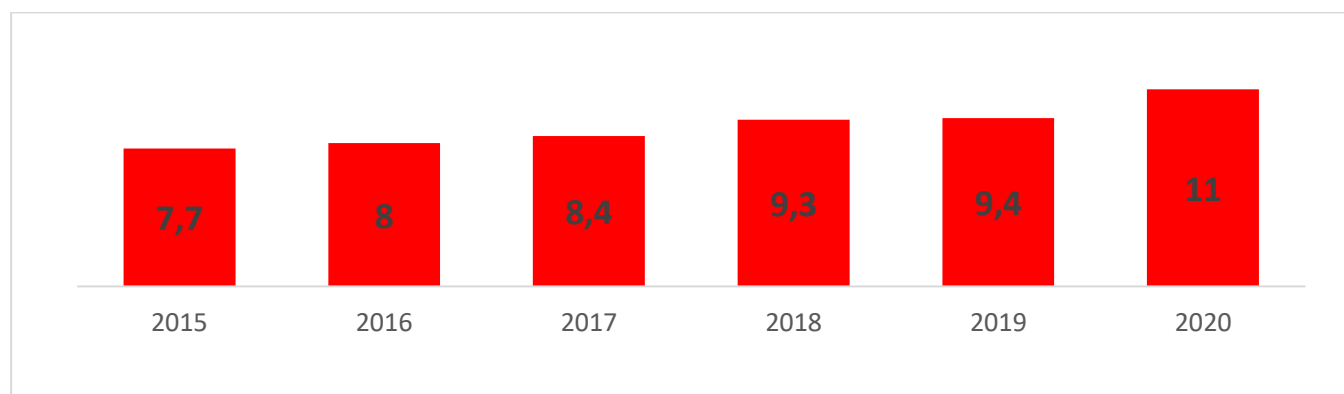


M.Video-Eldorado research: sales of household appliances in Russia hit a six-year high in 2020

14 December 2020, Moscow, Russia. M.Video-Eldorado Group (PJSC M.Video, MOEX: MVID), Russia's largest consumer electronics retailer by revenue and part of the SAFMAR Group owned by Mikhail Gutseriev, has analysed the Russian market for major household appliances in the ten months of 2020. Demand for refrigerators, freezers, washing machines, dishwashers, kitchen hoods, ovens, stoves and built-in cooktops amounted to 11 million units worth RUB 238 bn. On a year-on-year basis, purchases delivered a 17% growth and reached a record high since 2015.

According to M.Video-Eldorado Group estimates, the Russian major appliance market in Russia saw purchases of ca. 11 million units for a total of RUB 238 bn in January–October 2020, up by 17% and 22% year-on-year in volume and value terms, respectively. Sales peaked in March, following the weakening of the rouble, and from June to October, with the total sales volume reaching an all-time high over the past six years.

Sales of main types of major appliances in Russia, 10M 2014-2020 (million units)



Oleg Muraviev, CCO at M.Video-Eldorado Group: *'As Russians spend more time at home, major appliances for routine housekeeping tasks that help make life more comfortable are now increasingly a must-have. Moreover, consumers have probably redistributed part of the money saved for vacations and other out-of-home entertainment to buy durable goods. On average, one in three home and kitchen appliances were bought at M.Video or Eldorado in 2020. We saw strong demand both for our traditional services, such as convenient delivery, instalment and other, and new services launched over the past few months, including remote store-based video consultations.'*

Washing machines still remain the most popular appliance in the household segment. In January–October, their sales grew by 12% and 20% year-on-year in volume and value terms, respectively, to 2.8 million units and RUB 65.3 bn. Automatic front-loader models, mostly with a depth measuring between 40 and 50 cm, accounted for over 90% of sales volume. A much smaller segment, although gaining momentum, is still represented by washer-dryers. 80% of purchased washing machines have load capacity of at least 6 kg. Consumers tend to opt for more functional and high-performance models in the upper price segment starting from RUB 25,000, which has caused the average ticket to increase by 5% to RUB 22,500. The most

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popular brands include LG, Indesit, Candy, Samsung, and Beko. Dishwasher sales grew by 25% and 30% in volume and value terms, respectively.

The largest segment in value terms is refrigerators, with demand for them going up by 18% and 26% in volume and value terms, respectively, to 2.6 million units and RUB 79 bn. Dual compartment models with bottom freezer, mainly featuring a No Frost function, made up ca. 75% of sales in volume terms. Strong demand was registered in the side-by-side refrigerator segment. Consumers preferred models higher than 195 cm. The best selling brands in the Russian market are LG, Indesit, ATLANT, Haier, and Bosch. Sales went up for refrigerators priced over RUB 25,000. It is only the lower-price segment accounting for ca. 30% of total sales in volume terms that saw a decrease in demand. Freezer sales added one third in volume terms and 50% in value terms.

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 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 FY2019). As of September 30, 2020, the Group also operates 538 stores under the M.Video brand, 501 stores under the Eldorado brand in more than 250 cities across Russia with a total selling space of 1,454 thousand square meters. The Group has 100% online coverage in all cities of operation.

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