

M.Video-Eldorado appoints logistics and fulfilment director

20 July 2021, Moscow, Russia

PJSC M.Video (M.Video-Eldorado Group, the Company, or the Group; MOEX: MVID), Russia's leading e-commerce and consumer electronics retailer, announces organisational changes that will see Andrey Pavlovich join the Company as director of logistics and fulfilment on 19 July.

In his new role, Andrey will focus on digitalisation of all logistics processes at M.Video-Eldorado and will lead efforts to create a fulfilment infrastructure powered by a large chain of stores to enable capillary logistic coverage. He will also be tasked with developing new products and business models for last-mile delivery to improve the quality of the customer service. On top of that, he will be responsible for streamlining work to leverage in-depth and detailed analytics and build a transparent system of monitoring at every stage of goods movement. All of the above are expected to boost logistics across the Group.

Andrey will report to Alexander Izosimov, CEO of M.Video-Eldorado Group.

Andrey Pavlovich has been working in the distribution and logistics management industry for almost two decades. He worked for Ozon as supply chain director, overseeing the operation, commissioning and functioning of fulfilment centres and contributing to the development and implementation of a new long-term development strategy. Before joining M.Video-Eldorado, Andrey was director of logistics at Perekrestok Vprok (X5 Group).

Irina Dementieva as head of the supply, distribution and logistics department will be reporting directly to Andrey Pavlovich and will continue to coordinate logistics and stock management operating processes, as well as integration of digital technologies into the Group's operations.

Alexander Izosimov, CEO of M.Video-Eldorado Group:

"As online sales grow, M.Video-Eldorado's large chain of stores grants us a significant edge in terms of shipping times and last-mile delivery. Order fulfilment includes a number of steps from the moment the customer makes an order to the point when the order is delivered. Along with operational logistics, it starts to play a more prominent role for business development. There are many changes happening in the logistics function as well as in the company as a whole, driven by the deployment of new digital solutions and the adoption of a new product approach. By embracing this shift, we aim to create flexible distribution processes to expand our product mix and make products available to the customer at a convenient place and time. I am confident that Andrey's experience and expertise will help the Group accelerate transformation and achieve its goals."

Biography

Andrey Pavlovich graduated from the Volga State University of Water Transport with a degree in Economics and Business Management in Transport in 2000. He completed a number of logistics and supply chain management programmes at international business schools (APICS CPIM, IMD Business School, Georgia Tech Scheller College of Business Executive Education). He started his career at Heineken Group as a logistics manager and was later promoted to director of logistics. In 2009, Andrey joined Coca-Cola HBC Russia as a country planning manager and was appointed director of logistics in 2015. In 2018, he took the supply chain director position at Ozon. In 2020–2021, he led logistics operations at Perekrestok Vprok.

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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