



O'KEY GROUP

Investors' presentation, September 2019

O'KEY
GROUP OF COMPANIES

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O`KEY Group at a glance


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O`KEY 78
ОТЛИЧНО ЖИТЬ ПРАКТИЧНО
Hypermarkets Stores

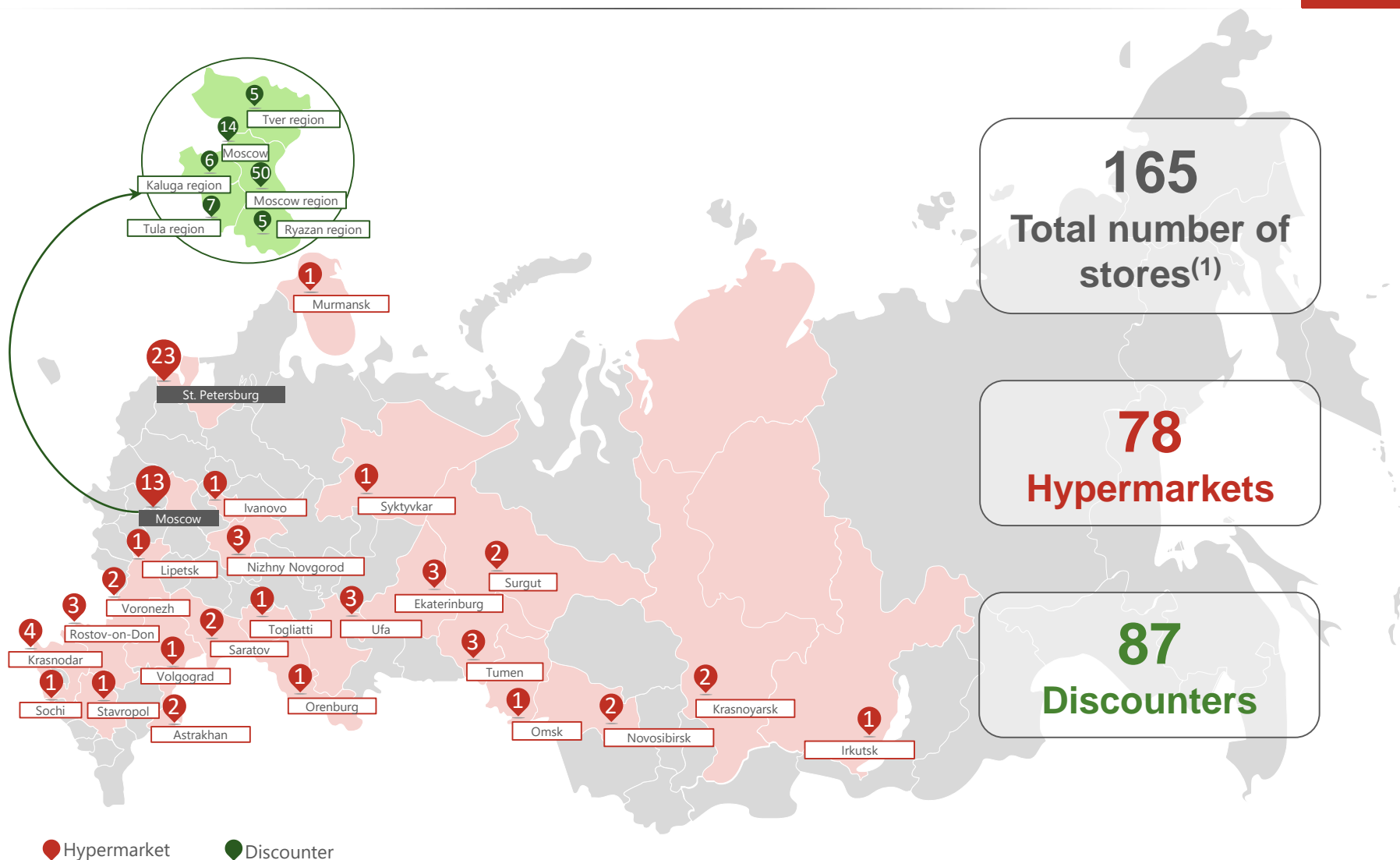
ДА! 87
Discounters Stores

 **588**
selling space
(thb sqm)

 **RUB 80bn**
Revenue 1H 2019

 **8.5%**
Revenue CAGR
1H 2010- 1H 2019

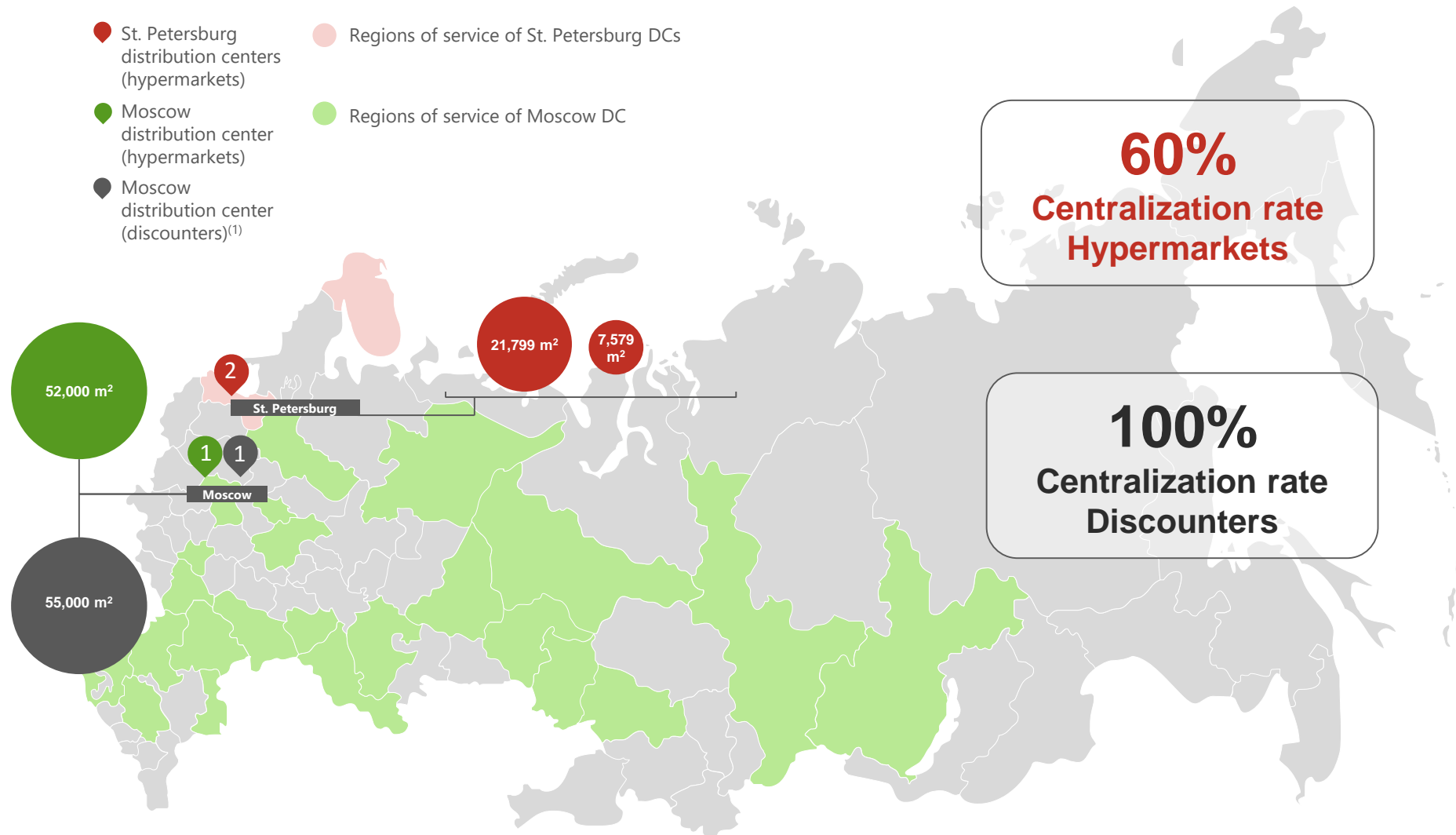
 **99 mln**
Clients shopped in 1H 2019



Notes: ⁽¹⁾ Number of stores as of September 2019.

O`KEY supply chain

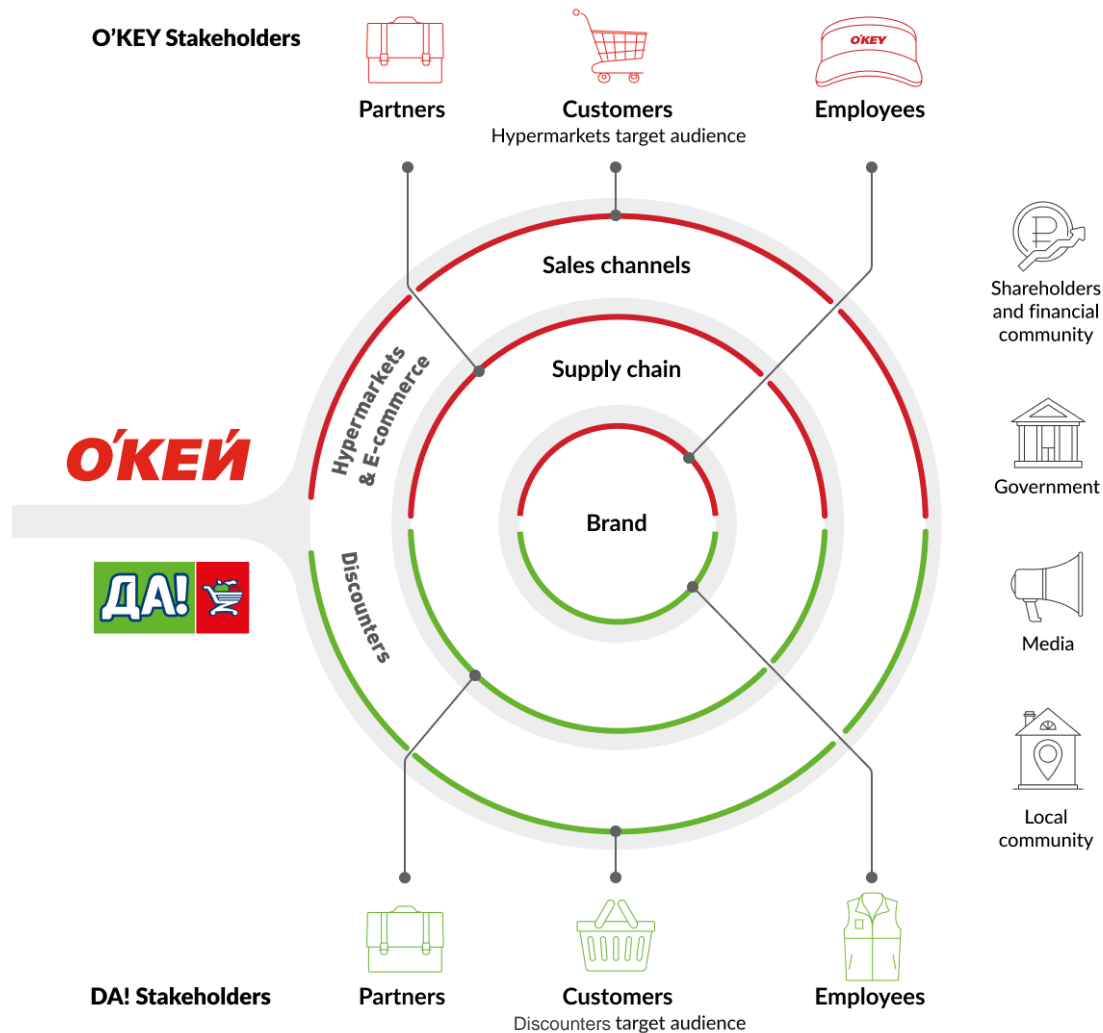
6



Notes: ⁽¹⁾ Service areas are limited to Moscow, Moscow region, Tula region, Tver region, Kaluga region and Ryazan region.

O'KEY business model

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O'KEY Group – An established history

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- **O'KEY GROUP** was founded
- **FIRST O'KEY HYPERMARKET** opened in St Petersburg

2001 - 2003

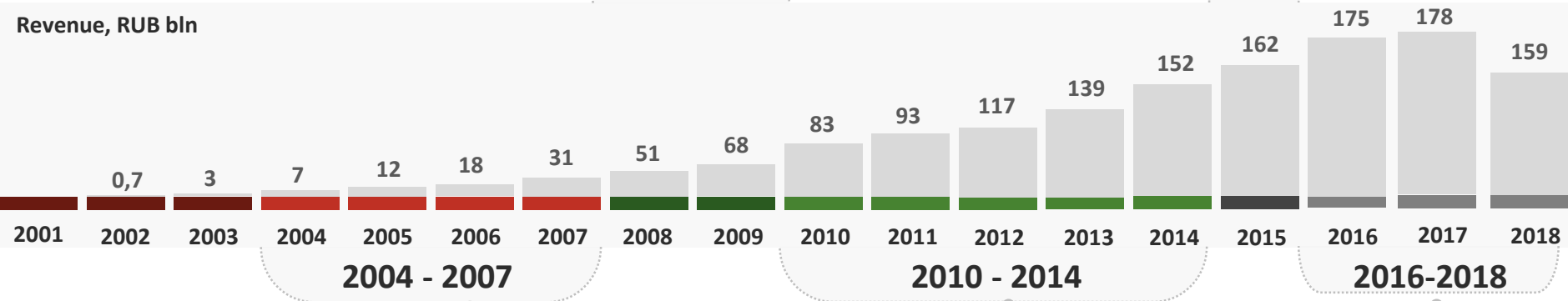
- Focus on **EXPANSION** in Russia's key regional markets
- **6 NEW REGIONS**
- **TOP-10** retailer by revenue
- 37 total stores
- **DOUBLED** selling space to >190 k m2

2008 - 2009

- **ONLINE SALES PLATFORM** launched
- **STRENGTHENING** of management team
- **NEW DISCOUNTER FORMAT** under the DA! brand
- 146 total stores
- **>590 K M2** selling space

2015

Revenue, RUB bln



2004 - 2007

2010 - 2014

2016-2018

- Strategy of establishing **REGIONAL MARKET LEADERSHIP**
- **8 HYPERMARKETS AND 2 SUPERMARKETS** opened in St Petersburg
- **×15 TIMES** increased selling space to 87 k m2

- Emergence as a **ONE OF THE LEADING** national Russian retailers
- **RAPID EXPANSION** in Moscow and key regional markets
- IPO on the London Stock Exchange
- >100 total stores
- **>550 K M2** selling space

- **SALE OF SUPERMARKETS BUSINESS**
- **60%** logistics centralisation level
- **MOBILE APP** for iOS and Android launched in 2016
- 145 total stores
- **578 K M2** selling space

O`KEY has an experienced management team

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Armin Burger
CEO of O`KEY

2013-2018: CEO of Da! discounters
2012-2013: CEO and a Member of the Supervisory Board of Praktiker AG
2008-2011: Member of the Super. Board Aldi Süd
1999-2008: CEO Hofer KG, Sattledt, Austria



Konstantin Arabidis
Chief Financial Officer

2012-2016: various positions in O`KEY Group
Before 2012: various positions in PWC



Anton Farlenkov
Corporate Development Director

2006-2016: Various leadership positions at Goldman Sachs
2003-2006: various positions in Royal Dutch Shell, Infoshare



Ivan Dropuljic
Commercial and marketing Director

2012-2017: Purchasing and Marketing Director, Member of the Board of Kaufland Croatia
2007-2012: Fresh Food Director at Kaufland Croatia
Up to 2007: various positions at Pik Vrbovec and Jamnica



Sergey Shadrin
Supply Chain Director

2017-2018: Auchan Moscow, Supply Chain Director
2004-2018: various positions at Danone Russia, Ukraine, Saudi Arabia



Pavel Lokshin
Operations Director

2016-2018: CEO of Perekrestok Express
2013-2016: CEO of K-Rauta
2001-2013: various positions in METRO Cash & Carry Russia Co.



Elena Polozova
Human Resources Director

2013-2015: Senior HR, OKEY
2003-2013: HR Business partner in Magnit



Pavel Remezov
Real Estate Director

2017-2018: Real Estate and Development Director at OBI
2013-2017: Format development Director at Lenta



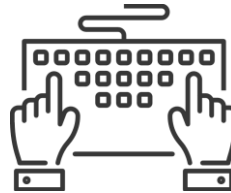
Ivart Papli
Director for Security and Risk Management

2012-2015: Risk & Security manager IKEA Russia
2002-2012: Various positions at DHL

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**COMPACT
HYPERMARKETS**



E-COMMERCE



DISCOUNTERS

Hypermarket Profile

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Share in sales in 1H 2019	89.2%
Number of stores	78
Average store selling space, '000m ²	7.1
Total selling space (m ²)	528,124
Percentage of owned trade space	54%
Average CAPEX per owned store	RUB 1.1 bln
Average CAPEX per leased store	RUB 350 mln
Payback period per owned store	7 years
Payback period for leased store	4-5 years
Product range	SKUs: 34,000 Fresh + UltraFresh: 45.0% Dry: 15% Non-food: 14% Drinks: 13% Cosmetics/Detergents: 9% Own production: 4%
Average ticket (RUB) in 1H 2019	1,026
Target audience	Lives within 15 min by car
Locations	Near public transportation hubs, in areas with limited competition



Facade of hypermarket in Yekaterinburg



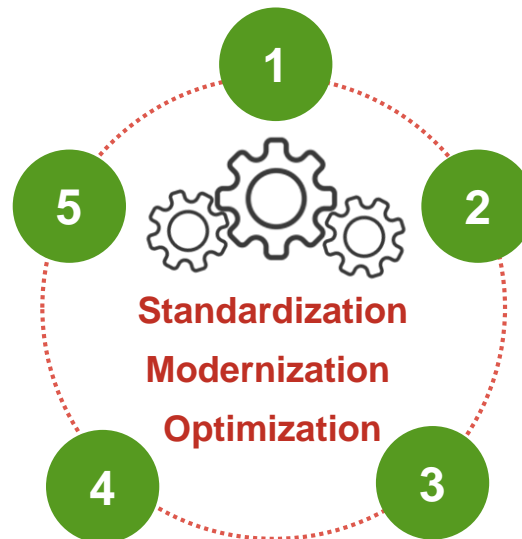
Interior of hypermarket in Yekaterinburg

Efficiency to value

Process excellence
Improvement of working environment
Being professional in everything we do

Assortment & Marketing

Standard diverse assortment portfolio
Private labels evolution
New marketing tools



Enhancing of Supply chain

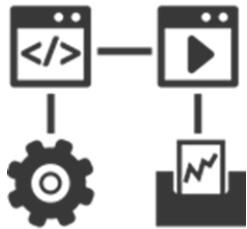
Easy stock replenishment
Maximum level of availability

New IT Infrastructure

More automation
Fast and user friendly IT tools

Store enhancement

Store renovation



STANDARD BUSINESS PROCESSES

Establishing process baseline in order to prepare to breakthrough



ENHANCEMENT OF IN-STORE OPERATING GOVERNANCE MODEL

Leveraging corporate platform to create value as a company



STRIVING FOR EXCELLENCE

Best-in-class team to achieve quality leadership and service excellence

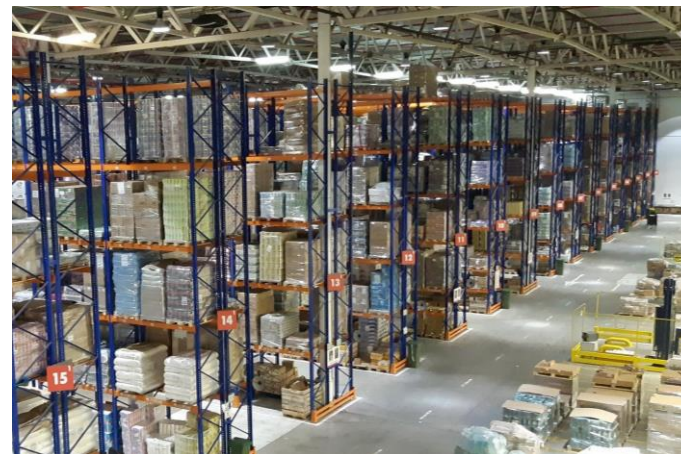
2 SC: On-time. Full. Efficient.

15

Centralization	60%
# of DCs	1 federal & 2 regional DCs
WH and transport management	Manhattan WMS ⁽¹⁾ Cloud TMS ⁽²⁾
Replenishment (WH and store)	ORACLE RPAS roll out phase
Plans for 2019	<ul style="list-style-type: none">• Optimization of business processes, aimed at:<ul style="list-style-type: none">• Working capital reduction;• Improvement of on shelf availability.• Implementation of “Track and trace technology”, in order to meet requirements of Russian legislation.



DC Shushary, St. Petersburg region, 7,579 m²



DC Petroslavlyanka, St. Petersburg region, 21,799 m²

Notes: ⁽¹⁾ Manhattan WMS - warehouse management system; ⁽²⁾ Cloud TMS – transport management system based on the cloud platform.



**MODERN
LOOKING
STORES**



**«LIFE-STYLE»
DESTINATION**



**SIMPLIFIED
SHOPPING
EXPERIENCE**

- ✓ Modern look & feel to respond to the customers' expectations for fun and hassle-free shopping
- ✓ Orientation is facilitated by multicolored navigation
- ✓ More efficient organisation of the selling space to respond to the customer expectations
- ✓ Self-checkout counters with Self Scanning technology
- ✓ “Freshh Area” – styled as an open market, area where customers can find the variety of fresh products
- ✓ “Farmer’s Corner” – the area with fresh dairy products delivered every morning from farms
- ✓ Self-service green salad bar
- ✓ Sections of men and women clothes and shoes put at the central positions in the store
- ✓ Enhanced drinks and alcohol sections placed at the far-right corner of the shop



Cafe and bakery in O'KEY hypermarket, Yekaterinburg



“Fresh area” in O'KEY hypermarket, Yekaterinburg













2 SC: On-time. Full. Efficient.

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ERP

Microsoft Dynamics
AXAPTA 2004/2012

(implementation in all DCs and HQ)

Supply Chain

Manhattan WMS, Cloud TMS

Oracle RPAS

(70-80% of sales)

Category management

Oracle RPAS

(implementation in all categories)

Space management

JDA

(implementation in top-18 categories)

Plans for 2019

Further implementation of
innovative IT technologies aimed
at business processes
enhancement.



Self-scanning stand at O'KEY Svyatoozerskaya hypermarket, Moscow



Electronic shelf labeling at O'KEY RIO hypermarket, Moscow



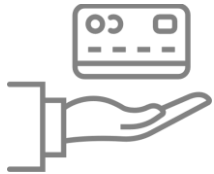
SMART PROMO

- New promo tools
- Co-promo and incremental sales
- Flexible approach across store formats, customer segments & geo-locations



TARGET MARKETING

- Personalized offers
- Cross & Up-sell activities



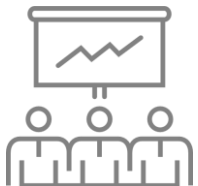
LOYALTY PROGRAM

- Reward initial loyalty and encourage more purchases
- Providing customers a sense of value
- Target segment-focused solution



PRICING POSITION IMPROVEMENT

- Changing of customer's pricing perception



PRIVATE LABEL EVOLUTION

- Increase of Private Label share



ALIGNMENT OF ASSORTMENT

- Focus on imports to create a differentiating factor

- ✓ Our supermarkets and hypermarkets offer two types of PL brand:
 - ✓ **“That’s What You Need!”** - to cater to the price-sensitive customers (874 SKU)
 - ✓ **“O`KEY”** - to address the needs of customers seeking value-for-money (827 SKU)
- ✓ 85% of products produced by local suppliers
- ✓ Our PL brands are on average cheaper by 20-30% than branded products of the same quality
- ✓ Implemented special quality control programme “Trademark O`KEY – Customers` Guarantee”⁽¹⁾ aids for testing both production facilities as well as samples in independent accredited laboratories
- ✓ O`KEY products are featured in regular catalogues and in dedicated catalogues published twice a year
- ✓ Dedicated section at the e-commerce website, direct mailing to customer base and advertising campaigns supports sales of our PL products
- ✓ In coming years we plan to double the share of private label brands, including non-food categories
- ✓ In 3Q 2018 we launched premium private label brand “O`KEY selection”



PL AS % OF REVENUE

2018
6.6%



SKU

2018
1,600+
under three brands



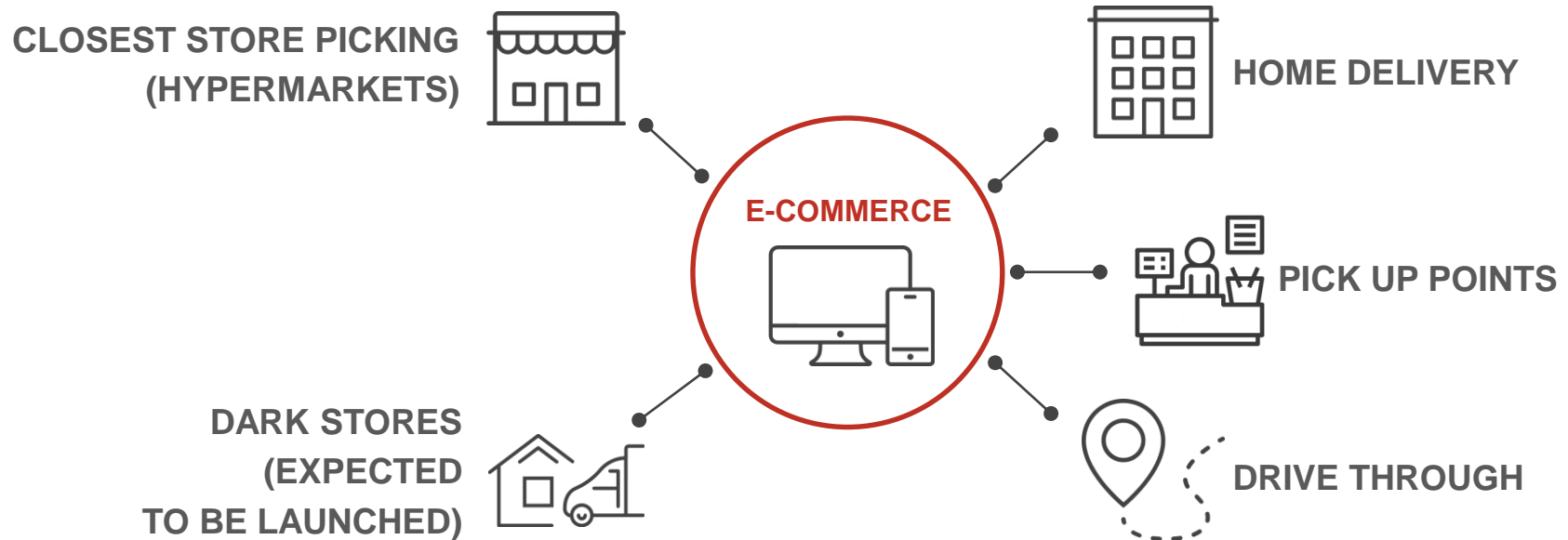
AWARD

2018
Best PL brand in non-food segment
Best PL in the economy segment
Responsible approach to PL
4rd International Exhibition by IPLS

Notes: ⁽¹⁾ Is a part of our quality control system for products and goods under our private label.

OPERATIONAL MODEL FOR ORDER MANAGEMENT

CONSUMER CHOICES FOR ORDER COLLECTION



Omni: Functional mobile app

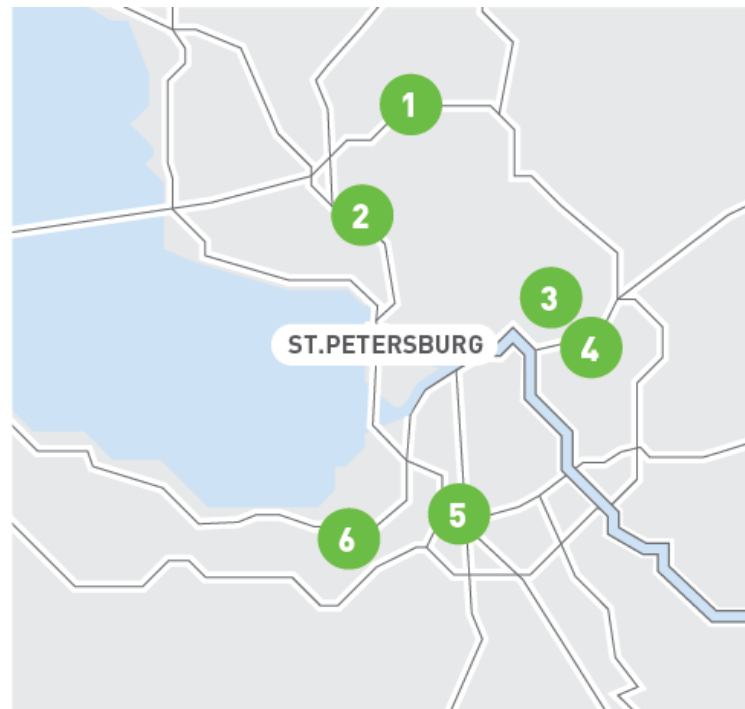
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- Purchase goods
- Use facet search and filters
- Use easy templates
- Share basket between users
- View promotions
- Pay online
- View order history
- View offline catalogues
- Locate the nearest store
- Create an electronic loyalty card
- Access the shopping history, both in the form of a detailed receipt and overall monthly expenses
- Check accumulated loyalty points and personalised offers



- | | |
|-----------------------|----------------------------|
| 1 HM 'Vesna Altufevo' | 4 HM 'Svyatoozerskaya' |
| 2 HM 'Putilkovo' | 5 HM 'GOOD ZONE' |
| 3 HM 'Rostokino' | 6 HM 'Kirovograd Columbus' |



- | | |
|--------------------------------|--------------------------|
| 1 HM 'Vyborgskoye' | 4 HM 'Bolshevikov' |
| 2 HM 'Bogatyrskiy Yakhtennaya' | 5 HM 'Pulkovskoye' |
| 3 HM 'Ladozhskaya' | 6 HM 'Tallinskoe shosse' |



O`KEY recognized as the **“Best Food Retail Chain”** in 2018 and **“Consumer Choice”** for **“Best Prices”**



O`KEY awarded **gold and two silver medals** at the international competition **"Quality Assurance 2018"**



In 2018 O`KEY was awarded the **Russian mark of quality** (Roskachestvo)



O`KEY mobile app (Mobile Family) won the **platinum award** in the **“Convenience and Ease of Use”** nomination in 2018

Discounters at glance

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87
Stores



RUB 8.6bn
Revenue 1H 2019



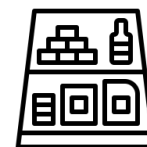
700 sq. m
Average store
selling space



100%
Logistics
centralisation



2,571
SKU



42%
Private label SKUs

Discounters Profile

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Share in sales in 1H 2019	10.8%
No. of stores	87
Average store selling space ('000m ²)	0.7
Total selling space (m ²)	59,654
Percentage of owned space	27.9%
Average CAPEX per owned store	RUB 150 mln
Average CAPEX per leased store	RUB 50 mln
SKU	SKUs: 2,571 PL SKUs: 42% of total SKUs
Product range	Fresh: 45% Dry: 28% F&V: 15% Non-food: 8% Non-food special: 3% Food special: 1%
Full time equivalent	8
Average ticket (RUB) in 1H 2019	496
Target audience	Lives within 5 minutes by car/ 15 min walking distance
Locations	Within highly populated residential districts in close proximity to roads



Interior of discounter in Moscow region



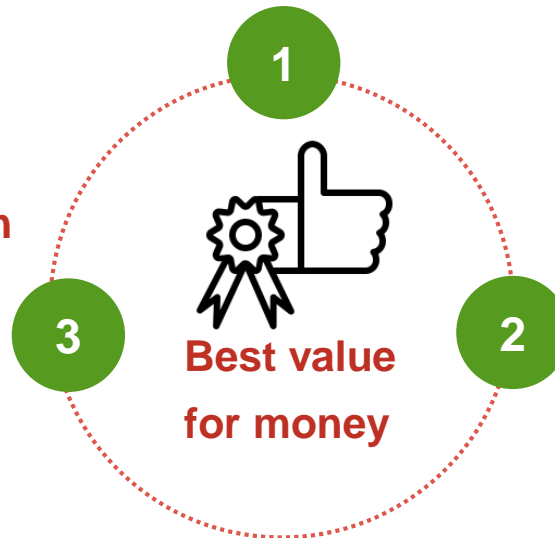
Interior of discounter in Moscow region

Growth and expansion

Up to 130 stores by the end of 2020
Enhancing shopping experience

The best value proposition

Best quality
Best price
Convenient locations
Excellent customer service



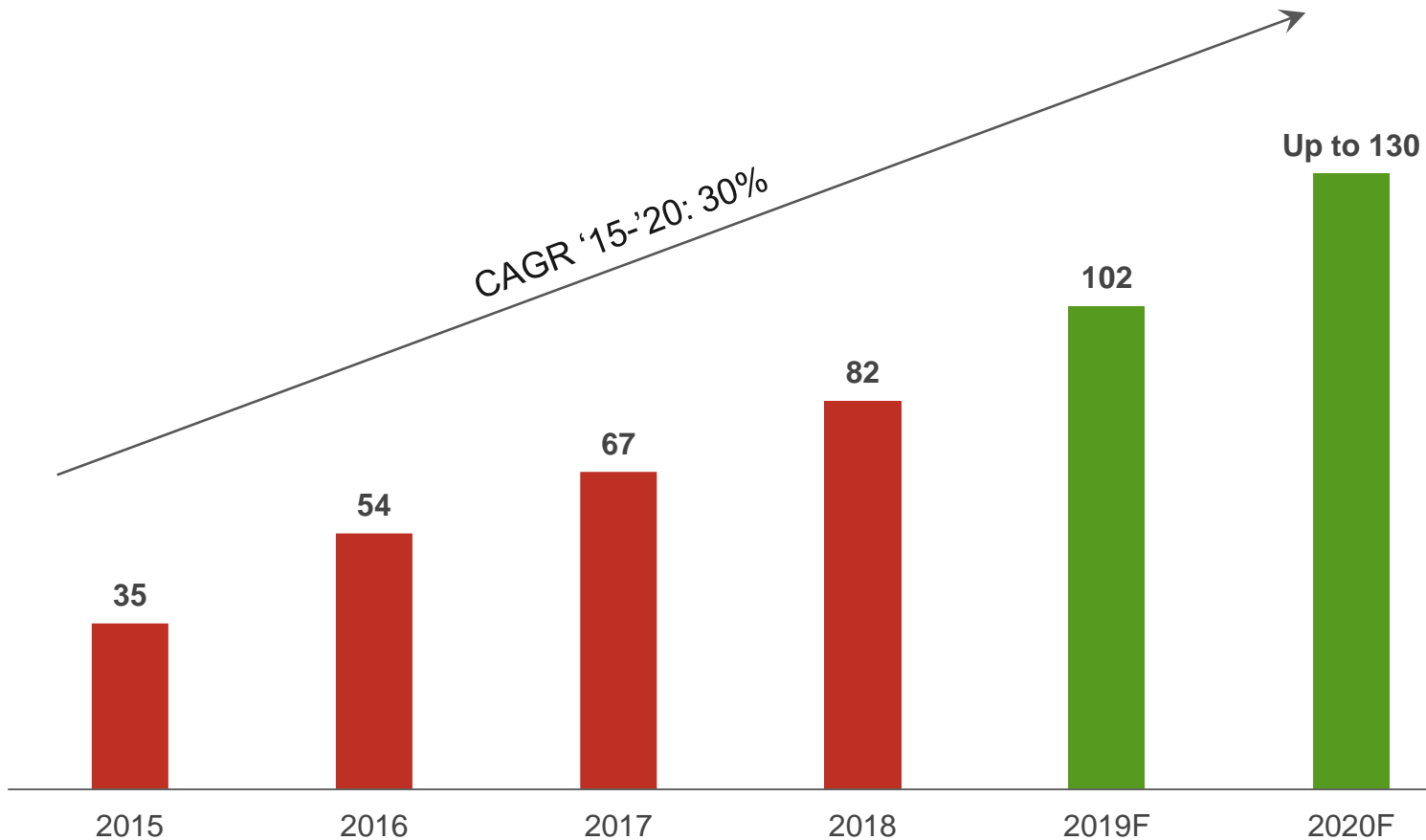
Assortment & Marketing

Strong private labels and
exclusive assortment
New marketing tools

1 Growth and expansion: up to 130 stores

34

Number of stores



1 Enhancing the shopping experience

35



1 Enhancing the shopping experience

36

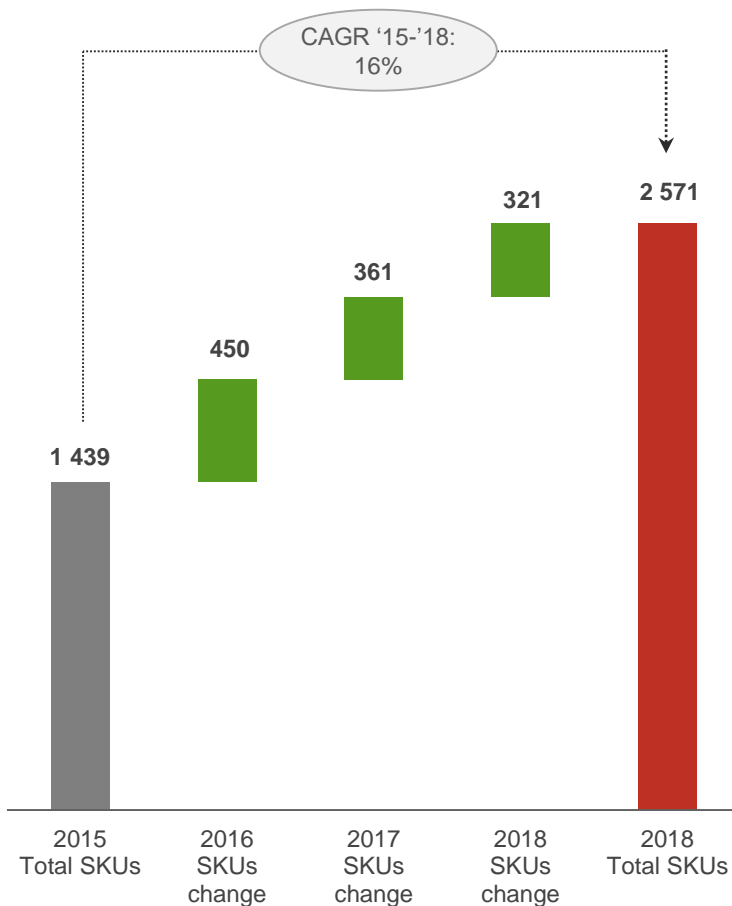


1 Enhancing the shopping experience

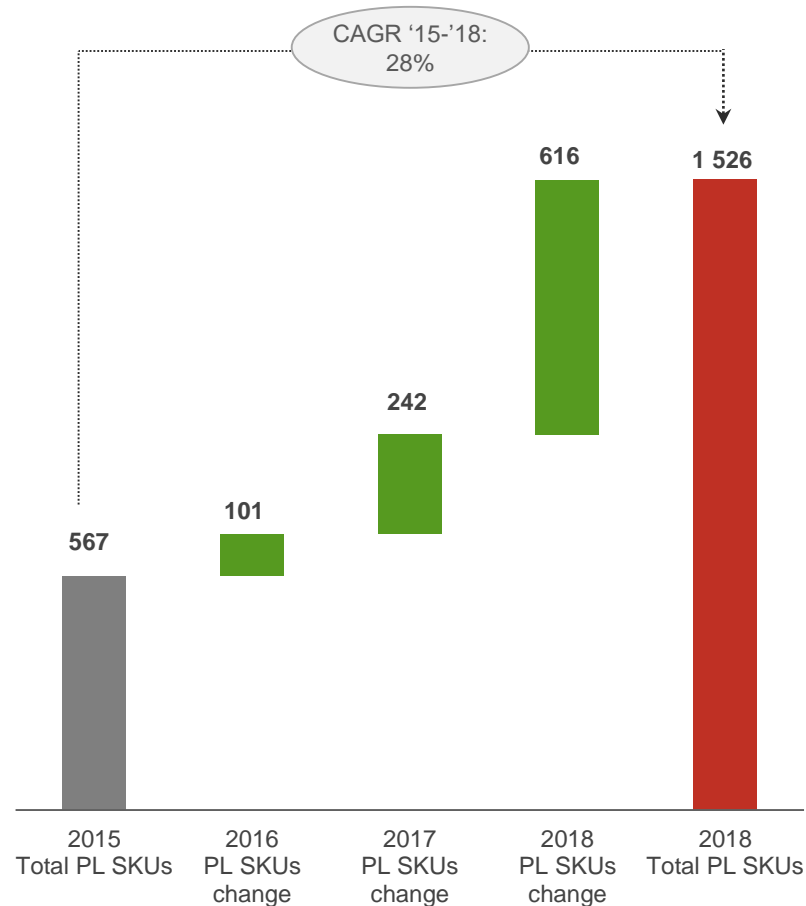
37



Total SKUs growth



Private label SKUs growth



LIMITED PRODUCT RANGE

Low prices

High turnover per SKU



STRONG PRIVATE LABELS



SUPPLY CHAIN

Own distribution centre –

100% centralisation



OUR STAFF

More than 1,700 employees

Well trained personnel

Positive working environment

Excellent customer service



**Modern and attractive
store design**

- 1 Joint buying
- 2 Office relocation
- 3 Direct import
- 4 Private Labels synergies



- **Revenue growth:** we revised the guidance upwards to low single digit growth

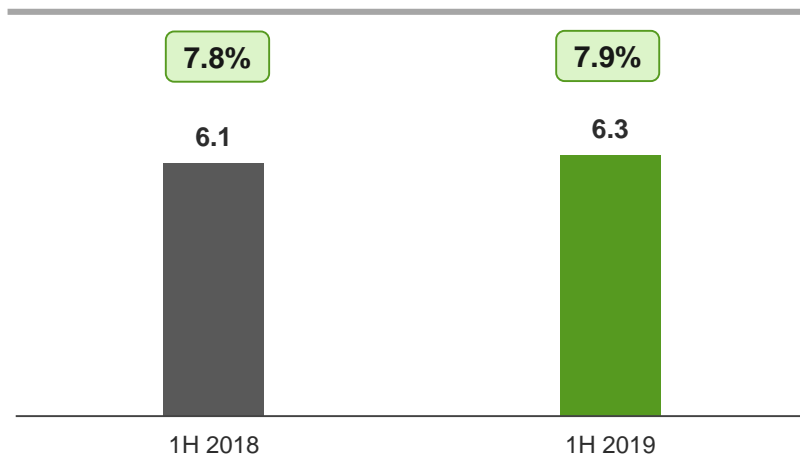


- **Expansion:** up to 20 new discounters
- **Revenue:** double digit LFL growth
- **Breakeven:** by the end of 2019

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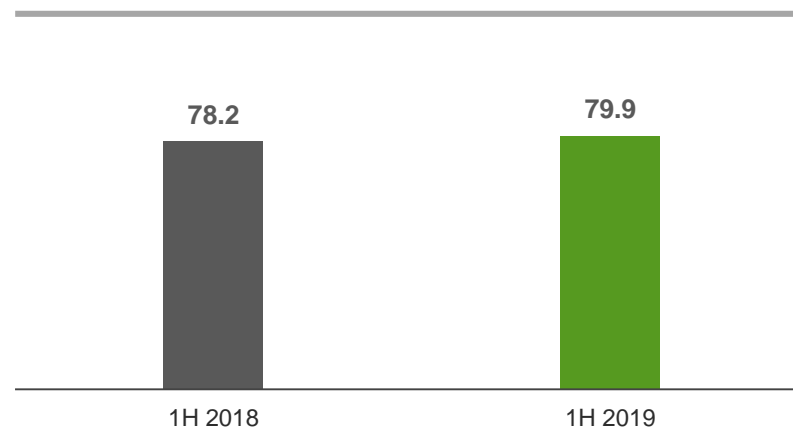
- The Group revenue increased in 1H 2019 by 2.2%
- The Group EBITDA grew by 3.9%YoY to RUB 6,341 mln compared with RUB 6,105 mln in 1H 2018, while the EBITDA margin increased in 13 bps YoY to 7.9%
- Net profit for the Group amounted to RUB 632 mln in 1H 2019 compared to negative RUB 897 mln in 1H 2018

EBITDA⁽¹⁾, RUB bn

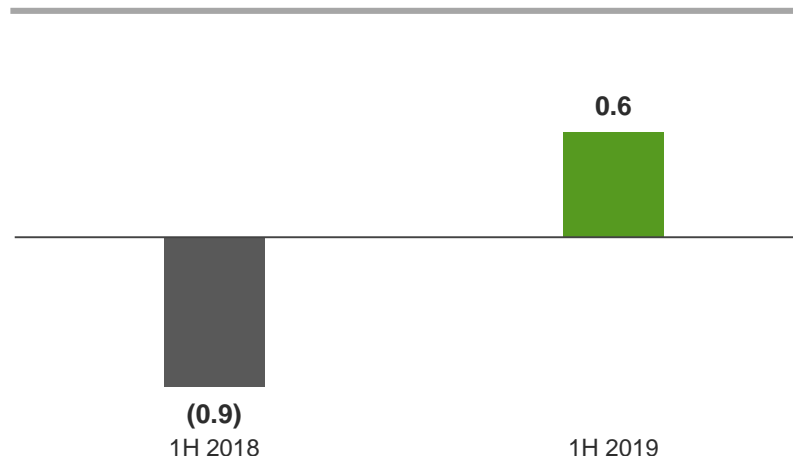


7.8% EBITDA margin

Revenue, RUB bn



Net profit/(loss), RUB bn

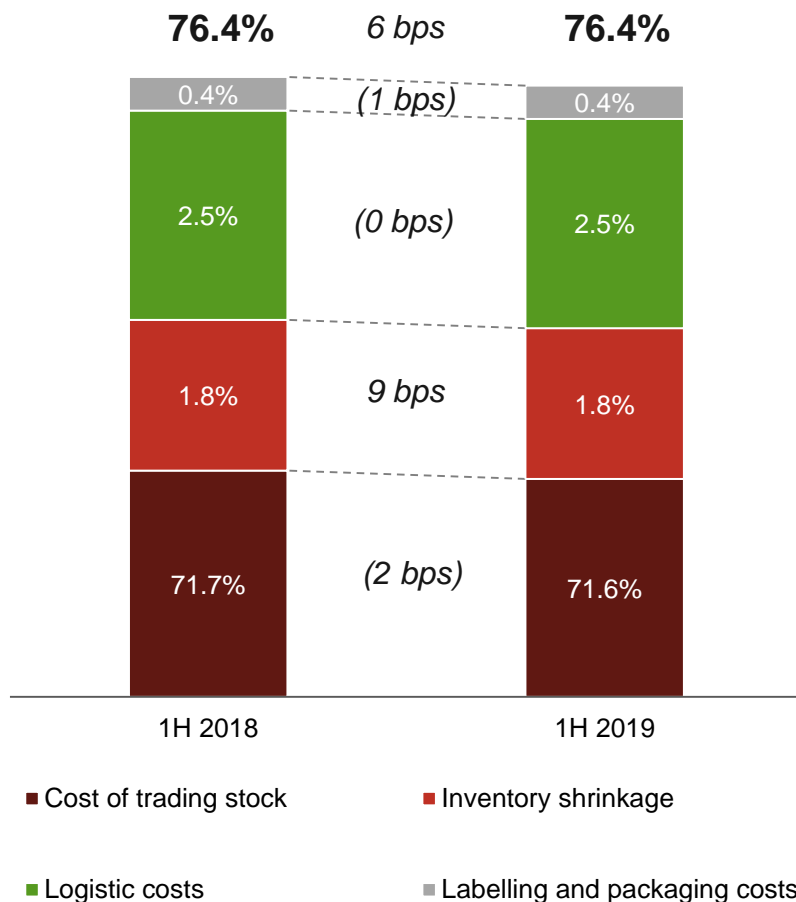


Notes: ⁽¹⁾ The Group has adopted IFRS 16 from 1 January 2019. Upon implementing the standard, the Group's management began to assess Company performance based on the figures presented in accordance with IFRS 16.

In 1H 2019 COGS stayed almost flat YoY as percentage of revenue

44

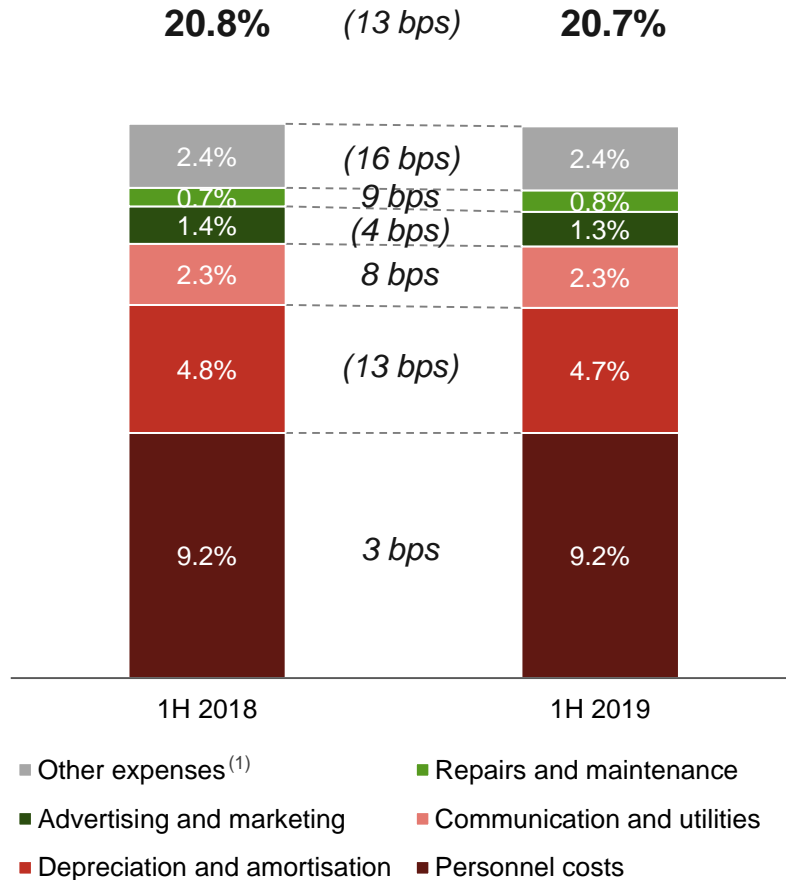
COGS breakdown as percentage of revenue



- Cost of trading stock decreased by 2 bps YoY;
- Inventory shrinkage increased by 7.2% in absolute terms YoY mainly due to cancelling supplier returns of products with a shelf-life of less than 30 days;
- Logistics cost stayed almost the same YoY.

In 1H 2019 SG&A expenses decreased by 13 bps

SG&A expenses breakdown as percentage of revenue



- Personnel costs up by 3 bps YoY driven by necessary wage increases at hypermarket business in the second half of 2018;
- Communication, utilities, repairs and maintenance expenses increased by 17 bps YoY due to tariffs indexation in the second half of 2018 and planned equipment repairs in 1H 2019;
- Advertising and marketing expenses stayed almost flat YoY.

Notes: ⁽¹⁾ Other expenses include security expense, insurance and bank commissions, operating taxes, legal and professional expenses, expenses relating to variable lease payments and operating lease expenses, materials and supplies and other costs.

In 1H 2019 EBITDA margin increased by 13 bps driven by better purchasing terms and higher efficiency of operations

46

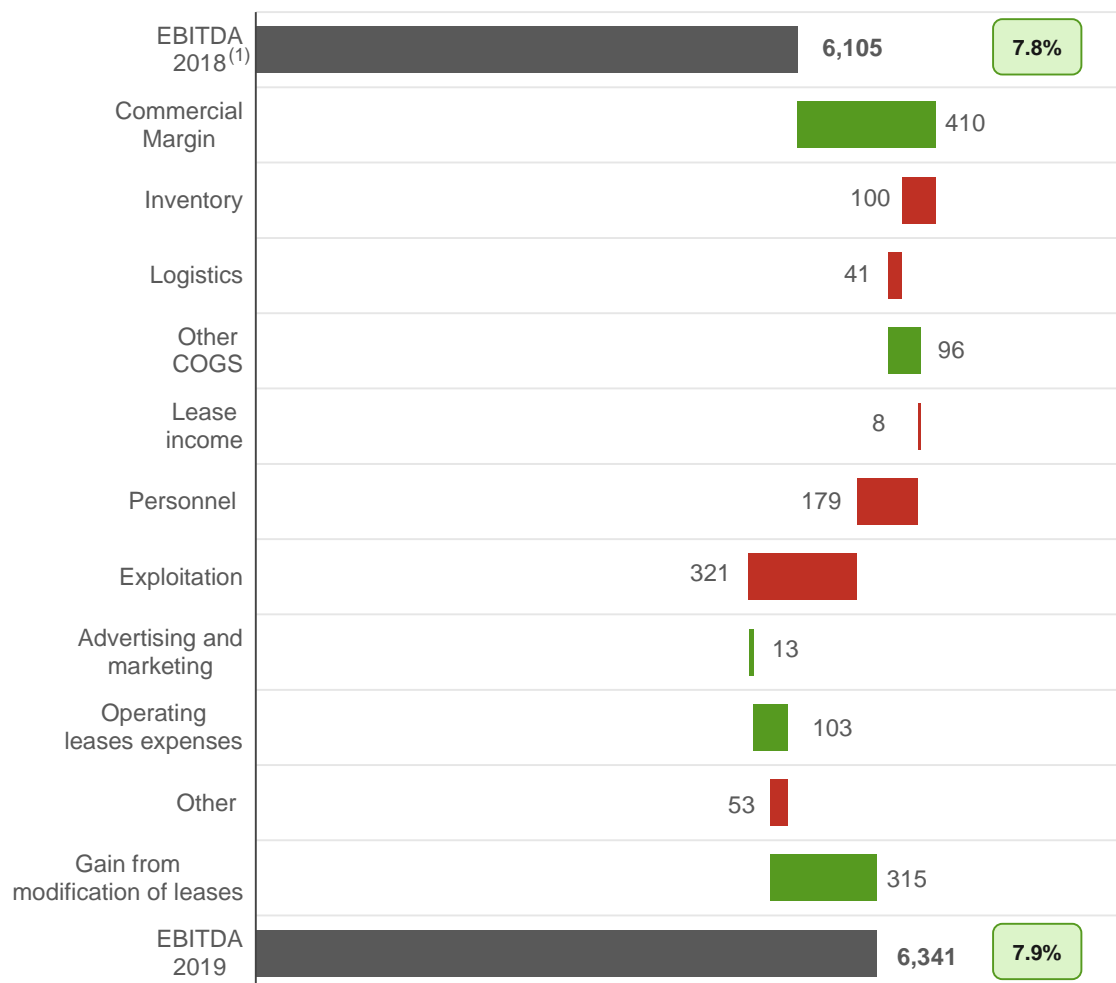
1H 2019 EBITDA was up by 3.9% to

RUB 6,341 mln due to:

- (+) increase of commercial margin: impact RUB 410 mln
- (-) increase of inventory shrinkage: impact RUB 100 mln
- (-) increase of logistics costs: impact RUB 41 mln
- (+) other COGS components decrease: impact RUB 96 mln
- (-) decrease of lease income: impact RUB 8 mln
- (-) increase of personnel costs: impact RUB 179 mln
- (-) increase of exploitation costs: impact RUB 321 mln
- (+) decrease of advertising & marketing costs: impact RUB 13 mln
- (+) decrease of operating lease expenses: impact RUB 103 mln
- (-) increase of other costs: impact RUB 53 mln
- (+) Gain from modification of lease agreements: RUB 315 mln

EBITDA
margin

1H 2019 EBITDA – key drivers, RUB mln

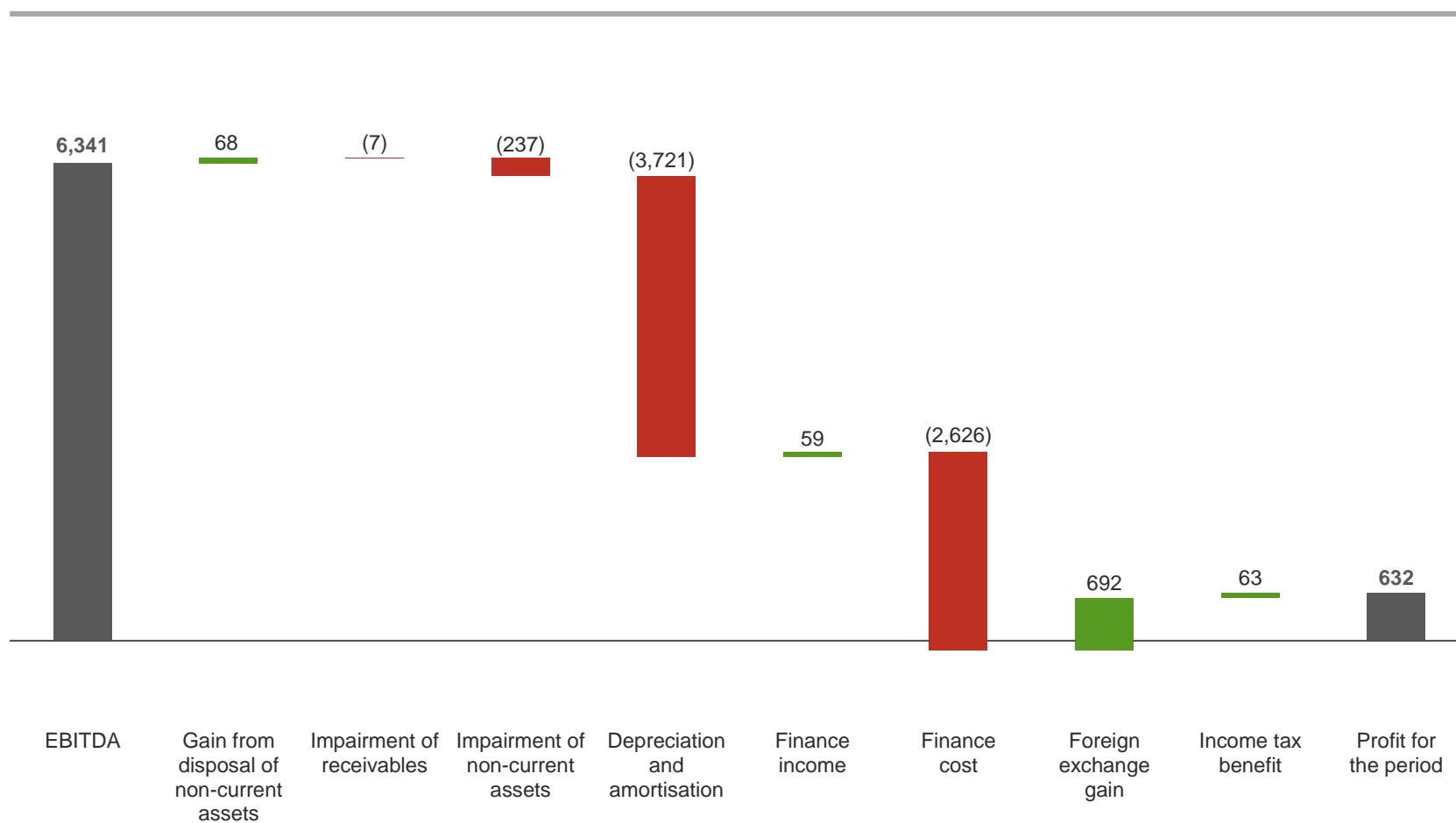


Notes: ⁽¹⁾ 1H 2018 EBITDA restated in line with IFRS16 guidelines.

In 1H2019 profit was supported by a stronger EBITDA

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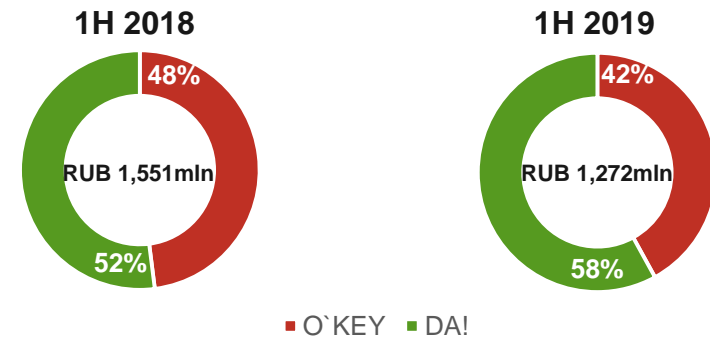
EBITDA to Profit reconciliation, RUB mln



Capital expenditures in 1H 2019 decreased by 18% YoY

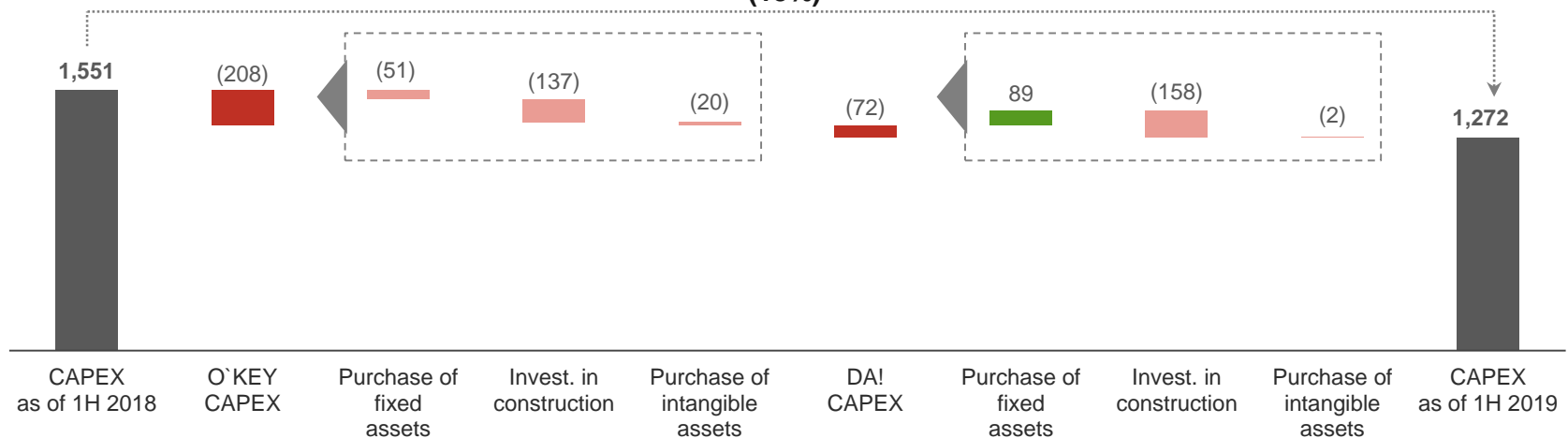
- In 1H 2019, the Group invested RUB 531 mln (excluding VAT) into the development of its hypermarket business
- In 1H 2019, the Group invested RUB 740 mln (excluding VAT) in growing its discounter business

CAPEX structure



Capital Expenditures YoY change analysis, excluding VAT, RUB mln

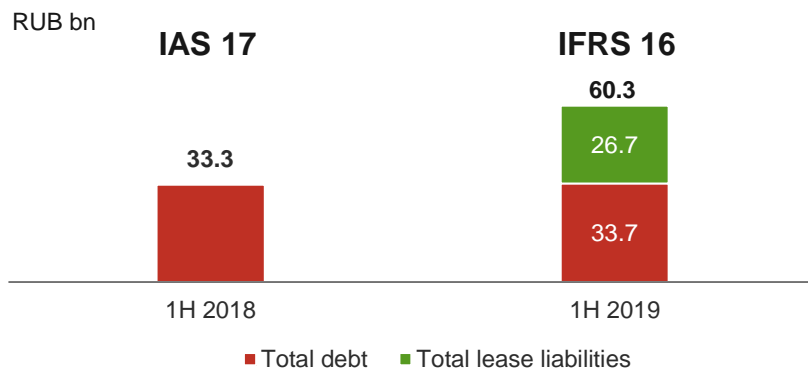
(18%)



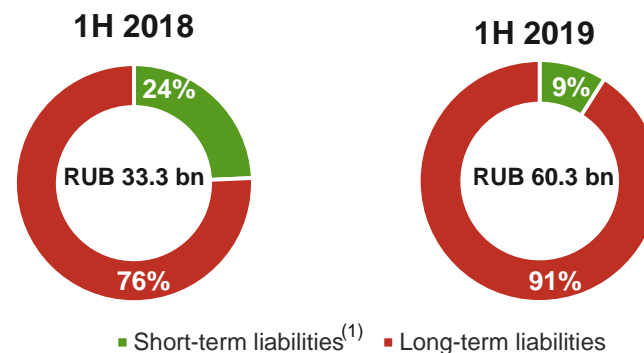
Interest-bearing liabilities structure

49

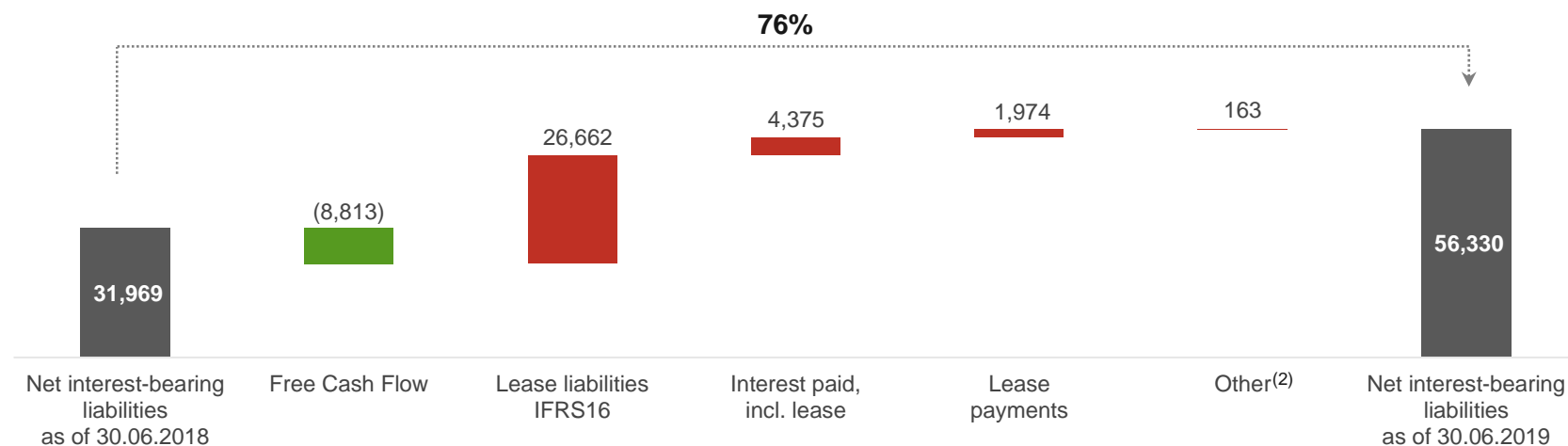
IFRS16 vs. IAS17



Short-term vs. long-term



YoY change analysis, RUB mln



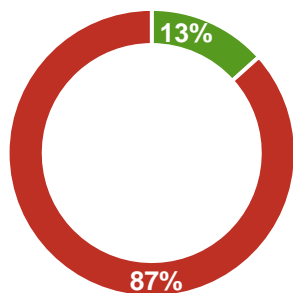
Notes: ⁽¹⁾ Short-term debt does not include interest accrued on loans and borrowings; ⁽²⁾ Other financial payments, effect of exchange rate fluctuations on cash and cash equivalents and other.

Debt portfolio maturity

50

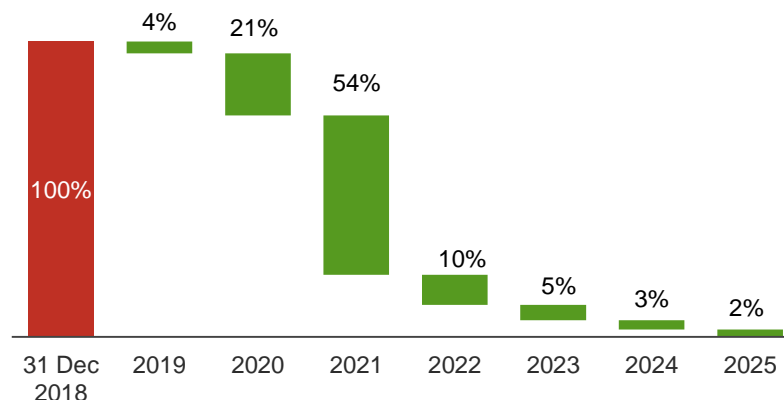
- 97% of debt portfolio is RUB-denominated
- In July, 2019 RAEX (EXPERT RA) affirmed O`KEY a 'ruA-' rating with a stable outlook
- In April, the Group placed unsecured bonds in the amount of RUB 5 bn on MOEX bearing coupon rate of 9.35% p.a. The bonds mature in April 2029 with the option for bond holders to claim early repayment in April 2022
- As at the end of 1H 2019, the Group's weighted average interest rate decreased from 9.1% as at the end of 1H 2018 to 8.9%. The Group maintains its strong focus on debt portfolio optimisation

Debt portfolio coverage



■ Secured ■ Unsecured

Debt portfolio maturity



Covenants and liquidity

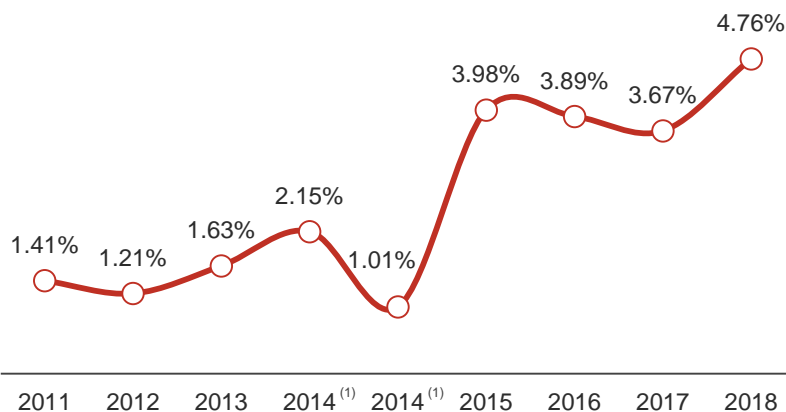
Parameter	1H 2019 (IFRS16)	1H 2018 (IAS17)
Cash & cash equivalents, RUB mln	4,016	1,334
Available credit lines, RUB mln	13,450	12,700
Net debt/EBITDA ⁽¹⁾	3.9x	3.5x

Notes: ⁽¹⁾ Short-term debt does not include interest accrued on loans and borrowings.

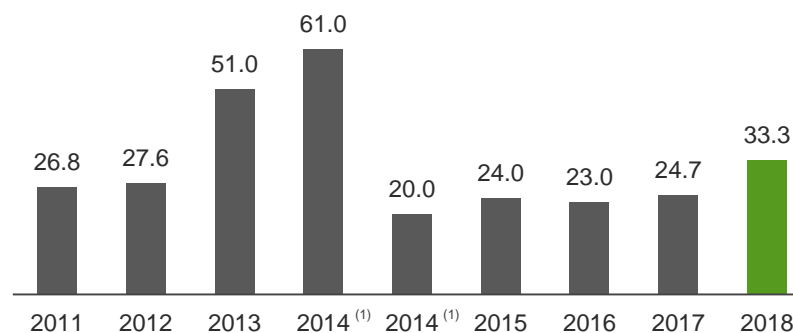
- O`KEY's dividend policy:

- Depends on net income and retained earnings of the key subsidiaries of O`KEY Group S.A.
- Frequency of payments per year is not limited
- Target payout – 25% of consolidated net profit
- The payout amount may vary subject to BoD decision

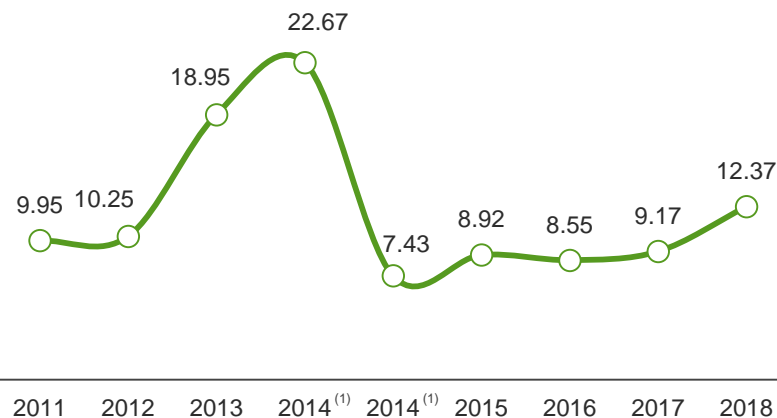
Dividend yield⁽²⁾



Interim dividend paid, US\$ mln



Dividend per GDR, US\$ cents, gross



Notes: ⁽¹⁾ In 2014 the Group distributed dividends two times; ⁽²⁾ At the record date.

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Three major shareholders

- Mr. Dmitry Korzhev
- Mr. Dmitry Troitskiy
- Mr. Boris Volchek

Board of Directors

- Mr. Heigo Kera, Chairman
- Mr. Dmitry Troitskiy, Non-Executive Director
- Mr. Dmitry Korzhev, Non-Executive Director
- Mr. Boris Volchek, Non-Executive Director
- Mr. Mykola Buinycky, Independent Director

Committees of the Board of Directors

Remuneration Committee



Mr. Heigo Kera

Chairman of the Remuneration committee

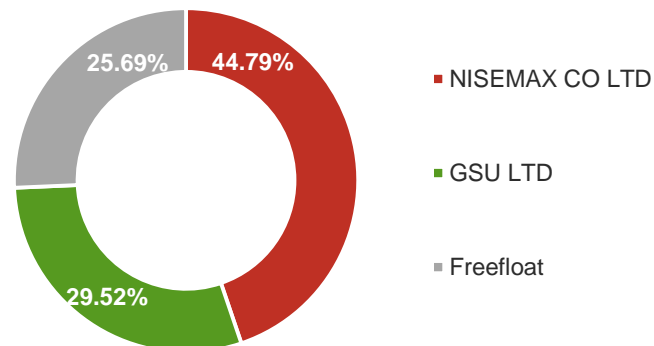
Audit Committee



Mr. Mykola Buinycky

Chairman of the Audit committee

Shareholder structure



Appendix: Key operating data by quarter

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Category ⁽¹⁾	Q1 2017	Q2 2017	Q3 2017	Q4 2017	FY 2017	Q1 2018	Q2 2018	Q3 2018	Q4 2018	FY 2018	Q1 2019	Q2 2019
Total sales, RUB bn	48.8	47.6	46.6	55.9	198.9	45.5	42.6	41.6	52.2	181.9	45.3	45.4
<i>Growth</i>	<i>0.5%</i>	<i>4.9%</i>	<i>0.7%</i>	<i>(1.2%)</i>	<i>1.1%</i>	<i>(6.9%)</i>	<i>(10.6%)</i>	<i>(10.7%)</i>	<i>(6.6%)</i>	<i>(8.5%)</i>	<i>(0.4%)</i>	<i>0.2%</i>
O`KEY	46.4	44.8	43.7	52.4	187.3	42.1	38.8	37.8	47.7	166.5	40.7	40.1
DA!	2.4	2.8	2.9	3.5	11.7	3.3	3.8	3.8	4.5	15.4	4.6	5.3
Number of stores	165	164	168	145	145	145	147	151	160	160	162	164
O`KEY	110	109	109	78	78	78	78	79	78	78	78	78
DA!	55	55	59	67	67	67	69	72	82	82	84	86
Selling space, ths sqm	623,611	611,679	611,300	577,804	577,804	577,968	577,248	586,357	584,914	584,914	586,357	587,778
O`KEY	586,001	574,069	570,896	531,589	531,589	531,589	529,555	528,124	528,124	528,124	528,124	528,124
DA!	37,610	37,610	40,404	46,215	46,215	46,379	47,693	58,233	56,790	56,790	58,233	59,654
LFL sales growth	(4.9%)	(0.1%)	(0.2%)	(0.5%)	(1.4%)	(0.7%)	(4.0%)	(1.3%)	-2.70%	(3.3%)	(1.3%)	0.6%
O`KEY	(6.4%)	(2.2%)	(2.3%)	(1.9%)	(3.2%)	(1.6%)	(5.4%)	(3.7%)	-3.70%	(4.3%)	(3.7%)	(1.0%)
DA!	67.8%	67.4%	54.1%	33.3%	52.0%	15.9%	15.7%	20.2%	12.20%	13.1%	21.4%	18.7%
LFL traffic growth	(3.6%)	(1.6%)	(3.1%)	(0.7%)	(2.2%)	(0.8%)	(2.2%)	(3.4%)	-3.40%	(2.6%)	(3.4%)	(0.8%)
O`KEY	(6.1%)	(4.6%)	(6.2%)	(3.2%)	(5.0%)	(2.5%)	(4.8%)	(6.0%)	-5.60%	(4.8%)	(6.0%)	(3.2%)
DA!	45.3%	40.4%	34.1%	25.7%	34.8%	12.7%	15.8%	12.1%	9.50%	12.0%	9.5%	11.8%
LFL ticket growth	(1.3%)	1.5%	2.9%	0.2%	0.8%	0.1%	(1.8%)	2.2%	0.80%	(0.6%)	2.2%	1.4%
O`KEY	(0.4%)	2.5%	4.2%	1.3%	1.9%	0.9%	(0.6%)	3.3%	2.00%	0.4%	3.3%	2.3%
DA!	15.5%	19.2%	14.9%	6.1%	12.7%	2.9%	0.0%	7.2%	2.50%	1.0%	7.4%	6.2%

Notes: ⁽¹⁾ O`KEY category includes hypermarkets and supermarkets, DA! category includes discounters.

Appendix: Consolidated Balance Sheet

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RUB, 000s	30 June 2019	31 December 2018
Investment property	1,048,737	1,047,000
Property, plant and equipment	43,036,179	43,770,640
Construction in progress	2,980,565	3,754,546
Right-of-use assets	24,167,963	-
Lease rights	-	4,312,159
Intangible assets	1,251,520	1,294,214
Deferred tax assets	3,687,012	2,438,928
Other non-current assets	935,185	1,405,610
Total non-current assets	77,107,161	58,023,097
Inventories	12,199,937	13,684,473
Trade and other receivables	3,480,092	3,402,946
Prepayments	1,072,033	1,389,038
Other current assets	25,928	25,466
Cash and cash equivalents	4,016,131	8,712,253
Total current assets	20,794,121	27,214,176
Total assets	97,901,282	85,237,273
Total equity	17,147,654	22,481,181
Loans and borrowings	31,974,980	31,964,302
Lease liabilities	22,928,011	-
Deferred tax liabilities	383,908	679,921
Other non-current liabilities	-	112,047
Total non-current liabilities	55,286,899	32,756,270
Loans and borrowings	1,709,214	2,461,437
Interest accrued on loans and borrowings	185,117	97,364
Lease liabilities	3,733,739	-
Trade and other payables	19,538,900	26,861,848
Current income tax payable	299,759	579,173
Total current liabilities	25,466,729	29,999,822
Total liabilities	80,753,628	62,756,092
Total equity and liabilities	97,901,282	85,237,273

Appendix: Consolidated P&L

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RUB, 000s	1H 2019 (IFRS 16)	1H 2018 (IAS 17)
Revenue	79,883,427	78,179,207
Cost of goods sold	(61,046,967)	(59,952,379)
Gross profit	18,836,460	18,226,828
<i>Gross margin</i>	23.6%	23.3%
Selling, general and administrative expenses	(16,531,707)	(17,047,777)
Other operating income and expenses	138,667	380,770
Operating profit	2,443,420	1,559,821
Finance income	59,008	46,577
Finance costs	(2,625,749)	(1,581,324)
Foreign exchange (loss)/gain	692,220	(642,206)
Profit/(Loss) before income tax	568,899	(617,132)
Income tax benefit	62,990	76,005
Profit/(Loss) for the year	631,889	(541,127)
Net profit margin	0.8%	N/A

RUB, 000s	1H 2019 (IFRS 16)	1H 2018 (IAS 17)
Group EBITDA	6,341	3,470
<i>Group EBITDA margin</i>	7.9%	4.4%
O`KEY EBITDA	6,509	4,370
<i>O`KEY EBITDA margin</i>	9.1%	6.1%
DAI EBITDA	(169)	(899)

Appendix: Consolidated Cash Flow

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RUB, 000s	1H 2019	1H 2018
CASH FLOWS FROM OPERATING ACTIVITIES		
Cash receipts from customers	92,381,998	89,676,521
Other cash receipts	435,310	433,619
Interest received	42,770	39,408
Cash paid to suppliers and employees	(90,150,271)	(92,699,092)
Taxes other than on income	(367,911)	(467,308)
Other cash payments	(30,157)	(19,871)
VAT paid	(1,559,547)	(1,216,504)
Income tax paid	(418,532)	(1,065,330)
Net cash from/(used in) operating activities	333,660	(5,318,557)
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of PP&E and right-of-use assets/lease rights (excluding VAT)	(1,126,491)	(1,383,950)
Purchase of intangible assets (excluding VAT)	(145,171)	(167,336)
Proceeds from sale of supermarkets (excluding VAT)	-	6,910,243
Proceeds from sale of subsidiaries	1,552,785	-
Proceeds from sales of PP&E and intangible assets (excluding VAT)	13,220	16,087
Net cash used in investing activities	294,343	5,375,044
CASH FLOWS FROM FINANCING ACTIVITIES		
Proceeds from loans and borrowings	5,250,000	1,100,000
Repayment of loans and borrowings	(5,893,800)	(3,990,268)
Interest paid	(1,432,712)	(1,612,754)
Repayment of principal amount of lease liabilities	(1,974,051)	-
Interest paid on lease liabilities	(1,216,864)	-
Dividends paid	-	(1,879,021)
Other financial payments	(34,920)	(54,522)
Net cash used in financing activities	(5,302,347)	(6,436,565)
Net increase/(decrease) in cash and cash equivalents	(4,674,344)	(6,380,078)
Cash and cash equivalents at the beginning of the period	8,712,253	7,750,177
Effect of exchange rate fluctuations on cash and cash equivalents	(21,778)	(35,318)
Cash and cash equivalents at end of the year	4,016,131	1,334,781

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