

электроника

M.Video 4Q&12m 2017 Trading Update

18 January 2018



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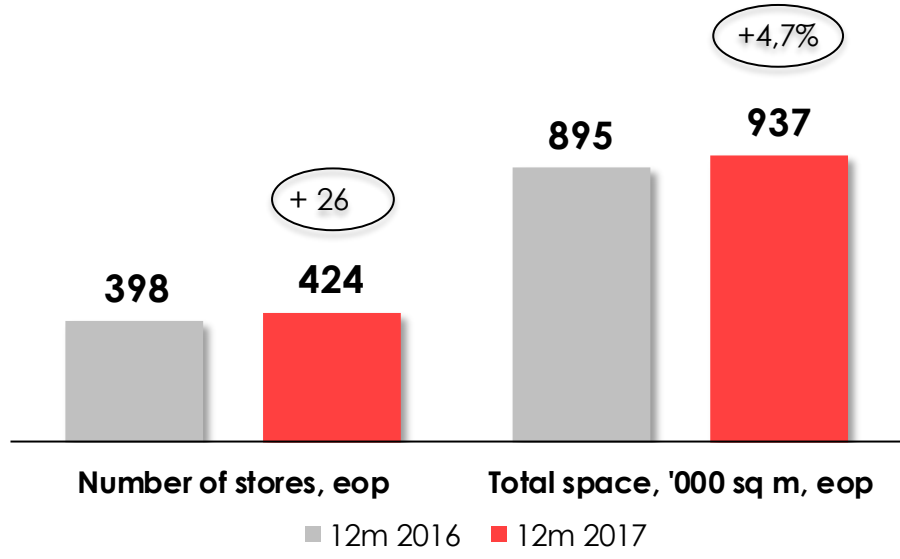
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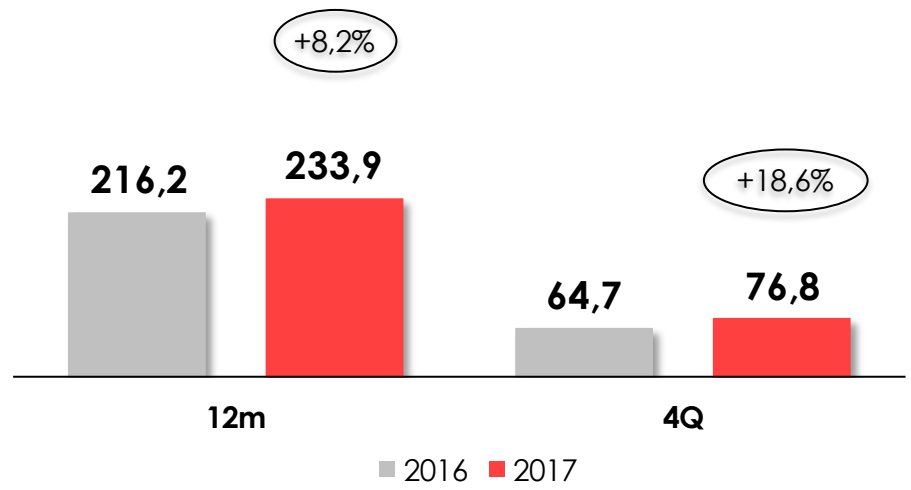
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M.Video FY 2017 Trading Update Highlights

12m 2017 Stores and Space Growth



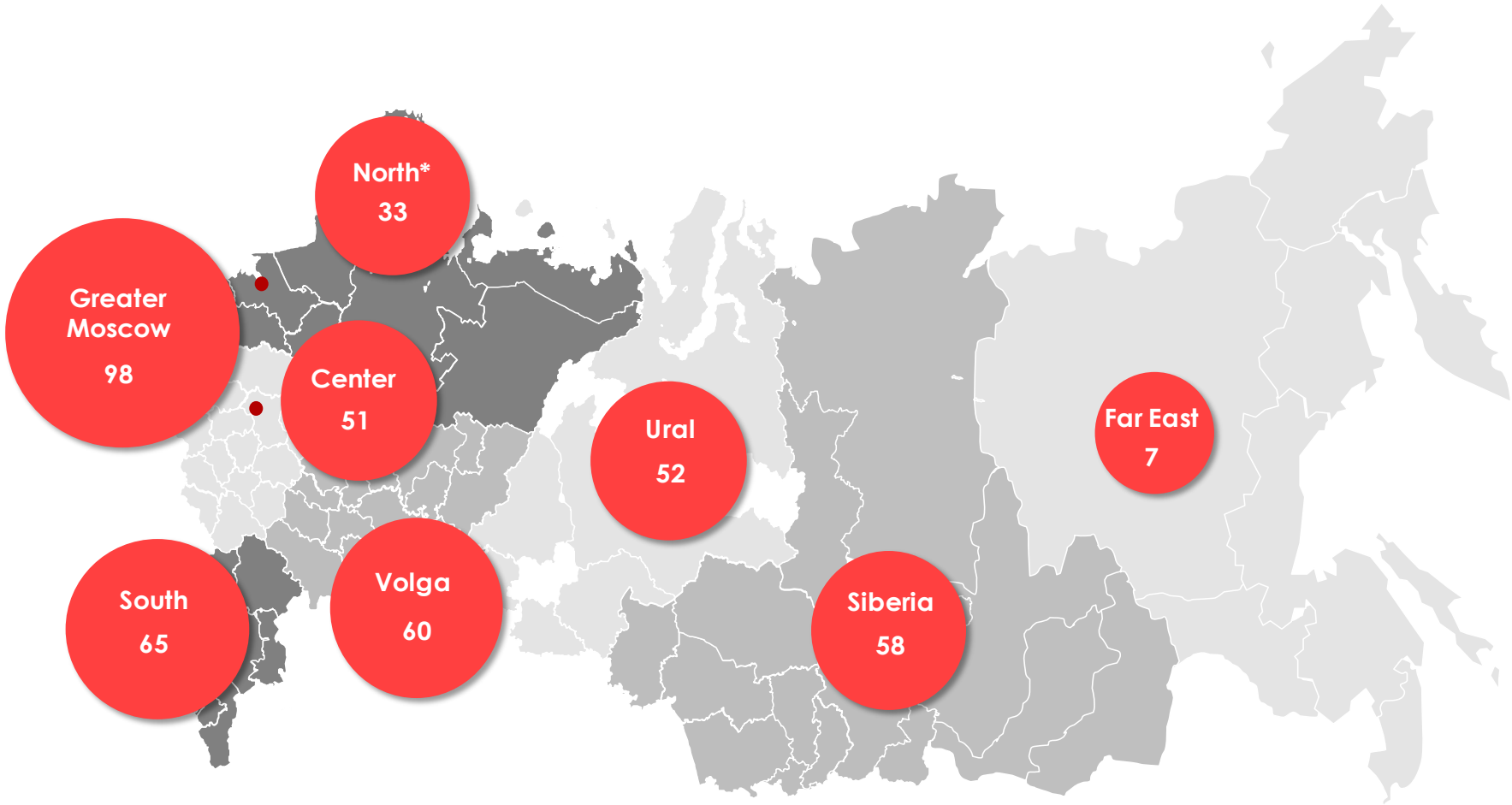
4Q & 12m 2017 Sales, RUB bln (with VAT)



- ▶ Sales grew +8.2% YoY to RUB 233.9 bln (with VAT) in 2017, and by +18.6% YoY to RUB 76.8 bln (with VAT) in 4Q 2017
- ▶ 4Q LFL sales increased +12.7%, and by +4.1% in 2017
- ▶ Online Based Sales (OBS) grew by 41.3% YoY to RUB 36.7 bln (with VAT), amounting to 16% of total sales in 2017 (21% in Moscow and 23% in St-Pete); OBS jumped by +68.5% YoY to 19% of total sales in 4Q
- ▶ Share of pick-up in OBS grew to 76% in 4Q 2017
- ▶ 27 stores opened in 2017 (+20 in 4Q), 1 store closed for relocation
- ▶ Total space added +4.7% YoY and reached 937,000 sqm as of 31 Dec 2017

Note: Sales numbers for 2016 have been adjusted according to IFRS accounting policy which came into effect in 2017

M.Video Footprint as of 31 December 2017

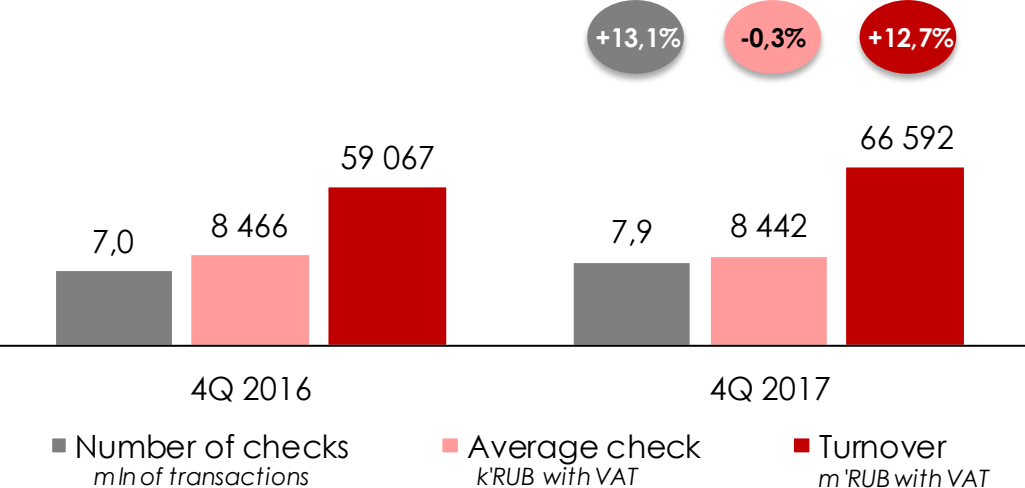


*Including stores in St.Petersburg

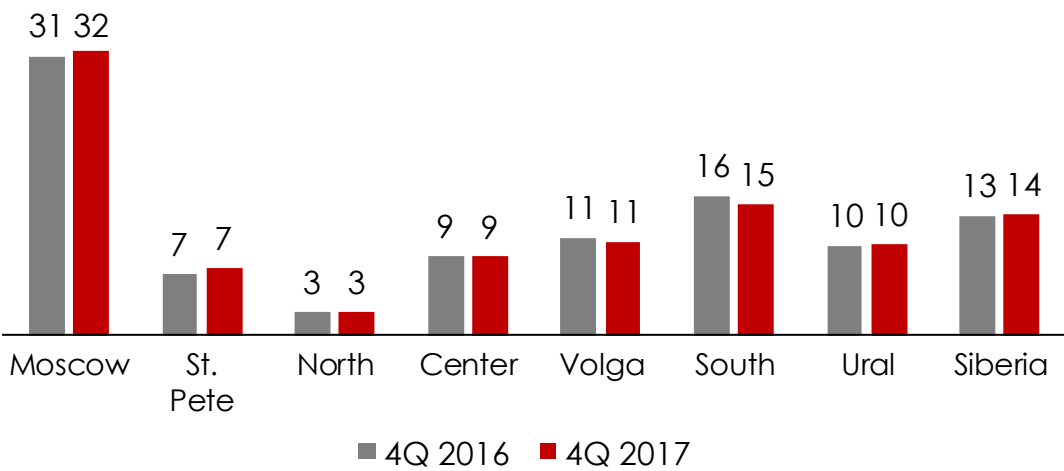
- ▶ 424 stores in 169 cities as of 31 December 2017
- ▶ Online capacities in all cities of operations
- ▶ 424 stores: 399 stores leased, 25 stores owned; 378 stores are in shopping malls, 46 stores are standalone

M.Video LFL Stores Performance in 4Q 2017

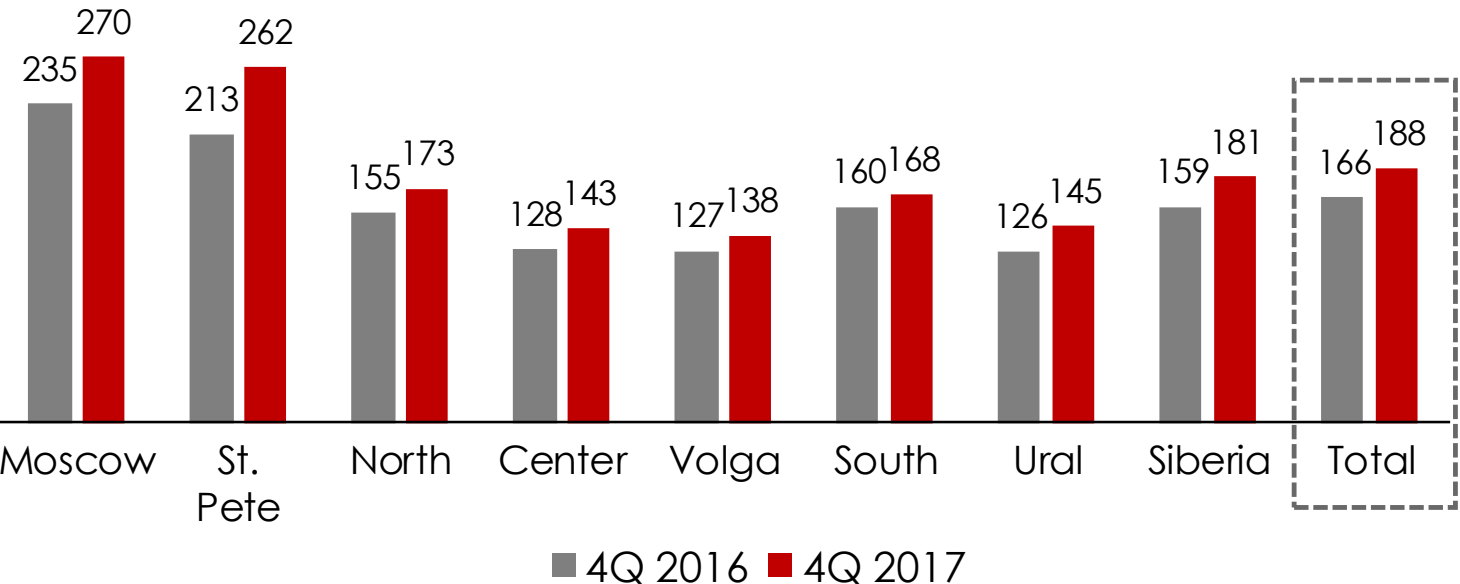
4Q 2017 LFL Stores Sales



4Q 2017 Sales Regional Breakdown, %



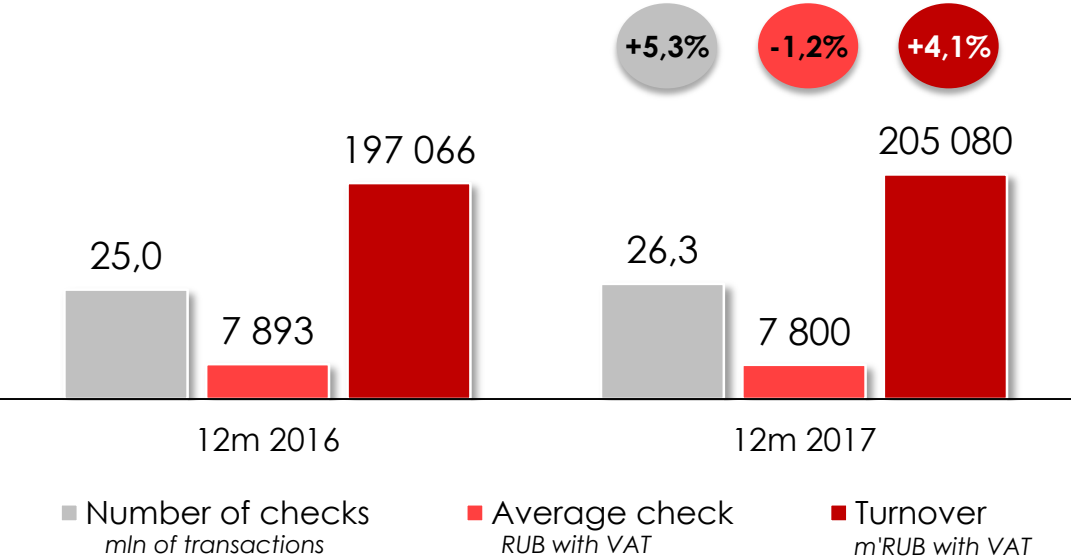
4Q 2017 Sales per LFL Store by Region, RUB mln (with VAT)



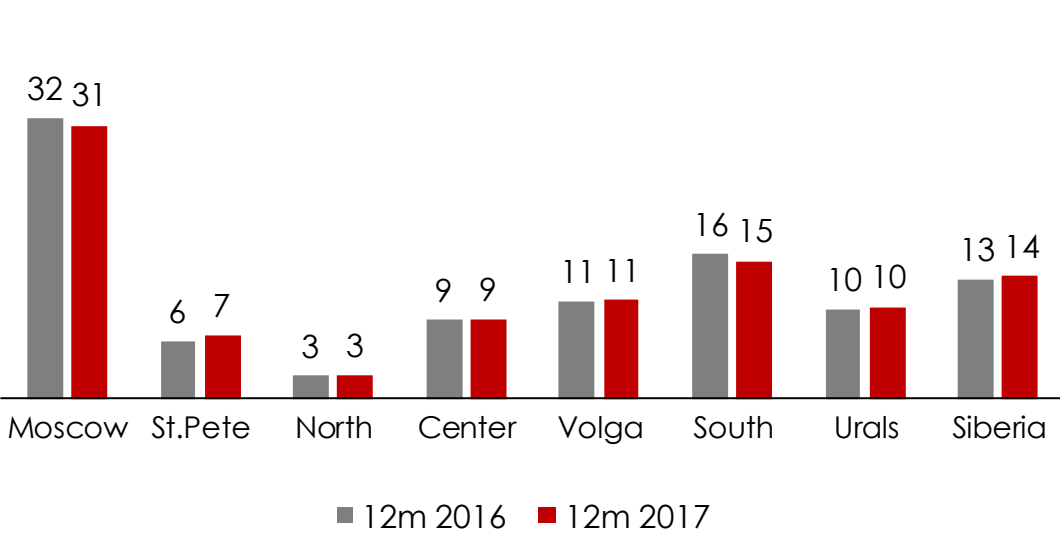
Note: LFL data is based on a comparison of stores operating as of January 1, 2016 and not closed for more than two weeks, and/or not expanded or downsized by >20% of their total space

M.Video LFL Stores Performance in 12m 2017

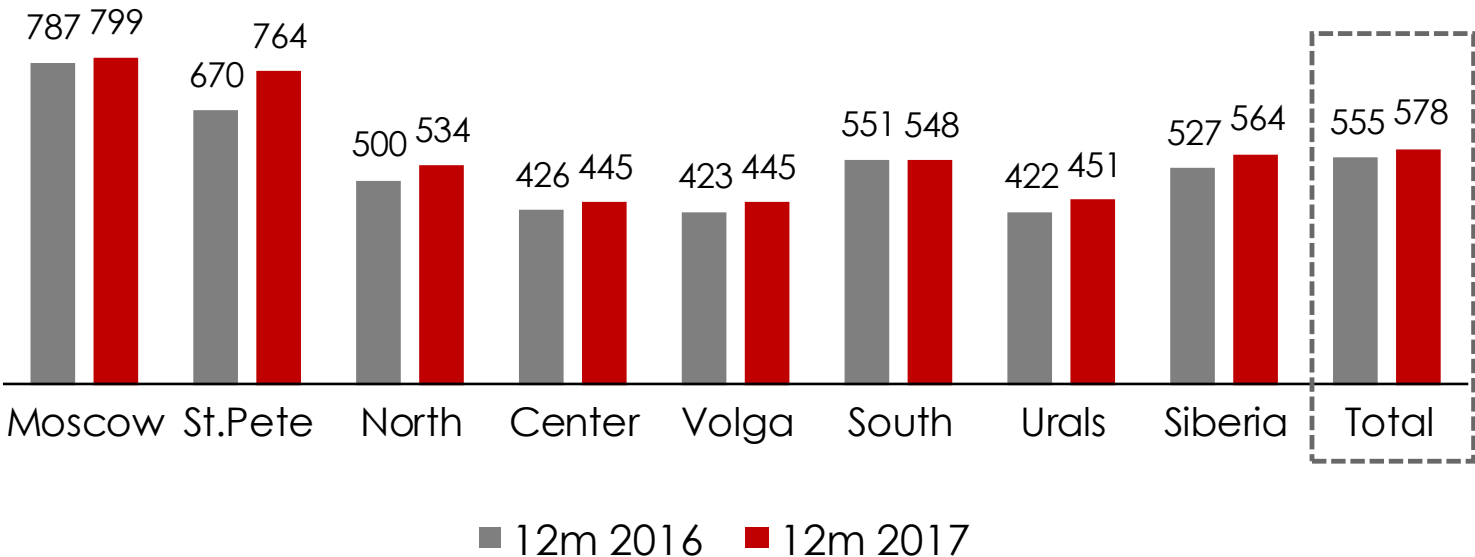
12m 2017 LFL Stores Sales



12m 2017 Sales Regional Breakdown, %



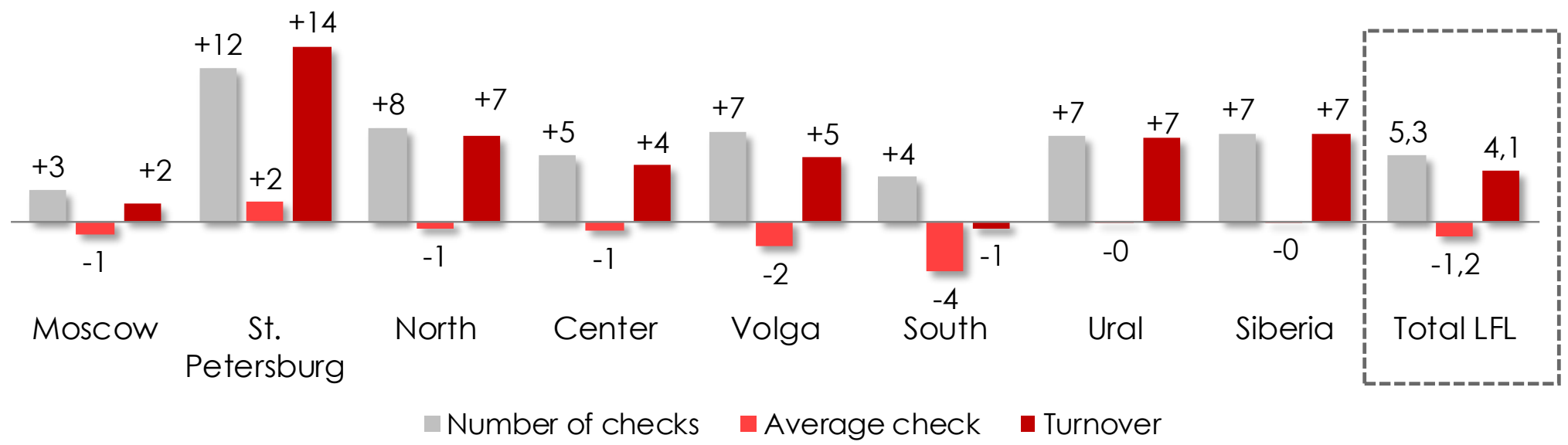
12m 2017 Sales per LFL Store by Region, RUB mln (with VAT)



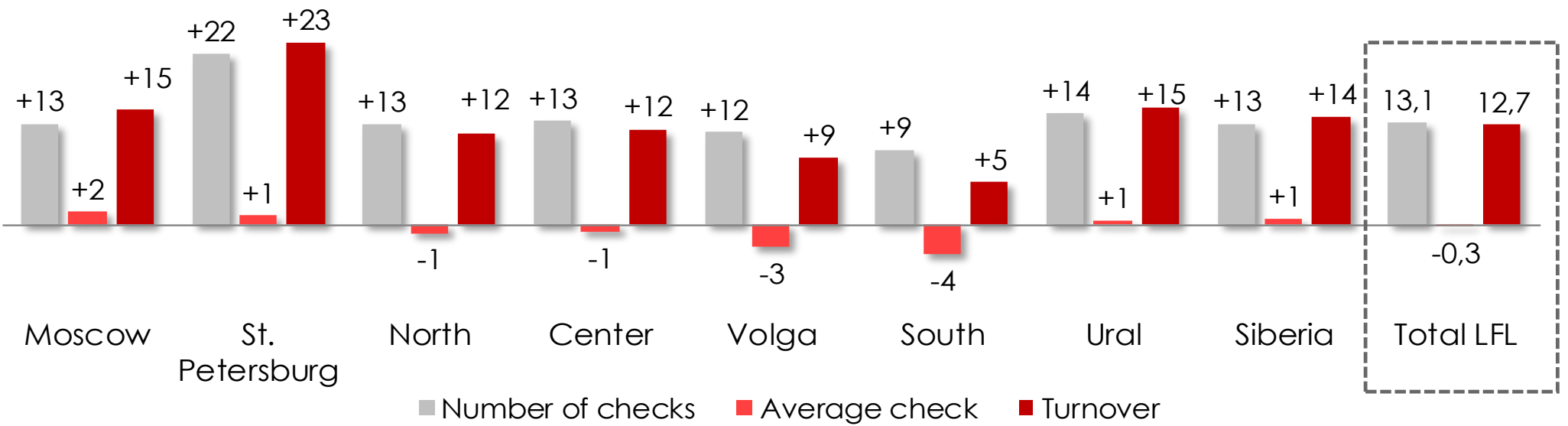
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M.Video LFL Stores Sales Dynamics by Region

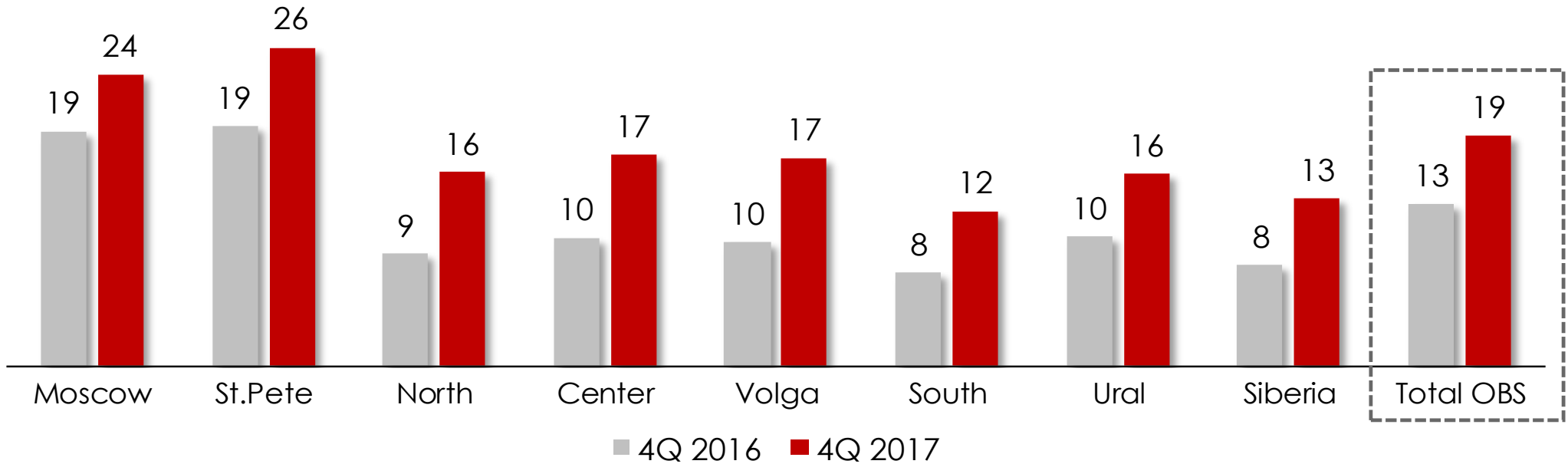
12m 2017 LFL Sales, %



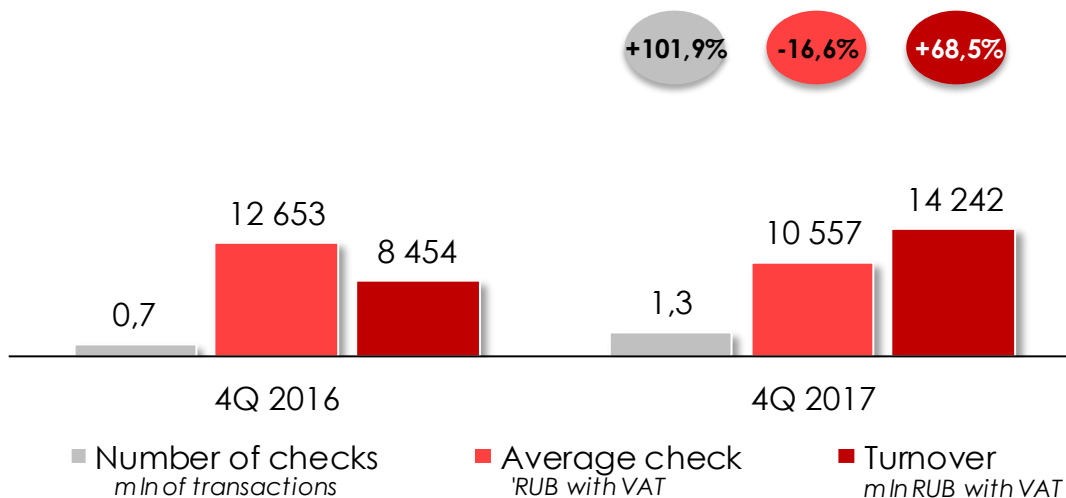
4Q 2017 LFL Sales, %



4Q 2017 OBS Share in Total Sales by Region, %

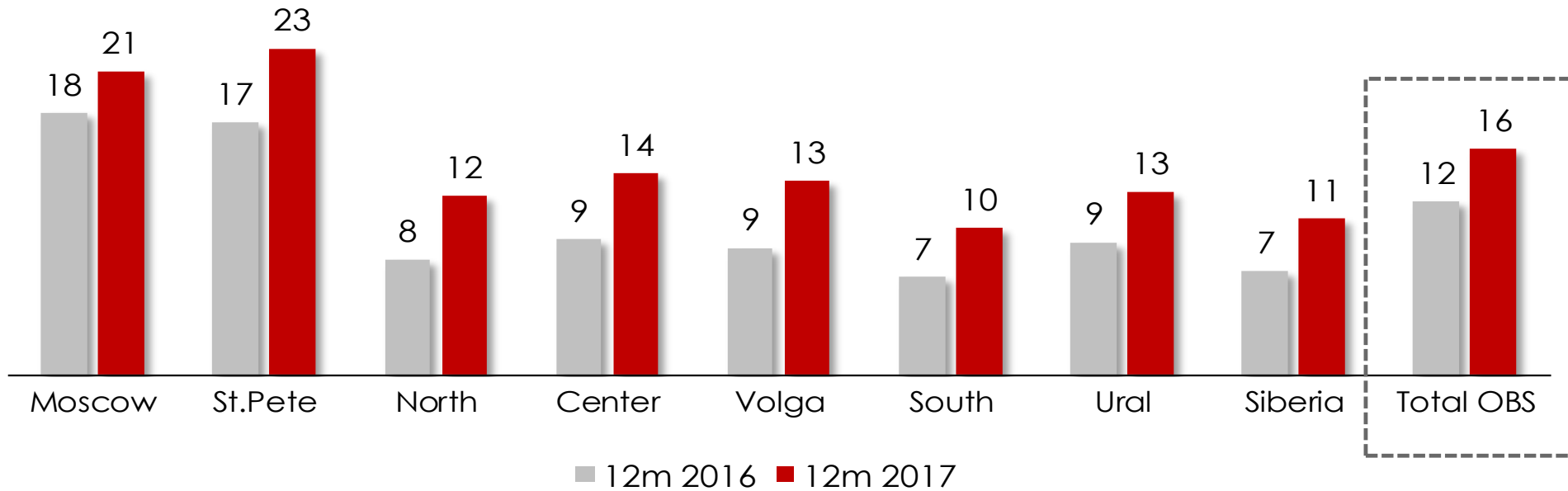


4Q 2017 OBS Key Performance Indicators

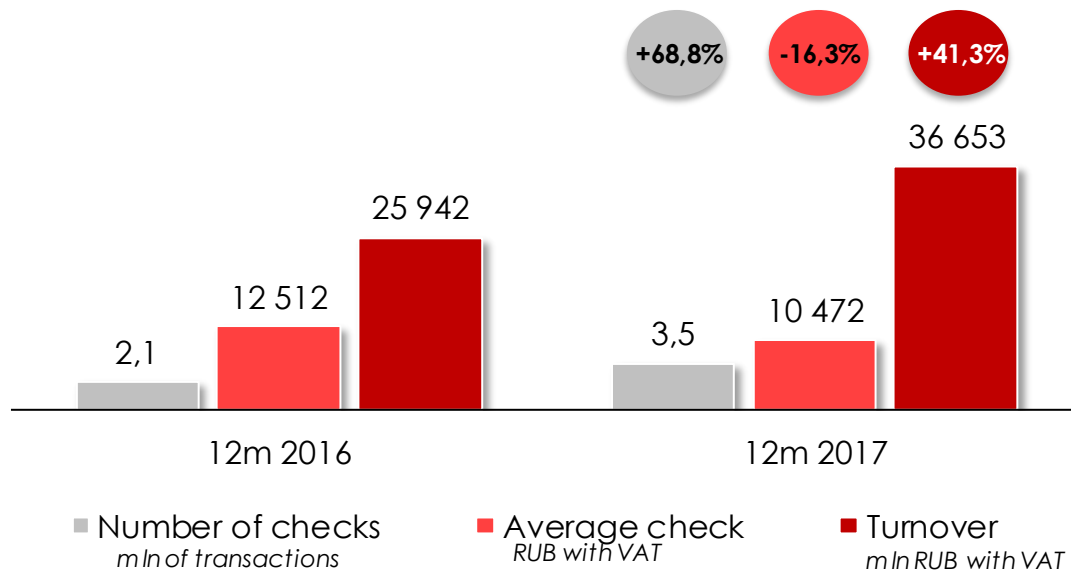


- ▶ OBS growth accelerated by 68.5% YoY, and reached 19% of Total sales in 4Q 2017
- ▶ The growth was driven by strong traffic and higher conversion rate supported by promo, consumer credits, and advertising campaigns
- ▶ Average basket was down YoY, due to prices deflation, promos, and mix

12m 2017 OBS Share in Total Sales by Region, %



12m 2017 OBS Key Performance Indicators



- ▶ OBS grew by +41.3% YoY and amounted to RUB 36.7 bln in 2017
- ▶ OBS share in Total sales grew 4 pp from 12% in 2016 to 16% in 2017

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