

2018 PERFORMANCE HIGHLIGHTS

The Group became
one of the
10 largest
appliance and electronics
retailers in the world

**Better-
than-market
growth**

Unquestioned leadership and efficiency

M.VIDEO SUCCESSFULLY COMPLETED THE TWO LARGEST DEALS IN ITS HISTORY, I.E., THE ACQUISITIONS OF TWO MAJOR COMPETITORS: ELDORADO AND MEDIAMARKT'S RUSSIAN STORES. THIS RESULTED IN THE CREATION OF M.VIDEO-ELDORADO GROUP, THE UNDISPUTED LEADER IN THE CONSUMER ELECTRONICS MARKET AND THE LARGEST PUBLICLY TRADED ONLINE RETAILER IN RUSSIA.

The Group became
one of the
top 3
publicly traded retailers
in terms of EBITDA margin

In parallel with their integration, the M.Video and Eldorado networks achieved strong growth in key indicators, increasing the Group's market share in Russia

to **25.6%**

Turnover of

RUB 420 billion

About the Group M.VideoEldorado

SALES
Sales growth
+17.7%

Growth in LFL sales 13.5%
 Digital merchandise sales growth 34.3%

STORES
Number of stores opened in 2018
+102 stores¹

Excellent performance

EBITDA
EBITDA growth
+39%²

EBITDA margin 6.0%³

Increase in net profit
+22%

Synergistic impact on EBITDA resulting from M&A transactions in 2018

RUB 6 billion

Online leadership

Share of online sales 18%

Share of shoppers who use the Group's sites 65%

Online sales growth 31%

Increase in traffic to Group sites 18%

Investment growth in IT and e-commerce **+59%**

Share of online sales picked up by customers 74%

Market share in online sales of household appliances and electronics 21.6%

Diversification of shareholder base

MediaMarktSaturn acquired a **15%** stake in PJSC M.video

¹ Net of closures.
² Pro forma indicator.
³ Pro forma indicator.