

M.Video-Eldorado Group wins the Best Shopping Experience nomination at the Retail Week Awards 2021

2 June 2021, Moscow, Russia

M.Video-Eldorado Group, Russia's leading e-commerce, consumer electronics and consumer electronics retailer (MOEX: MVID), part of the SAFMAR Group owned by Mikhail Gutseriev, has won the Best Shopping Experience nomination at the Retail Week Awards 2021 annual industry event for having developed a hybrid business model and OneRetail technology stack during the COVID-19 pandemic. Based on each customer's preferences, the Company creates unique shopping experience across all stages of the customer journey both online and offline. The award was presented during Global Retail Week 2021, the 7th international forum of business and government.

In 2020, M.Video-Eldorado Group, whilst in a pandemic, deployed a hybrid business model centered around the smartphone, with its well-developed retail network and logistics infrastructure becoming the backbone for a seamless and highly personalized shopping experience. The best service is provided by using the OneRetail platform, enabling customer identification at any point of contact to acquire an understanding of their needs. This platform connects the consultant and customer apps, as well as M.Video and Eldorado websites. The restrictions imposed by the pandemic allowed both brands to take their retail business online and make it both customer-friendly and safe, while also preserving the quality and high speed.

In 2020, digital transformation more than doubled the Company's total online sales, bringing them to about 60% of the Group's total sales. Sales via the mobile platform alone increased by 2.5 times to RUB 154 billion, which represents over 50% of the company's total online sales. More than 8 million users have already installed M.Video and Eldorado user apps, and the share of OneRetail customers with higher conversion and completed purchase rates is 42%. Despite the growing popularity and expanding range of delivery options and regardless of the restrictions imposed during the pandemic, 90% of the Group turnover is still generated by in-store customer experience, including in-store shopping, pick-up of online orders and express delivery by taxi from the nearest store. With its network density increased to 1,074 stores across Russia, M.Video-Eldorado Group provides an opportunity for 60% of the Russian population to receive their online orders within 24 hours, while more than a third of orders can be ready for pick-up within 15 minutes.

During the Retail Week Awards 2021 held from 31 May to 4 June, M.Video-Eldorado Group's interactive stand displays the key elements of its OneRetail platform, connecting online business and stores to create a shared environment. These key elements include OneRetail mobile platform, OneRetail single basket, in-store video analytics, personalized pricing, data analytics and machine learning in retail business, video consultations, customer pick-up within 15 minutes and fast delivery. Digital solutions have come as part of the Hacking Retail strategy adopted by the Company to double its GMV to RUB 1 trillion by 2025. The technologies and services are represented at the Company's stand by their physical "avatars" and videos with a description. You can tap an avatar to launch the relevant video on the screen. M.Video plans to deploy this solution provided by IO Retail startup in its retail stores.

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, and it is currently the only Russian consumer electronics retailer whose shares are publicly traded. The Company's shares are listed on Moscow Exchange (Ticker: MVID).

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 2,015 thousand square meters.

Investor Relations team:

Maxim Novikov

IR Director

maxim.novikov@mvideo.ru

Tel: +7 (495) 644 28 48, ext. 1425

Timur Akhmedzhanov

Investor Relations

timur.akhmedzhanov@mvideo.ru

Tel: +7 (495) 644-28-48, ext. 1384

Media Relations team:

Valeriya Andreeva

Head of PR

valeriya.andreeva@mvideo.ruTel: +7 (495) 644 28 48, ext.
7386**Andrey Petrov**pr@mvideo.ruTel: +7 (495) 787-78-00 ext.
3635**Ekaterina Chuprak**pr@mvideo.ruTel: +7 (495) 644 28 48, ext.
7102