

M.Video and Eldorado open virtual stores on Ozon marketplace

27 April 2020, Moscow, Russia. M.Video and Eldorado retail chains (M.Video-Eldorado Group), part of the SAFMAR Group owned by Mikhail Gutseriev, are starting selling on Ozon. With over 20,000 items on offer, M.Video-Eldorado Group is set to become the marketplace's largest partner in the segment of household appliances and consumer electronics.

M.Video and Eldorado are launching sales of household appliances and consumer electronics through Ozon's marketplace. The dedicated virtual shopfronts of M.Video and Eldorado on Ozon's platform will make available some 80% of the retailers' product range, including digital gadgets, smartphones, laptops, accessories, gaming devices, and small and large appliances for home, kitchen or health and beauty care (such as refrigerators, built-in appliances, washing machines, dishwashers, TV sets, coffee machines, vacuum cleaners, cooking devices, etc.) – a choice from around 20,000 SKUs. Customers will be able to shop using both promos from M.Video and Eldorado and benefits offered by Ozon.

"M.Video-Eldorado Group is Russia's largest retailer of household appliances and consumer electronics and one of the leading online players wielding a unique expertise in its segment. A variety of e-commerce collaboration projects offer partners additional benefits and help boost the advantages of partner brands. M.Video and Eldorado already have a positive history of working with the goods.ru marketplace. The partnership with Ozon marks another step towards strengthening the Group's leadership in the market of appliances and electronics. We see interest on both sides: the marketplace gets a ready-to-use fine-tuned product category with an up-to-date product range and competitive prices, while the Group has an opportunity to tap into new regions and attract new buyers whose consumption behaviour is completely different from the one we are accustomed to," **said Oleg Muraviev, CCO at M.Video-Eldorado Group.**

Our customers will be able to choose a product, make an order and pay for it on Ozon, discovering for themselves all the benefits of a multi-category online platform, including the high quality service, delivery to over 6,500 cities and towns across the country (including contactless leave-at-door delivery in Russia's largest cities) and privileges unlocked by the Ozon Premium subscription. The price tags will be fully aligned with the prices offered by retailers in their own shops, including discounts under nationwide promos.

M.Video and Eldorado are planning to leverage the logistic capabilities of Ozon for delivering digital gadgets and smaller household appliances: the goods will be dispatched to fulfilment factories for storage and processing to be then included in orders and sent to customers together with other products. Large household appliances such as refrigerators, washing machines, dishwashers and large-screen TV sets will be delivered to customers by M.Video-Eldorado Group. Customers will be able to place orders on Ozon wherever they live – the delivery time will be calculated automatically based on the remoteness of the selected region.

'The marketplace format comes in handy not only for small and medium-sized businesses, but also for major retailers who can significantly enhance their outreach and sell products across the country without limits with the help of external online platforms. Ozon's monthly traffic stands at 40 million, with our regular customers used to making a wide variety of purchases on Ozon ranging from basic necessities to electronics, household appliances and products needed for distance learning and home-based work', **said Sergey Pankov, Head of Business Development at Ozon.**

About M.Video-Eldorado Group

About M.Video-Eldorado Group (PJSC M.video) is Russia's largest consumer electronic retailer uniting the M.Video and Eldorado brands in the market for home appliances and electronics. The companies' total annual turnover exceeds RUB 430 billion, including VAT. The M.Video-Eldorado Group is the only Russian company in the electronics retail sector whose shares are publicly traded. The company's shares are currently traded on Russia's largest exchange platform – Moscow Exchange (ticker: MVID).

As of March 31, 2020, the Group unites 514 stores under the M.Video brand, 504 stores under the Eldorado brand and 20 m_mobile stores in more than 250 cities across Russia. The sales area of the Group's stores measure's 1,455 thousand square metres with a total area of RUB 1,997 thousand square meters as of 31 December 2019.

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