

M.video reports 36% gross sales growth in December 2011.

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OJSC “Company “M.video” (RTS, MICEX: MVID), Russia’s largest consumer electronics retailer, announced today its gross sales results in the high season of December 2011.

The Company’s gross sales for December 2011 totaled 23.3 billion Russian rubles, including VAT, which represents an increase of 36% compared to December 2010. The like-for-like (LFL) sales increased 17% in December 2011.

Amongst the best-selling products in the high season were:

- [3D and LED TVs](#)
- [Smartphones \(Apple, Android and Windows Phone 7\)](#)
- [Tablet PCs](#)

Alexander Tynkovan, President and CEO of OJSC “Company “M.video”, said: “We are very proud of the work done by the sales staff, supported by all Company’s employees. Our impressive 17% like-for-like and 36% overall increase in sales from December 2010 encourages us that our strategy of growth by opening new stores, giving our customers outstanding customer service and access to the best technologies from the leading brands is correct. We also saw remarkable progress in our online channel: December sales in mvideo.ru grew more than 85%. These results indicate that the Russian consumers are rewarding companies that offer the best customer experience and the best products at very competitive prices”.