

M.VideoEldorado

**TRADING
UPDATE:
3Q & 9M 2021**

2021

OCTOBER





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KEY FIGURES AND HIGHLIGHTS

GMV⁽¹⁾ growth slowed in 3Q 2021 as the result of a conscious decision to scale back promo activity in order to test clients' response to various promo mechanisms



Continued growth in TOS⁽²⁾ and its share of GMV driven by mobile platform (+47%), share of mobile platform >70% of TOS as of 3Q 2021



Further scaling of OneRetail platform via growth of identified active customers⁽³⁾ and OneRetail customers



Growth in customer app (+156%) and consultant app (+33%) demonstrates the stickiness of m-commerce and the importance of a personalized shopping experience



3Q 2021 key figures

+2%



GMV YoY

+28%



GMV vs 3Q'19

+17%



Total Online Sales (TOS) YoY

+47%



Mobile Platform Sales YoY

68%



TOS share as % of GMV (vs 59% in 3Q'20)

59%



Share of OneRetail customers⁽⁴⁾ (vs 49% in Sep'20 and 53% in Dec'20)

(1) Gross Merchandise Value (GMV) includes purchases in retail stores (including pickup orders), paid and delivered online orders, and paid shipments to legal entities from warehouses. Purchases made in stores and online orders may be made by individuals and legal entities. GMV includes sales of goods and services that may be owned by the Company or agents. GMV includes VAT, excludes returns and discounts offered to customers for the reporting period. GMV is not revenue of the Company; (2) TOS denotes Total Online Sales; (3) The Company defines identified active customers as those who have logged in and made at least one purchase through any sales channel during the year; (4) The Company defines OneRetail customers as those who signed in and made at least one purchase during the year through the web platform or mobile platform, including the customer and consultant apps.



KEY FIGURES AND HIGHLIGHTS

Strong GMV⁽¹⁾ growth driven by Total Online Sales⁽²⁾ performance



Continued growth in TOS

and its share of GMV driven by the mobile platform (+100%), with the share of the mobile platform in GMV reaching 46%



Further scaling of OneRetail platform

via strong growth of identified active customers⁽³⁾ and OneRetail customers



Growth in sales pickup (+26%)

shows the stickiness of e-commerce and the resilience of stores as points of customer contact and experience

9M 2021 key figures

+15%



GMV YoY

+31%



GMV vs 9M 2019

+39%



Total Online Sales (TOS) YoY

+100%



Mobile Platform Sales YoY

69%



TOS share as % of GMV (vs 57% in 9M'20)

59%

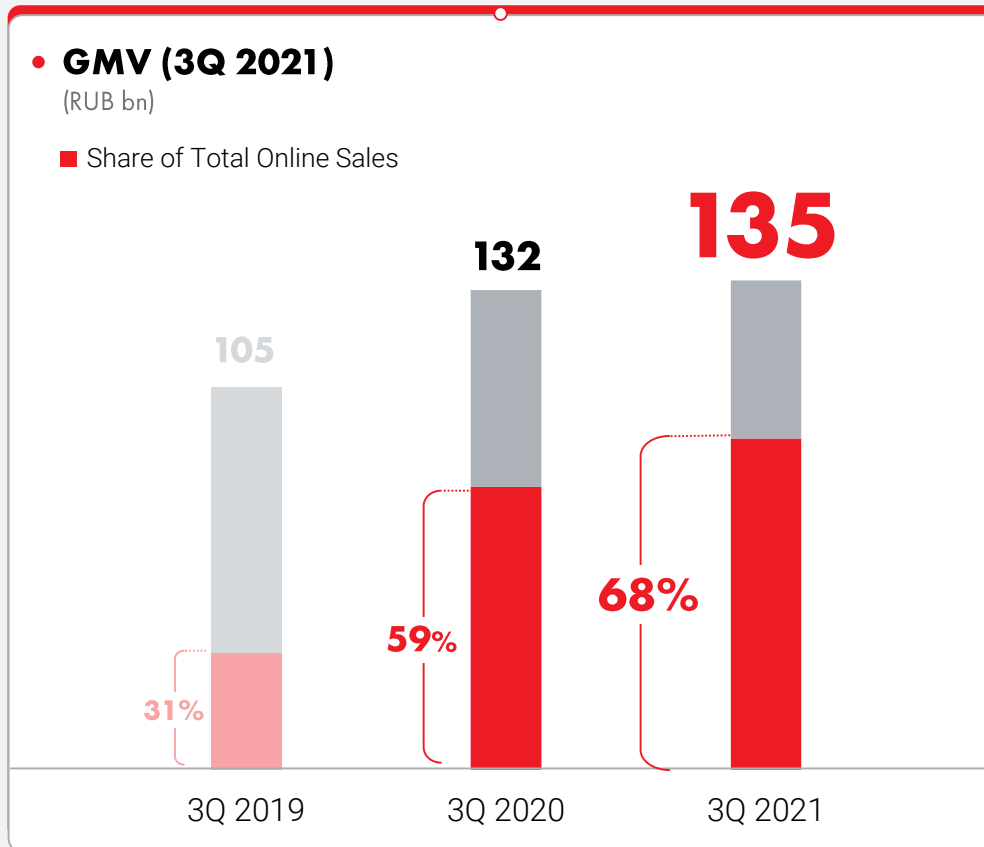


Share of OneRetail customers⁽⁴⁾ (vs 49% in Sep'20 and 53% in Dec'20)

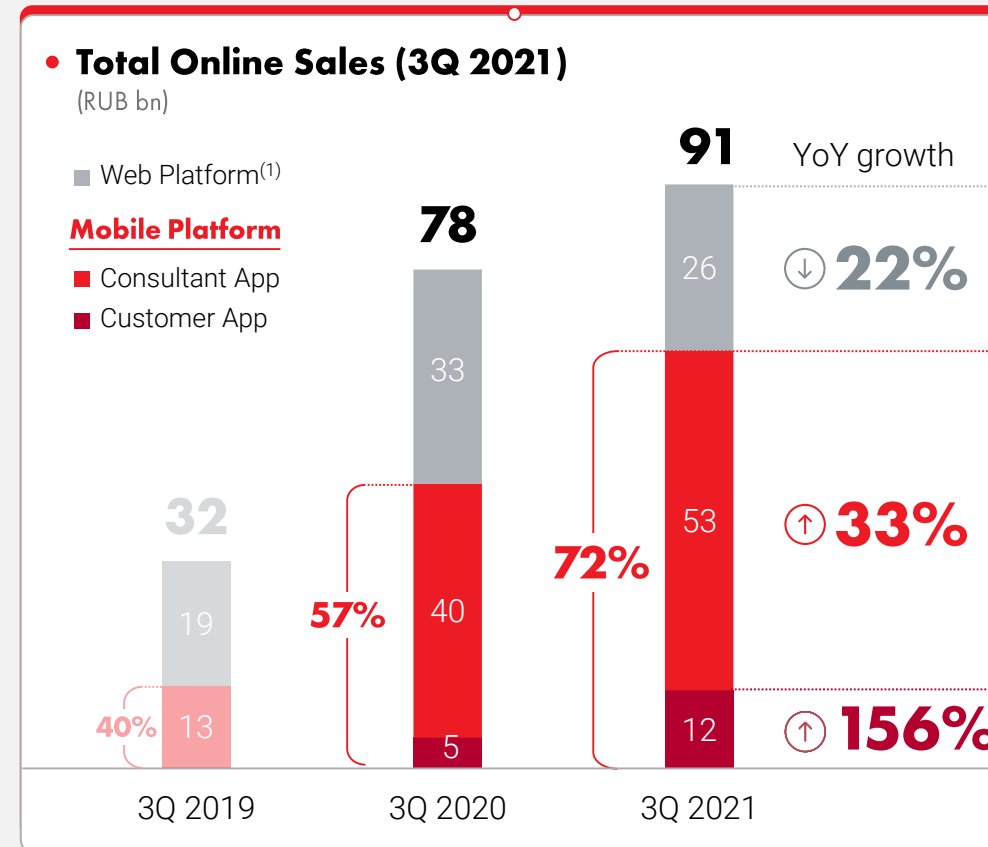
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3Q 2021: ROBUST GROWTH IN TOS DRIVEN BY MOBILE PLATFORM



+2% GMV growth YoY **68% TOS share of GMV**

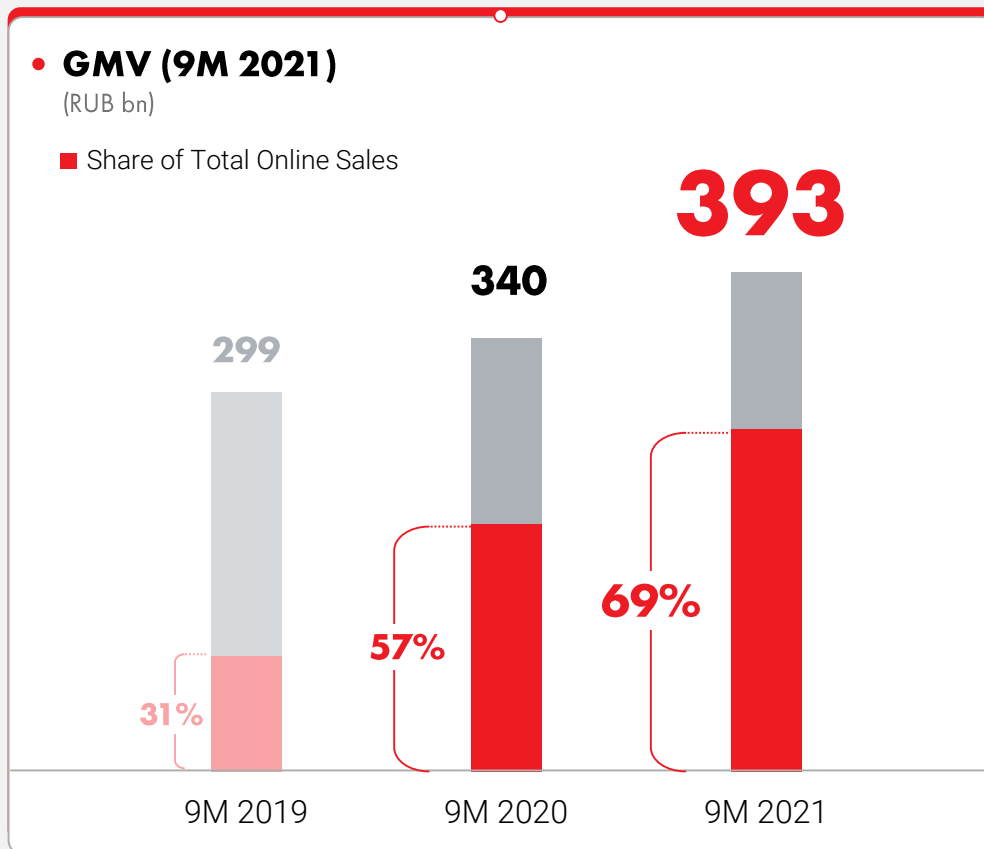


+17% TOS growth YoY **+47% Mobile Platform sales growth YoY**

(1) The Web Platform includes sales from the website, marketplace, manual orders, the vendor catalogue and the contact center
Source: Company data



9M 2021: STRONG GROWTH IN GMV DRIVEN BY 39% INCREASE IN TOTAL ONLINE SALES



+15% GMV growth YoY

69% TOS share of GMV



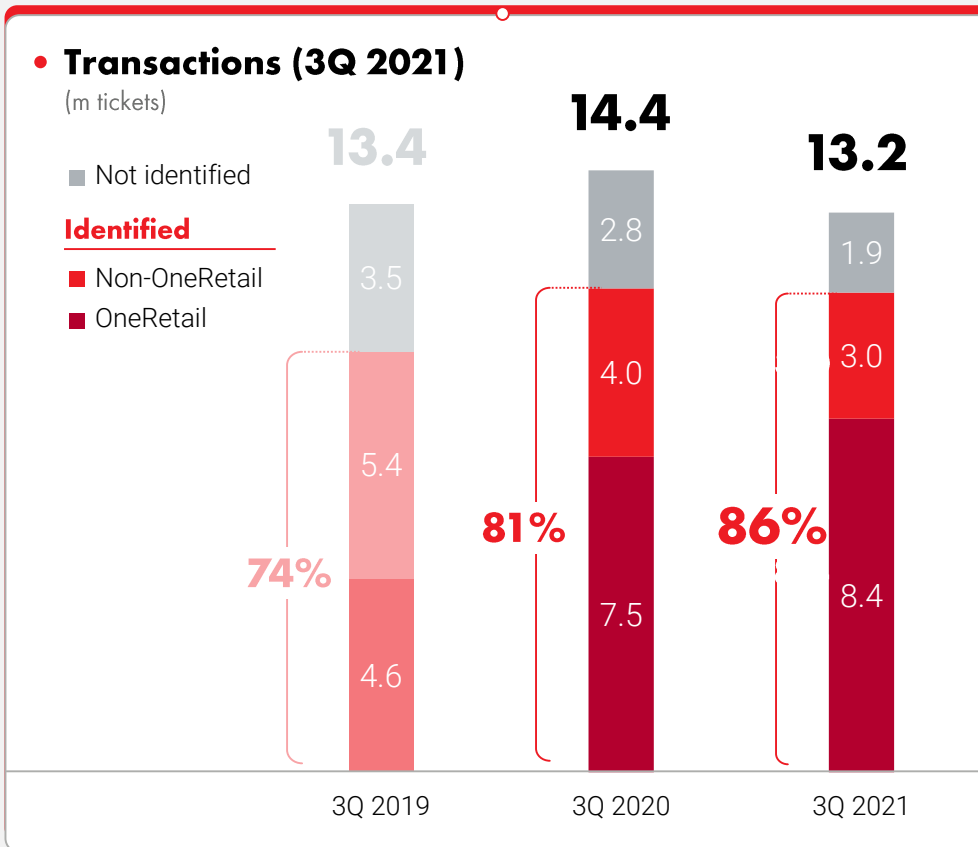
+39% TOS growth YoY

+100% Mobile Platform sales growth YoY

(1) Web Platform includes sales from the website, marketplace, manual orders, vendor catalogue and contact center
Source: Company data

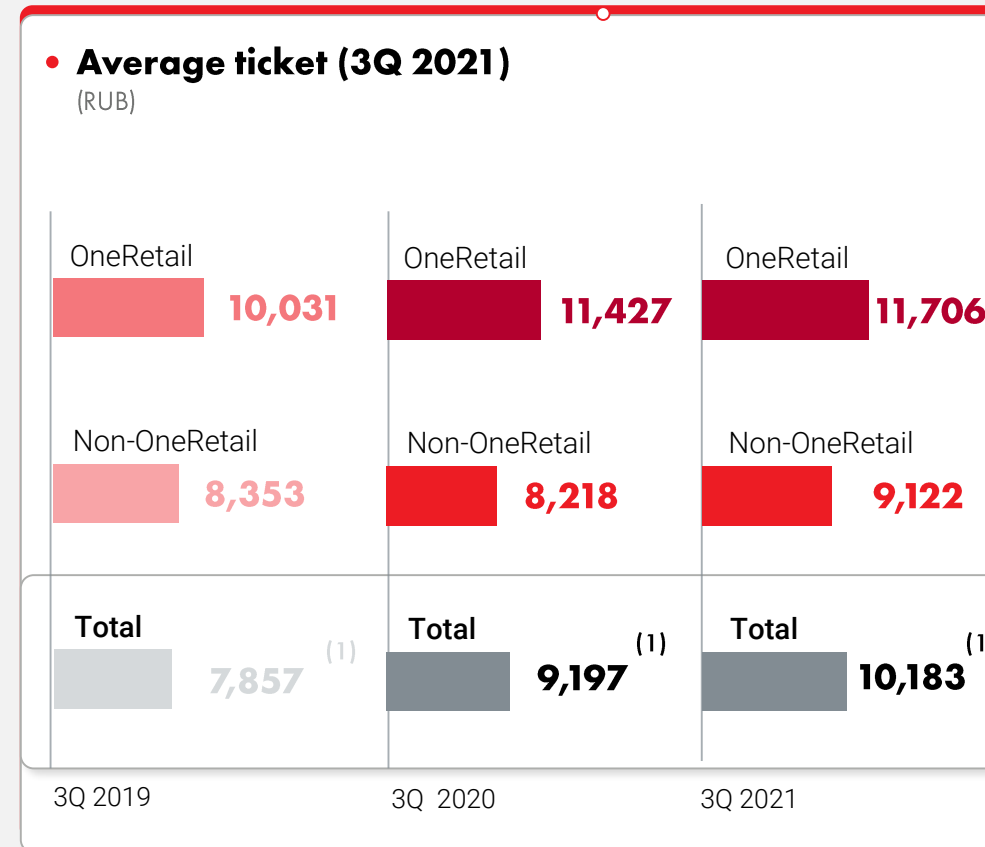


IN 3Q 2021 THE NUMBER OF ONERETAIL TRANSACTIONS INCREASED BY 11% AND REACHED 63% OF THE TOTAL NUMBER OF TRANSACTIONS



+11% OneRetail transactions growth YoY

63% Share of OneRetail transactions

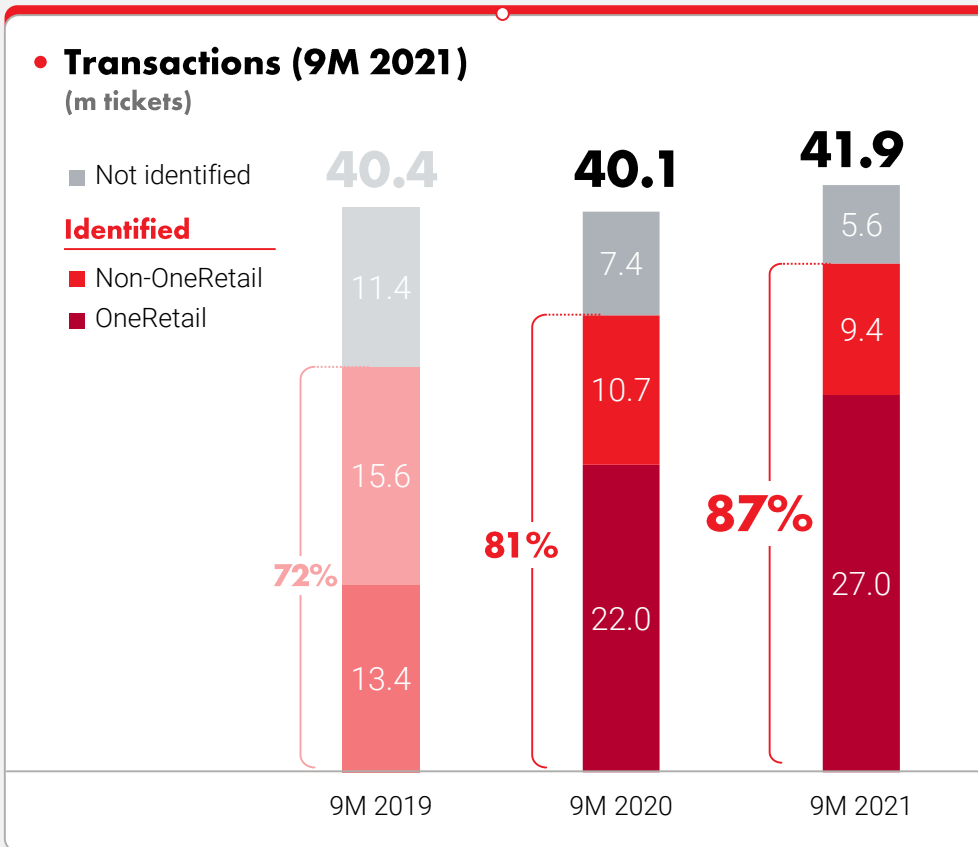


+28% Higher average ticket for OneRetail customers

+11% Average ticket growth YoY

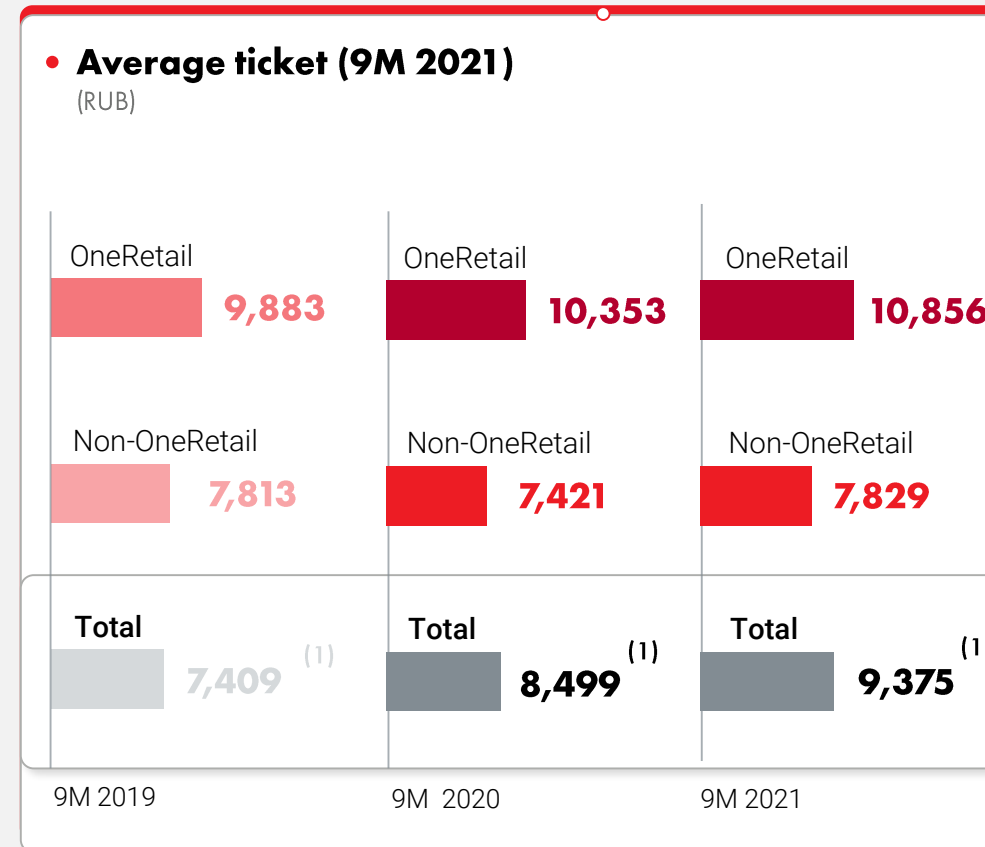
(1) Including unidentified transactions
Source: Company data

IN 9M 2021 THE NUMBER OF ONERETAIL TRANSACTIONS INCREASED BY 23% AND REACHED 64% OF THE TOTAL NUMBER OF TRANSACTIONS



+23% OneRetail transactions growth YoY

64% Share of OneRetail transactions



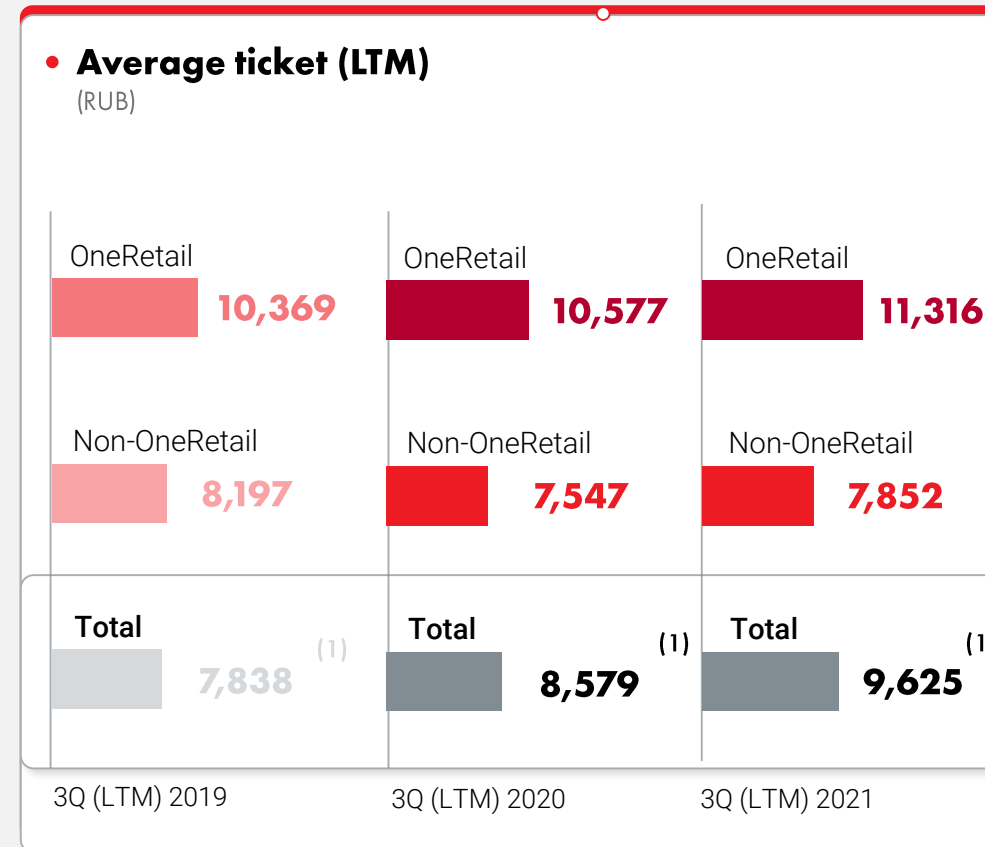
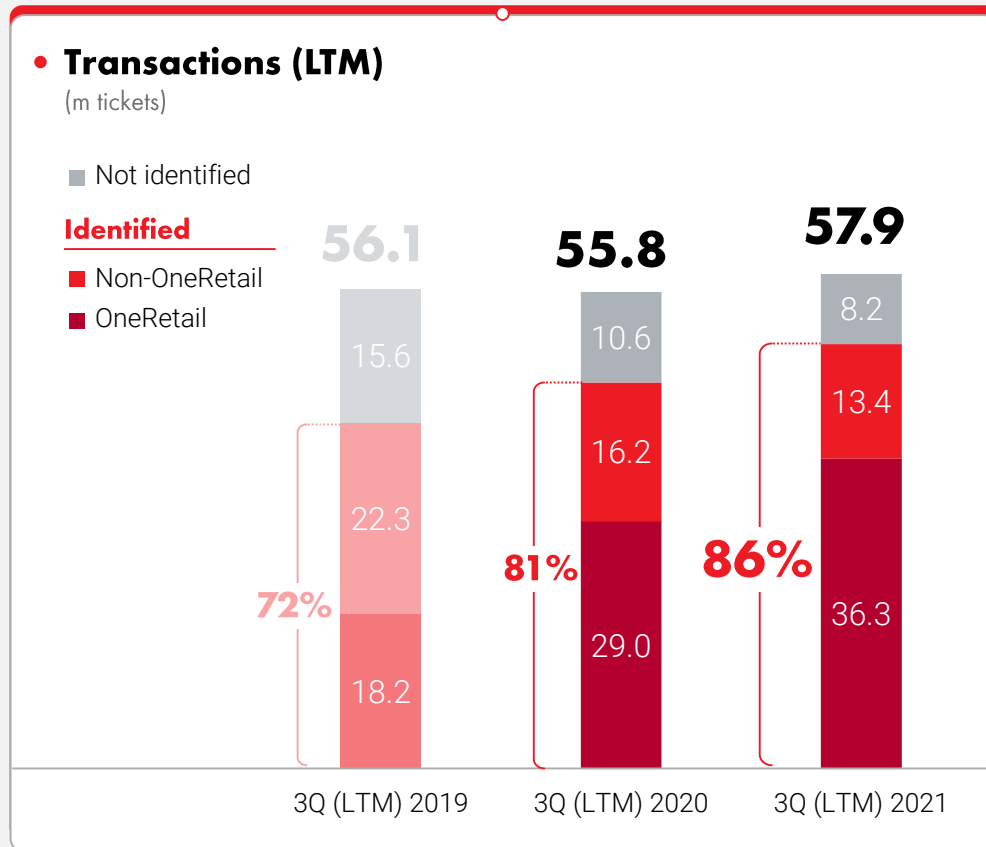
+39% Higher average ticket for OneRetail customers

+10% Average ticket growth YoY

(1) Including unidentified transactions
Source: Company data



FOR THE LAST 12 MONTHS THE NUMBER OF ONERETAIL TRANSACTIONS INCREASED BY 25% AND REACHED 63% OF THE TOTAL NUMBER OF TRANSACTIONS



+25% OneRetail transactions growth (LTM)

63% Share of OneRetail transactions (LTM)

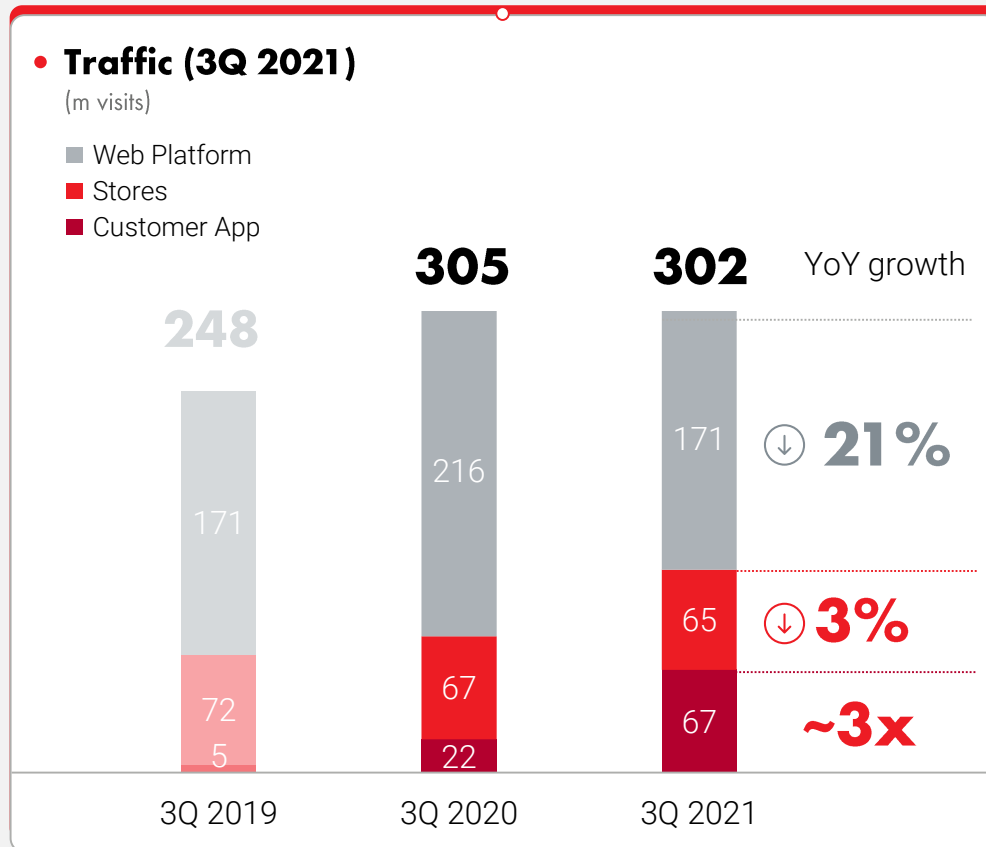
+44% Higher average ticket for OneRetail customers

+12% Average ticket growth

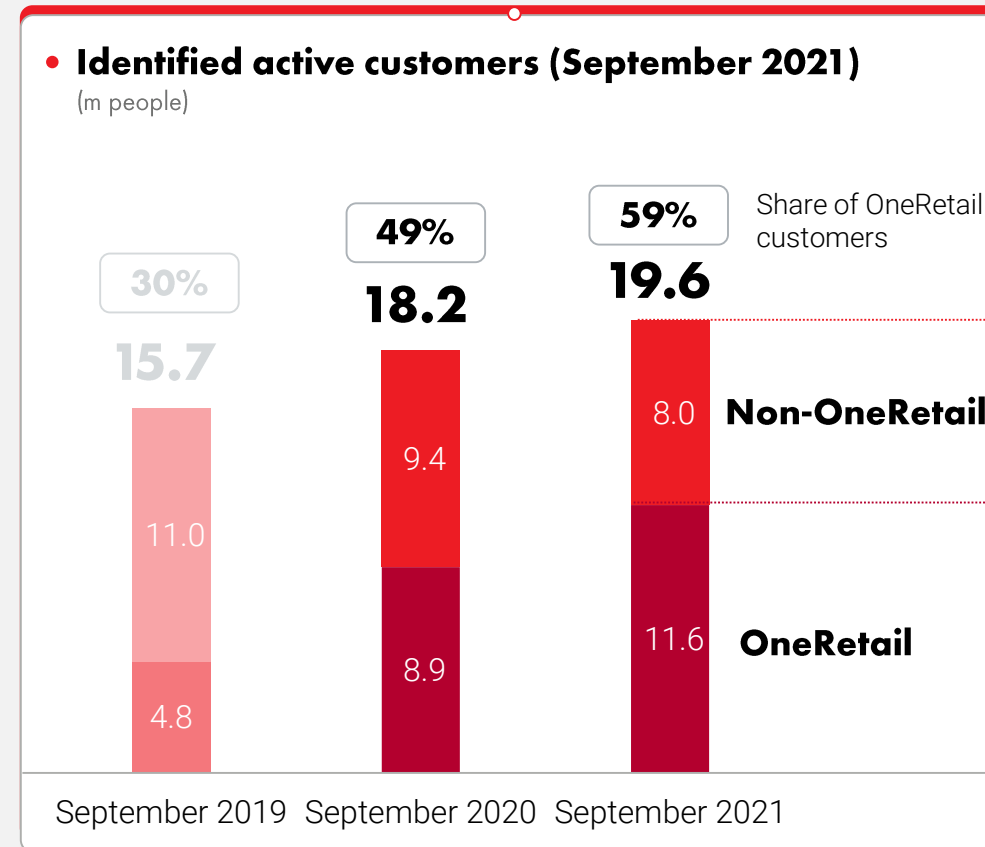
(1) Including unidentified transactions
 Source: Company data



STRONG GROWTH IN THE NUMBER OF ONERETAIL CUSTOMERS RESULTING IN 59% SHARE⁽¹⁾



~3x Customer App traffic growth YoY



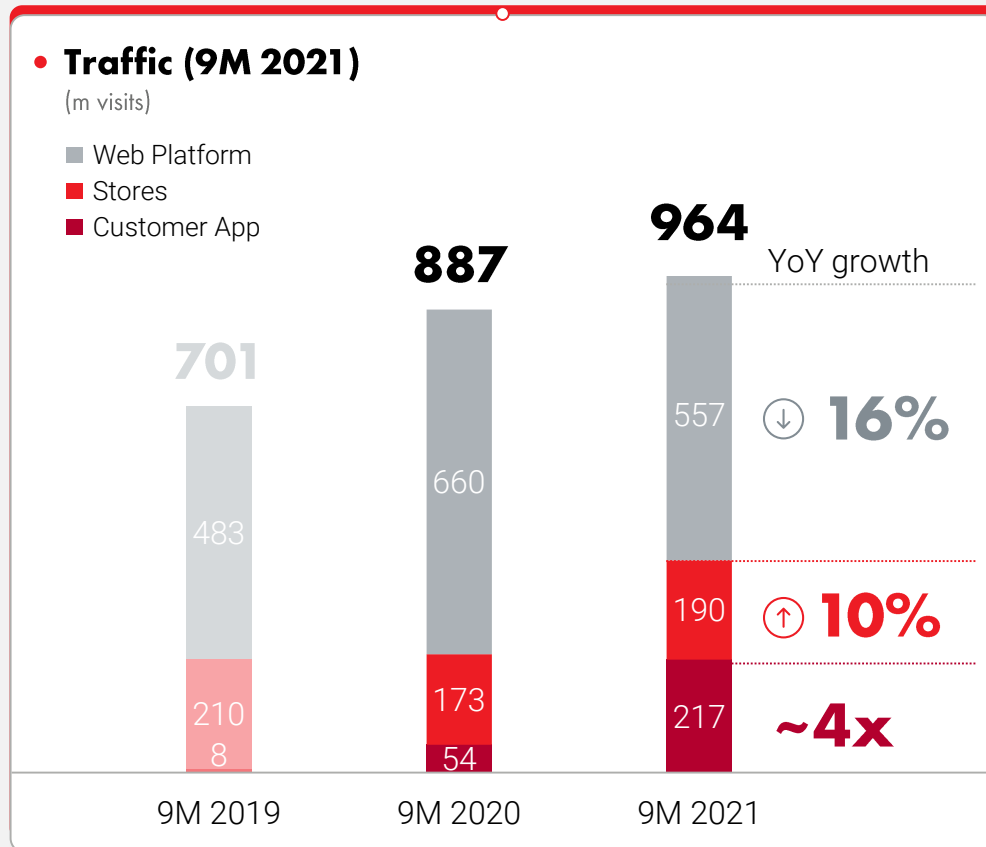
+31% Growth in OneRetail customers YoY

59% Share of OneRetail customers⁽¹⁾

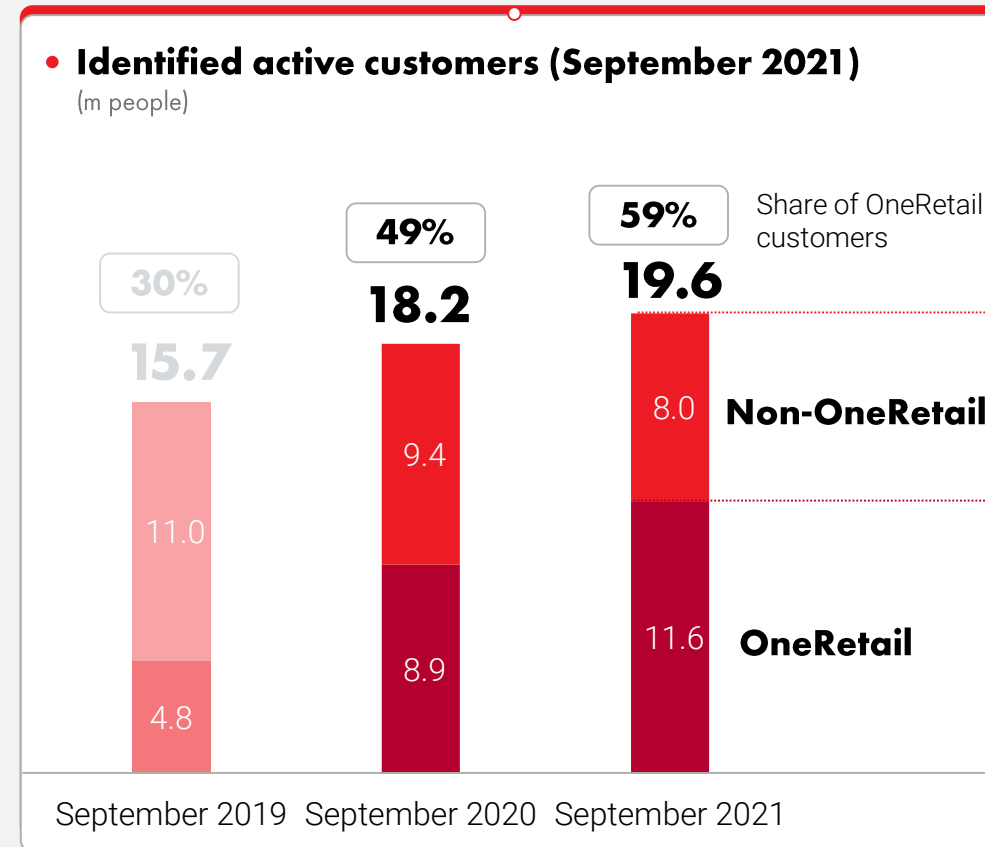
(1) Of identified active customers, i.e., those who have logged in and made at least one purchase through any sales channel during the year
Source: Company data



STRONG GROWTH IN THE NUMBER OF ONERETAIL CUSTOMERS RESULTING IN 59% SHARE⁽¹⁾



~4x Customer App traffic growth YoY



+31% Growth in OneRetail customers YoY

59% Share of OneRetail customers⁽¹⁾

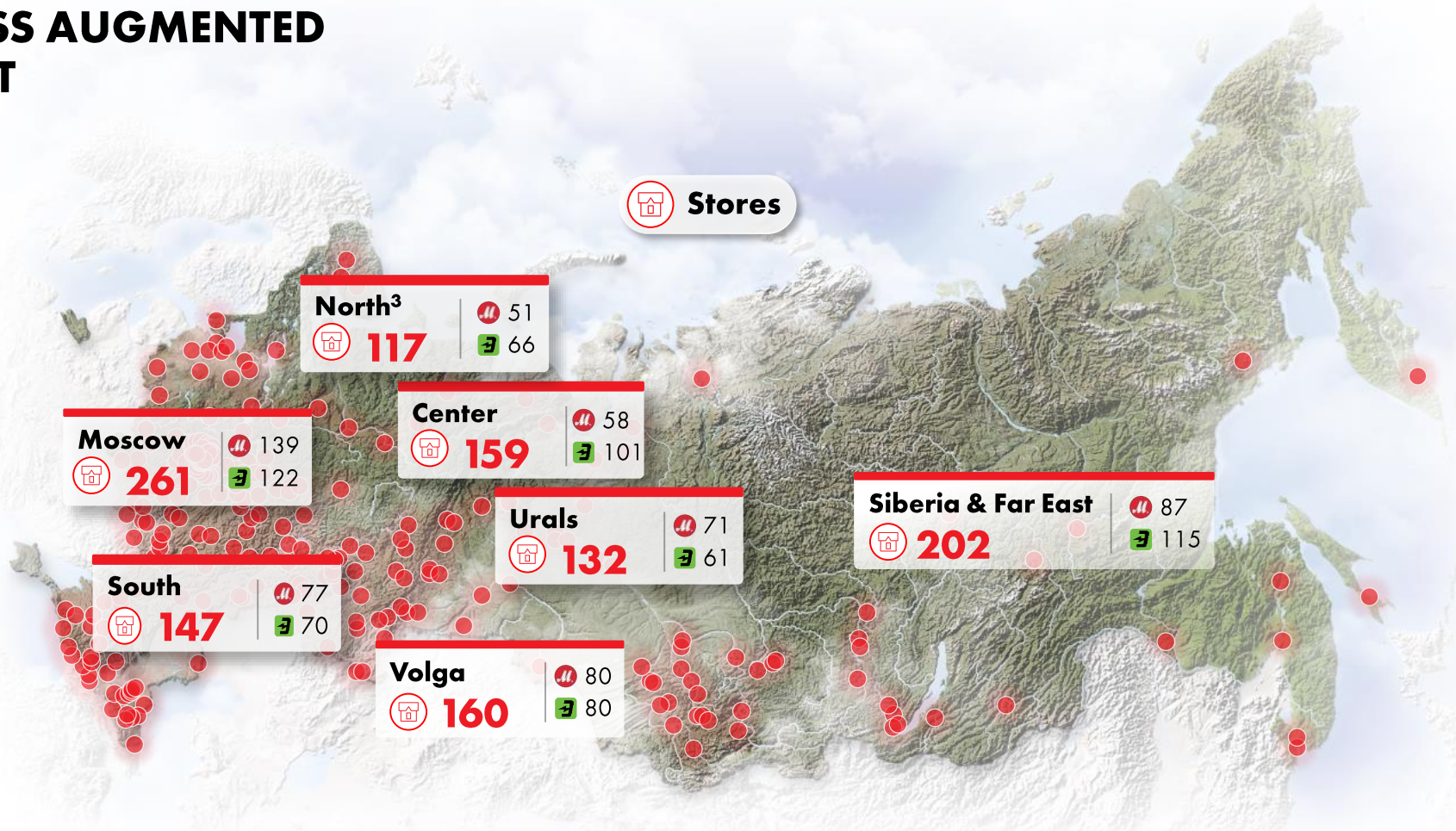
(1) Of identified active customers, i.e., those who have logged in and made at least one purchase through any sales channel during the year
Source: Company data



ONLINE-DRIVEN BUSINESS AUGMENTED BY EXTENSIVE FOOTPRINT

1,178 stores in 328 cities in Russia,⁽¹⁾ incl. 49 new cities⁽²⁾

Unique, well-invested store-based infrastructure with last-mile solutions



92% of all orders fulfilled using store infrastructure⁽²⁾

57% of stock value is located in stores⁽¹⁾

41% of GMV is ready for pickup within 15 min⁽²⁾

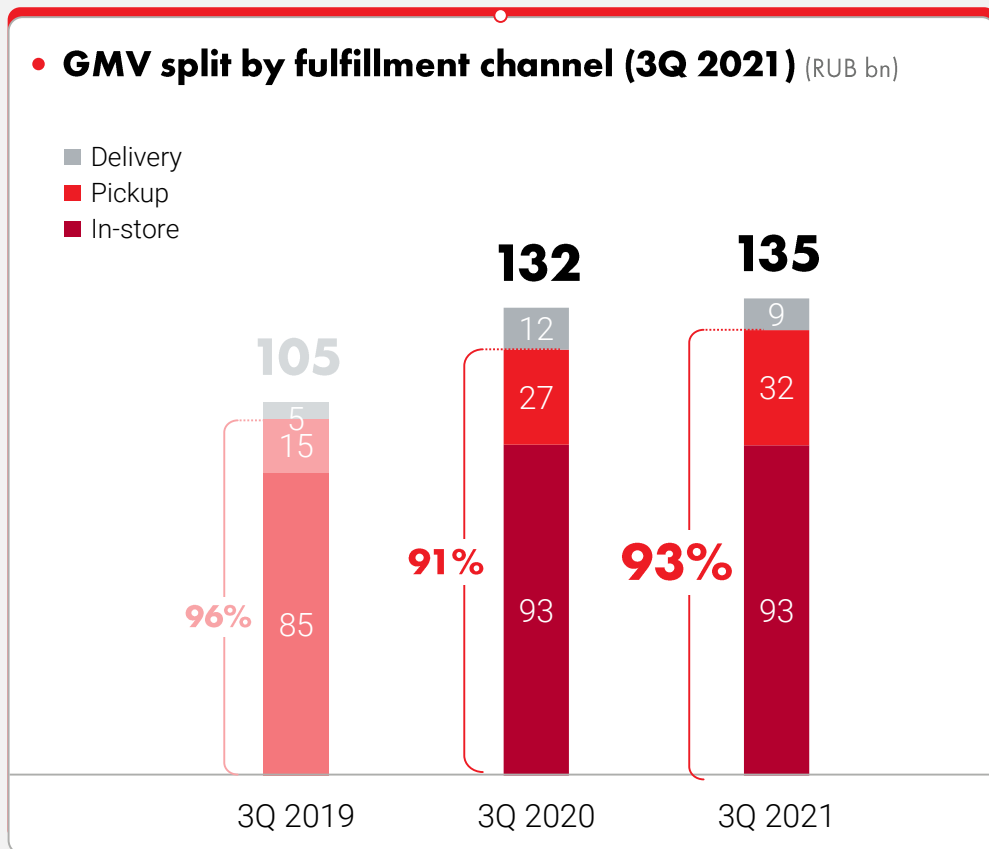
72% of population covered by same-day delivery (within 24 hours)⁽¹⁾

100% online coverage in cities of operation⁽¹⁾

(1) As of September 30, 2021; (2) For the first nine months of 2021; (3) Including St. Petersburg

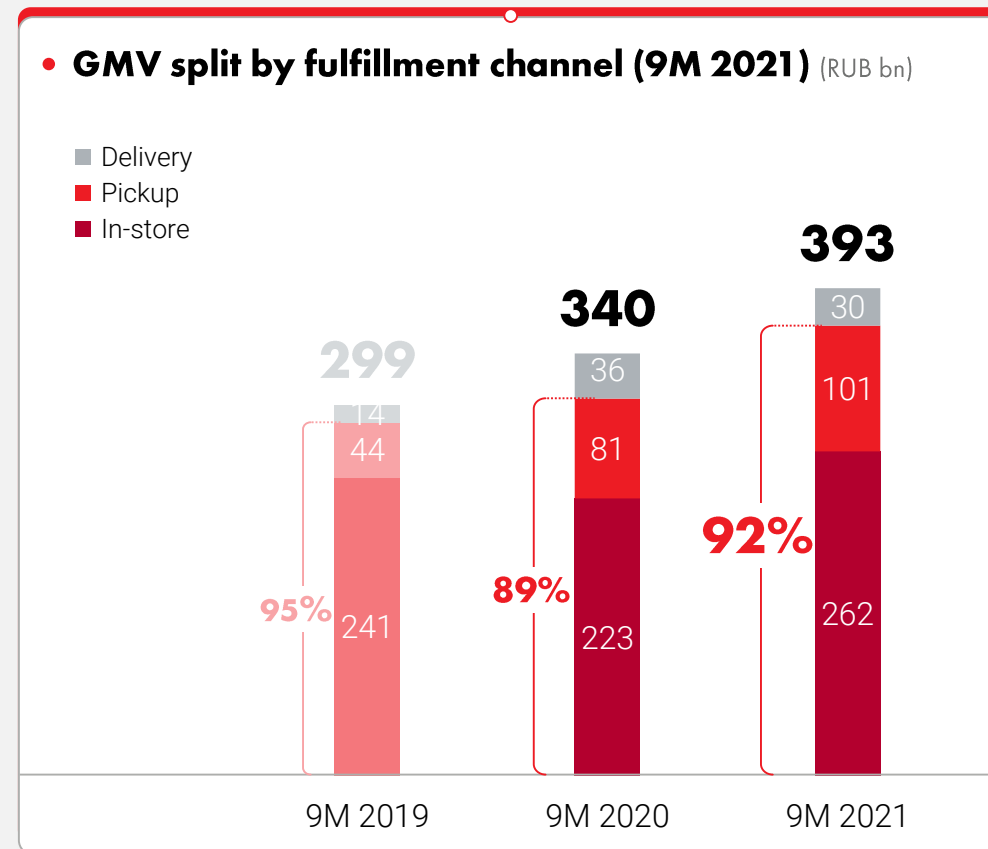


OVER 90% OF ORDERS WERE FULFILLED USING STORE INFRASTRUCTURE, THE MOST COST-EFFICIENT OPTION



+2pp Growth in share of orders fulfilled using store infrastructure

~0% In-store orders remain flat despite a very high base in 3Q 20

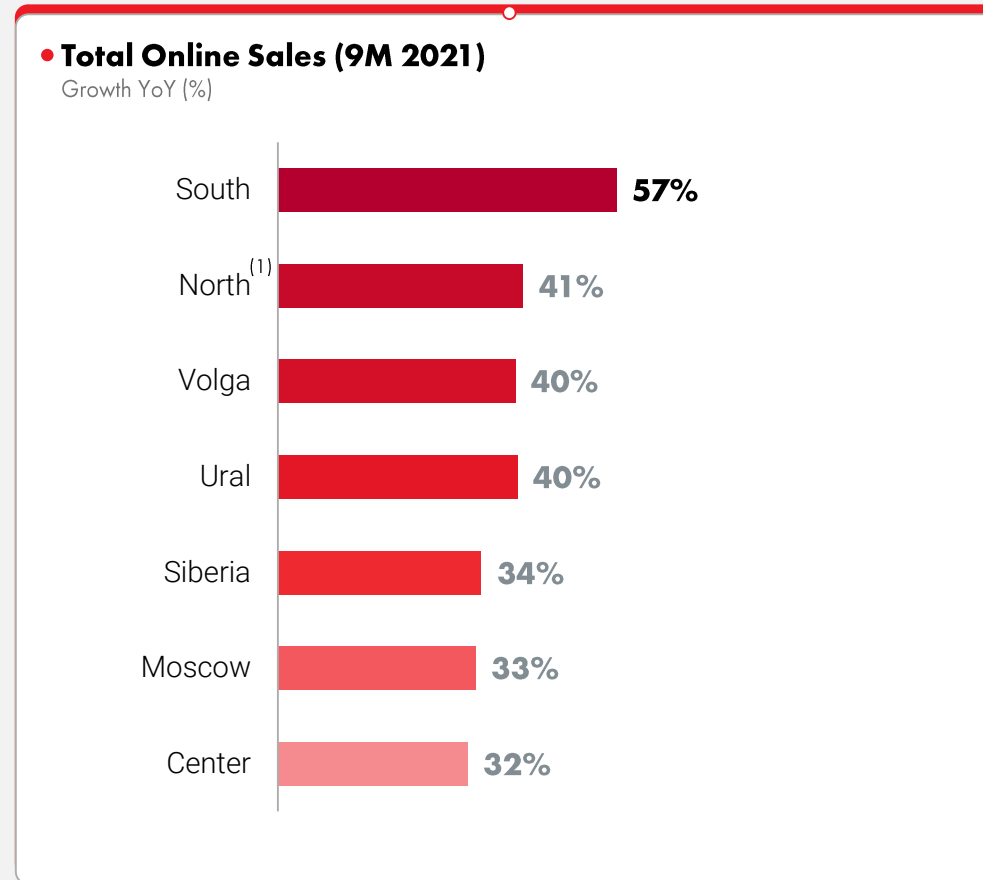
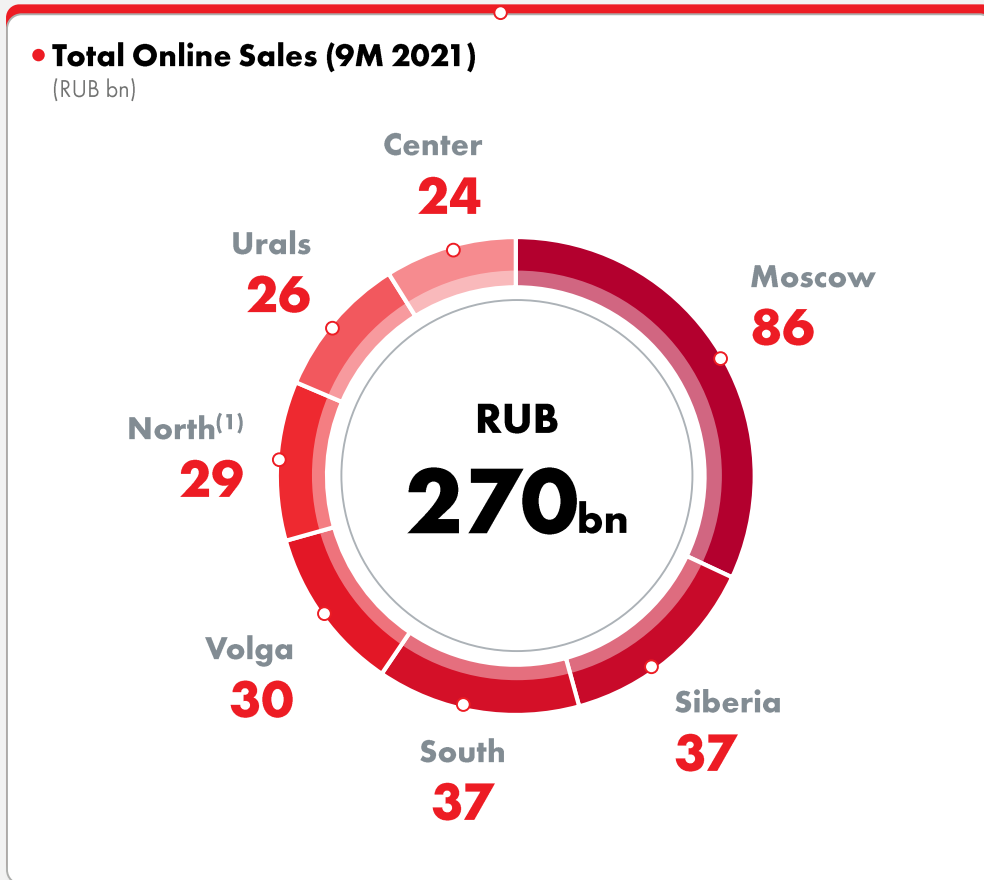


+3pp Growth in share of orders fulfilled using store infrastructure

+17% Growth of in-store orders



TOS DYNAMICS IN THE REGIONS CONTINUE TO OUTPACE THOSE OF MOSCOW AND THE CENTER



(1) Including St. Petersburg
Source: Company data

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