M.Video' New Year peak sales

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The December sales results are crucial for the electronics and household appliances market and important for the results of the whole year.

Results of the pre-New Year sales
The preliminary retail turnover for the period was $427 million, including VAT, which represents an increase of 75% versus the 2006 performance.

Items in particular demand with the Russian consumers in December were:

- LCD TVs more then 32"
- mobile phones and smartphones
- digital cameras from 8 Mega pixels
- laptops
  and such saleable goods as:
- iPod Touch
- BLU-RAY players

  Company met the plan for new stores opening.
  The important factor boosting the company's sales figures was that it successfully met target for opening new retail stores in 2007. The company opened, as planned, 37 new hypermarkets, including 8 in December.