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Omni-Channel Strategy in the Russian Consumer Electronic Retail

Investor and Analyst Presentation, January 2014.



нам не всё равно 20 лет

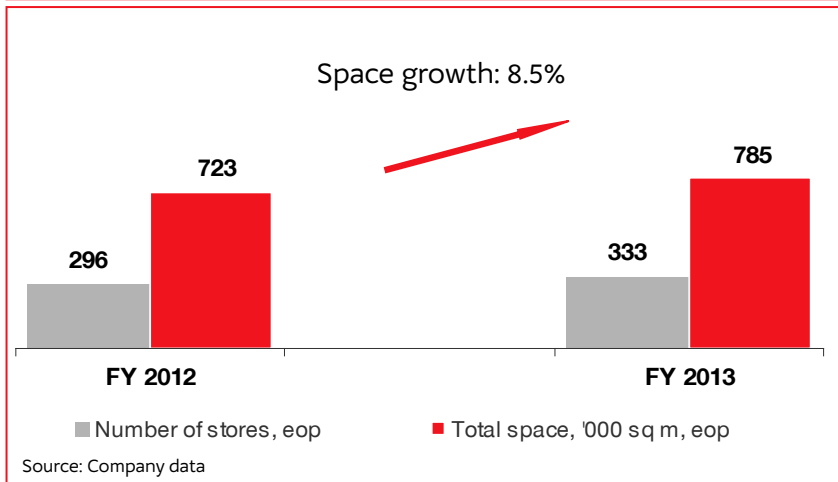
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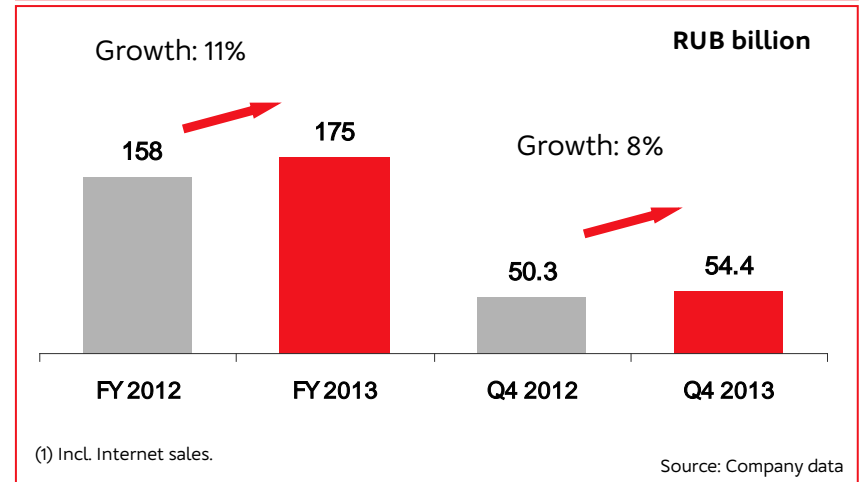
12m & Q4 2013 trading update summary

- 12m 2013 sales amounted to 175 billion RUB (148,4 billion RUB without VAT), demonstrating an 11% increase vs. 12m 2012. LfL sales increased 1%.
- Q4 2013 sales increased 8% to 54 billion RUB (with VAT).
- 12m 2013 Internet sales grew by 36% to 6 billion RUB (with VAT)
- 40 new stores (37 net) added in 12m 2013; network reached 333 stores and 785,000 sq.m total space.

12m 2013 # of stores and total space dynamics

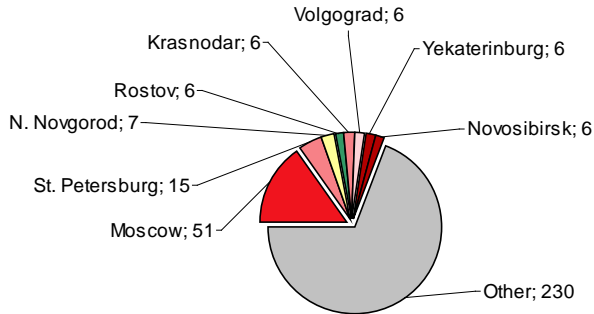


12m 2013 and Q4 2013 sales dynamics (with VAT) ⁽¹⁾



12m & Q4 2013: Omni Channel Model Development

Store count as of December 31, 2013

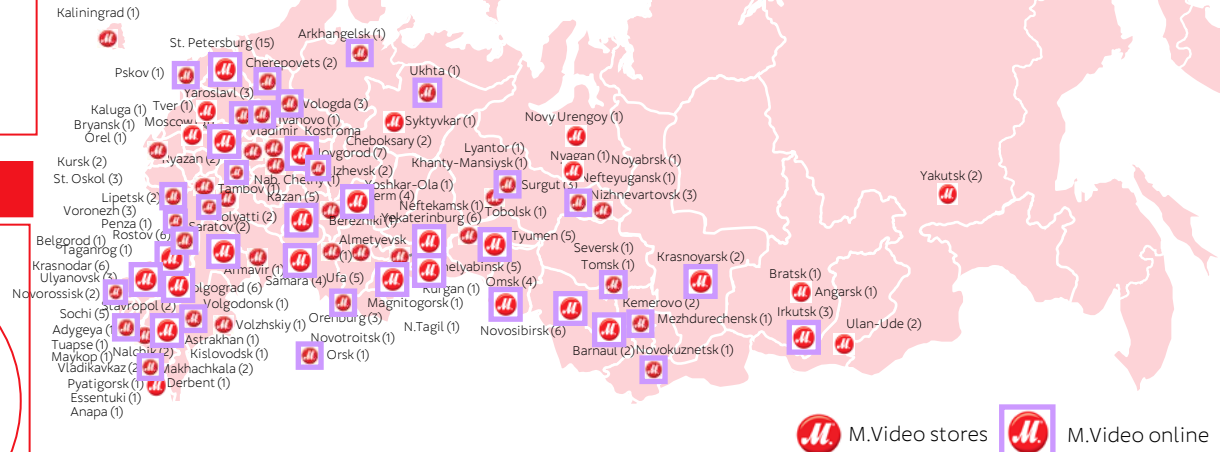


Source: Company data

- Total: 333 stores, 144 cities of Russia.
- 40 new stores (37 net), 62,000 sq. m (net) added in 12m 2013
- Online operations expanded to 52 cities

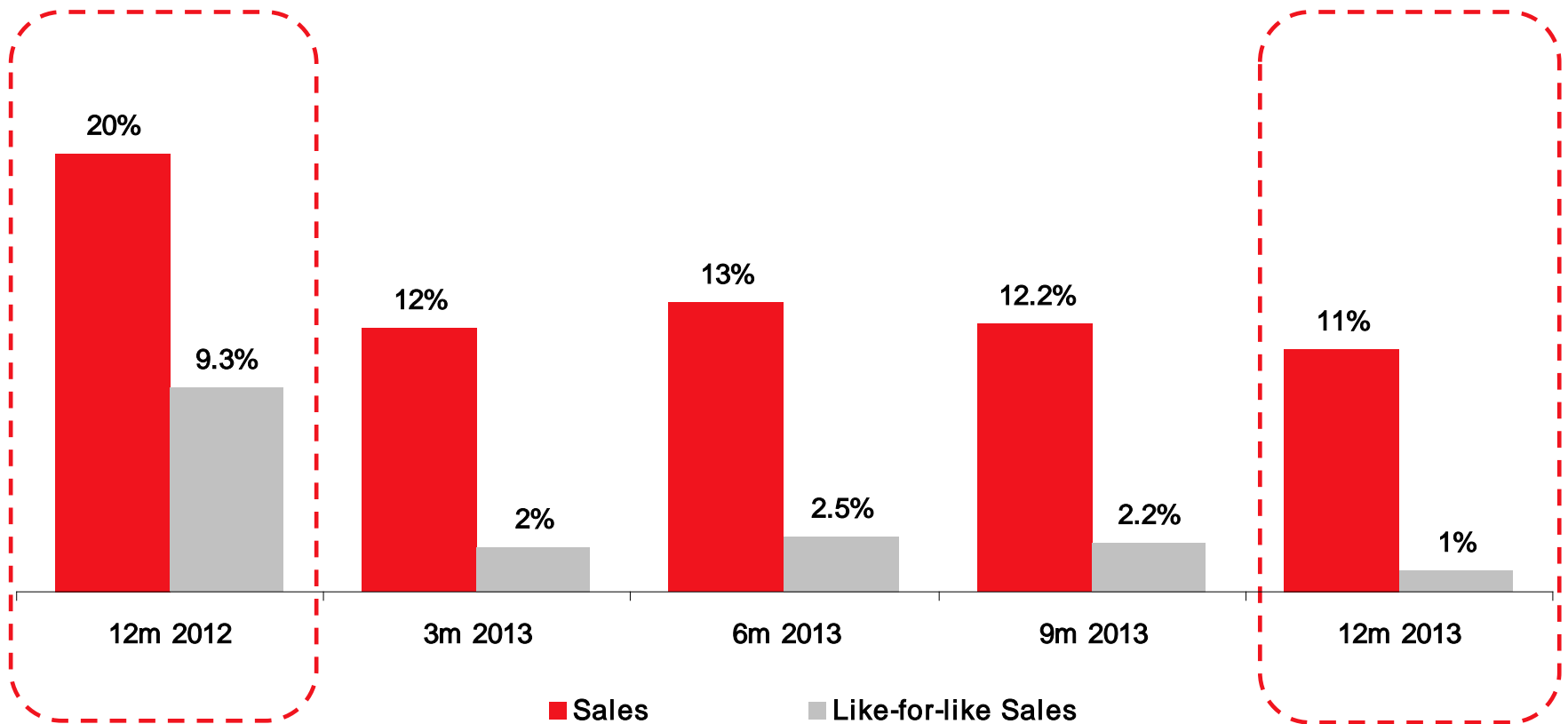
Affluent customer base

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



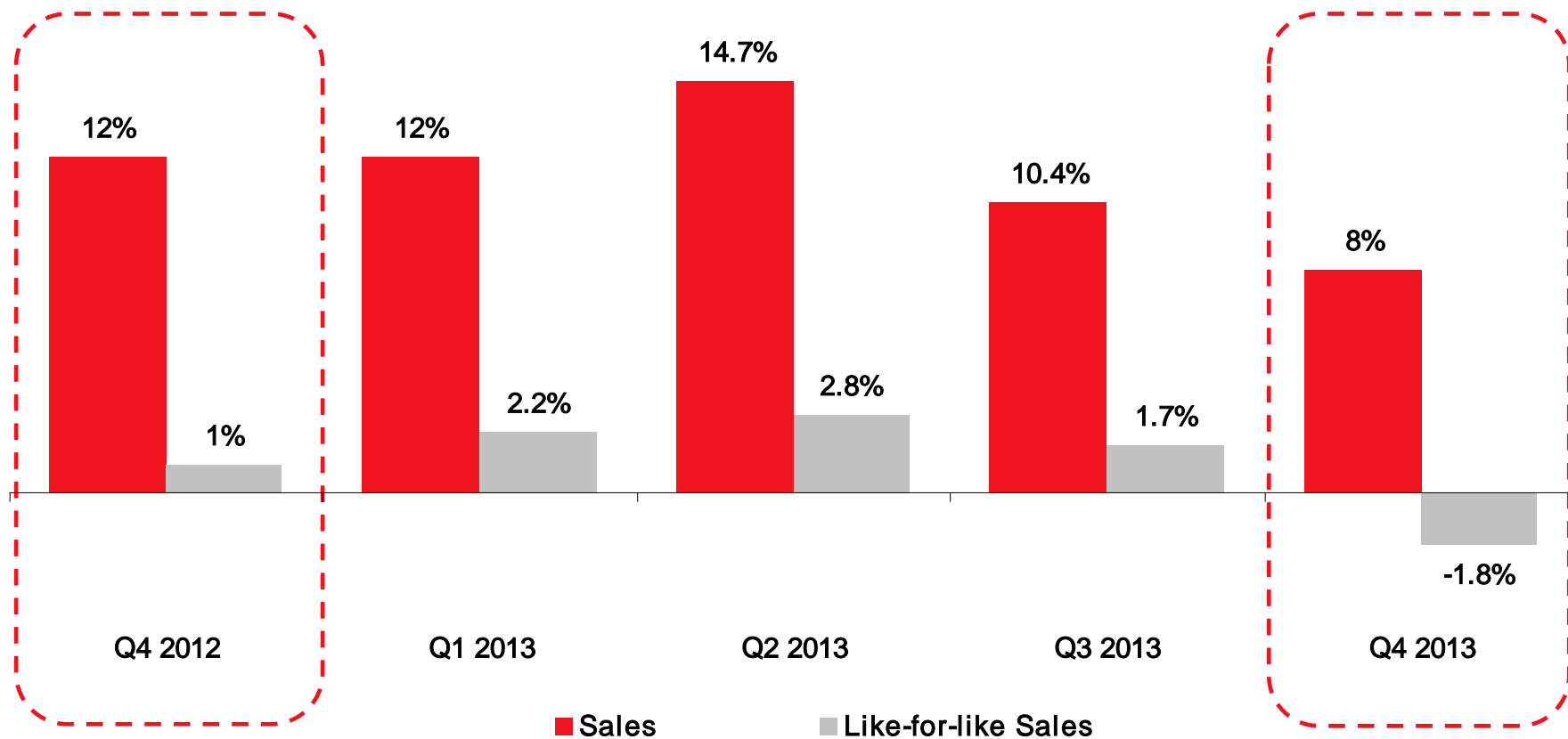
- 305 stores (91%) leased, 28 stores (9%) owned.
- 292 stores are in shopping malls, 41 stores are standalone.

12m 2012 – 12m 2013 YTD sales/LfL dynamics



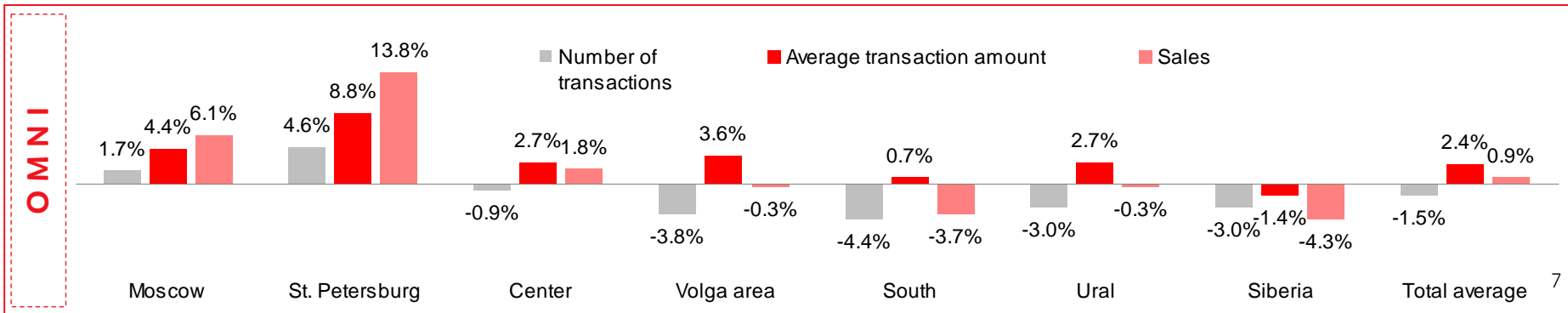
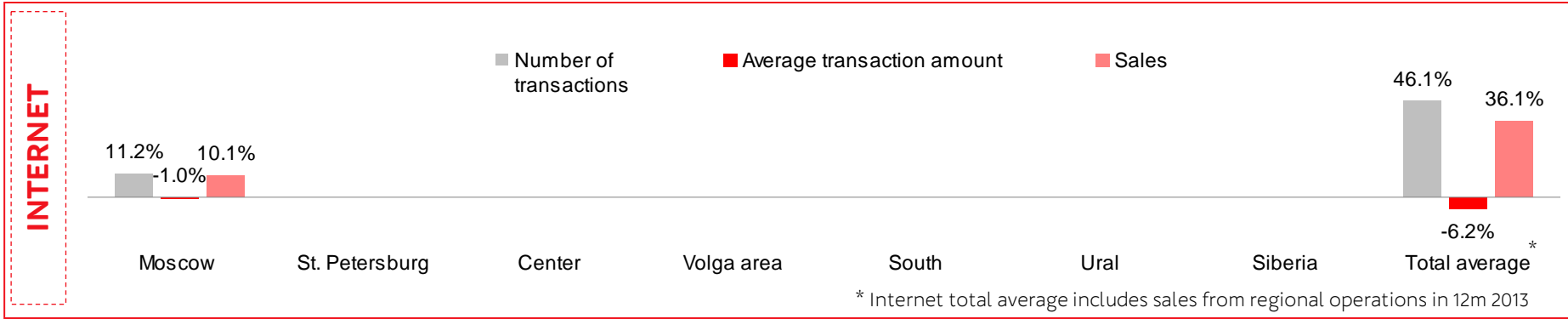
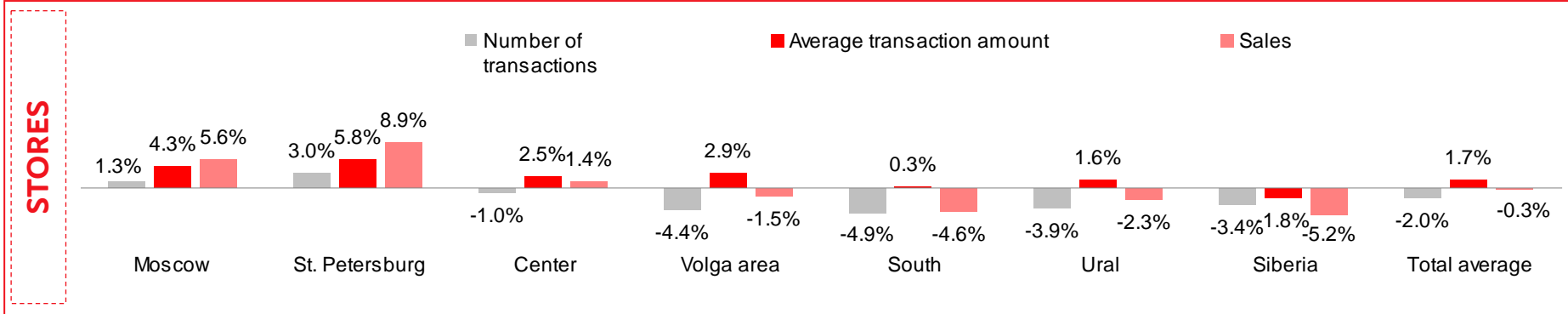
Source: Company data

Q4 2012 – Q4 2013 quarterly (eop) sales/LfL dynamics



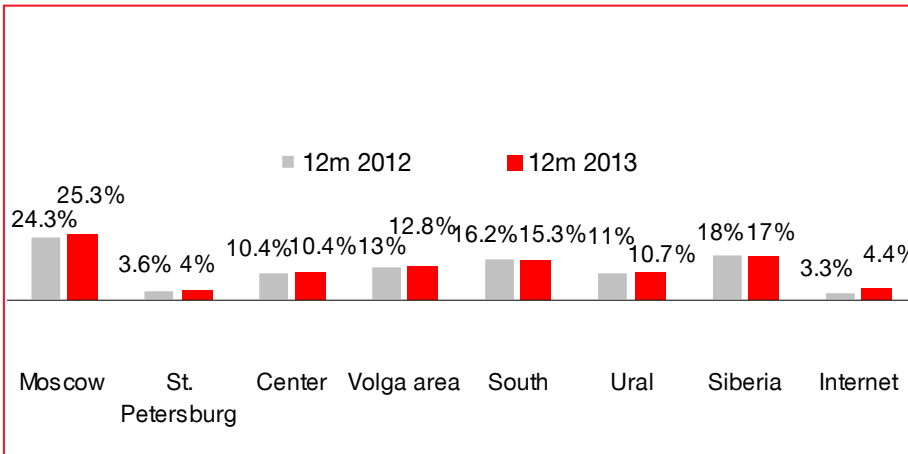
Source: Company data

12m 2013 – 12m 2012 LfL dynamics, %

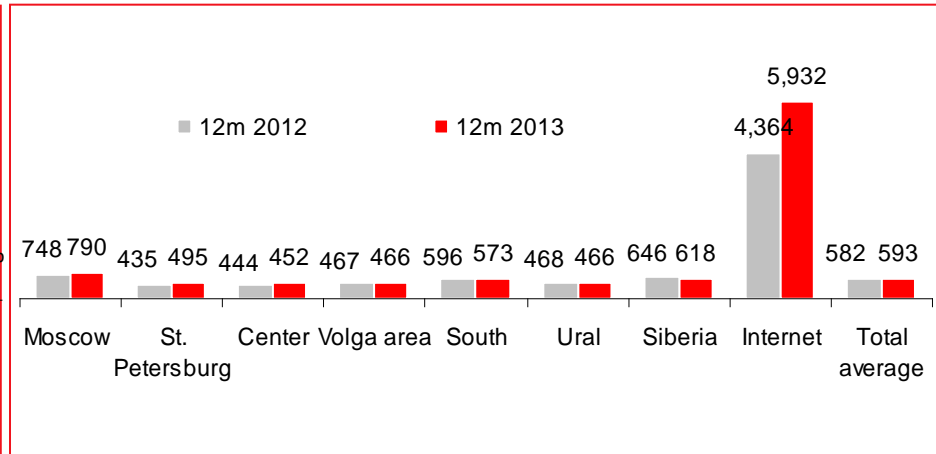


12m 2013 LfL performance analysis

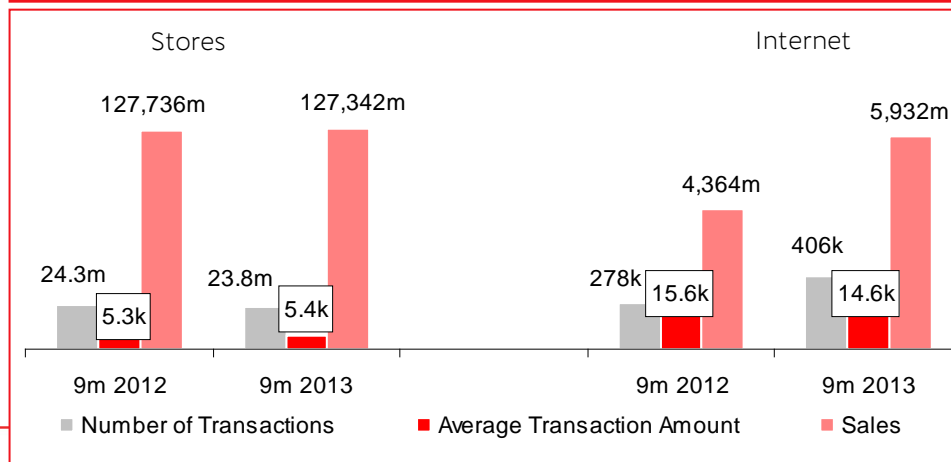
12m 2013 – 12m 2012 LfL revenue breakdown, %



12m 2013 – 12m 2012 LfL revenue per store (RUB mln, with VAT)



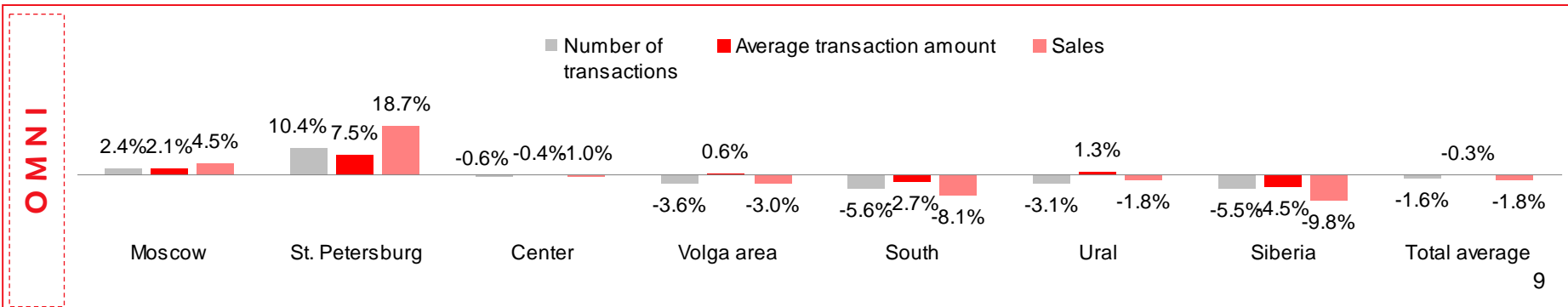
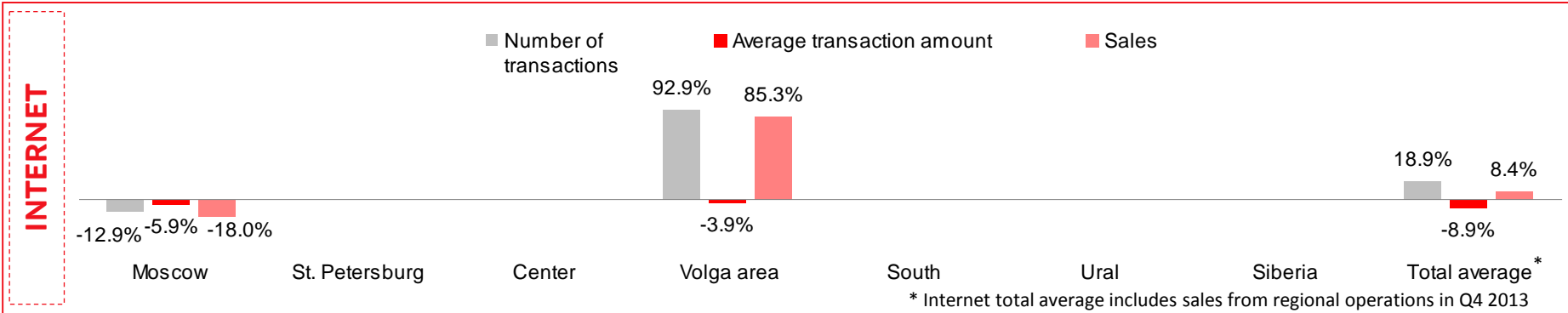
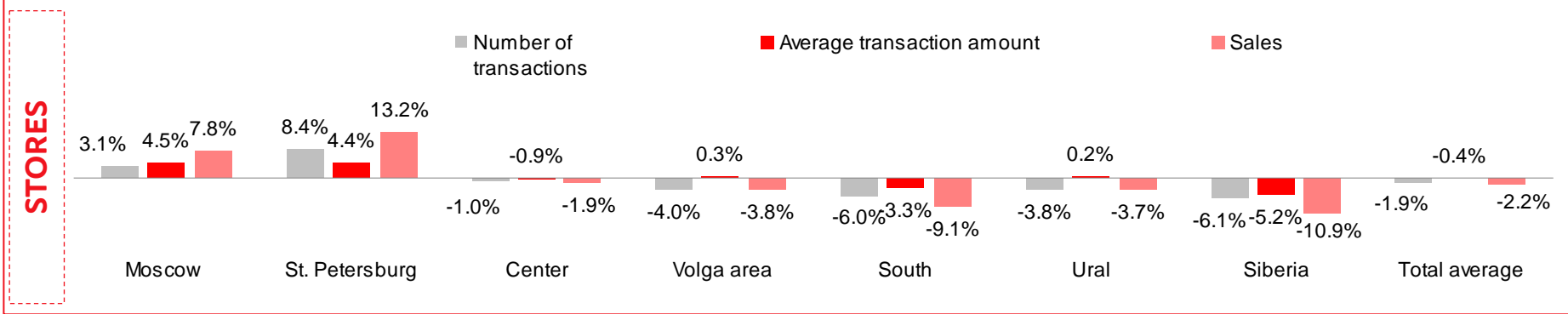
12m 2013 – 12m 2012 LfL indicators comparison (RUB, with VAT)



Note: LfL data is based upon a comparison of stores open at January 1, 2011 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space

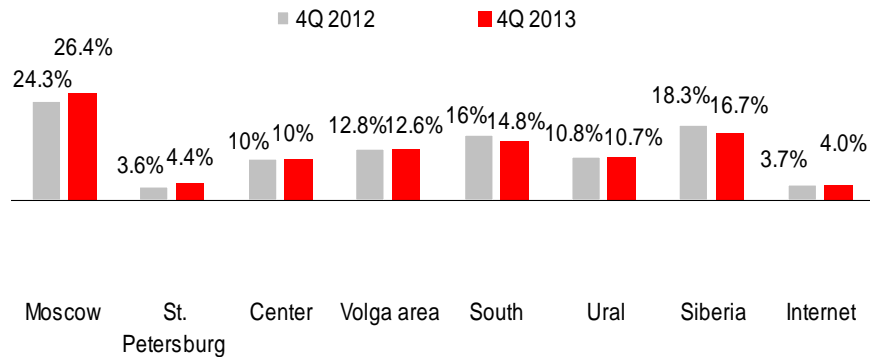
Source: Company data

Q4 2013 – Q4 2012 LfL dynamics, %

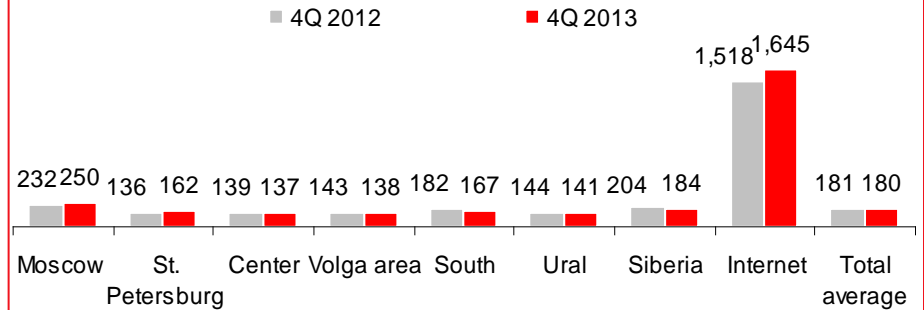


Q4 2013 LfL performance analysis

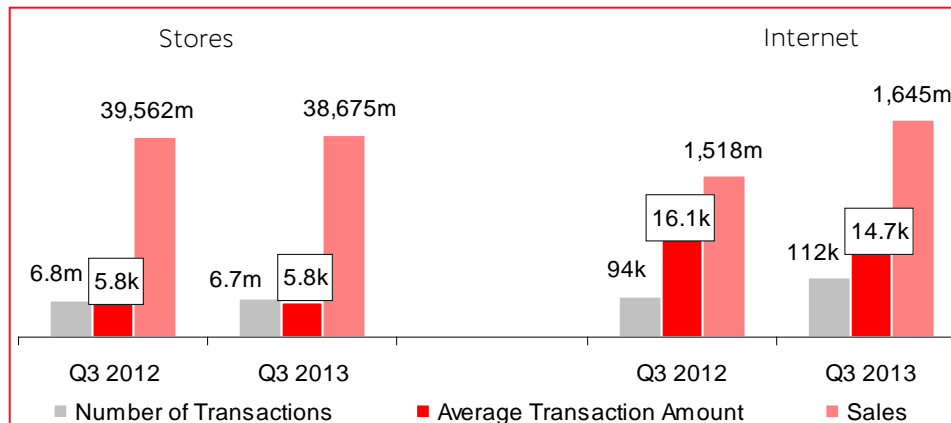
Q4 2013 – Q4 2012 LfL revenue breakdown, %



Q4 2013 – Q4 2012 LfL revenue per store (RUB mln, with VAT)



Q4 2013 – Q4 2012 LfL indicators comparison (RUB, with VAT)



Source: Company data

Note: LfL data is based upon a comparison of stores open at January 1, 2011 and not closed for more than two weeks or permanently, or expanded or downsized by >20% of total space.

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