

M.VIDEO-ELDORADO AT A GLANCE

M.VIDEO-ELDORADO GROUP IS RUSSIA'S LEADING RETAILER OF CONSUMER ELECTRONICS. COMBINING TWO LEADING RUSSIAN RETAIL BRANDS – M.VIDEO AND ELDORADO – WE MANAGE RUSSIA'S LARGEST ONLINE SALES PLATFORM FOR HOUSEHOLD APPLIANCES AND ELECTRONICS AND MORE THAN 940 STORES IN ALL REGIONS ACROSS THE COUNTRY. WE ARE ALSO DEVELOPING A NETWORK OF DIGITAL PRODUCT STORES UNDER THE M_MOBILE BRAND AND THE GOODS.RU MARKETPLACE.

In the new reality of online-driven retail, we strive to be the undisputed leader in innovation and digital business transformation. We are creating new mobile web-based experiences for customers, and we offer user-friendly ways to make purchases along with a unified service experience both in our physical stores and online.

OUR MISSION:

#ACTIVATEFUTURE

By bringing technology to the world, we give people time and inspiration to create a future we can all take pride in.



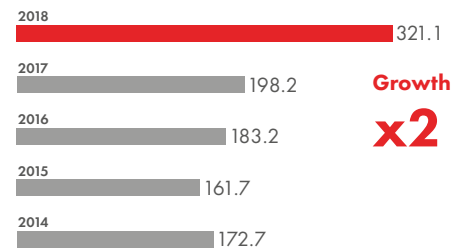
OUR VALUES

- Responsibility for the future**
 We ensure that responsibility to the company, the industry and society lie at the heart of our decisions and business planning.
- Courage in innovation**
 We relentlessly seek out and implement new technologies to grow the market and affirm our leadership.
- Teamwork and collaboration**
 We are firmly convinced that trust, mutual support and respect for all are essential for our success.
- Openness to change**
 We view change as an opportunity to improve and achieve our full potential.
- Concern for everything we do**
 We believe in our power to make the world a better place.

TOP 10 GLOBAL CONSUMER ELECTRONICS RETAILERS

Owing to both M&A activity and organic growth, the Group has been able to ensure strong earnings growth and in 2018 ranked among the 10 largest publicly traded retailers in its segment globally, with revenue of USD 5.6 billion.

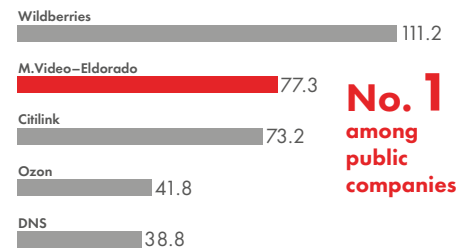
Group revenue: twofold growth since 2014, RUB billion¹



ONE OF RUSSIA'S LARGEST ONLINE RETAILERS

Based on 2018 performance results, the Group was one of Russia's leading e-commerce players generally and the largest publicly traded online retailer in the country.

Largest online retailers by sales volume in 2018², RUB billion



¹ Indicators prior to 2018 include consolidated results for PJSC M.video only.

² Based on Data Insight rating by volume of online sales in 2018 (incl. VAT).

GROWTH STRATEGY AND FULL BUSINESS DIGITISATION BASED ON TWO LEADING BRANDS

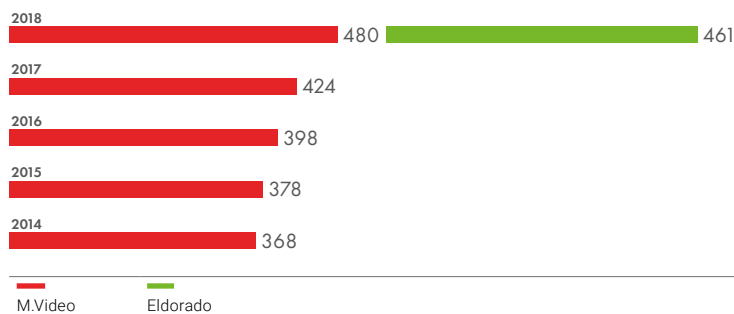
The Group's renewed growth strategy to 2022 establishes the goals of leadership in the Russian market with a share exceeding 30%, maintaining a stable EBITDA margin at above 6% and achieving the best customer experience by implementing the ONE RETAIL concept, which implies the complete digitisation of business processes involved in the customer experience and the blurring of boundaries between online and offline sales.

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

EXTENSIVE RETAIL NETWORK ACROSS RUSSIA

At the end of 2018, the Group managed 941 stores in 220 cities across Russia. This extensive retail network is the key element of the consumer experience and an important driver of online business growth.

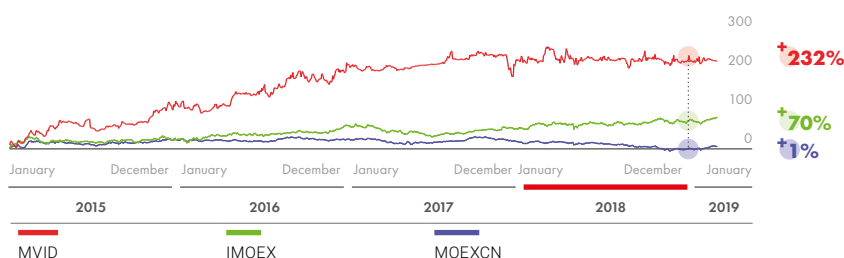
Growth of the Group's retail network from 2014 to 2018, number of stores



COMMITMENT TO VALUE CREATION

The main goal of the Group's operations is the steady growth of its capitalisation in the interests of all shareholders.

M.Video share price: threefold growth, outperforming the market



>28 

thousand employees

M.Video–Eldorado is a team of professionals characterised by unique consumer electronics expertise. According to HeadHunter's 2018 rating of Russian employers, M.Video is the best retail employer in the country.

For more, see p. 128

>25 

years in the Russian market

The first M.Video store opened in Moscow in 1993.

For more, see p. 6

RUB 421 billion in sales (incl. VAT) based on 2018 performance

1,845 thousand square metres of total Group retail space

>30 SKUs in the Group's cumulative product mix

12.9 million purchases through the mvideo.ru and eldorado.ru online stores in 2018

≈100 transactions are completed every second by the Group's online and offline stores

Top-5

M.Video ranks among the five most valuable retail brands in the Russian Federation according to Brand Finance in 2018

<30% employee turnover rate at M.Video in 2018, one of the lowest rates in the industry