

HISTORY OF THE GROUP

FOR MORE THAN 25 YEARS SINCE ITS FOUNDATION, THE COMPANY HAS GONE FROM BEING A SMALL STORE IN MOSCOW TO THE LARGEST PLAYER IN ITS INDUSTRY, BRINGING TOGETHER TWO LEADING BRANDS IN THE FIELD OF HOME APPLIANCES AND CONSUMER ELECTRONICS IN RUSSIA.

1993
May

The company's first store, measuring 50 square metres, opens in Moscow.

The company is founded by Alexander Tynkovan (currently President of M.Video–Eldorado Group), Pavel Breev (currently a member of M.Video–Eldorado Group's Board of Directors and Management Board) and Mikhail Tynkovan.

1997

Over the first four years of operations in Moscow, seven M.Video stores are opened,

including the largest consumer electronics shopping centre in Russia. The company launches the first home appliance and consumer electronics service centre in Russia.

2000

M.Video launches its online store at www.mvideo.ru, becoming an online consumer electronics retail pioneer in Russia.

2001

The first M.Video store outside Moscow opens in Nizhny Novgorod. Within a year, the company expands its presence in southern Russia, opening stores in Samara and Rostov-on-Don.

2007
November

M.Video becomes the first (and to this day the only) consumer electronics retailer in Russia to make an Initial Public Offering (IPO). Under the deal, Russian and international investors acquire a 29.2% stake in the company.

2007
2008

The company opens 37 stores per year. Based on 2008 performance results, **M.Video is one of the fastest-growing consumer electronics and home appliance chains in Russia.** The M.Video chain encompasses 157 stores in 64 cities in Russia.

2009

M.Video is the only consumer electronics and home appliances retailer on a national scale to demonstrate a positive sales trend.

2010
2011

M.Video is Russia's largest retailer of household appliances and consumer electronics in terms of revenue.

The company demonstrated the highest sales growth among all domestic networks based on 2010 performance results. In 2010–2011, the company brings 44 new stores into operation in a year.

2011
2015

M.Video becomes one of the first companies to transition to the omni-channel model,

offering customers unified products, service and prices online and in stores. The size of the network reaches 300 stores. M.Video strengthens its leadership in the home appliance and consumer electronics market.

2016

The rapid introduction of new technologies enables a high level of service while maintaining efficiency and profitability regardless of external economic factors.

The company launches m_mobile to sell smartphones and accessories, pilots the use of tablets (Real Time Dealing project) by sales staff and transitions to a new broker model for consumer lending.

1993 2000

Formation and development of the business

2001 2009

Regional expansion and creation of a publicly traded MARKET LEADER

2010 2016

Implementing the OMNI-model

2017
April

The SAFMAR Group acquires a 57.7% stake in PJSC M.video from Alexander Tynkovan and his partners, becoming the company's largest shareholder. Mr Tynkovan offers to serve as the Group's President, Chairman of the Management Board and a member of the Board of Directors.

2018
April

A deal is completed to acquire 100% of Eldorado LLC for RUB 45.5 billion (excluding the value of net liabilities), and work begins to integrate M.Video–Eldorado into a unified business based on two of the leading brands in household appliances and electronics retail. As a result of this landmark deal, the Russian market sees the emergence of a player with a presence in all customer segments, and the Group becomes one of the top 10 publicly traded electronics retailers globally.

2018
June

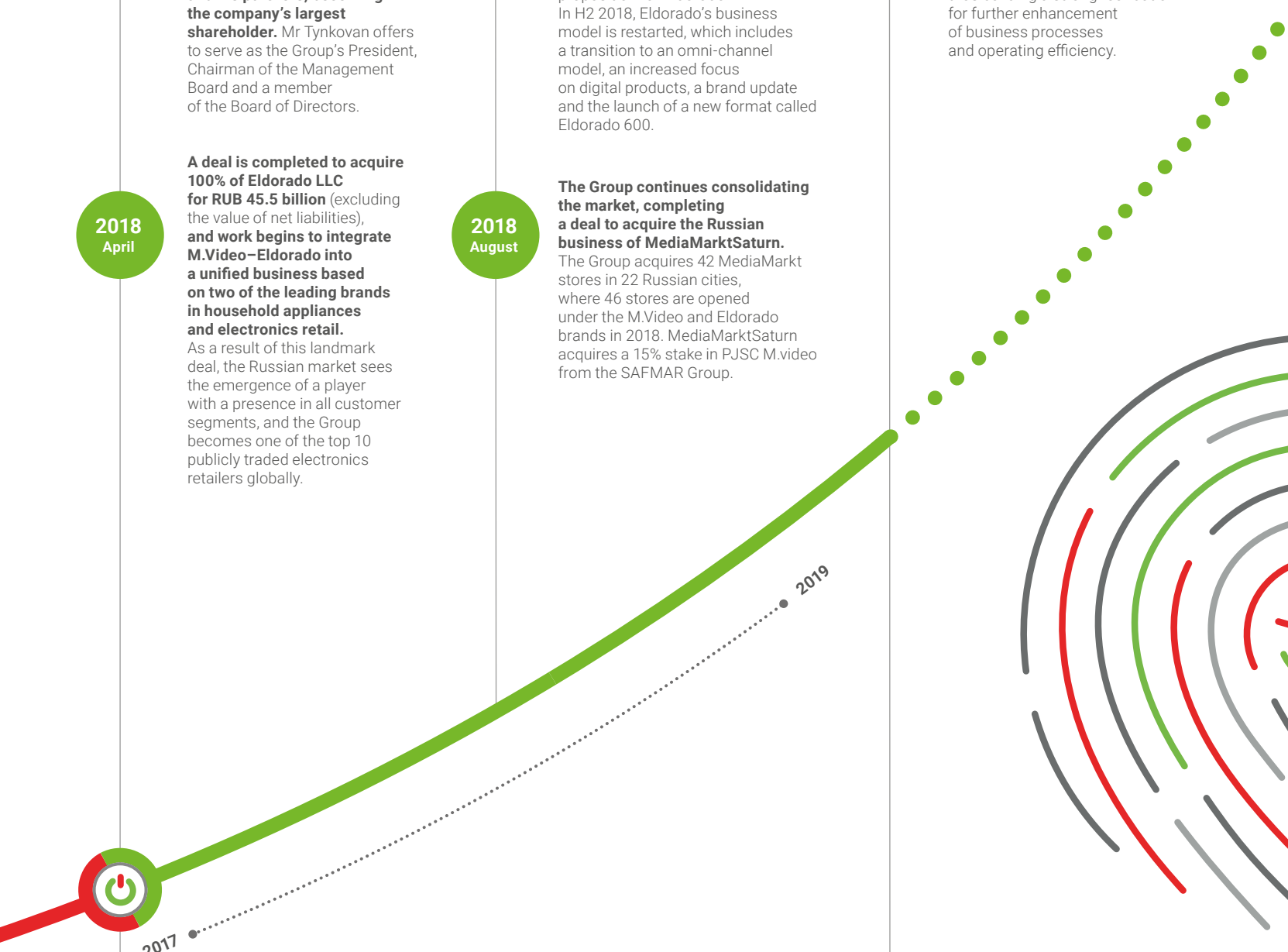
A new strategy is developed for the Group's two brands, including an updated value proposition for Eldorado. In H2 2018, Eldorado's business model is restarted, which includes a transition to an omni-channel model, an increased focus on digital products, a brand update and the launch of a new format called Eldorado 600.

2018
August

The Group continues consolidating the market, completing a deal to acquire the Russian business of MediaMarktSaturn. The Group acquires 42 MediaMarkt stores in 22 Russian cities, where 46 stores are opened under the M.Video and Eldorado brands in 2018. MediaMarktSaturn acquires a 15% stake in PJSC M.video from the SAFMAR Group.

2019
Q1

The Group successfully completes the legal and IT integration of Eldorado LLC, thus building a strong foundation for further enhancement of business processes and operating efficiency.



Creation of M.Video–Eldorado Group and transformation of its business based on the ONE RETAIL concept

The Group begins a new phase of development under a renewed strategy built around key goals of achieving a leadership in the Russian market with a share exceeding 30% and and preserving a stable EBITDA margin above 6%.

See 'The Group's strategy', p. 41-49 