



For immediate release

M.video reports its Consolidated Financial Statements for 2015.

Moscow, March 24, 2016. PJSC "M.video", Russia's largest consumer electronics retailer by revenue (MOEX: MVID), releases today its audited consolidated financial statements prepared in accordance with International Financial Reporting Standards (IFRS) for the year ended 31 December 2015.

M.video's sales in 2015 amounted to 190.8 billion Russian rubles (RUB), including VAT, demonstrating (6.4%) as compared to 2014. This revenue dynamics was demonstrated in the situation of the Consumer Electronics market decline by 14% in 2015.

The Company's Gross profit in 2015 amounted to 38.9 billion RUB (46.2 billion RUB in 2014) or as a % of revenue amounted to 24.1% (26.7% in 2014).

The Company's Operational expenses in 2015 decreased by 7.3% and amounted to 33.3 billion RUB as compared to 35.9 billion RUB the year before.

The Company's EBITDA in 2015 amounted to 8.8 billion RUB versus 13.1 billion RUB in the previous year while an EBITDA margin came to 5.5% as compared to 7.6% in 2014.

M.video's Net Profit for 2015 amounted to 4.5 billion RUB and as compared to 8.2 billion RUB in 2014.

Alexander Tynkovan, President and CEO of M.video, commented: "Last year was challenging for the Russian Consumer Electronics retail, but M.video definitely benefited from the market development in 2015. We improved our market share and again outperformed both the market and all major competitors. We've made this progress as we have built a sustainable business model which provides for the strong relationship with our suppliers and vendors, highly competitive pricing and superior value proposition in assortment and services to our customers across channels. It all allows M.video to remain profitable and continue to be generous dividend payer for our investors and shareholders".

He also added: "Our Omni-Channel concept has shown once again that it has become a winning formula in the Russian market: we're remaining the fastest growing online business in our segment. M.video's Online Based Sales grew more than 12% in 2015 versus 2014 and more than doubled versus 2013. Nowadays the share of Online Based Sales is reaching 11% of our total business and pickup in store sales are standing for almost 70% of our online operations in 2015".

M.video key financial results for the FY 2015 based on IFRS consolidated financial statements*:

In millions of Russian rubles	2015	2014	y-o-y
Sales (including VAT)	190,795	203,800	(6.4%)
Net revenue	161,691	172,712	(6.4%)
Gross profit	38,909	46,168	(15.7%)
<i>As % of net revenue</i>	<i>24.1</i>	<i>26.7</i>	<i>(2.6)</i>
Operating expenses⁽¹⁾	33,310	35,837	(7.1%)
<i>As % of net revenue</i>	<i>20.6</i>	<i>20.7</i>	<i>(0.1)</i>
EBITDA	8,830	13,140	(32.8%)
<i>As % of net revenue</i>	<i>5.5</i>	<i>7.6</i>	<i>(2.1)</i>
Net profit	4,547	8,174	(44.4%)
<i>As % of net revenue</i>	<i>2.8</i>	<i>4.7</i>	<i>(1.9)</i>

* All key financial indicators are calculated without 18% VAT (value added tax) unless mentioned otherwise. Comparative information for the year ended 31 December 2014 has been adjusted due to the change in accounting policy with respect to accounting for leases which was adopted by the Group in 2015 and applied retrospectively.

Note for editors:

M.video is the largest Russian consumer electronic retail chain by revenue. The Company started its operations in 1993. In November 2007 M.video became the first publicly traded company in the domestic consumer electronic retail sector. The Company's shares are traded on Moscow Exchange (ticker: MVID).

M.video runs 378 brand name stores in 161 Russian cities as of December 31, 2015. The selling space of M.video stores amounts to 644,000 sq. m while the total space amounts to 865,000 sq. m.

For more information please contact:

Media Contacts:

Olga Kobzareva, Head of PR, olga.kobzareva@mvideo.ru
Tel: +7 (495) 644 28 48, ext. 7386

Investor Relations:

Denis Davydov, Investor Relations Director
e-mail: Denis.Davydov@mvideo.ru
Tel: +7 495 644 2848 ext. 7064

⁽¹⁾The operating expenses include selling, general and administrative expenses (SGA), other operating income and other operating expenses.