

M.Video-Eldorado, Sber and goods.ru founder and co-owner Alexander Tynkovan sign binding documents covering Sber's acquisition of 85% stake in goods.ru

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PJSC M.Video (M.Video-Eldorado Group, the Company, or the Group; MOEX: MVID), Russia's leading e-commerce and consumer electronics retailer and part of the SAFMAR Group owned by Mikhail Gutseriev, Sber, and goods.ru founder and co-owner Alexander Tynkovan have signed binding documents covering Sber's acquisition of an 85% stake in goods.ru (OOO Marketplace). The deal is expected to be closed in 2Q21.

According to the terms of the deal, Sber is acquiring some of the goods.ru shares currently held by M.Video-Eldorado Group and investing in the further development of goods.ru (OOO Marketplace). As a result of the deal, Sber's shareholding in goods.ru will reach 85%, while 10% will be retained by M.Video-Eldorado Group, and 5% will stay with M.Video founder Alexander Tynkovan.

The creation of an e-commerce vertical and its development are among the top priorities for the Sber ecosystem's evolution. The marketplace will grow into Sber's multi-category e-commerce venue, which already has 16 main categories with 2.5 million products, and moving forward their number will be growing.

About the Group

M.Video-Eldorado Group (PJSC M.video) is a leading Russian e-commerce and consumer electronics retailer, that unites the M.Video and Eldorado brands. The group's GMV **Ошибка! Значение не определено.** exceeded RUB 500 billion including VAT at the end of 2020, and it is currently the only Russian consumer electronics retailer whose shares are publicly traded. The company's shares are listed on Moscow Exchange (Ticker: MVID).

As of December 31, 2020, the Group had stores across more than 250 Russian cities, with 542 and 532 stores under the M.Video and Eldorado brands, respectively. Overall selling space was 1,475 thousand square meters, while total floor space was 2,015 thousand square meters.

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