

Coca-Cola's Irina Petrova takes up post of HR and organizational transformation Director at M.Video-Eldorado

July 11, 2022, Moscow, Russia

M.Video-Eldorado Group (PJSC M.video, Group or Company, MOEX: MVID), Russia's leading e-commerce and consumer electronics retailer, announces that the Board of Directors of PJSC M.video resolved to appoint Irina Petrova to the position of Director for Organizational Transformation and Human Resources at M.Video-Eldorado Group starting July 11, 2022. Irina Ivanova, who had held the position previously, will switch to an advisory role and focus on the Company's strategy.

Irina Petrova brings to the table almost 20 years of management experience and a long-standing record of being rated among Russia's top HR directors. Over the last eight years, Ms Petrova has been HR Director at Coca-Cola HBC & Multon (Russia), where she completed projects to boost employee engagement, helping to increase the SEI engagement metric from 65% in 2015 to 91% in 2021, according to a Towers Watson global grading approach. Under Irina Petrova, Coca-Cola's Russian branch ranked second among all of the Coca-Cola HBC markets.

M.Video-Eldorado Group's Director for Organizational Transformation and Human Resources is a tier-1 management position at the Company. Ms Petrova's key priorities will be to seek and adopt solutions for business transformation against the current economic backdrop, improve business practices to shore up employee motivation and engagement, develop efficient cross-functional processes and deploy new performance management models, and further promote the personnel's digital competencies and a customer-oriented approach.

Enrique Fernandez, CEO of M.Video-Eldorado Group:

"Irina Petrova possesses a wealth of international management experience while at the same time fully sharing M.Video-Eldorado's principles and approaches in developing, retaining, and training employees. I am sure that with her fresh perspective and reliance on best international practices, Ms Petrova will help improve our Company's operating processes, increase its efficiency, and bring about positive change across teams down to every last employee. Irina Ivanova, who led this function previously, will join me and the management team in formulating a long-term strategy taking into account the economic changes of the past few months."

Biography:

From 2014 to 2022, Irina Petrova held the position of Country HR Director at Coca-Cola HBC & Multon (Russia) and led the global Coca-Cola HBC Sales Academy for merchandising agencies in 28 countries. In 2005, she joined the recruitment team of Coca-Cola HBC Eurasia in Moscow and the Moscow Region. In 2006, Irina Petrova capitalized on her professional successes to grow to Recruitment Manager and later Talent Development Manager. In 2009, she became head of Coca-Cola HBC Eurasia's recruitment team in Moscow and the Moscow Region. Starting 2011, she was HR Business Partner, Commercial Function. As a regional HR manager, Irina Petrova was responsible for the Urals, Siberia and the Far East, and also oversaw HR aspects of the CCH and Multon merger in 2010.

Irina Petrova holds an MBA from the International Institute for Management Development (IMD, Switzerland), has certification in Scrum Alliance, and completed an Advanced Human Resource Executive program of the Stephen M. Ross School of Business, University of Michigan.

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.

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