

# M.Video-Eldorado appoints new HR Director

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PJSC M.video (M.Video-Eldorado Group, the Company, or the Group; MOEX: MVID), Russia's leading e-commerce and consumer electronics retailer announces the appointment of Alina Ryzhenkova as HR Director of M.Video-Eldorado Group.



Ms Ryzhenkova will head the Group's unified HR department and will be responsible for formulating the Company's new HR strategy and supporting its continued digital transformation. The HR director will also focus on shaping a change management-oriented corporate culture, deploying a product approach and hybrid business models, and increasing employee engagement and

efficiency. She will work to attract and retain talent, and ensure sustainability leadership.

Prior to joining M.Video-Eldorado Group, Ms Ryzhenkova was Vice President for Organisational Development at MTS overseeing digital transformation, organisational change, new asset integration, transition to product approach, and agile culture and internal innovation development.

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

M.Video-Eldorado is rapidly transforming from a traditional retailer into a technology-driven company with extensive retail network. We are successfully implementing a product approach, using data analytics in decision making, and leveraging mobile technologies to offer a unique customer experience. All of this is changing our business and retail industry in general. The transition to a new HR management model powered by digital solutions will help maximise employee engagement, efficiency and innovation. In this context, I am happy to welcome Alina in her new role and have every confidence that she will use her experience and expertise in business transformation to help enhance the Group's management competencies. We will work together to build a unique environment for attracting, developing, and motivating talent.

## Biography

Alina Ryzhenkova graduated from the Faculty of Foreign Languages of the Moscow Pedagogical State University in 1999 and received an MBA from the University of California in 2002. She started her career in 2001 working in key account management at Manpower and Bonduelle Russia. In 2005–2007, she worked at Nestle Food, focusing on staff training and development. In 2007, she joined AB InBev as a national training manager, and in 2008, was appointed the company's HR Director. Since 2011, Ms Ryzhenkova held senior HR positions at major Russian and international companies, including the Otkritie Group and Svyaznoy. She was responsible for optimising organisational structures, developing and implementing strategic initiatives, building competency models and annual employee evaluation schemes, updating incentive programmes, and automating HR processes. Prior to joining M.Video-Eldorado, Ms Ryzhenkova worked at MTS as Director for Organisational Development (since 2018) and Vice President for Organisational Development (since 2019).