

M.Video-Eldorado: Xiaomi Redmi 9A (32 GB) becomes Russia's best-selling smartphone and Samsung Galaxy A12 – best-selling model in 2021

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M.Video-Eldorado Group, Russia's leading e-commerce and consumer electronics retailer (MOEX: MVID), has ranked the most popular smartphone brands and models in the country in 2021. For the 10th year in a row, Samsung has been the leader in volume terms in Russia. For the first time, Xiaomi (including POCO, its sub-brand) ranks second for the full year. Apple becomes the third in the rating. The Top 5 manufacturers also include China's Realme (for the first time) and Honor, which successfully launched the Honor 50 series at the end of the year.

Given the current sales on the Russian market, the best-selling smartphone this year will be Xiaomi Redmi 9A (32 GB), a lower-price model. The ranking also includes iPhone 11 (128 GB), Samsung Galaxy A12 (32 and 64 GB) and Xiaomi Redmi 9 (64 GB). Samsung Galaxy A12 is the best-selling model by total sales. In value terms, only Apple devices made it to the Top 5: iPhone 11 (128 GB and 64 GB), iPhone 12 (128 GB), iPhone 12 Pro Max (256 GB) and iPhone 12 Pro (128 GB).

According to M.Video-Eldorado estimates, Russia's smartphone market in 11M 2021 grew by about 27%. The market size in 2020 was about RUB 570 billion. If the current trend continues, the demand may reach around RUB 720-730 billion in 2021. In volume terms, sales in the Russian market may total about 30-31 million items, slightly below 2020 but on a par with 2019. Smartphones priced above RUB 50,000 show the strongest dynamics: by year-end sales may grow by 70% and 75% year-on-year in volume and in value terms, respectively.

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 at September 30, 2021, the Group had stores across more than 300 Russian cities, with 563 and 615 stores under the M.Video and Eldorado brands, respectively. Total floor space was 2,081 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 around 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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