M.VideoEldorado

Analytics by M.Video-Eldorado:
laptop sales in Russia grew by almost 70% in April

2 June 2020, Moscow, Russia. M.Video-Eldorado Group (PJSC M.Video, MOEX: MVID), Russia's largest consumer electronics retailer by revenue and part of SAFMAR Group owned by Mikhail Gutseriev, has analysed the performance of the Russian retail laptop market in April 2020. With 255,000 laptops worth RUB 10 billion bought by consumers for remote work, learning, entertainment and other needs, April saw a year-on-year sales growth of 66% and 68% in volume and value terms respectively. M.Video Eldorado Group overperformed the market, adding 80% in value terms year-on-year, with online sales up almost sevenfold.

Laptop sales in April came in at about RUB 10 billion, which is lower than in March 2020, but 68% higher than in April 2019. In just four months, Russia's laptop sales totalled approximately 1 million devices in volume terms and RUB 41.8 billion in value terms, up 34% and 41% year-on-year, respectively. The average laptop price added 5% reaching RUB 40,000. The best-selling brand was Asus, with Huawei making it to the Top 5 for the first time ever.

The share of online in total April laptop sales in Russia increased from 32% to 75%, more than doubling year-on-year. Online demand for laptops grew 3.4 times and 3.2 times in volume and value terms respectively.

'Increased customer activity has been primarily driven by the ongoing lock-down restrictions and the large-scale transition to remote working and education. High-performance gaming and entertainment laptops have also shown an upward sales trend," says Alexey Pomozov, Head of Home Office at M.Video-Eldorado Group. "In April, we fully adapted all our business processes to match growth in online demand and rolled out new delivery options to give our customers a quick and safe access to computer equipment. With large inventories across Russia, we are able to fully meet the current demand. In April-May the Company offered over 700 laptop models priced from RUB 10,000. The extensive inventories were instrumental in offsetting the impact of FX fluctuations on retail prices. All of these factors helped increase our market share in laptops with every fourth device in March–April purchased at M.Video-Eldorado stores.'

ASUS topped sales in volume terms, Aspire 3 A315-42G-R3HC came out as the most popular model. Last year, Asus ranked third by the number of laptops sold. For the first time ever, China's Huawei made it to the Top 5 bestselling brands of the month. Asus, Acer, Lenovo, HP, and Huawei accounted for close to 90% of all laptops sold.

In April, customers mostly bought classic full-featured models with 15-inch and larger screens, which represents 85% of all devices sold. Laptops in the middle price range of RUB 30-45,000 saw the highest increase in sales followed by the models worth RUB 45-70,000.

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 (FY 2019). The M.Video-Eldorado Group is the only Russian publicly-traded company in the electronics retail sector. The company's shares are currently traded on Moscow Exchange (ticker: MVID).

The Group operates Russia's largest online platform for consumer electronics and household appliances commanding a market share of over 30%. As of March 31, 2020, the Group also operates 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 with a total selling space of 1,451 thousand square meters. The Group has 100% online coverage in all cities of operation.

Investor Relations:
Maxim Novikov, IR Director,
Maxim.Noviikov@mvideo.ru
Tel: +7 (495) 644 28 48, ext. 1425

Media Contacts:
Valeriya Andreeva, Head of PR
valeriya.andreeva@mvideo.ru
Tel: +7 (495) 644 28 48, ext. 7386