

## **M.Video-Eldorado Group starts collecting batteries in over 280 cities and towns across Russia**

**17 December 2020, Moscow. M.Video-Eldorado Group (PJSC M.Video, MOEX: MVID), Russia's largest consumer electronics retailer by revenue and part of SAFMAR Group owned by Mikhail Gutseriev, has launched a programme to collect and dispose of used batteries in more than 280 locations across its footprint, with all M.Video and Eldorado stores participating. In 2020, customers dropped off around 13 tonnes of batteries – twice as much as a year ago.**

Since the beginning of 2020, M.Video and Eldorado stores have collected about 650,000 used batteries weighing a total of 13 tonnes. This brings the aggregate number of batteries collected since the start of the project to one million. Launched in October 2018, it has helped accumulate some 20 tonnes of material that could have spoiled approximately 20 sq km of land, an area roughly equivalent to one city of Suzdal or ten principalities of Monaco. So far, Moscow and Moscow region, St Petersburg, Yekaterinburg and Chelyabinsk have been leading the pack by the number of batteries turned in for recycling.

**Oksana Platonova, head of service projects at M.Video-Eldorado Group:** “As electronics and other battery-powered goods are enjoying growing popularity, it is becoming increasingly important to embrace responsible consumption and reduce the environmental impact of electronic waste. We urge people to develop better habits and bring used batteries to us instead of throwing them into bins. Responsible consumption has been on the rise in Russia – this year, we have collected twice as many batteries as last year. Drop-off boxes are already available in all M.Video and Eldorado stores, and new retail outlets are set to receive them as well. The batteries are recycled into secondary materials in line with industry standards,” said.

Customers can put used batteries in special in-store containers that meet all applicable requirements for safe storage and can hold up to 35 kg of electronic waste. The most common battery types – AA and AAA – are accepted. Chelyabinsk-based Megapolisresource and Yaroslavl-based NEC handle the transportation and recycling. On the [M.Video](#) and [Eldorado](#) websites, stores with drop-off boxes are marked with a special Battery Recycling sign.

# M.VideoEldorado

---

**M.Video-Eldorado Group** (PJSC M.video) is Russia's largest consumer electronic retailer uniting the M.Video and Eldorado brands in the market for home appliances and electronics. The companies' total annual turnover exceeds RUB 430 billion, including VAT (FY 2019). The M.Video-Eldorado Group is the only Russian publicly-traded company in the electronics retail sector. The company's shares are traded on Moscow Exchange (ticker: MVID).

The Group operates Russia's largest online platform for consumer electronics and household appliances commanding a market share of over 30% (as of FY2019). As of September 30, 2020, the Group also operates 538 stores under the M.Video brand, 501 stores under the Eldorado brand in more than 250 cities across Russia with a total selling space of 1,454 thousand square meters. The Group has 100% online coverage in all cities of operation.

## **Investor Relations:**

**Maxim Novikov**, IR Director,  
[maxim.novikov@mvideo.ru](mailto:maxim.novikov@mvideo.ru)  
Tel: +7 (495) 644 28 48, ext. 1425

**Timur Akhmedzhanov**  
Investor Relations  
[timur.akhmedzhanov@mvideo.ru](mailto:timur.akhmedzhanov@mvideo.ru)  
Tel: +7 (495) 644-28-48, ext. 1384

## **Media Contacts:**

**Valeriya Andreeva**, Head of PR  
[valeriya.andreeva@mvideo.ru](mailto:valeriya.andreeva@mvideo.ru)  
Tel: +7 (495) 644 28 48, ext. 7386