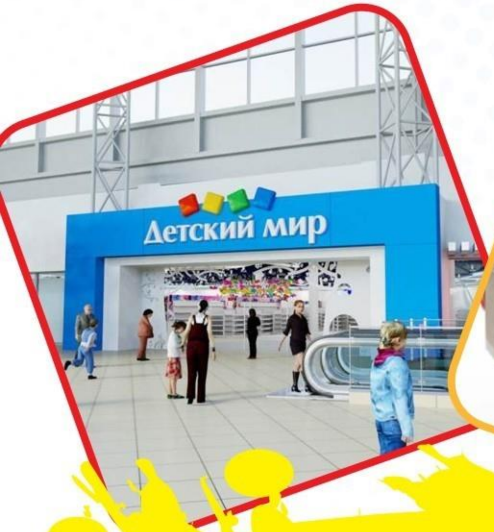



FY 2017 Audited Financial Results

#1 Russian specialized children’s goods retailer

March 2018

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Delivering Strong Earnings Growth in the First Year Post IPO

1 Store openings

Continuous expansion, exceeding initial openings guidance by 50% in 2017

- 104[1] new Detsky Mir branded stores opened in 2017
- Not less than 250 stores in the pipeline for 2018 - 2021

2 Like-for-like[2] growth

Affected by decelerating inflation and declining birth rates, yet still superior LFLs[2] vs. all other listed Russian retailers

- 21.9% total revenue growth in 2017
- 7.2% LFL[2] sales growth in 2017 with 12.2% LFL[2] traffic growth

3 Profitability

Significant improvement due to further decreases in personnel[3] and rental costs as % of sales

- Adj. EBITDA[4] growth of 30%
- Record high Adj. EBITDA[4] Margin of 11%
- Adj. net income growth of 44%

4 Cash generation

Continuously outstanding cash conversion metrics and free cash flow generation and decreasing leverage

- Cash conversion[5] of 77%
- Adj.Net Debt[6] / Adj. EBITDA[4] of 1.0x despite attractive average dividend yield of 6.8% in 2017[7]

5 Online

Continued rapid growth in online sales

- 67% y-o-y online sales growth
- Share of online sales in total sales grew by >100bps y-o-y reaching c.5%

[1] In 2017, Detsky Mir closed six stores as part of the Company's ongoing rationalisation programme
[2] LfL growth includes only DM stores in Russia that have been in operations for at least 12 full calendar months
[3] Excluding share-based compensation and cash bonuses under the LTI program
[4] Adj. EBITDA is calculated as profit for the year before income tax, FX gain/loss, gain on acquisition of controlling interest in associate, impairment of goodwill, net finance expense, D&A, adjusted for the one-off effect relating to disposal of the Yakimanka building in 2014, as well as share-based compensation and cash bonuses under the LTI program
[5] Calculated as (Adjusted EBITDA – Adjusted Capex) / Adjusted EBITDA
[6] Adjusted Net debt is calculated as total borrowings less cash and cash equivalent / adjusted for the loan issued to CJSC "DM Finance" (Sistema's subsidiary) on 3 July 2013
[7] Calculated as dividend per share paid in 2017 (based on total dividends paid in 2017 of RUB4,767m, shares outstanding of 738.6m) divided by average share price in 2017

Key Business Initiatives in 2017

Enhancement of the private label assortment in all categories

- Share of private labels **has grown** in **each of the four sales** categories
- Share of private labels in the total sales increased from **24**% to ~**27**%
- **Focus on toys private labels** supporting traffic and margins
- Successful introduction of the **diapers private label** BabyGo
- Number of private labels in **fashion** category reaching **29** (incl, **4 brands** launched in **2017**)

Share of private labels in revenue

	2016	2017
Toys	8%	10%
Diapers	1%	4%
Fashion	75%	79%
Large items	33%	46%
Other goods	22%	27%


Mobicaro

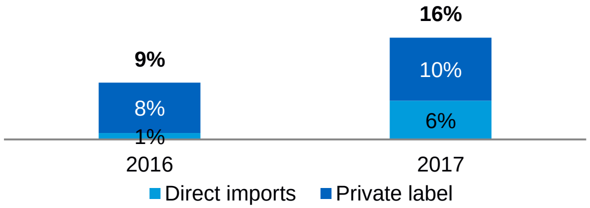

Baby Go


Tombi

Direct imports sourcing for branded products

- Significant shift towards **direct imports** vs. purchases from distributors / intermediaries, incl. toys category
- Share of **direct imports in toys** grew from **1%** in 2016 to **6%** in 2017
- Positive impact on the **profitability in line with the private label** products

Toys - share of private labels and direct imports



Ongoing upgrade of the online platform and customer offering

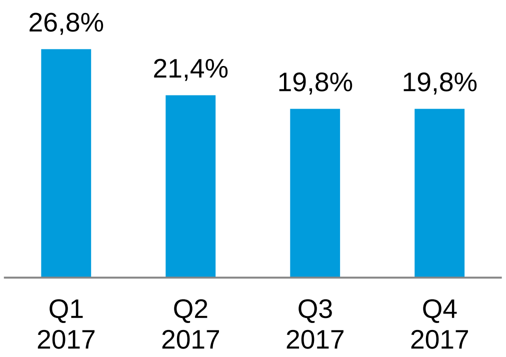
- **New Composite Customer Service Level KPI** introduced for each delivery channel and call center, incl.
  - **"Ideal Instore" initiative** targeting **90%** of online orders to be ready for collection within 1 hour after placement (vs **45%** in 4Q'17)
- **"Click-and-collect"**[1] functionality introduced in Oct-17 already reaching **8.9%** of online sales for full year 2017
- Improved focus on UI/UX – full re-design of the **"Customer Cart / Check Out"**

[1] Click-and-collect functionality implies that online orders are dispatched from Detsky Mir warehouse and delivered via the Company's logistics system to any store of the chain preferred by customer. Implemented in 2017

Our Top-Line Performance in Context of the Macro Environment

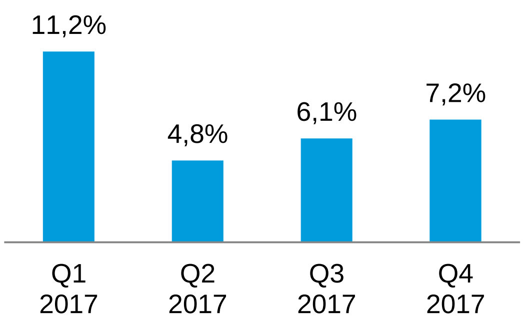
Detsky Mir Total Sales[1]

(y-o-y growth)



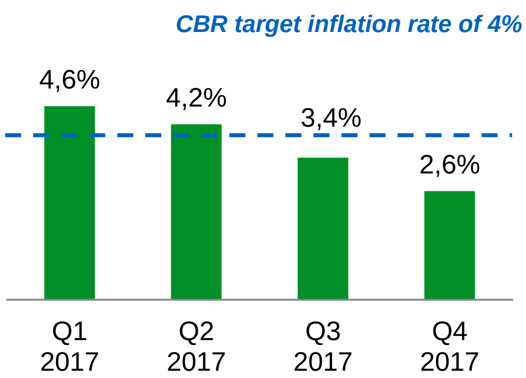
Detsky Mir LFL Sales[1]

(y-o-y growth)



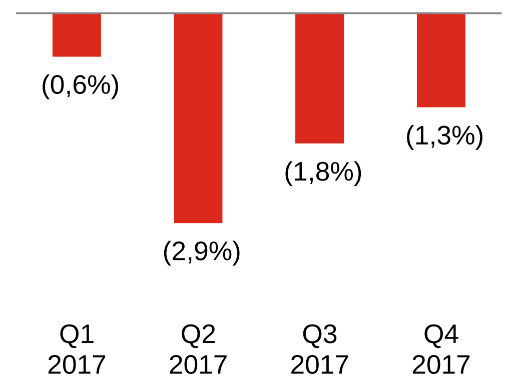
CPI Inflation[2]

(y-o-y)



Real Disposable Income

(y-o-y)



Children's Goods Market

Market growth of **~1%** yoy (nominal terms) in 2017

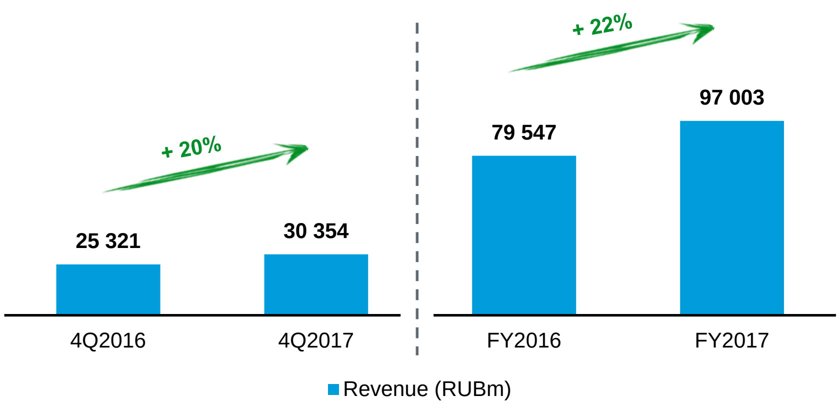
Source: CBR, Rosstat, Ipsos Comcon

[1] Based on unaudited consolidated financial statements

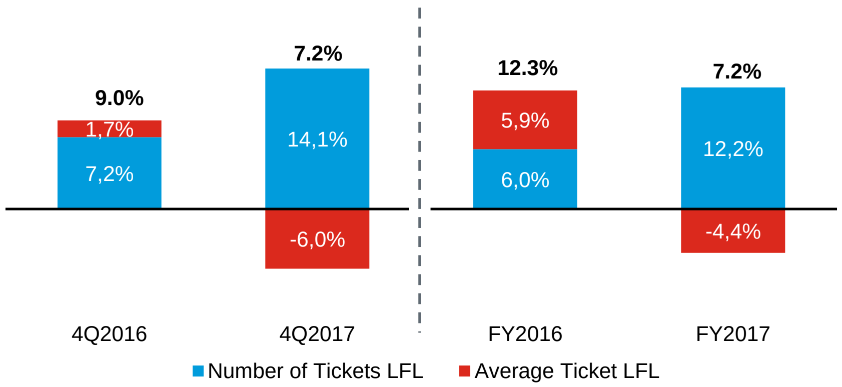
[2] Calculated as average for the respective three months

Traffic-Led Revenue Growth Supporting Further Increases in Gross Profit per sqm

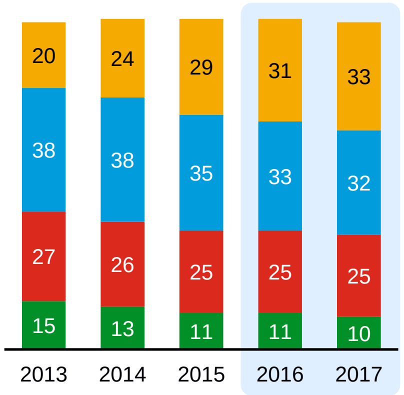
Revenue Growth for 4Q & FY2017



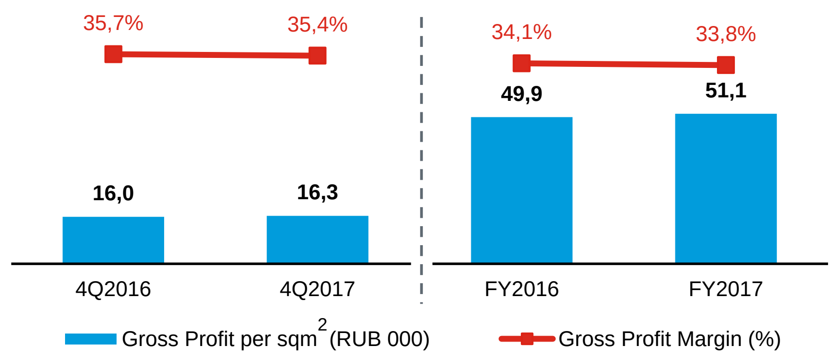
Like For Like Growth for 4Q & FY2017[1]



Product Segment	Gross Margin	Traffic Generation
Newborns	✓	✓ ✓ ✓
Toys	✓ ✓	✓ ✓
Fashion	✓ ✓ ✓	✓
Large items and other	✓ ✓	✓✓



Growing Gross Profit per sqm



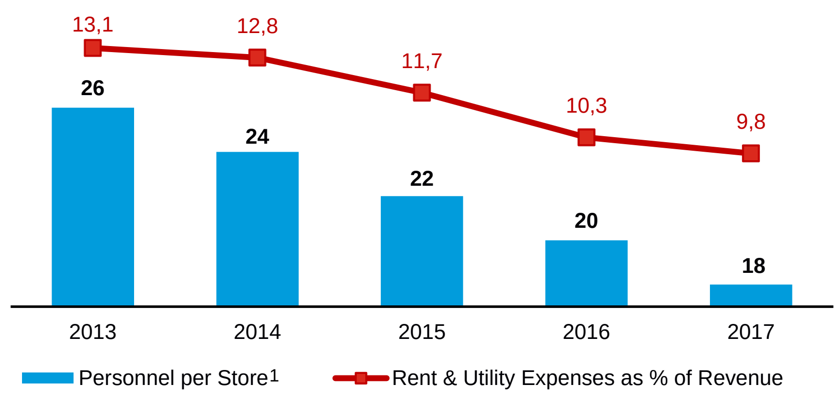
Source: Company data. Note: The Company's consolidated financial statements for 2013 under US GAAP and 2014-2017 under IFRS. For the line items and the periods presented, there was no difference between the calculation of numbers or presentation under GAAP vs IFRS.

[1] Includes only Detsky Mir branded stores in Russia. LfL growth includes only DM stores in Russia that have been in operation for at least 12 full calendar months

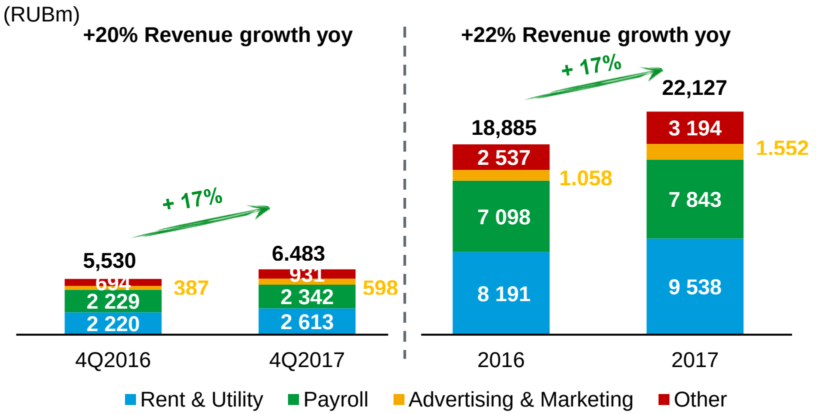
[2] Calculated over average selling space for the period

Growing Profitability

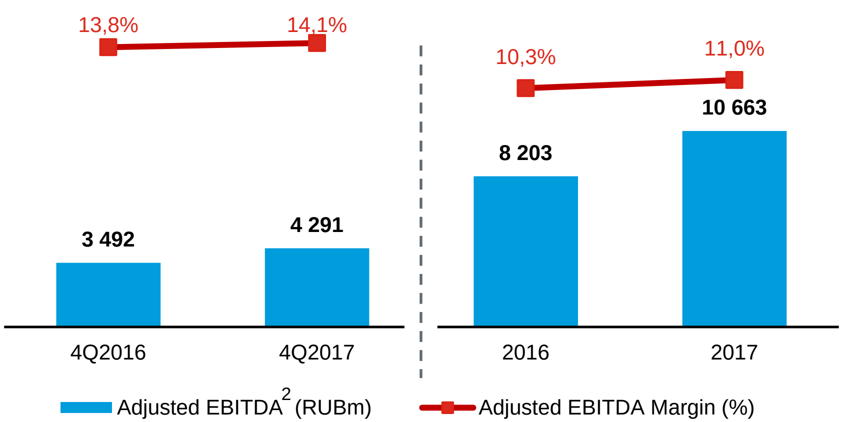
Personnel per Store and Rent Costs Reductions



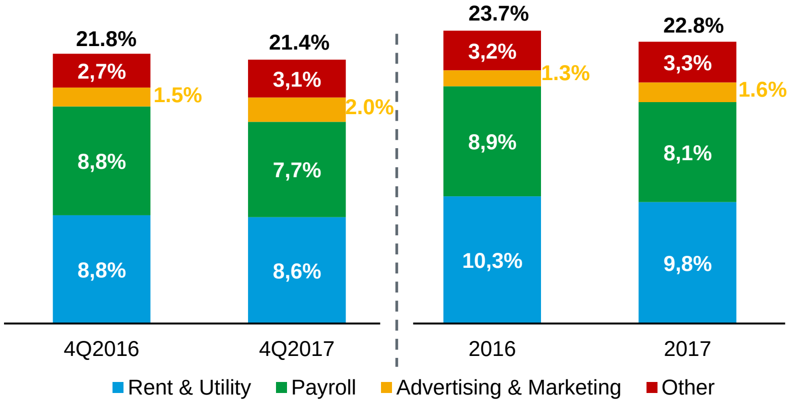
Strong Operating Leverage Effect[3]



Significant Margin Expansion with Scale Benefits



Adjusted SG&A expenses[3] as % of revenue



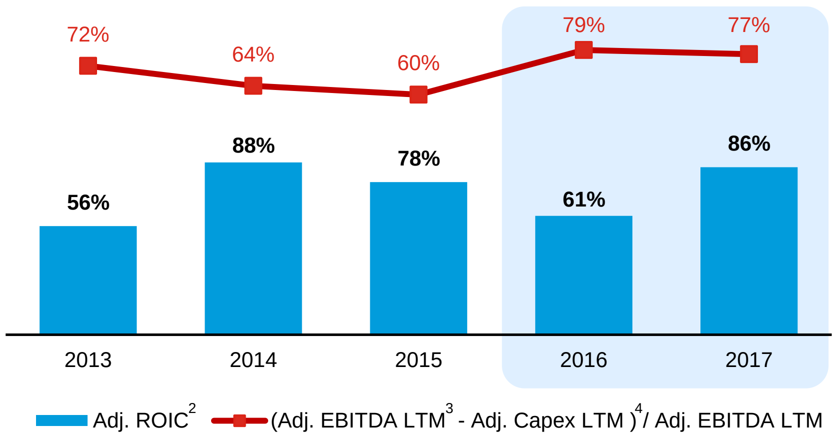
Source: Company data.
Note: The Company's consolidated financial statements for 2013 under US GAAP and 2014-2017 under IFRS. For the line items and the periods presented, there was no difference between the calculation of numbers or presentation under GAAP vs IFRS
[1] Excluding personnel in headquarters
[2] Adj. EBITDA is calculated as profit for the year before income tax, FX gain/loss, gain on acquisition of controlling interest in associate, impairment of goodwill, net finance expense, D&A, adjusted for the one-off effect relating to disposal of the Yakimanka building in 2014, as well as share-based compensation and cash bonuses under the LTI program
[3] SG&A expenses exclude D&A expenses and adjusted for LTI bonuses, as well as Income received from partial termination of employees' right to receive shares under the LTI program

Strong Cash Flow Conversion

Comments

- Strong conversion of EBITDA into Operating Cash Flow and Free Cash Flow
- Limited working capital financing needs due to attractive payment terms / long payables, and improved inventory turnover[1] in 2017
- Decrease in financing expense on the back of deleveraging and decreasing interest rates
- Disciplined capex focused on store openings and selective investments in IT & infrastructure; limited maintenance capex requirements

Strong Cash Conversion and Financial Returns



Cash Flow (RUBm)

	2013	2014	2015	2016	2017
Adjusted EBITDA[3]	**2,771**	**4,463**	**6,185**	**8,203**	**10 663**
Changes in NWC	(93)	(1,640)	(4,300)	(362)	(1,123)
Cash Income Taxes Paid	(477)[5]	(657)	(1,190)	(1,468)	(1,523)
Net Finance Expense Paid	(507)	(795)	(1,879)	(1,813)	(1,645)
Other Operating Cash Flow	331	121	505	1,285	708
Operating Cash Flow	**2,025**	**1,492**	**(679)[5]**	**5,844**	**7,080**
Capital Expenditure	**(772)**	**(1,945)**	**(5,308)**	**(1,747)**	**(2,468)**
DC Construction	-	(330)	(2,842)	-	-
Store Openings, IT & Maintenance	(772)	(1,615)	(2,465)	(1,747)	(2,468)
Free Cash Flow	**1,253**	**(453)**	**(5,987)**	**4,097**	**4,612**

Source: The Group's consolidated financial statements for 2013 under US GAAP and 2014–2017 under IFRS. For the line items and the periods presented, there was no difference between the calculation of numbers or presentation under US GAAP and IFRS.

[1] Days of Inventories / Receivables / Payables turnover calculated as corresponding metric divided by COGS / Revenue / COGS multiplied by 365 for FY numbers.

[2] Calculated as operating profit LTM, adjusted for the effect of disposal of Yakimanka building in 2014 and LTI bonus payments,incl. Income received from partial termination of employees' right to receive shares under the LTI program, divided by average capital invested. Capital invested is calculated as Net Debt plus total equity/(deficit) minus amounts receivable under a loan granted to CJSC "DM-Finance" and, for the year ended 31 December 2015, the net book value of the building occupied by the Bekasovo distribution centre and its equipment (which was completed in 2015, but was not operational for most of 2015).

[3] Adj. EBITDA is calculated as profit for the year before income tax, FX gain/loss, gain on acquisition of controlling interest in associate, impairment of goodwill, net finance expense, D&A, adjusted for the one-off effect relating to disposal of the Yakimanka building in 2014, as well as share-based compensation and cash bonuses under the LTI program

[4] Adjusted for one-off items

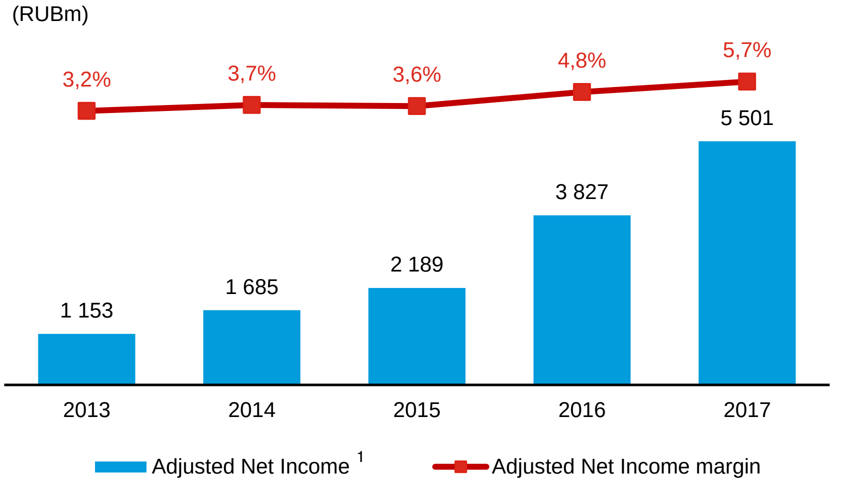
[5] Calculated as Income tax expense plus deferred tax income benefit

Sustainably High Returns to Shareholders

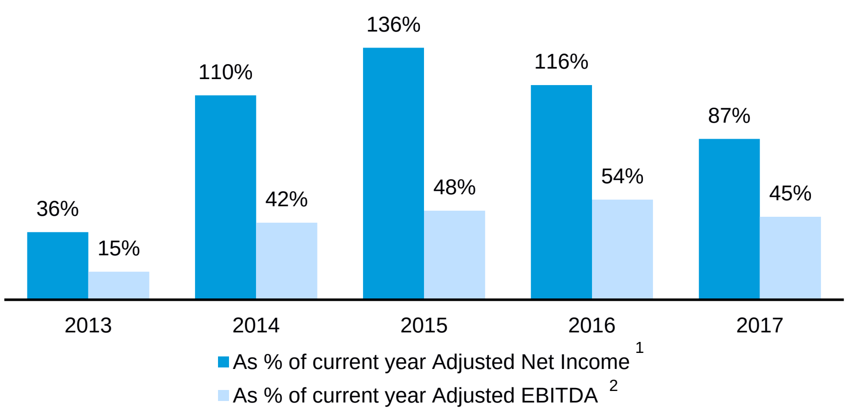
Comments

- Asset-light cash generative model underpinning significant dividend paying capacity
  - Dividends as major differentiator from the majority of Russian high-growth food retailers
  - Ability to consistently maintain sound leverage levels despite significant dividend payout
- Dividend policy: payout of *at least* 50% of consolidated IFRS net profit of the previous year
  - Historically, up to 100% of net income *under RAS* paid out
  - Typically two dividend payments per year (9M interim and full year)
- 4.8bn RUB distributed in dividends in 2017 with respect to Q4 2016 and 9m 2017

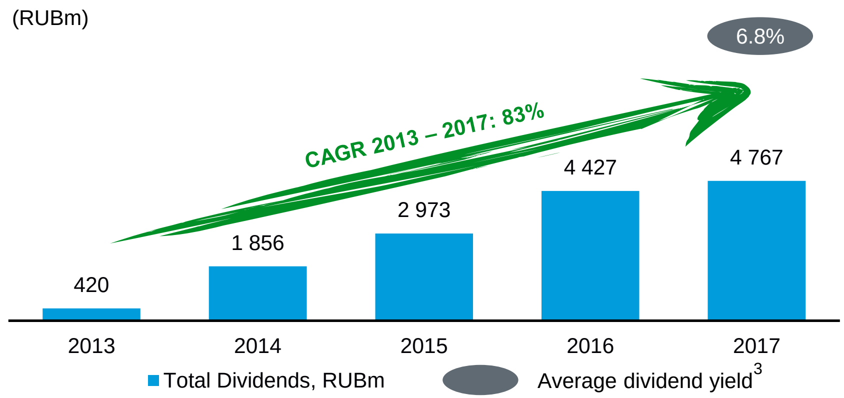
Adjusted Net Income[1]



Dividends as % of Adjusted EBITDA and Adjusted Net Income



History of Dividend Payments (cash flow basis)



Source: Company data
Note: The Company's consolidated financial statements for 2013 under US GAAP and 2014-2016 under IFRS. For the line items and the periods presented, there was no difference between the calculation of numbers or presentation under GAAP vs IFRS.
[1] Adjusted for the one-off effect relating to disposal of the building occupied by the Yakimanka Gallery in 2014 (together with related tax effects), as well as additional bonus accruals and Income received from partial termination of employees' right to receive shares under the LTI program
[2] Adj. EBITDA is calculated as profit for the year before income tax, FX gain/loss, gain on acquisition of controlling interest in associate, impairment of goodwill, net finance expense, D&A, adjusted for the one-off effect relating to disposal of the Yakimanka building in 2014, as well as share-based compensation and cash bonuses under the LTI program
[3] Calculated as dividend per share paid in 2017 (based on total dividends paid in 2017 of RUB4,767m, shares outstanding of 738.6m) divided by average share price in 2017.

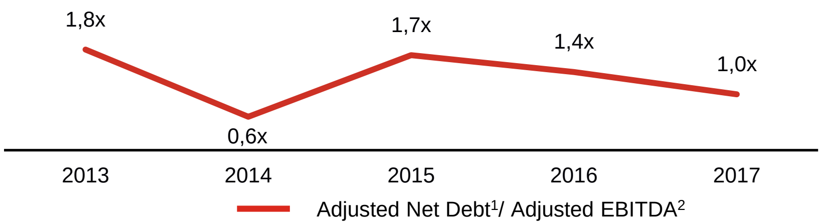
Conservative Financial Policy and Stable Leverage

Comments

- Commitment to a conservative financial policy
  - Fully RUB denominated debt to match RUB revenue
  - Relationships with multiple Russian and international banks
- Leverage[1,2] as of 31-December-2017 is 1.0x of vs. 4.0x average covenant level across the loan portfolio
- The weighted average interest rate[3] – 10.3% (as of 31 December 2017)
  - Incl. Issued bond of RUB 3 bn with fixed annual coupon rate of 9.5 p.p. and a three-year put option
- Most of the debt has fixed interest rate
- No contingent off-balance sheet liabilities

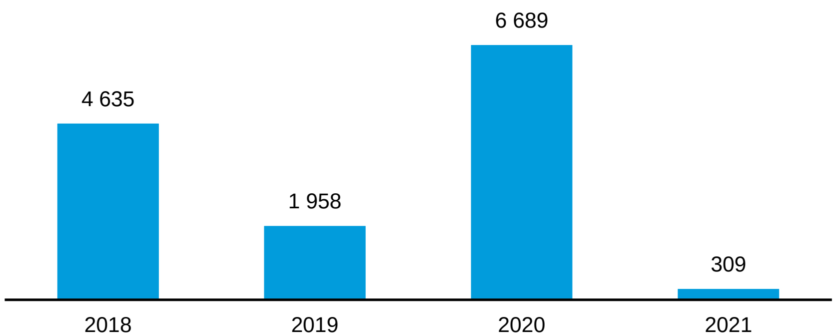
Leverage[1,2] dynamics

- Detsky Mir provided CJSC "DM-Finance" (Sistema's subsidiary) with the loan to buy out 25% stake from Sberbank in 2013. Most of the loan (RUB4,875m including interest) was repaid in January/February 2016
- RUB1.1 bn has been fully repaid on February 27, 2017
- Total debt – RUB 13.6bn, Net Debt – RUB 10.4bn as of 31-December-2017

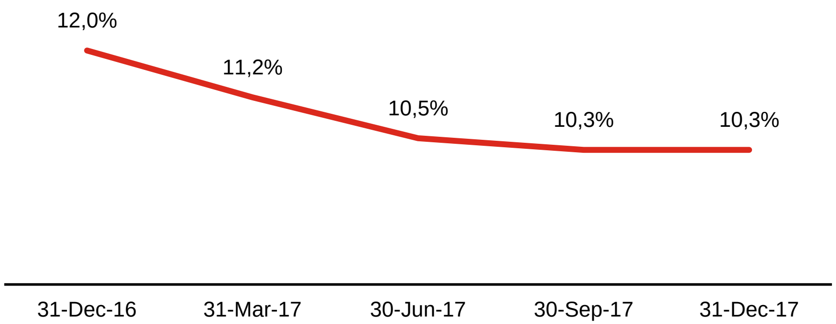


31-December-17 Debt Repayment Schedule

(RUBm)



Weighted average interest rate[3] dynamics (%)



Source: Company data

Note: The Company's consolidated financial statements for 2013 under US GAAP and 2014-2017 under IFRS. For the line items and the periods presented, there was no difference between the calculation of numbers or presentation under GAAP vs IFRS.

[1] Adjusted Net debt is calculated as total borrowings less cash and cash equivalent / adjusted for the loan issued to CJSC "DM Finance" (Sistema's subsidiary) on 3 July 2013

[2] Adj. EBITDA is calculated as profit for the year before income tax, FX gain/loss, gain on acquisition of controlling interest in associate, impairment of goodwill, net finance expense, D&A, adjusted for the one-off effect relating to disposal of the Yakimanka building in 2014, as well as share-based compensation and cash bonuses under the LTI program

[3] Calculated on the basis of the weighted interest rates applying to the specified indebtedness (weighted by the principal amount of such indebtedness) as of the dates specified.

Guidance Update

	Near Term guidance at IPO	2017 fact	Mid- to Long-Term guidance at IPO	Updated guidance
Store Count	~70 new stores	>100 new stores opened [1]	~250 new stores in 2017-2020 (increased to 300 in Nov-17)	~70 new stores in 2018 At least 250 new stores in 2018-2021
Revenue	Driven by store openings, LFL & ramp ups		Driven by store openings, LFL & ramp ups	
LFL Revenue Growth	Low double-digit growth below 2016, including effect of new store ramp-ups and 103 new stores entering LFL panel in 2017	7.2% LFL growth, outperforming the market	Slightly positive traffic growth, below inflation ticket growth, plus effect of new store ramp ups	Single-digit growth, outperforming the market
Gross Margin	Decline, but by less than 2016 vs 2015, as process of offline price reductions to match online is complete	✓	Stable	No change in guidance
Rent & Utility Expenses	Further meaningful decline as % of revenue vs 2016, with virtually no rise in rent/sqm in a continued soft rentals market	✓	Rents/sqm rise first slightly above inflation then in line with inflation, so stable as % of revenue	No change in guidance
Personnel Expenses[2]	Further meaningful decline as % of revenue vs 2016, on operating leverage	✓	Stable to slightly declining as % of revenue	No change in guidance
Adjusted EBITDA Margin	Double-digit supported by expectations of SG&A efficiency gains and new store ramp-ups more than offsetting the effect of lower gross margins	✓	Double-digit	No change in guidance

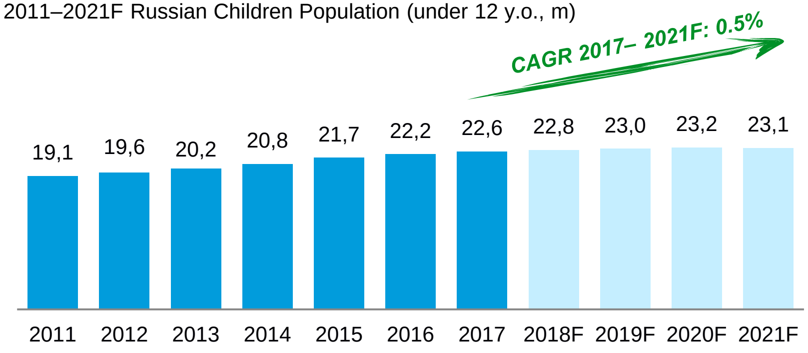
Source: Company data
[1] In 2017, Detsky Mir closed six stores as part of the Company's ongoing rationalisation programme
[2] Adjusted for share-based compensation and cash bonuses under the LTI program


Appendix

#1 Player in a Large, Fragmented Market with Attractive Fundamentals

Steadily Growing Children Population

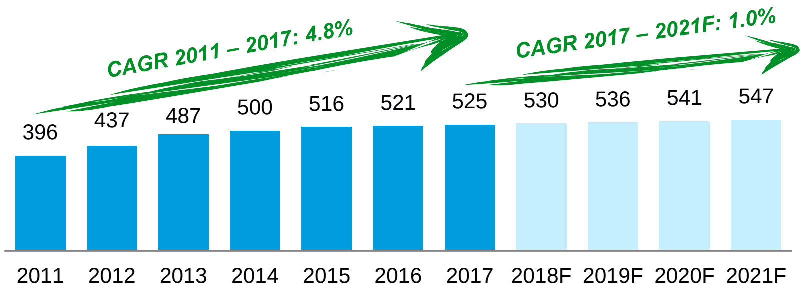
2011–2021F Russian Children Population (under 12 y.o., m)



Source: Ipsos Comcon report

Large and Growing Addressable Market

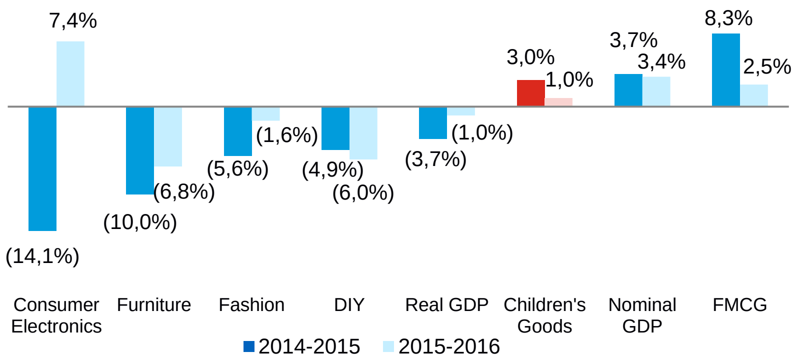
2011–2021F Russian Children's Goods Market (Nominal Prices, RUBbn)



Source: Ipsos Comcon report

With Proven Resilience in Downturn Times Compared to Many Other Retail Segments

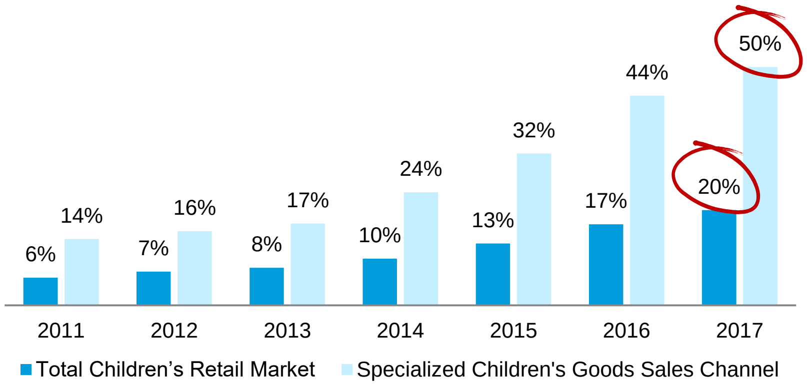
YoY, Nominal Growth in RUB terms (%)



Source: Rosstat, Ipsos Comcon report

Destky Mir is The Largest Specialty Children Goods Retailer with Rapidly Growing Market Share

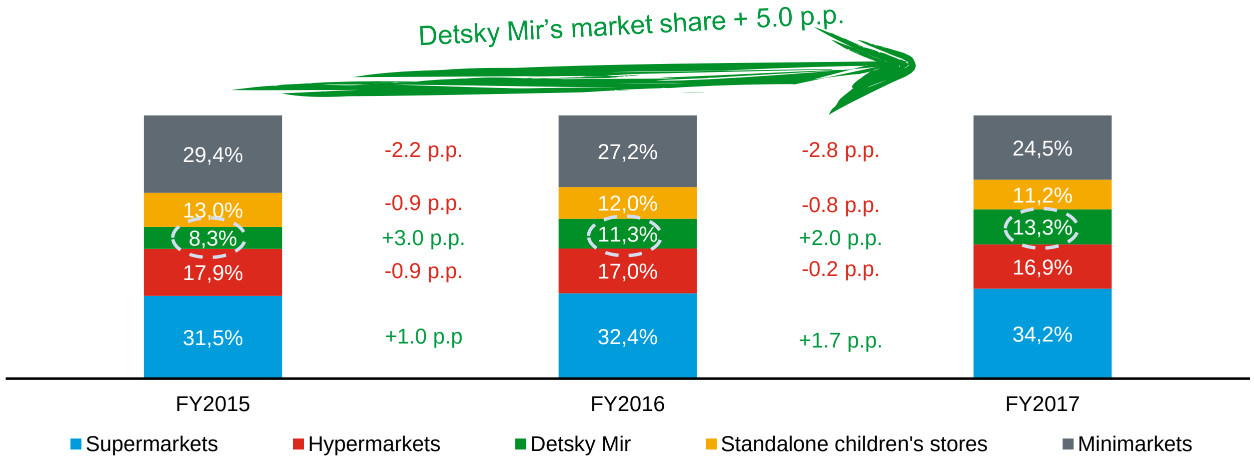
Detsky Mir Market Shares in Russia (%)



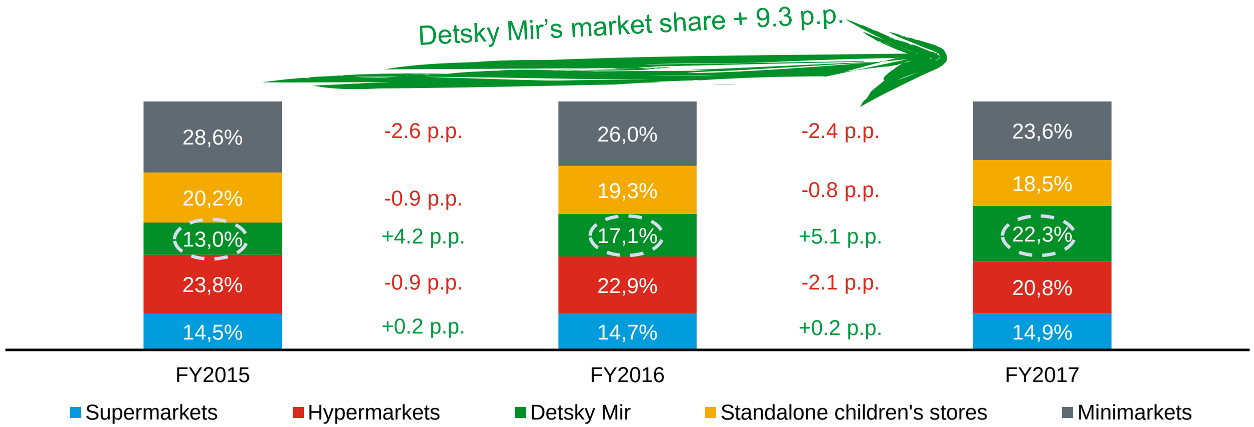
Source: Company data, Ipsos Comcon report

Case Study: Gaining Market Share in Baby Food and Diapers Sales

Baby Food Sales by Channel in Russia



Diapers Sales by Channel in Russia



Comments

- Baby food and Diapers remain key categories for children's goods stores as traffic generators
- Only children's goods specialized stores offer a full range of Baby Food and Diapers products unlike hypermarkets which are focused on "bestsellers" SKU
- Detsky Mir gained market share away from other channels
- Notably, Detsky Mir has outperformed supermarkets and hypermarkets which have been the largest sales channel for baby food historically
- Detsky Mir's Baby Food market share increased from 8.3% in 2015 to 13.3% in 2017
- Detsky Mir's Diapers market share increased from 13.0% in 2015 to 22.3% in 2017

Detsky Mir's shares in the baby food and diapers markets have almost doubled over several years

Source: AC Nielsen

Continuous Development of Our Online Platform…

133m website visits in 2017 (+37% YoY)
86% free traffic

50,000 SKU offering
Significant improvement in **customer cart UI**

2.4m orders in 2017
(+118% yoy)

Delivery methods

In-store pickup
47.3% of online revenue in 2017

Courier[1]
43.8% of online revenue in 2017

Click-and-collect[2]
8.9% of online revenue in 2017

Introduced in 2017

Key achievements in 2017

- **New Composite Customer Service Level KPI** introduced for each delivery channel and call center
- Increased focus on **UI/UX** – full re-design of the "Customer Cart / Check Out"
- Introduction of **"click-and-collect"**[2] functionality
- Increased focus on UI/UX – full redesign of the **"Customer Cart / Check Out"**
- Successfully introduced regular **"Cyber-Monday"** sales in the online store (2.0x-3.0x higher revenues vs ordinary trading days)
- SAP Hybris implemented

Desktop Tablet Mobile

Key initiatives for 2018

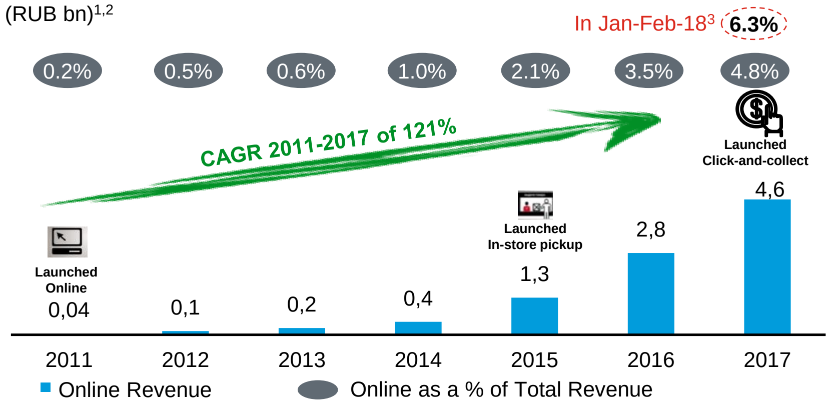
- **Full redesign of website interface**, incl. product listing
- **Last mile delivery** in remote regions
- Improvement in **SEO traffic**
- **"Ideal Instore" target - 90%** of online orders to be ready for collection within 1 hour after placement (vs **45%** in 4Q'17)
- Number of **"Cyber Mondays"** to be increased up to **18**

Source: Company data
[1] Includes delivery to specified address and to pick-up point
[2] Click-and-collect functionality implies that online orders are dispatched from Detsky Mir warehouse and delivered via the Company's logistics system to any store of the chain preferred by customer. Implemented in October 2017

…Resulting in Exponential Growth Across All Key Metrics

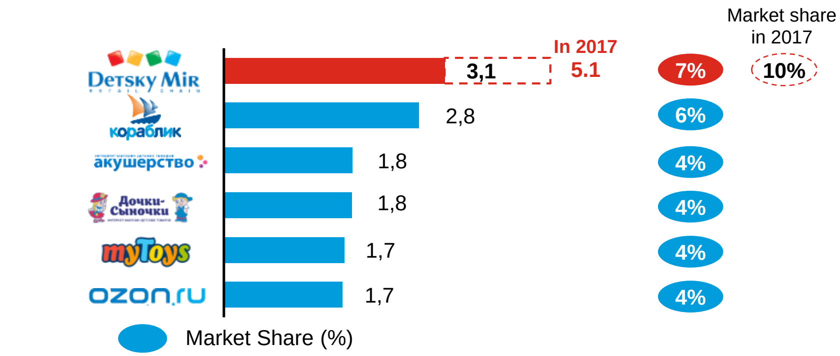
Accelerated Online Revenue Growth

(RUB bn)[1,2]



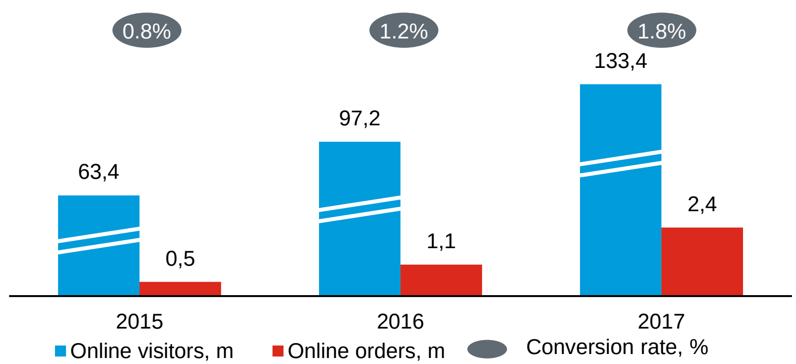
Russian Top-5 Online Children's Goods Stores

(Online Sales Volume in 2016, RUB bn, incl. VAT)



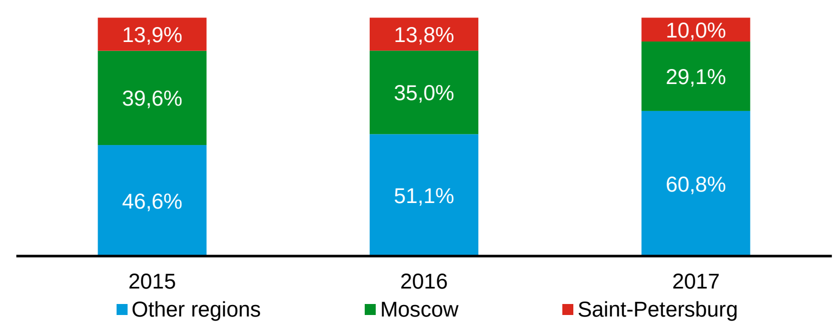
Source: Ipsos Comcon

Continuous growth in traffic and in particular improving conversion…



... driven by the increasing share of regional sales

(value of online orders)



Company data

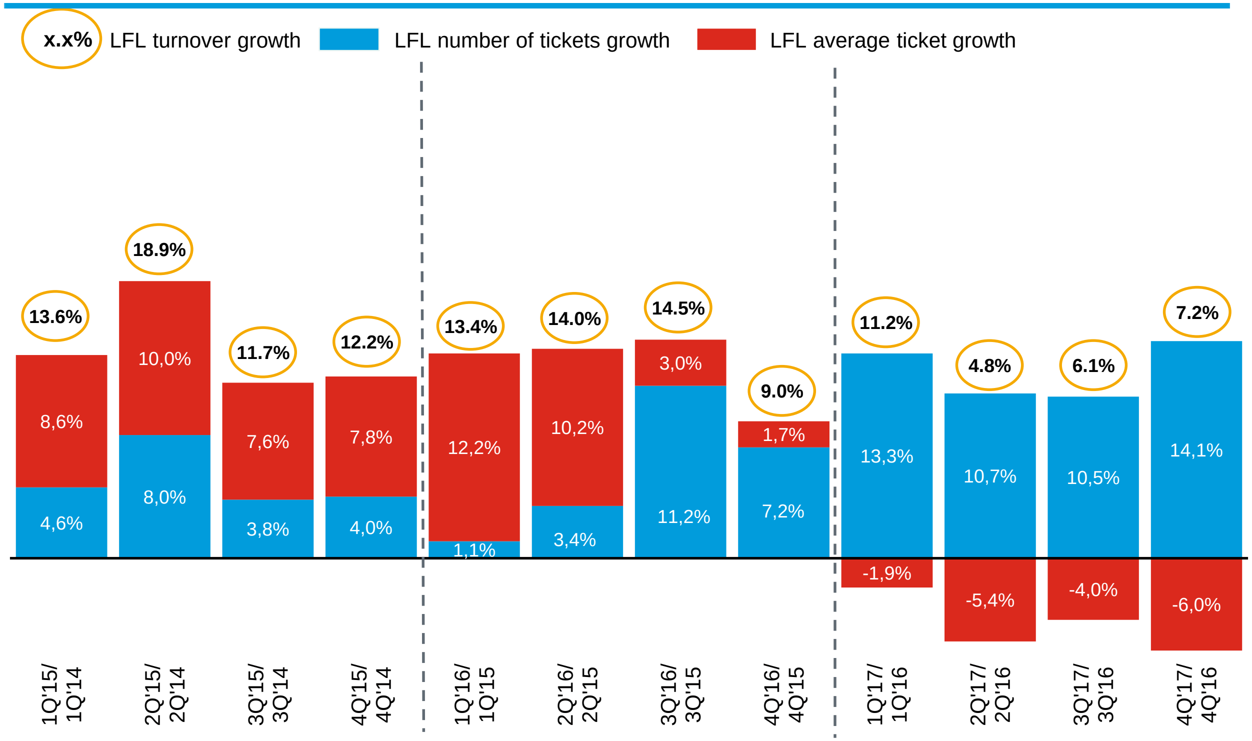
[1] The Group's consolidated financial statements for 2011-2013 under US GAAP, 2014–2017 under IFRS. For the line items and the years presented, there was no difference between the calculation of numbers or presentation under US GAAP and IFRS

[2] Including in-store pickup

[3] Based on preliminarily Detsky Mir sales in Russia

Robust Like-for-Like Performance

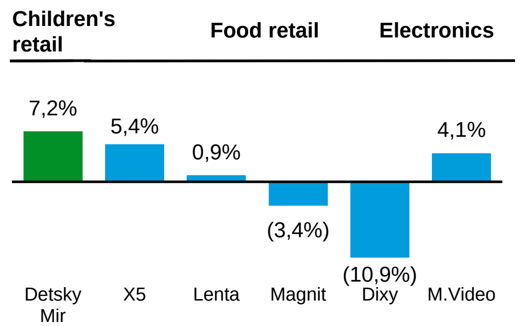
Like-for-like revenue (in RUB)*



Comments

- Strong growth of the like-for-like sales was a result of competitive pricing policy marketing activities and improvements in merchandising
- Focus on attracting of new customers as result double digit LFL number of tickets growth in 2017
- New openings under new store concept, attractive loyalty program and competitive prices are key factors supporting further like-for-like growth

Like-for-like revenue growth for 2017



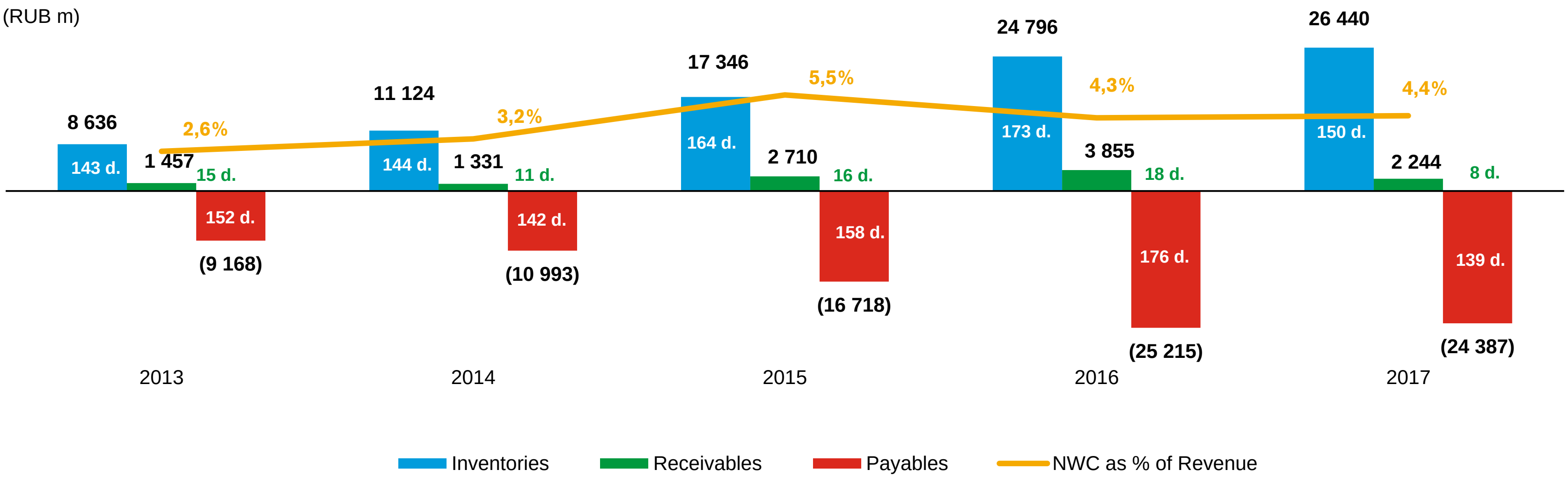
LFL growth	LFL growth 2015	LFL growth 2016	LFL growth 2017
Total	**13.7%**	**12.3%**	**7.2%**
Average ticket	8.3%	5.9%	(4.4%)
Number of tickets	5.0%	6.0%	12.2%

Source: Company data, publicly available data with respect to other companies
*LfL growth in RUB terms. LfL growth includes only DM stores in Russia that have been in operations for at least 12 full calendar months.

Detsky Mir demonstrated attractive revenue growth rate (LFL +7.2%) for 2017

Net Trade Working Capital Overview

Focus on Constant Improvement & Optimization of NWC[1,2]



- Increase in trade working capital in 2015 mainly driven by
  - Change of margin structure (shift from front to back thus higher retro-bonuses thus increased AR)
  - Company has opened new DC, initial fill-up resulted in inventory level growth
  - Increase in number of new stores also resulted in inventory level growth
- Improvements in 2016 achieved via
  - Improved logistics processes efficiency
  - Improved AR: retro-bonuses are calculated and received on a monthly basis instead of quarterly effective beginning of 2016
- Improvements in 2017 achieved via
  - Improved Inventories turnover on the back of optimization of current stock as well as purchases of new goods (positively affected gross margin) and additional promotions agreed with and compensated by suppliers
- Changes in Payables turnover due to an increase in imports and private label purchases (positive effect on gross margin) and better turnover of goods sold with "on being sold" payment condition

Source: Company data.
Note: The Company's consolidated financial statements for 2013 under US GAAP and 2014-2017 under IFRS. For the line items and the periods presented, there was no difference between the calculation of numbers or presentation under GAAP vs IFRS.
[1] Net trade working capital calculated as Receivables + Inventories – Payables
[2] Days of Inventories / Receivables / Payables turnover calculated as corresponding metric divided by COGS / Revenue / COGS multiplied by 365 for FY numbers.

Financial Performance Summary

(RUBm, unless specified otherwise)[1]

	2013	2014	2015	2016	2017
Number of stores	**252**	**322**	**425**	**525**	**622**
Detsky Mir stores	224	278	381	480	578
ELC stores	27	43	44	45	44
Selling space (k sqm)	**320**	**390**	**491**	**596**	**688**
Revenue	**36,001**	**45,446**	**60,544**	**79,547**	**97,003**
% total sales growth	*30.3%*	*26.2%*	*33.2%*	*31.4%*	*21.9%*
% LFL sales growth[2]	*15.3%*	*14.6%*	*13.7%*	*12.3%*	*7.2%*
Revenue per sqm[3] *(RUB thousand / sqm)*	*118*	*128*	*137*	*146*	*151*
Online sales[4]	227	443	1,260	2,776	4,637
Share of online sales	*0.6%*	*1.0%*	*2.1%*	*3.5%*	*4.8%*
Gross profit	**13,908**	**17,263**	**21,904**	**27,108**	**32,798**
Margin, %	*38.6%*	*38.0%*	*36.2%*	*34.1%*	*33.8%*
Gross profit per sqm*[3] *(RUB thousand / sqm)	***46***	***49***	***50***	***50***	***51***
Adjusted SG&A[5]	11,155	12,807	15,708	18,885	22,127
% of revenue	*31.0%*	*28.2%*	*25.9%*	*23.7%*	*22.8%*
Adjusted EBITDA[6]	**2,771**	**4,463**	**6,185**	**8,203**	**10,663**
Margin, %	*7.7%*	*9.8%*	*10.2%*	*10.3%*	*11.0%*
Adjusted Profit for the period[7]	**1,153**	**1,685**	**2,189**	**3,827**	**5,501**
Margin, %	*3.2%*	*3.7%*	*3.6%*	*4.8%*	*5.7%*
Total Debt	**5,922**	**9,716**	**18,359**	**14,638**	**13,592**
Cash and cash equivalents	(860)	(1,670)	(1,934)	(2,445)	(3,155)
Adjusted Net Debt[8]	**5,062**	**2,806**	**10,618**	**11,133**	**10,436**
Adjusted Net Debt / Adjusted EBITDA	*1.8x*	*0.6x*	*1.7x*	*1.4x*	*1.0x*
Capex	**(772)**	**(1,945)**	**(5,308)**	**(1,747)**	**(2,468)**
% of revenue	*2.1%*	*4.3%*	*8.8%*	*2.2%*	*2.5%*
Dividends paid	**(420)**	**(1,856)**	**(2,973)**	**(4,427)**	**(4,767)**

Comments

Sales growth
- Strong support from both network expansion and LFL
- Solid LFL Sales growth rates
- Accelerated rate of new openings in 2017 (+104 stores[9])

Improved operating efficiency
- Slightly declining gross margin due to investment in price leadership to support traffic and LFL growth
- Over 800bps improvement in SG&A as % of sales over five years (-93bps 2017 vs. 2016)

Superior EBITDA margins
- Major SG&A optimisation measures implemented by the new management team since 2013
- Over 320bps margin increase over five years (+68bps 2017 vs. 2016)
- Double-digit EBITDA margin achieved in 2015 and maintained in 2016 - 2017, expected to be maintained in 2018

Capex
- Asset-light business model allows to achieve superior cash flow generation

Conservative financial policy
- Leverage[8] as of 31-December-2017 is 1.0x vs. 4.0x average leverage covenant level across the loan portfolio

Attractive returns for shareholders
- Continuous dividend payout pattern
- Yearly dividend payments increased more than 10-fold from 2013

Source: Company data

[1] The Group's consolidated financial statements for 2011-2013 under US GAAP and 2014–2017 under IFRS. For the line items and the periods presented, there was no difference between the calculation of numbers or presentation under US GAAP and IFRS
[2] LfL growth in RUB terms. LfL growth includes only DM stores in Russia that have been in operation for at least 12 full calendar months
[3] Calculated per average space for the period
[4] Including in-store pickup
[5] Adjusted SG&A expenses are calculated excluding Depreciation and Amortisation, as well as additional bonus payments and Income received from partial termination of employees' right to receive shares under the LTI program

[6] Calculated as EBITDA, adjusted for the one-off effect relating to disposal of the building occupied by the Yakimanka Gallery in 2014, as well as additional share-based compensation expense and Income received from partial termination of employees' right to receive shares under the LTI program
[7] Adjusted for the one-off effect relating to disposal of the building occupied by the Yakimanka Gallery in 2014 (together with related tax effects), as well as additional bonus accruals and Income received from partial termination of employees' right to receive shares under the LTI program
[8] Adjusted Net Debt is calculated as Net Debt adjusted for amounts receivable under the loan issued to CJSC "DM-Finance" (Sistema's subsidiary), fully repaid on February 27, 2017.
[9] In 2017, Detsky Mir closed six stores as part of the Company's ongoing rationalisation programme

Contact information

Sergey Levitskiy
Head of Investor Relations
+ 7 (495) 781-08-08. ext. 2315
Slevitskiy@detmir.ru