2013

ANNUAL REPORT

M.video at a Glance

RUB 148.1bn	RUB 5.7bn	RUB 9.4bn
Total revenue in 2013	Net profit in 2013	EBITDA in 2013
+11%	**144**	**333**
M.video sales growth in 2013	Total number of cities	Total number of stores
582k sqm	**785k sqm**	**RUB 311K**
Selling space of M.video stores	Total space of M.video stores	Sales per sqm of selling space

Our Strategy

The implementation of our strategy firstly requires the support by state-of-the-art information technology and significant financial investments in IT systems over the next years. With our "best of breed" systems strategy we are convinced that we are following the right approach. Secondly, continuous work on the improvement of our efficiency is necessary to ensure high profitability of our Omni strategy, when total price transparency on the Internet puts prices and margins under pressure.

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Statement from Chairman and CEO

TO ALL OUR SHAREHOLDERS!

The Internet in combination with the “digitalization” of our world is significantly changing the way we live today. Consumer behaviour nowadays differs very much from how it was just a few years ago. Nevertheless, this process of change is just at the beginning and will take several more years, until new possibilities offered by the Internet are sorted out between useful and those, which are not, for the future consumers.

Consumer Electronic products in general and the corresponding retail-industry in specific, are affected double. Firstly, products like DVDs high volume traffic drivers in the past and are nowadays mainly downloaded directly from servers, bypassing traditional retail. Secondly, due to a few global manufacturer-brands the same product can be bought via the Internet everywhere. Both developments are in full progress and an end is not foreseeable for the next years. For bricks & mortar retailers of Consumer Electronics products these changes are serious challenges for their existing business models and for some even a question of survival.

We at M.video see these changes in consumer behaviour as given and have been investing for many years a lot of energy and time from the Board and the Management team in continuous development of our strategy. We strongly believe that a one-brand-Omni-strategy for our online and offline-business is offering the most benefits to the consumer. Much more than just being a pure-player on the Internet or a bricks & mortars pure player. Global well-known participants from the Internet set the standards and are for us the real benchmarks we have to match ourselves against.

With our defined Omni-strategy we anticipate and have being developing for several years a unique and beneficial package for consumers in Russia, offering all channel-options for the customer journey and at the same time touch & feel in our store-network. This attractive package is supported by significant investments in state-of-the-art Information Technology. Continuous efforts in data-mining will help us, to tailor our offer as much as possible to the individual needs of our current and future customers.

Beside all these concentration on the company's future, we remain committed to and are focusing on our traditional business in our store network. In 2013 we were again able to grow our coverage of the country by adding 40 stores and 17 new cities to our network. At the end of 2013, 333 M.video stores were available in 144 cities. Those customers, who want to buy online can do that already from 52 online stores.

With 175 billion RUB our sales with VAT in 2013 achieved an another all-time-high figure, with record national market shares in many relevant product categories and the clear market leader position in Russia. Although promotional activities and online-price competition further increased, we were to further grow our Gross Margin to 25,9 % .

With our professional Supply Chain Management System, we can ensure efficient and just-in-time product supply to all our stores. A huge competitive edge for the largest country in the world.

All these efforts should help M.video to stay the best place to shop Consumer Electronics products in Russia!

Peter Györffy
Chairman of the Board of Directors

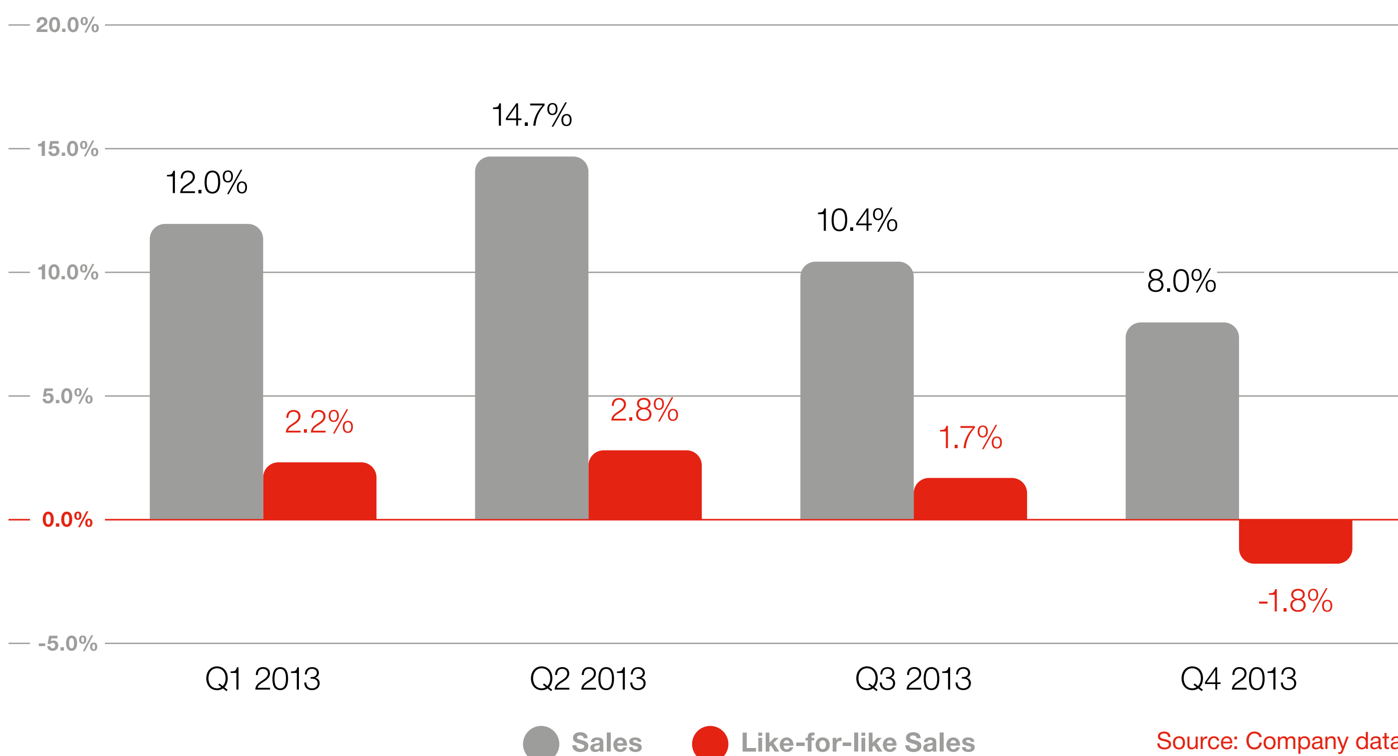
Alexander Tynkovan
Chief Executive Officer

Omni-Channel Model Development

M.video is the largest consumer electronics and home appliance retailer in the Russian Federation by revenue. We opened our first retail store in the downtown Moscow in 1993 and as of the end of 2013 our business has grown into a nationwide retail network of 333 stores in 144 cities all over Russia.

In 2013 M.video stores were visited by more than 160 million people: in our estimate 20% out of them made a purchase. Average transaction amount (average basket or average ticket) came up to 5,400 Russian rubles, RUB (including VAT) as compared to 5,300 RUB the year before.

Revenue and LFL sales dynamics in Q1-Q4 2013, %

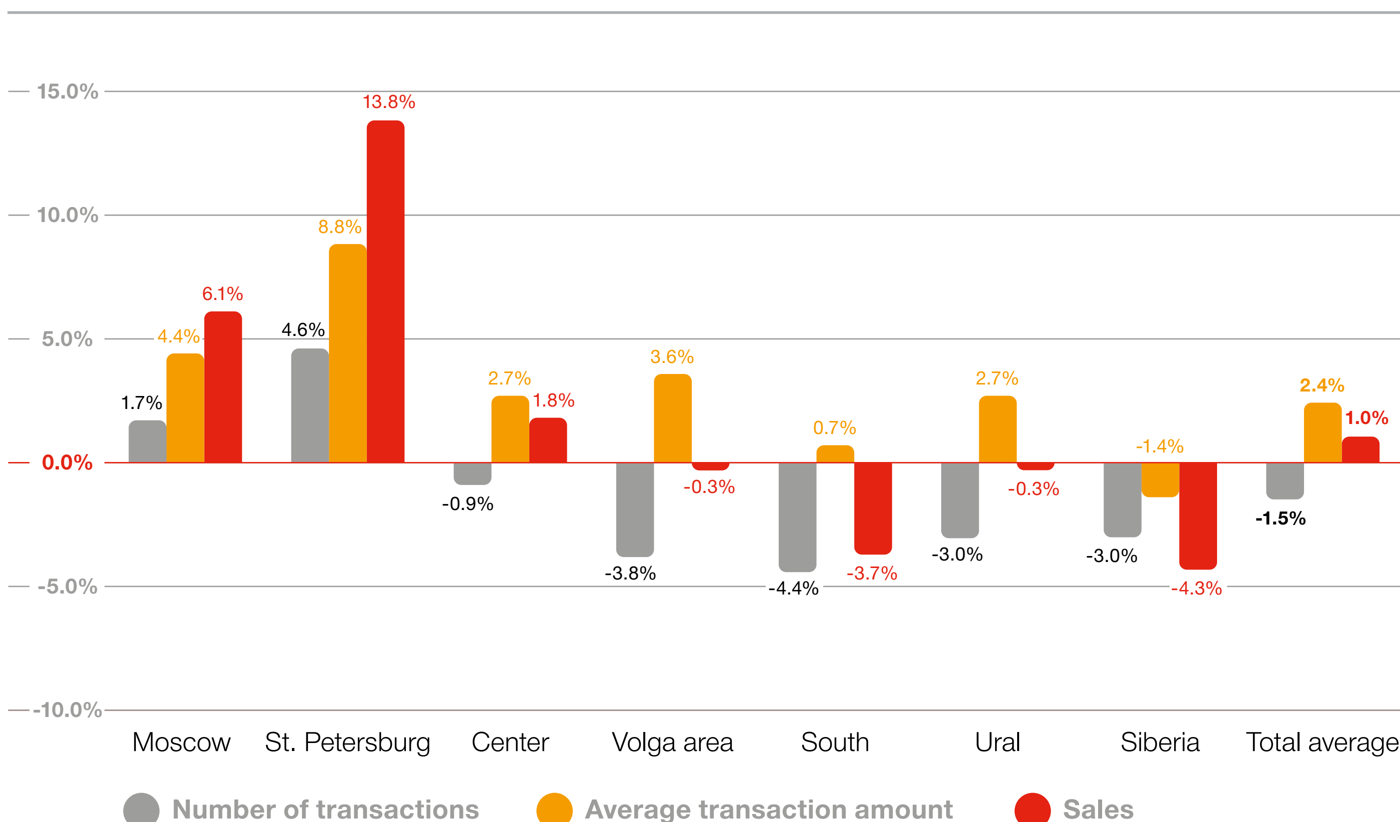


Source: Company data

The total growth in sales of almost 11% was achieved due to the average basket increase by 1.5% and growth in the overall number of transactions by 9,5% thanks to the opening of the new stores and expanding of online operations. Our like-for-like sales (LFL, same stores sales) increased by 1% in 2013. Overall LFL sales results were impacted by a softening of the Consumer Electronics market towards the end of the 4th quarter, particularly in the regions where we saw consumer confidence weakening while Moscow and St. Petersburg continued to perform strongly.

Total sales efficiency (sales per Full Time Equivalent employee, FTE) increased by 4.2% in 2013.

Transactions, average ticket and LFL sales dynamics in 2013, as % to 2012

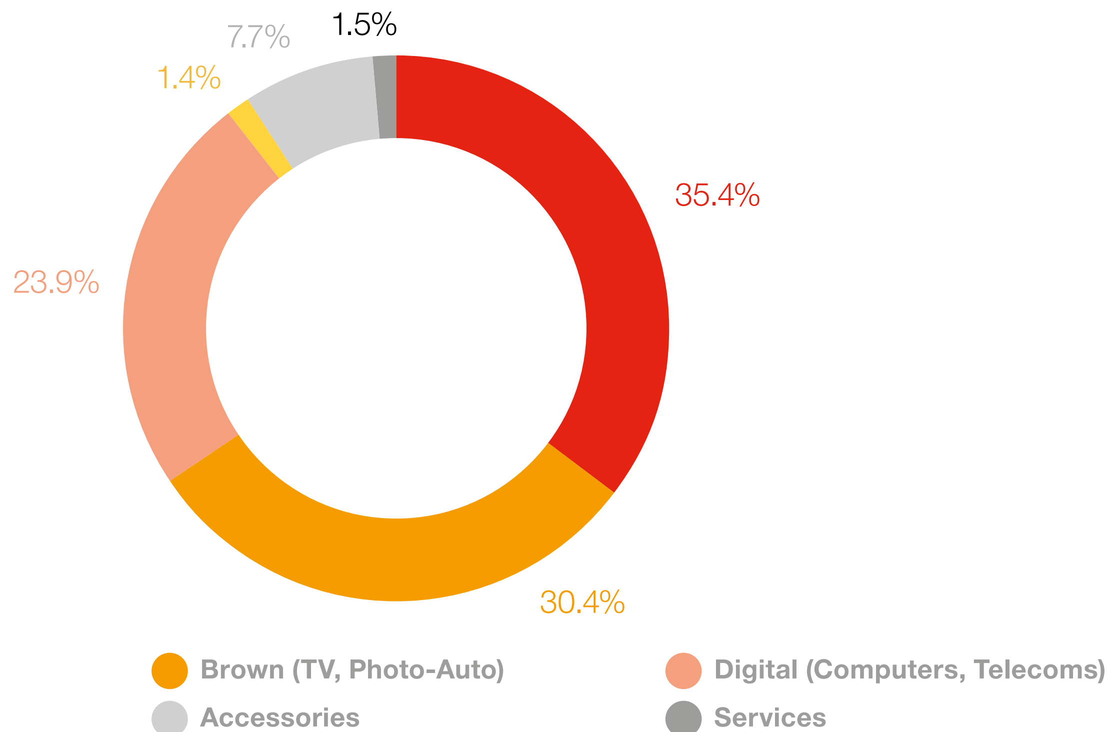


Source: Company data

In 2013 the Company achieved significant increases in certain categories of goods sold, primarily in Telecoms, mostly due to the growth of Smartphones sales, and in Small Home Appliances because of a massive growth in multi cookers (+290% of sales increase year-on-year) which had been introduced as a novel category to the market. Telecom replaced some of the Photo categories as we were selling more Smartphones versus Compact Cameras and some Navigators. We were also seeing ongoing decrease in Entertainment due to a market tendency as many of these products are now purchased online.

Overall white goods (Large and Small Home Appliances) topped our sales mix with more than 35% of revenue in 2013. Entertainment and TV's each decreased by 1% while other categories had minor movements. Revenue from services to customers (installation of home appliances, Quick Service certificates, additional warranties etc.) increased twofold mainly because of the growth of Digital Assistant services due to Computers sales increase.

Revenue by major categories in 2013, %



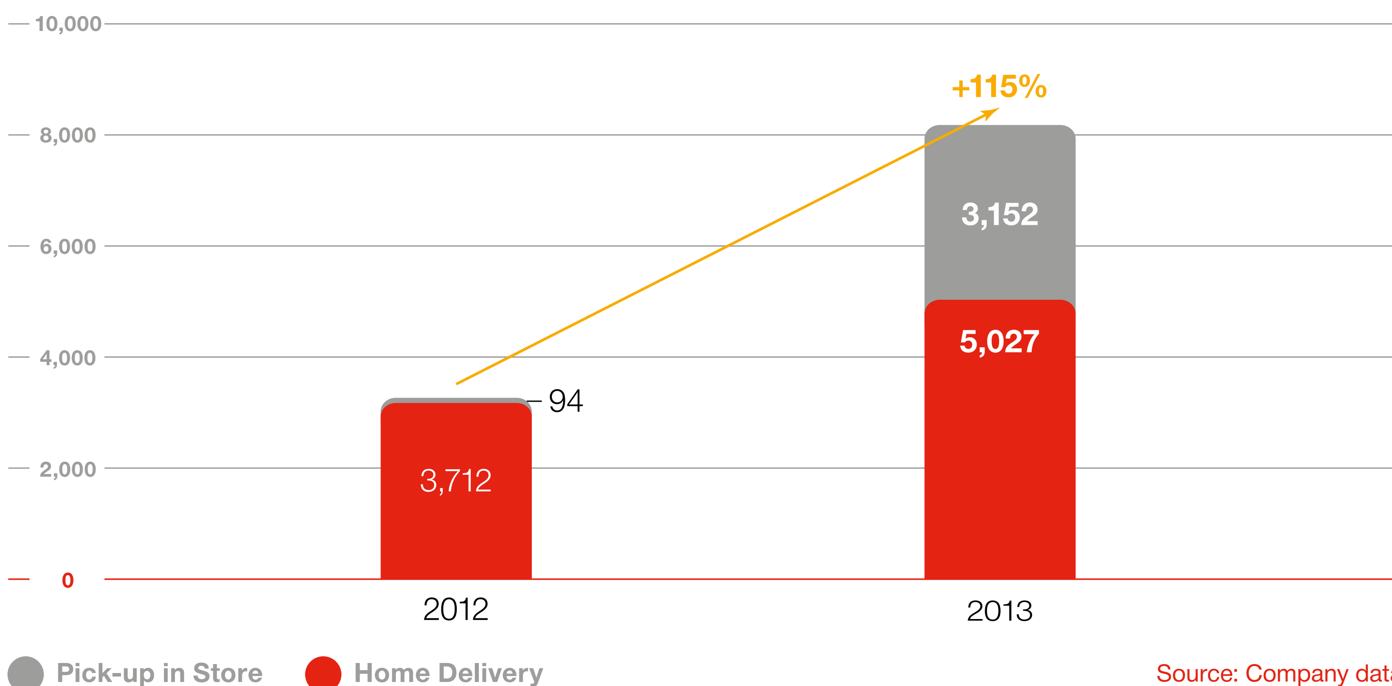
Source: Company data

Our Omni-Channel concept again was very successful in 2013. Omni is the combination of online and physical stores under one brand that lets customers shop anytime, anyway, anywhere at their convenience knowing that pricing and services are the same throughout the channels.

We benchmark ourselves versus the online stores with the similar product mix as well as versus the major Russian search engine which provides products' price and availability comparison in the Russian Internet. We see our competitive advantage in promoting our recognized brand and keeping the customers informed about our promo activities, special prices and exclusive models.

In 2013 we significantly expand the online shopping capabilities in those cities where we operate in Russia. Our 2013 online based sales more than doubled versus 2012. By June 30, 2013 we were already in 37 cities and at the end of 2013 the company opened new internet cities bringing the total to 52. An internet city is the ability to buy online in that city with the delivery calculated from that city.

Online based sales (home delivery + pick-up) in 2012-2013, RUB million



Source: Company data

Internet sales nowadays can be divided into two types: online sales, pick up in store and online sales, delivery to home. Traditional pure play online companies carry out home delivery as their core business. This channel is quite expensive in Russia since home delivery and scheduling costs are quite high. It also does not allow the retailer to show the full range of products and easily sell attachments and services to the customer. The Company's goal is to bring these online buyers back into store traffic to increase conversion and get additional sales including impulse purchases.

The benefits to the Company are also benefits to the customer thus creating a win-win scenario. To promote this way of shopping the pickup customer is incentivized to go through the store to buy something at the moment of pickup. While the customer walks through the store we have a chance to remind him or her of the products we sell and thus to create conditions for an impulse buy. The impulse buys tend to be higher margin accessories, entertainment items, services or small home appliances.

In 2013 pickup in store moved from a single digit % of internet sales to over 40% of all online revenue in the end of the year. This growth helps us to control delivery costs, increase traffic and conversion in the stores and support our gross margins through the additional sales.

Moscow and St Petersburg are leading the way for our Omni-Channel strategy. We continue to refine our concept and will strive to lead the market in meeting the demands of the customers.

We worked constantly throughout 2013 on improving a usability of our web system including PC, tablet and mobile applications to attain better conversion rates while shifting toward personalized offers and superior customer communication via e-mails, SMS and social media. The growth of our internet traffic and number of transactions was well supported by the existing Supply Chain capabilities to handle growing number of orders and accurate home delivery.

In 2013 we also launched online credit facility together with one of the Russian banks. It provides for the fast and easy loan application processing and is available in 16 cities of coverage. We continued to refine our web engine search and choice capabilities while upgrading ordering system to “one click” level for the better shopping experience of our online buyers.

EXPANSION OF THE NETWORK

In 2013 M.video opened 40 new stores and launched the internet sales capabilities in 35 new cities enabling our Omni proposition to be available in the largest 52 cities where we have presence in Russia. We also closed 3 stores due to low efficiency and relocation of some of the existing outlets. We continued expansion to 17 new cities. The total number of our stores by the end of the year amounted to 333 in 144 Russian cities.

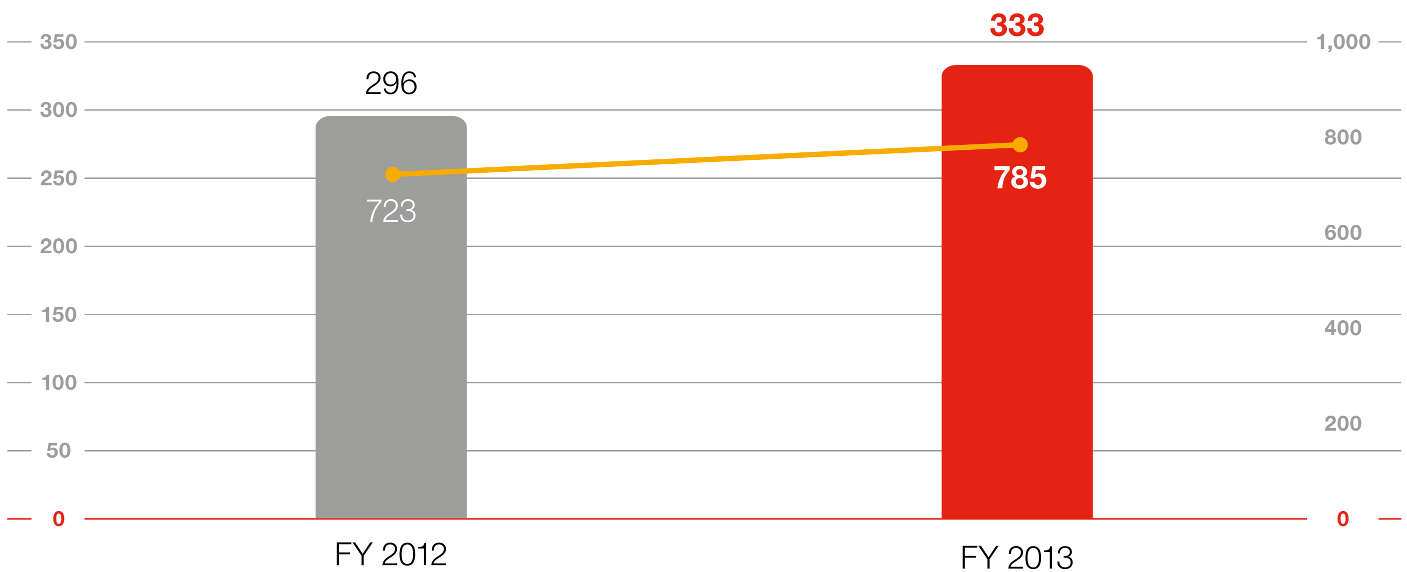
M.video locations, number of stores

M.video: cities of operation	Number of stores
Moscow	45
Saint-Petersburg	15
N.Novgorod	7
Volgograd, Yekaterinburg, Krasnodar, Novosibirsk, Rostov-on-Don	6
Kazan, Samara, Sochi, Tyumen, Ufa, Chelyabinsk	5
Orenburg, Omsk, Perm, Yaroslavl	4
Astrakhan, Barnaul, Vologda, Voronezh, Irkutsk, Krasnoyarsk, Lipetsk, Makhachkala, Nizhnevartovsk, Penza, Saratov, Stavropol, Surgut, Taganrog, Tolyatti, Ulyanovsk	3
Arkhangelsk, Balakovo, Bryansk, Vladimir, Vladikavkaz, Zelenograd, Ivanovo, Yoshkar-Ola, Kaluga, Kemerovo, Kirov, Kursk, Nalchik, Novokuznetsk, Novorossyisk, Orel, Orsk, Pyatigorsk, Ryazan, Saransk, Stary Oskol, Syktyvkar, Tomsk, Tula, Ulan-Ude, Cheboksary, Cherepovets, Cherkessk, Yakutsk	2
Almetyevsk, Anapa, Angarsk, Apatity, Arzamas, Belgorod, Berezniki, Biysk, Bratsk, Vladikavkaz, Volgodonsk, Volzhsky, Gubkin, Derbent, Dmitrovgrad, Dmitrov, Domodedovo, Dubna, Essentuki, Zheleznogorsk, Zhukovskiy, Ivanteevka, Kaliningrad, Kamyshin, Kislovodsk, Kolomna, Kolpino, Kostroma, Krasnoturinsk, Kropotkin, Kurgan, Lazarevskoe, Lyantor, Magnitogorsk, Maykop, Mezhdurechensk, Mineralnye vody, Murmansk, Naberezhnye Chelny, Nevinnomyssk, Neftekamsk, Nefteyugansk, Nizhekamsk, Nizhniy Tagil, Novotroitsk, Novocherkassk, Novy Urengoi, Noginsk, Noyabrsk, Nyagan, Obninsk, Odintsovo, Oktyabrsky, Orekhovo-Zuevo, Pervouralsk, Petrozavodsk, Pskov, Revda, Salavat, Sarov, Severodvinsk, Seversk, Sergiev Posad, Serpukhov, Smolensk, Sterlitamak, Syzran, Tver, Tobolsk, Tuapse, Ukhta, Khanty-Mansiysk, Chekhov, Shakhty, Shchelkovo, Shcherbinka, Elektrostal, Engels	1
Total number of cities: 144	**Total number of stores: 333**

Map

The selling space of M.video stores amounted to 582,500 sq. m while the total space amounted to 785,000 sqm at the year end, demonstrating a 8.5% increase compared to 2012 results. Sales per sq. m of selling space amounted to 311,000 RUB (including VAT) in 2013.

Number of stores and growth in store area in 2013



Number of stores, eop (left axis) | Total space, '000 sq m, eop (right axis)

Source: Company data

In the end of 2011 we launched a new store concept for our 2,000 sq. m stores. The new concept is designed around simplification of in-store navigation while showcasing the latest technologies and promoting our brand. The stores with the new concept help to improve the already favorable customers' reaction to the M.video shopping experience.

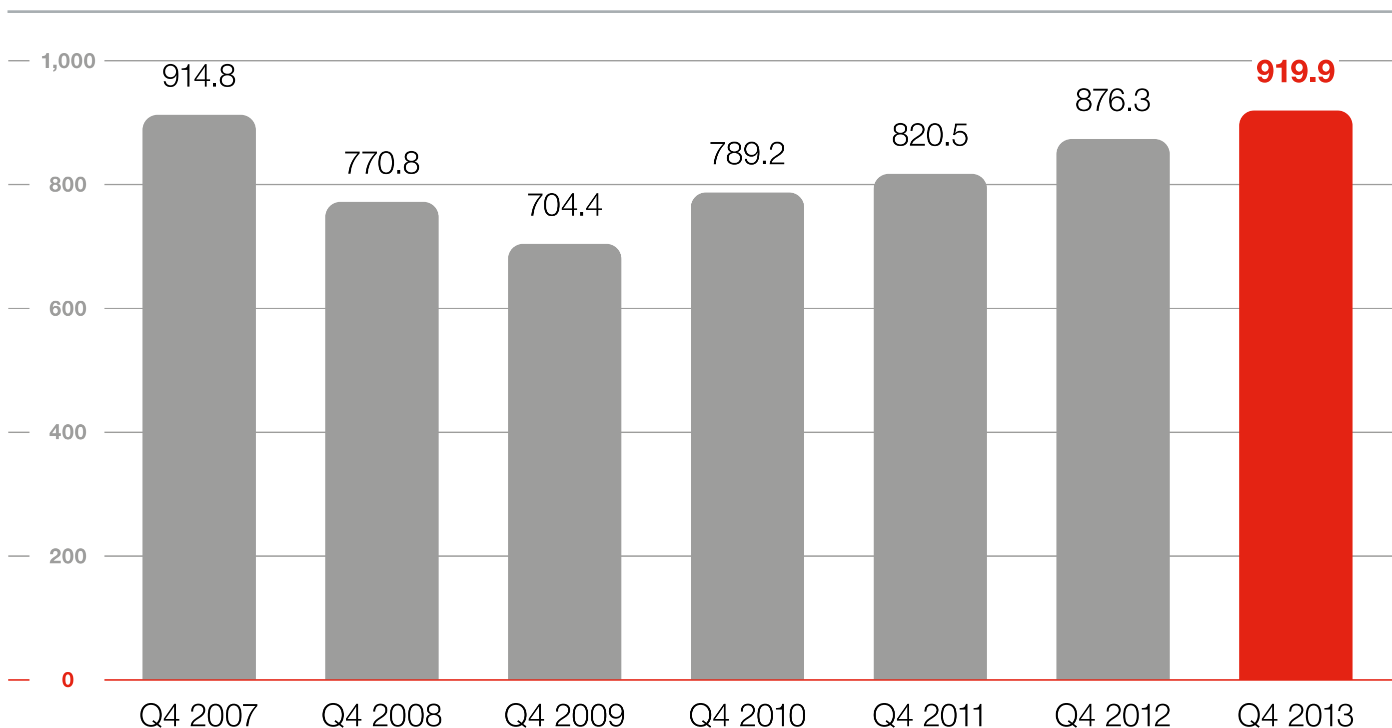
All new stores in 2013 were opened in the new concept; we also reconstructed 15 old stores and adapted them to the new concept. The number of stores in the new concept reached 108 outlets or 32% of the portfolio. We will continue to roll this concept out to our new and reconstructed stores in the future.

In 2013 M.video continued to implement its strategy of increasing the density of operations to get economies of scale on advertising and supply chain costs and to increase our market share in those cities. The number of cities with three and more stores increased to 34, including all biggest cities of Russia.

Our store profile includes 292 of stores in shopping malls and 41 stand-alone destinations. We lease 91% of stores while own 9% of stores.

In 2013 we saw a c.5% average increase in the ruble based rent rates for the new openings.

Rent rates dynamics for the new stores opened in Q4 2007-2013, RUB per sqm



Source: Company data

The average time it takes us to open a store is 2-4 months, and we invest 46 million rubles (without VAT) in each store on fixtures, leasehold improvements and other pre-opening costs. The Company opens its stores both in small and big cities of Russia concentrating on cities with more than 100,000 population.

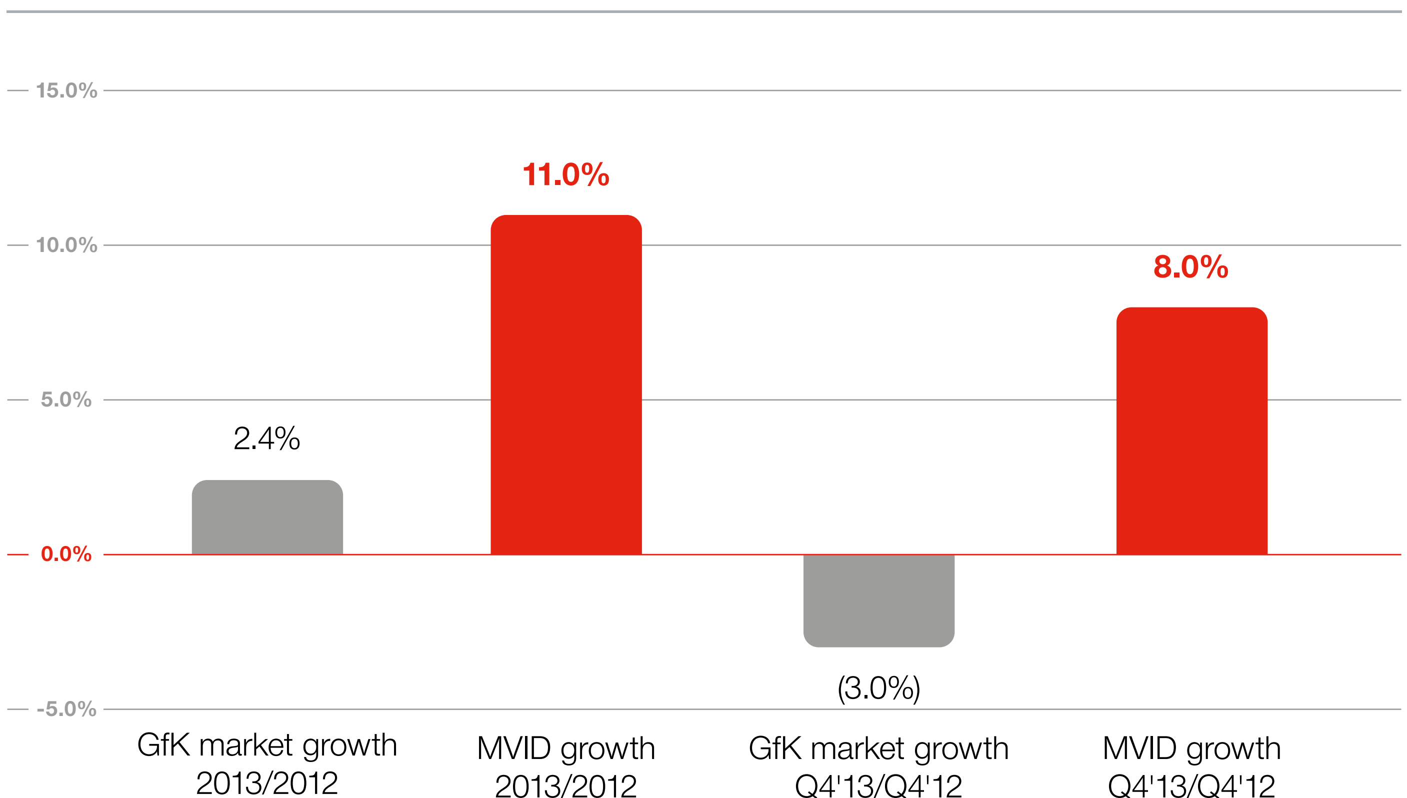
Two years ago we piloted a new format of 1,000 square meters: by the end of 2013 M.video had twenty eight of 1,000 sq. m stores under its banner in smaller cities and high density areas. Reduced selling space allows us to use the same metrics which we apply to a standard 2,000 sq. m store but having advantages on the capital expenditure and rents. We display just the core range of main categories in these stores but offer the full range of promo products and extended metrics available by order, including online ordering. The net benefits of the new format introduction are to be more scrutinized but we are enthusiastic on the potential synergies it brings to our Omni-Channel approach.

MARKET, COMPETITION AND GROSS MARGIN DEVELOPMENT

M.video competes with both national and regional consumer electronics retailers throughout Russia, as well as against niche specialist retailers such as computer, telecom and/or photography stores. We demonstrate high growth rates in sales due to our superior sales technologies and high standard of customer service.

With a growth of 11% versus a market development of 2.4% in 2013 (GfK data) M.video proved its leadership both in the Consumer Electronics Specialists, CES (nationwide federal chains) area as well as in the total Consumer Electronics market. The Company increased its total market share from 12.4% in 2012 to 13.3% in 2013 as well as its CES market share from 23.1% in 2012 to 24.7% in 2013.

M.video sales growth vs. market in 2013, %



Source: GfK, Company data

We reinstated a dominant position in Washing, Cooling, Flat TVs, Hi-Fi Audio and Coffee Making businesses and increased our share of the total market in Laptops and Compact System and DSLR cameras. M.video also outperformed the market growth in such popular categories as Smartphones, Tablet PCs and Smart TVs in 2013.

Those remarkable achievements are underlined by an outstanding performance in some of the following areas. We sell each forth TV set in Russia with Smart TVs sales' share exceeding 70%; in 2013 the total number of units sold in M.video reached the highest ever at more than 2,000,000 units! We also dominate (in value terms) such market categories as Hi-Fi Audio with almost 30% market share, Washing Machines (19% share), Refrigerators (18% share) and Dishwashers (16% share).

One of our key success factors in 2013 were the numerous novelties and exclusive launches in the technologically advanced categories. M.video paved the road for the most popular devices into the Russian market, such as Ultra HD (4K), Ultra High Definition Television sets, including hi-end 85" 3D Smart TVs and Curved Screen OLED UHDTVs from various brands. We expanded our Mobile Accessories proposition in 2013 with the "fancy Smart Tech" gadgets, such as smart watches, fitness trackers, GoPro cameras accessories etc. We surfed the wave of the exploding demand for extended data storage capacity, offering a wide range of the newest 1Tb external hard drives.

For the fourth consecutive year M.video improved its Gross Margin. Amongst the main factors contributed to that we should mention the Company's focus on exclusive brands/launches and differentiated assortment, various category management initiatives led to increase of the average ticket, as well as widely adopted Stock/Account Payables Balance ratio. We've been concluding agreements with our top suppliers to secure Working Capital parity through the full implementation of the Assortment Management & Replenishment IT System.

The suppliers' bonuses (based on compensation agreements for purchase prices) also increased in 2013 to compensate price deflation and the promotion of specific products through a temporary price reduction.

COMMITTING TO CUSTOMERS, COMMITTING TO OUR STAFF

We believe that customers' loyalty is key to our success. People want to visit M.video stores because they know they will get good advice about products and accessories, and can find out about new trends. Our staff will always be available to give advice or offer help about what additional items are necessary to ensure successful installation at home.

Our customer offering is supported by a 24-hour call centre, which has been outsourced from a professional company since 2012. Whether a product has been bought from M.video or not, our consultants and technicians can assist consumers with advice on topics ranging from the location and openings times of our stores to how to operate and install products.

Over 3.5 million calls were received by the call center in 2013 (10% more vs. 2012) and 500 orders were processed; sales' conversion rate improved from 4% in January 2013 to 9% in December 2013. We launched new service propositions for our clients, such as English speaking line, personal assistance for the pre-paid online orders, etc.

M.video set up an internal action plan called "Incidents" for processing of the customers' feedback using all means of communication (calls, in-store questionnaires, web, e-mails). This initiative is backboned by a tailor made software containing Net Promoter Score (NPS) evaluation scale; based on the market researches and internal data NPS demonstrated stable growth throughout the year and reached 59% by December 2013. In 2013 the Company acted upon more than 16,000 customers' applications, resulting in the reduction in the number of complaints by 64% in comparison to 2012.

In 2013 we continued to deliver on further development of our "My Client – My Responsibility" (MCMR) strategy and continued to open dedicated Service Zones in all of new stores. The Service Zones help customers who want to understand how to use their purchase and for those who would like to upgrade software or move their personal data from one device to the new one they acquired. Our store directors and sales staff were taking accountability and treating customers as they expect to be treated following the Company's widely promoted motto "We do care".

The Company introduced a new recycling program expanded to 99 stores in 32 cities: we take away customer's old product for free recycling when we deliver a new one. The customer also may bring any unwanted electrical item into the nearest store for free recycling, even if he hasn't bought it from us.

In 2013 we doubled the number of the dedicated in-store Photo Zones to 60 of our stores; in those Photo Zones we display an extended range of cameras and lenses for both professionals and enthusiasts. The average ticket for dedicated Photo Zones proves to be 15% higher than the network's average in the category. We also run Coffee Making lounges in 22 of our stores.

Our customers' loyalty program is called M.video Bonus and it has been built on the basis of the Oracle Siebel loyalty management CRM-solution.

In 2013 we redesigned the program while transferring to single bonus currency, bonus rubles. During the year the number of the registered participants of M.video Bonus program increased by 1 million and reached 8 million customers. Each second purchase in our network was made by the program's participants.

Our employees are part of our competitive advantage. We place a premium on employee recruitment and training to build a strong, team-oriented company culture. We provide many different levels of training to ensure that sales staff are knowledgeable on our products and current trends. Our Corporate university helps us to develop our future store directors and section managers.

FTE employee dynamics in 2012-2013, eop

	2012	2013	change, %
HQ (incl. Internet)	822	886	8%
Call Center	76	91	20%
Regional Admin (incl. Customer Service and Aspirants)	623	578	-7%
Stores	16,718	16,859	1%
Total Headcount FTE	**18,239**	**18,414**	**1%**

Source: Company data

After our people, the M.video brand is our strongest asset. That is why we do not franchise stores, but keep direct control through our employees. In this way, we can ensure that we apply universal brand standards to all our stores, wherever they are located. The M.video brand is underpinned by our corporate values; Honesty, Respect for Others, Open Mind for Change and Concern. We succeed because our staff share these values and focus 100% on our customers.

CORPORATE SOCIAL RESPONSIBILITY

As we are the largest Russian retail chain in the consumer electronics and home appliances market by revenue, we realize that the products we sell make people's life more comfortable but may have an unpredictable impact on the environment.

Although our corporate colors are red and white, we are essentially 'green' company and carefully assess the impact we have on the environment. M.video has 18,000+ employees with their own interests, attitude and outlook on life, but we all have one thing in common – we dream and we want to make this world a better place.

2013 was a very encouraging year for our corporate social responsibility: in February we founded a new charity establishment called "Beautiful Children in the Beautiful World" which provides support to the ill children in hospitals and helps to protect the environment. Starting from April 2013 the Foundation sponsored 42 surgeries to 38 kids out of 18 regions of Russia.

The Foundation's activity was also devoted to environmental projects in national parks of Russia. Russian branch of the International Forest Stewardship Council (FSC) honored the Foundation with the letter of commendation for its strong contribution to expansion of the FSC certified programmes. The Foundation launched three dedicated projects aiming to protect nature and environment and to support creation of unique models of national parks and wildlife reserves, such as cultural and recreational tour «A dimly remembered world» in the national park «Smolenskoye Lake District» (http://www.poozerie.ru/ru/fayli/), creation of a high-mountain tourist camp «Rattling spring» and a visit-center in the national park Taganay, South Ural (www.taganay.org/grant.php), reservation program for white-tailed eagles in Volzhsko-Kamskiy State nature and wildlife reserve, Tatarstan (www.vkgz.ru/orlan).

Our environmental initiatives were well accepted by the Company's volunteers in course of the summer expedition to the world-known wildlife spot – Olkhon Island at Baikal Lake; our employees made clean-ups of the polluted areas in the reservations as well as organized eco-activities during their trips.

M.video once became the first nationwide retail chain which stopped sales of the luminescent lamps which may be replaced with the new high-quality energy-saving lamps and which stopped sales of CRT TV sets. We hold various campaigns encouraging our customers to trade-up and replace their old fashioned home appliances with the new energy-saving models.

OUTLOOK

We will continue to provide innovative products to our customers in all our locations and in the Internet to ensure that they continue believe that M.video is the best place where people and consumer electronics meet.

Our customer centric approach will continue to be the major priority for our management and staff designing more sophisticated service propositions and ensuring the customer is at heart of all our decisions.

We target to open 30 new stores in 2013 and launch online credit facility for 20 more internet cities.

The key challenges for 2013 for M.video will be in implementing further the Omni-Channel strategic initiative. We aim to focus on improving the efficiency of our operations and superior cost control as well as extending the availability of the products' assortment for our customers in all channels, including stores and virtual online shelf. We are also committed to secure advantages of the price match guarantee versus the competition on the basis of strong supplier's relationship and ongoing collaboration with the manufacturers.

The Company plans to open 10 brand-new in-store Beauty Zones where customers may find professional equipment and specialties in traditional product categories (such as photo epilation, sets for facial and manual care and etc.).

M.video is preparing to launch a novel channel-integrated solution based on Oracle ATG web platform and SAP CRM capabilities in the coming years. The start of this program was in late 2013 with pilot program planned for 2014 and a full completion in 2015. The brand new web platform will allow M.video to improve customer's familiarity with our web sites, optimize search and browse capabilities and by the end of the day provide Russian consumers with the advanced digital tool integrating web and store shopping experience.

Financial Performance Review

Financial performance highlights in 2011-2013, RUB million (without VAT)

	2013	2012	2011
Net revenue	148,042	133,593	111,937
Gross profit	38,360	32,955	27,537
As % of net revenue	25.91%	24.67%	24.60%
Operating expenses	31,593	27,583	22,936
As % of net revenue	21.34%	20.65%	20.49%
Operating profit (EBIT)	6,767	5,372	4,601
As % of net revenue	4.57%	4.02%	4.11%
EBITDA	9,400	7,525	6,239
As % of net revenue	6.35%	5.63%	5.57%
Net profit	5,729	4,141	3,374
As % of net revenue	3.87%	3.10%	3.01%

REVENUE

Our overall net revenue growth was 10.8% to 148 billion RUB in 2013. This was due to both new stores openings and vast internet expansion as well as sales' increase from reconstructed stores.

Our new stores openings comprised of 42 new stores opened in 2012, 40 new stores opened in 2013, and 35 internet cites commenced their operations in addition to existing 17 cities – all contributing to the positive revenue generation in 2013.

The revenue includes a one-time positive impact of 536 million RUB due to a change in estimate on M.video Bonus program loyalty points breakage from the first half of 2013. In prior years we were unable to assess the breakage of the points but in 2013 we had enough history to allow us to estimate this number. The breakage of points refers to those loyalty points which expire prior to achieving the level needed to convert into a certificate which is able to be used for purchases. This benefit is also in our Gross Margin, our EBITDA and about 400 million, due to reducing for taxes, in Net Profit.

GROSS PROFIT

As a percentage of revenue, Gross Margin grew by 1.24% to 25.91%, or 38.4 billion RUB. If we take out the positive effect of the loyalty breakage, the growth in Gross Margin happened primarily due to the change in the sales mix increases in higher margin small home appliance and services and certain efficiencies in logistics costs and lower provisions for inventory allowance.

Furthermore despite competition and the market pricing putting downward pressure on the GM, the Company enjoyed being active partner of suppliers and being able to counteract the effects of these reductions. In particular, we continued involving our vendors in promo campaigns which allowed us to minimize negative effects from promo on the GM result.

SELLING, GENERAL AND ADMINISTRATIVE EXPENSES

Our selling, general and administrative expenses (SG&A) increased by 14.3% to 33.6 billion RUB in 2013 from 29.4 billion RUB in 2012. As a percentage of revenue the expenses increased by 0.7% from 22% in 2012 to 22.7% in 2013.

Overall SG&A increase was mainly from Warehouse Services, Transportation to Customers, Depreciation & Amortization and less Lease expenses.

Selling, general and administrative expenses in 2012-2013, RUB million and as % of net revenue

	Year ended			
	31 December 2013		31 December 2012	
Payroll and related taxes	9,678	6.5%	8,742	6.5%
Lease expense (net of sublease income)	7,422	5.0%	6,480	4.9%
Advertising and promotional expenses	3,942	2.7%	3,665	2.7%
Warehouse services (including related lease expense)	2,204	1.5%	1,757	1.3%
Utilities	1,491	1.0%	1,331	1.0%
Bank charges	1,034	0.7%	779	0.6%
Transportation to customers	984	0.7%	754	0.6%
Other SG&A*	4,178	2.8%	3,715	2.8%
Depreciation & amortization	2,633	1.8%	2,153	1.6%
Total	**33,566**	**22.7%**	**29,376**	**22.0%**

* Other includes: security services, service centre, repairs and maintenance, packaging and raw materials, consulting services, travel costs among others.

Payroll remained constant as a % of revenue. The actual increase in Payroll relates to the opening of new stores while HQ costs have been kept almost at the same level as in 2012 due to some saving exercises. Nevertheless with an increase of 1% like-for-like sales the gains we achieved in efficiencies had been taken away by wage inflation.

Lease expenses and Utilities costs are up slightly by 0.17% as a percentage of revenue as compared to 2012. There are two points that impact our costs. Annual escalations which exceeded the like-for-like sales and the depreciation of the Russian Ruble over 2013 as some 40% of our leases are denominated in currencies other than the Russian Ruble.

Advertising & Promotional expenses are down slightly as we were looking at how to get effective advertising for less money or limit the less effective advertising.

Warehouse expenses increased as we had tariff increases and more goods passing through the warehouses. The sales mix change with white goods' share increase means more quantity of goods movement; increase in goods storage and handling volume was 13% as compared to 2012. We also opened a new CDC (Central Distribution Center) near Moscow.

Bank charges growth in 2013 was due to the higher use of credit/debit cards in 2013 as compared to 2012. In 2012 we started the year at about 9% of revenue coming from cards and finished that year at 26%. In 2013 we were constant throughout the year at about 26% of revenue. This growth is directly attributable to the use of cards due to the banks introducing loyalty point programs. Customers now tend to use cards instead of the ATMs to get cash to make payments.

Transportation to customers grew in line with the home delivery growth due to the internet expansion in 2013.

Amongst Other SG&As Security and Repairs/Maintenance costs showed minor reductions as we focused on these types of expenses in 2013 budgeting process.

Depreciation & Amortization were up due to the IT systems which came on line in 2012 and 2013 and the reconstruction of stores.

OTHER OPERATING INCOME AND EXPENSES

Other operating income (net of expenses) increased by 10% from 1.8 billion RUB in 2012 to almost 2 billion RUB in 2013 due to more stores and higher sales. The other operating income mostly consists of Consumer Credit commissions, Delivery income and Advertising income. We cannot recover 100% of the delivery cost but as sales increase, particularly in internet we see noticeable increases in the delivery income.

OPERATING PROFIT

Operating profit increased by 26% from 5.4 billion RUB in 2012 to 6.8 billion RUB in 2013. Operating profit and Net income growth can be directly attributed to the growth in the Gross Margin offset slightly by the SG&A growth, including Depreciation. We also had some positive impacts on the tax rate (see below Income tax expense).

NET FINANCE INCOME

M.video had a net finance gain in the third consecutive year as during those years we did not have loans denominated in foreign currencies and used only short-term borrowings for new stores openings that allowed us to end the years in a net interest earned position.

In 2013 net financing costs or interest were down slightly year on year as in 2012 we delayed the annual dividend while we contemplated an acquisition. This money was kept in interest bearing deposits.

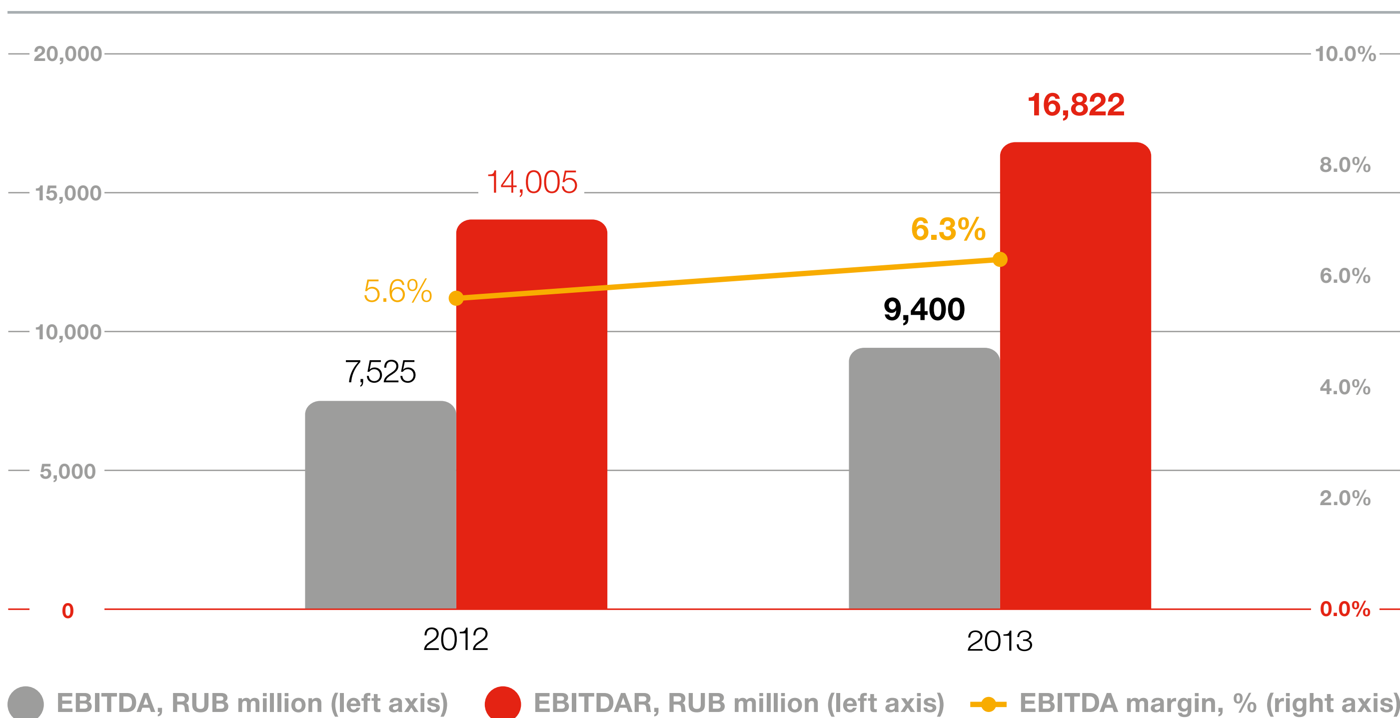
INCOME TAX EXPENSE

The effective income tax rate for 2013 reduced to 23.1% as compared to 25.4% in 2012. This is considered as a viable rate for the future periods. The reduction in effective tax rate was achieved through control of non-deductible expenses while EBIT (earnings before income tax) increased by 26% in 2013.

NET PROFIT FOR THE YEAR

Net profit for the year increased by 39% from 4.1 billion RUB in 2012 to 5.7 billion RUB in 2013.

EBITDA/EBITDAR dynamics in 2012-2013



Source: Company data

EBITDA

EBITDA increased by 25% from 7.5 billion RUB in 2012 to 9.4 billion RUB in 2013. EBITDA margin was 6.3% as compared to 5.6% in 2012. If we were to adjust for the Loyalty breakage adjustment the Company was able to attain its 6% EBITDA target in 2013.

ASSETS AND LIABILITIES

Like in the previous years, our balance sheet continues to be relatively straightforward and easy to understand with the assets dominated by Fixed Assets, Inventory and Cash. Our liabilities are primarily Trade Accounts payable.

Fixed Assets are a result of the expansion of our store network and reconstruction of stores while Intangibles are the improvements in the IT systems. We continue to invest in our store systems and Omni Channel web platform.

Managing the level of our Working Capital continued to be one of the main focuses of the top managers. Dealing with our suppliers we continued to use Inventories/Account Payables parity principle which had been in place since 2009. This gives us financial strength by having sufficient cash balances and net income from financing instruments. Inventories to Account Payables shows a current ratio of 1.14 as compared to 1.10 in 2012.

Cash balances and short term investments increased by 4 billion RUB from 7.6 billion RUB in 2012 to 11.5 billion RUB in 2013.

Trade Conversion Cycle 2012-2013, days

Source: Company data

CASH FLOWS

Cash flow from operations

The Company continues to generate massive cash piles from its operations. In 2013 the amount of net cash received from operations increased by 6.7 billion RUB due to significant positive changes in Working Capital (WC).

Almost 10.5 billion RUB of cash generated by operations with a bit over 4 billion RUB in Fixed Assets and Intangibles allows us to pay generous dividends.

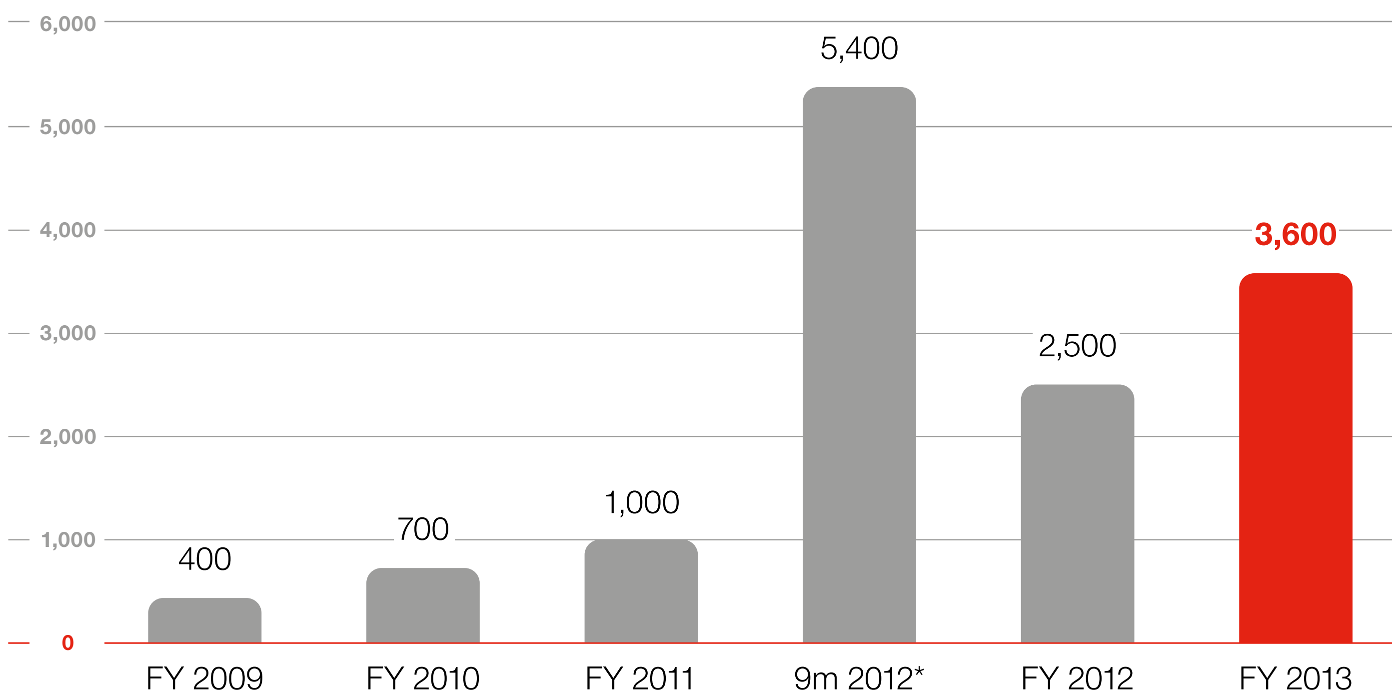
Cash flow from investing activities

In 2013 M.video invested almost 4.4 billion RUB in CAPEX programs or approximately 400 million RUB more as compared to 2012. As in the previous year the financing of opening new stores and our IT systems' improvements dominated the investments.

Cash flow from financing activities

In 2013 the net cash used in financing activities represented the dividends paid in the total amount of 2.5 billion RUB as compared to 6.3 billion RUB in 2012.

Dividend story in 2009-2013



* Special dividends.

Source: Company data

Net cash

The Group increased its net cash balance by 4 billion RUB due to positive changes in Working Capital, from 7.5 billion RUB in 2012 to 11.5 billion RUB in 2013.

Board of Directors & Management

BOARD OF DIRECTORS

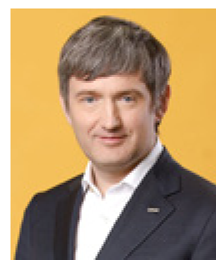
ALEXANDER PRISYAZHNUK
Independent Board Member

DAVID HAMID
Independent Board Member, Deputy Chairman of the Board

ADRIAN BURLETON
Independent Board Member

PETER GYÖRFFY
Independent Board Member, Chairman of the Board

WALTER KOCH
Independent Board Member



ALEXANDER TYNKOVAN
Board Member, CEO & President

UTHO CREUSEN
Independent Board Member

MIKHAIL KUCHMENT
Independent Board Member

PAVEL BREEV
Board Member, Vice President

ALEXANDER PRISYAZHNUK

Independent Board Member

Alexander Prisyaznuk was born on 23 May 1972. In 1995 he graduated from Kuban State University. Mr. Prisyazhnuk has held various positions and served as the member of the Board of Directors of the Group of Companies "Magnit" and its predecessor entities since 1997 till the end of 2008. He has been serving as the member of the Board of Directors of OJSC "DIXI Group" since 2010.

DAVID HAMID

Independent Board Member, Deputy Chairman of the Board

David Hamid was born on 11 December 1951. In 1973 he graduated from University of Bradford (UK). Mr. Hamid has served as an independent member of the Board of Directors of OJSC "Company M.video" since February 2007. Mr. Hamid has served as a non-executive director at Homeserve Warranties since 2006 and as the chairman of the Supervisory Board at Music for Youth since 2008.

ADRIAN BURLETON

Independent Board Member

Adrian Burleton was born on 29 August 1969. In 1991 he graduated from the University of Newcastle upon Tyne, UK, MSc Computing Science. In 2003 – 2012 Adrian served as Business Development & Multi-Channel Director at Home Retail Group plc. As of today Adrian Burleton is the member of the Advisory Board and CEO of the Studio Moderna Holdings B.V., one of the leading European providers of the Multi-Channel retailing. Mr. Burleton was elected as an independent member of the Board of Directors of OJSC "Company M.video" in June 2013.

PETER GYÖRFFY

Independent Board Member, Chairman of the Board

Peter Gyoerffy was born in 1959. In 1985 he graduated from University of Economics (Austria) with a Masters degree and worked many years for Mars Inc. and later as the CEO of Merkur superstores in Austria (Rewe-group). Since March 2007 Mr. Gyoerffy is an independent member and Chairman of the M.video Board. From 2010 till 2013 was a member of the Board of the Austrian Kika/Leiner furniture group. Mr. Gyoerffy owns and operates an independent firm specializing in international strategy consulting for retailers.

WALTER KOCH

Independent Board Member

Walter Koch was born in 1962. He graduated from the University for applied Sciences (Aalen, Germany) in 1988. For almost two decades he obtained senior positions with the largest European home appliances manufacturers such as AEG and Electrolux, being in charge of the logistics and Supply Chain management. In 2007-2010 Mr. Koch served as Executive Vice-President and COO of Sanitec Corporation (Helsinki, Finland). From 2011 till 2013 was a member of the Supervisory Board of HTL-Strefa, Poland. Presently Mr. Koch owns and operates independent consulting firm and from November 2010 is an independent director of the OJSC «Company «M.video».

ALEXANDER TYNKOVAN

Board Member, CEO & President

Alexander Tynkovan was born on 14 June 1967. In 1992 he graduated from Moscow Energy Institute. He founded M.video in 1993 and governs by the Company till present time. Since 2008 till present moment – member of the Supervisory Board of X5 Retail Group N.V

UTHO CREUSEN

Independent Board Member

Utho Creusen was born on 24 April 1956. In 1979 he graduated from the University of Cologne (Germany). In 2001 – 2008 he was a member of the Board of Media-Saturn-Holding. Since February 2010 he is a non-executive member of the Board of Directors of DSG International. From March 2013 - independent director of the Board in Unternehmensgruppe Theo Muller, Zurich.

MIKHAIL KUCHMENT

Independent Board Member

Michael Kuchment was born on 28 August 1973. In 1996 he graduated from Moscow Institute of Physics and Technology (MIPT). In 2004 - 2005 he took a position of the marketing director of M.video Group, then in 2005 - 2008 he was a commercial director of the Company. Presently he is a Vice-President of LLC “Home Interior”. From November 2013 Mr. Kuchment is a Board member of the ICB "Sovkombank" LLC.

PAVEL BREEV

Board Member, Vice President

Pavel Breev was born on 22 April 1967г. In 1986 he graduated from Moscow Aviation Engine College. Pavel Breev is a co-founder of M.video Group and has held various positions in management since 1993. He is a member of the Board of Directors and from April 2013 - General director of LLC “M.video Management”.

MANAGEMENT

	Name	Position
1	**ALEXANDER TYNKOVAN**	CEO and President
2	**PAVEL BREEV**	Vice President, Expansion Director
3	**OLGA TURISCHEVA**	E-Commerce and Marketing Director
4	**ENRIQUE FERNANDEZ**	Commercial Director

	Name	Position
5	**STEPHEN LEWIS**	Retail Director
6	**CHRISTOPHER PARKS**	Chief Financial Officer
7	**IRINA IVANOVA**	IT and Supply Chain Director
8	**NATALYA MALEEVA**	HR Director

Corporate Governance

M.video complies with the Russian Corporate Conduct Code and aspires to comply with the best international standards of corporate governance.

M.video endeavours to disclose information about the Company and the Group as a whole in a timely and regular manner, ensuring that information is made available to all shareholders at the same time. M.video tries to observe a reasonable balance between openness and transparency and protection of commercial interests. The Company fully observes the legal requirements and listing regulations of the Moscow Exchange regarding public disclosure of information. We disclose information in news releases, through the approved news wires and on the www.mvideo.ru web site.

BOARD OF DIRECTORS

We established an informal advisory council in 2003, many of whose members were elected to the Board of Directors of the Company at the Extraordinary General Meeting held on February 27, 2007.

M.video's Board of Directors has 9 members, seven of whom are fully independent of the Company. Our Board members bring with them extensive experience of retailing, consumer electronics and supply chain.

At 31 December 2013 the Board of Directors was chaired by Peter Györffy, an independent director.

At this date other Board members included: Mr Alexander Tynkovan, our founder and CEO, Mr Pavel Breev, our co-founder, Vice President and Expansion Director, and independent directors Mr Utho Creusen, Mr David Hamid, Mr Walter Koch, Mr Michael Kuchment, Mr Adrian Burleton and Mr Alexander Prisyazhnuk.

The Board of Directors, in accordance with the Russian Corporate Conduct Code and best practice, appointed an Audit Committee and a Remuneration Committee in June 2007. These committees are chaired and filled by independent Board members.

AUDIT COMMITTEE REPORT

Membership and Meetings

The Audit Committee comprised of David Hamid (Chairman) and Alexander Prisyazhnuk. David Hamid and Alexander Prisyazhnuk are both independent non-executive directors. The Chairman has recent and relevant experience.

The committee met 4 times during 2013. The members of the audit committee attended all meetings. Representatives of the external auditors, the CFO and Head of Internal Audit were invited to attend each meeting to ensure that the Committee members were fully informed and supported in carrying out their duties. During the year the members of the committee met with the external auditors in private.

Role of the Committee

The Board has delegated the Audit Committee responsibility to review and monitor the integrity of the financial reporting and any formal announcements relating to the Group's financial performance; review critical accounting policies and financial reporting judgments; review the Group's internal control systems; monitor the effectiveness of the Group's internal audit function, reviewing and approving their annual plan; complete an annual assessment of external auditors, review and monitor their independence, approve the external auditors' remuneration and terms of engagement and make recommendations in respect of the reappointment. The full terms of the Audit Committee are available on the corporate website.

Key Matters Considered

The key matters considered by the Committee during the year included: interim, half-yearly and annual financial statements; recommendations from the external auditors on accounting, tax and internal control issues (and managements responses to these recommendations); reviewed the level of resources and training allocated to the internal audit department to ensure the audit plan could be delivered effectively; assess reports and updates on the key findings from internal audit; reviewed with management and the external auditor the deadline for IFRS reporting and supported the continued improvement on the timeliness of the annual reporting; carried out an assessment of the audit committee and followed up on recommendations made during this assessment. The Committee utilised the resources of internal audit during the year to specifically focus on a review of management and accounting of supplier bonuses –some changes were recommended but broadly the committee was satisfied that this area was being correctly managed.

DAVID HAMID
Chairman of the Audit Committee

REMUNERATION AND NOMINATION COMMITTEE REPORT

During the calendar year 2013, the size of the Remuneration & Nomination Committee remained unchanged with three independent Non-Executive Directors as members. The three were David Hamid, Walter Koch and Peter Györffy. CEO Alexander Tynkovan and HR Director Natalia Maleeva participated as a guests in all meetings.

Due to the lack of topics, which felt under the responsibility of the Remuneration & Nomination Committee, three meetings were held during the reporting period. After every meeting a detailed de-brief has been given to the Board and whenever necessary corresponding Board-decisions made. All meetings had full presence of the committee members.

The committee's work in 2013 continued to focus on similar topics as in the previous year: regular review of relevant Human Resources Performance Indicators. High attention has been given to succession planning, not only on top-management level, but also on the members of the Board of Directors.

Following our Omni-strategy an E-Commerce specialist has been elected during our annual shareholder meeting as a new Non-Executive Director. Similarly, the vacant Marketing Director position has been filled by a Senior Marketing professional from the Russian telecom business.

Expiry dates of employment contracts with top-level managers have been reviewed and negotiations for prolongation started, where necessary.

In order to support retention of top- and middle-management, a new Long-Term-Incentive program, granting shares on annual base during the period 2015 – 2017, has been agreed by the committee and approved by the Board.

Achievement of top-level Key Performance Indicators, set for 2012 have been reviewed and corresponding bonus payments approved.

Due to the transfer of our shares in October 2013 from B-listing quotation to A-listing at Moscow stock exchange and various new legal regulations in Russia, the by-law of the Remuneration & Nomination Committee has been revised and approved.

All recommendations of the Remuneration & Nomination Committee have been approved by the Board of Directors.

PETER GYÖRFFY
Chairman of the Remuneration & Nomination Committee

SHAREHOLDER INFORMATION

In the Russian Federation our shares are traded on the Russian Moscow Exchange under the following symbols and tickers:

Share tickers

Exchange	Bloomberg ticker	Reuters ticker
MOEX	MVID RM	MVID MM

Share tickers

Name	Code
ISIN	RU000A0JPGA0

SHARE INFORMATION

Date of IPO (MICEX)	1.11.2007
Offer price	USD 6.95
Capital raised for operations	USD 203 million
Price at 31.12.2013	RUB 298.00
High/Low 2013	RUB 305.59/RUB 233.50
Market Capitalisation	RUB 53.6 billion as of December 31, 2013
Shares outstanding	179,768,227
Free float	42.3%

REGISTRAR INFORMATION

OJSC “Registrator R.O.S.T.”
Address: 18 (box 9), Stromynka street, 107996, Moscow, Russia
Telephones: tel. (495) 771-73-35, fax (495) 771-73-34
Web: www.rrost.com
E-mail: rost@rrost.ru

Consolidated Financial Statements

For the Year Ended 31 December 2013

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OPEN JOINT STOCK COMPANY "COMPANY M.VIDEO"

STATEMENT OF MANAGEMENT'S RESPONSIBILITIES FOR THE PREPARATION AND APPROVAL OF THE CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2013

Management is responsible for the preparation of the consolidated financial statements that present fairly the financial position of OJSC "Company M.video" (the "Company") and its subsidiary (the "Group") as of 31 December 2013, and the results of its operations, cash flows and changes in shareholders' equity for the year then ended, in compliance with International Financial Reporting Standards ("IFRS").

In preparing the consolidated financial statements, management is responsible for:

- Properly selecting and applying accounting policies;
- Presenting information, including accounting policies, in manner that provides relevant, reliable, comparable and understandable information;
- Providing additional disclosures when compliance with the specific requirements in IFRSs are insufficient to enable users to understand the impact of particular transactions, other events and conditions on the Group's consolidated financial position and financial performance;
- Making an assessment of the Group's ability to continue as a going concern.

Management is also responsible for:

- Designing, implementing and maintaining an effective and sound system of internal controls throughout the Group;
- Maintaining adequate accounting records that are sufficient to show and explain the Group's transactions and disclose with reasonable accuracy at any time the consolidated financial position of the Group, and which enable them to ensure that the consolidated financial statements of the Group comply with IFRS;
- Maintaining statutory accounting records in compliance with local legislation and accounting standards of Russian Federation;
- Taking such steps as are reasonably available to them to safeguard the assets of the Group; and
- Detecting and preventing fraud and other irregularities.

The consolidated financial statements of the Group for the year ended 31 December 2013 were approved on 26 March 2014 on behalf of the Board of Directors by:

A. Tynkovan
President

C. Parks
Chief Financial Officer

INDEPENDENT AUDITOR'S REPORT

To: Shareholders of Open Joint Stock Company "Company M.video"

We have audited the accompanying consolidated financial statements of Open Joint Stock Company "Company M.video" and its subsidiary (collectively – the "Group"), which comprise the consolidated statement of financial position as at 31 December 2013 and the consolidated statements of profit or loss and other comprehensive income, changes in equity and cash flows for 2013, and notes comprising a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Consolidated Financial Statements

Management is responsible for the preparation and fair presentation of these consolidated financial statements in accordance with International Financial Reporting Standards and for such internal control as management determines is necessary to enable the preparation of the consolidated financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on the fair presentation of these consolidated financial statements based on our audit. We conducted our audit in accordance with Russian Federal Auditing Standards and International Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the consolidated financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the consolidated financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the consolidated financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to express an opinion on the fair presentation of these consolidated financial statements.

Opinion

In our opinion, the consolidated financial statements present fairly, in all material respects, the financial position of the Group as at 31 December 2013, and its financial performance and its cash flows for 2013 in accordance with International Financial Reporting Standards.

DELOITTE & TOUCHE

26 March 2014
Moscow, Russian Federation

2

Andrew Sedov, Partner
(certificate no. 01-000487 dated 13 February 2012)

ZAO Deloitte & Touche CIS

OPEN JOINT STOCK COMPANY "COMPANY M.VIDEO"

CONSOLIDATED STATEMENT OF FINANCIAL POSITION
AS AT 31 DECEMBER 2013
(in millions of Russian Rubles)

	Notes	31 December 2013	31 December 2012
NON-CURRENT ASSETS:			
Property, plant and equipment	6	9,696	9,645
Intangible assets	7	3,190	2,092
Advances paid for non-current assets		145	79
Deferred tax assets	15	2,643	2,210
Other non-current assets	8	562	575
Total non-current assets		**16,236**	**14,601**
CURRENT ASSETS:			
Inventories	9	34,215	32,259
Accounts receivable and prepaid expenses	10	1,151	1,557
Income tax receivable		18	16
Other taxes receivable	11	1,436	1,931
Cash and cash equivalents	12	11,542	6,521
Short-term investments	13	-	981
Other current assets		21	79
Total current assets		**48,383**	**43,344**
TOTAL ASSETS		**64,619**	**57,945**
EQUITY:			
Share capital	14	1,798	1,798
Additional paid-in capital	14	4,576	4,576
Treasury shares	14	(328)	(588)
Retained earnings		7,887	4,906
Total equity		**13,933**	**10,692**
NON-CURRENT LIABILITIES:			
Deferred tax liabilities	15	73	180
Provisions	20	10	28
Total non-current liabilities		**83**	**208**
CURRENT LIABILITIES:			
Trade accounts payable		39,159	35,586
Other payables and accrued expenses	16	4,548	3,690
Advances received	17	1,133	987
Income tax payable		556	993
Other taxes payable	18	506	907
Deferred revenue	19	4,555	4,687
Provisions	20	146	195
Total current liabilities		**50,603**	**47,045**
Total liabilities		**50,686**	**47,253**
TOTAL EQUITY AND LIABILITIES		**64,619**	**57,945**

The Notes on pages 39 to 78 form an integral part of these consolidated financial statements. The independent auditor's report is presented on page 34.

Signed on behalf of the Board of Directors on the 26 March 2014.

A. Tynkovan
President

C. Parks
Chief Financial Officer

OPEN JOINT STOCK COMPANY "COMPANY M.VIDEO"

CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 DECEMBER 2013

(in millions of Russian Rubles, except earnings per share)

	Notes	2013	2012
REVENUE	21	148,042	133,593
COST OF SALES		(109,682)	(100,638)
GROSS PROFIT		38,360	32,955
Selling, general and administrative expenses	22	(33,566)	(29,376)
Other operating income	23	2,094	1,925
Other operating expenses	24	(121)	(132)
OPERATING PROFIT		6,767	5,372
Finance income, net	25	113	182
PROFIT BEFORE INCOME TAX EXPENSE		6,880	5,554
Income tax expense	15	(1,151)	(1,413)
NET PROFIT for the year, being TOTAL COMPREHENSIVE INCOME for the year		**5,729**	**4,141**
BASIC EARNINGS PER SHARE (in Russian Rubles)	26	32.20	23.39
DILUTED EARNINGS PER SHARE (in Russian Rubles)	26	31.87	23.04

The Notes on pages 39 to 78 form an integral part of these consolidated financial statements. The independent auditor's report is presented on page 34.

Signed on behalf of the Board of Directors on the 26 March 2014.

A. Tynkovan
President

C. Parks
Chief Financial Officer

OPEN JOINT STOCK COMPANY "COMPANY M.VIDEO"

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 31 DECEMBER 2013
(In millions of Russian Rubles)

	Notes	Share capital	Additional paid-in capital	Treasury shares	Retained earnings	Total
Balance as at 31 December 2011		**1,798**	**4,576**	**(588)**	**7,041**	**12,827**
Recognition of share-based payment for ordinary shares previously issued	27	-	-	-	72	**72**
Dividends declared		-	-	-	(6,348)	**(6,348)**
Total comprehensive income for the year		-	-	-	4,141	**4,141**
Balance as at 31 December 2012		**1,798**	**4,576**	**(588)**	**4,906**	**10,692**
Recognition of share-based payment for ordinary shares previously issued	27	-	-	-	43	**43**
Exercise of share based payments	27	-	-	260	(329)	**(69)**
Dividends declared	14	-	-	-	(2,462)	**(2,462)**
Total comprehensive income for the year		-	-	-	5,729	**5,729**
Balance as at 31 December 2013		**1,798**	**4,576**	**(328)**	**7,887**	**13,933**

The Notes on pages 39 to 78 form an integral part of these consolidated financial statements. The independent auditor's report is presented on page 34.

Signed on behalf of the Board of Directors on the 26 March 2014.

A. Tynkovan
President

C. Parks
Chief Financial Officer

OPEN JOINT STOCK COMPANY "COMPANY M.VIDEO"

CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2013
(In millions of Russian Rubles)

	Notes	2013	2012
OPERATING ACTIVITIES:			
Total comprehensive income for the year		5,729	4,141
Adjustments for:			
Income tax expense	15	1,151	1,413
Depreciation and amortization	22	2,633	2,153
Change in allowance for doubtful advances paid for rent, accounts receivable and prepaid expenses	8,10	5	(54)
Share-based payment	27	43	72
Change in allowance for obsolete and slow-moving inventories and inventory losses, net of surpluses	9	433	702
Other non-cash reconciling items		546	554
Operating cash flows before movements in working capital		**10,540**	**8,981**
Increase in inventories		(2,380)	(8,502)
Decrease/(increase) in accounts receivable and prepaid expenses		380	(255)
Decrease/(increase) in other taxes receivable		472	(640)
Increase in trade accounts payable		3,573	2,913
Increase in other payables and accrued expenses		286	375
(Decrease)/increase in deferred revenue		(132)	2,132
Increase in advances received		146	185
Other changes in working capital, net		(401)	323
Cash generated by operations		**12,484**	**5,512**
Income taxes paid		(2,131)	(1,613)
Interest paid		(26)	(113)
Forward contracts settlement		16	(167)
Net cash generated by operating activities		**10,343**	**3,619**
INVESTING ACTIVITIES:			
Purchases of property, plant and equipment		(2,308)	(2,523)
Short-term investments with banks		981	(981)
Purchase of intangible assets		(1,689)	(756)
Interest received		156	290
Net cash used in investing activities		**(2,860)**	**(3,970)**
FINANCING ACTIVITIES:			
Dividends paid		(2,462)	(6,348)
Proceeds from short-term loans and borrowings		3,742	11,987
Repayment of short-term loans and borrowings		(3,742)	(11,987)
Net cash used in financing activities		**(2,462)**	**(6,348)**
NET INCREASE/(DECREASE) IN CASH AND CASH EQUIVALENTS		**5,021**	**(6,699)**
CASH AND CASH EQUIVALENTS, at the beginning of the year		**6,521**	**13,220**
CASH AND CASH EQUIVALENTS, at the end of the year		**11,542**	**6,521**

Refer to Notes 6, 7, 8, 10, 14, 16 and 20 for details of non-cash transactions.

The Notes on pages 39 to 78 form an integral part of these consolidated financial statements. The independent auditor's report is presented on page 34.

Signed on behalf of the Board of Directors on the 26 March 2014.

A. Tynkovan
President

C. Parks
Chief Financial Officer

OPEN JOINT STOCK COMPANY “COMPANY M.VIDEO”

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
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1. GENERAL INFORMATION

The consolidated financial statements of OJSC “Company M.video” (the “Company”) and subsidiary (the “Group”) for the year ended 31 December 2013 were authorized for issue in accordance with a resolution of the Board of Directors on the 26 March 2014.

The Company and its subsidiary (see the table below) are incorporated in the Russian Federation. The Company is registered at: 40/12, building 20, Nizhnaya Krasnoselskaya Street, Moscow, 105066, Russian Federation.

LLC “Company M.video” was incorporated on 3 December 2003. On 25 September 2006 the Company was reorganized from a Limited Liability Company to an Open Joint Stock Company. Following the initial public offering in November 2007, the Company’s ordinary shares were admitted to trading on MICEX stock exchange (Moscow Exchange) in the Russian Federation.

The Group is the operator of a chain of consumer electronic outlets and online internet stores operating in the Russian Federation. The Group specializes in the sale of TV, audio, video, Hi-Fi, home appliances and digital equipment, as well as related services. The Group comprises a chain of owned and leased stores (333 stores as at 31 December 2013; 296 stores as at 31 December 2012) and online internet stores in Moscow and 51 other cities (online internet stores in Moscow and 16 other cities as at 31 December 2012).

The accompanying consolidated financial statements include assets, liabilities and result of operations of the Company and its subsidiary as at 31 December 2013 and 2012 (the below subsidiary operates in the Russian Federation):

Name of subsidiary	Nature of business	Proportion of ownership interest and voting power held, % 31 December 2013	Proportion of ownership interest and voting power held, % 31 December 2012
LLC “M.video Management”	Retailing	100	100

Shareholders

As at 31 December 2013 and 2012 the registered shareholders of OJSC “Company M.video” and their respective ownership and voting interests were as follows:

	2013	2012
“Svece Limited”	57.6755%	57.7868%
Various shareholders	42.3245%	42.2132%
Total	**100%**	**100%**

Ultimate Shareholders

“M.video Investment Ltd.” (BVI), a company incorporated in the British Virgin Islands controls 100% of the voting and ordinary shares of “Svece Limited” (a company incorporated in Cyprus), and is the ultimate parent entity of the Company. Mr. Alexander Tynkovan, a citizen of the Russian Federation, has a controlling interest in “M.video Investment Ltd.” (BVI).

OPEN JOINT STOCK COMPANY "COMPANY M.VIDEO"

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
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2. BASIS OF PREPARATION

Statement of compliance

The consolidated financial statements have been prepared in accordance with International Financial Reporting Standards ("IFRS").

Basis of Accounting

The consolidated financial statements have been prepared on a historical cost basis except for the valuation of financial instruments in accordance with International Accounting Standard 39 "Financial Instruments: Recognition and Measurement" ("IAS 39") and International Financial Reporting Standard 13 "Fair value measurement" ("IFRS 13") and valuation of items of property, plant and equipment measured at fair value which was used as deemed cost of the property, plant and equipment as at the date of transition to IFRS. The Group transitioned to IFRS on 1 January 2006.

All companies within the Group maintain their accounting records in accordance with Russian Accounting Standards ("RAS"). RAS differ substantially from those standards generally accepted under IFRS. Accordingly, the consolidated financial statements, which have been prepared based on the Russian statutory accounting records, reflect those adjustments necessary for such consolidated financial statements to be presented in accordance with IFRS.

Functional and presentation currency – The consolidated financial statements are presented in Russian Rubles ("RUB"), which is the functional and presentation currency of each of the Group's companies. Functional currency for each company of the Group has been determined as the currency of the primary economic environment in which the company operates.

Adoption of the new standards and interpretations

The accounting policies adopted are consistent with those of the previous financial year except as discussed below.

The Group has adopted the following new and amended International Accounting Standards ("IAS"), International Financial Reporting Standards and Interpretations issued by the International Accounting Standards Board ("IASB") and the International Financial Reporting Interpretations Committee ("IFRIC") of the IASB in these annual consolidated financial statements:

- A package of five new and revised Standards on consolidation, joint arrangements, associates and disclosures, as well as subsequent amendments thereto, comprising:
  - IFRS 10 "Consolidated Financial Statements";
  - IFRS 11 "Joint Arrangements";
  - IFRS 12 "Disclosure of Interests in Other Entities";
  - IAS 27 "Separate Financial Statements" (as revised in 2011);
  - IAS 28 "Investments in Associates and Joint Ventures" (as revised in 2011);
  - Amendments to IFRS 10 "Consolidated Financial Statements", IFRS 11 "Joint Arrangements" and IFRS 12 "Disclosure of Interests in Other Entities" – Transition guidance;
- IFRS 13 "Fair Value Measurement";
- IAS 19 "Employee Benefits" (as revised in 2011);
- Amendments to IFRS 7 "Financial Instruments: Disclosures" – Disclosures Offsetting of Financial assets and Financial Liabilities;
- Amendments to IAS 1 "Presentation of Financial Statements" – Presentation of Items of Other Comprehensive Income (effective for accounting periods that begin on or after 1 July 2012);
- Annual Improvements to IFRSs: 2009-2011 Cycle.

The adoption of these new and revised standards and interpretations has not had an impact on consolidated financial statements of the Group for the year ended 31 December 2013.

OPEN JOINT STOCK COMPANY "COMPANY M.VIDEO"

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
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(In millions of Russian Rubles)

3. SIGNIFICANT ACCOUNTING POLICIES

Basis of consolidation – The consolidated financial statements comprise the financial statements of the Company and entity controlled by the Company (its subsidiary). Control is achieved when the Company has the power to govern the financial and operating policies of an entity so as to obtain benefits from its activities.

The financial statements of the subsidiary are prepared for the same reporting year as the parent company, using consistent accounting policies.

Subsidiary is fully consolidated from the date of acquisition, being the date on which the Group obtains control, and continues to be consolidated until the date that such control ceases.

All intra-group transactions, balances, income and expenses and profits and losses resulting from intra-group transactions are eliminated in full on consolidation.

Operating segments – Segment reporting is presented on the basis of management's perspective and relates to the parts of the Group that are defined as operating segments. Operating segments are identified on the basis of internal reports to the Group's chief operating decision maker ("CODM"). These internal reports are prepared on the same basis as these consolidated financial statements.

Based on the current management structure the Group has identified one operating segment – the sale of consumer electronics through its retail and internet stores.

Going concern – These consolidated financial statements are prepared on the going concern basis.

Foreign currencies – The individual financial statements of each Group's entity are presented in the currency of the primary economic environment in which the entity operates (its functional currency).

In preparing the financial statements of the individual entities, transactions in currencies other than the entity's functional currency (foreign currencies) are recorded at the rates of exchange prevailing at the dates of the transactions. At each balance sheet date, monetary items denominated in foreign currencies are translated at the rates prevailing at the balance sheet date. Non-monetary items carried at fair value that are denominated in foreign currencies are translated at the exchange rate prevailing on the date when the most recent fair value was determined. Non-monetary items that are measured in terms of historical cost in a foreign currency are not retranslated.

Exchange differences are recognized in the consolidated statement of profir or loss and other comprehensive income in the period in which they arise. Exchange differences arising on loans and borrowings are reported as part of finance cost, while exchange differences related to operating items are included into other operating income and expenses.

Property, plant and equipment – Property, plant and equipment are stated at historical cost less accumulated depreciation and accumulated impairment losses. Deemed cost of the items of property, plant and equipment existing as at 1 January 2006, the date of transition to IFRS, was determined on the basis of fair values estimated by independent appraisers as allowed by the provisions of IFRS 1. Fair value of properties was determined with reference to market prices, while fair value of the other items, including the Group's trade equipment, was predominantly based on the estimates of depreciated replacement costs. Historical cost includes expenditure that is directly attributable to the acquisition of the items.

Major replacements or modernizations of property, plant and equipment are capitalized and depreciated over their estimated useful lives. All other repair and maintenance expenditure is recognized in the consolidated statement of profir or loss and other comprehensive income during the financial period in which it is incurred.

OPEN JOINT STOCK COMPANY “COMPANY M.VIDEO”

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3. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Depreciation is charged so as to write off the cost or valuation of assets over their estimated useful lives, using the straight line method, on the following bases:

Buildings	20-30 years
Leasehold improvements	7 years
Trade equipment	3-5 years
Security equipment	3 years
Other fixed assets	3-5 years

Where parts of an item of property, plant and equipment have different useful lives, they are accounted for as separate items of property, plant and equipment.

The Group recognizes in the carrying amount of an item of property, plant and equipment the cost of replacing part of such item when the cost is incurred if it is probable that the future economic benefits embodied with the item will flow to the Group and the cost of the item can be measured reliably. The assets being replaced are written off immediately. All other costs are recognized in the consolidated statement of profir or loss and other comprehensive income as an expense as incurred.

For leasehold improvements the depreciation period includes the period when the Group has the possibility to extend the period of the lease, taking into account the legal provisions relating to lease terms, and its intention to seek a long-term presence in the various retail locations in which it operates. This is relevant for leases of retail space which, on a portfolio basis, have a history of successful renewal. All other leasehold improvements are depreciated over the shorter of useful life or the related lease term.

Trade equipment is depreciated over the estimated useful life specified above unless there is a plan to fully renovate the store prior to reaching the predetermined estimated useful life. In this situation, the net book value of trade equipment will be depreciated over the remaining estimated useful life being the period of time up to the planned renovation works.

The assets’ residual value and useful lives are reviewed and adjusted, if appropriate, at each balance sheet date. Where there are indicators that an asset’s or cash generating unit’s carrying amount is greater than its estimated recoverable amount, it is written down to its recoverable amount.

The gain or loss arising on the disposal or retirement of an asset is determined as the difference between the sales proceeds and the carrying amount of the asset and is recognized in the consolidated statement of profir or loss and other comprehensive income.

Construction in progress comprises the cost of equipment in the process of installation and other costs directly relating to the construction of property, plant and equipment including an appropriate allocation of directly attributable variable overheads that are incurred in construction. Depreciation of these assets, on the same basis as for other property assets, commences when the assets are ready for their intended use.

Advance payments for construction in progress are shown separately in the consolidated statement of financial position.

Intangible assets – Intangible assets acquired separately are reported at cost less accumulated amortization and accumulated impairment losses. Amortization is charged on a straight-line basis over estimated useful lives of these intangible assets. The estimated useful life and amortization method are reviewed at the end of each annual reporting period, with the effect of any changes in estimate being accounted for on a prospective basis.

The estimated useful lives per class of intangible assets are as follows:

Software licenses, development and web site	1-10 years
Trademarks	5-10 years

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NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
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3. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Internally-generated intangible assets – An internally-generated intangible asset arising from development (or from the development phase of an internal project) is recognized if, and only if, all of the following have been demonstrated:

- The technical feasibility of completing the intangible asset so that it will be available for use or sale;
- The intention to complete the intangible asset and use or sell it;
- The ability to use or sell the intangible asset;
- How the intangible asset will generate probable future economic benefits;
- The availability of adequate technical, financial and other resources to complete the development and to use or sell the intangible asset; and
- The ability to measure reliably the expenditure attributable to the intangible asset during its development.

Expenditure on research activities is recognized as an expense in the period in which it is incurred.

The amount initially recognized for internally-generated intangible assets is the sum of the expenditure incurred from the date when the intangible asset first meets the recognition criteria listed above. Where no internally-generated intangible asset can be recognized, development expenditure is recognized in the consolidated statement of profir or loss and other comprehensive income in the period in which it is incurred.

Subsequent to initial recognition, internally-generated intangible assets are reported at cost less accumulated amortization and accumulated impairment losses, on the same basis as intangible assets that are acquired separately.

Impairment of tangible and intangible assets – At each balance sheet date the Group reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

An asset's recoverable amount is the higher of an asset's or cash-generating unit's (CGU) fair value less cost to sell and its value in use and is determined for an individual asset, unless the asset does not generate cash inflows that are largerly independent of those from other assets or group of assets. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risk specific to the asset. In determining fair value less cost to sell, recent market transactions are taken into account, if available. If no such transactions can be identified, an appropriate valuation model is used. These calculations are corroborated by valuation multiplies, quoted share price for publicly traded subsidiaries or other fair value indicators.

For tangible and intangible assets the CGU is deemed to be each group of stores located in one city. Where a reasonable and consistent basis of allocation can be identified, corporate assets are also allocated to individual CGUs, or otherwise they are allocated to the smallest group of CGUs for which a reasonable and consistent allocation basis can be identified.

Impairment test is performed by the Group annually for those intangible assets that are not yet available for use at the year-end by comparing their carrying amount with the recoverable amount calculated as discussed above. If the carrying amount of such assets does not yet include all the cash outflows to be incurred before they are ready for use, the estimate of future cash outflow includes an estimate of any further cash outflow that is expected to be incurred before the asset is ready for use.

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3. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Income Tax – Income tax expense represents the sum of the tax currently payable and deferred tax.

Current tax

The tax currently payable is based on taxable profit for the year. Taxable profit differs from profit as reported in the consolidated statement of profir or loss and other comprehensive income because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The Group's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the balance sheet date.

Deferred tax

Deferred tax is recognized on differences between the carrying amounts of assets and liabilities in the consolidated financial statements and the corresponding tax base used in the computation of taxable profit. Deferred tax liabilities are generally recognized for all taxable temporary differences, and deferred tax assets are generally recognized for all deductible temporary differences to the extent that it is probable that taxable profits will be available against which those deductible temporary differences can be utilized. Such assets and liabilities are not recognized if the temporary difference arises from goodwill or from the initial recognition (other than in a business combination) of other assets and liabilities in a transaction that affects neither the taxable profit nor the accounting profit.

Deferred tax liabilities are not recognized for taxable temporary differences associated with investments in subsidiaries as the Group is able to control the reversal of the temporary difference and it is probable that the temporary difference will not reverse in the foreseeable future. Deferred tax assets arising from deductible temporary differences associated with such investments and interests are only recognized to the extent that it is probable that there will be sufficient taxable profits against which to utilize the benefits of the temporary differences and they are expected to be reversed in the foreseeable future.

The carrying amount of deferred tax assets is reviewed at each balance sheet date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rates that are expected to be applied in the period in which the liability is settled or the asset is realized, based on tax rates (and tax laws) that have been enacted or substantively enacted by the balance sheet date. The measurement of deferred tax liabilities and assets reflects the tax consequences that would follow from the manner in which the Group expects, at the reporting date, to recover or settle the carrying amount of its assets and liabilities.

Deferred tax assets and liabilities are offset when there is a legally enforceable right to set off current tax assets against current tax liabilities and when they relate to income taxes levied by the same tax authority and the Group intends to settle its current tax assets and liabilities on a net basis.

Current and deferred income tax for the period

Current and deferred income tax are recognized as an expense or income in the consolidated statement of profit or loss and other comprehensive income, except when they relate to items credited or debited directly to equity (in which case the tax is also recognized directly in equity) or where they arise from the initial accounting for a business combination. In the case of a business combination, the tax effect is taken into account in calculating goodwill or in determining the excess of the acquirer's interest in the net fair value of the acquiree's identifiable assets, liabilities and contingent liabilities over cost.

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3. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Fair value of financial instruments – The fair value of financial instruments that are traded in active markets at each reporting date is determined by reference to quoted market prices or dealer price quotations, without any deduction for transaction costs. For financial instruments not traded in an active market, the fair value is determined using appropriate valuation techniques, which include using recent arm's length market transactions, reference to the current fair value of another instrument that is substantially the same, a discounted cash flow analysis, or other valuation models.

The Group uses the following hierarchy for determining and disclosing the fair value of financial instruments by valuation technique:

- Level 1: quoted (unadjusted) prices in active markets for identical assets or liabilities;
- Level 2: other techniques for which all inputs which have a significant effect on the recorded fair value are observable, either directly or indirectly;
- Level 3: techniques which use inputs that have a significant effect on the recorded fair value that are not based on observable market data.

Financial assets – Investments are recognized and derecognized on a trade date, where the purchase or sale of an investment is under a contract whose terms require delivery of the investment within the timeframe established by the market concerned, and are initially measured at fair value, net of transaction costs, except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value.

Financial assets that the Group holds on its consolidated statement of financial position at 31 December 2013 are classified into the following specified categories: financial assets as 'at fair value through profit or loss' ("FVTPL") and 'loans and receivables'. The classification depends on the nature and purpose of the financial assets and is determined at the time of initial recognition.

Effective interest method

The effective interest method is a method of calculating the amortized cost of a financial asset and of allocating interest income over the relevant period. The effective interest rate is the rate that exactly discounts estimated future cash receipts through the expected life of the financial asset, or, where appropriate, a shorter period.

Income is recognized on an effective interest basis for debt instruments other than those financial assets designated as at FVTPL.

Financial assets as at FVTPL

Financial assets are classified as at FVTPL where the financial asset is either held for trading or it is designated as at FVTPL.

A financial asset is classified as held for trading if:

- It has been acquired principally for the purpose of selling in the near future; or
- It is a part of an identified portfolio of financial instruments that the Group manages together and has a recent actual pattern of short-term profit-taking; or
- It is a derivative that is not designated and effective as a hedging instrument.

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NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
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3. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

A financial asset other than a financial asset held for trading may be designated as at FVTPL upon initial recognition if:

- Such designation eliminates or significantly reduces a measurement or recognition inconsistency that would otherwise arise; or
- The financial asset forms part of a group of financial assets or financial liabilities or both, which is managed and its performance is evaluated on a fair value basis, in accordance with the Group’s documented risk management or investment strategy, and information about the grouping is provided internally on that basis; or
- It forms part of a contract containing one or more embedded derivatives, and IAS 39 permits the entire combined contract (asset or liability) to be designated as at FVTPL.

Financial assets as at FVTPL are stated at fair value, with any resultant gain or loss recognized in the consolidated statement of profit or loss and other comprehensive income. The net gain or loss recognized in the consolidated statement of profit or loss and other comprehensive income incorporates any dividend or interest earned on the financial asset. Fair value is determined in the manner described above.

Loans and receivables

Trade receivables, loans, and other receivables that have fixed or determinable payments that are not quoted in an active market are classified as ‘loans and receivables’. Loans and receivables are measured at amortized cost using the effective interest method less any impairment losses and bad debts.

Interest income is recognized by applying the effective interest rate, except for short-term receivables when the recognition of interest would be immaterial.

Impairment of financial assets

Financial assets, other than those as at FVTPL, are assessed for indicators of impairment at each balance sheet date. Financial assets are impaired when there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows of the investment have been impacted. For financial assets carried at amortized cost, the amount of the impairment is the difference between the asset’s carrying amount and the present value of estimated future cash flows, discounted at the original effective interest rate.

The carrying amount of the financial asset is reduced by the impairment loss directly for all financial assets with the exception of trade and other accounts receivable where the carrying amount is reduced through the use of an allowance account. When trade and other accounts receivable are uncollectible, it is written off against the allowance account. Subsequent recoveries of amounts previously written off are credited against the allowance account. Changes in the carrying amount of the allowance account are recognized in the consolidated statement of profit or loss and other comprehensive income.

If, in a subsequent period, the amount of the impairment loss decreases and the decrease can be linked objectively to an event occurring after the impairment was recognized, the previously recognized impairment loss is reversed through the consolidated statement of profit or loss and other comprehensive income to the extent that the carrying amount of the investment at the date the impairment is reversed does not exceed what the amortized cost would have been had the impairment not been recognized.

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3. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Derecognition of financial assets

The Group derecognizes a financial asset only when the contractual rights to the cash flows from the asset expire; or it transfers the financial asset and substantially all the risks and rewards of ownership of the asset to another entity. If the Group neither transfers nor retains substantially all the risks and rewards of ownership and continues to control the transferred asset, the Group recognizes its retained interest in the asset and an associated liability for amounts it may have to pay.

If the Group retains substantially all the risks and rewards of ownership of a transferred financial asset, the Group continues to recognize the financial asset and also recognizes a collateralized borrowing for the proceeds received.

Financial liabilities and equity instruments issued by the Group

Classification as debt or equity

Debt and equity instruments are classified as either financial liabilities or as equity in accordance with the substance of the contractual arrangement.

Equity instrument

An equity instrument is any contract that evidences a residual interest in the assets of an entity after deducting all of its liabilities. Equity instruments issued by the Group are recorded as the proceeds received, net of direct issue costs.

Financial guarantee contract liabilities

Financial guarantee contract liabilities are measured initially at their fair values and are subsequently measured at the higher of:

- The amount of the obligation under the contract, as determined in accordance with IAS 37 “Provisions, Contingent Liabilities and Contingent Assets”; and
- The amount initially recognized less, where appropriate, cumulative amortization recognized in accordance with the revenue recognition policies set out below.

Financial liabilities

Financial liabilities are classified as either financial liabilities as at FVTPL or other financial liabilities.

Financial liabilities as at FVTPL

Financial liabilities are classified as at FVTPL where the financial liability is either held for trading or it is designated as at FVTPL.

A financial liability is classified as held for trading if:

- It has been incurred principally for the purpose of repurchasing in the near future; or
- It is a part of an identified portfolio of financial instruments that the Group manages together and has a recent actual pattern of short-term profit-taking; or
- It is a derivative that is not designated and effective as a hedging instrument.

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3. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

A financial liability other than a financial liability held for trading may be designated as at FVTPL upon initial recognition if:

- Such designation eliminates or significantly reduces a measurement or recognition inconsistency that would otherwise arise; or
- The financial liability forms part of a group of financial assets or financial liabilities or both, which is managed and its performance is evaluated on a fair value basis, in accordance with the Group’s documented risk management or investment strategy, and information about the grouping is provided internally on that basis; or
- It forms part of a contract containing one or more embedded derivatives, and IAS 39 permits the entire combined contract (asset or liability) to be designated as at FVTPL.

Financial liabilities as at FVTPL are stated at fair value, with any resultant gain or loss recognized in profit or loss. The net gain or loss recognized in the consolidated statement of profit or loss and other comprehensive income incorporates any interest paid on the financial liability. Fair value is determined in the manner described above.

Other financial liabilities

Other financial liabilities, including borrowings, are initially measured at fair value, net of transaction costs. Other financial liabilities are subsequently measured at amortized cost using the effective interest method, with interest expense recognized on an effective yield basis.

Derecognition of financial liabilities

The Group derecognizes financial liabilities when, and only when, the Group’s obligations are discharged, cancelled or they expire.

Share-based payments – Equity-settled share based payments to employees are measured at the fair value of the equity instruments at the grant date. Details regarding the determination of the fair value of equity-settled share-based transactions are set out in Note 27.

The fair value determined at the grant date of the equity-settled share-based payments is expensed on a straight-line basis over the vesting period, based on the Group’s estimate of equity instruments that will eventually vest. At each balance sheet date, the Group revises its estimate of the number of equity instruments expected to vest. The impact of the revision of the original estimates, if any, is recognized in the consolidated statement of profit or loss and other comprehensive income over the remaining vesting period with a corresponding adjustment to retained earnings.

Where the terms of an equity-settled transaction award are modified, the minimum expense recognized is the expense as if the terms had not been modified, if the original terms of the award are met. An additional expense is recognized for any modification that increases the total fair value of the share-based payment transaction, or is otherwise beneficial to the employee as measured at the date of modification.

Where an equity-settled award is cancelled, it is treated as if it vested on the date of cancellation, and any expense not yet recognized for the award is recognized immediately in the consolidated statement of profit or loss and other comprehensive income. This includes any award where non-vesting conditions within the control of either the entity or the employee are not met. However, if a new award is substituted for the cancelled award, and designated as a replacement award on the date that it is granted, the cancelled and new awards are treated as if they were a modification of the original award, as described in the previous paragraph. All cancellations of equity-settled transaction awards are treated equally.

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3. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Derivative financial instruments – In course of its business the Group from time to time enters into derivative financial instruments to manage its exposure to foreign exchange rate risk mostly through foreign exchange forward contracts. The Group does not use hedge accounting for these derivatives. As a result, such derivative financial instruments are treated as other financial assets and liabilities as at FVTPL. Gains and losses recognized for the changes in fair value of forward contracts are presented as part of finance costs or other operating expenses of the Group depending on whether its use is related to a financial item or an operating item.

The fair value of forward exchange contracts is calculated by reference to current forward exchange rates for contracts with similar maturity profiles.

Costs of an equity transaction – The transaction costs of an equity transaction are accounted for as a deduction from equity (net of any related income tax benefit) to the extent they are incremental costs directly attributable to the equity transaction that otherwise would have been avoided.

The amount of transaction costs accounted for as a deduction from equity in the period is disclosed separately. The related amount of income taxes recognized directly in equity is included in the aggregate amount of current and deferred income tax credited or charged to equity.

Value added tax – Value added tax ("VAT") related to sales is payable to tax authorities on the earliest of (a) cash received from customers in advance or (b) transfer of the goods or rendering services to customers. Input VAT is generally recoverable against sales VAT upon receipt of the VAT invoice. Input VAT on construction in progress can be reclaimed on receipt of VAT invoices for the particular stage of work performed or, if the construction in progress project cannot be broken down into stages, on receipt of VAT invoices upon completion of the contracted work.

VAT is generally allowed to be settled on a net basis. VAT related to sales and purchases which have not been settled at the balance sheet date is recognized in the consolidated statement of financial position on a gross basis and disclosed separately as an asset and liability. Where a provision has been made for the impairment of receivables, the impairment loss is recorded for the gross amount of the debtor, including VAT.

At each balance sheet date the Group reviews outstanding balance of input VAT for recoverability and creates impairment provision for the amounts which recoverability is doubtful.

Inventories – Inventories are recorded at the lower of average cost or net realizable value. In-bound freight related costs from the suppliers incurred to deliver inventories to the Group's central distribution warehouse are included as part of the net cost of merchandise inventories. Certain supplier bonuses that are not reimbursement of specific, incremental and identifiable costs to promote a supplier's products are also included in the cost of inventory. Other costs associated with storing and transporting merchandise inventories from the central distribution warehouse to the retail stores are expensed as incurred and included either in "Cost of sales" (costs of transporting merchandise from central distribution warehouses to the retail stores) or in "Selling, general and administrative expenses" (all other costs).

Net realizable value is the estimated selling price in the ordinary course of business less estimated costs of completion and the estimated costs necessary to make the sale.

OPEN JOINT STOCK COMPANY "COMPANY M.VIDEO"

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3. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Cash and cash equivalents – Cash and cash equivalents comprise cash at banks, in transit and on hand in stores and short-term deposits with an original maturity of three months or less, and credit card payments received within 24 hours of the next working day.

Borrowing costs – The borrowing costs are capitalized by the Group as part of the cost of the asset when the costs are directly attributable to the acquisition, construction of a qualifying asset. The Group defines qualifying assets as leasehold improvements and other assets acquired in connection with the new store openings which generally take three months or longer to become operational. Other borrowing costs are expensed as incurred.

Provisions – Provisions are recognized when the Group has a present obligation as a result of a past event, it is probable that the Group will be required to settle the obligation, and a reliable estimate can be made of the amount of the obligation.

The amount recognized as a provision is the best estimate of the consideration required to settle the present obligation at the balance sheet date, taking into account the risks and uncertainties surrounding the obligation.

When some or all of the economic benefits required to settle a provision are expected to be recovered from a third party, the receivable is recognized as an asset if it is virtually certain that reimbursement will be received and the amount of the receivable can be measured reliably.

Warranties

Warranties are generally covered by the brand owner of supplied goods directly or through their authorized agents in the Russian Federation.

When a supplier is unable to offer warranty services for their products in Russia, the Group makes a provision for warranty costs. These costs are recognized at the date of sale of the relevant products at management's best estimate of the expenditure required to settle the Group's obligations.

Revenue recognition – Revenue is measured at the fair value of the consideration received or receivable. Revenue is reduced for estimated customer returns, rebates, discounts and VAT. Inter-company revenue is eliminated. The following specific recognition criteria must also be met before revenue is recognized:

Sale of goods

Revenue from the sale of goods is recognized when all the following conditions are satisfied:

- The Group has transferred to the buyer the significant risks and rewards of ownership of the goods;
- The Group retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
- The amount of revenue can be reliably measured;
- It is probable that the economic benefits associated with the transaction will flow to the Group; and
- The costs incurred or to be incurred in respect of the transaction can be measured reliably.

The Group recognizes revenue for store sales when the customer receives the product and pays for the merchandise. For online sales the Group recognizes revenue at the time the customer receives the product.

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3. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

The Group operates a loyalty points program "M.video Bonus", which allows customers to accumulate points when they purchase goods in the Group's retail stores. The points can then be redeemed as a payment for merchandise, subject to a minimum number of points being obtained. Proceeds from sale to members of the loyalty program are allocated between the loyalty points and the other components of the sale. The consideration allocated to the loyalty points is measured by reference to their fair value, i.e. the amount for which the loyalty points could be sold separately. This amount is deferred and recognized as revenue when the points are redeemed. Expected breakage is recognized as revenue at the time of initial sale as it is excluded from the amount allocated to loyalty points.

Revenue from services

Revenue from services is recognized in the period in which the services have been rendered and the following conditions are satisfied:

- The amount of revenue can be measured reliably;
- It is probable that the economic benefits associated with the transaction will flow to the Group;
- The stage of completion of the transaction at the balance sheet date can be measured reliably; and
- The costs incurred for the transaction and the costs to complete the transaction can be measured reliably.

Additional service agreements

The Group sells additional service agreements ("ASA") and has an obligation to the buyer to perform services throughout the period of the contract. Revenue from the ASA is deferred and recognized on a straight-line basis over the term of the service contract. Related costs, such as cost of services performed under the contract, general and administrative expenses and advertising expenses are charged to expense as incurred.

Revenue from the sale of ASA is reported within retail revenue.

Agents

The Group recognizes as revenue any sales performed as an agent at net amounts. Such fees include sales of goods, telephone and television service contracts and other services fees.

Gift cards

The Group sells gift cards to its customers in its retail stores and through its website. The gift cards have an expiration date and are required to be used during specified periods of time. The Group recognizes income from gift cards at the earlier date when: (i) the gift card is redeemed by the customer; or (ii) when the gift cards expire.

Interest income

Interest income from a financial asset is recognized when it is probable that the economic benefits will flow to the Group and the amount of income can be measured reliably. Interest income is accrued on a time basis, by reference to the principal outstanding and at the effective interest rate applicable. Interest income is included in the net finance cost in the consolidated statement of profit or loss and other comprehensive income.

Cost of sales – Cost of sales include the cost of inventories acquired from suppliers, freight in, costs related to transporting inventories from distribution centers to stores, allowance for obsolete and slow-moving inventory, inventory losses and supplier bonuses.

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3. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Supplier bonuses – The Group receives supplier bonuses in the form of cash payments or allowances for various programs, primarily volume incentives and reimbursements for specific programs such as markdowns, margin protection and advertising. The Group has agreements in place with each vendor setting forth the specific conditions for each allowance or payment. Supplier bonuses which are earned by achieving certain volume purchases are recorded when it is reasonably assured the Group will reach these volumes.

Depending on the arrangement, the Group either recognizes the allowance as a reduction of current costs or defers the payment over the period the related merchandise is sold. If the payment is a reimbursement of specific, incremental and identifiable costs incurred to promote a supplier's products, it is offset against those related costs; otherwise, it is treated as a reduction to the cost of merchandise. Substantially all payments from suppliers are accounted for as a reduction of inventory purchases and recognized in the consolidated statement of profit or loss and other comprehensive income when the related inventory is sold.

Markdown reimbursements related to merchandise that has been sold are negotiated and documented by the Group's buying teams and are credited directly to cost of goods sold in the period received. Vendor allowances received prior to merchandise being sold are deferred and recognized as a reduction of merchandise cost.

Leases – The Group has not entered into any finance leases, although it does have a significant number of operating leases.

Operating lease payments are recognized as an expense on a straight line basis over the lease term, except where another systematic basis is more representative of the time pattern in which economic benefits from the leased asset are consumed. Contingent rentals arising under operating leases are recognized as an expense in the period in which they are incurred.

Any benefits received from the landlord as an incentive to enter into an operating lease are spread over the lease term on a straight line basis. Sublease income and lease expenses are presented on the net basis.

Pre-opening expenses – Expenses incurred in the process of opening new stores which do not meet capitalization criteria under IAS 16 "Property, plant and equipment" are expensed as incurred. Such expenses include rent, utilities and other operating expenses.

Employee benefits – Remuneration to employees in respect of services rendered during the reporting period is recognized as an expense in that reporting period. The Group contributes to the Russian Federation state pension, medical and social insurance on behalf of all its current employees (a defined contribution plan) by paying social security contributions ("SSC"). The Group's only obligation is to pay contributions to the Fund as they fall due. As such, the Group has no legal obligation to pay and does not guarantee any future benefits to its Russian employees. Any related expenses are recognized in the consolidated statement of profit or loss and other comprehensive income as they become due. Contribution for each employee varies from 10% to 33% depending on the annual gross remuneration of each employee. The Group does not operate any employer sponsored pension plans.

Dividends – Dividends are recognized as a liability in the period in which they have been declared by the shareholders in a general meeting and become legally payable. Dividends are disclosed when they are proposed before the reporting date or proposed or declared after the reporting date but before the financial statements are authorized for issue.

Treasury shares – If the Group reacquires its own equity instruments, those instruments ("treasury shares") are recognized as a deduction to equity at cost, being the consideration paid to reacquire the shares. No gain or loss is recognized in profit or loss on the purchase, sale, issue or cancellation of the Group's own equity instruments. Such treasury shares may be acquired and held by the Company or by the subsidiary of the Group.

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4. STANDARDS AND INTERPRETATIONS IN ISSUE NOT YET ADOPTED

The following new or revised standards and interpretations issued by IASB and IFRIC have been published at the date of authorization of the Group's consolidated financial statements for the year ended 31 December 2013, but are not yet effective:

- IFRS 9 "Financial Instruments"; Amendments to IFRS 9 "Financial Instruments" and IFRS 7 "Financial instruments: Disclosures";
- Amendments to IAS 32 "Financial Instruments: Presentation" – Offsetting Financial Assets and Financial Liabilities;
- Amendments to IFRS 10 "Consolidated Financial Statements", IFRS 12 "Disclosure of Interests in Other Entities" and IAS 27 "Separate Financial Statements" – Investment Entities;
- Amendments to IAS 36 "Impairment of Assets": Recoverable Amount Disclosures for Non-Financial Assets;
- Amendments to IAS 39 "Financial Instruments: Recognition and Measurement": Novation of Derivatives and Continuation of Hedge Accounting;
- IFRIC 21 "Levies";
- Annual Improvements to IFRSs 2010-2012 Cycle;
- Annual Improvements to IFRSs 2011-2013 Cycle.

IFRS 9 "Financial Instruments"

IFRS 9 is a new Standard for financial instruments that is ultimately intended to replace IAS 39 in its entirety. IFRS 9, issued in November 2009, introduced new requirements for the classification and measurement of financial assets. IFRS 9 was amended in October 2010 to include requirements for the classification and measurement of financial liabilities and for derecognition.

Key requirements of IFRS 9 are the following:

- All recognized financial assets that are within the scope of IAS 39 Financial Instruments: Recognition and Measurement are required to be subsequently measured at amortized cost or fair value. Specifically, debt investments that are held within a business model whose objective is to collect the contractual cash flows, and that have contractual cash flows that are solely payments of principal and interest on the principal outstanding are generally measured at amortized cost at the end of subsequent accounting periods. All other debt investments and equity investments are measured at their fair value at the end of subsequent accounting periods. In addition, under IFRS 9, entities may make an irrevocable election to present subsequent changes in the fair value of an equity investment (that is not held for trading) in other comprehensive income, with only dividend income generally recognized in profit or loss.
- With regard to the measurement of financial liabilities designated as at fair value through profit or loss, IFRS 9 requires that the amount of change in the fair value of the financial liability that is attributable to changes in the credit risk of that liability is presented in other comprehensive income, unless the recognition of the effects of changes in the liability's credit risk in other comprehensive income would create or enlarge an accounting mismatch in profit or loss. Changes in fair value attributable to a financial liability's credit risk are not subsequently reclassified to profit or loss. Under IAS 39, the entire amount of the change in the fair value of the financial liability designated as fair value through profit or loss is presented in profit or loss.

The IASB has tentatively decided to set 1 January 2015 as the effective date for the mandatory application of IFRS 9. The Group is currently assessing the impact of the new standard on its consolidated financial statements.

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4. STANDARDS AND INTERPRETATIONS IN ISSUE NOT YET ADOPTED (CONTINUED)

Amendments to IAS 32 "Financial Instruments: Presentation" – Offsetting Financial Assets and Financial Liabilities

The amendments to IAS 32 clarify existing application issues relating to the offsetting requirements. Specifically, the amendments clarify the meaning of 'currently has a legally enforceable right of set-off' and 'simultaneous realization and settlement'. The amendments to IAS 32 are effective for annual periods beginning on or after 1 January 2014. Retrospective application is required. The Group is currently assessing the impact of these amendments on its consolidated financial statements and does not expect the amendments to have a material impact on the Group's consolidated statement of financial position and results of operations.

Amendments to IFRS 10 "Consolidated Financial Statements", IFRS 12 "Disclosure of Interests in Other Entities" and IAS 27 "Separate Financial Statements" – Investment Entities

The amendments to IFRS 10 introduce an exception from the requirement to consolidate subsidiaries for an investment entity. In terms of the exception, an investment entity is required to measure its interests in subsidiaries at fair value through profit or loss. The exception does not apply to subsidiaries of investment entities that provide services that relate to the investment entity's investment activities.

To qualify as an investment entity, certain criteria have to be met. Specifically, an entity is an investment entity when it:

- Obtains funds from one or more investors for the purpose of providing them with professional investment management services;
- Commits to its investor(s) that its business purpose is to invest funds solely for returns from capital appreciation, investment income, or both; and
- Measures and evaluates performance of substantially all of its investments on a fair value basis.

Consequential amendments to IFRS 12 and IAS 27 have been made to introduce new disclosure requirements for investment entities.

Amendments to IAS 36 "Impairment of Assets": Recoverable Amount Disclosures for Non-Financial Assets

Amends IAS 36 "Impairment of Assets" to reduce the circumstances in which the recoverable amount of assets or cash-generating units is required to be disclosed, clarify the disclosures required, and to introduce an explicit requirement to disclose the discount rate used in determining impairment (or reversals) where recoverable amount (based on fair value less costs of disposal) is determined using a present value technique.

Amendments to IAS 39 "Financial Instruments: Recognition and Measurement": Novation of Derivatives and Continuation of Hedge Accounting

Amends IAS 39 "Financial Instruments: Recognition and Measurement" to make it clear that there is no need to discontinue hedge accounting if a hedging derivative is novated, provided certain criteria are met. A novation indicates an event where the original parties to a derivative agree that one or more clearing counterparties replace their original counterparty to become the new counterparty to each of the parties. In order to apply the amendments and continue hedge accounting, novation to a central counterparty (CCP) must happen as a consequence of laws or regulations or the introduction of laws or regulations.

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4. STANDARDS AND INTERPRETATIONS IN ISSUE NOT YET ADOPTED (CONTINUED)

IFRIC 21 "Levies"

Provides guidance on when to recognize a liability for a levy imposed by a government, both for levies that are accounted for in accordance with IAS 37 "Provisions, Contingent Liabilities and Contingent Assets" and those where the timing and amount of the levy is certain.

The Interpretation identifies the obligating event for the recognition of a liability as the activity that triggers the payment of the levy in accordance with the relevant legislation. It provides the following guidance on recognition of a liability to pay levies:

- The liability is recognized progressively if the obligating event occurs over a period of time;
- If an obligation is triggered on reaching a minimum threshold, the liability is recognized when that minimum threshold is reached.

Amendments become effective for accounting periods beginning on or after 1 January 2014.
In general, the amendments require retrospective application, with specific transitional provisions.
The amendments are expected to have no impact on the Group's consolidated financial statements.

Annual Improvements to IFRSs 2010-2012 Cycle

In December 2013 the IASB issued Annual Improvements to IFRSs: 2010-2012 Cycle, containing amendments to seven IFRSs (IFRS 2 "Share based payments", IFRS 3 "Business Combinations", IFRS 8 "Operating Segments", IFRS 13 "Fair Value Measurement", IAS 16 "Property, Plant and Equipment", IAS 24 "Related Party Disclosures", IAS 38 "Intangible Assets"). This is the fifth collection of amendments issued the annual improvement process, which is designed to make necessary, but non-urgent, amendments to IFRSs. The amendments are applied retrospectively and are effective for annual periods beginning on or after 1 July 2014, with earlier application permitted. Entities are permitted to early adopt any individual amendment within the Annual Improvements to IFRSs: 2010-2012 Cycle without early adoption all other amendments. The Group does not expect any significant impact on its consolidated financial statements which can be caused by these Improvements to IFRSs.

Annual Improvements to IFRSs 2011-2013 Cycle

In December 2013 the IASB issued also Annual Improvements to IFRSs: 2011-2013 Cycle, incorporating amendments to four IFRSs (IFRS 1 "First-time Adoption of International Financial Reporting Standards", IFRS 3 "Business Combination", IFRS 13 "Fair Value Measurement" and IAS 40 "Investment Property"). This is the sixth set of amendments issued under the annual improvement process. The amendments are applied retrospectively and are effective for annual periods beginning on or after 1 July 2014, with earlier application permitted. Entities are permitted to early adopt any individual amendment within the Annual Improvements to IFRSs: 2011-2013 Cycle without early adoption all other amendments. The Group does not expect any significant impact on its consolidated financial statements which can be caused by these Improvements to IFRSs.

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5. CRITICAL ACCOUNTING JUDGMENTS AND KEY SOURCES OF ESTIMATION OF UNCERTAINTY

In the application of the Group's accounting policies, which have been described in Note 3, management is required to make judgments, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant, including, but not limited to, the uncertainties and ambiguities of the Russian legal and taxation systems and the difficulties in securing contractual rights as defined in contracts. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects both current and future periods.

Significant estimates and assumptions

Inventory valuation

Management reviews the inventory balances to determine if inventories can be sold at amounts greater than or equal to their carrying amounts plus costs to sell. This review includes identification of slow moving inventories, obsolete inventories and partially or fully damaged inventories. The identification process includes historical performance of the inventory, current operational plans for the inventory as well as industry and customer specific trends. Damaged stock is either provided for or written off depending on the extent of damage. Management makes an allowance for any items considered to be obsolete. The allowance represents the difference between the cost of inventory and its estimated net realizable value.

The net realizable value allowance is calculated using the following methodology:

- Stock held for resale – comparison of expected selling price versus the carrying value on a stock keeping unit basis;
- Damaged goods – examination of historical data relating to discounts associated with damaged goods and comparison to book value at the balance sheet date;
- Stock held at service centers – an allowance is applied based on management's estimate of the carrying value of the inventory and based on historical data on sales of respective inventories;
- Additional allowance is accrued for if there is actual evidence of a decline in selling prices after the end of the reporting period to the extent that such decline confirms conditions existing at the end of the period.

If actual results differ from management's expectations with respect to the selling of inventories at amounts equal to or less than their carrying amounts, management would be required to adjust the carrying amount of inventories.

Tax and customs provisions and contingencies

The Group is subject to various taxes arising in the Russian Federation. The majority of its merchandise is imported into Russian Federation and is therefore subject to the Russian customs regulations. Significant judgment is required in determining the provision for income taxes and other taxes. The Group recognizes liabilities for anticipated tax issues based on estimates of whether it is probable that additional taxes will be due. Where the final tax outcome of these matters is different from the amounts that were initially recorded, such differences will impact the amount of tax and tax provision in the period in which such determination is made.

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5. CRITICAL ACCOUNTING JUDGMENTS AND KEY SOURCES OF ESTIMATION OF UNCERTAINTY (CONTINUED)

The Group obtains various types of supplier bonuses. Prior to 1 July 2013 the VAT legislation of the Russian Federation provided no guidance with regards to the assessment and payment of VAT related to bonuses from suppliers and the respective court practice was controversial. In April 2013 an amendment to the Tax Code was adopted in Russia with the purpose to clarify the VAT rules going forward. The amendment is effective 1 July 2013 and does not apply retrospectively. The Group believes that it has correctly interpreted the current tax legislation with regard to this issue in accordance with the accepted industry practice both before and after 1 July 2013 and no additional tax liabilities will arise in connection with bonuses received from suppliers.

Recovery of deferred tax assets

Deferred tax assets are recognized for deductible temporary differences as management believes there will be sufficient future taxable profits to utilize those temporary differences.

Share-based payments

The cost of equity-settled transactions with employees (under Long-term incentive plan hereinafter "LTIP") is based on the Group's estimate of the number of equity instruments that will eventually vest and other estimates outlined in Note 27.

Useful life of property, plant and equipment

Trade equipment is depreciated over the estimated useful life specified in Note 3 above. The estimated useful life is adjusted when there is a plan to fully renovate the store in the near future, in which case carrying value of related trade equipment is depreciated over the period of time up to the planned renovation work.

Revenue attributed to loyalty program "M.video Bonus"

The Group accounts for customer loyalty credits as a separate component of the sale transaction in which they are granted. A portion of a fair value of the consideration received from customers is allocated to the award credits and deferred, and is recognized then as a revenue over the period that the award credits are redeemed. Therefore, management has to make assumptions about expected redemption rates, which are subject to availability of prior periods' statistics and significant uncertainty at the balance sheet date, as far as issued points are expired through the passage of time in the future.

During the year ended 31 December 2013 management determined that the expected redemption rates should be reassessed based on accumulated historical information on actual redemption rates for the last several years. The accumulated historical information shows that actual redemption pattern of award credits not converted into customer certificates is different from management's previous estimate.

This revision of the management's estimate has been recognized in the consolidated financial statements for the year ended 31 December 2013 and has led to the increase in revenue by 536.

Allowance for Doubtful Accounts

Provision for impairment is based on the historical data related to collectability of accounts receivable and solvency analysis of the most significant debtors. If the financial condition of customers were to deteriorate, actual write-offs might be higher than expected. More details are provided in Notes 8 and 10.

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5. CRITICAL ACCOUNTING JUDGMENTS AND KEY SOURCES OF ESTIMATION OF UNCERTAINTY (CONTINUED)

Supplier bonuses

The Group receives various types of bonuses from suppliers in the form of cash payments or allowances for various programs, primarily volume incentives and reimbursements for specific programs such as markdowns, margin protection and advertising. Management has concluded that substantially all payments from suppliers are accounted for as a reduction of inventory purchases and recognized in the consolidated statement of profit or loss and other comprehensive income when the related inventory is sold.

From time to time, the Group will agree with a supplier to promote a specific product through a temporary price reduction. The supplier often compensates the Group for any pieces of the specific SKU (stock keeping unit) which is held in stock and is included in the program which is referred to either as a markdown compensation or margin protection. These bonuses are treated as a reduction of the cost of goods sold in the period when the respective merchandise has been sold. Prior to 1 January 2013 the Group's accounts management team could not provide a reliable estimate of the markdown compensations and margin protection and as such included them as volume bonuses. In 2013, the Group implemented new systems and processes to improve the identification of markdown compensations or margin protection and as a result has been able to strip these out and account for them separately in line with the Group's accounting policy. The estimated effect of the change in estimate is not considered to be material

6. PROPERTY, PLANT AND EQUIPMENT

Property, plant and equipment as at 31 December 2013 and 2012 consisted of the following:

	Buildings	Leasehold improve-ments	Construc-tion in progress	Trade equipment	Security equipment	Other fixed assets	Total
Cost							
As at 31 December 2011	**5,328**	**3,656**	**15**	**2,211**	**911**	**1,559**	**13,680**
Additions	-	-	2,671	-	-	-	2,671
Transfers	121	562	(2,559)	962	212	702	-
Disposals	-	(90)	(1)	(143)	(42)	(101)	(377)
As at 31 December 2012	**5,449**	**4,128**	**126**	**3,030**	**1,081**	**2,160**	**15,974**
Additions	-	-	2,190	-	-	-	2,190
Transfers	1	568	(2,219)	798	220	632	-
Disposals	-	(76)	-	(69)	(17)	(73)	(235)
As at 31 December 2013	**5,450**	**4,620**	**97**	**3,759**	**1,284**	**2,719**	**17,929**
Accumulated depreciation							
As at 31 December 2011	**888**	**1,399**	**-**	**1,041**	**597**	**835**	**4,760**
Charge for the year	279	587	-	447	179	379	1,871
Disposals	-	(51)	-	(117)	(41)	(93)	(302)
As at 31 December 2012	**1,167**	**1,935**	**-**	**1,371**	**735**	**1,121**	**6,329**
Charge for the year	269	585	-	552	212	512	2,130
Disposals	-	(75)	-	(64)	(17)	(70)	(226)
As at 31 December 2013	**1,436**	**2,445**	**-**	**1,859**	**930**	**1,563**	**8,233**
Net book value							
As at 31 December 2012	**4,282**	**2,193**	**126**	**1,659**	**346**	**1,039**	**9,645**
As at 31 December 2013	**4,014**	**2,175**	**97**	**1,900**	**354**	**1,156**	**9,696**

Depreciation expenses have been included in "Selling, general and administrative expenses" (Note 22).

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7. INTANGIBLE ASSETS

Intangible assets as at 31 December 2013 and 2012 consisted of the following:

	Software licenses, development and web site	Trademarks	Total
Cost			
As at 31 December 2011	**1,693**	**21**	**1,714**
Additions	1,109	4	1,113
Disposals	(16)	-	(16)
As at 31 December 2012	**2,786**	**25**	**2,811**
Additions	1,600	1	1,601
Disposals	(156)	(1)	(157)
As at 31 December 2013	**4,230**	**25**	**4,255**
Accumulated amortization			
As at 31 December 2011	**446**	**7**	**453**
Charge for the year	280	2	282
Disposals	(16)	-	(16)
As at 31 December 2012	**710**	**9**	**719**
Charge for the year	502	1	503
Disposals	(156)	(1)	(157)
As at 31 December 2013	**1,056**	**9**	**1,065**
Net book value			
As at 31 December 2012	**2,076**	**16**	**2,092**
As at 31 December 2013	**3,174**	**16**	**3,190**

During 2013 the Group incurred expenditures in the total amount of 1,600 which for the most part related to the development of the new front-office / back-office system, the new web site platform and additional functionality of the Group's ERP system SAP R\3.

Amortization expense has been included in "Selling, general and administrative expenses" (Note 22).

As at 31 December 2013 and 2012 the Group had commitments for the acquisition of software licenses (Note 30).

8. OTHER NON-CURRENT ASSETS

Other non-current assets as at 31 December 2013 and 2012 consisted of the following:

	2013	2012
Long-term advances paid for rent	546	540
Long-term loans and notes receivable	47	55
Long-term part of warranty asset – in respect of Additional Service Agreements (ASA, sold prior to 1 October 2011)	5	22
Less: allowance for doubtful long-term advances paid for rent	(36)	(42)
Total	**562**	**575**

Movement in the allowance for doubtful long-term advances paid for rent is as follows:

	2013	2012
Balance at the beginning of the year	42	44
Amounts recovered during the year	(2)	-
Amounts written off as uncollectible	(4)	(2)
Balance at the end of the year	**36**	**42**

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9. INVENTORIES

Inventories as at 31 December 2013 and 2012 consisted of the following:

	2013	2012
Goods for resale	35,500	33,683
Other inventories	230	90
Less: allowance for obsolete and slow-moving inventories	(1,515)	(1,514)
Total	**34,215**	**32,259**

Cost of inventories recognized as an expense in the amount of 106,598 and 97,711 and inventory losses in the amount of 432 and 204 for the years ended 31 December 2013 and 2012, respectively, were recorded within cost of sales in the consolidated statement of profit of loss and other comprehensive income.

As at 31 December 2013 no inventories (31 December 2012: inventories with the carrying amount of 9) were pledged as collateral under financial guarantee contracts entered into by the Group (Note 30).

10. ACCOUNTS RECEIVABLE AND PREPAID EXPENSES

Accounts receivable and prepaid expenses as at 31 December 2013 and 2012 consisted of the following:

	2013	2012
Other accounts receivable	612	1,001
Advances paid to suppliers and prepaid expenses	580	647
Advances paid to related parties (Note 28)	25	25
Less: allowance for doubtful accounts receivable and prepaid expenses	(66)	(116)
Total	**1,151**	**1,557**

As at 31 December 2013 the Group did not have accounts receivable past due but not impaired (31 December 2012: the age of such receivables did not exceed 30 days).

Movement in the allowance for doubtful accounts receivable and prepaid expenses is as follows:

	2013	2012
Balance at the beginning of the year	116	248
Impairment losses recognized on accounts receivable	28	64
Amounts recovered during the year	(21)	(118)
Amounts written off as uncollectible	(57)	(78)
Balance at the end of the year	**66**	**116**

The accounts receivable impaired as at 31 December 2013 were aged 120+ days (31 December 2012: 120+ days).

In determining the recoverability of accounts receivable the Group considers any change in the credit quality of trade and other receivables from the date credit was initially granted up to the reporting date. Details about concentration of credit risk and related management activities are provided in Note 31.

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11. OTHER TAXES RECEIVABLE

Other taxes receivable as at 31 December 2013 and 2012 consisted of the following:

	2013	2012
VAT recoverable	1,433	1,931
Other taxes receivable	3	-
Total	**1,436**	**1,931**

12. CASH AND CASH EQUIVALENTS

Cash and cash equivalents as at 31 December 2013 and 2012 consisted of the following:

	2013	2012
Short-term bank deposits	8,200	450
Cash at banks	1,927	2,093
Cash in transit	1,046	3,687
Petty cash and cash in stores	369	291
Total	**11,542**	**6,521**

As at 31 December 2013 and 2012 short-term bank deposits were denominated in RUB.

Cash at banks as at 31 December 2013 and 2012 includes the amounts of 70 and 47, respectively, collected by the Group from its customers for further transfer through "Rapida" payment system. The Group cannot use this cash in its operating activities as it is due to be transferred to the recipients.

Cash in transit represents acquiring and cash collected from the Group's stores and not yet deposited into the bank accounts at the year end.

Short-term deposits in banks outstanding as at 31 December 2013 earn interest from 5.50% to 7.00% per annum (31 December 2012: 8.25% per annum). Short-term deposits mature in January-February 2014 (2012: February 2013).

Details of the credit risk on liquid fund and related management activities are provided in Note 31.

13. SHORT-TERM INVESTMENTS

Short-term investments as at 31 December 2013 and 2012 consisted of the following:

	Interest rate	Maturity	2013	2012
Short-term bank deposit	8.0%	February 2013	-	540
Short-term bank deposit	8.3%	June 2013	-	441
Total			**-**	**981**

As at 31 December 2012 short-term bank deposits in were denominated in RUB.

Details of the credit risk on liquid fund and related management activities are provided in Note 31.

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14. EQUITY

Share capital

As at 31 December 2013 and 2012 the Company had the following number of authorized, issued and outstanding ordinary shares:

	Outstanding ordinary shares	Issued ordinary shares	Authorized ordinary shares
Balance as at 31 December 2012	**177,068,227**	**179,768,227**	**209,768,227**
Shares transferred to participants of LTIP 3 Series 1 (Note 27)	1,195,010	-	-
Balance as at 31 December 2013	**178,263,237**	**179,768,227**	**209,768,227**

Each share has par value of 10 RUB per share. During 2013 and 2012 there were no changes in the number of authorized and issued ordinary shares of the Company. All issued ordinary shares were fully paid. Number of outstanding ordinary shares increased in April 2013 by the number of shares transferred to the employees enrolled into LTIP 3 Series 1.

Additional paid-in capital

Additional paid-in capital consists of share premium which is the excess between proceeds from issuance of 30,000,000 additional ordinary shares issued at 1 November 2007 and their par value, less share issuance costs and related current and deferred income tax amounts.

Treasury shares

In September 2010 following the approval by the Board of Directors, the Group purchased 2,700,000 issued ordinary shares of the Company to be subsequently offered to the members of the LTIP Series 3 program (Note 27) in order to service the resulting subscription rights, for total cash consideration of 588. Of them 1,195,010 shares were transferred to the participants of LTIP 3 Series 1 upon exercise of the options in April 2013. Accordingly, the amount of treasury shares reported as at 31 December 2013 is related to the remaining 1,504,990 shares held as treasury shares at cost.

Dividends declared

On 12 December 2013 the Extraordinary General Meeting approved dividends of 13.80 RUB per share in respect of 2012 and 9 months of 2013.

Dividends attributable to the treasury shares were eliminated in full for the purpose of these consolidated financial statements. After the approval, dividends payable to the holders of outstanding ordinary shares of the Company were recognized as a reduction of shareholders' equity in these consolidated financial statements in the total amount of 2,462, including related taxes accrued.

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15. INCOME TAX

The Group's income tax expense for the years ended 31 December 2013 and 2012 was as follows:

	2013	2012
Current tax		
Current tax expense in respect of the current year	(1,814)	(2,094)
Release in provision for income tax (Note 30)	123	-
	(1,691)	(2,094)
Deferred tax		
Deferred tax benefit recognised in the current year	225	681
Adjustments recognised in the current year in relation to deferred tax of prior years	315	-
	540	681
Total income tax expense recognised in the current year	**(1,151)**	**(1,413)**

The tax effect on the major temporary differences that give rise to the deferred tax assets and liabilities as at 31 December 2013 and 2012 is presented below:

	2013	2012
Deferred tax assets		
Supplier bonuses allocated to inventories	955	828
Accrued expenses	651	499
Deferred revenue	387	473
Allowance for obsolete and slow-moving inventories	303	165
Salary-related accruals	174	161
Difference in depreciable value of property, plant and equipment	120	-
Allowance for doubtful debts	20	31
Other items	33	53
Total	**2,643**	**2,210**
Deferred tax liabilities		
Difference in depreciable value of property, plant and equipment and intangible assets	72	179
Other items	1	1
Total	**73**	**180**

As at 31 December 2013 and 2012 the Group measured deferred tax assets and deferred tax liabilities using tax rate of 20%, which is the rate expected to be applied in the period in which the asset is realized or the liability is settled.

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15. INCOME TAX (CONTINUED)

The taxation charge for the year is different from that which would be obtained by applying the statutory income tax rate to the profit before income tax expense. Below is a reconciliation of theoretical income tax expense at the statutory rate of 20% effective for 2013 and 2012 to the actual expense recorded in the Group's consolidated statement of profit or loss and other comprehensive income:

	2013	2012
Profit before tax	6,880	5,554
Income tax expense calculated at 20%	(1,376)	(1,111)
Non-deductible expenses	(213)	(302)
	(1,589)	(1,413)
Release in provision for income tax (Note 30)	123	-
Adjustments recognised in the current year in relation to deferred tax of prior years	315	-
Income tax expense recognised in profit or loss	**(1,151)**	**(1,413)**

As at 31 December 2013 there were no taxable temporary differences related to investments in subsidiary for which deferred tax liabilities might have been recognized if the Group had not been in a position to control the timing of the reversal of these temporary differences (31 December 2012: nil).

16. OTHER PAYABLES AND ACCRUED EXPENSES

Other payables and accrued expenses as at 31 December 2013 and 2012 consisted of the following:

	2013	2012
Rent and utilities	2,465	1,684
Salaries and bonuses	807	712
Property, plant and equipment and intangible assets	545	597
Unused vacation	114	116
Consulting fees	100	40
Service center	88	72
Cost of services	51	87
Repair and maintenance	51	57
Packaging and raw materials	44	45
Other current liabilities to related parties (Note 28)	31	75
Other	252	205
Total	**4,548**	**3,690**

As at 31 December 2013 accounts payable and accruals for rent and utilities included accrued liabilities for lease payments calculated on a straight line basis over the lease term in the amount of 2,078 (31 December 2012: 1,320).

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17. ADVANCES RECEIVED

Advances received as at 31 December 2013 and 2012 consisted of the following:

	2013	2012
Advances received for gift cards	1,063	912
Other advances received	70	75
Total	**1,133**	**987**

18. OTHER TAXES PAYABLE

Other taxes payable as at 31 December 2013 and 2012 consisted of the following:

	2013	2012
Payroll taxes	283	283
VAT payable	122	529
Other taxes payable	101	95
Total	**506**	**907**

19. DEFERRED REVENUE

Deferred revenue as at 31 December 2013 and 2012 consisted of the following:

	2013			2012		
	Customer loyalty program "M.video Bonus"	Other programs	Additional services	Customer loyalty program "M.video Bonus"	Other programs	Additional services
As at 1 January	1,465	900	2,322	1,077	797	681
Revenue deferred during the period	4,139	1,393	2,032	4,039	1,171	2,455
Revenue released to the consolidated statement of profir of loss and other comprehensive income	(4,816)	(1,147)	(1,733)	(3,651)	(1,068)	(814)
As at 31 December	**788**	**1,146**	**2,621**	**1,465**	**900**	**2,322**

Other programs represent primarily granting of gift cards to the Group's customers.

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20. PROVISIONS

Provisions as at 31 December 2013 and 2012 consisted of the following:

	Non-current		Current	
	2013	**2012**	**2013**	**2012**
Warranty provision – in respect of ASA certificates sold prior to 1 October 2011	5	22	16	73
Provision for goods return	-	-	118	108
Warranty provision – repair of goods (i)	5	6	12	14
Total	**10**	**28**	**146**	**195**

(i) The warranty provision in respect of repair of goods represents management's best estimate of the future outflow of economic benefits that will be required to service goods sold for which there is no supplier service center in the Russian Federation.

The movement in provisions is as follows:

	Warranty – ASA	Warranty – repair of goods	Provision for goods return
Balance as at 1 January 2012	291	15	76
Change in provision	(196)	5	32
Balance as at 1 January 2013	95	20	108
Change in provision	(74)	(3)	10
Balance as at 31 December 2013	**21**	**17**	**118**

21. REVENUE

Revenue for the years ended 31 December 2013 and 2012 consisted of the following:

	2013	2012
Retail revenue (including internet sales)	146,309	132,779
Additional services revenue	1,733	814
Total	**148,042**	**133,593**

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22. SELLING, GENERAL AND ADMINISTRATIVE EXPENSES

Selling, general and administrative expenses for the years ended 31 December 2013 and 2012 consisted of the following:

	2013	2012
Payroll and related taxes	9,678	8,742
Lease expenses, net of income from sublease (2013: 24; 2012: 15)	7,422	6,480
Advertising and promotional expenses	3,942	3,665
Depreciation and amortization	2,633	2,153
Warehouse services, including related lease expenses	2,204	1,757
Utilities expense	1,491	1,331
Bank charges	1,034	779
Transportation to customers	984	754
Security	935	868
Repair and maintenance	891	781
Consulting services	663	442
Taxes other than income tax	310	330
Other expenses	1,379	1,294
Total	**33,566**	**29,376**

Payroll and related taxes for the year ended 31 December 2013 include 1,425 contribution to the state pension fund (2012: 1,302) and social and medical insurance in the amount of 504 (2012: 452).

During 2013 the Group received 363 from its suppliers as a compensation of advertising and promotional expenses (2012: 405).

Lease expenses for the year ended 31 December 2013 include loss on change in fair value of currency forward contracts of 41 (2012: 173).

23. OTHER OPERATING INCOME

Other operating income for the years ended 31 December 2013 and 2012 includes commissions received from banks on loans provided to customers, income earned from suppliers for advertising materials placed in the Group's stores, goods delivery, income from leases and other items.

24. OTHER OPERATING EXPENSES

Other operating expenses for the years ended 31 December 2013 and 2012 consisted of individually insignificant items.

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25. FINANCE INCOME, NET

Finance income/(costs), net for the years ended 31 December 2013 and 2012 consisted of the following:

	2013	2012
Interest expense on bank loans	(26)	(113)
Interest income on bank deposits	139	295
Total	**113**	**182**

26. EARNINGS PER SHARE

Basic earnings per share amounts are calculated by dividing net profit for the year attributable to equity holders of the Company by the weighted average number of ordinary shares in issue during the year, excluding treasury shares.

Diluted earnings per share amounts are calculated by dividing the net profit attributable to equity holders of the Company by the weighted average number of ordinary shares outstanding during the year plus weighted average number of ordinary shares that would have been outstanding assuming the conversion of all the dilutive potential ordinary shares into ordinary shares.

The following reflects the income and share data used in the basic and diluted earnings per share computations:

	2013	2012
Net profit attributable to equity holders of the Company	5,729	4,141
Weighted average number of ordinary share in issue (millions of shares)	177.94	177.07
Effect of share options granted to employees (millions of shares)	1.83	2.70
Basic earnings per share (in Russian rubles)	**32.20**	**23.39**
Weighted average number of ordinary shares for the purpose of diluted earnings per share (millions of shares)	179.77	179.77
Diluted earnings per share (in Russian rubles)	**31.87**	**23.04**

27. SHARE-BASED PAYMENTS

Employee share option plan

The Group had one equity-settled share option scheme in operation during the years ended 31 December 2013 and 2012.

Long-term incentive plan Series 3 ("LTIP 3")

On 9 December 2009 the Board of Directors approved the adoption of Series 3 of the LTIP for selected members of the Group's management team. 56 positions were enrolled in the plan and 3,170,000 of the shares were designated for LTIP 3. The shares will be granted by the Group to the participants of the plan at the appropriate vesting dates provided that the participants are employed to exercise his or her right unless the Board of Directors waives this condition. Consideration given to this non-market vesting condition requires the management to estimate the number of shares that will eventually vest and to adjust accordingly the number of shares included in the measurement of the transaction amount. Based on existed accumulated data on staff turnover at the moment of approval of LTIP 3 the management best estimate of the number of shares eventually expected to vest was 2,615,010.

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27. SHARE-BASED PAYMENTS (CONTINUED)

Summary of the arrangements in existence as at 31 December 2013 and 2012

The following table contains details of the arrangements that were in existence as at 31 December 2013 and 2012:

Option series	Number of options as at 31 December 2013	Number of options as at 31 December 2012	Grant date	Vesting date	Expiry date	Exercise price (RUB)	Fair value at grant date (RUB)
LTIP 3							
Issued 9 December 2009	-	1,220,010	9 December 2009	1 April 2013	30 April 2013	-	118.47
Issued 9 December 2009	1,395,000	1,395,000	9 December 2009	1 April 2015	30 April 2015	-	118.49

Fair value of share options

The weighted average fair values of the share options granted under LTIP 3 and outstanding as at 31 December 2013 and 2012 were as follows (in RUB):

Option series	31 December 2013	31 December 2012
LTIP 3	118.48	118.48

Options were priced using the Black-Scholes pricing model. Where relevant, the model has reflected management's best estimate of the future volatility of the Company's share price, expected dividend yield, risk-free interest rates and expected staff turnover. Management draws upon a variety of external sources to aid in the determination of the appropriate data to use in such situations.

Inputs into the model	LTIP 3 share options vesting on 1 April 2013	LTIP 3 share options vesting on 1 April 2015
Grant date share price, RUB	122.27	122.27
Exercise price, RUB	-	-
Expected volatility	123.55%	123.55%
Option life (years)	3	5
Dividend yield	0%	0%
Risk-free interest rate	7.5%	7.5%

The expected volatility was determined based on the ending weekly share price for the period from 1 November 2007 to 9 December 2009. The expected volatility is equal to the historical volatility due to the brief history of trading activity and lack of comparable industry data.

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27. SHARE-BASED PAYMENTS (CONTINUED)

Movements in share options during the period

The following reconciles the outstanding share options granted under the employee share plan at the beginning and end of the years ended 31 December 2013 and 2012:

	LTIP 3	
	Number of options expected to vest	Weighted average exercise price (RUB)
Balance as at 1 January 2012	**2,670,000**	**-**
Forfeited during the period	(54,990)	-
Balance as at 31 December 2012	**2,615,010**	**-**
Balance as at 1 January 2013	**2,615,010**	**-**
Forfeited during the period	(25,000)	-
Exercised during the period	(1,195,010)	-
Balance as at 31 December 2013	**1,395,000**	**-**

The weighted average remaining contractual life of the share options granted under LTIP 3 outstanding as at 31 December 2013 is 456 days (31 December 2012: 480 days).

On 1 April 2013 LTIP 3 Series 1 was exercised by its participants which resulted in the transfer of 1,195,010 shares to the option holders. As per Note 14 this resulted in credit in treasury shares balance and corresponding debit in retained earnings of 260. The remaining debit of 69 to retained earnings is mostly represented by dividends attributable to the shares held under LTIP 3 Series 1.

Share-based payments expense

The summary of expenses recognized by the Group in respect of share-based payments in the years ended 31 December 2013 and 2012 is as follows:

	For the year ended	
Option series	**31 December 2013**	**31 December 2012**
LTIP 3	43	72
Total	**43**	**72**

The above expense has been included into "Selling, general and administrative expenses" in the line item "Payroll and related taxes" (Note 22).

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28. RELATED PARTIES

Related parties include shareholders, key management, entities under common ownership and control, entities under control of key management personnel and entities over which the Group has significant influence.

The following table provides the total amount of transactions, which have been entered into with related parties for the relevant financial year (for information regarding outstanding balances as at 31 December 2013 and 2012, also refer to Notes 10 and 16):

	2013		31 December 2013		2012		31 December 2012	
	Sales to related parties	Purchases from related parties	Amounts owed by related parties	Amounts owed to related parties	Sales to related parties	Purchases from related parties	Amounts owed by related parties	Amounts owed to related parties
Transservice Group of Companies	-	289	25	20	1	241	24	62
LLC "Private Security Agency Bars-SB"	1	252	-	1	1	252	1	2
Avtoritet Group of Companies	1	69	-	1	1	67	-	4
LLC "Avto-Express"	-	68	-	5	-	77	-	4
LLC "Noviy Format"	-	27	-	3	-	27	-	3
LLC "TechnoVideoService"	-	9	-	1	-	5	-	-
LLC "Universal service"	-	1	-	-	-	-	-	-
LLC "MV. Stil"	1	-	-	-	1	-	-	-
Total	**3**	**715**	**25**	**31**	**4**	**669**	**25**	**75**

The nature of transactions with related parties is as follows:

- Transservice Group of Companies – provides after sale and other servicing of the Group's merchandise;
- LLC "Private Security Agency Bars-SB" – provides store and head office security services;
- Avtoritet Group of Companies – provides rental services;
- LLC "Avto-Express" – provides a car leasing service to the Group and logistic services;
- LLC "Noviy Format" – provides rental services;
- LLC "TechnoVideoService" – provides home appliances installation services;
- LLC "Universal Service" – provides after sale servicing and other related servicing of merchandize sold in connection with ASA;
- LLC "MV. Stil" – acquires rental services from the Group.

The ultimate parent entity

"M.video Investment Ltd. (BVI)" is the ultimate parent entity of the Group.

There were no transactions between the Group and the ultimate parent entity during the years ended 31 December 2013 and 2012.

Immediate parent entity

"Svece Ltd" owns 57.6755% of the ordinary shares of OJSC "Company M.video" as at 31 December 2013 (57.7868% as at 31 December 2012).

Refer to Note 1 for additional information on the ultimate controlling party of the Group and Note 27 for details for the share-based payment transactions involving the immediate parent entity.

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28. RELATED PARTIES (CONTINUED)

Terms and conditions of transactions with related parties

Related parties may enter into transactions, which unrelated parties might not, and transactions between related parties may not be effected on the same terms, conditions and amounts as transactions between unrelated parties. Outstanding balances at the year end are unsecured and settlement occurs in cash. There have been no guarantees provided or received for any related party accounts receivable or payable. For the year ended 31 December 2013, the Group has recorded an impairment of accounts receivable relating to amounts owed by related parties in amount of 4 (2012: nil). This assessment is undertaken each financial year through examining the financial position of the related party and the market in which the related party operates.

Compensation of key management personnel of the Group

The remuneration of directors and other members of key management during the years ended 31 December 2013 and 2012 was as follows:

	2013	2012
Short-term benefits*	319	306
Share-based payments**	14	27
Total	**333**	**333**

* Short-term benefits include salaries, bonuses and annual leave, medical and relocation expenses.
** Amounts related to the participation of the key management personnel in the incentive scheme posted in the consolidated statement of profit or loss and comprehensive income (Note 27).

As at 31 December 2013 there is 113 outstanding payable to key management personnel (2012: 92).

The number of key management positions was 17 in 2013 (2012: 16).

The Group did not provide any material post-employment or other long-term benefits to key management personnel during the period other than contributions to the state pension fund and the social funds as a part of payments of social security contributions on salaries and bonuses. SSC paid relating to compensation of key management personnel amounted to 20 for the year ended 31 December 2013 (SSC paid in 2012 was 15) and is included in the amounts stated above.

29. OPERATING LEASE AGREEMENTS

The Group has entered into commercial leases for the rental of retail properties, warehouses and office space. These leases have terms ranging between 1 and 20 years. The majority of the lease contracts contain escalation clauses. Certain lease contracts stipulate terms requiring the Group to pay the higher amount of minimum lease payments or a percentage of revenue. The amounts paid in excess of the minimum lease payments are disclosed as contingent rentals below. The Group does not have an option to purchase the leased premises at the expiration of the lease period.

Payments recognized as an expense

	2013	2012
Minimum lease payments	7,037	5,908
Contingent rentals	409	447
Total	**7,446**	**6,355**

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29. OPERATING LEASE AGREEMENTS (CONTINUED)

Non-cancellable operating lease commitments

Future minimum rentals payable under non-cancelable operating leases for premises occupied as at 31 December 2013 and 2012 were as follows:

	2013	2012
Within one year	6,191	5,564
After one year but not more than five years	22,754	19,467
More than five years	17,813	15,409
Total	**46,758**	**40,440**

30. COMMITMENTS AND CONTINGENCIES

Operating environment

The Group sells products that are sensitive to changes in general economic conditions that impact consumer spending. Future economic conditions and other factors, including consumer confidence, employment levels, interest rates, consumer debt levels and availability of consumer credit could reduce consumer spending or change consumer purchasing habits. A general slowdown in the Russian economy or in the global economy, or an uncertain economic outlook, could adversely affect consumer spending habits and the Group's operating results.

The Russian economy is vulnerable to market downturns and economic slowdowns elsewhere in the world. The global financial system continues to exhibit signs of deep stress and many economies around the world are experiencing lesser growth than in prior years or no growth. Additionally there is increased uncertainty about the creditworthiness of some sovereign states in the Eurozone and financial institutions with exposure to the sovereign debt of such states. In 2013 the Russian Government continues to take measures to support the economy in order to overcome the consequences of the global financial crisis. Consequently, there continues to be uncertainty regarding further economic growth, access to capital and cost of capital for the Group and its counterparties, which could affect the Group's financial position, results of operations and business prospects. Although any further deterioration in the areas described above could negatively affect the Group's results and financial position in a manner not currently determinable, the management believes it is taking appropriate measures to support the sustainability of the Group's business in the current circumstances.

Russian Federation tax and regulatory environment

The government of the Russian Federation continues to reform the business and commercial infrastructure in its transaction to a market economy. As a result, laws and regulations affecting business continue to change rapidly. These changes are characterized by unclear wording which leads to different interpretations and arbitrary application by the authorities. Management's interpretation of such legislation as applied to the activity of the Group may be challenged by the relevant regional and federal authorities. Recent events within the Russian Federation suggest that the tax authorities are taking a more assertive position in their interpretation of the legislation and assessments and as a result, it is possible that transactions and activities that have not been challenged in the past may be challenged. It is therefore possible that significant additional taxes, penalties and interest may be assessed. Fiscal periods remain open to tax audit by the authorities in respect of taxes for three calendar years preceding the year of tax audit. Under certain circumstances reviews may cover longer periods. Management believes that it has accrued for all taxes that are applicable. Where uncertainty exists, the Group has accrued tax liabilities as management's best estimate of the probable outflow of resources which will be required to settle such liabilities. Management believes that it has provided adequately for tax liabilities based on its interpretations of tax legislation. However, the relevant authorities may have differing interpretations, and the effects could be significant.

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30. COMMITMENTS AND CONTINGENCIES (CONTINUED)

During 2013 the Group did not recognize any additional tax provisions for income and other taxes and released 123 of tax provision for income tax that was recognized previously (2012: no provision recognized or released). Therefore as at 31 December 2013 the Group did not have tax provisions in its consolidated statement of financial position.

The Group has identified other possible tax contingencies in respect of issues unrelated to customs (as discussed below) for the three-year period ended 31 December 2013. Management has estimated that possible exposure in relation to such tax risks, if they were to materialize, would not exceed twice the amount of the Group’s profit before income tax expense.

Customs

During the years ended 31 December 2013 and 2012, the Group purchased a significant portion of its foreign manufactured goods on the territory of the Russian Federation from Russian legal entities, including Russian wholesalers or resellers, which may or may not have imported the goods into the Russian Federation directly. As the Group was not involved in clearing customs for the goods purchased on the territory of the Russian Federation, management cannot be certain that the entities which imported the goods into the Russian Federation were in full compliance with the applicable regulations of the Russian customs code.

As described above in *Russian Federation tax and regulatory environment* section, the relevant authorities may take a more assertive position in their interpretation of the applicable laws. Under Russian law a company in possession of goods that were imported with proven violations of the customs law may be subject to significant administrative or civil penalties and/or confiscation of the goods, if it was involved in, aware of, or should have known that violation of the customs code were occurring. To date, the Group has not been subject to any notification of violations of the customs code.

Management believes that the Group entities were acting in compliance with all applicable tax and legal requirements in respect of imported products, were not involved, not aware and could not be expected to know of any significant violations of the applicable customs code by the Russian wholesalers or resellers. Accordingly, management did not recognize any provisions in respect of such contingencies in these consolidated financial statements and determined that with current limitations in access to customs clearance documents it is not practicable to estimate the likely potential financial effect, if any, of such contingent liabilities.

License Agreements

As at 31 December 2013, the Group had a total commitment of approximately 2.7 - 2.9 million EUR per annum (or 113.3 - 124.3 million RUB per annum using exchange rate published on the Central Bank web site of 44.9699 RUB/ EUR as at 31 December 2013) for technical support services with respect to existing SAP licenses and software during the period from 2013 to 2016 (31 December 2012: approximately 2.5 - 2.8 million EUR per annum, or 100.6 - 111.1 million RUB per annum using exchange rate published on the Central Bank web site of 40.2286 RUB/ EUR as at 31 December 2012).

The Group uses SAP software for finance, supply chain and human resources functions.

Litigation

In the normal course of business, the Group is subject to proceedings, lawsuits, and other claims. While such matters are subject to other uncertainties, and outcomes are not predictable with assurance, the management of the Group believes that any financial impact arising from these matters would not be material to its financial position or annual operating results.

Environmental matters

The enforcement of environmental regulation in the Russian Federation is evolving and the enforcement posture of government authorities is continually being reconsidered. The Group periodically evaluates its environmental obligations. In the current enforcement climate under existing legislation, management believes that there are no significant liabilities for environmental matters.

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30. COMMITMENTS AND CONTINGENCIES (CONTINUED)

Financial guarantees

In the normal course of its operating activity the Group from time-to-time enters into financial guarantee contracts with banks. Under these contracts the banks provide guarantees in favour of the Group's suppliers and the Group may be required to pay under those contracts only if it fails to make timely payments to its suppliers. As at 31 December 2013 the Group entered into such guarantee contracts for the total amount of 1,254 (2012: 710). The Group has not pledged any inventories (2012: inventories with the carrying amount of 9) as collateral under these guarantee contracts.

31. FINANCIAL RISK MANAGEMENT OBJECTIVES AND POLICIES

Generally the Group's principal financial liabilities comprise loans and borrowings, trade and other payables. The main purpose of these financial liabilities is to raise finance for the Group's operations. The Group has trade and other receivables and cash and short-term deposits that arrive directly from its operations.

The main risks arising from the Group's financial instruments are foreign currency risk, interest rate risk, credit risk and liquidity risk.

The Group's senior management oversees the management of these risks. The Group's senior management provides assurance to the Group's Board of Directors that the Group's financial risk-taking activities are governed by appropriate policies and procedures and that financial risks are identified, measured and managed in accordance with the Group's policies. The Board of Directors reviews and agrees policies for managing each of these risks which are summarized below.

Capital risk management

The Group manages its capital to ensure that entities in the Group will be able to continue as a going concern while maximizing the return to shareholders through the optimization of the debt and equity balance. No changes were made in objectives, policies or processes during the years ended 31 December 2013 and 2012.

The capital structure of the Group consists of cash and cash equivalents (Note 12) and equity attributable to equity holders of the Company, comprising issued capital (less treasury shares), additional paid in capital and retained earnings.

The primary objective of the Group's capital management program is to maximize shareholder value while minimizing the risks associated with the loan portfolio. The consumer electronics business is a cyclical business and as such requires short-term fluctuations in capital to purchase goods to satisfy the seasonal demand. The Group uses a combination of short-term loans and supplier credit terms to meet the seasonal capital needs. The store expansion program adds to the capital needs as the capital and pre-opening costs associated with the new stores puts additional pressure on the Group's financial resources. While the Group has not established any formal policies regarding debt to equity proportions the Group reviews its capital needs periodically to determine actions to balance its overall capital structure through shareholders' capital contributions or new share issues, return of capital to shareholders as well as the issue of new debt or the redemption of existing debt.

Significant accounting policies

Details of the significant accounting policies and methods adopted, including the criteria for recognition, the basis of measurement and the basis on which income and expenses are recognized, in respect of each class of financial asset, financial liability and equity instrument are disclosed in Note 3 to the consolidated financial statements.

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31. FINANCIAL RISK MANAGEMENT OBJECTIVES AND POLICIES (CONTINUED)

Categories of financial instruments

The carrying values of financial assets and liabilities grouped by each category of financial instruments as at 31 December 2013 and 2012 were as follows:

	2013	2012
Financial assets		
Loans and receivables (including cash and cash equivalents)	12,191	8,467
Financial liabilities		
Fair value through profit or loss (FVTPL)	-	25
Liabilities carried at amortized cost	41,629	37,931

Foreign currency risk management

Foreign currency risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in foreign exchange rates. The Group has transactional currency exposures arising from lease payments tied to currencies other than functional currency. In 2013 and 2012 the Group used forward exchange contracts to eliminate most of the currency exposures. The forward exchange contracts were in the same currency as an item denominated in the foreign currency. The Group did not designate forward contracts as hedges for accounting purposes.

As at 31 December 2013 all forward exchange contracts were settled. The management assesses the amount of lease payables tied to foreign currencies was not material at the reporting date.

The Group's forward contracts were the only monetary items that gave rise to foreign currency risk. The following table details the forward foreign currency contracts outstanding at the reporting dates:

	Contract value in mln foreign currency		Contract value in mln Russian RUB		Fair value	
	2013	2012	2013	2012	2013	2012
Buy EUR	-	4	-	177	-	(2)
Buy USD	-	36	-	1,134	-	(23)

Foreign currency sensitivity analysis

As mentioned above, the Group is mainly exposed to the currencies of the United States of America (USD) and the European zone (EUR).

The following table demonstrates the sensitivity to reasonably possible changes in the US dollar and euro, with all other variables held constant, of the Group's profit before tax due to changes in the fair value of forward contracts. Although the derivatives have not been designated in a hedge relationship, they give rise to gains or losses on settlement.

	USD		EUR	
	Changes in exchange rate, %	Effect on profit before income tax	Changes in exchange rate, %	Effect on profit before income tax
2012	+10%	113	+5%	9
	-10%	(113)	-5%	(9)

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31. FINANCIAL RISK MANAGEMENT OBJECTIVES AND POLICIES (CONTINUED)

Interest rate risk management

Interest rate risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in market interest rates. Management believes that this risk is not significant because as at 31 December 2013 the Group does not have any borrowings or other financial liabilities bearing floating interest rates (31 December 2012: nil).

Credit risk management

Credit risk refers to the risk that counterparty may default on its contractual obligations resulting in financial loss to the Group. Financial assets which are potentially subject the Group to credit risk consist primarily of other receivables as well as cash in current and deposit accounts with banks and other financial institutions.

The Group trades only with recognized, creditworthy third parties which are registered in the Russian Federation. The policy is that all customers which are granted credit terms have a history of purchases from the Group employ individuals who are known to the Group and can demonstrate they have the financial resources to cover their limits. The Group also requires these customers to provide certain documents such as incorporation documents and financial statements.

The Group's sales and credit concentration is not significant since neither revenue nor trade accounts receivable from any individual customer exceeds 1% of the Group's consolidated revenues and trade accounts receivable, respectively. Any defaults in payments or a material reduction in purchases made by any individual customer will not have significant negative impact on the Group's financial condition, results of its operations and liquidity.

The credit risk on liquid funds (see the table below) is managed by the Group's treasury. The management believes that credit risk on investments of surplus funds is limited as the counterparties are financial institutions with high credit ratings assigned by international credit rating agencies.

The table below shows the balances that the Group has with 5 of its major counterparties as at the 31 December 2013 and 2012:

			Carrying amount	
Counterparty	**Currency**	**Rating**	**2013**	**2012**
Sberbank	RUB	Baa1	7,599	259
Gazprombank	RUB	Baa3	1,051	753
VTB	RUB	Baa2	900	-
Credit Europe Bank	RUB	B1	377	2,062
Nonbanking credit company Rapida	RUB	-	200	-
Credit Bank of Moscow	RUB	Ba3	-	450
Total			**10,127**	**3,524**

The carrying amount of financial assets recorded in the consolidated financial statements, which is net of impairment losses, represents the Group's maximum exposure to credit risk. There were no other concentrations of credit risk as at 31 December 2013 (31 December 2012: nil).

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31. FINANCIAL RISK MANAGEMENT OBJECTIVES AND POLICIES (CONTINUED)

Liquidity risk management

The Group's treasury monitors the risk of a shortage of funds using a recurring liquidity planning tool. This tool considers the maturity of both its financial investments and financial assets (e.g. accounts receivable, other financial assets) and projected cash flows from operations.

The Group's objective is to maintain a continuity of funding and flexibility through the use of bank overdrafts and bank loans. Each year the Group analyses its funding needs and anticipated cash flows, so that it can determine its funding obligations. The seasonality of the business, the store expansion plan, capitalized projects and the anticipated working capital requirements form the basis of the evaluation. When necessary the Group uses long-term instruments (loans and borrowings) to cover its base liquidity needs. The Group uses short-term loans and bank overdrafts to cover seasonality needs. Every quarter the Group updates its liquidity needs and secures facilities with several banks to ensure that the Group has a sufficient amount of approved undrawn borrowing facilities.

As at 31 December 2013 the Group had obtained uncommitted standby borrowing facilities in the total amount of 9,500 (31 December 2012: 3,000).

The table below summarizes the maturity profile of the Group's financial liabilities as at 31 December 2013 and 2012 based on contractual undiscounted payments:

As at 31 December 2013	Less than 3 months	Total
Trade accounts payable	36,141	39,159
Other accounts payable and accrued expenses	2,470	2,470
Total	**38,611**	**41,629**

As at 31 December 2012	Less than 3 months	Total
Trade accounts payable	35,586	35,586
Other accounts payable and accrued expenses	2,360	2,370
Total	**37,946**	**37,956**

Fair value of financial instruments

Management consider that the carrying amounts of financial assets and financial liabilities reflected in the Group's consolidated statement of financial position as at 31 December 2013 and 2012 approximate their fair values.

32. SUBSEQUENT EVENTS

After the balance sheet date no events have occurred which require disclosure in the consolidated financial statements.

Contacts

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