O'KEY GROUP Investor presentation, October 2019

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Executive summary

Key highlights:

- Macroeconomic conditions remain stable
- Competitive environment is easing
- Hypermarkets demonstrate recovering LFLs and steady sales growth
- Discounters continue to demonstrate impressive growth and higher profitability

Key focus:

- Higher sales densities and EBITDA growth in hypermarkets
- New hypermarket concept (we believe in a format of up to 6,000 sq. m)
- Continued growth of the discounter business coupled with better profitability

Guidance 2020:

- Hypermarkets: low single-digit growth in revenue and stable EBITDA margin
- Discounters: double-digit growth in LFL revenue, reach profitability on a monthly basis



O'KEY Group at a glance









RUB 187 bn

2019 LTM



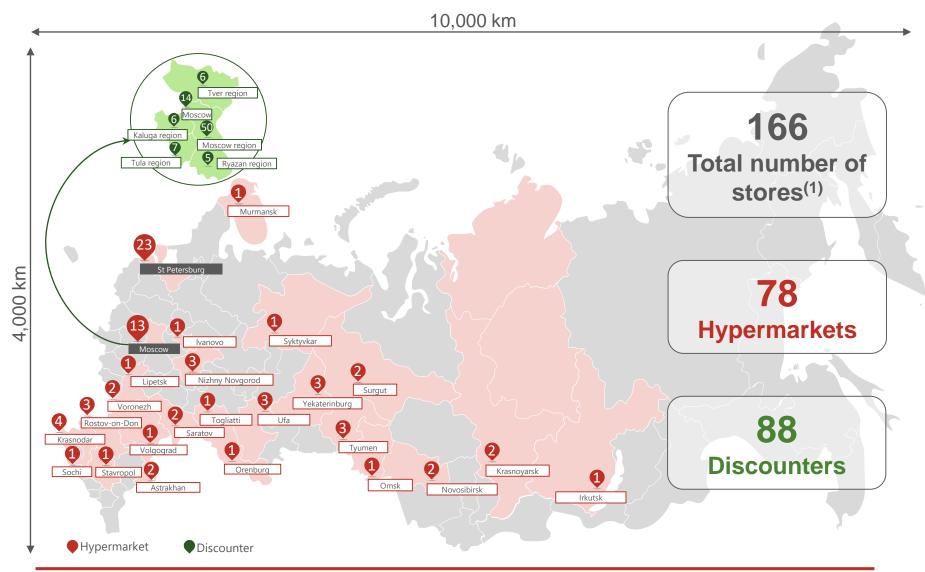
8.5%

Revenue CAGR 1H 2010- 1H 2019

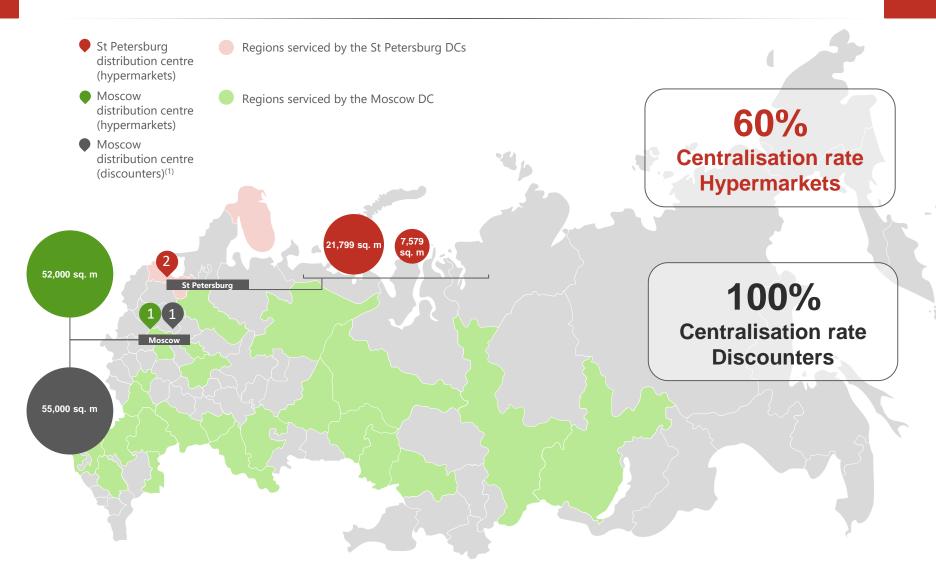




O'KEY Group geography



O'KEY Group supply chain



O`KEY Group has a strong management team with a solid experience in the Russian retail market



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 at O'KEY Group Before 2012: various positions at PWC



Anton Farlenkov Corporate Development Director

2006–2016: various leadership positions at Goldman Sachs

2003–2006: various positions at Royal Dutch Shell.

Infoshare



Ivan Dropuljic
Commercial 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 Vrboyec and Jamnica



Pavel Lokshin
Operations Director

2016–2018: CEO of Perekrestok Express 2013–2016: CEO of K-Rauta 2001–2013: various positions at METRO Cash & Carry

Russia Co.



Sergey Shadrin Supply Chain Director

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



Olga Surnina Marketing Director

2018–2019: JSC Arnest, Marketing Director Russia & CIS 2016–2018: Magnit, Head of

Own Production

2013–2016: Nautica, Marketing

and PR Director



Tatiana Bukanova Real Estate Director

2011–2017: IKEA Russia, Head of Legal, Executive Manager

2008–2009: Alshaya Group, Associate General Counsel

1999–2007: Cable and Wireless CIS, General Director

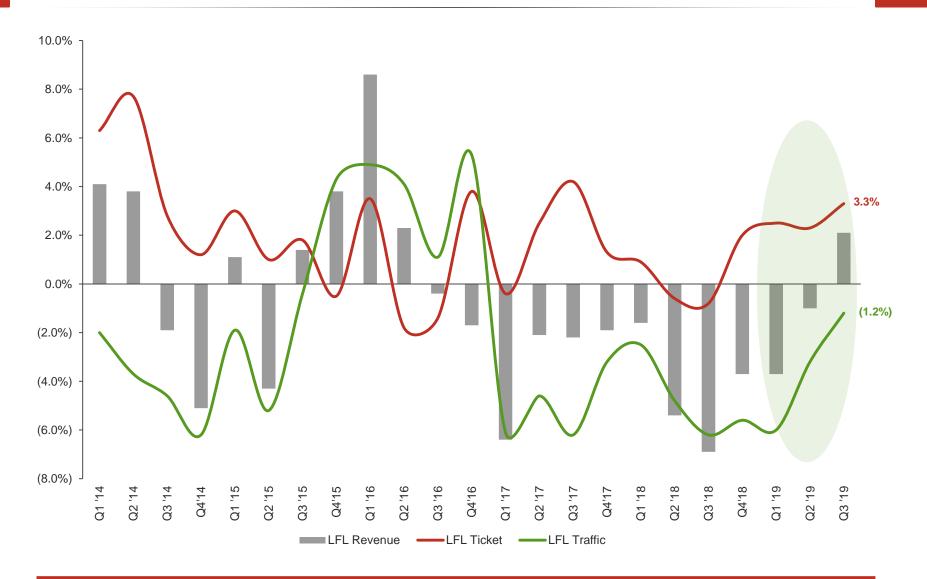


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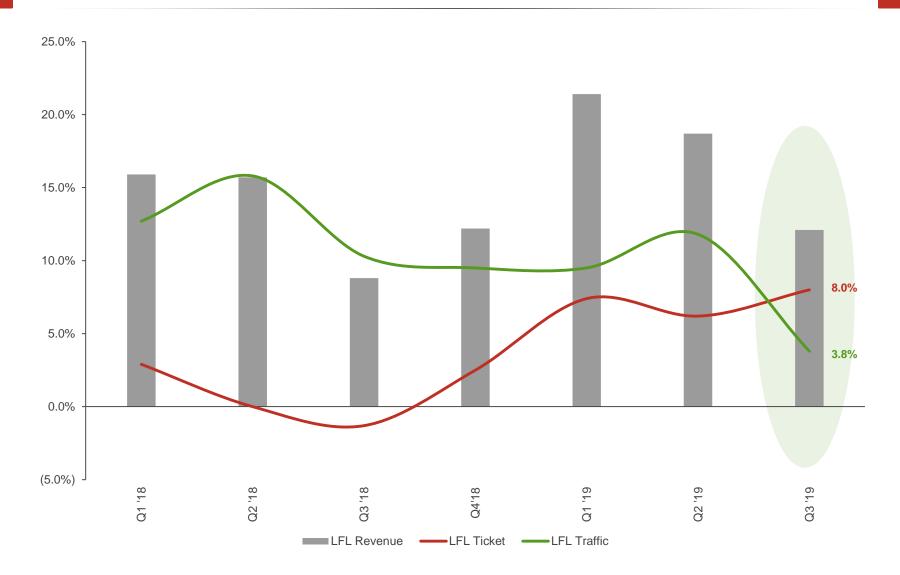


In Q3 2019, hypermarkets' operating performance continued to demonstrate gradual recovery





Discounters continued to demonstrate solid growth trends in Q3 2019





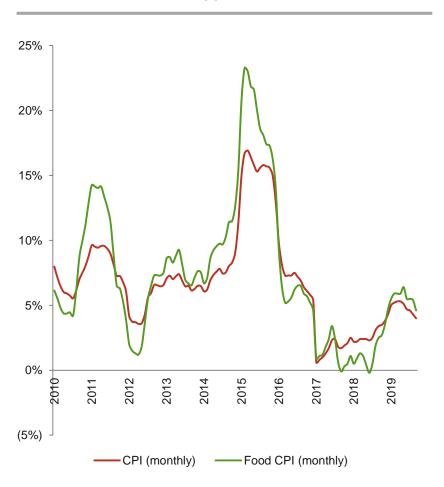
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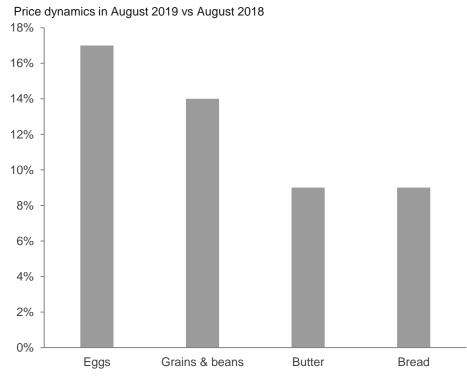


Food CPI marginally slowed down in Q3 2019

In Q3 2019, food CPI marginally slowed down but remained supportive overall...



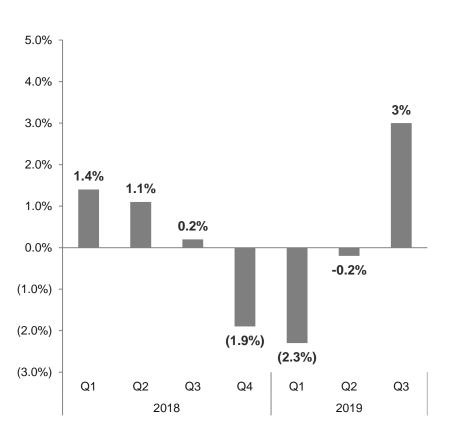
...largely driven by higher prices for eggs, grains & beans, butter, bread, and others products

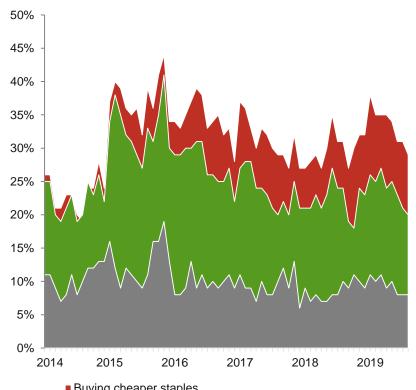




In Q3 2019 consumer sentiment continued to demonstrate gradual recovery

Real disposable income improved in Q3 2019 to 3% YoY The percentage of customers who traded down decreased on average to 30% in Q3 2019 from 32% a year ago supported by positive wages dynamics





- Buying cheaper staples
- Byuing less frequently or giving up buying some products
- Building up food stock piles



Competitive environment in 2019

Lenta:

- Put on hold its expansion program
- Closed 2 hypermarkets and 7 supermarkets
- Plans to close another 7 hypermarkets in near future

Karusel:

- Announced hypermarkets transformation strategy at the end of September:
 - 34 stores to become large supermarkets
 - 57 stores will be closed or sold

Auchan:

 The Company continues to close stores (Auchan and Atak) and sell non-core assets in Russia, as its performance has been worsening steadily over the past several years

Metro:

 The Russian division continues to underperform, resulting in severe cost-cutting measures (a third of the head office staff was laid off in October)

Overall, the competitive environment is easing and we see a lot of opportunities for growth



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Hypermarkets profile

Share in total sales in 1H 2019	89.2%
Number of stores	78
Average store selling space ('000 sq. m)	7.3
Total selling space (sq. m)	529,055
Percentage of owned selling space	54%

Average ticket (RUB) LTM	1,070
Target audience	Within 15 min by car
Locations	Near public transport hubs, in areas with limited competition



Store front of a hypermarket in Yekaterinburg



Interior of a hypermarket in Yekaterinburg



Hypermarkets: Our priorities

- Frequency of visits through better freshness offers
- Top quality Private Labels
- Smarter promo activities
- Relaunch of loyalty program
- Focus on the quality of own production
- New assortment strategy
- New communication concept in the store
- Development of new concept store
- Renovation on the basis of new concept
- Strict focus on costs



Recently opened store in Yekaterinburg



4,541 sq. m selling space

3,812 sq. m production area

20.4% LFL revenue growth in Q3 2019



Recently opened store in Yekaterinburg





Recently opened store in Yekaterinburg





New design of private labels to boost traffic (1)

- Renewed 'That's what you need!' private label package is designed to take care of price-sensitive customer segment
- The private label category redesign to increase traffic by 10%–15%





New design of private labels to boost traffic (2)

 The renewed 'O`KEY' private label range is designed to cater to middle-class customers







New design of private labels to boost traffic (3)

New 'Farmers collection' brand within the family of 'O`KEY selection' private label line





New design of private labels to boost traffic (4)

 The renewed 'O`KEY Selection' private label range is designed to cater to upper- and middle-class customers





New design of private labels to boost traffic (5)

New 'Organic' brand within the family of 'O`KEY selection' private label line





New promo concept: Fresh weekly offers to drive frequency of visits







Discounters at a glance



88 Stores



RUB 19 bn 2019 LTM









49%
Private label share in total revenue



Discounters profile

Share in total sales in 1H 2019	10.8%
Number of stores	88
Average store selling space ('000 sq. m)	0.7
Total selling space (sq. m)	60,307
Percentage of owned selling space	27.9%
Average selling space (m ²)	700
SKUs	SKUs: 2,500 PL SKUs: 49% of total revenue
Product ranges	Fresh: 45% Dry: 28% F&V: 15% Non-food: 8% Non-food special: 3% Food special: 1%
FTEs	8
Average ticket (RUB) LTM	490
Target audience	Within 5 min by car/ 15 min walking distance
Locations	Within densely populated residential areas in close proximity to roads



Interior of a discounter in the Moscow region



Interior of a discounter in the Moscow region



Discounters: Our priorities

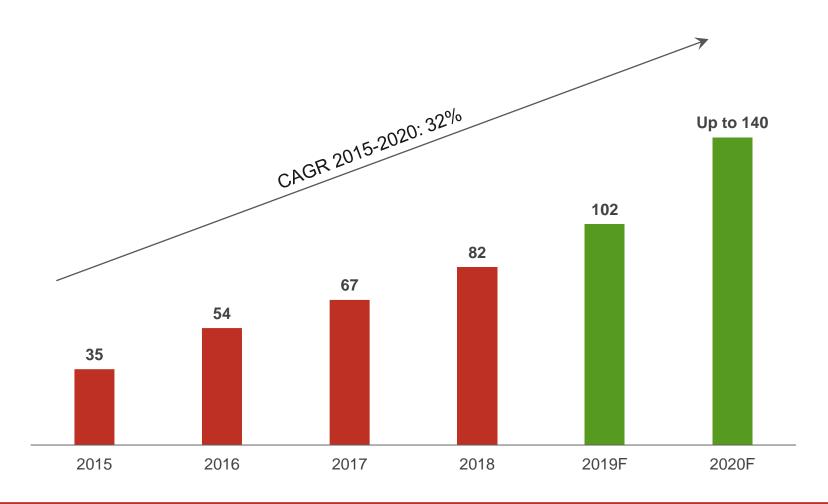
- Successful assortment mix
- Everyday low price
- Daily deliveries of fresh products in store
- Focus on freshness
- Quality of Private Label assortment
- Own bakery
- Strict cost control
- Minimum overheads
- Expansion speed

International discounter concept fully adapted for Russian market and environment



Growth and expansion: Up to 140 stores

Number of stores







735 sq. m selling space

554 sq. m production area

25% LFL revenue growth in Q3 2019⁽¹⁾















Private labels in discounters account for 49% of turnover (1)

• Discounters' private label range is represented by 80 brands





Private labels in discounters account for 49% of turnover (2)















Private labels in discounters account for 49% of turnover (3)











Private labels in discounters account for 49% of turnover (4)





Synergies between the two formats

- 1 Joint buying
- 2 Direct imports
- 3 Private Label synergies



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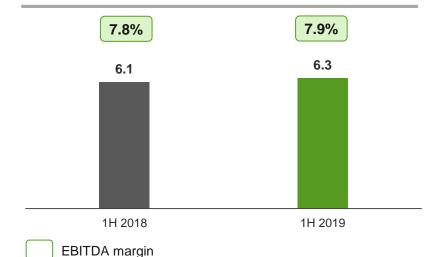
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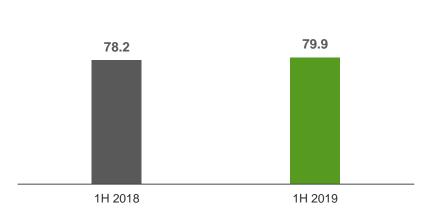
Financial highlights

- 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 by 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

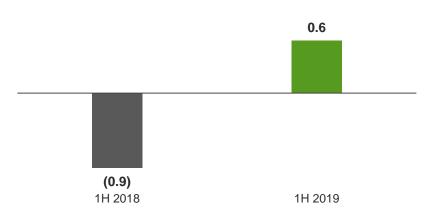
EBITDA⁽¹⁾, RUB bn



Revenue, RUB bn



Net profit/(loss), RUB bn

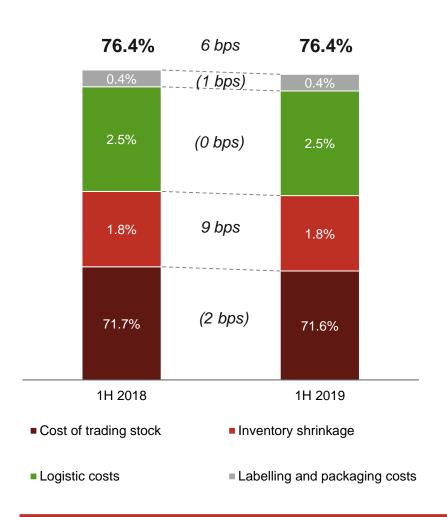






In 1H 2019 COGS stayed almost flat YoY as a percentage of revenue

COGS breakdown as a percentage of revenue

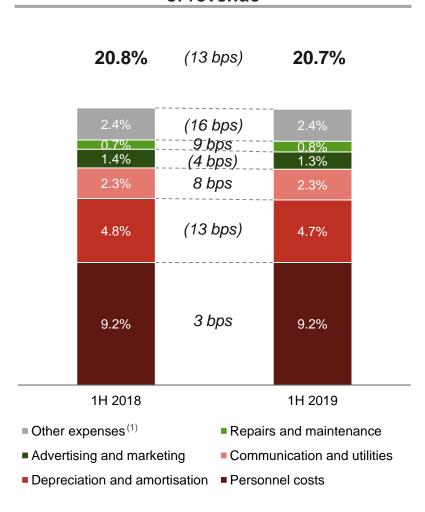


- Cost of trading stock decreased by 2 bps YoY
- Inventory shrinkage increased by 7.2% YoY in absolute terms, mainly due to cancelling supplier returns of products with a shelf-life of less than 30 days
- Logistics cost remained almost unchanged YoY



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

SG&A expenses breakdown as a percentage of revenue



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



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

1H 2019 EBITDA was up by 3.9% to

RUB 6,341 mln due to:

- (+) higher commercial margin: impact of RUB 410 mln
- (-) higher inventory shrinkage: impact of RUB 100 mln
- (-) higher logistics costs: impact of RUB 41 mln
- (+) lower other COGS: impact of RUB 96 mln
- (-) lower lease income: impact of RUB 8 mln
- (-) higher personnel costs: impact of RUB 179 mln
- (-) higher maintenance costs: impact of RUB 321 mln
- (+) lower advertising & marketing costs: impact of RUB 13 mln
- (+) decrease of operating lease expenses: impact of RUB 103 mln
- (-) incrhigher other costs: impact of RUB 53 mln
- (+) gain from modifications of lease agreements: impact of RUB 315 mln

1H 2019 EBITDA – key drivers, RUB mln

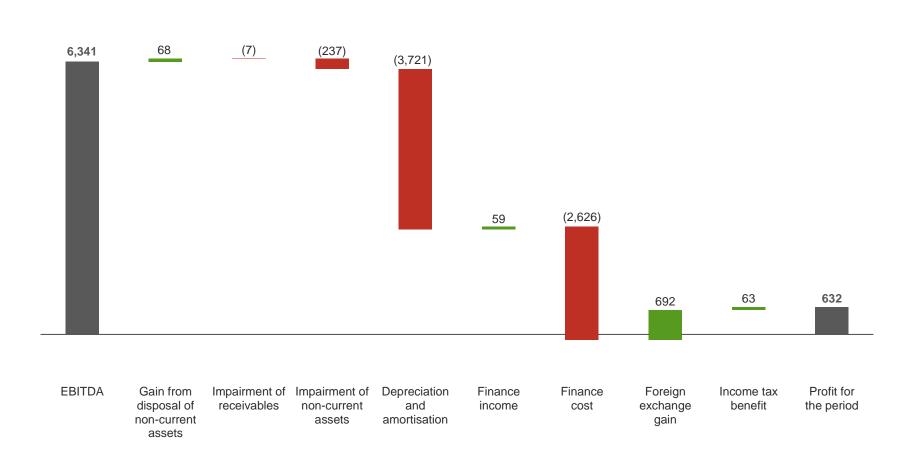


EBITDA margin



In 1H 2019, profit was supported by stronger EBITDA

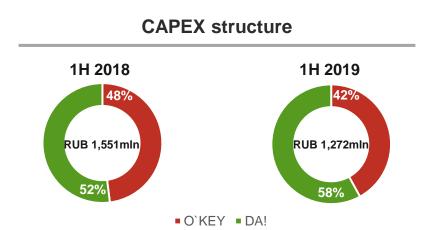
EBITDA to Profit reconciliation, RUB mIn



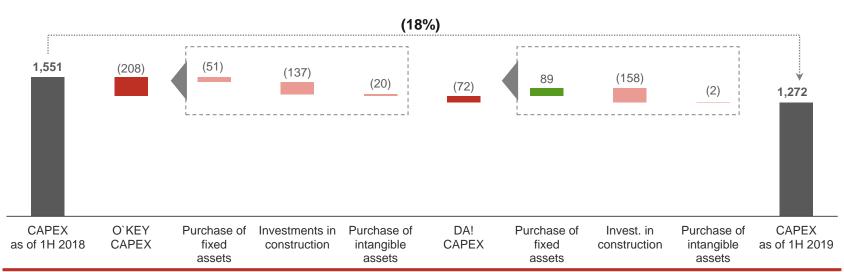


Capital expenditures in 1H 2019 decreased by 18% YoY

- 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

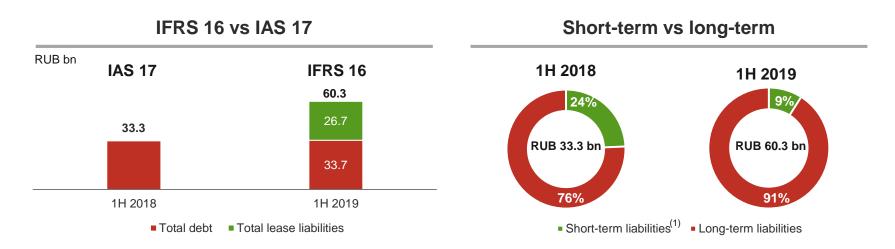


CAPEX YoY change analysis, excluding VAT, RUB mln

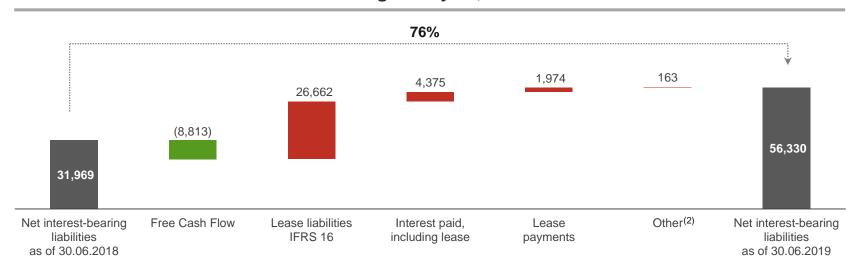




Interest-bearing liabilities structure



YoY change analysis, RUB mln

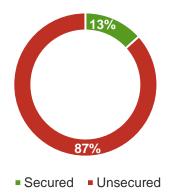




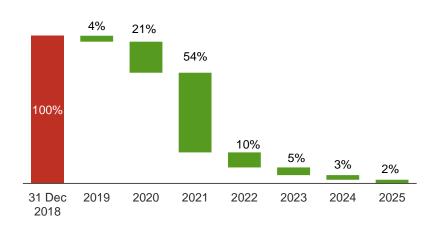
Debt portfolio maturity

- 97% of debt portfolio is RUB-denominated
- In July 2019, RAEX (EXPERT RA) affirmed O'KEY's 'ruA-' rating with a stable outlook
- In April, the Group placed unsecured bonds in the amount of RUB 5 bn bearing a coupon rate of 9.35% p.a on the MOEX. 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



Debt portfolio maturity



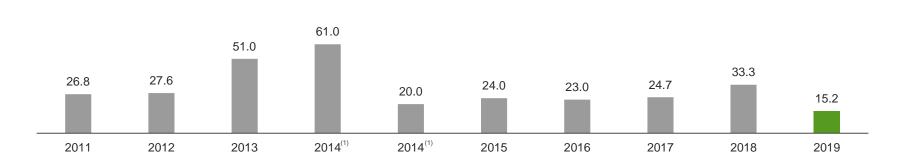
Covenants and liquidity

Parameter	1H 2019 (IFRS 16)	1H 2018 (IAS 17)
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

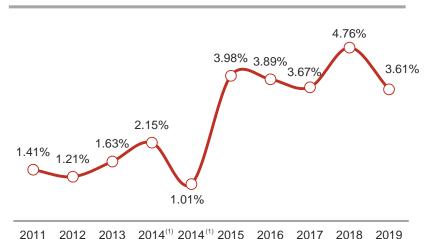


Consistent dividend payout

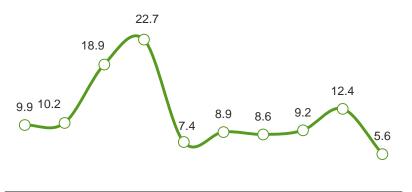
Interim dividend paid, US\$ mIn



Dividend yield (2)



Dividend per GDR, US\$ cents, gross



2011 2012 2013 2014⁽¹⁾ 2014⁽¹⁾ 2015 2016 2017 2018 2019



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Appendix: Corporate governance

Three major shareholders

- Dmitry Korzhev
- Dmitry Troitskiy
- Boris Volchek

Committees of the Board of Directors

Remuneration Committee



Heigo Kera

Chairman of the Remuneration Committee

Audit Committee



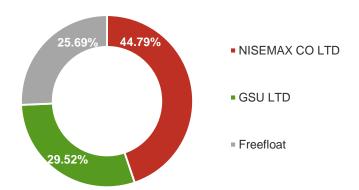
Mykola Buinyckyi

Chairman of the Audit Committee

Board of Directors

- Heigo Kera, Chairman
- Dmitry Troitskiy, Non-Executive Director
- Dmitry Korzhev, Non-Executive Director
- Boris Volchek, Non-Executive Director
- Mykola Buinyckyi, Independent Director

Shareholder structure





Appendix: Key operating metrics by quarter

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	Q3 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	43.8
Growth	0.5%	4.9%	0.7%	(1.2%)	1.1%	(6.9%)	(10.6%)	(10.7%)	(6.6%)	(8.5%)	(0.4%)	0.2%	5.3%
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	38.9
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	4.9
Number of stores	165	164	168	145	145	145	147	151	160	160	162	164	165
O`KEY	110	109	109	78	78	78	78	79	78	78	78	78	78
DA!	55	55	59	67	67	67	69	72	82	82	84	86	87
Selling space, '000 sq. m	623,611	611,679	611,300	577,804	577,804	577,968	577,248	586,357	584,914	584,914	586,357	587,778	589,362
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	529,055
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	60,307
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%	3.0%
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%)	2.1%
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%	12.1%
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%)	(0.2%)
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%)	(1.2%)
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%	3.8%
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%	3.2%
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%	3.3%
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%	8.0%



Appendix: Consolidated Balance Sheet

'000 RUB	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

'000 RUB	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
Gross margin	23.6%	23.3%
Selling, general and administrative expenses	(16,531,707)	(17,047,777)
Oher 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

'000 RUB	1H 2019 (IFRS 16)	1H 2018 (IAS 17)
Group EBITDA	6,341	3,470
Group EBITDA margin	7.9%	4.4%
O`KEY EBITDA	6,509	4,370
O`KEY EBITDA margin	9.1%	6.1%
DA! EBITDA	(169)	(899)



Appendix: Consolidated Cash Flows

'000 RUB	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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