online sales with strong performance in both brands

9M 2020 Group Sales YoY

9M 2020 M.Video Sales YoY

9M 2020 Eldorado Sales YoY



– 3Q 2020 Group & Brands' Total Online Sales (TOS)

Better than expected 3Q'20 performance due to:

 Strong demand driven back-to-school and WFH categories with tailwinds from staycation

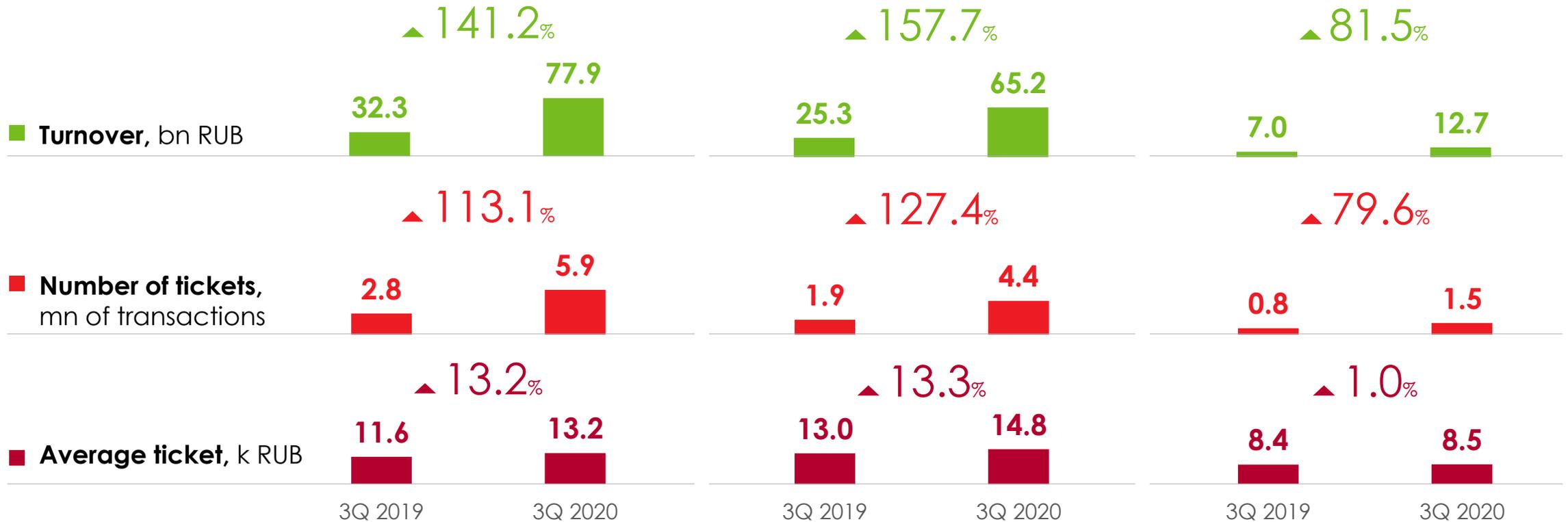
 M.Video leads in online growth with 1m+ app installations as well as in-store online sales assisted by m_RTD and price-matching

 4.5x growth in marketplace, vendor catalogue and goods.ru click-and-collect sales

 3Q 2020 Group TOS YoY

 3Q 2020 M.Video TOS YoY

 3Q 2020 Eldorado TOS YoY



– 9M 2020 Group & Brands' Total Online Sales (TOS)

Better than expected 9M'20 performance due to:



Strong execution in logistics, fulfillment, stock management and IT/back office



Urals (+136% YoY0, North-West, incl. St. Pete (+132%) and Volga (+131%) regions lead by online growth

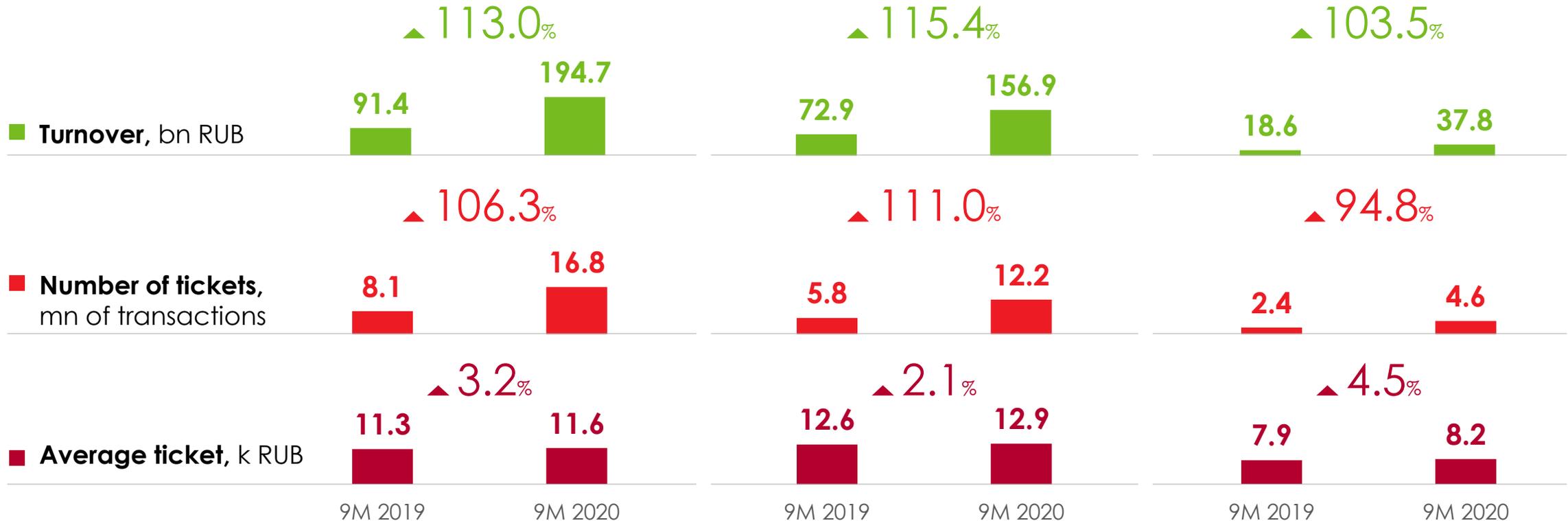


Delivery and pick-up turnover doubles YoY aided by delivery capacity scaling and last-mile partnerships

9M 2020 Group TOS YoY

9M 2020 M.Video TOS YoY

9M 2020 Eldorado TOS YoY



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