



Pavel
Breev

Ekaterina
Sokolova

Bilan
Uzhakhov

Natalya
Maleeva



Alexander
Tynkovan

Andrey
Gubanov

Steve
Lewis

Sergey
Li

Valeriy
Simanov

Irina
Ivanova

Alexey
Sukhov



Enrique
Fernandez

Oleg
Muraviev

Irina
Dementieva

M.VIDEO-ELDORADO GROUP MANAGEMENT

THE INTEGRATED BUSINESS OF M.VIDEO-ELDORADO IS MANAGED BY AN EXPERIENCED TEAM OF TOP EXECUTIVES HEADED BY GROUP PRESIDENT ALEXANDER TYNKOVAN AND GROUP CEO ENRIQUE FERNANDEZ. MR TYNKOVAN IS RESPONSIBLE FOR STRATEGY AND SUSTAINABLE DEVELOPMENT; MR FERNANDEZ IS RESPONSIBLE FOR THE OPERATIONAL MANAGEMENT OF THE GROUP'S ENTIRE BUSINESS.

Management structure of M.Video-Eldorado Group

Key business decisions on the part of Group operating companies are made at the level of the executive bodies of PJSC M.video, in particular the Company's Management Board and sole executive bodies.

See 'Corporate governance', p. 112-114 

As part of the Group's two-brand management strategy, M.Video's operating retail business is headed by Managing Director Stephen Lewis, while Eldorado's business is headed by Managing Director Sergey Li. The managing directors of both networks are directly subordinate to the Group's Chief Executive Officer Enrique Fernandez.



Alexander Tynkovan

Founder, President
Chairman of the Management Board

PJSC M.video Management Board



Pavel Breev

Vice President,
Member
of the Management
Board



Bilan Uzhakhov

Vice President,
Member
of the Management
Board



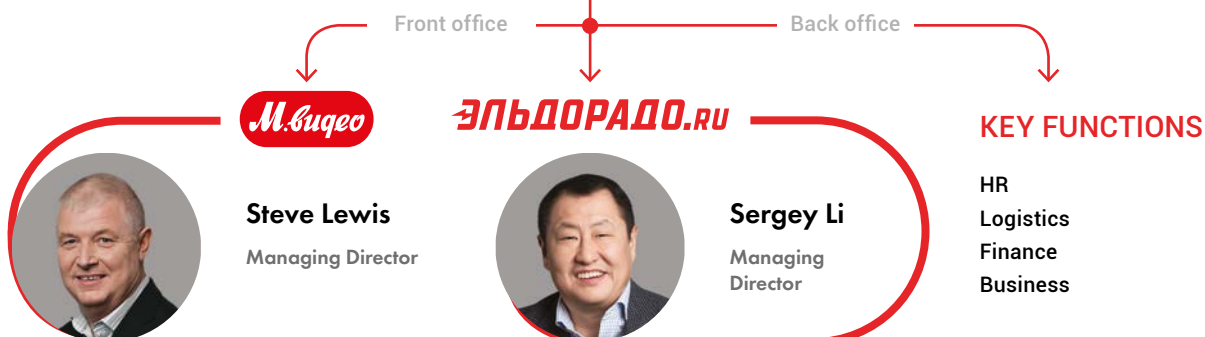
Enrique Fernandez

Vice President, Member
of the Management Board



Ekaterina Sokolova

Member of the Management
Board, Chief Financial Officer



Alexander Tynkov

President, Chairman of the Management Board of PJSC M.video

Founder of M.Video. In 1992, he graduated from the Moscow Power Engineering Institute; in 1993, he and his partners opened their first store and created the M.Video brand and company. From 1993 to 2017, he remained the unwavering leader of the company's growing business. Under Mr Tynkov, the company held an IPO in 2007. He has been a member of the Board of Directors of PJSC M.video since 2007. From 2013 to 2017, he was CEO of PJSC M.video. From 2008 to 2015, he was a member of the Supervisory Board of X5 Retail Group N.V. He has been Chairman of the Management Board of PJSC M.video since June 2017 and President of M.Video–Eldorado Group since 2018.

Pavel Breev

Member of the Management Board of PJSC M.video

One of the founders of M.Video Group. In 1986, he graduated from the S. K. Tumansky Moscow Aviation Engine-Building Technical College. He has been a member of the Board of Directors of PJSC M.video since 2006. From 2013 to 2017, he was CEO of LLC M.video Management. He has been an executive director of PJSC M.video since 2013 and a member of the Management Board of PJSC M.video since June 2017. From July 2017 to February 2019, he was a member of the Board of Directors and a member of the Management Board of LLC ELDORADO. He has been Vice President of LLC MVM since August 2017.

Bilan Uzhakhov

Chief Executive Officer, member of the Management Board of PJSC M.video

In 2010, he graduated from the University of Hamburg; in 2011, from the Plekhanov Russian University of Economics; in 2014, from the Higher School of Economics – National Research University; and, in 2017, from the Sberbank Corporate University in cooperation with the London Business School (programme for senior executives). From November 2010 to October 2012, he worked at OJSC NK RussNeft, where he specialised in lending and headed the Loans and Capital Markets Department. From July 2013 to July 2017, he was CEO of JSC Russian Coal. He has been a member of the Board of Directors of JSC Russian Coal since 2013 and a member of the Management Board of PJSC M.video since June 2017. From March 2017 to February 2019, he was a member of the Board of Directors of LLC ELDORADO. He has been a member of the Board of Directors of PJSC M.video since August 2017. He has been CEO of LLC MVM and CEO of PJSC M.video since 2017. He was CEO of LLC ELDORADO from January 2018 to February 2019 and a member of the Management Board of LLC ELDORADO from July 2018 to February 2019.

Enrique Fernandez

Chief Executive Officer of M.Video–Eldorado Group, member of the Management Board of PJSC M.video

Mr Fernandez has more than 15 years of experience in the consumer electronics market in both manufacturing companies and in retail. Before moving to the retail consumer electronics industry, he held sales and marketing positions at Whirlpool Europe. From 2003 to 2007, Mr Fernandez held various management positions at Media-Saturn Holding GmbH. In his last position at Media-Saturn Holding, he was responsible for procurement for the MediaMarkt and Saturn brands. From 2007 to 2009, he served as Vice President for Procurement for Eldorado. Mr Fernandez joined M.Video in 2009 as a commercial director, and he became CEO of the company in 2016. Following the merger of M.Video and Eldorado in 2018, Mr Fernandez became the CEO of M.Video–Eldorado Group.

Ekaterina Sokolova

Chief Financial Officer, member of the Management Board of PJSC M.video

Ms Sokolova has 20 years of experience in finance. She began her career at Deloitte, where she spent eight years working in various departments. In 2004, she moved to TNK-BP during the merger of TNK and BP, where she headed up the financial service for the retail business. After six years, she became the head of the finance function for the processing and trading unit. As a result of TNK-BP's merger with Rosneft, Ms Sokolova took a similar position in 2013 as the head of finance for the processing and trading unit. She joined M.Video in 2016 as finance director. She holds an MBA from California State University, ACCA (Association of Chartered Certified Accountants) professional certification, as well as certificates of participation in INSEAD programmes in France and Singapore and at the Kellogg School of Management in the United States. She is currently the Chief Financial Officer of M.Video–Eldorado Group.

Steve Lewis

Managing Director of M.Video

Mr Lewis has been working in the field of electronics and household appliances for more than 18 years; he spent more than 15 years working for Britain's largest retail chain, Dixons International, including as director of retail sales from 1997 to 2001. He was also operations director for the British companies Woolworths and Entertainment UK. Mr Lewis is a graduate of the Wharton School at the University of Pennsylvania (USA). He joined M.Video in 2010 as retail sales director; he has been the Managing Director of M.Video since 2018.

Sergey Li

Managing Director of Eldorado

Mr Li has held managerial positions in household appliances and consumer electronics companies for over 15 years. Before moving to Eldorado, he worked as director of the Consumer Electronics Division of M.Video. From 2004 to 2008, he held the positions of manager and executive director of Eldorado and Sulpak (Kazakhstan); from 2001 to 2004, he was responsible for business development at the Philips Consumer Electronics Export representative office in Russia. He graduated from the Moscow Technical University of Communications and Informatics. On 1 January 2018, Mr Li was appointed Managing Director of Eldorado, where he is responsible for operational management of the company, retail and marketing, and customer service.

Oleg Muraviev

Commercial Director

Mr Muraviev has 21 years of experience in the area of consumer electronics and digital equipment. He came to M.Video in 2009 as the head of the Audio-Video Division; he has been the head of the Commercial Division since 2016. He previously held various management positions at LG Electronics Rus and BSH Hausgeräte (the Bosch/Siemens representative office in Russia). Mr Muraviev has expertise in the areas of management and marketing, with higher degrees in two specialisations: the first in management (MAMI) and the second in marketing (MIRBIS). In 2005, he also received an MBA in marketing (MIRBIS).

Irina Ivanova

Chief Operating Officer

From 1996 to 2006, Ms Ivanova was the Supply Chain Manager for the Ice Cream & Food Division of Nestle in Russia. From 2004 to 2005, she was the project manager for the implementation of best global

practices in building and managing business processes for the Nestle production association in Russia, and also for the unified information system for manufacturing enterprises and business units. In 2006, she joined M.Video as a project director in order to establish the supply chain function; in 2008, she became the head of the Supply Management, Distribution and Logistics Division. She became responsible for the Information Technologies and Projects Divisions in 2014 and later for the Administrative and Business Division as well. She was appointed Chief Operating Officer of M.Video in 2015. In 2017, she led the transformation involved in the merger of M.Video and Eldorado. Ms Ivanova is currently the Chief Operating Officer of M.Video–Eldorado Group. She holds an Executive MBA from the State University of Management and certificates from the INSEAD business school for the Leading Digital Transformation and Innovation programme and the Artificial Intelligence for Business programme.

Irina Dementieva

Head of the Supply, Distribution and Logistics Department

Ms Dementieva has been working for M.Video since 1996. She has extensive experience in various areas of distribution and logistics: strategic modelling, warehousing and transport logistics, customs clearance and import, fulfilment of online sales, as well as procurement and inventory management. For the last four years, she has been the head of Supply, Distribution and Logistics at M.Video, and she has been in charge of this function in the consolidated M.Video–Eldorado Group since 2018. Ms Dementieva is among the top five logistics and supply chain directors in her segment, according to the Top 1,000 Russian Managers rating by the Russian Managers Association. She holds an Executive MBA from the Moscow School of Management SKOLKOVO.

Natalya Maleeva

Human Resources Director

Natalya Maleeva's professional experience counts almost 20 years of HR-management in leading foreign and Russian companies. Natalya graduated from Moscow State University with a degree in Psychology, is a Candidate of Psychological Sciences, has a university degree in economics. Received an MBA degree from Thunderbird School of Global Management. In 2017, Natalia studied at the Skolkovo Moscow School of Management ("Managing a Company in the Context of Digital Transformation"), has a certificate from INSEAD Business School for the Leading Digital Transformation Program.

Natalia's professional career began at Troika Dialog, one of the leading Russian investment companies. Subsequently, Natalya led the personnel management divisions in a number of large Russian and international corporations, including Mary Kay, Karo-Film, Provident Financial PLC and IFD Kapital. Prior to joining M.Video in 2010 as a Director of Human Resources, Natalya led the work of the Human Resources Department at Detsky Mir. Since 2018, she has been heading the combined HR function of the M.Video-Eldorado Group.

Valeriy Simanov

Group Retail Expansion Officer

Mr Simanov graduated from the Riga Higher Military Aviation Engineering School and completed postgraduate studies at the N.E. Zhukovsky Air Force Engineering Academy. He holds a PhD in Technical Sciences. In 2003, he graduated from the Russian Presidential Academy of National Economy and Public Administration (Russian-German Higher School of Management) with a specialisation in economics and enterprise management. He holds an MBA. He has 21 years of experience in retail. He started his career at Sportmaster as a store manager, and then worked as the retail manager at Pan sportsmen and as the sales director at Tvoe. In 2006, he moved to M.Video as the regional expansion director for Siberia before later becoming the Operating Director for Expansion. He has been the Retail Expansion Director for M.Video-Eldorado Group since 2018.

Andrey Gubanov

Managing Director of m_mobile

Mr Gubanov has more than 20 years of experience in digital electronics sales. From 2004 to 2006, as the Business Development Director, he headed the Computer Hardware Department at R&K. From 2006 to 2009, he held the positions of Computer Hardware Director and Commercial Director for Digital Equipment at Eldorado. In 2009, he joined the M.Video team as head of the Digital Equipment Department, and he was responsible for the procurement and promotion of the company's entire range of digital equipment. In 2016, as director of the digital stream, he headed up an m_mobile project focused on sales of smartphones and other digital equipment within M.Video. Sales in the company's digital categories have increased at twice the market rate in the last year. In 2018, M.Video-Eldorado Group began developing stand-alone stores under the m_mobile brand, spinning off the project as a separate retail line headed

by Mr Gubanov as Managing Director. He graduated from the Moscow Engineering Physics Institute with a degree in experimental nuclear physics and from the Russian Presidential Academy of National Economy and Public Administration with a degree in marketing management. He holds an Executive MBA from IE Business School, one of the world's leading business schools.

Alexey Sukhov

Corporate and Legal Relations Director

Mr Sukhov graduated from the Peoples' Friendship University of Russia with a degree in law, and he has an LL.M. degree. He began his professional career at Transmashholding, a leader in the Russian transport engineering market. His professional activities have included numerous mergers and acquisitions, including JSC Metrovagonmash, PJSC Luganskteplovoz (Ukraine), JSC REZ (Latvia), JSC Lisichanskaya soda (Ukraine), LLC Russian Coal-Kuzbass, LLC ELDORADO and others. Since 2008, Mr Sukhov has headed up various departments in the companies of Safmar Group; since February 2011, he has been the Deputy CEO for Corporate and Property Relations of JSC Russian Coal. In May 2017, he became Vice President for Corporate and Legal Relations of Eldorado. Since 2018, he has been the head of the Corporate and Legal Relations Division of M.Video-Eldorado Group.

Denis Golyshev

Security Director

In 1996, Mr Golyshev graduated from the Institute of the Federal Security Service of Russia; in 2003, from the Academy of the Federal Security Service of Russia; and, in 2008, from the Russian Civil Service Academy under the President of the Russian Federation. From 1994 to 2009, he served in the Federal Security Service of Russia. He is a lieutenant-colonel in the reserves. From 2009 to 2016, he worked in senior positions at KIN Group, where he oversaw the safety of production and commercial processes, as well as the security of tangible and intangible assets. In 2017, he was appointed Deputy CEO of Eldorado, and he has been the Security Director for M.Video-Eldorado Group since 2018.