

Eldorado delivers over 80,000 urgent orders by taxi during the lockdown

June 30, 2020, Moscow – Eldorado retail chain, part of M.Video-Eldorado Group and SAFMAR Group owned by Mikhail Gutseriev, delivered around 80,000 online orders in April and May across more than 220 cities of operation by Yandex.Taxi, with minimum waiting time of just 30 minutes. The most popular items for express delivery were hair clippers, smartphones, and laptops, as well as gaming and cooking accessories.

As part of the ONE RETAIL model, the retailer has launched a number of services offering comfortable shopping experience anywhere. Among such services was fast delivery by taxi that complements the last mile services Eldorado had already been rendering: contact-free leave-at-door courier delivery, pick-up from the store, and walking delivery from the store. The number of courier deliveries and pick-ups in Eldorado tripled during the lockdown period.

Partners of Yandex.Taxi performed contact-free delivery of over 80,000 orders from Eldorado stores in more than 220 cities where the retailer operates. The service was most popular in Moscow and the Moscow Region – they accounted for about 40% of all orders. The average delivery time (fulfilment included) stood at 1.5 hours, with the fastest delivery taking just 30 minutes.

Yandex.Taxi drivers provide fast and contact-free delivery of home appliances and digital devices weighing up to 20 kg. Most common purchases for taxi delivery included hair clippers, smartphones, PC gaming accessories, coffee machines, and headphones. In terms of turnover, the top 5 categories were smartphones, laptops, and 39-43 inch TVs, as well as specialised vacuum cleaners and pressure washers, along with PlayStation 4 consoles. The cheapest purchase was a kitchen shovel for RUB 70, while one of the most expensive items ordered was a RUB 150,000 laptop.

Sergey Li, Managing Director of Eldorado, commented: *"During the lockdown, consumers have developed new habits, and online shopping has become the new normal. In line with our customers' expectations, we offer new convenient shopping formats and integrate additional services, with express delivery by taxi being one of them. We see the demand for and effectiveness of this service, which will be available to customers going forward. Due to short waiting time, prompt delivery and high-quality service, shopping frequency is growing. Many of those who had an Eldorado order delivered by taxi made more orders in two weeks' time".*

The cost of express delivery varies by region starting from RUB 99. To use the service, shoppers can add it to the cart together with other items and select the pick-up option and the nearest store. Employee will check the delivery address by phone, prepare and pack the order. Shoppers can pay at the checkout on the website or follow the link texted by the salesperson. A Yandex.Taxi partner driver will pick up the purchase at the store and deliver it to the customer's door within two hours.

Eldorado continues to provide its own courier delivery for all categories of goods in the most contact-free way; the service is free for orders starting from RUB 1,990. Customers can also pick up online order in just 15 minutes after placing it in the nearest retail store that operates in compliance with the required safety measures for customers and employees.

About M.Video-Eldorado Group

About M.Video-Eldorado Group (PJSC M.video) is Russia's largest consumer electronic retailer uniting the M.Video and Eldorado brands in the market for home appliances and electronics. The companies' total annual turnover exceeds RUB 430 billion, including VAT (FY 2019). The M.Video-Eldorado Group is the only Russian publicly-traded company in the electronics retail sector. The company's shares are currently traded on Moscow Exchange (ticker: MVID).

The Group operates Russia's largest online platform for consumer electronics and household appliances commanding a market share of over 30%. As of March 31, 2020, the Group also operates 514 stores under the M.Video brand, 504 stores under the Eldorado brand and 20 m_mobile stores in more than 250 cities across Russia with a total selling space of 1,451 thousand square meters. The Group has 100% online coverage in all cities of operation.

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