



## 9m and Q3 2012 Trading Update.



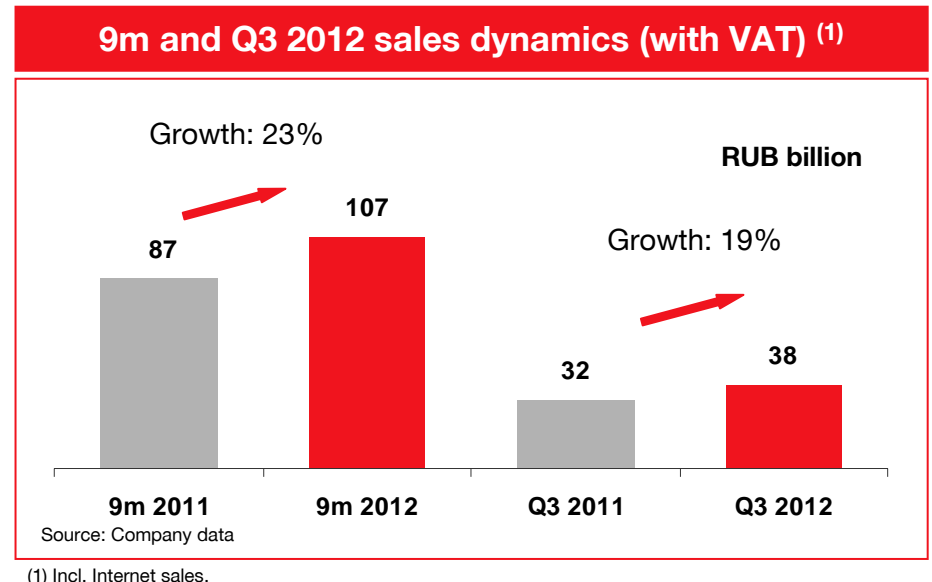
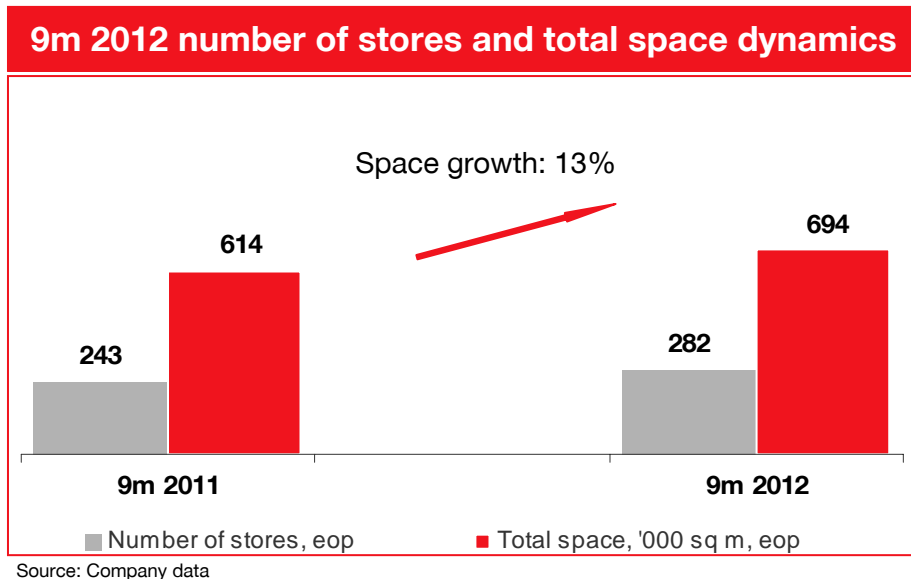
Investor and Analyst Presentation, October 2012.

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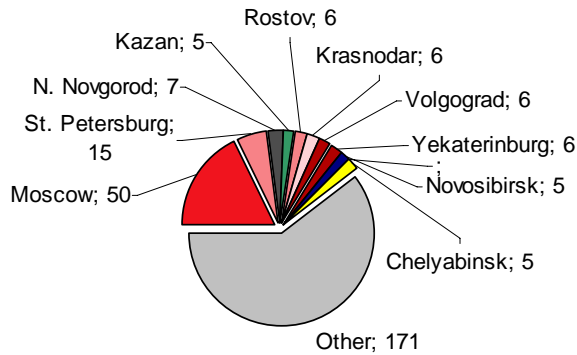
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- 9m 2012 sales amounted to 107 billion RUB (91 billion RUB without VAT), demonstrating a 23% increase vs. 9m 2011.
- 9m 2012 LfL sales increased by 13.5%.
- Q3 2012 sales grew to 38 billion (with VAT) and increased by 19% vs. Q3 2011. Q3 2012 LfL sales grew by 8%.
- 28 new stores added in 9m 2012; network reached 282\* stores and 694K\* sq.m total space. Plan to open 35+ stores in FY 2012.

\* net of closing 7 stores



## Store count as of September 30, 2012

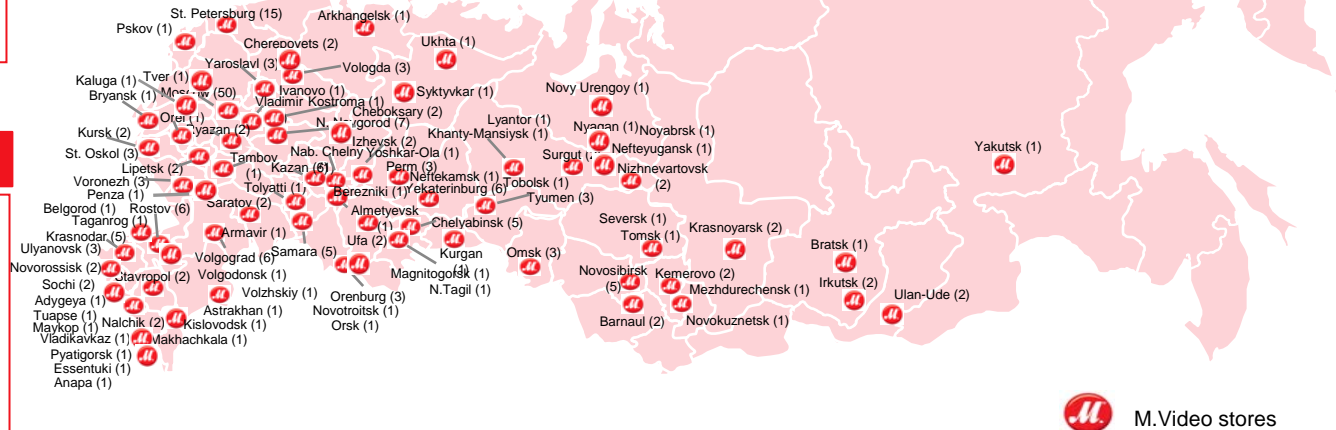


Source: Company data

- Total: 282 stores, 124 cities of Russia.
- Wide presence in all major Russian cities
- 21 new stores, 44,500 sq.m added in 9m 2012 (net)

## Affluent customer base

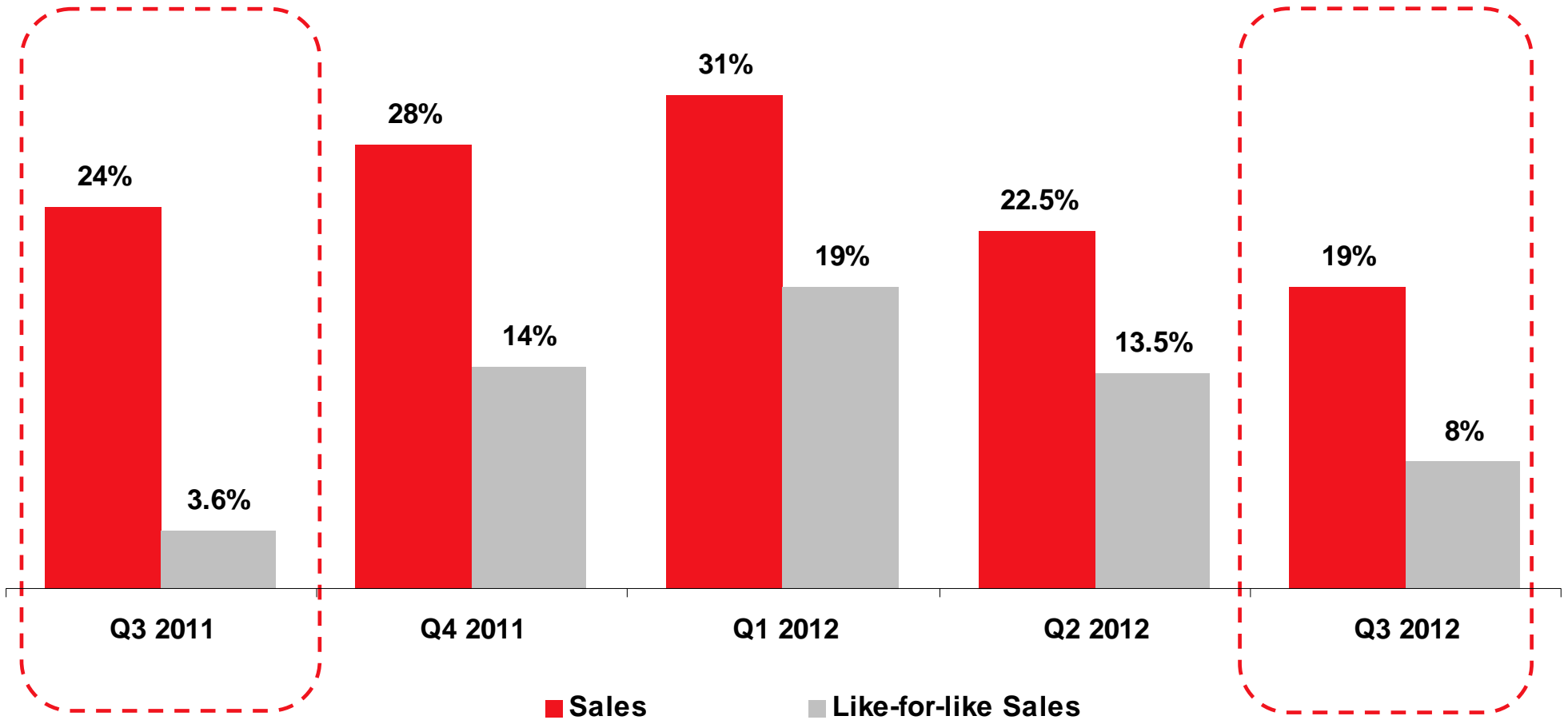
- |          |  |
|----------|--|
| <b>A</b> | ■ Top managers, highly qualified specialists, entrepreneurs                |
| <b>B</b> | ■ Middle managers, middle-sized business entrepreneurs                     |
| <b>C</b> | ■ Highly qualified specialists, small business owners, low-middle managers |
| <b>D</b> | ■ Low qualified specialists, technicians                                   |
| <b>E</b> | ■ Auxiliary workers  |



M.Video stores

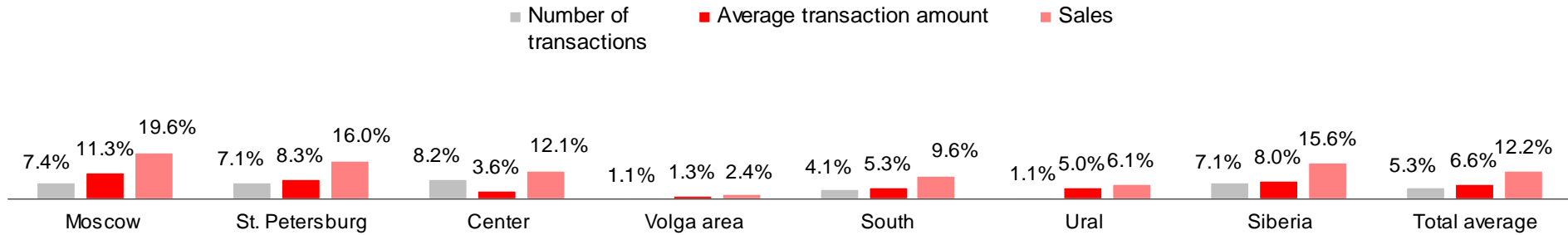
- 254 stores (90%) leased, 28 stores (10%) owned.
- 244 stores are in shopping malls, 38 stores are standalone.

# Q3 2011 – Q3 2012 quarterly Sales/LfL growth

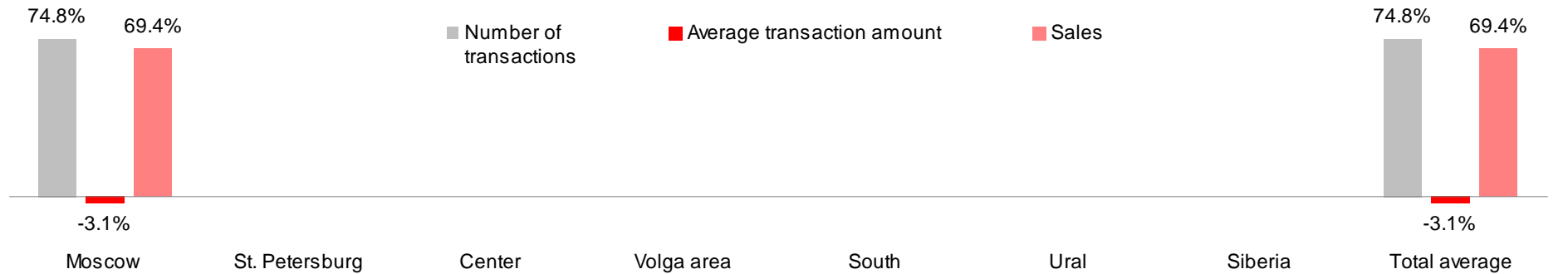


## 9m 2012 – 9m 2011 LfL dynamics, %

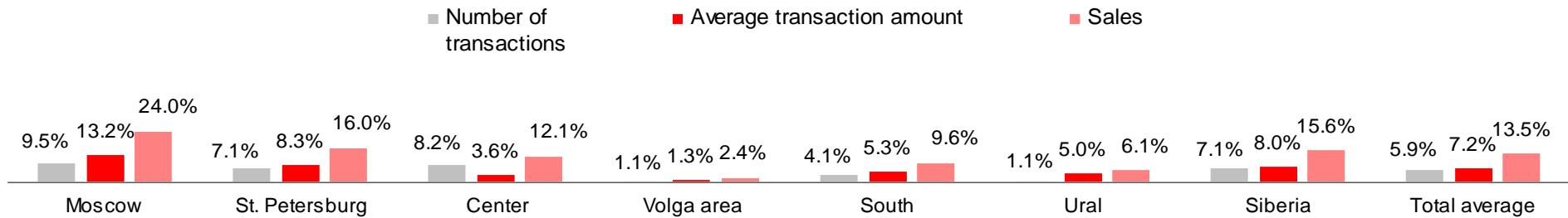
STORES



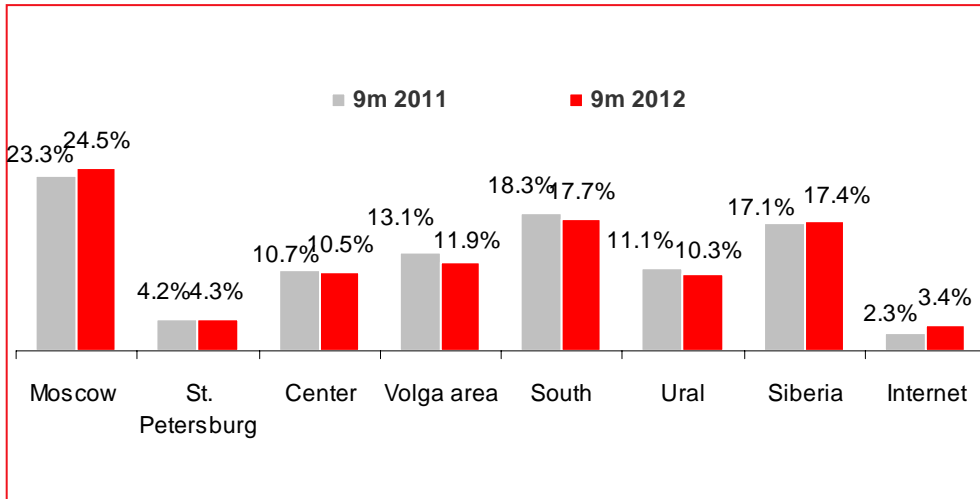
INTERNET



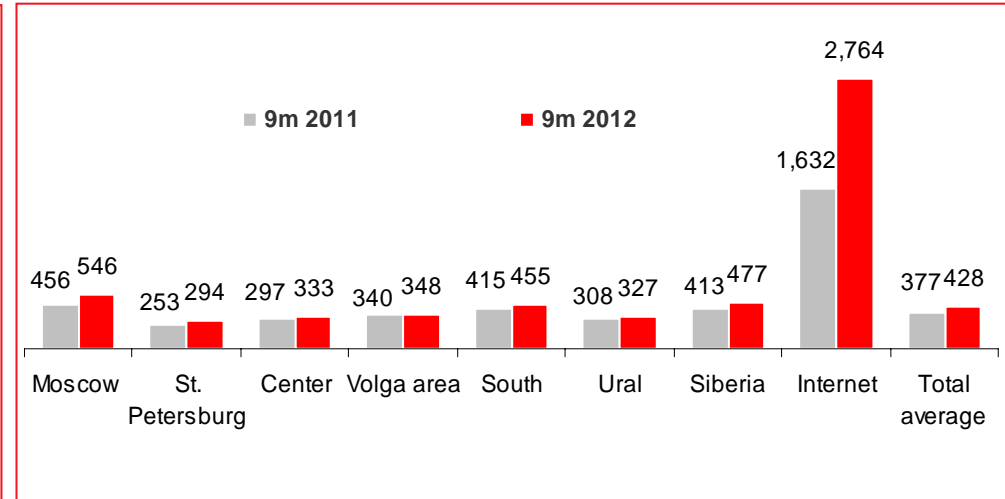
OMNI



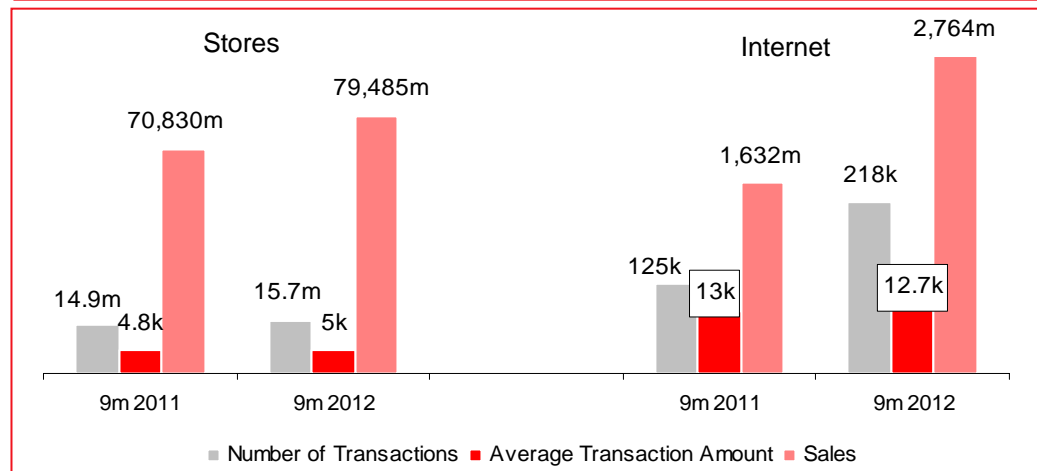
### 9m 2012 – 9m 2011 LfL revenue breakdown, %



### 9m 2012 – 9m 2011 LfL revenue per store (RUB million, with VAT)

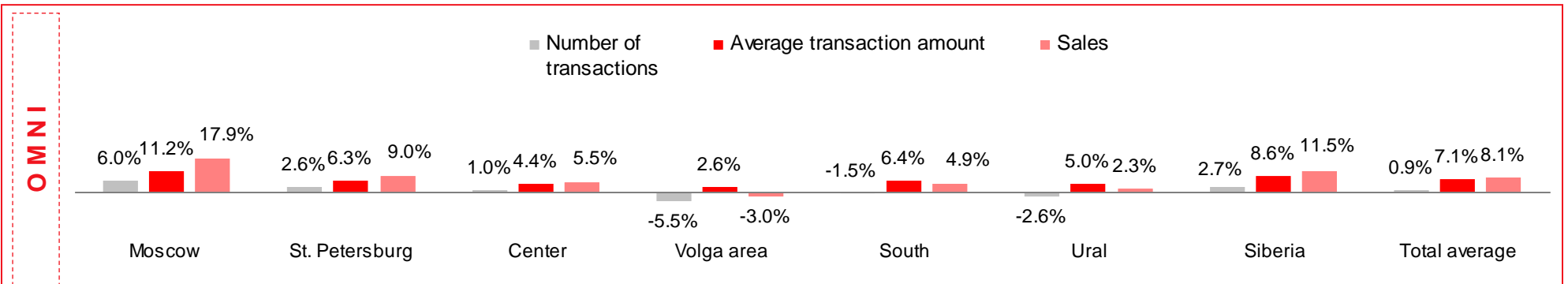
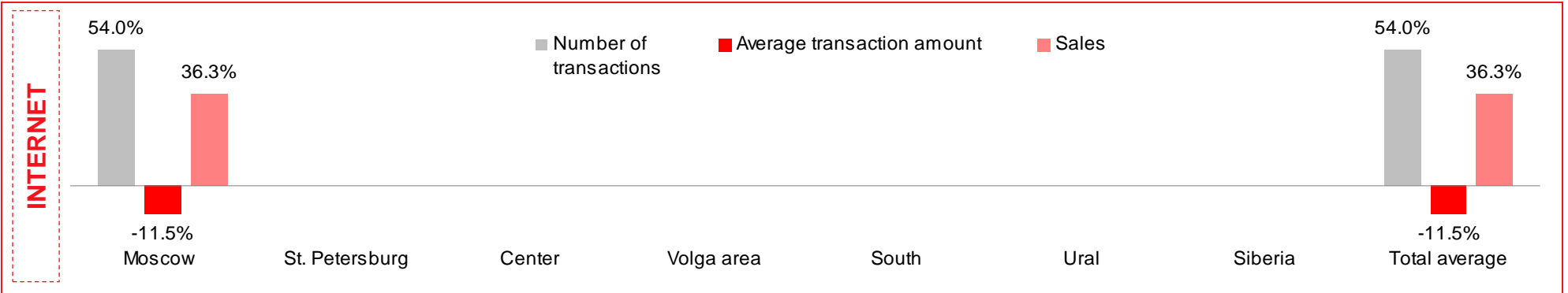
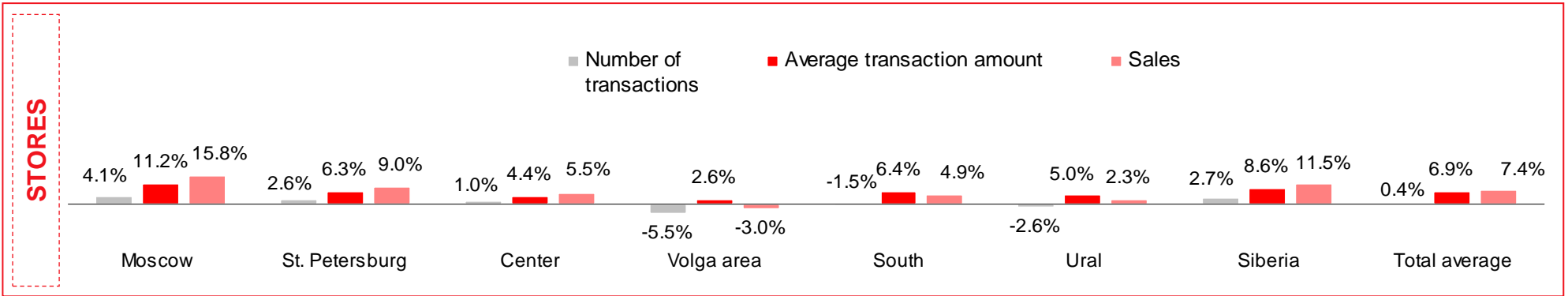


### 9m 2012 – 9m 2011 LfL indicators comparison (RUB, with VAT)



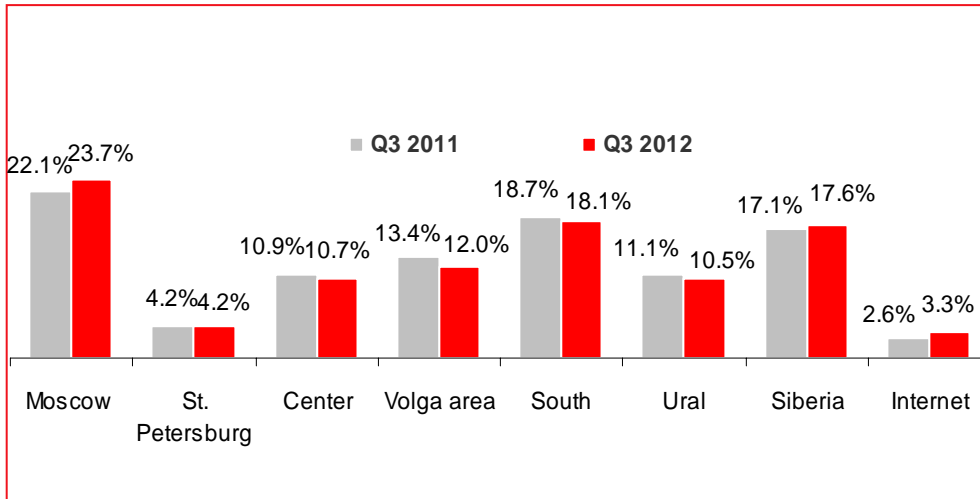
Note: LfL data is based upon a comparison of stores open at January 1, 2010 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space

## Q3 2012 – Q3 2011 LfL dynamics, %

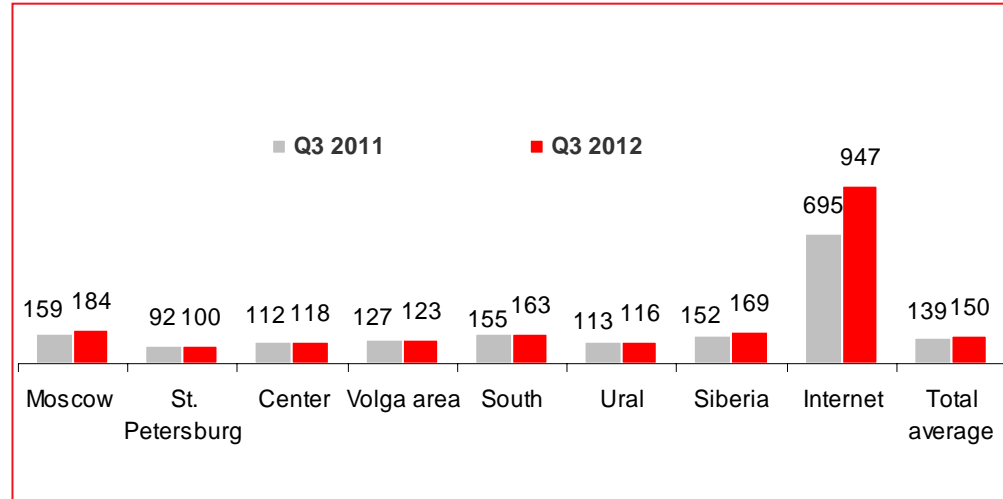




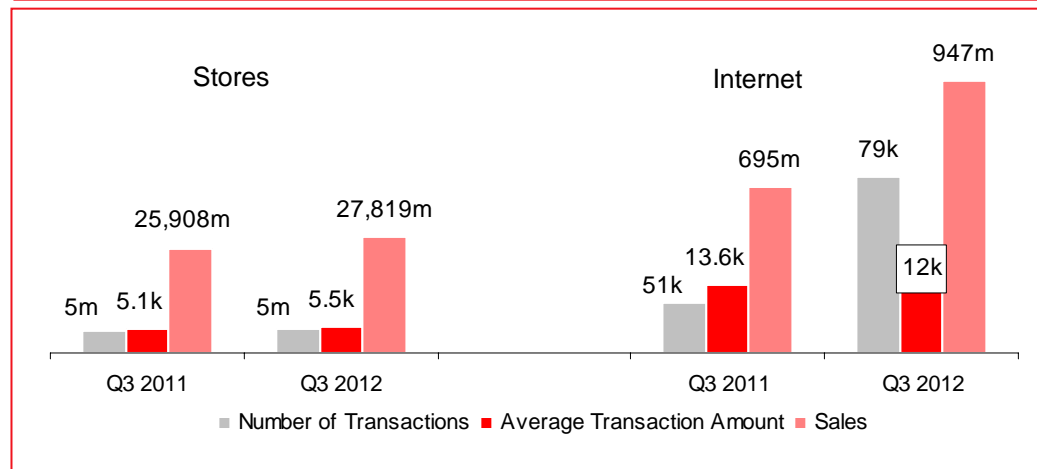
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Note: LfL data is based upon a comparison of stores open at January 1, 2010 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space

- Nineteen years in Russian retail: successful brand building and business development.
- Sales over 4 billion USD annually, 17,000 employees, nationwide retail network of 124 cities and 282 stores
- Ultimate growth profile: 110 new stores in the past 3 years, 70+ new stores in the foreseeable future
- Clean balance sheet, strong financial position, zero debt
- Value story: dividend paid third subsequent year
- Strong customer relations and service expertise: well-positioned to compete in e-commerce era

## **OJSC “Company “M.video”**

Nizhnaya Krasnoselskaya Str., 40/12

Moscow 107066

Russia

Tel: +7 495 644 28 48, ext. 7064

E-mail: [ir@mvideo.ru](mailto:ir@mvideo.ru)

Official web-site: [invest.mvideo.ru](http://invest.mvideo.ru)

Official ticker: MVID RU

Exchange: RTS and MICEX

For investor relations purposes, please contact:

Christopher Parks

Denis Davydov