

OJSC “Company “M.video” announces the appointment of Enrique Fernandez as its Chief Commercial Officer.

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OJSC “Company “M.video” (RTS, MICEX: MVID), one of the Russia’s largest consumer electronics retailers, announces the appointment of Enrique Fernandez as the Company’s Chief Commercial Officer (Commercial Director).

Enrique Fernandez will be responsible for design and implementation of the commercial strategy of the Company, based on the key pillars of a consistent supplier strategy and the development of the assortment strategy, effective price policy and promotional strategy.

Enrique Fernandez, a 40 years old Spanish national, has more than 12 years of experience in Northern American and European corporations, including experiences in both manufacturer and retail companies of the consumer electronics industry. For the last two years, Mr. Fernandez has attained experience in the Russian market by working for Eldorado Company as Vice-President for Procurement.

From 2003 till 2007, Mr. Fernandez worked for the Media-Saturn Holding GmbH in various senior positions, all related to Purchasing and International Procurement. His last deployment in Media-Saturn Holding was International Head of Procurement for both Media-Markt and Saturn brands.

His experience in international operations not only refers to purchasing area, but also to Sales and Marketing, and particularly relevant was his experience with main international retailers in Europe when working in the International Key Account Management team of Whirlpool Europe.

Prior to Whirlpool Europe he worked for another North America multinational, Goodyear Tires, in various positions in Trade Marketing and Key Account Management at international level.