

M.Video-Eldorado and Yandex Market will jointly develop sales and delivery of consumer electronics in Russia

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M.Video-Eldorado Group, Russia's leading e-commerce and consumer electronics retailer (MOEX: MVID), and Yandex Market have agreed on cooperation to expand sales and delivery of consumer electronics and home appliances in Russia. The scope of cooperation will cover all currently available sales models, including Click & Collect (self pick-up from the chain's outlets) and express delivery from Yandex. This partnership will enable customers to order goods from a nearby Eldorado store on Yandex Market and receive them in a convenient way – for example, by collecting orders from the nearest pick-up point or the chain's store or having them delivered within 1–2 hours.

Today, Yandex Market shoppers can already find several hundred products from the Eldorado retail chain on the platform and order a delivery via the Yandex in-house logistics system. In the near future the parties plan to expand available services, for example, the possibility of delivery directly from the warehouses of M.Video-Eldorado will be added. By the end of the year, the marketplace will feature the entire assortment of Eldorado, which comprises tens of thousands of consumer electronics and home appliance products, including household and kitchen appliances, beauty and personal care products, TV sets, built-in appliances and climate control, smartphones, laptops, accessories and many others. This will significantly expand the range of home appliances and consumer electronics available at Yandex Market.

M.Video-Eldorado plans to employ all sales models on the marketplace, including FBY (Fulfillment by Yandex, i.e. trade from Yandex warehouse and delivery with its help), DBS (Delivery by Seller, orders are kept in and delivered by the store), FBS (Fulfillment by Seller, orders are fulfilled by the store and delivered by Yandex), FBS Express (same as FBS, but with express delivery), Click & Collect (self pick-up from the chain's outlets). Full integration is expected to be completed by the year-end.

This enables several ways of collecting Eldorado orders made via the marketplace, such as self pick-up from the stores or pick-up points, courier delivery, as well as express delivery if it is available in the selected region. Orders placed through Yandex Market can be paid for in full, in installments or via credit plans. Additionally, customers who have a Yandex Plus subscription will receive cashback points for their purchases.

Alexandra Ivanchenko, Head of Digital Partner Experience and Assortment Management at M.Video-Eldorado:

“The partnership with Yandex Market allows M.Video-Eldorado to expand its infrastructure and the scope of order and delivery services, granting customers access to the Eldorado assortment through the platforms of their choice. One Retail technologies developed by the Group enable easy and seamless integration with the marketplace. For example, customers can either pick-up their orders from the stores or have them delivered by a courier within one to two hours. We also offer own delivery services, which come in very handy when it comes to ordering large household appliances. Yandex Market is an attractive partner for us because they can support all relevant formats: we can test multiple integration options and choose the most suitable ones for various product categories.”

Valery Kashin, Head of Consumer Electronics and Household Appliances at Yandex Market:

“Market is a multi-category marketplace, and it is important for us to offer customers a wide range of products in different categories at competitive prices and with convenient delivery. Users have historically always come to the Market for electronics, and through partnership with the largest player in this market, we will be able to gain additional competitive advantage in this sphere”.

Both companies do not rule out the possibility of more extensive cooperation in the future, which could take the form of loyalty program integrations. Additionally, there may be other joint projects at the confluence of online and offline retail segments.

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 exceeded RUB 570 billion including VAT at the end of 2021.

As at March 31, 2021, the Group had stores across more than 375 Russian cities, with 605 and 664 stores under the M.Video and Eldorado brands, respectively. Total floor space was 2,157 thousand square meters.

M.Video-Eldorado Group is Russia's only publicly listed consumer electronics retailer. The Company's shares are currently traded on Moscow Exchange (ticker: MVID), with around 23.8% free float. Said Gutseriev directly or indirectly controls 60.4% of the share capital of M.video PJSC, 15% is held by Media-Saturn-Holding GmbH and another 0.8% is held by MVM LLC, a 100% subsidiary of PJSC M.video.

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