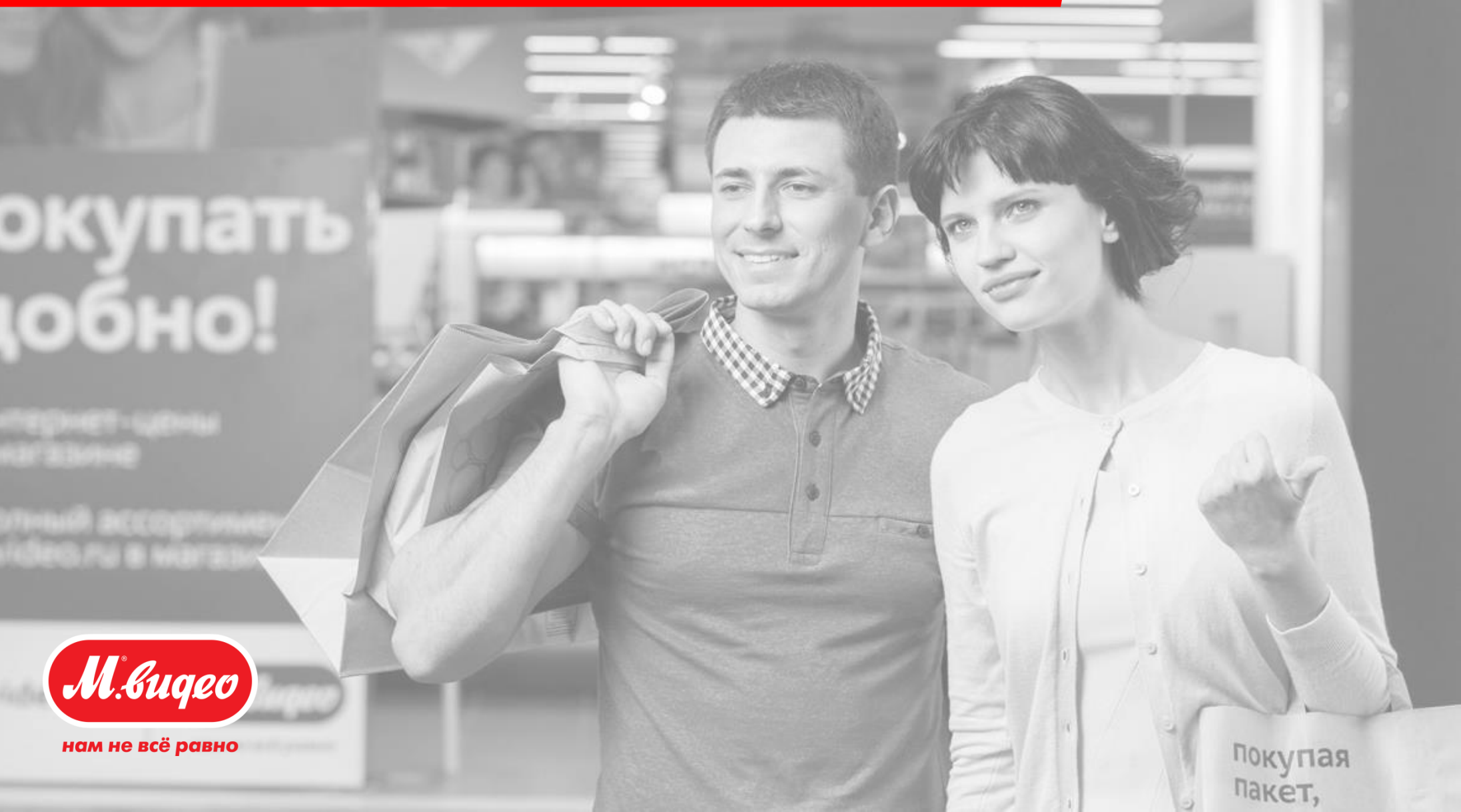


электроника

M.Video 1Q 2018 Trading Update

18 April 2018



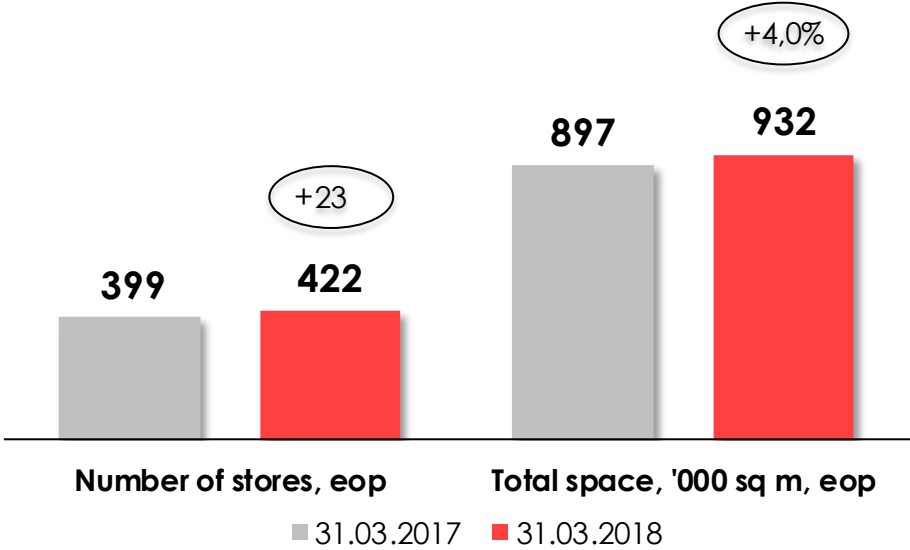
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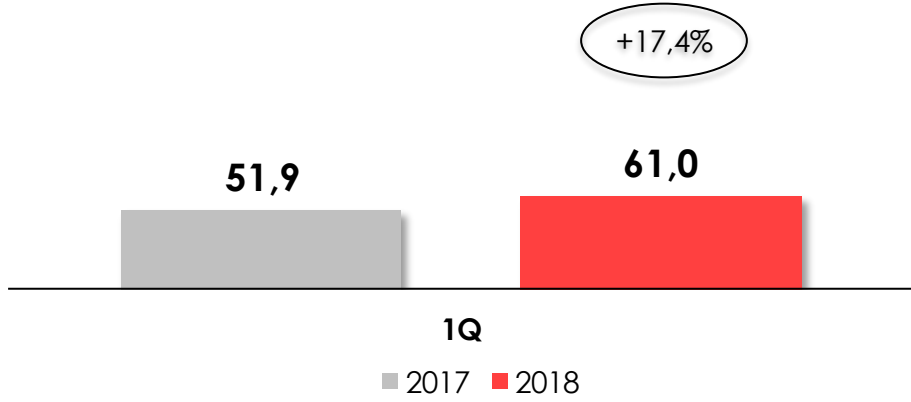
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M.Video 1Q 2018 Trading Update Highlights

1Q 2018 Stores and Space Growth



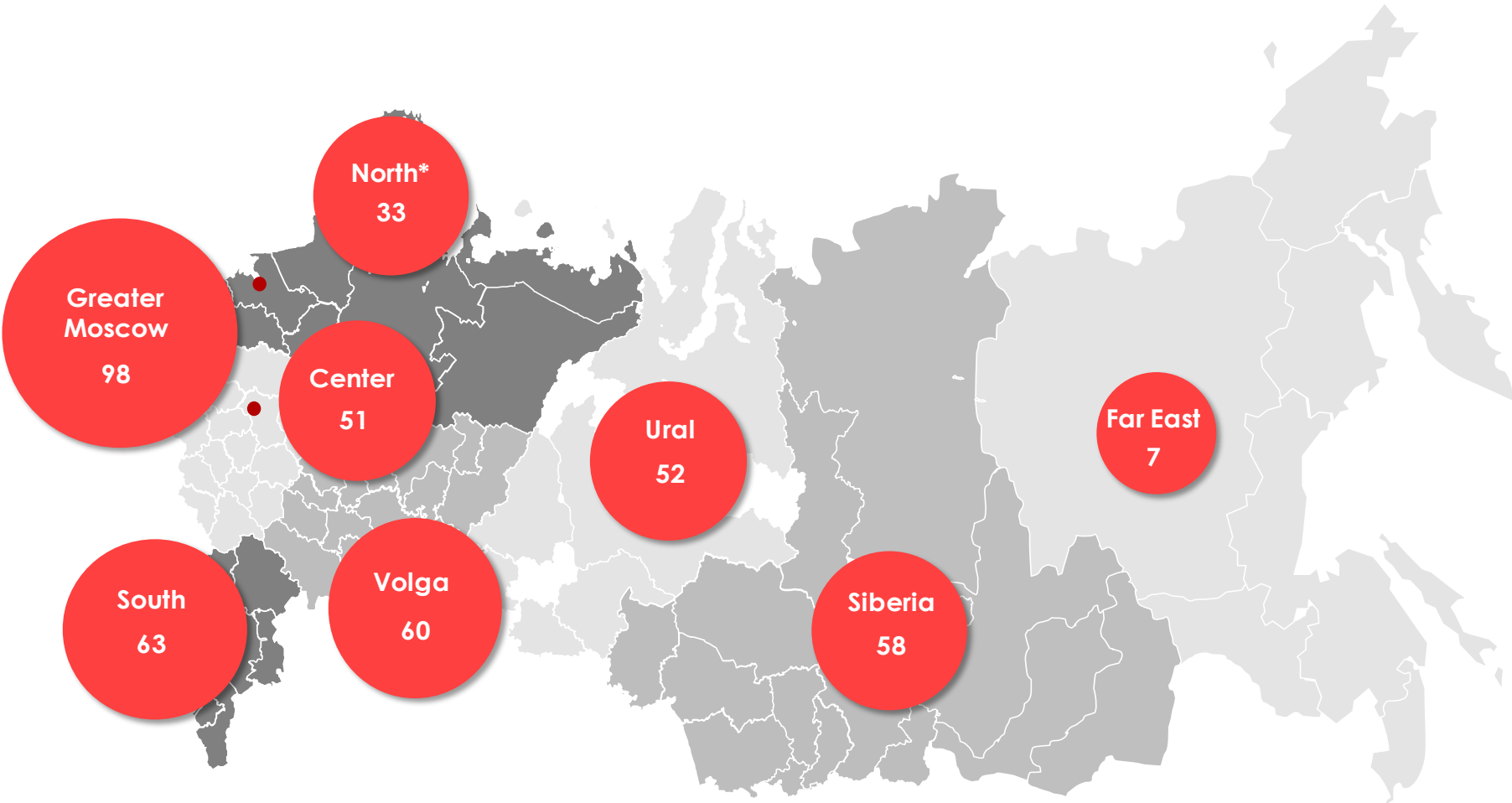
1Q 2018 Net Sales, RUB bln (with VAT)



- ▶ Net Sales grew +17.4% YoY to RUB 61.0 bln (with VAT) in 1Q 2018
- ▶ 1Q 2018 LFL sales increased +12.5%
- ▶ Online Based Sales (OBS) jumped by 82.4% YoY to RUB 11.8 bln (with VAT), amounting to 19% of total net sales in 1Q 2018 (24% in Moscow and 26% in St-Petersburg)
- ▶ Share of pick-up in OBS grew to 74% in 1Q 2018 from 69% in 1Q 2017

Note: Sales numbers for 2016 have been adjusted according to IFRS accounting policy which came into effect in 2017

M.Video Footprint as of 31 March 2018

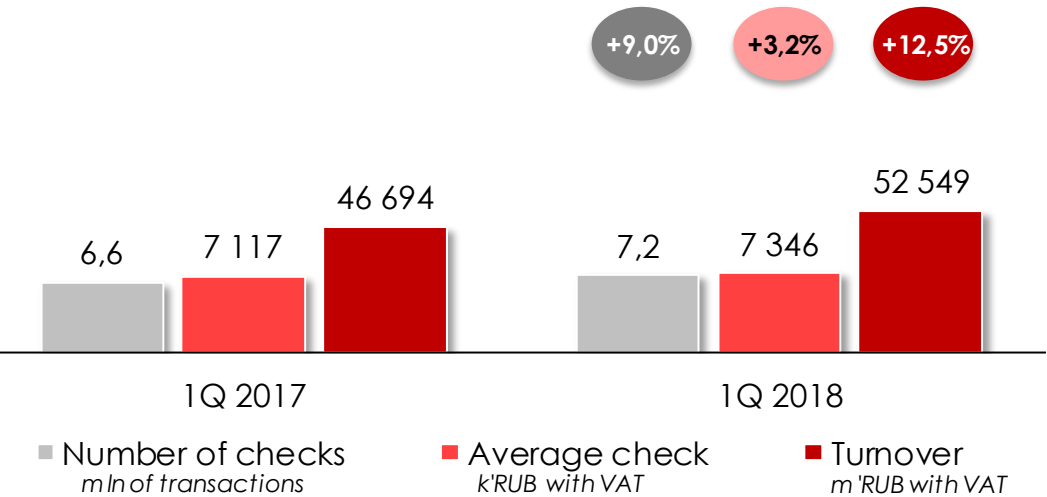


*Including stores in St.Petersburg

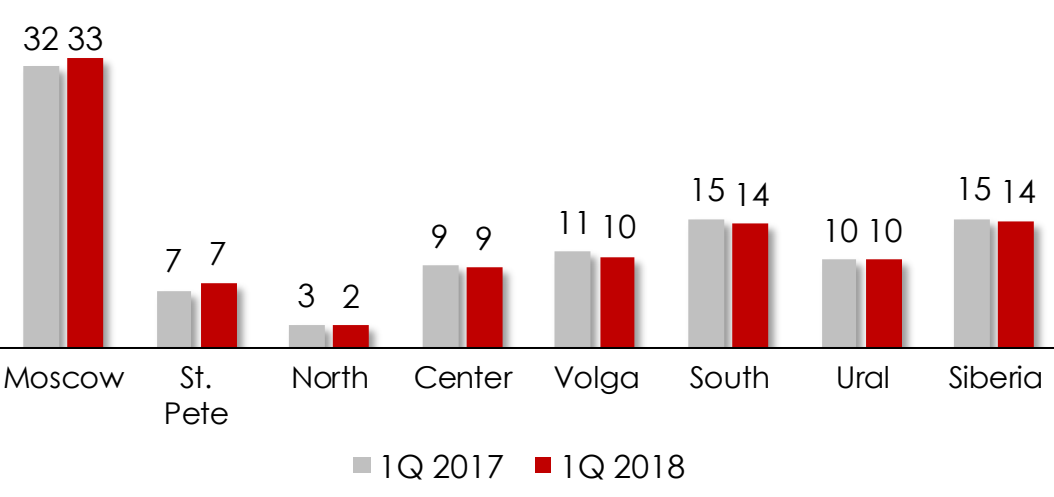
- ▶ 422 stores in 169 cities as of 31 March 2018
- ▶ Online capacities in all cities of operations
- ▶ 422 stores: 397 stores leased, 25 stores owned; 378 stores are in shopping malls, 44 stores are standalone

M.Video LFL Stores Performance in 1Q 2018

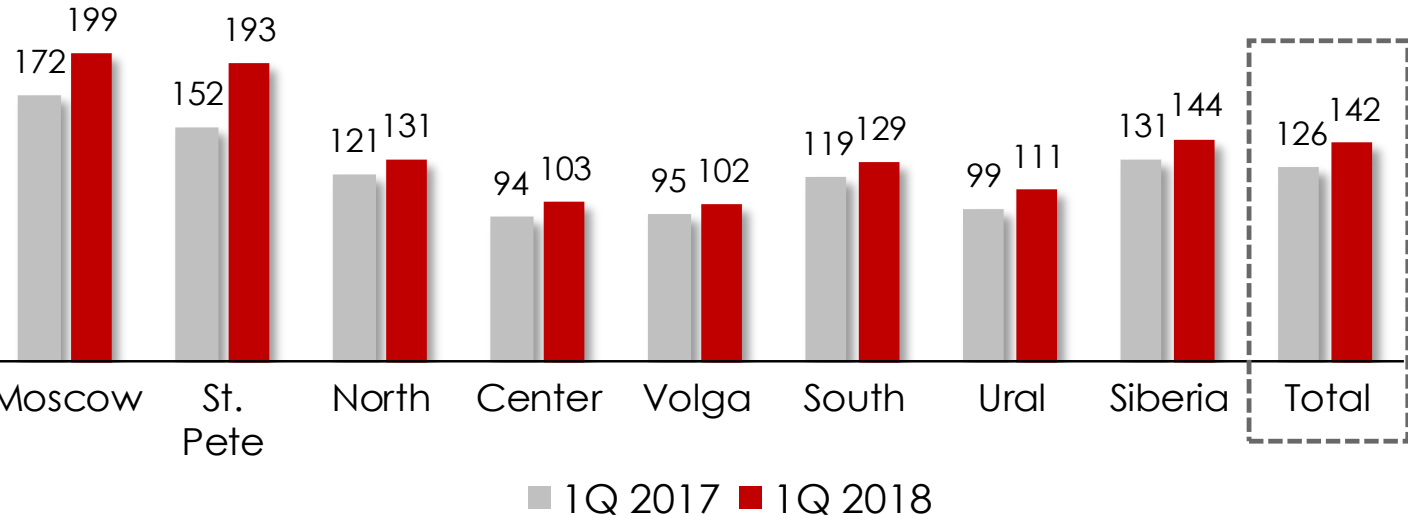
1Q 2018 LFL Stores Sales



1Q 2018 Sales Regional Breakdown, %



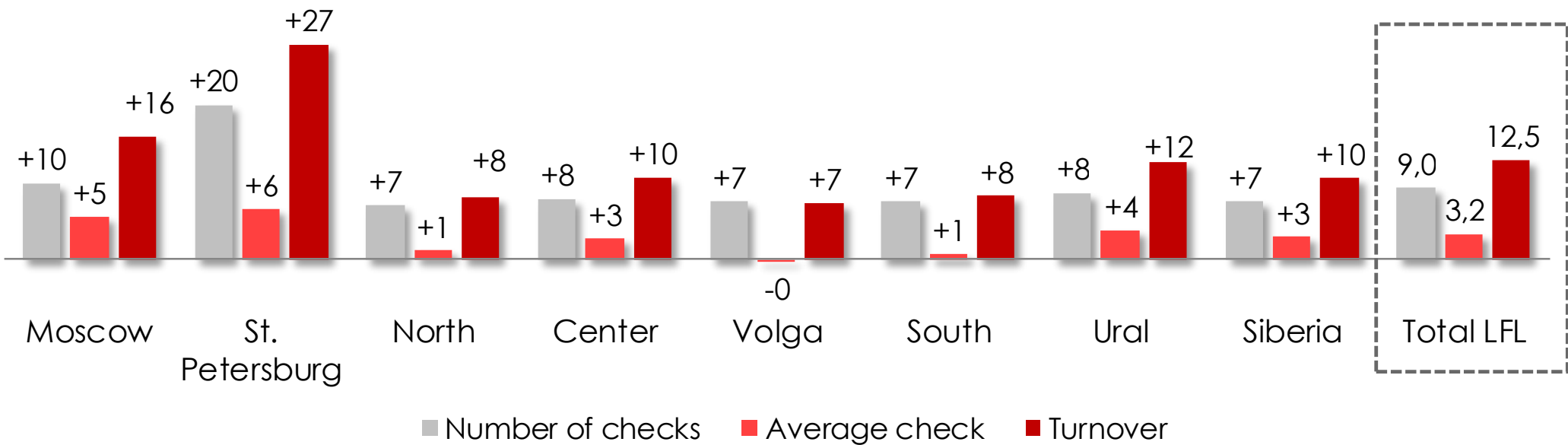
1Q 2018 Sales per LFL Store by Region, RUB mln (with VAT)



Note: LFL data is based on a comparison of 376 stores operating as of January 1, 2017 and not closed for more than two weeks, and/or not expanded or downsized by >20% of their total space

M.Video LFL Stores Sales Dynamics by Region

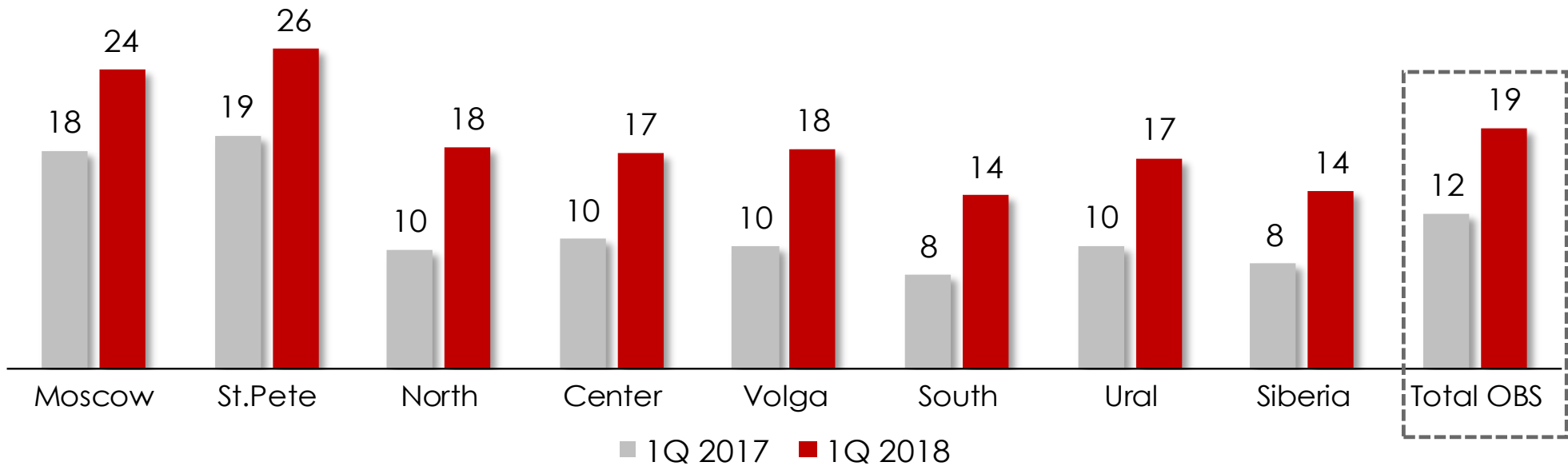
1Q 2018 LFL Sales, %



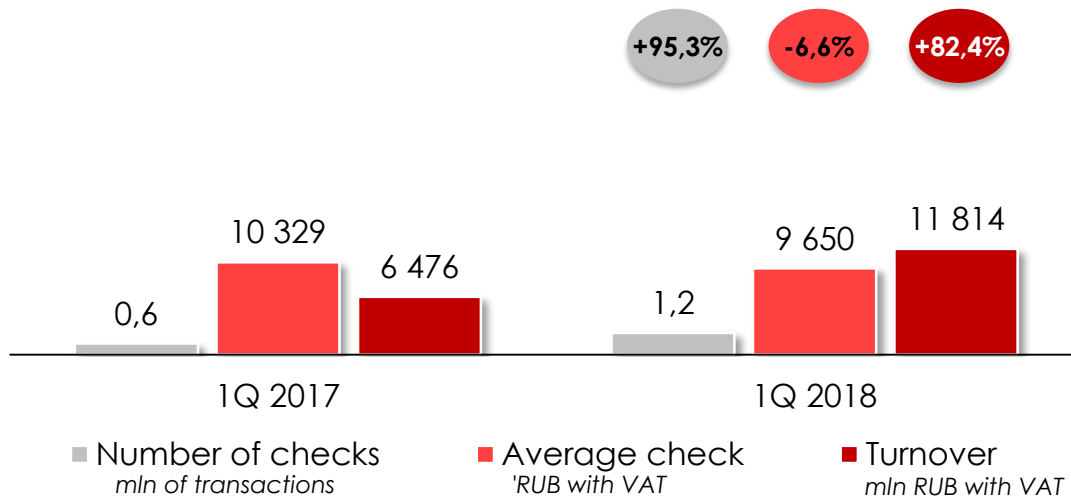
CASH BACK
до **25%**

LG
 Smart
 Wi-Fi
 4K ULTRA HD
 43" 109CM
СУПЕРБОНУСЫ
 до **70000 р.**
32990 + 5000
 Супербонусов

1Q 2018 OBS Share in Total Sales by Region, %



1Q 2018 OBS Key Performance Indicators



- ▶ OBS growth accelerated by 82.4% YoY, and reached 19% of Total sales in 1Q 2018
- ▶ The growth was driven by strong traffic and higher conversion rate supported by promo, consumer credits, and advertising campaigns
- ▶ Average basket was down YoY, due to mix and promos

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