

ЭЛЕКТРОНИКА

M.video H1 & Q2 2016 Trading Update

Investor & Analyst Presentation, July 2016.

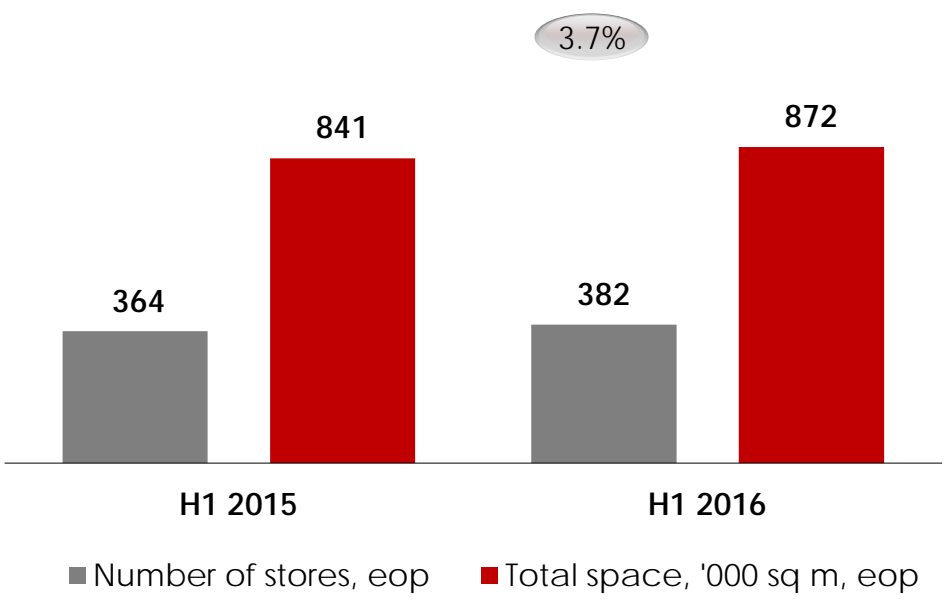


нам не всё равно

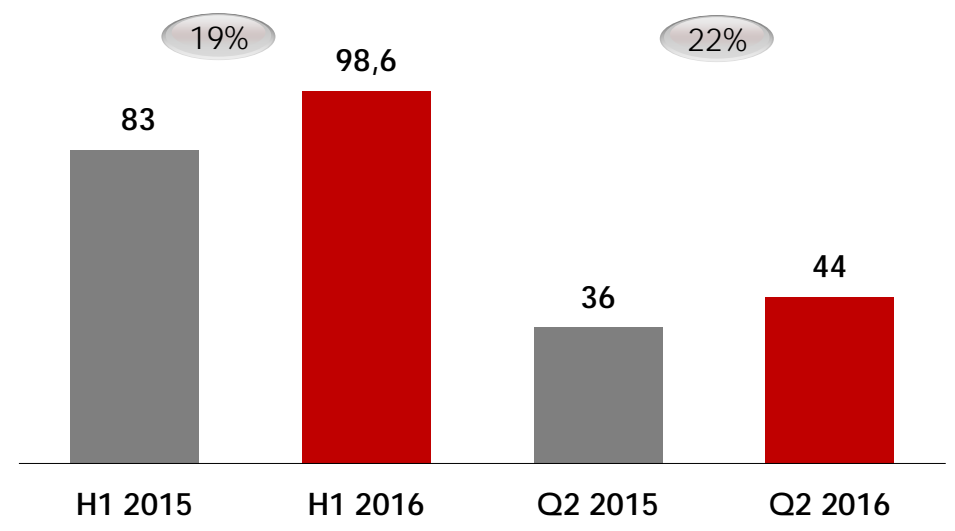
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H1 2016 Trading Update Highlights

H1 2016 # of stores and total space dynamics

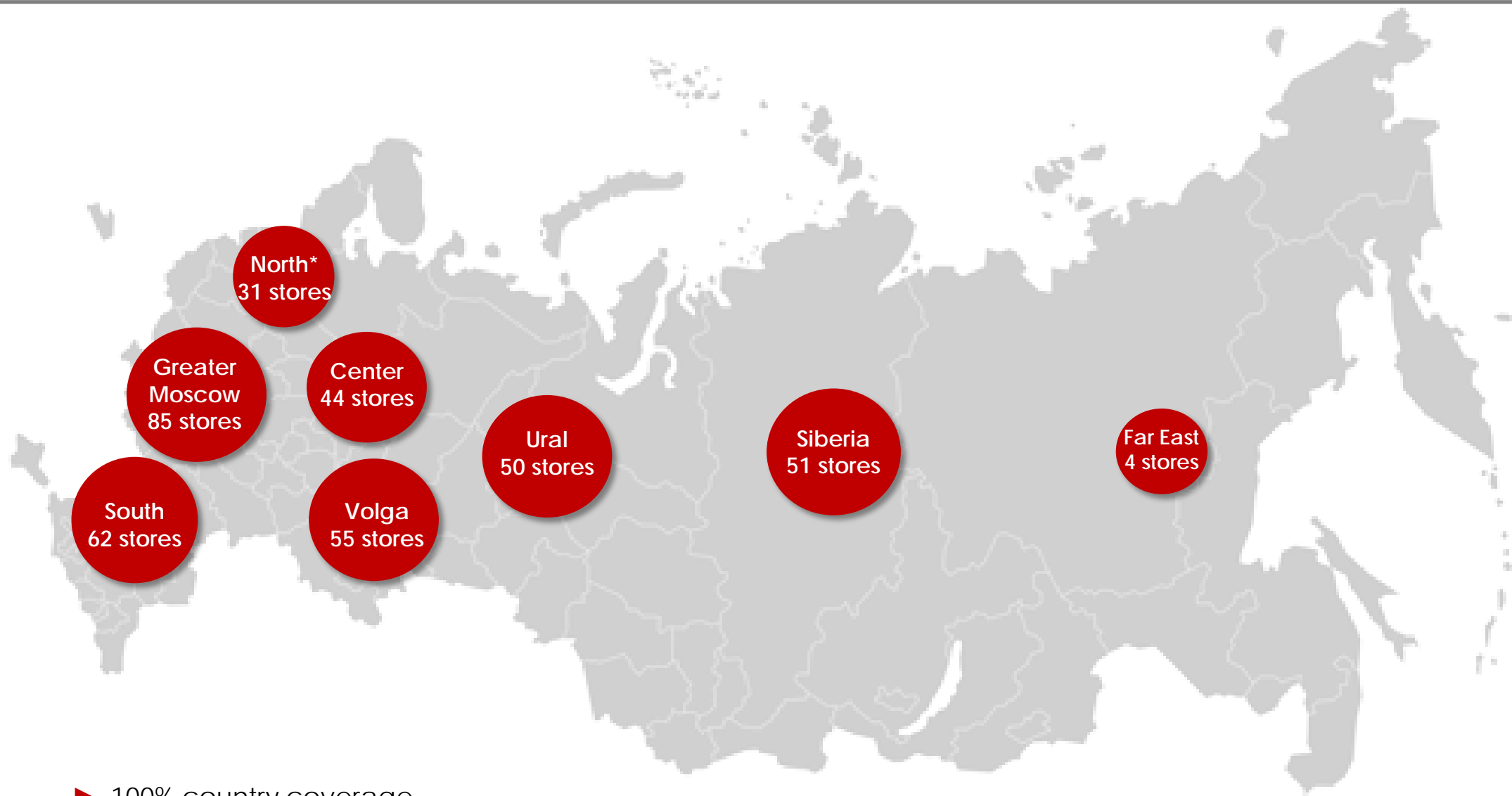


Sales H1 & Q2 2015-2016, RUB billion (with VAT)



- ▶ H1 2016 sales grew by 19% to 98.6 billion RUB (with VAT), Q2 sales increased 22% to 44 billion RUB (with VAT).
- ▶ H1 2016 like-for-like (LFL) sales increased 20%, Q2 LFL sales increased 21%.
- ▶ H1 2016 Online Based Sales (OBS) grew by 34% to 11 billion RUB (with VAT). Pick up in stores amounted to 68% of OBS, while Home Delivery stood at 32% of OBS.
- ▶ 6 new store opened, total space added 3.7% and amounted to 872,000 sq. m.

H1 2016 Omni model geography

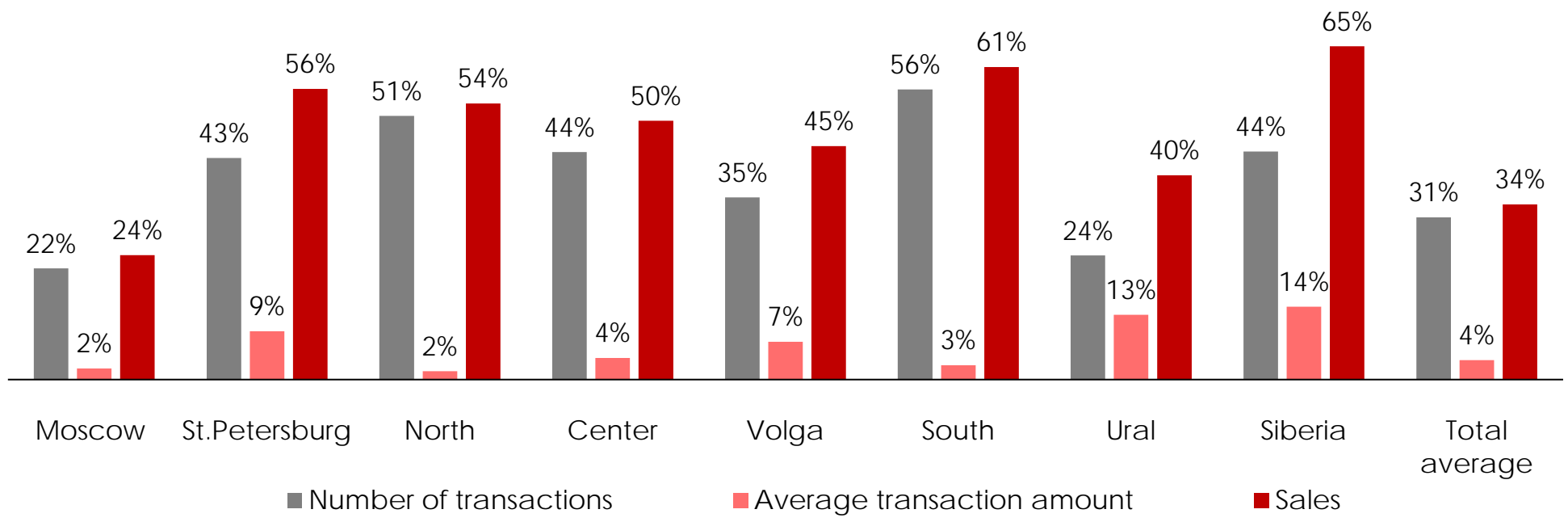


- ▶ 100% country coverage
- ▶ Online capacities in all cities of operations
- ▶ 382 stores, 162 cities by end of H1 2016
- ▶ 358 stores (94%) leased, 24 stores (6%) owned, 341 stores are in shopping malls, 41 stores are standalone.

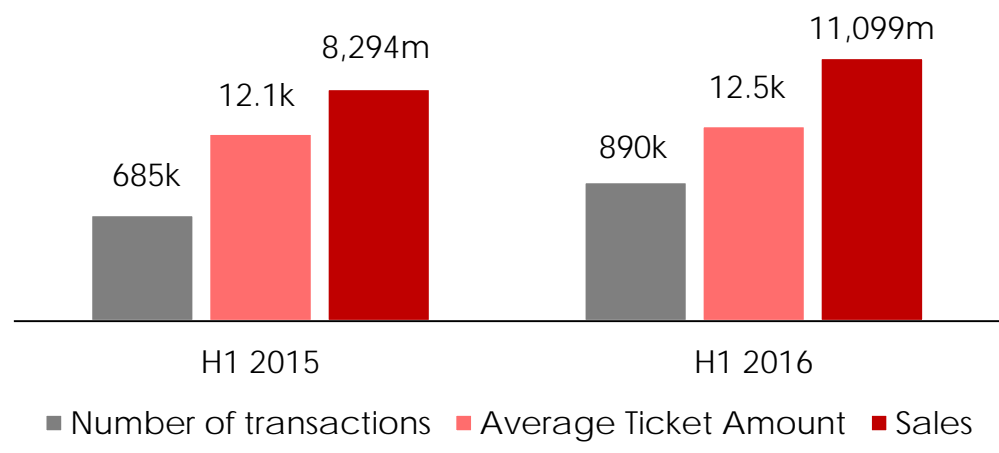
*Including stores in St.Petersburg

H1 2016 – H1 2015 Online Based Sales dynamics

H1 2016 OBS (Home Delivery + Pick up) by regions, % (y-o-y)

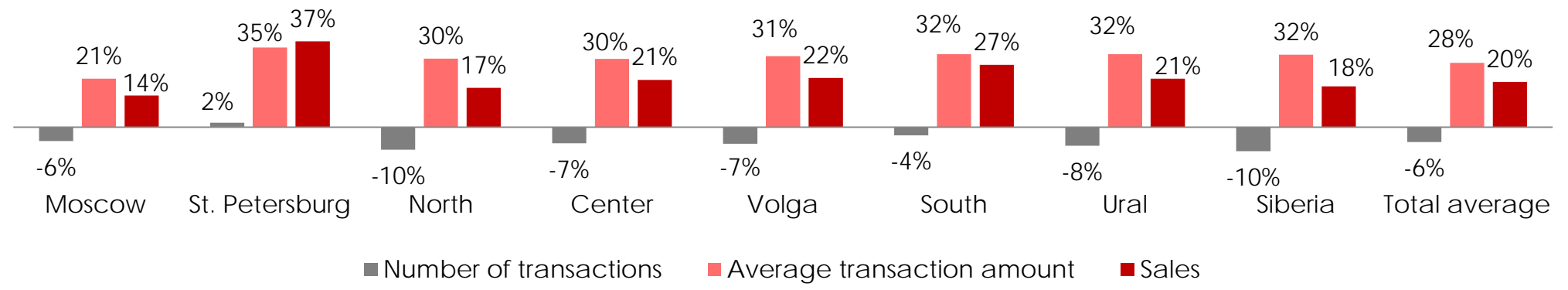


H1 2015 – H1 2016 OBS key performance indicators, RUB (with VAT)

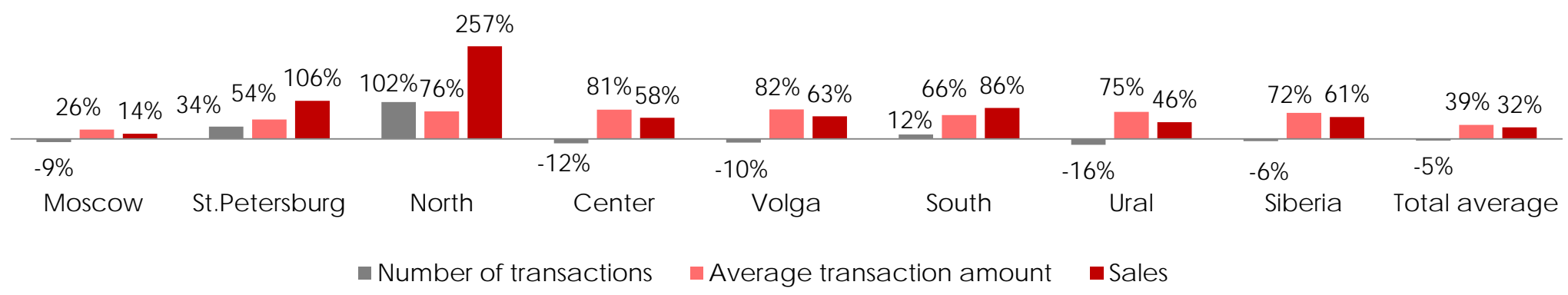


H1 2016 - H1 2015 LfL dynamics by regions, % (y-o-y)

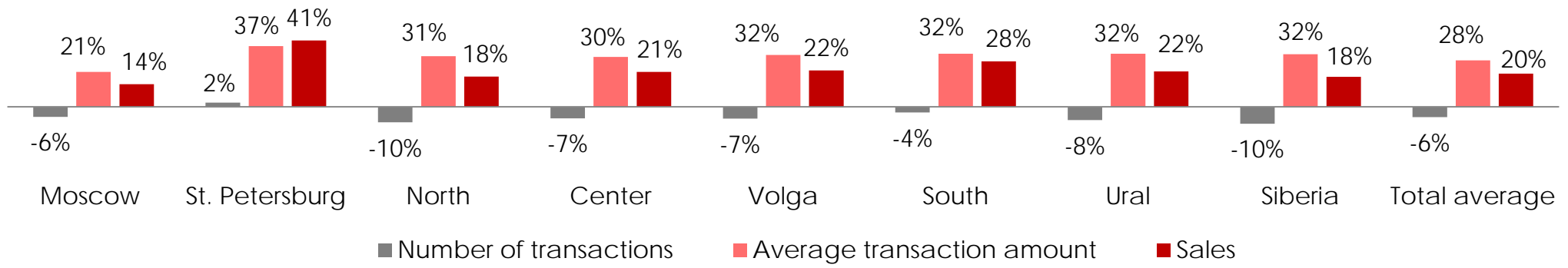
H1 2016 LfL stores performance (incl. Pick up)



H1 2016 LfL online home delivery performance

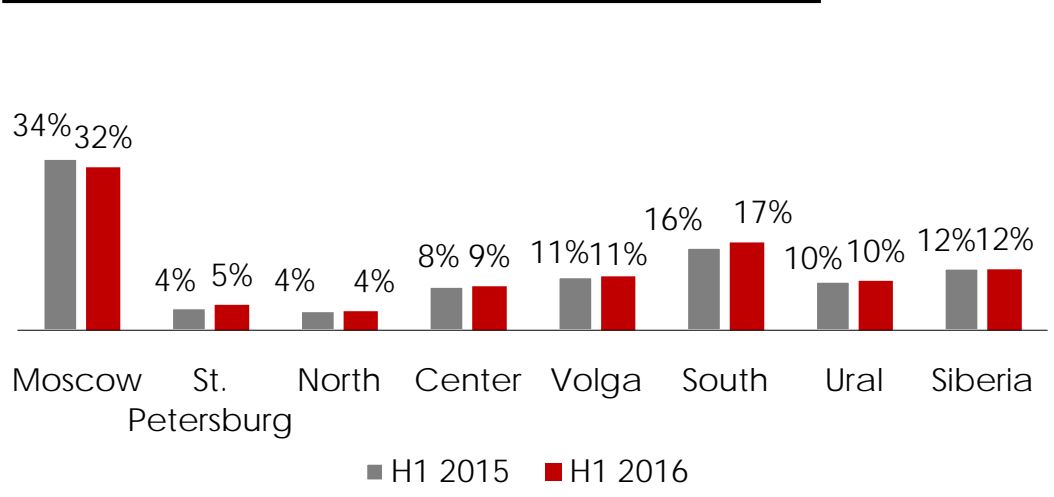


H1 2016 LfL total (stores + online) performance

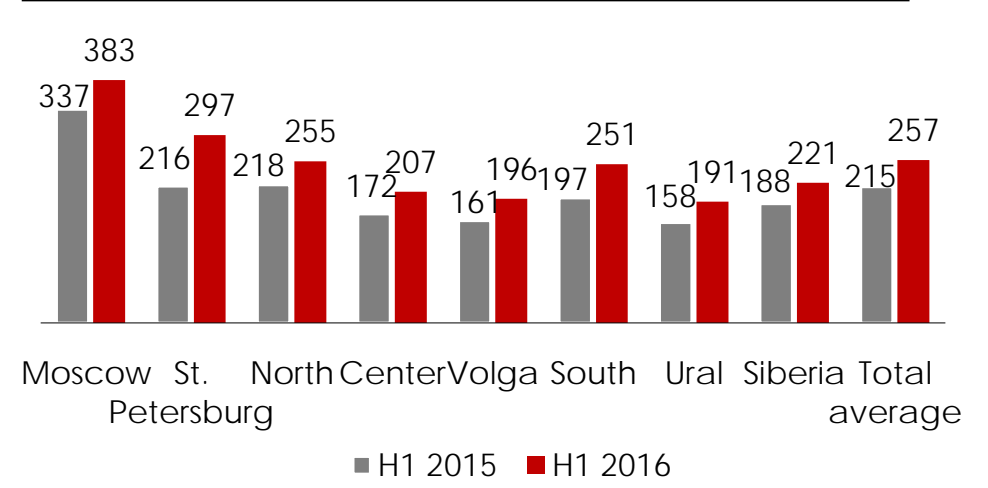


H1 2016 LfL stores performance analysis

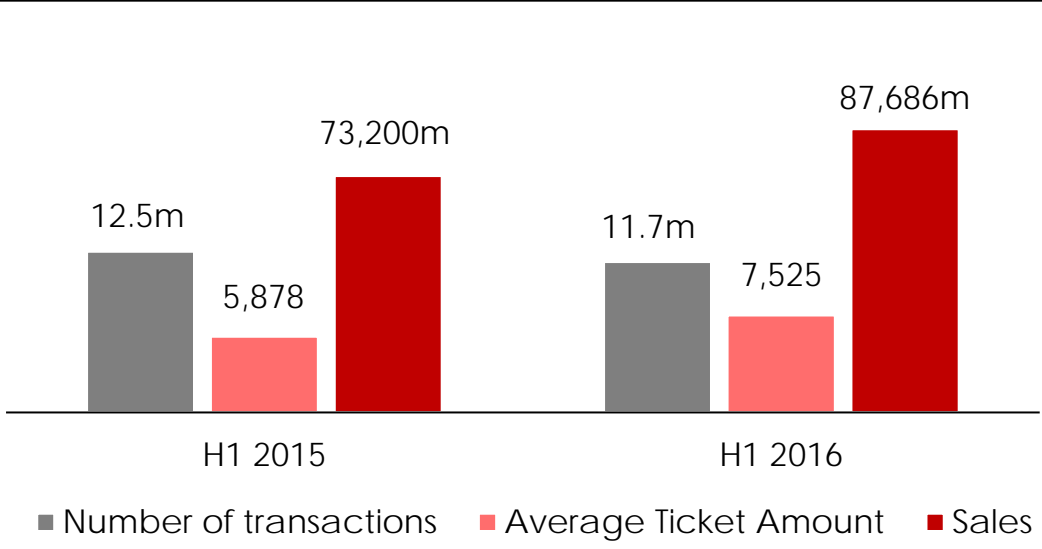
H1 2016 LfL revenue breakdown, %



H1 2016 LfL revenue per store, RUB mln. (with VAT)



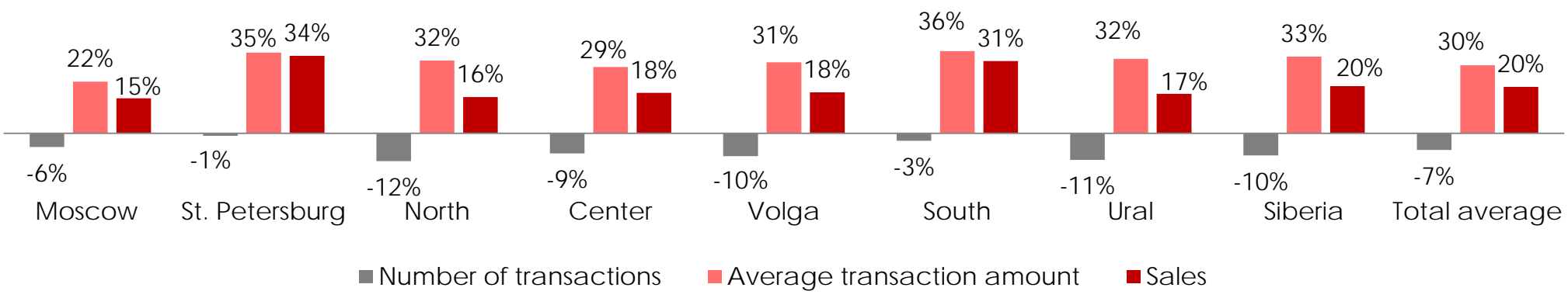
H1 2015 – H1 2016 LfL stores key performance indicators, RUB (with VAT)



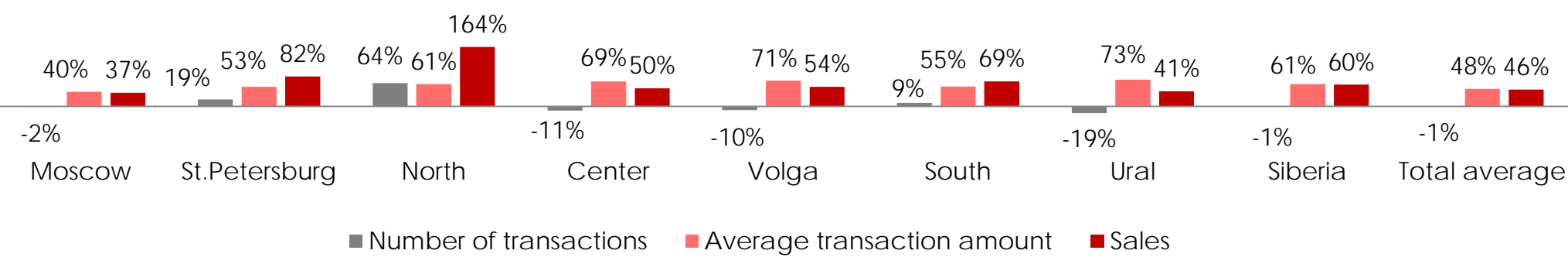
Note: LfL data is based upon a comparison of stores open at January 1, 2015 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space.

Q2 2016 – Q2 2015 LfL dynamics by regions, % (y-o-y)

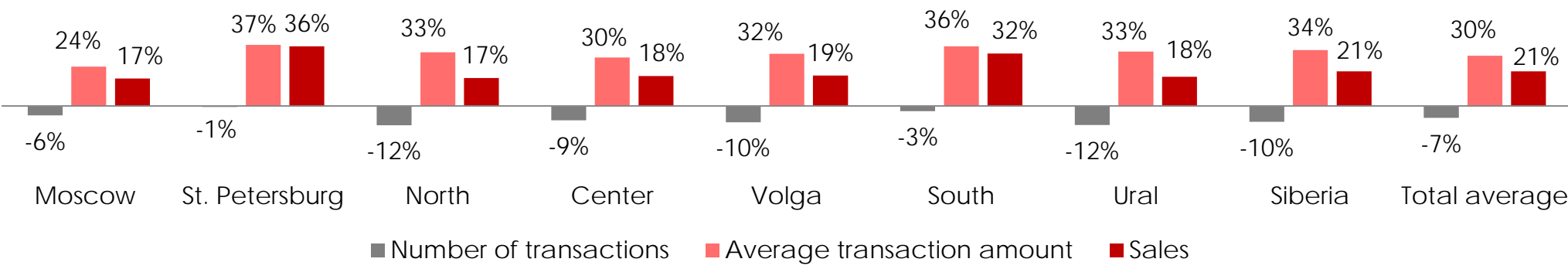
Q2 2016 LfL stores performance (incl. Pick up)



Q2 2016 LfL online home delivery performance

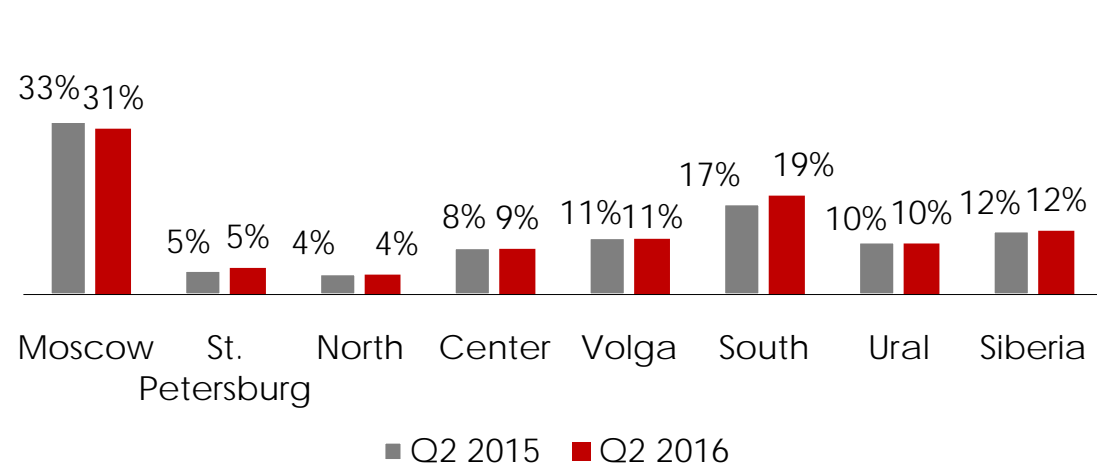


Q2 2016 LfL total (stores + online) performance

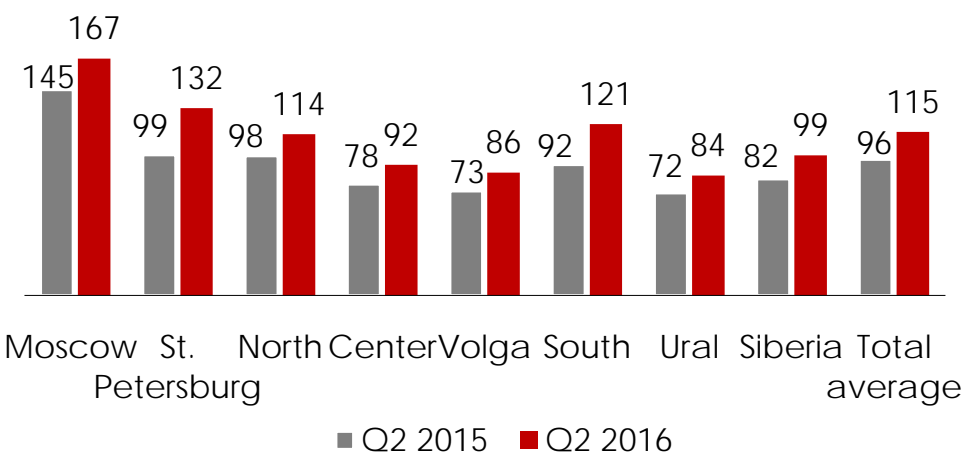


Q2 2016 LfL stores performance analysis

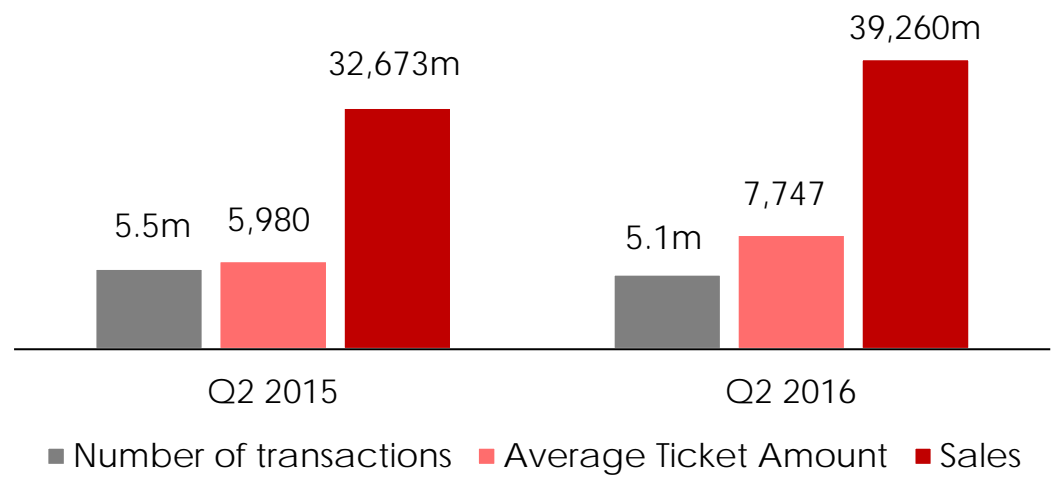
Q2 2016 LfL revenue breakdown, %



Q2 2016 LfL revenue per store, RUB mln. (with VAT)



Q2 2015 – Q2 2016 LfL stores key performance indicators, RUB (with VAT)



Note: LfL data is based upon a comparison of stores open at January 1, 2015 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space.

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