

“M.video” December sales.

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OJSC “Company “M.video” (RTS, MICEX: MVID), one of the Russia’s largest consumer electronics retailers, announces its December 2009 sales results today.

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

Results of December sales 2009

The network’s retail turnover for the period was 12.4 billion Russian rubles, including VAT, which represents an increase of 2.4% in ruble terms versus the December 2008 performance.

Gift items were in particular demand with the Russian consumers in December 2009, such as:

- laptops
- game consoles
- MP3 players
- gift certificates with tiger image issued together with WWF as part of the project “Save tigers in Russia”

Demand on core products has increased:

- TVs
- refrigerators
- washing machines

and increased for such innovative as LED TVs, Portable High-speed Internet Devices, etc.

Alexander Tynkovan, President and CEO of “M.video” commented on the results: “Against the backdrop of the market we demonstrated outstanding sales results in December 2009. The highest buying activity was fixed in the last weeks of December it means that electronics and household appliances still remain a popular gift for life quality improvement. High-technology goods were in great demand and in the upcoming year we expect interesting innovations in this category”.

