

M.Video-Eldorado Group to double e-waste collection under Proper Recycling programme by end of 2020

7 July 2020, Moscow – M.Video-Eldorado Group, Russia’s largest consumer electronics retailer by revenue and part of SAFMAR Group owned by Mikhail Gutseriev, expects to increase twofold the amount of equipment collected from consumers under the [Proper Recycling programme](#) on the back of the project’s growing popularity and its expansion to new cities. Since late June, the programme has become available in Kostroma, Ivanovo, Vologda, Voronezh, Veliky Novgorod, Pskov, Lipetsk, Kursk and the respective regions. Previously, it was accessible in Moscow, St Petersburg, Yaroslavl, Kazan, Samara, Ulyanovsk, Volgograd and their regions. By the end of summer, it will be further extended to Murmansk, Petrozavodsk, Tver, and Arkhangelsk.

Starting from 30 June, consumers in 15 cities across Russia can dispose of their old devices at 451 M.Video and Eldorado stores. To do this, they need to take their equipment to the service area in the store or hand over their old large household appliances when receiving the delivery of new ones. Equipment in any condition can be recycled.

The Proper Recycling programme is implemented in partnership with the Electronics-Recycling Association. The project goal is to build a full-scale infrastructure in the regions for collecting, transporting and recycling electronic waste. The recyclable equipment is collected at M.Video and Eldorado stores, duly registered in a special IT system, and then transported for recycling at partner facilities. The recycling companies working with the Electronics-Recycling Association recycle 80–90% of electronic waste, which is then reused in the production of new products. The process fully complies with the environmental regulations and health and safety requirements.

Oksana Platonova, head of environmental projects at M.Video-Eldorado Group commented: *“We are consistently expanding the project’s geography and working with our partners to build a new electronic waste management system, which is unique in Russia. We see a great interest in the project from our consumers and try to accommodate it by creating a network of convenient and accessible locations to collect electronic waste based on our retail stores. Partnership with the Electronics-Recycling Association guarantees safe transportation and recycling of the disposed equipment. A year into the Proper Recycling programme, our consumers have disposed of approximately 48 000 pieces or 350 tonnes of e-waste for recycling. With the growing popularity of the programme and its expansion to new geographies, we are hoping to double the amount of e-waste collection by the end of 2020”.*

In addition to consumer e-waste, M.Video-Eldorado Group also recycles about 8,000 pieces of office equipment from its own retail stores and offices annually.

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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