

## Executives from M.Video-Eldorado, Amazon and major electronics brands to discuss industry trends at ONERETAIL Conf

October 11, 2021, Moscow, Russia

**M.Video-Eldorado Group**, Russia's leading e-commerce and consumer electronics retailer (MOEX: MVID), announces its annual ONERETAIL Conf. This year, the annual event will be held in a new online format. M.Video-Eldorado executives and special guest Brian McBride, the former CEO at Amazon in the UK and Chairman at ASOS and Wiggle, will discuss recent trends in the retail sector. Participants will be able to see hundreds of new electronic devices, watch blogger Valentin Petukhov's (Wylsacom) crash tests and master classes by famous chefs, in addition to celebrity performances and challenges from popular bloggers, a tour around the store of the future, tech battles between top electronics sales experts, and a gaming tournament.

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The [ONERETAIL Conf online platform](#) will bring together about 30 global electronics leaders, major Russian and international e-commerce and retail experts, and all those interested in gadgets and new technologies. ONERETAIL Conf will be held on October 19–21, experts visionary discussions on new business models and the future of retail will be complemented by a virtual store with retail innovations and showreel videos to demonstrate technologies and technical innovations of the consumer electronics market. Registration and participation in ONERETAIL Conf is free.

On October 19, day 1 of the event, discussions will focus on the future of consumer electronics retail and the technologies already available today. OneRetail Managing Director of M.Video-Eldorado Dagmara Ivanova and her team will share the Company's experience in hacking the traditional retail model to create OneRetail, an advanced technology platform that helps ensure a seamless and more personalized shopping experience across all channels. Guest speaker Brian McBride, an international expert in e-commerce and digital transformation, will talk about the latest trends and present his vision of the industry's future. In this discussion, he will be joined by M.Video-Eldorado CEO Alexander Izosimov.

This year's OneRetail Conf host is technology reviewer Valentin Petukhov, aka Wylsacom. In between speaker presentations, he will crash test popular smartwatches, TVs, refrigerators, robotic vacuum cleaners, trimmers, and coffee machines.

More than 25 electronics and household appliance brands will showcase their newest products and flagship models and offer life hacks in an entertaining format. Among the participants are DeLonghi, Drivix, Groupe SEB, Grundig, Hisense, HMD Global (Nokia), Hotpoint, LG, TPV CIS (Philips), Remington, Samsung, Telefunken, Toshiba, WHIRLPOOL, Xiaomi, Jura, iRobot, Miele. О преимуществах своих новых сервисов расскажет компания Microsoft. and others. Microsoft representatives will be also there to discuss the advantages of their latest services. Celebrity chef Konstantin Ivlev will present Tefal's new smart grill and share secrets of his craft.

All gadgets and equipment demonstrated and tested during the online sessions will be available for purchase in real time. Our guests will be able to visit a tech store of the future and get virtual advice from a tech expert. They can also take part in interactive activities and win prizes from LG, Samsung, Tefal, Electrolux, Hisense, and other brands.

Follow the link to view the program and register for the event: <https://oneretail.ru/register>. Attendance is free of charge.

As part of ONERETAIL Conf, M.Video-Eldorado will hold a Tech Battle on October 21. In Russia's first battle of electronics professionals, participants will compete live for a special prize to demonstrate their superior expertise in technology, household appliances and electronics. The finals will see the best of the best present the newest gadgets in a blind audition format, while an expert panel will select the winner. The key sponsor of the contest is TPV CIS (Philips).

The super final of a [cyber tournament](#) in CS:GO or Dota2 will be held on October 22, with the winner of the qualifying stage taking on M.Video-Eldorado's champions. The finalists will receive prizes from Samsung – the tournament's sponsor, and other brands.

## **Oleg Muraviev, Commercial Director at M.Video-Eldorado Group:**

*This is the third time M.Video-Eldorado is holding the industry's largest electronics and technology event. We will join market experts to discuss innovative trends and approaches in retail today and in the future. Being an industry leader is not only about growing faster than your competitors. You also need to look ahead, set the tone, anticipate trends and adapt quickly. Hacking Retail is the theme of this year's ONERETAIL Conf. We want to share with partners, colleagues and clients how we transform traditional retail and what we do to make shopping with us a helpful and fun experience for our customers. What makes it all possible is our innovative OneRetail platform, which combines advanced technology, digital services and a personalized approach.*

## **About the Group**

M.Video-Eldorado Group (PJSC M.video) is a leading Russian e-commerce and consumer electronics retailer that unites the M.Video and Eldorado brands. The Group's GMV exceeded RUB 500 billion including VAT at the end of 2020.

As of March 31, 2021, the Group had stores across nearly 300 Russian cities, with 545 and 553 stores under the M.Video and Eldorado brands, respectively. Total floor space was 2,020 thousand square meters.

M.Video-Eldorado Group is Russia's only publicly listed consumer electronics retailer. The Company's shares are currently traded on Moscow Exchange (ticker: MVID), with a 24% free float. Said Gutseriev directly or indirectly controls 60% of the share capital of M.video PJSC, 15% is held by Media-Saturn-Holding GmbH and another 1% is held by MVM LLC, a 100% subsidiary of M.video PJSC.

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