

# ЭЛЕКТРОНИКА

## M.video Q1 2017 Trading Update

Investor & Analyst Presentation, April 2017

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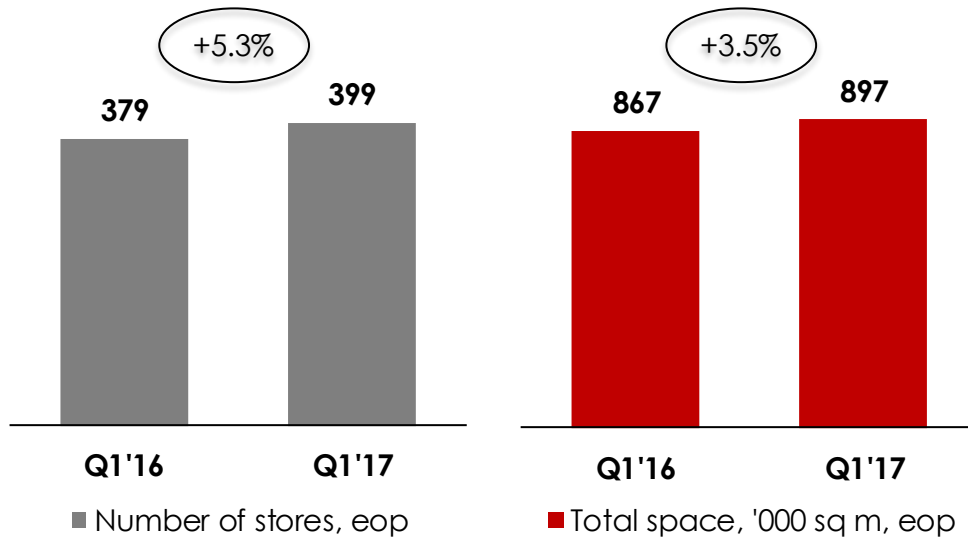
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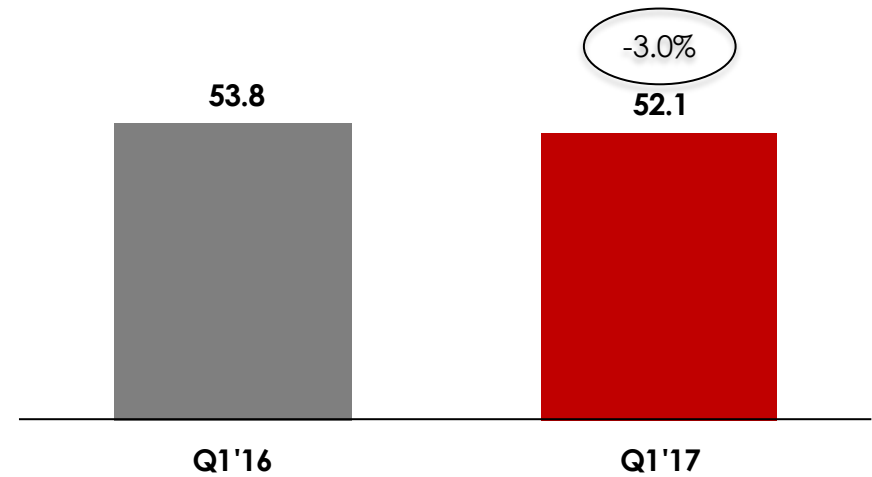
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# Q1 2017 Trading Update Highlights

## Q1 2017 # of stores and total space dynamics



## Q1 2017 Sales, bln RUB with VAT



- ▶ Q1 2017 sales decreased by -3% to 52,1 bln RUB (with VAT)
- ▶ Q1 2017 like-for-like (LFL) sales decreased by 6,5% YoY
- ▶ Q1 2017 Online Based Sales (OBS) grew by 5,9% to 6.5 bln RUB (with VAT). Pick up in stores amounted to 69% of OBS, while Home Delivery stood at 31% of OBS
- ▶ 1 new store was opened
- ▶ Total space added 3.5% over Q1 2016 and amounted to 897,000 sq.m

# Q1'17 Omni model geography

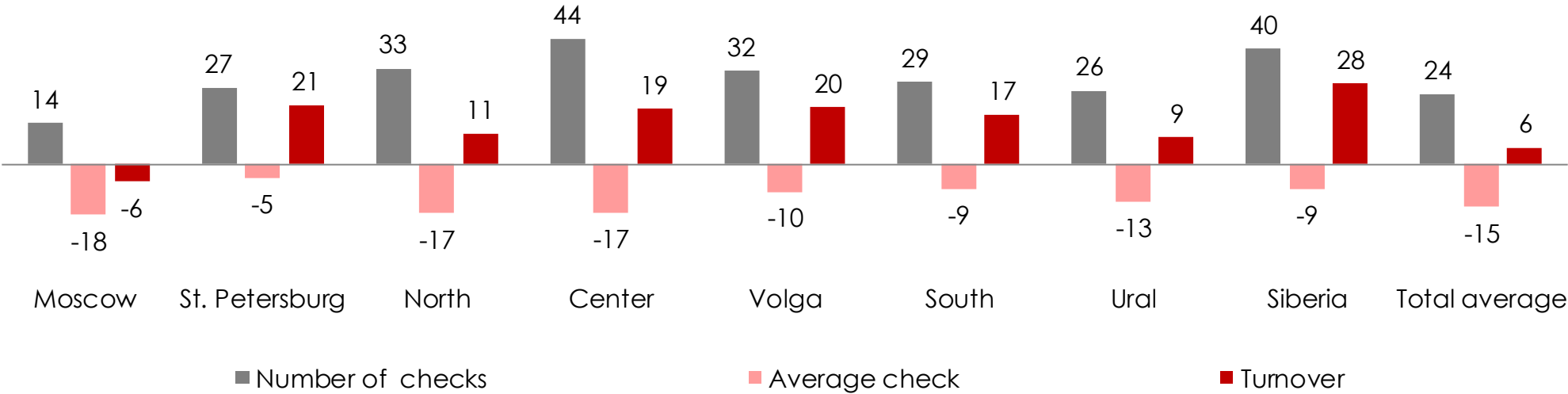


- ▶ 100% country coverage
- ▶ Online capacities in all cities of operations
- ▶ 399 stores, 165 cities by the end of Q1 2017
- ▶ 374 stores (94%) leased, 25 stores (6%) owned, 357 stores are in shopping malls, 42 stores are standalone.

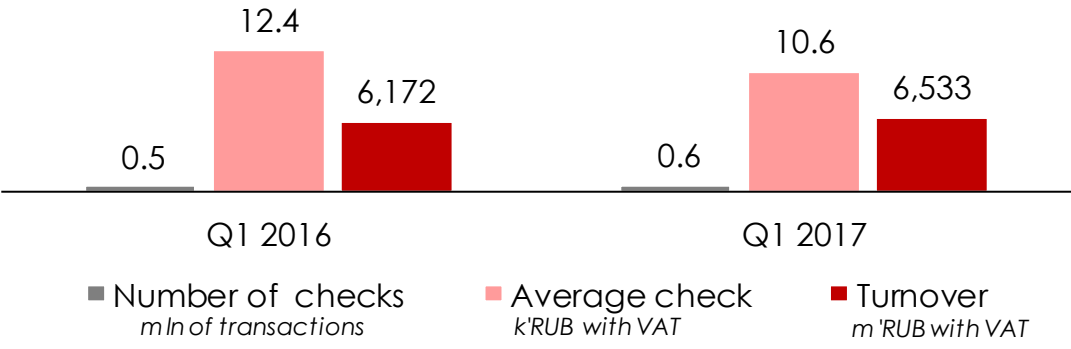
\*Including stores in St.Petersburg

# Q1m'17 Online Based Sales dynamics

## Q1'17 OBS (Home Delivery + Pick up) by regions, % YoY

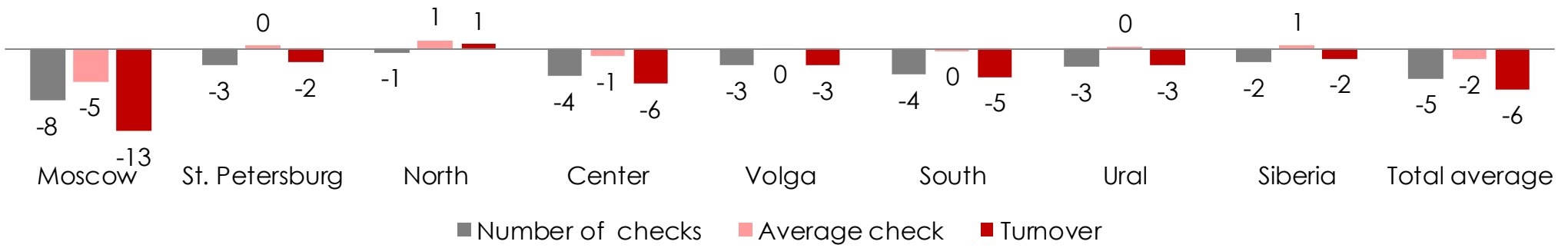


## Q1'17 OBS key performance indicators

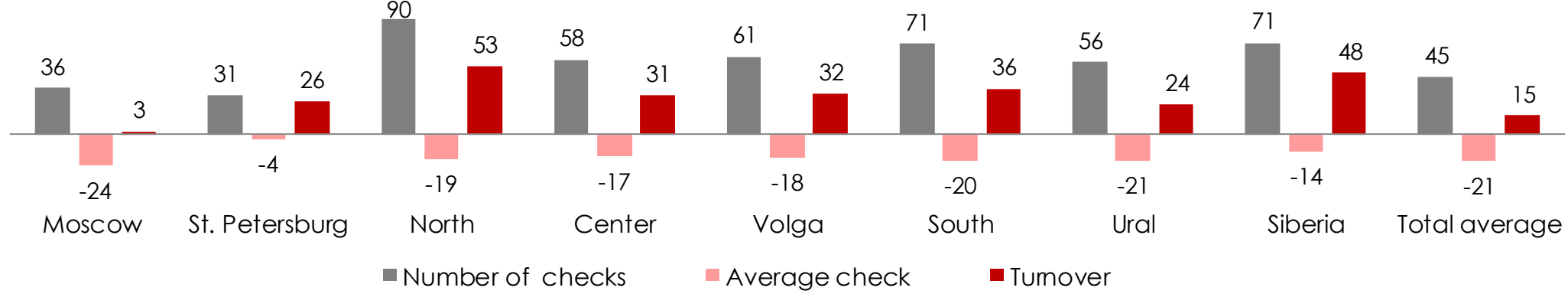


# Q1'17 LfL dynamics by regions

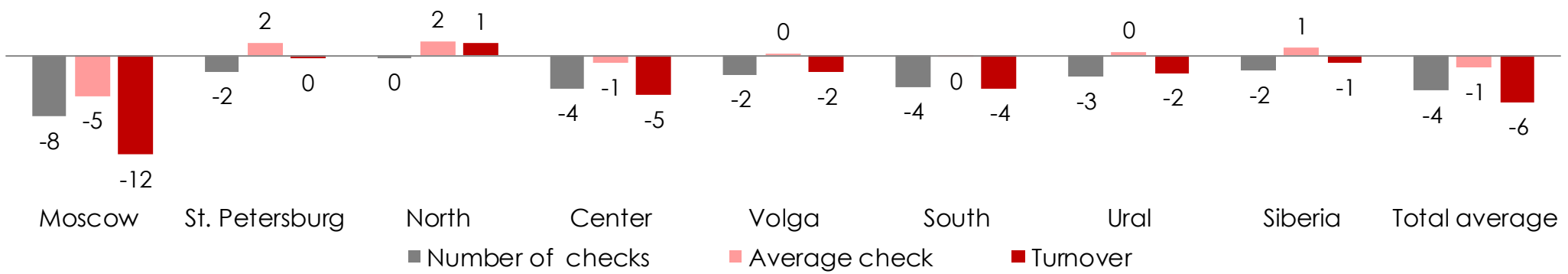
**Q1'17 LfL stores performance (incl. Pick up ), % YoY**



**Q1'17 LfL online home delivery performance, % YoY**

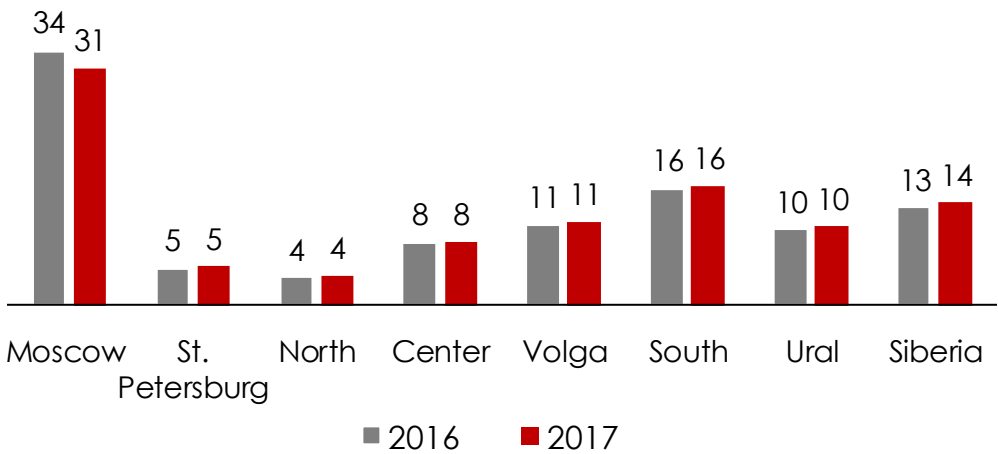


**Q1'17 LfL total (stores + online) performance , % YoY**

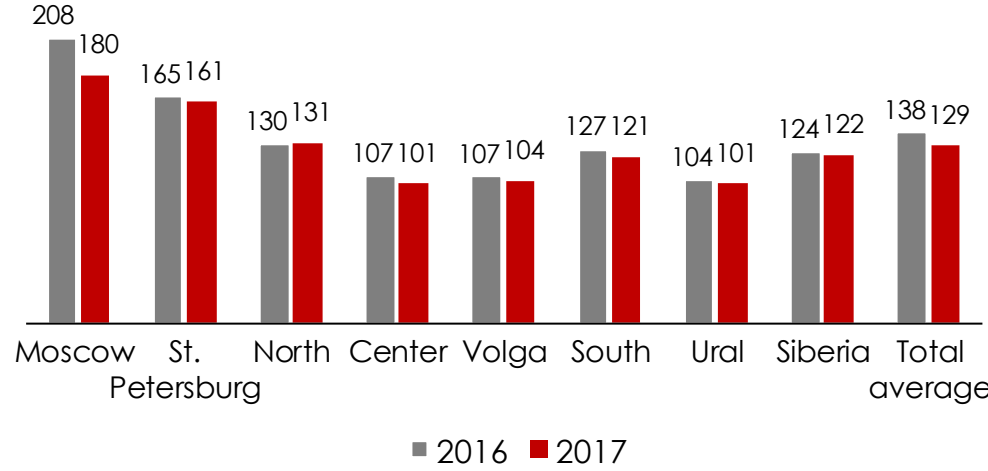


# Q1'17 LfL stores performance analysis

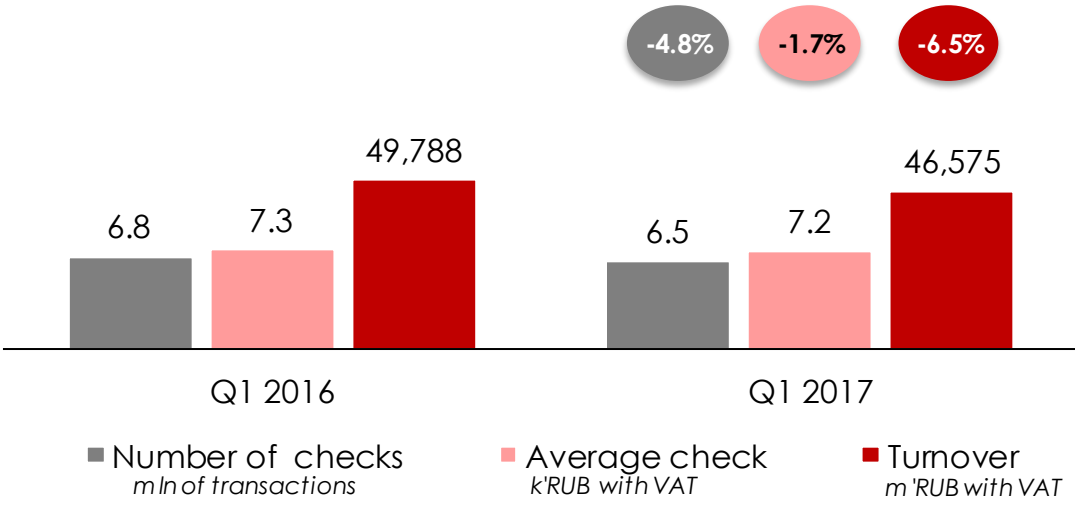
Q1'17 LfL revenue breakdown, %



Q1'17 LfL revenue per store, m'RUB with VAT



Q1'17 LfL stores key performance indicators



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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