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Omni-Channel Strategy in the Russian Consumer Electronic Retail

Investor and Analyst Presentation, January 2015.

М.видео

нам не всё равно 20 лет

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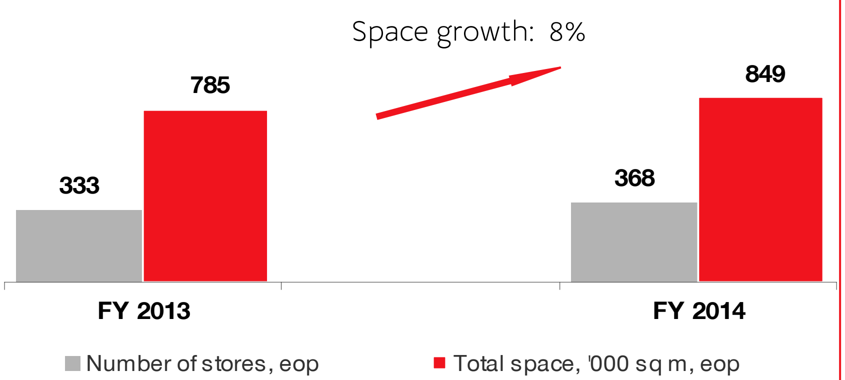
12m and Q4 2014 trading update summary

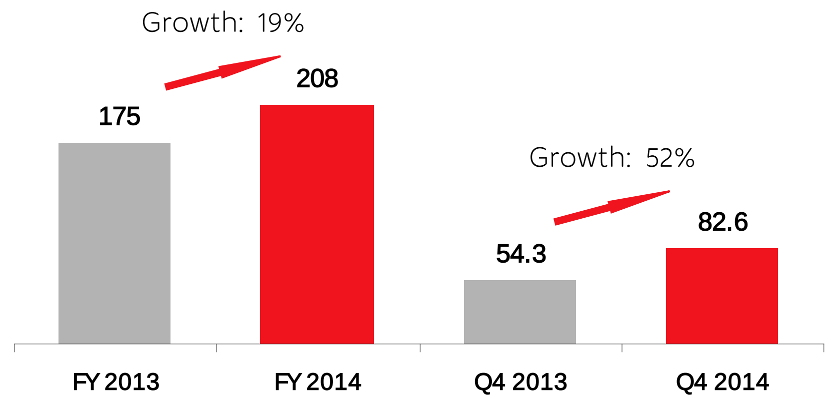
- 12m 2014 sales amounted to 208 billion RUB (176 billion RUB without VAT), demonstrating a 19% increase vs. 12m 2013. LfL sales increased 12%.
- 12m 2014 online based sales grew by 90% to 18 billion RUB (with VAT).
- Q4 2014 sales grew by 52%; Q4 2014 LfL sales increased 43%.
- 39 new stores (35 net) added in 12m 2014; network reached 368 stores and 848,500 sq.m total space.

12m # of stores and total space dynamics



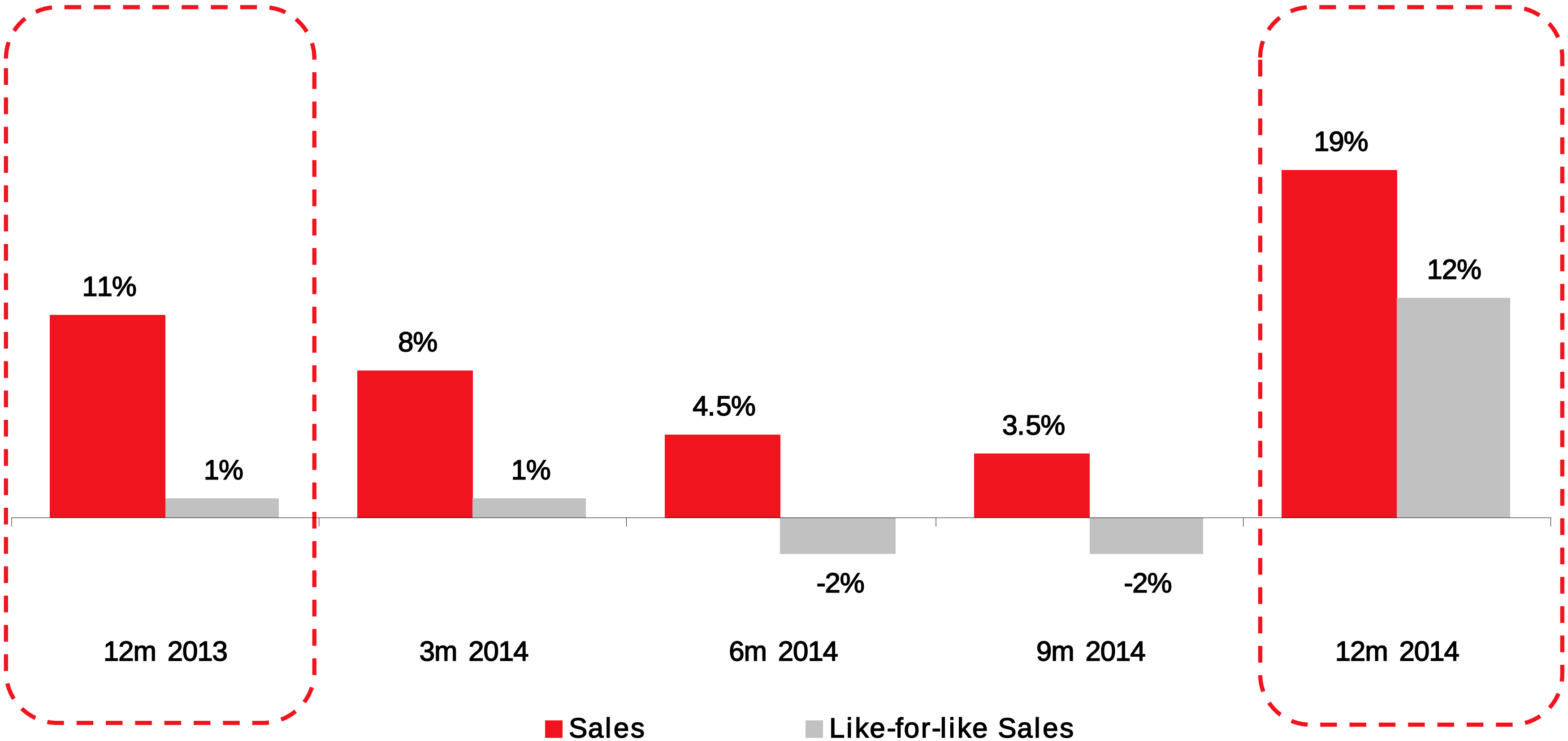
Source: Company data

12m and Q4 2014 sales growth, RUB billion (with VAT)



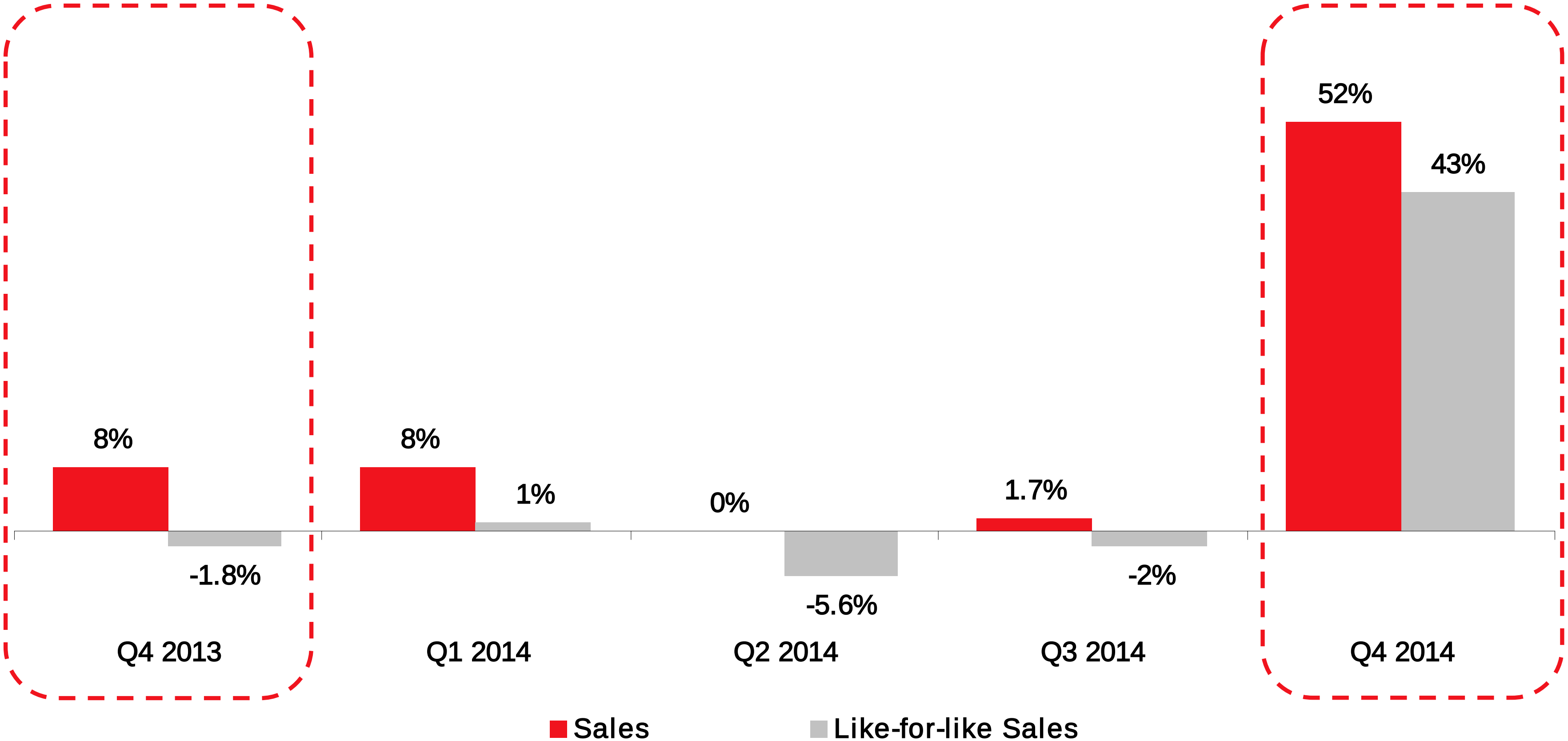
Source: Company data

12m 2013 – 12m 2014 YTD sales/LfL dynamics



Source: Company data

Q4 2013 – Q4 2014 quarterly (eop) sales/LfL dynamics



Source: Company data

12m 2014: Omni Channel Model Development

- Total: 368 stores, 158 cities of Russia.
- 39 new stores (35 net), 63,500 sq. m (net) added in 12m 2014
- 53 cities with online operations

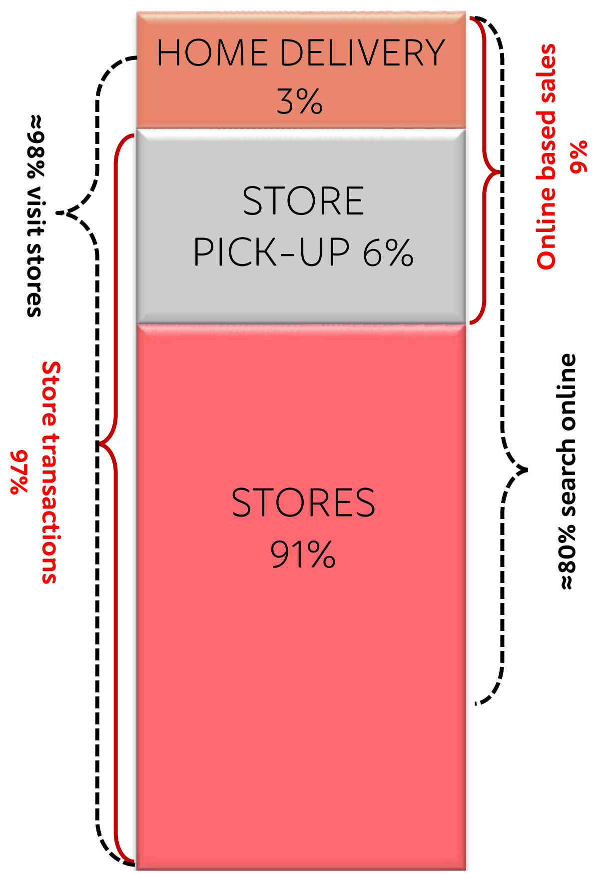
*Including stores in St.Petersburg

- 340 stores (92%) leased, 28 stores (8%) owned.
- 325 stores are in shopping malls, 43 stores are standalone.

Source: Company data

12m 2014: Omni Channel Model Development

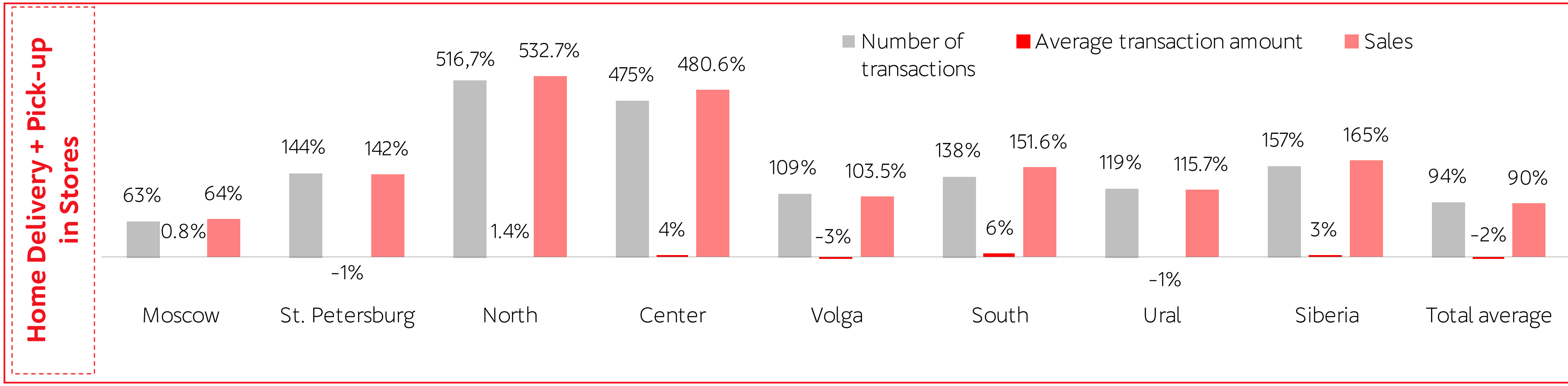
Omni Channel Customer Universe



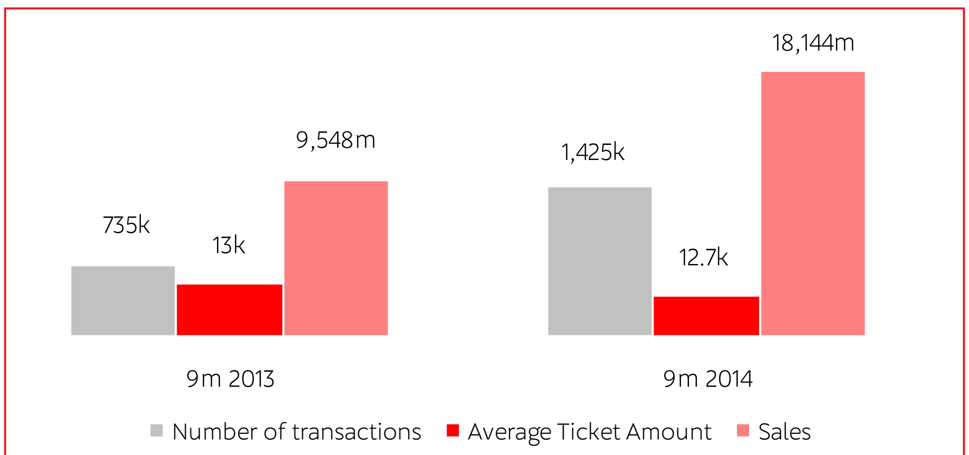
Source: Company data

- Online based sales grew 90% year on year;
- Pick-up in Store is over 66% (38% in 2013)
- Stores are the main focus of the customer:
  - 98% visit stores while 97% buy in Mvideo stores;
  - Online customers continue to come to stores for convenience and selection
- Store pick-up helps to get customer walking through store and feeds "impulse buys";
- People tend to buy accessories and small home appliances as their "second purchase" in store.

Online based sales 12m 2014 – 12m 2013 LfL dynamics

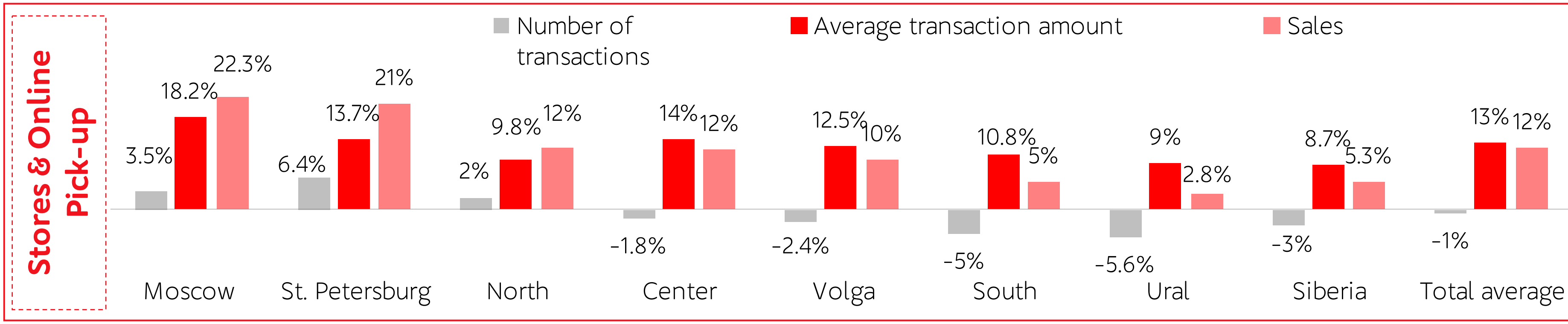


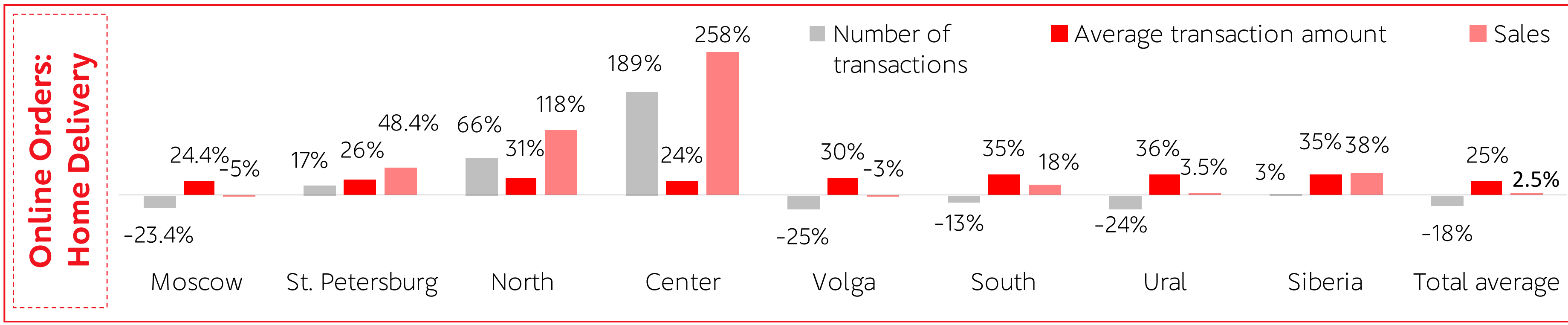
12m 2014 – 12m 2013 Internet indicators comparison (RUB, with VAT)

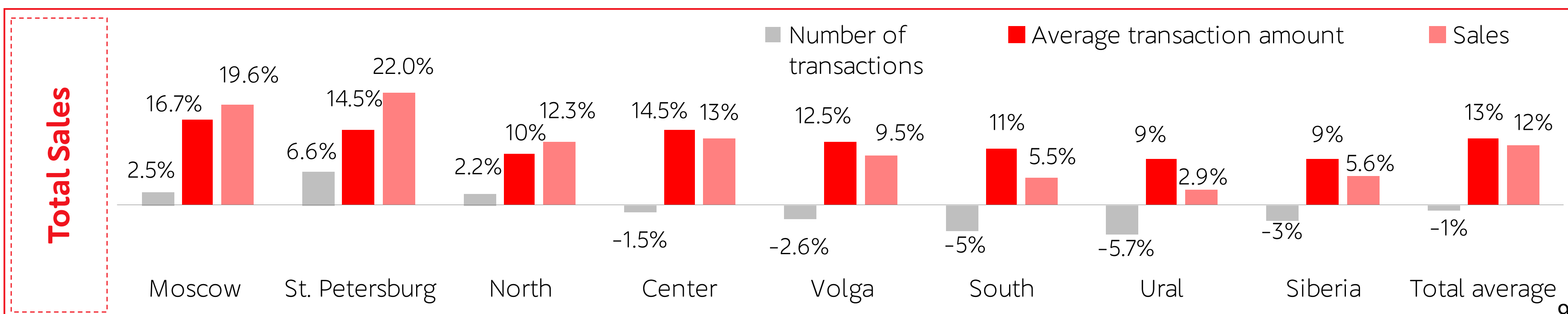


Source: Company data

12m 2014 – 12m 2013 LfL dynamics, %

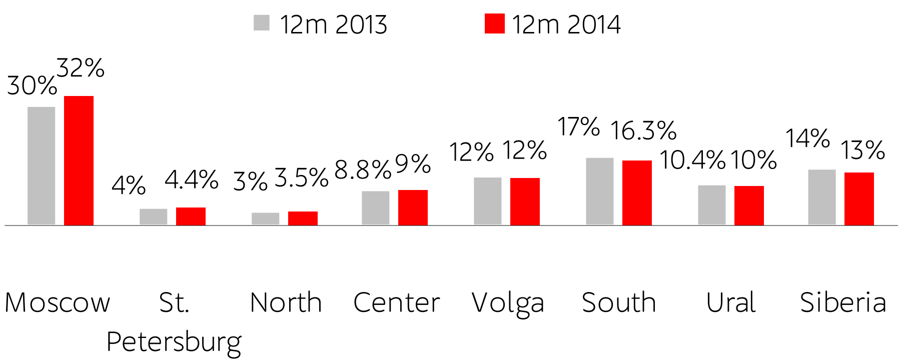




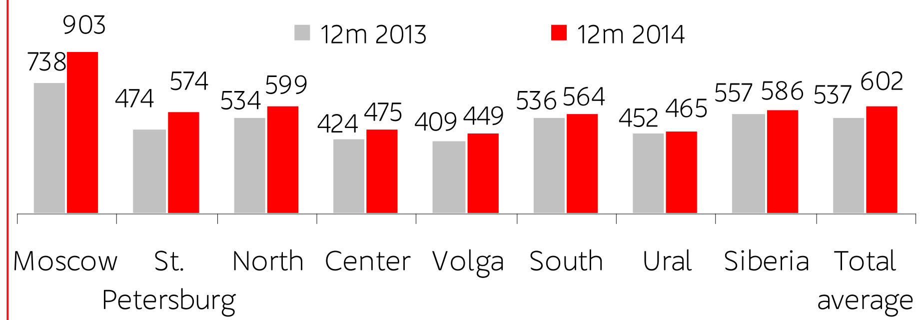


12m 2014 LfL stores performance analysis

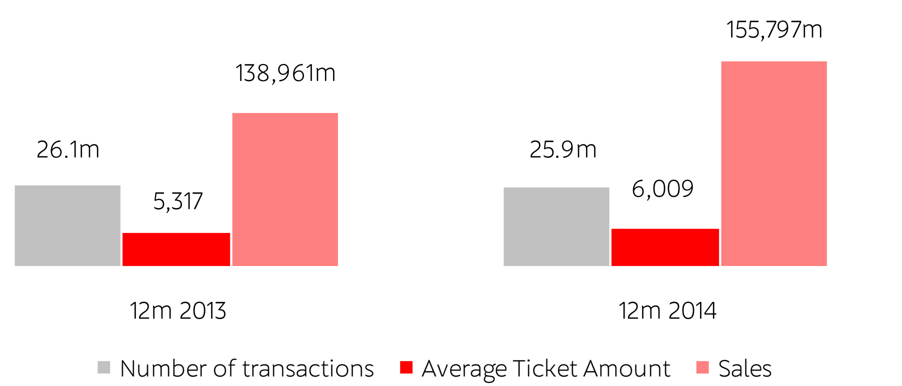
12m 2014 – 12m 2013 LfL revenue breakdown, %



12m 2014 – 12m 2013 LfL revenue per store (RUB mln, with VAT)



12m 2013 – 12m 2014 LfL stores indicators comparison (RUB, with VAT)

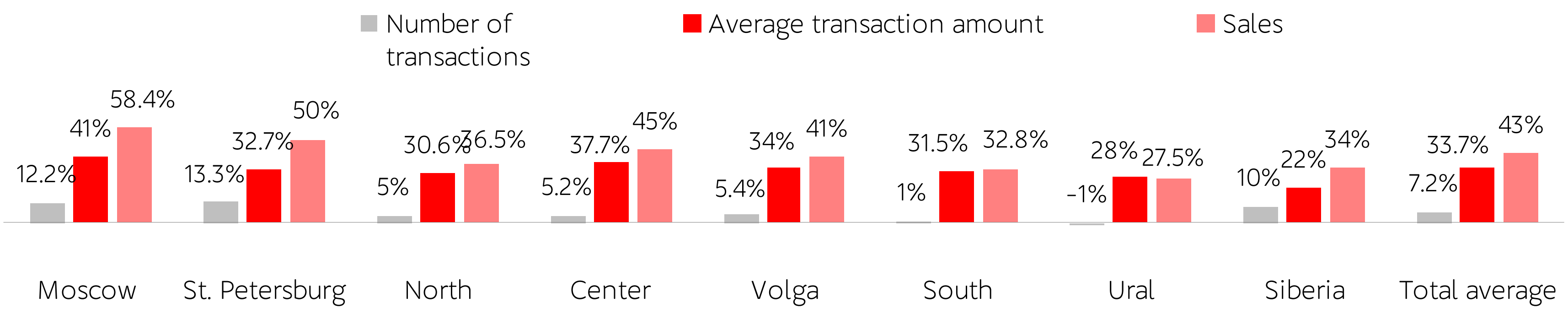


Source: Company data

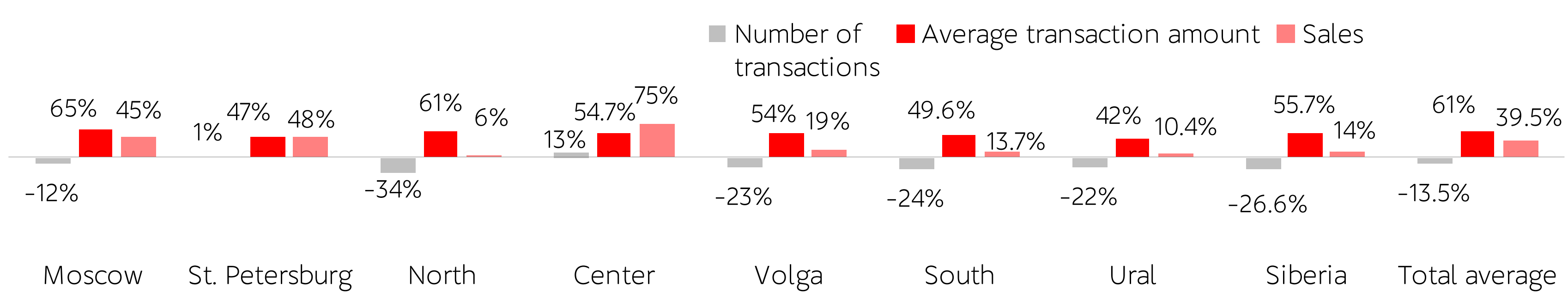
Note: LfL data is based upon a comparison of stores open at January 1, 2013 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space.

Q4 2014 – Q4 2013 LfL dynamics, %

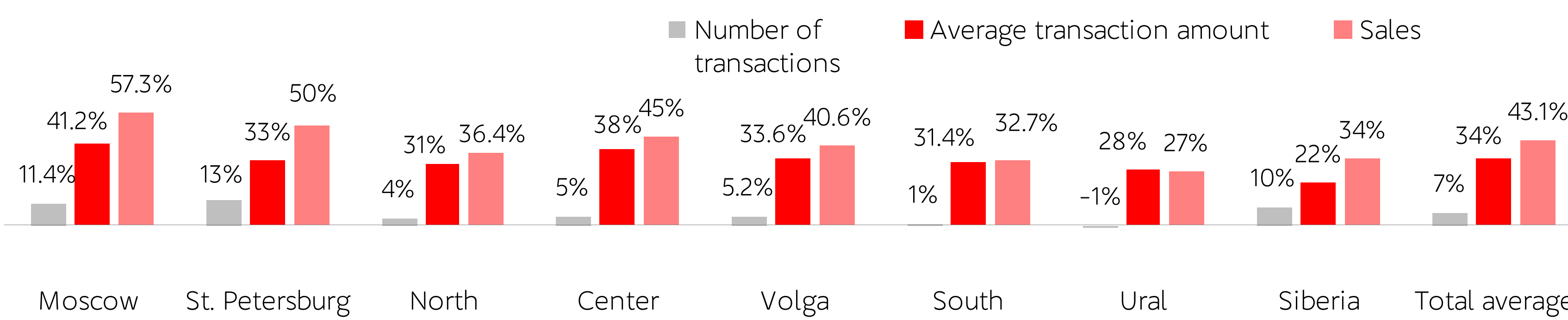
Stores & Online Pick-up



Online Orders: Home Delivery

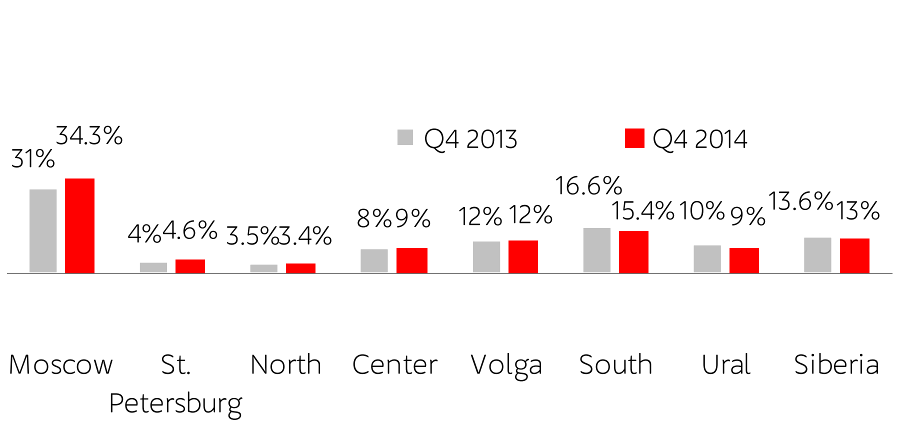


Total Sales

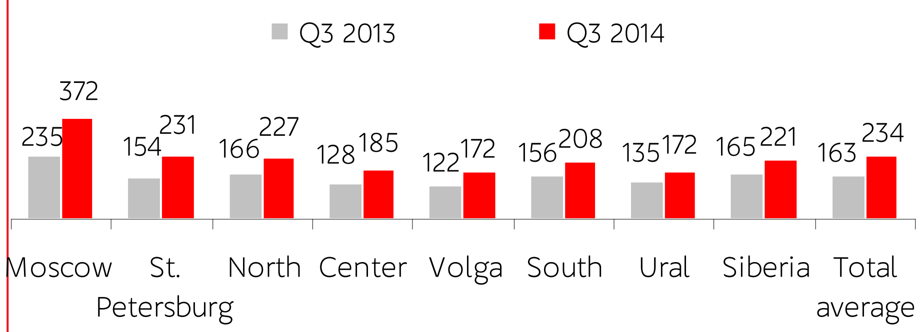


Q4 2014 LfL stores performance analysis

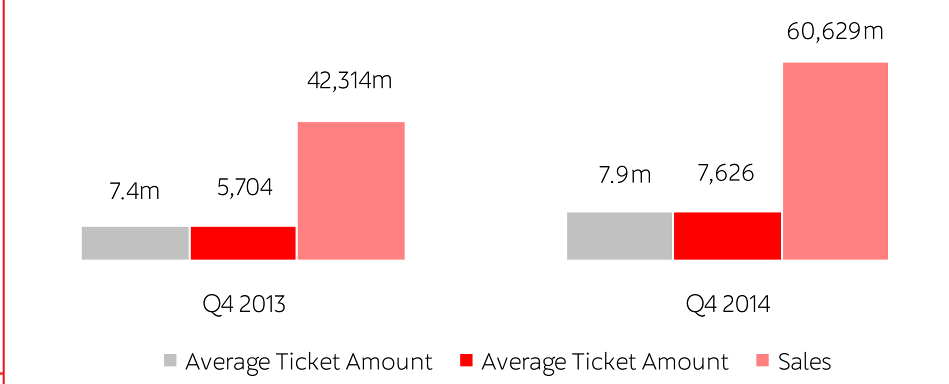
Q4 2014 – Q4 2013 LfL revenue breakdown, %



Q4 2014 – Q4 2013 LfL revenue per store (RUB mln, with VAT)



Q4 2013 – Q4 2014 LfL stores indicators comparison (RUB, with VAT)



Source: Company data

Note: LfL data is based upon a comparison of stores open at January 1, 2013 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space.

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