

**Notice
on holding annual General Meeting of Shareholders of
PJSC Detsky Mir**



DEAR SHAREHOLDER!

The Board of Directors of PJSC Detsky Mir hereby notifies you that on June 30, 2020 the Annual General Meeting of the Company shareholders will be held.

Format of the General Meeting of Shareholders — absentee voting.

Mailing address for sending completed and signed bulletins: unit 1, bld. 20, B. Balkansky lane, Moscow, 129090

Final date to accept voting bulletins: June 30, 2020

Date on which persons entitled to attend the general shareholders' meeting are determined (recorded) — June 5, 2020.

In case the bulletin is signed by a representative or successor, it is necessary to attach a document (power of attorney) certifying their powers or a copy thereof, attested by a notary, to the bulletin.

AGENDA OF THE MEETING:

1. Approval of the Annual Report of PJSC Detsky Mir for 2019.
2. Approval of annual accounting statements of PJSC Detsky Mir for 2019, including Profit and Loss Account.
3. Distribution of Profit and Loss of PJSC Detsky Mir (including payment of dividends) based on the results of the reporting Fiscal Year 2019.
4. Election of members of the Company's Board of Directors.
5. Election of the members of the Audit Commission of the Company.
6. Approval of the Company's auditor.
7. On joining the association of commercial organizations - the Association of Retail Companies (ACORT)..

Categories (types) of shares whose holders have the right to vote on all or some of the issues on the agenda of the general meeting of shareholders: ordinary registered shares, state registration number of the issue: 1-02-00844-A dated February 11, 2014, ISIN RU000A0JSQ90.

The shareholders have the opportunity to read the draft documents and materials concerning the agenda of the Extraordinary General Meeting of Shareholders from June 9, 2020 to June 30, 2020, in the Company's corporate secretariat, at the following address: 127238, 3-rd Nizhnelihoborsky passage, unit 3, bldg. 6, Moscow, Russia

See all materials to be provided to shareholders in preparation for the General Meeting of Shareholders of PJSC Detsky Mir on the web-page of PJSC Detsky Mir (<https://ir.detmir.ru/en/general-meeting-of-shareholders/> and <http://www.e-disclosure.ru/portal/files.aspx?id=6788&type=13>).

Please note that in preparation for the General Meeting of Shareholders of PJSC Detsky Mir, shareholders are given the opportunity to ask questions to the members of the executive bodies and the Board of Directors of PJSC Detsky Mir on the agenda of the General Meeting of Shareholders, as well as express their opinion on the agenda items by sending relevant messages to the e-mail address shareholder@detmir.ru.

Persons exercising their rights in securities the rights in which are accounted for by a nominal holder, foreign nominal holder, a foreign organization entitled in accordance with its personal law to register and assign rights to securities, may participate in the shareholders' meeting and exercise the right to vote under the procedure established by Art. 8.9 of the Federal Law "On the Securities Market," using electronic means through the depository accounting system.

Persons entitled to participate in the General Meeting of Shareholders of PJSC Detsky Mir can register for participation in the General Meeting of Shareholders, fill out the electronic form of the ballots and vote using these ballots on the website in the information and telecommunication network the Internet at www.aoreestr.ru (address of the webpage – <http://www.aoreestr.ru/shareholders/e-voting>).

Chairman of the Board of Directors of PJSC Detsky Mir Vladimir Chirakhov