



Detsky Mir Investor Presentation

Leading specialized children's goods retailer in Russia

Disclaimer

THIS DOCUMENT IS NOT AN OFFER TO SELL OR A SOLICITATION OF AN OFFER TO SUBSCRIBE FOR OR PURCHASE ANY SECURITIES

Certain information in this document is forward-looking, and reflect Detsky Mir's current expectations and projections about future events, which reflect various assumptions made by Detsky Mir. These assumptions may or may not prove to be correct and no representation is made as to the accuracy of such information. By their nature, forward-looking statements involve known and unknown risk and uncertainty because they relate to future events and circumstances. These risks, uncertainties and assumptions could adversely affect the outcome and financial effects of the plans and events described herein. Forward-looking statements contained in this document regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. Detsky Mir does not undertake any obligation to update or revise any forward-looking statements in this document, whether as a result of new information, future events or otherwise. You should not place undue reliance on forward-looking statements, which speak only as of the date of this document.

This document is strictly confidential to the recipient may not be distributed to the press or any other person, and may not be reproduced in any other form. No reliance may be placed for any purpose whatsoever on the information contained in this document or on its completeness. No representation or warranty, express or implied, is given by or on behalf of Detsky Mir or any of its directors, officers or employees or any other person as to the accuracy or completeness of the information contained in this document and no liability whatsoever is accepted by Detsky Mir or its affiliates, advisors, agents, directors, officers or employees nor any other person for any loss howsoever arising, directly or indirectly, from any errors or omissions of information or use of such information or otherwise arising in connection therewith.

This document does not constitute an offer of securities for sale in the United States of America. Neither this document nor any copy of it, nor the information contained herein, in whole or in part, may be taken or transmitted into, or distributed, directly or indirectly in or to the United States. Any failure to comply with this restriction may constitute a violation of U.S. securities laws. No securities of Detsky Mir have been or will be registered under the United States Securities Act of 1933 or the securities laws of any state of the United States, and unless so registered may not be offered or sold except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and applicable state securities laws.

This document is only addressed to persons in member states of the European Economic Area who are "qualified investors" within the meaning of Article 2(1)(e) of the Prospectus Directive (Directive 2003/71/EC and amendments thereto). In addition, in the United Kingdom, this document is only directed at (1) qualified investors who are investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "Order") or high net worth entities falling within Article 49(2)(a)-(d) of the Order or (2) persons to whom it may otherwise lawfully be communicated.

This document is not an offer or an invitation to make offers or advertisement of securities in the Russian Federation.



Detsky Mir at a glance

Russia's children goods retail market leader with strong growth and attractive shareholder returns



Key facts



Undisputed #1 player

with 67% share of specialized children's goods retail market and 26% share of total children's goods market in Russia in 2019



Iconic brand

with 99% prompted awareness¹



830 branded stores in 303 cities

in Russia, Kazakhstan and Belarus, of which 784 Detsky Mir, 30 ELC & ABC, 11 Zoozavr stores and 5 Detmir Pickup²



Prime locations

in modern shopping malls with average store selling space of ~1,100 sqm



Top-3 online children's goods retailer

19% market share in online children's retail in 2019

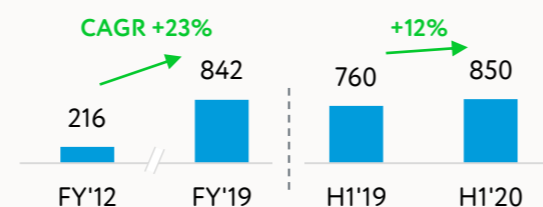


Publicly listed

on the Moscow Stock Exchange since February 2017 with current free-float of 100%

Strong operational and financial results³

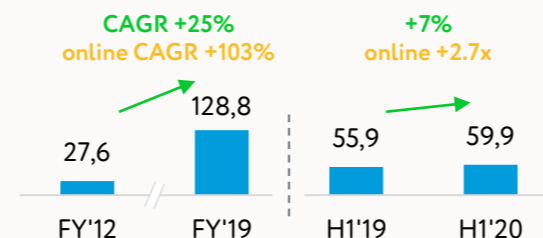
Total number of stores



+20
New store openings in H1 2020

+2.5%
LFL in H1 2020 (Russia and Kazakhstan)

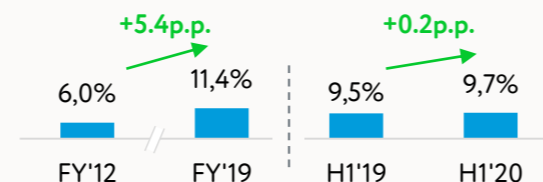
Total revenue (RUB bn)



31%
Share of online revenue in Russia Q2 2020

89%
Cash conversion⁴ H1 2020

Adjusted EBITDA⁵ margin



c.8%
Dividend yield⁶

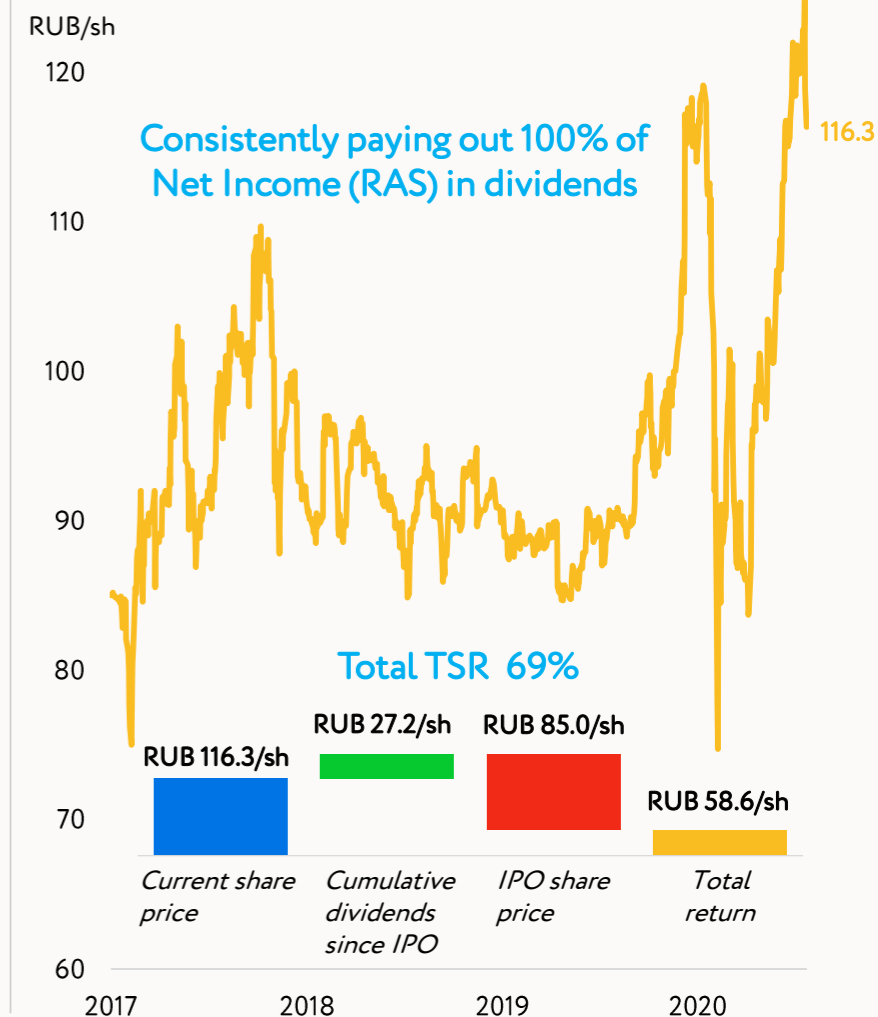
1.6x
Net debt/LTM adj. EBITDA H1 2020

Revenue breakdown, 2019



Generating attractive returns for investors

Detsky Mir share price performance since IPO



Source: Company data, Ipsos Comcon, Factset as of 31 August 2020

¹ "Children Goods Market in Russia" report by Ipsos Comcon ("Ipsos Comcon report"). Consumer survey conducted in December 2017

² As of 31 August 2020

³ Under IAS 17

⁴ Calculated as (Adj. EBITDA - Capex) / Adj. EBITDA

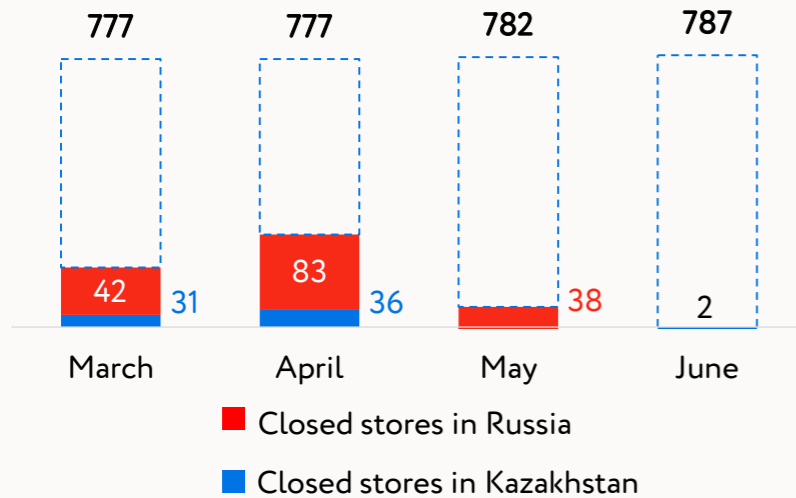
⁵ Under IAS 17 Adjusted for the one-off effect relating to additional bonus accruals and Income received from partial termination of employees' right to receive shares under the LTI program

⁶ Calculated as dividend per share announced in the last 12 months (RUB 5.06 interim dividend for 9M 2019 and RUB 3.0 for 2019) / share price as of the record dates

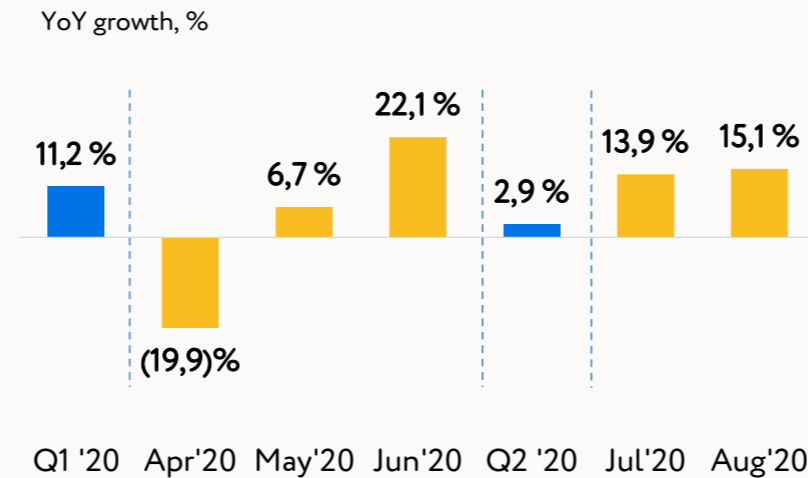
⁷ Including large items, stationery, sports and seasonal goods

Impact of Covid on business performance

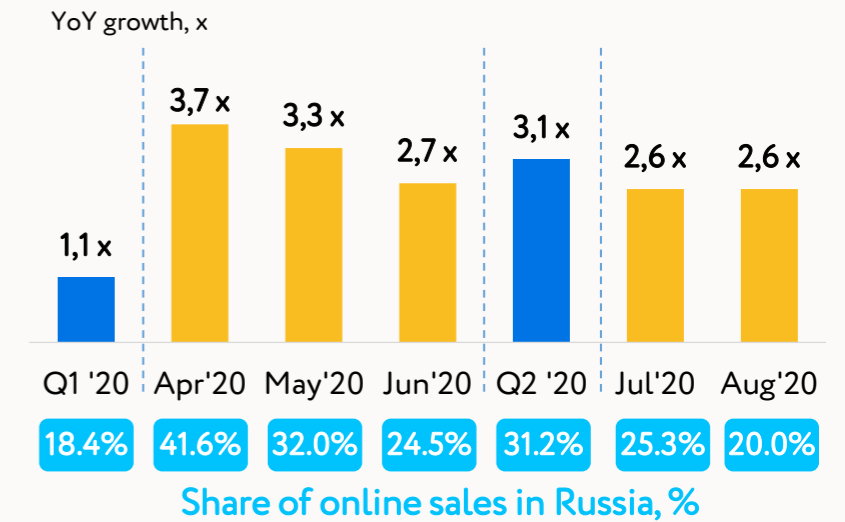
DM store closings were limited



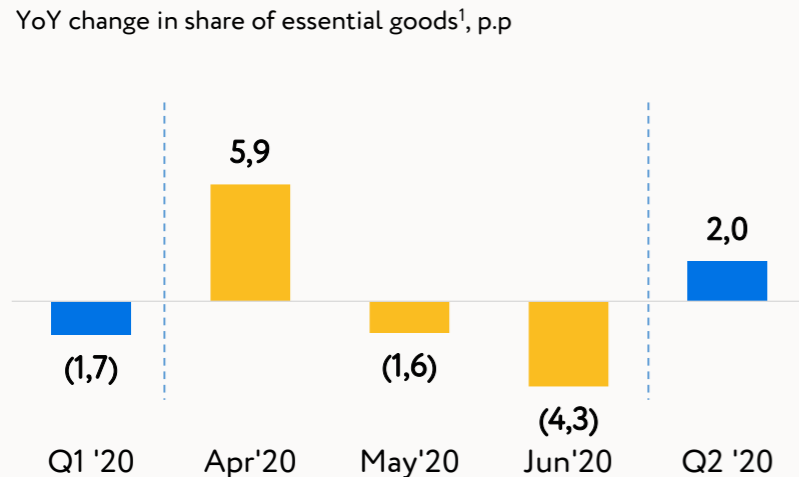
Sales rapidly recovered ...



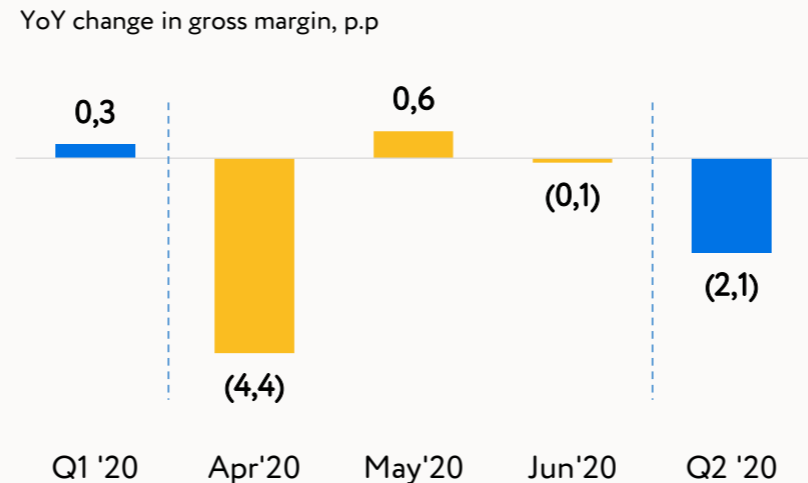
...thanks to explosive growth in online sales



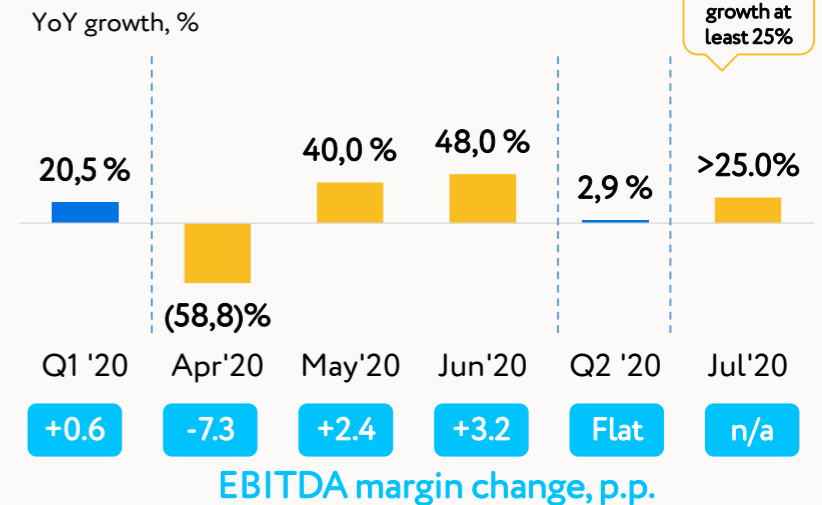
Change in the share of essential goods¹...



...negatively affected gross margin...



... while cost measures helped to restore EBITDA growth



Source: Company data

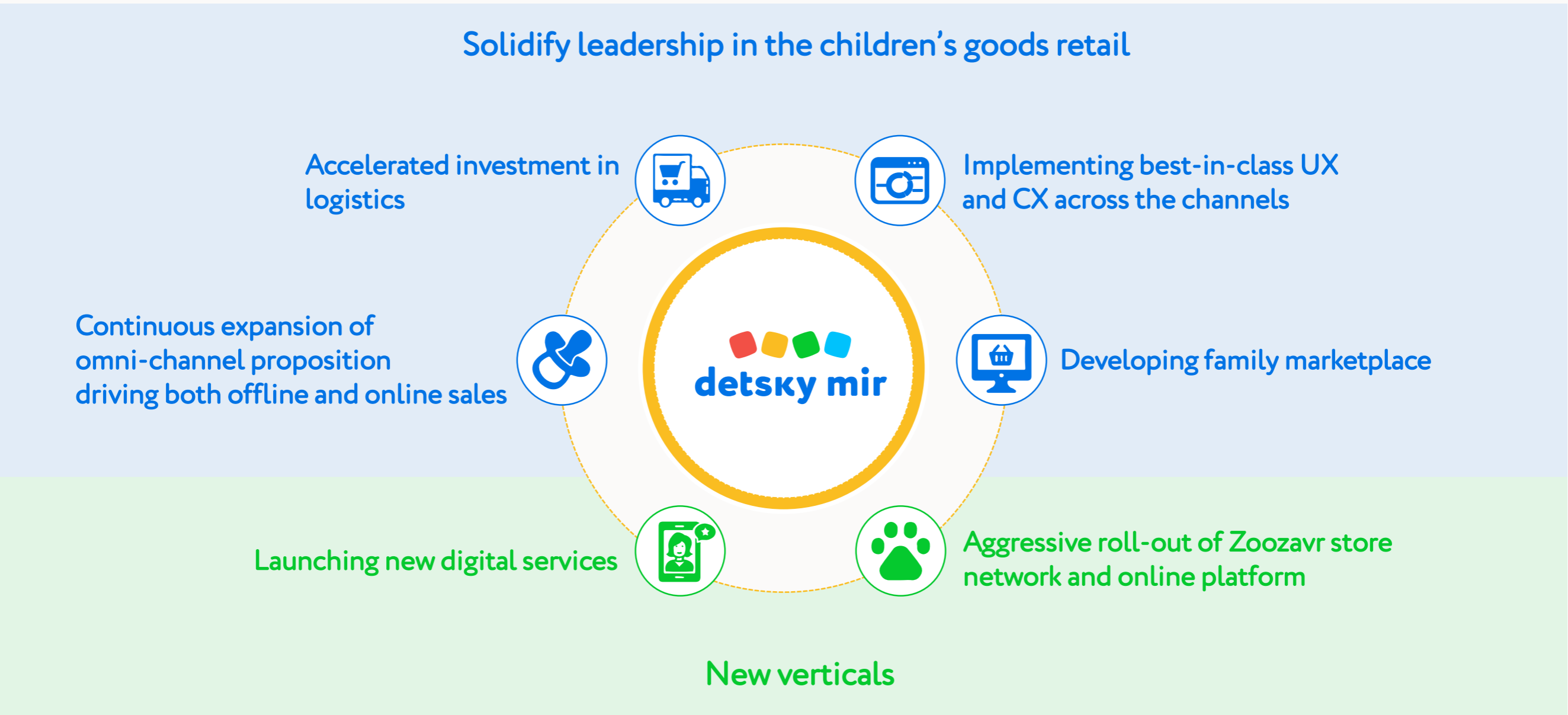
¹ Essential goods include newborn category



Strategic priorities

Our Strategy 2020 – key building blocks

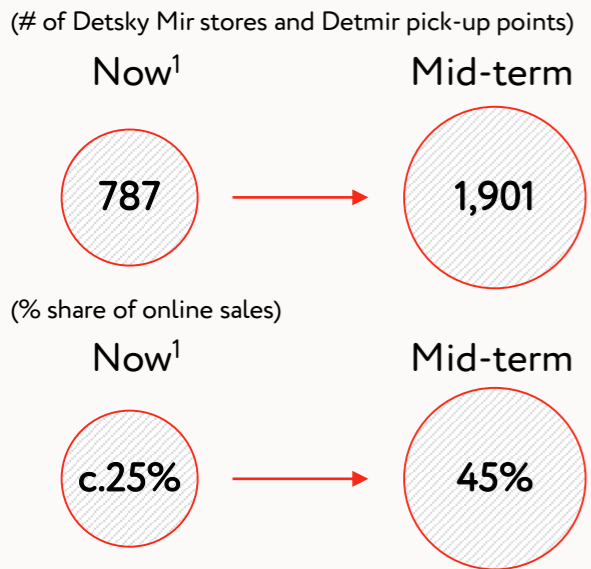
Solidify leadership in the children's goods retail



Cement & build on the omni-channel leadership

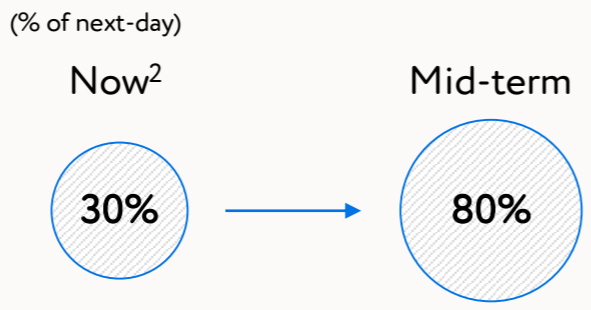
Expand omni-channel retail platform

Opening **300+** Detsky Mir stores and **800** Detmir pick-up points;
 Now targeting **45%** share of online sales



Accelerated investment in logistics

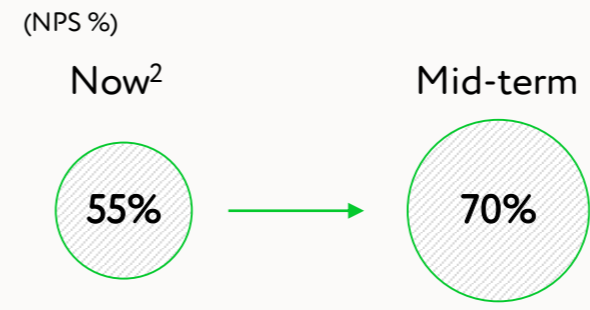
c.80% of online orders to be delivered next-day



- Launch of **2** Federal DCs and **3** Regional DCs
- Federal DC capex - **RUB 2.5bn**, Regional DC capex - **RUB 100m**

Enhancing UX/CX

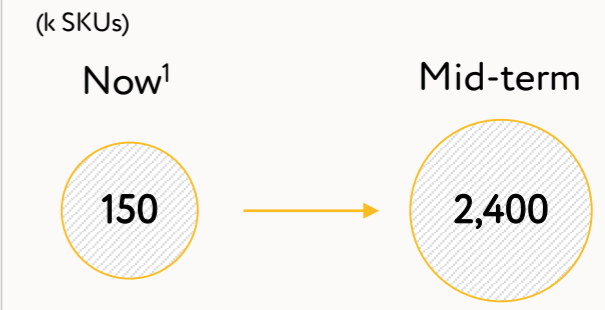
Achieving **70%** NPS across the channels



- Mobile first concept
- Developing **best-in-class** app
- Store digitalisation initiatives underpinning online sales via offline channel

Marketplace to drive assortment breadth

Targeting **2,400k** SKUs



- Leadership in the assortment breadth
- Development of VAS for merchants – accounting, advertising and promotion

Omni-channel leadership thanks to RUB 4bn CAPEX in mid-term in our IT platform, including logistics, IT infrastructure and licenses, marketplace and UX

Source: Company data
¹ As of 30 June 2020
² Latest available data

Synergetic growth in new verticals

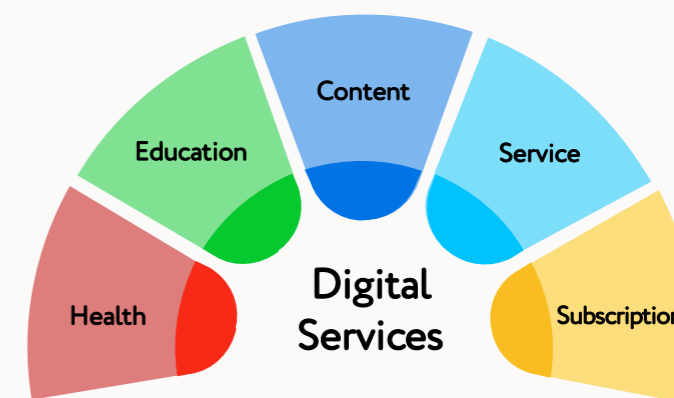
Zoozavr – specialised pet supplies shop

- Pipeline of **500 Zoozavr stores** in mid-term, share of online **30%+**
- Targeting **double-digit** market share in mid-term
- Introduction of **private label** categories aiming to achieve **30%** share in mid-term



Digital services and entertainment for children

- Defining key monetary KPIs and selection criteria
- Targeting launch of **at least 2 children's digital services** in mid-term
- Focus on building long-term relationships with the client





Our investment story

Detsky Mir – leading specialized children's goods retailer in Russia



-  Undisputed market leader in children's goods retail market in Russia with significant growth potential in online 1
-  Category-defining brand with highly popular customer proposition 2
-  Unique omni-channel model with multiple initiatives for further enhancement 3
-  Emerging new strong layers of growth beyond core business model 4
-  Asset-light cash-generative business model providing for strong returns on capital and consistent dividend payments 5
-  Strong management team with well-established market-oriented governance practices 6

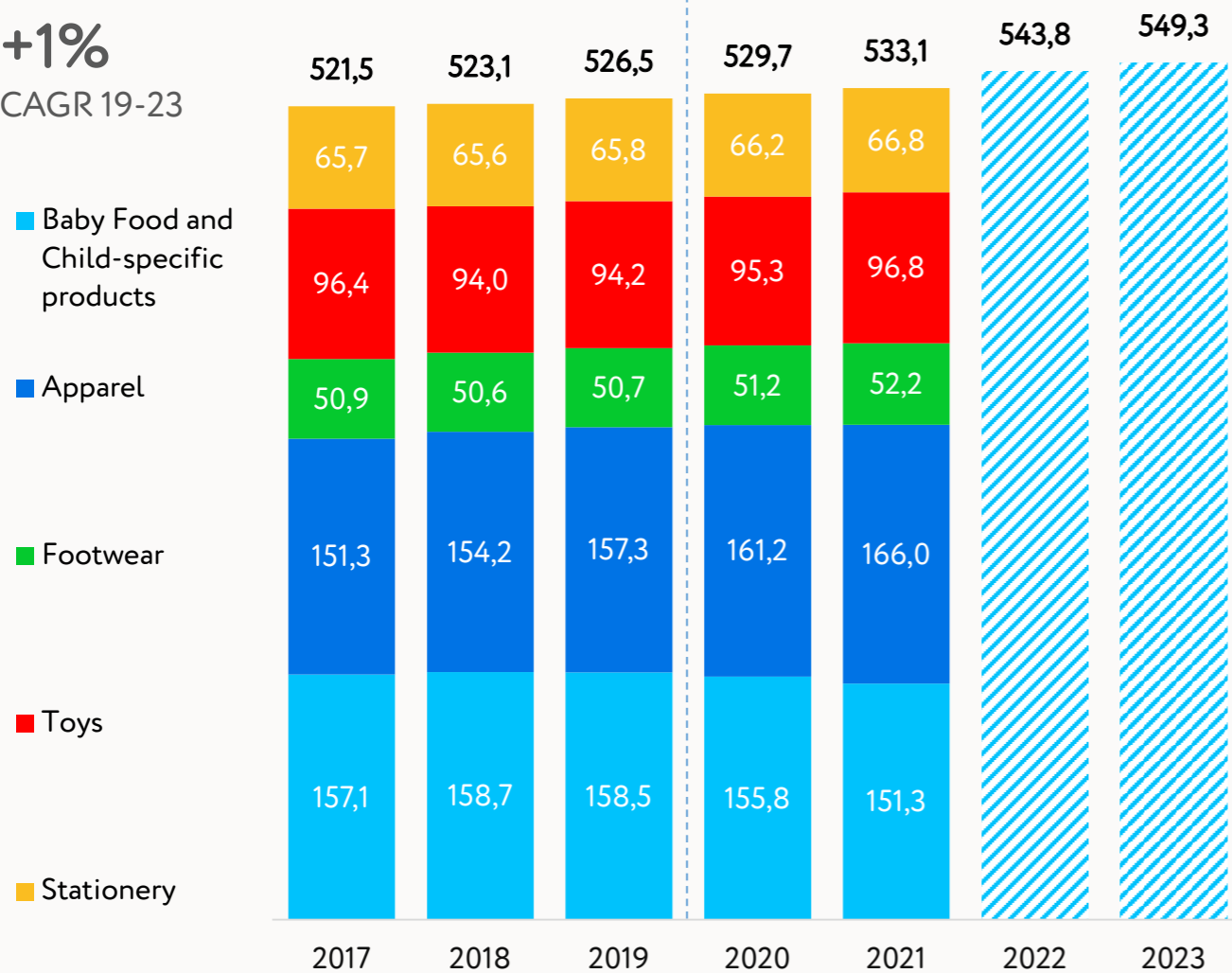
Russian children's goods market overview

Slowing market growth

Russian children's goods market in cities with over 100k population based on pre-COVID 19 estimates made in February 2020 (RUB bn)

+1%

CAGR 19-23



Source: Company data, Ipsos Comcon report

Growth potential in small cities

Market size in cities with over 10k population (RUB bn)

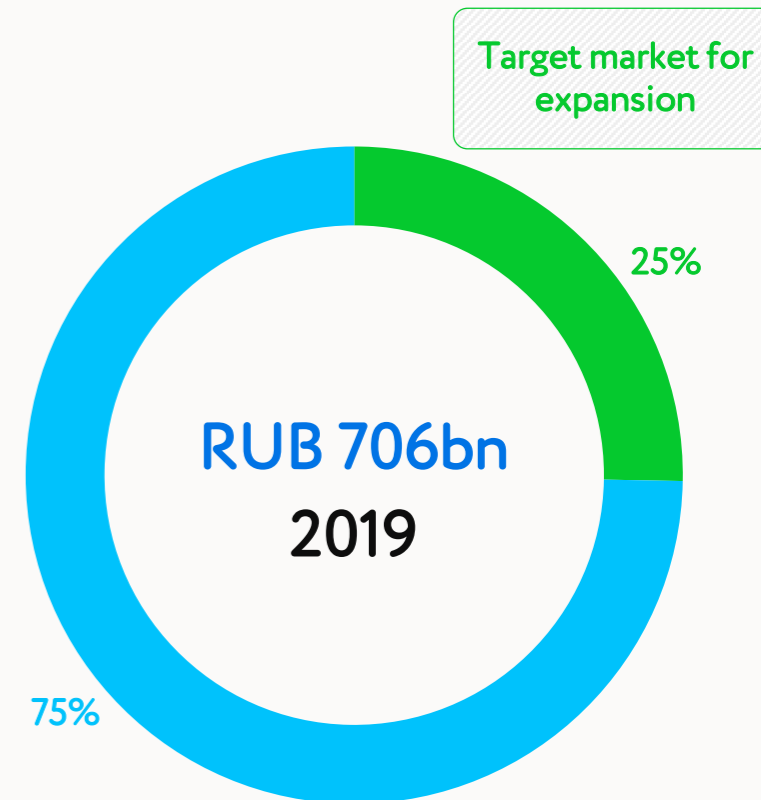
19%

Detsky Mir market share in all Russian cities

26%

Detsky Mir market share in Russian cities with over 100k population

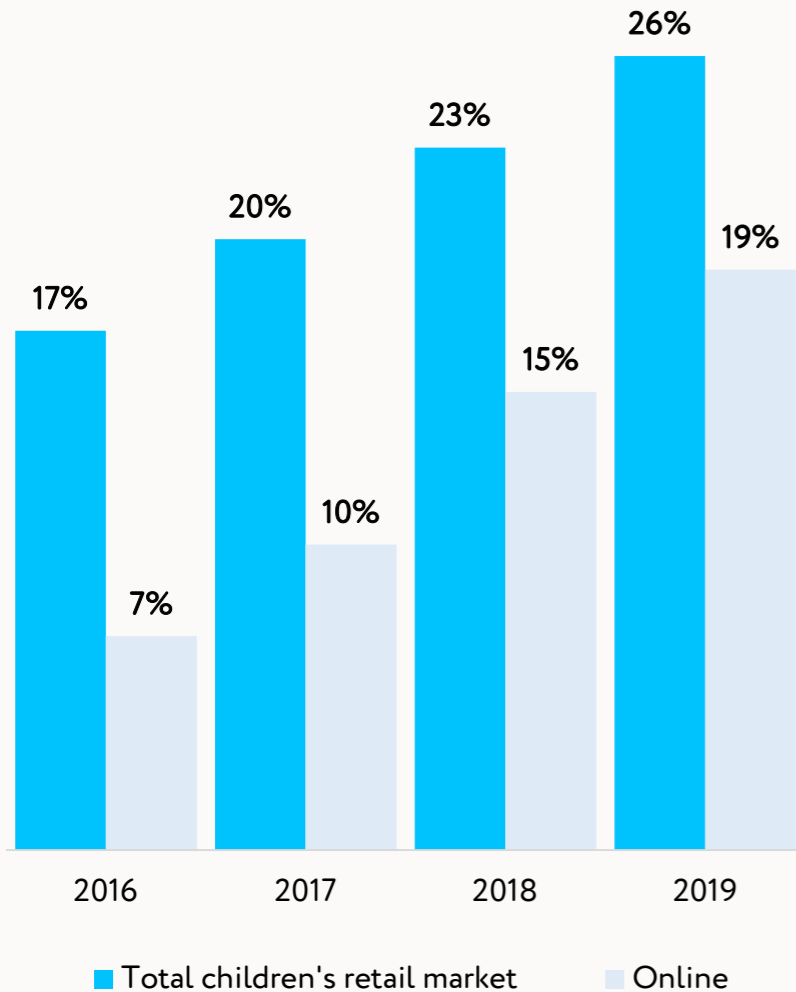
- Cities with less than 100k population
- Cities with over 100k population



Market environment evolution

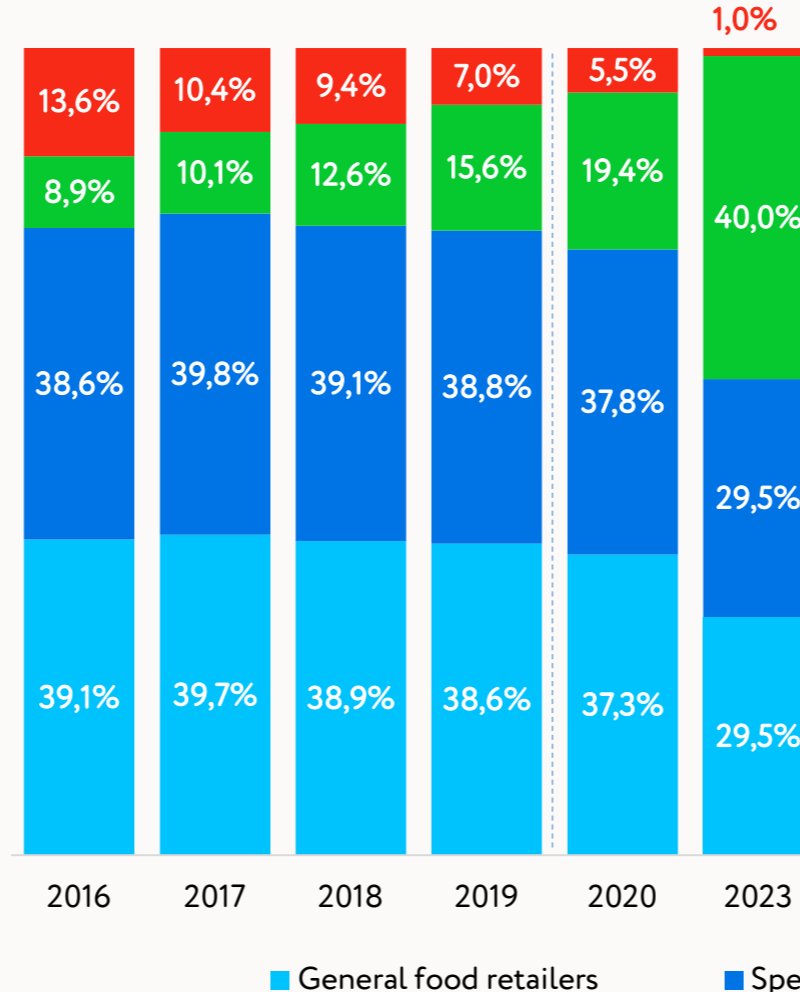
Detsky Mir has been historically building on its market leadership

Detsky Mir market shares (%)¹



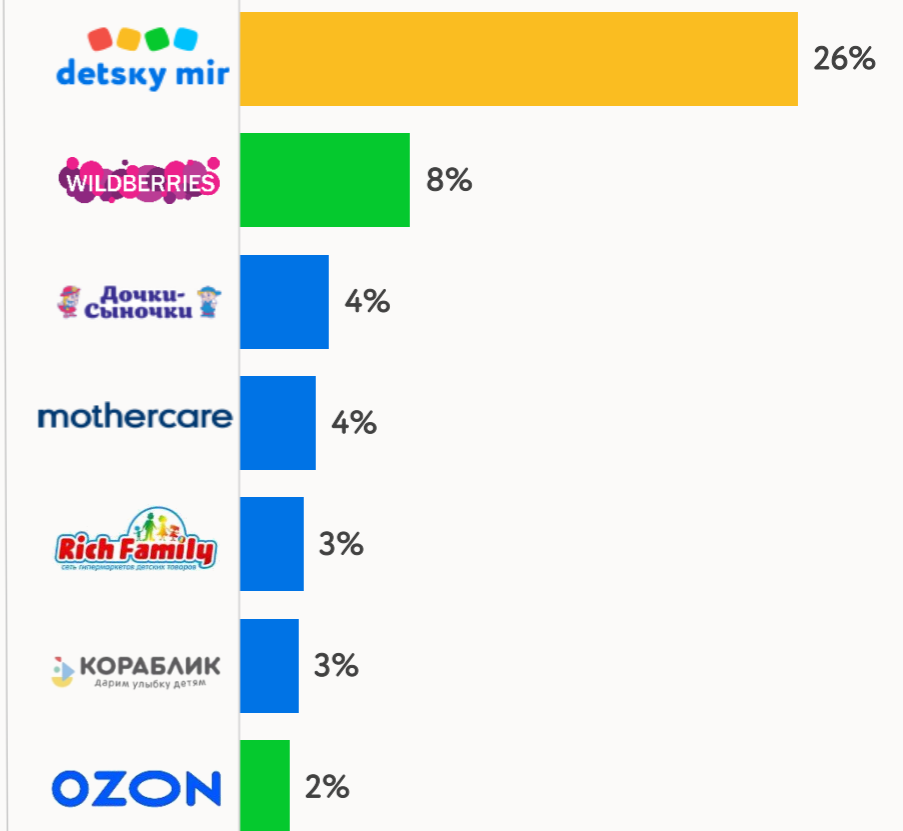
Online channel is becoming more important and expected to grow 2.6x in 2019-23

Russian children's goods market breakdown by channels (%)¹



Online marketplaces evolving into most notable competitors

Market share in total children's goods retail in Russia (%)¹



Source: Company data, Ipsos Comcon report

¹Market size calculated as sales in retail prices (including VAT) in the Russian Federation in cities with over 100k population

Category-defining brand with highly popular customer proposition

Leading customer proposition

Brand positioning

Iconic Russian household name with 70-year history
99% prompted awareness¹
92% unprompted awareness¹

Product offering and convenience

One-stop-shop across key children's categories
Product offering of ~20,000 SKUs for a typical store and ~150,000 SKUs for online
Fast fashion (8 seasons)
Full omni-channel model with convenient delivery options
Convenient locations in high foot traffic areas

Attractive pricing and promotions

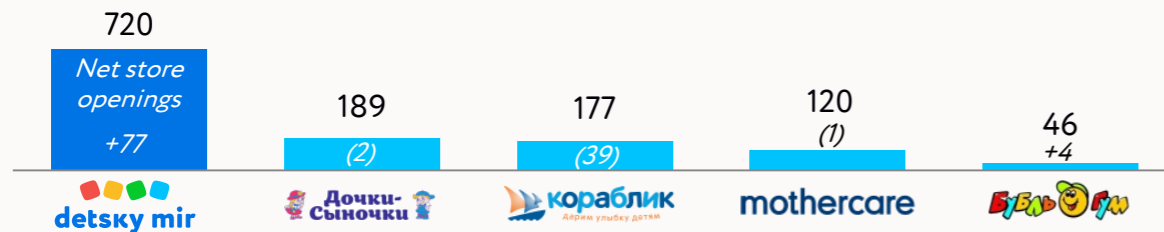
Price segment from medium to medium-low
We aim to offer highly competitive pricing in baby food and hygiene products
Periodic sales and promotions

Loyalty program

c.25.1m loyalty cards (c.10.5m active loyalty cards²)
c.15.0m contact base of users as of June 2020
Average ticket for loyalty card holders is significantly higher vs. customers without cards

Bigger, better and more recognizable than the competition

Number of stores (2019)³



Brand recognition (Aided and Spontaneous awareness, February 2020)



Well-balanced product mix across traffic generators and high-margin products

Product segment	Gross margin	Traffic generation	Revenue breakdown ⁴ (2019)
Newborns	✓	✓✓✓	31%
Toys	✓✓	✓✓	32%
Fashion	✓✓✓	✓	27%
Large items and other	✓✓	✓✓	10%

Source: Detsky Mir for Company and peers data; Ipsos Comcon for brand recognition metrics

¹ Based on consumer survey conducted in February 2020

² Cardholders who made at least one purchase at Detsky Mir during the last 12 months to 30 June 2020 are considered active

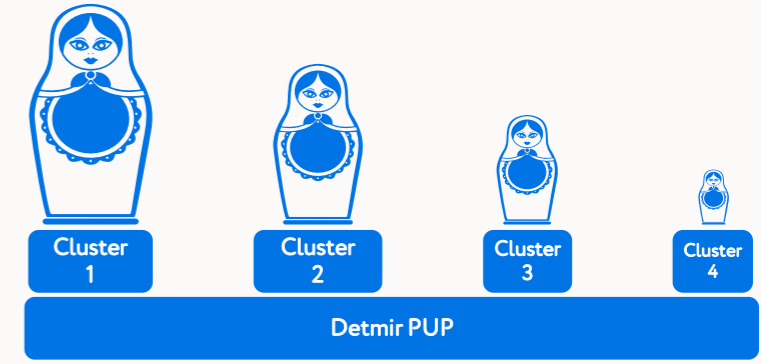
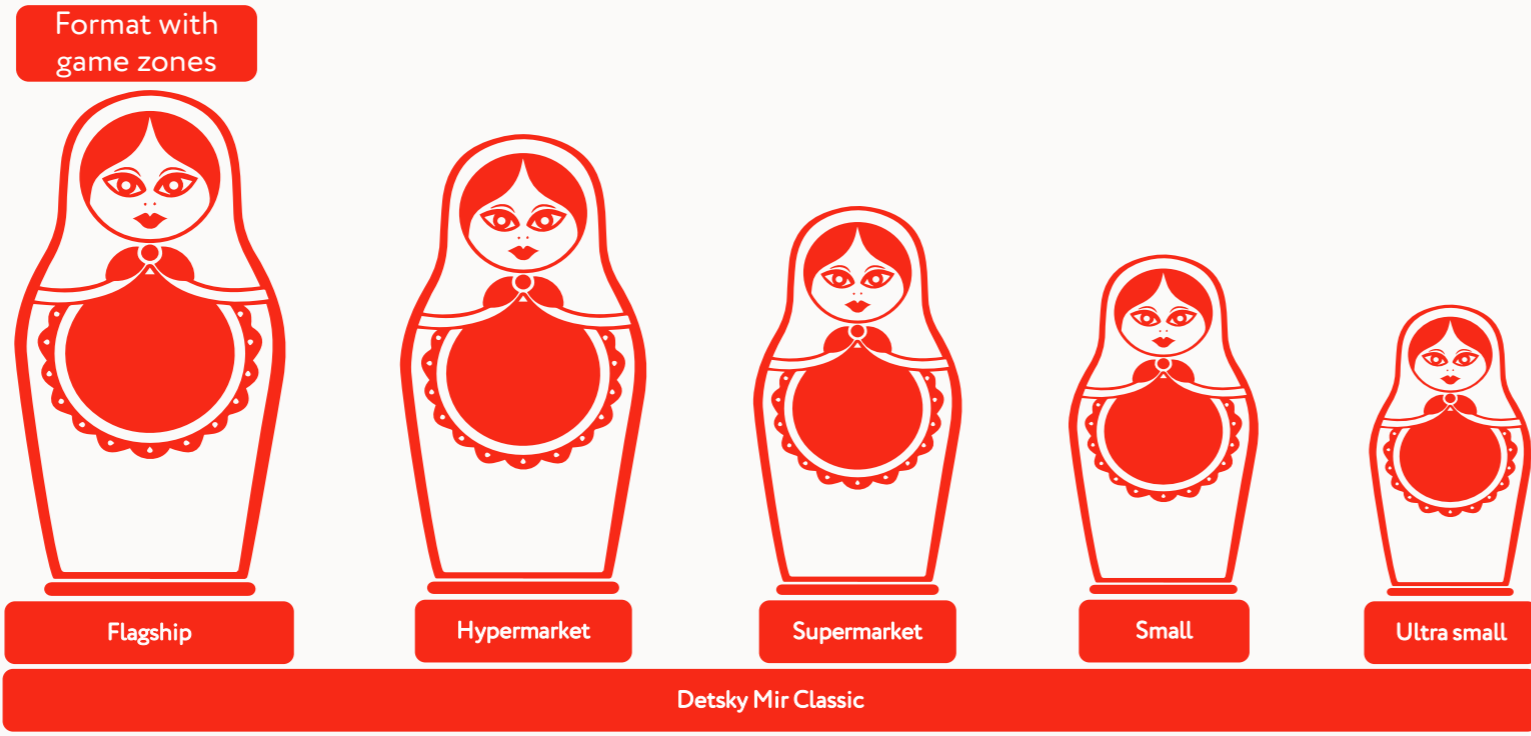
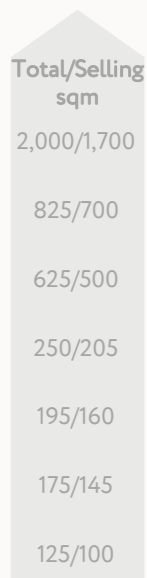
³ Excluding Kazakhstan and Belarus; excluding ELC&ABC and Zozavr stores

⁴ Retail revenue only

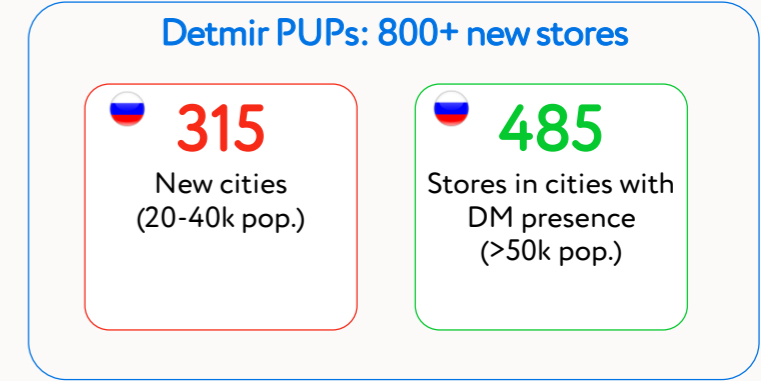
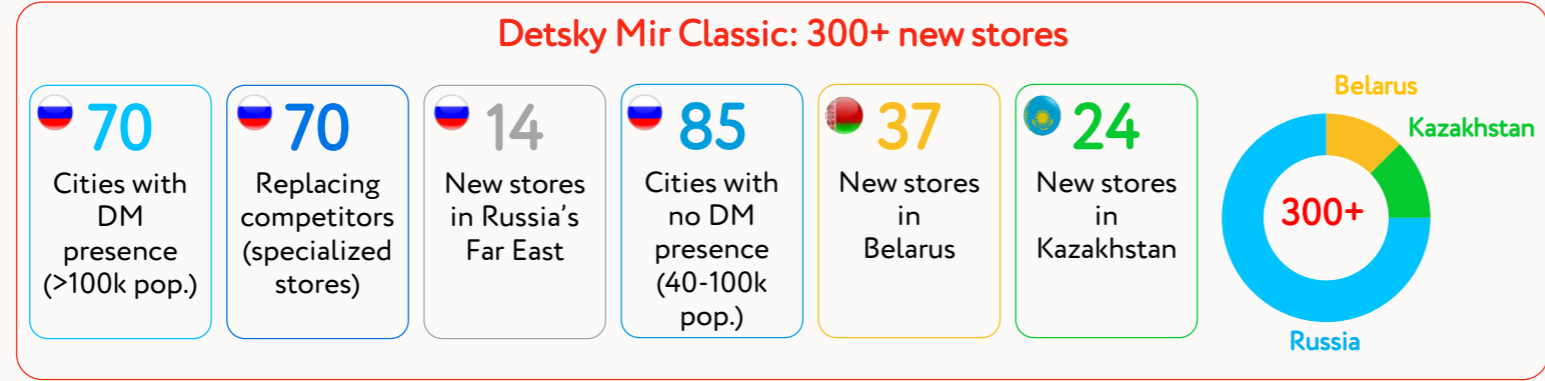
Embedded formats strategy with solid expansion pipeline

Pickup points are a unifying feature of all formats

Modernised diversified formats with unified standards



Clear medium-term white space



Source: Company data



New store format: compact Detmir Pick-Up-Points (PUPs)

- ✓ Pick-ups with an unlimited shelf from DCs plus ~2,000 SKUs in-store
- ✓ Capture smaller cities with 40k-100k population, expanding our market size by 30+% to RUB 706bn
- ✓ 800+ stores medium-term, 1,200+ more stores longer term
- ✓ High-single-digit EBITDA margin
- ✓ 30%+ IRR on 7-year cash flows (w/o terminal value)
- ✓ Relies on regional DCs coverage within 500m, Store capex RUB 3-4m



In-store 2.0

- ✓ Modernise and expand online order pick-ups and fulfilment within existing DM Classic stores
 - ✓ Increased selling space (+15 sqm)
 - ✓ Capex: <RUB 300k per store
- Goals:
- ✓ From 20% to 38% online orders of in-store turnover
 - ✓ Composite service level ≥90%



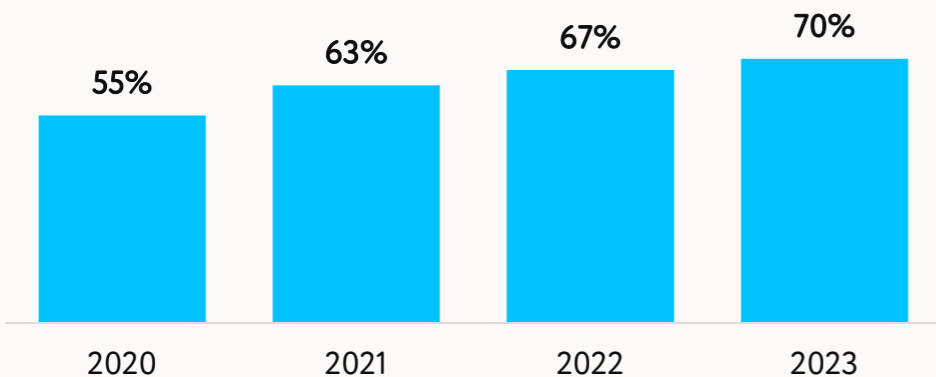
Detsky Mir 3.0

- ✓ Full digital transformation and modernisation of all stores to make them fully online and pick-up capable
- ✓ Clear and accessible navigation
- ✓ Unified customer service center in all stores
- ✓ Fresher and more “digital” look & feel for shoppers implemented at new stores
- ✓ Automated solutions: electronic price tags, employee apps, self-checkouts

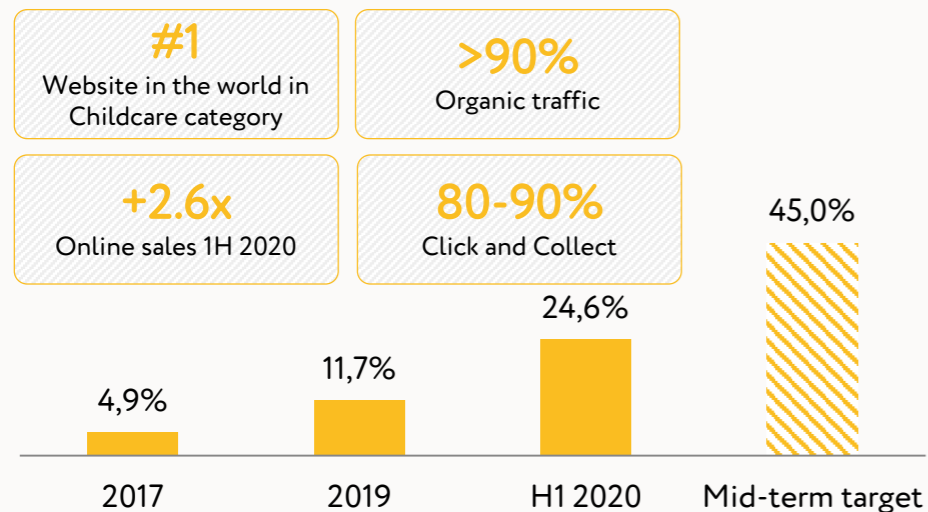


Investing in mobile app as key driver to deliver strategic objectives

Targeting 70% NPS across the channels in mid-term



Share of online sales¹





Source: Company data, AppAnnie, SimilarWeb

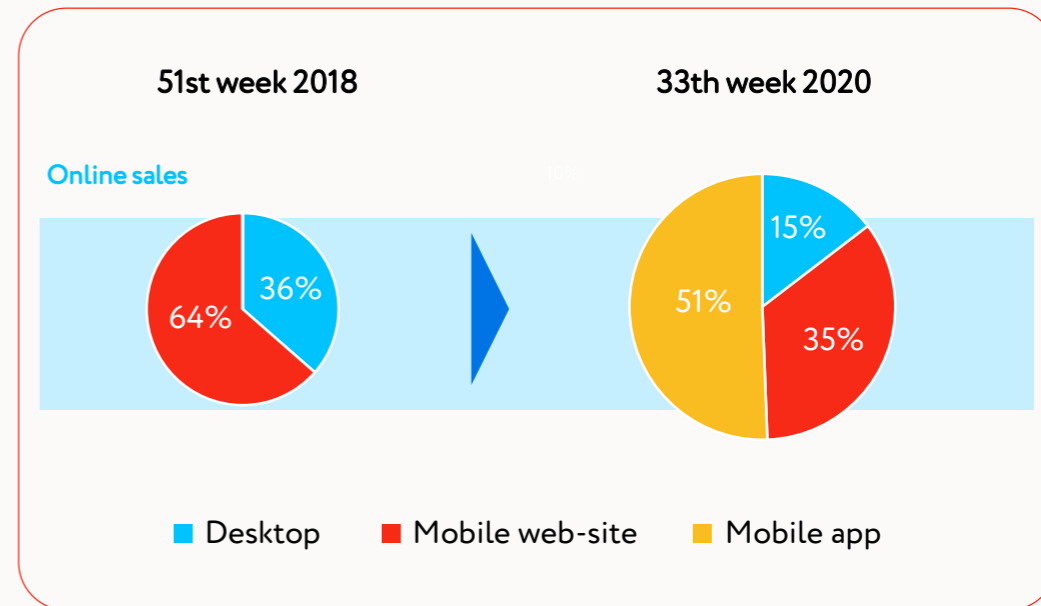
¹ As % of total revenue in Russia

² Number of downloads over 33 weeks of 2020

³ As of 17 August 2020 vs. 24 November 2019 based on AppAnnie data

“Mobile first” concept – Detsky Mir mobile app

- 3.5 million downloads²
- #40 ↑ #15 App ranking in Shopping category³ 
- #36 ↑ #14 App ranking in Shopping category³ 



Developing Tier 1 app

- ✓ Catalogue
- ✓ Search
- ✓ Filters and sorting
- ✓ Shopping cart and checkout
- ✓ Favourites
- ✓ Online payment
- ✓ Chat support
- ✓ Recurring orders subscription
- ✓ Personalised product recommendations
- ✓ Personal account with order history



3 DM's Marketplace

Why DM Marketplace?

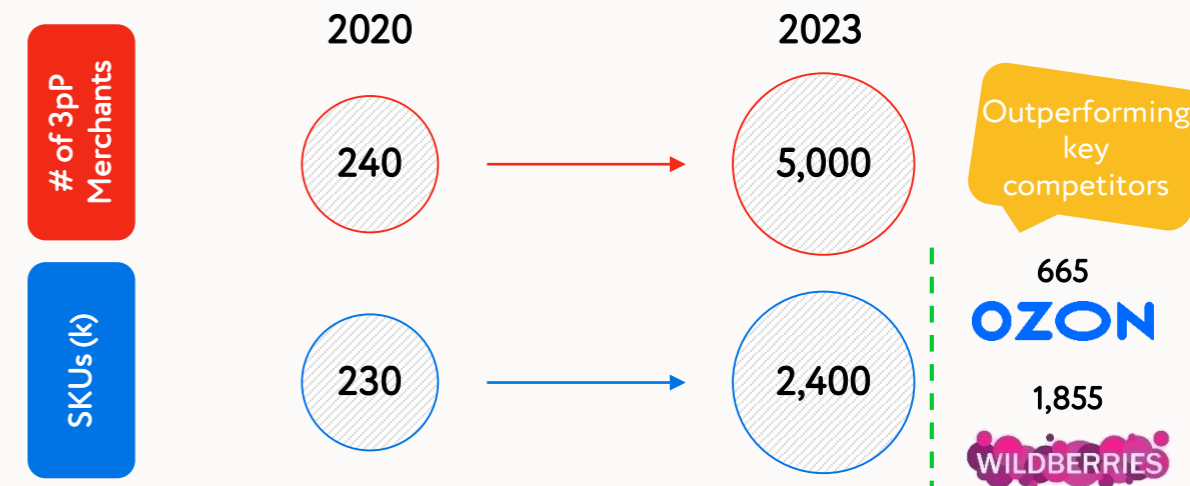
- ✓ Provide our shoppers with broadest possible assortment they have come to expect
- ✓ Provide our suppliers a great platform to reach customers and manage inventory
- ✓ Lower costs than competitors by building on top of existing infrastructure
- ✓ Limited capex and no extra working capital

DM Marketplace profile

<p>Assortment Initially focus on children's FMCG and fashion</p>	<p>Pricing Mid-to mid-high price segments</p>
<p>Economics 3PL commission-based model</p>	<p>Customers Shoppers: same target base, same loyalty program Merchants: local producers and well-known international brands</p>
<p>Service platform DM provides interface and logistics / delivery on same platform as its 1P e-Commerce</p>	<p>New verticals To be launched based on success of core categories</p>

Long-term vision

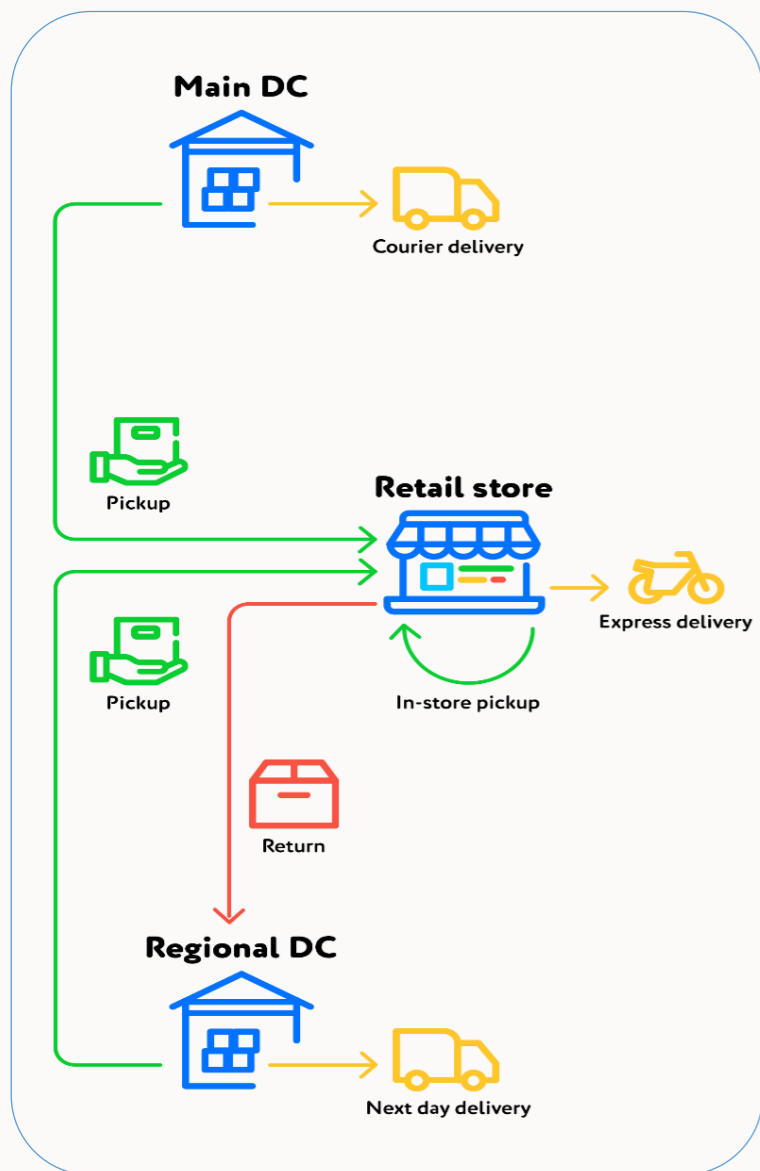
- Overtake key local competition in relevant SKUs
- GMV representing double-digit share of our online sales
- 20-25% commission rate
- Cost structure
 - Mainly logistics, delivery, personnel
 - Low marketing cost vs other MPs thanks to "free" traffic / strong brand
- Upper single-digits EBITDA-to-GMV ratio




Source: Company data

3 complementary channels to optimise speed and coverage of courier delivery

Omni-channel delivery platform



 **Assortment**

Main DC


2.4m SKUs

Regional DCs

200k SKUs

“Last mile” through retail chain

20k-30k SKUs

 **Number of locations**

2¹ Main DC
+ 2 DCs in the pipeline

1 Regional DC
+ 3 DCs in the pipeline

500 stores

 **Coverage**

95% of Russia population

500km from Regional DCs,
84% of Russia population

5km within stores
30% of Russia population

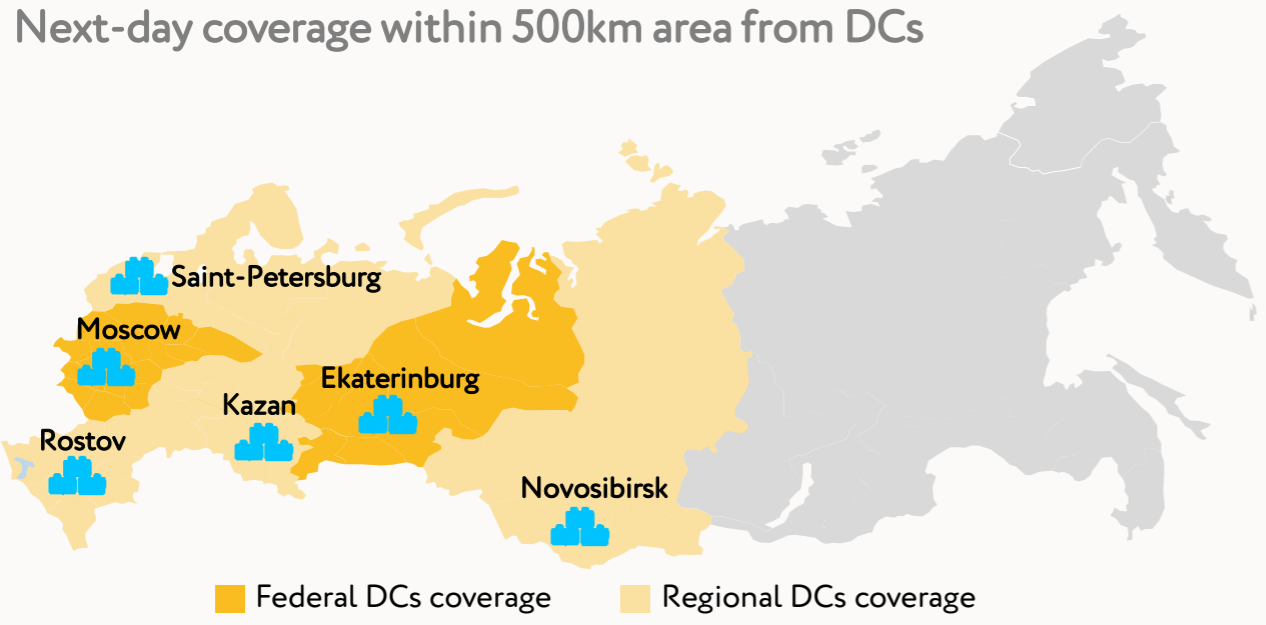
 **Speed**

1-20 days

Next-day

Same-day
~3 hours

Roll-out of regional DCs to boost availability of next-day delivery

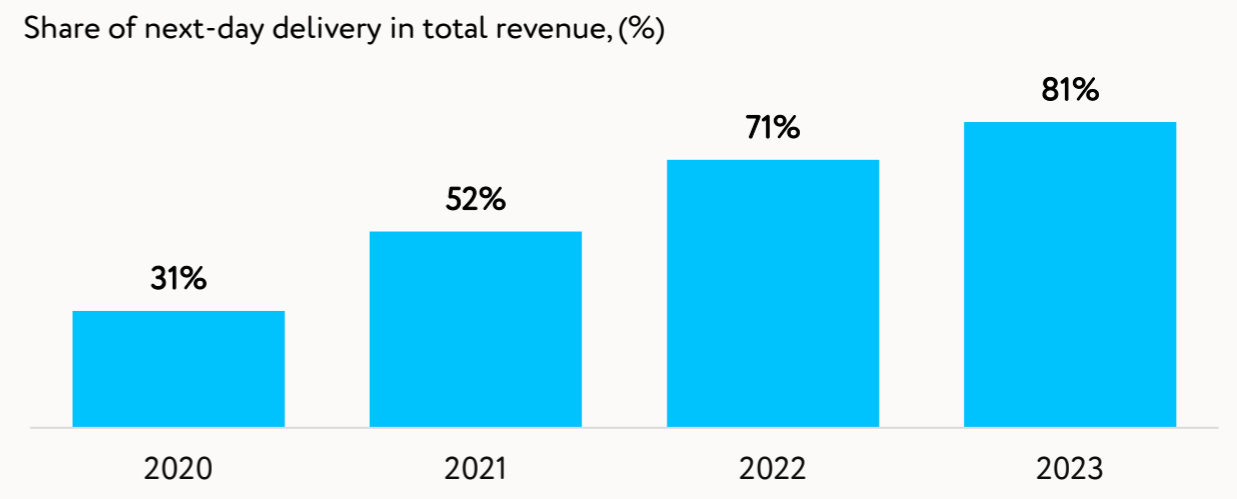


Distribution centers overview

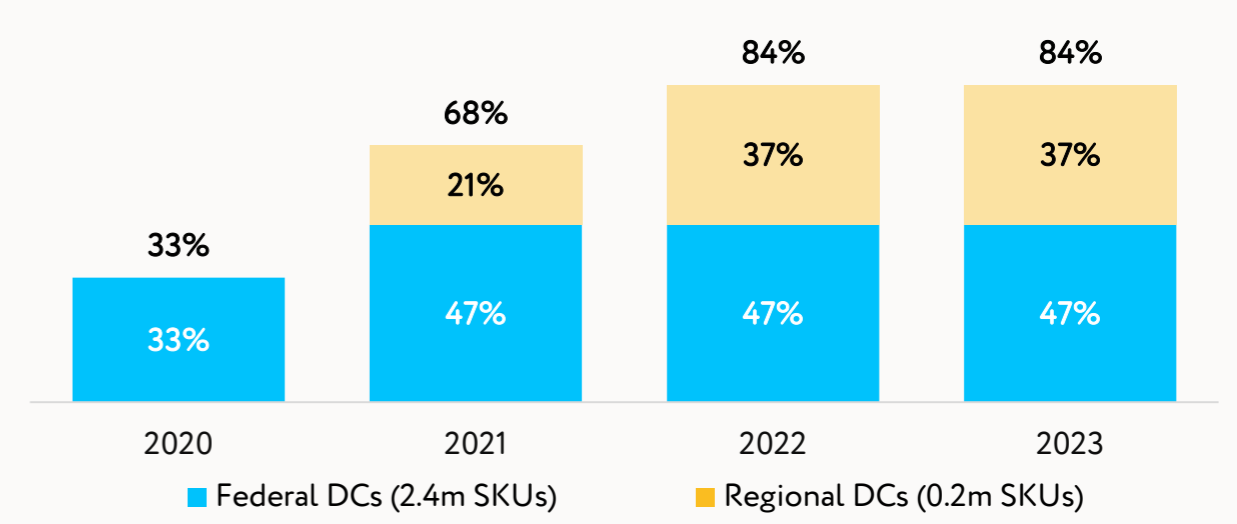
Distribution center	Launch	SKUs, m	Population, m
Moscow (Bekasovo 1 and 2)	Opened	2.4	48.3
Rostov	Opened	0.2	15.9
Kazan	2021	0.2	14.9
Ekaterinburg	2022	2.4	20.5
Saint-Petersburg	2022	0.2	9.5
Novosibirsk	2022	0.2	14.4
Federal DC #4	2024	2.4	TBU
Total			123.5

Source: Company data

Growing availability of next-day delivery

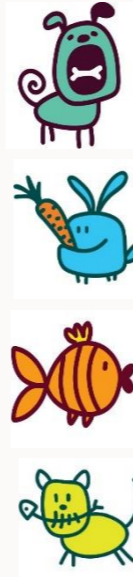


Federal and Regional DCs Coverage as % of Russia population, (%)



Store Format

- 200sqm total/170sqm selling area
- At shopping center or street retail, close to a chain food retailer
- Comprehensive assortment:
 - ~6.5k SKUs in store
 - >10.0k SKUs online – Upcoming private labels range
- Store capex of RUB 3-4m
- Cross-integration with DM: stores, ordering, pickups, logistics
- Effective online coverage of entire Russia via DM's footprint



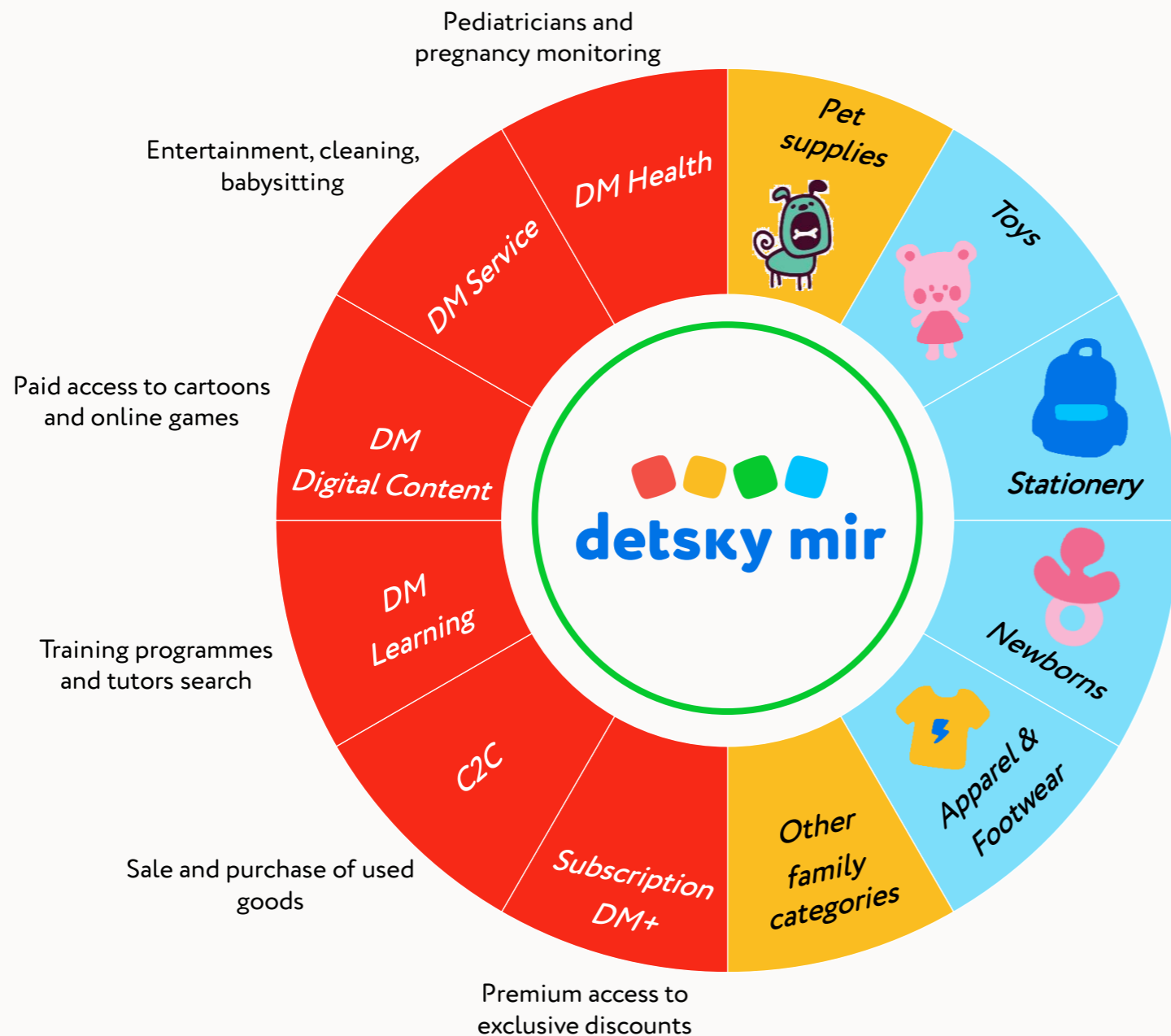
Why Zoozavr?

- Russian pet supplies market is large at RUB 294bn (2019)
- Solid market growth outlook
 - 8.6% 2019-24E CAGR, outpacing children's goods
 - Rising pet ownership rate, while children's birth rates are sluggish
 - Same low elasticity to macro as children's goods
- High fragmentation with weak competition
 - Top 5 specialist players account for only 8% market share
 - No highly recognized brand or large, well-funded and efficient player
- Large overlap with children's goods target customers and suppliers

Key Next Steps

- ✓ Full new store rollout mode: 70 new stores in 2021, get to 500+ stores in medium-term
- ✓ Get to 30% online share
- ✓ Private label programme by end of 2021 (reach at least 30%)
- ✓ Develop veterinary supplies category to differentiate vs. online competition

“Beyond retail” – digital services as the next growth layer



Targeting launch of at least 2 children digital services in mid-term

Define financial KPIs and selection criteria by the end of 2020

Key benefits

For Customers

- High confidence in brand
- Savings from accumulation and using points across multiple products
- Unique customer experience at all touchpoints
- The right content at the right time

For Detsky Mir

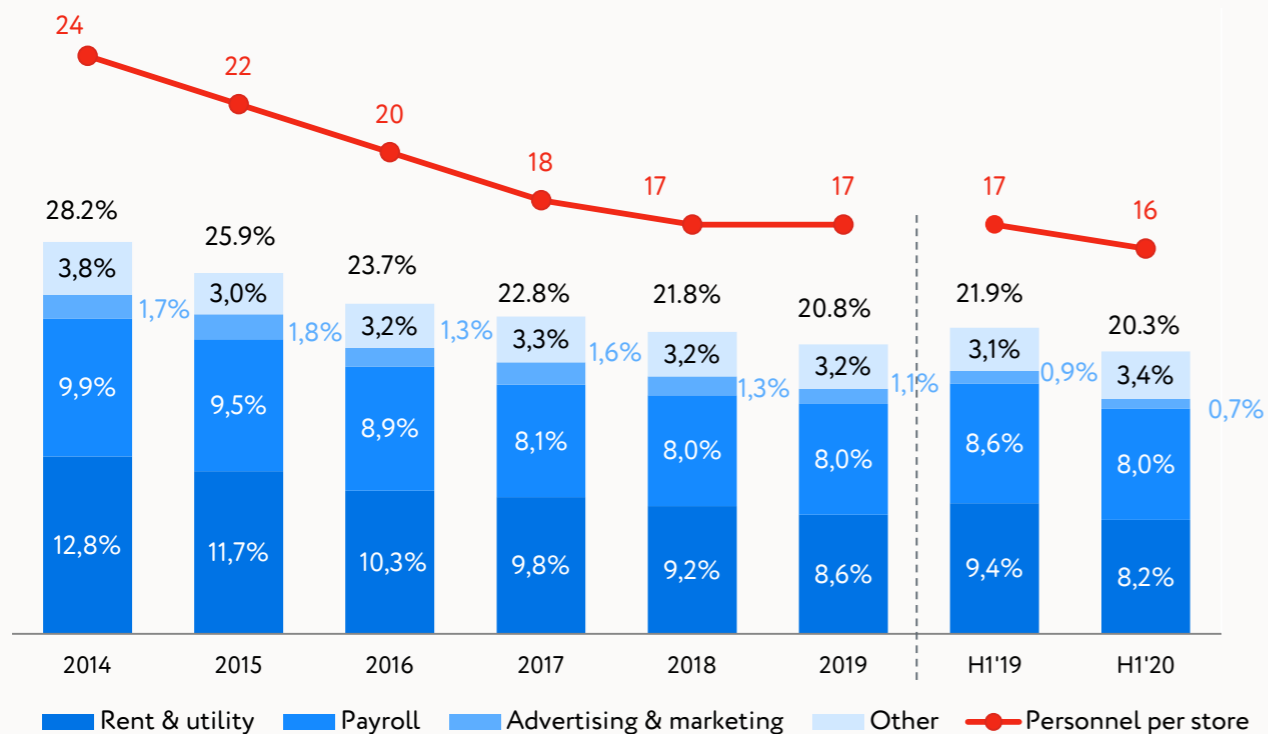
- Business diversification
- Retention and growth of the target audience
- Building long-term relationships with clients
- More data on household members
- Increased purchase frequency

Improvement of 160bps in adjusted EBITDA¹ margin since 2014 driven by:

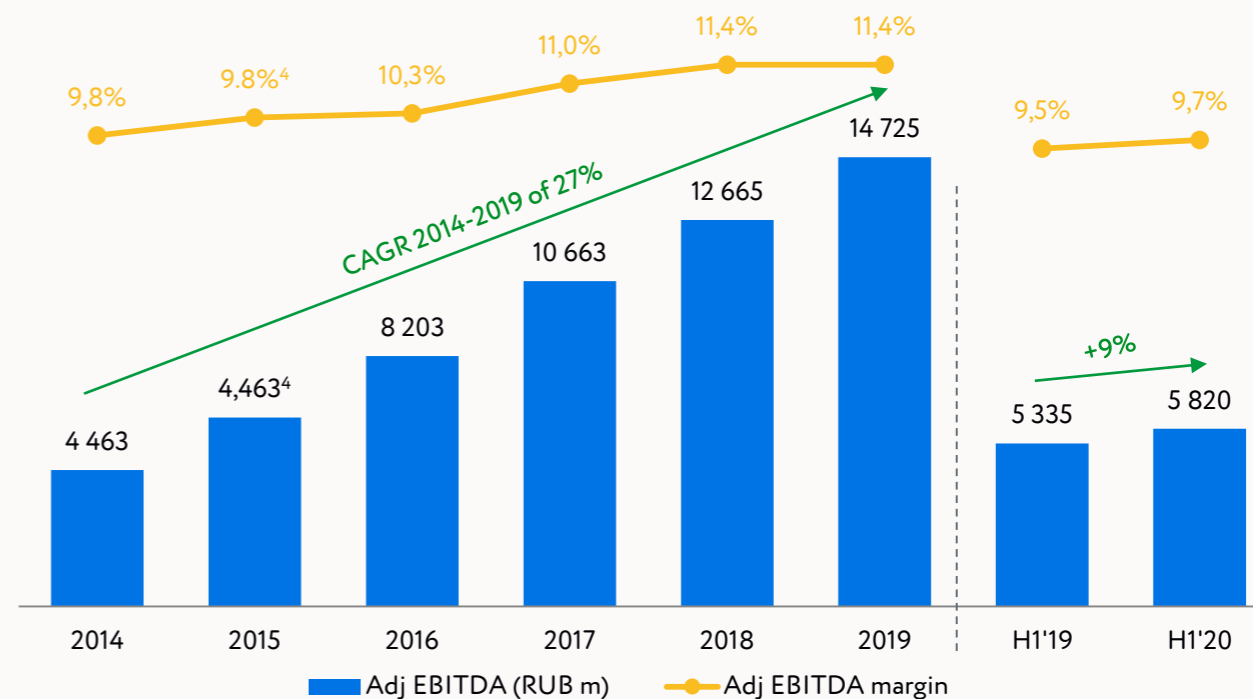
- ✓ Reduction of average personnel per store from 24 in 2014 to 16 in H1 2020 enabled by greater business processes automation and adoption of advanced software, resulting in reduced time and effort required per transaction
- ✓ Decline in rental costs as % of sales driven by improving sales density and negotiation of favorable rental terms and received discounts from landlords, supported by our status of "anchor" traffic generator for shopping malls
- ✓ Reduction in adjusted SG&A² as % of revenue by over 740bps over 2014-2019 (-160bps YoY in H1 2020)



Adjusted SG&A expenses² as % of sales and personnel per store³



Adjusted EBITDA¹



Source: Company data

Note: The Group's consolidated financial statements for 2013 under US GAAP and for 2014-2020 under IFRS and as restated according to IAS 17 for 2018-19. For the line items and the periods presented, there was no difference between the figures under US GAAP and IFRS

¹ Adjusted EBITDA is calculated as profit for the year before income tax, FX gain/loss, gain on acquisition of controlling interest in associate, 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; ² Adjusted SG&A expenses are calculated excluding depreciation and amortisation and additional bonus payments under the LTI program; ³ Excluding personnel in headquarters; ⁴ Less one-off RUB 1,164m net gain from disposal of Yakimanka store

Asset-light cash-generative business model providing for strong returns on capital and consistent dividend payments

Attractive new store economics and disciplined roll-out ...

- Capex of c. RUB 13m per 1 standard DM store
- Strict investment criteria: IRR hurdle rate of 40% on 7-year cash flows (not accounting for terminal value)
- Total maturity period – 18-24 months
- Targeted EBITDA breakeven in 6 months after a store opening
- Payback period of 2.5-3.0 years



... supported by well-controlled rental costs

- Prime locations in high-traffic modern shopping malls
- Most rental agreements with right to lease for more than 5 years and fixed annual increases
- Unilateral termination rights for Detsky Mir (with reasonable notice periods)
- Limited currency risk for leased properties (denominated in respective local currencies in Russia, Kazakhstan and Belarus, or with fixed caps for USD and EUR exchange rates)

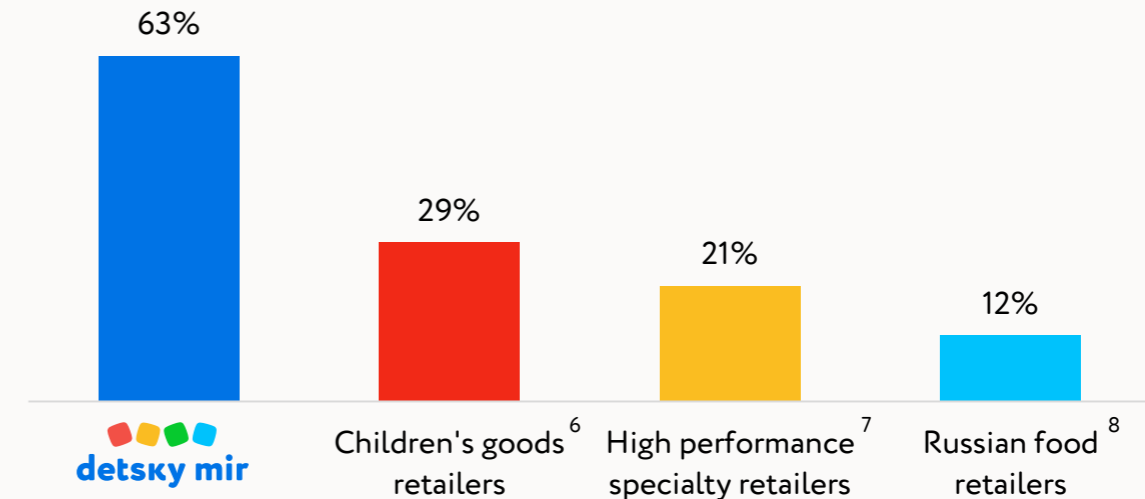


Resulting in strong returns ...

	2014	2015	2016	2017	2018	2019
Revenue growth	26%	33%	31%	22%	14%	16%
Selling space growth	22%	26%	21%	15%	12%	10%
Adj. EBITDA ¹ , RUB bn	4.5 ²	6.2	8.2	10.7	12.7	14.7
Capex, RUB bn	(1.9)	(5.3)	(1.7)	(2.5)	(3.8)	(3.5)
Dividends, RUB bn	(1.9)	(3.0)	(4.4)	(4.8)	(6.1)	(7.0)
Adj. net debt ³ / Adj. EBITDA LTM ¹	0.6x	1.7x	1.4x	1.0x	1.4x	1.2x
ROIC LTM^{4,5}	71%	62%	71%	78%	70%	63%

... and a leading ROIC⁴ in global retail context

FY 2019, median values for respective peer groups



Source: Companies' disclosure and reporting

Note: The Group's consolidated financial statements for 2013 under US GAAP and 2014–2020 under IFRS (before IFRS16). For the line items and the years presented, there was no difference between the calculation of numbers or presentation under US GAAP and IFRS

¹ 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

² Less RUB 1,164m net gain from disposal of Yakimanka store

³ Adj. Net Debt is calculated as total borrowings (long term borrowings and short-term borrowings and current portion of long-term borrowings) less cash and cash equivalents adjusted for amounts receivable under the loan issued to CJSC "DM-Finance" (RUB 5.2bn in 2014, RUB 5.8bn in 2015 and RUB 1.1bn in 2016)

⁴ Calculated as operating profit divided by average capital invested (simple average of capital invested as at the respective dates). Capital invested is calculated as net debt plus total equity/(equity deficit)

⁵ Adjusted for amounts receivable under the loan issued to CJSC "DM-Finance" in 2014, 2015 and 2016; as well as for net book value of the building occupied by the Bekasovo distribution center of RUB 3.1bn (for 2015 only, given it was completed in 2015, but was not operational for the most of 2015)

⁶ Five Below, Children's Place, Carters, Jumbo and Baby Bunting

⁷ Clicks, Lojas Renner, LPP, CCC, Raia Drogasil, B&M, Liverpool and XXL

⁸ X5, Magnit and Lenta

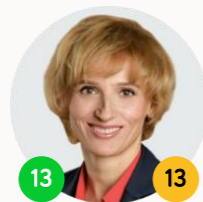
Strong management team with well-established public market-oriented governance practices

Highly experienced management



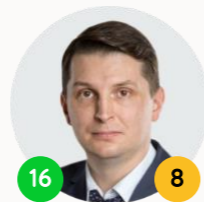
Maria Davydova
CEO

Held senior positions at Enter Svyaznoy, Arbat Prestige



Anna Garmanova
CFO

Held senior positions at Podruzhka, Understanding and Reconciliation Fund



Farid Kamalov
COO

Held senior positions at MediaMarkt, Korablik, M.Video



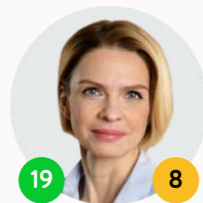
Konstantin Frischberg
Commercial Director – FMCG

Held senior positions at Enter, Wikimart, Samsung Electronics



Tatyana Mudretsova
Marketing Director

Held senior positions at Osnova Telecom, Beeline, DDB and Publicis



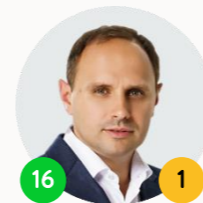
Maria Volodina
Commercial Director – Apparel and Footwear

Held senior positions at Sela, Reebok Rus, Kira Platinina, TJ Collection



Pavel Pischikov
E-Commerce Director

Held senior positions at Dochki-Sinochki ("Daughters and Sonnies") and X5 Retail Group



Denis Gurov
Logistics Director

Previously Logistics Director at Dixy Group and Pharmacy Chain 36,6

 Years of sector experience  Years with Detsky Mir

Management incentive programs

- IPO LTI program completed in Feb 2020
- New LTI program adopted by the Board for the period of 2020-2023
- New programme based on the same principles – c. 20 key employees; payout up to 4.6% of total shareholder return (growth in market capitalization + dividends) over the life of the programme

Strong governance framework

BoD of 10 members including 3 INEDs

Audit, Strategy, and Nomination and Remuneration committees

Audit, as well as Nomination and Remuneration committees are chaired by INEDs

Prominent shareholder base

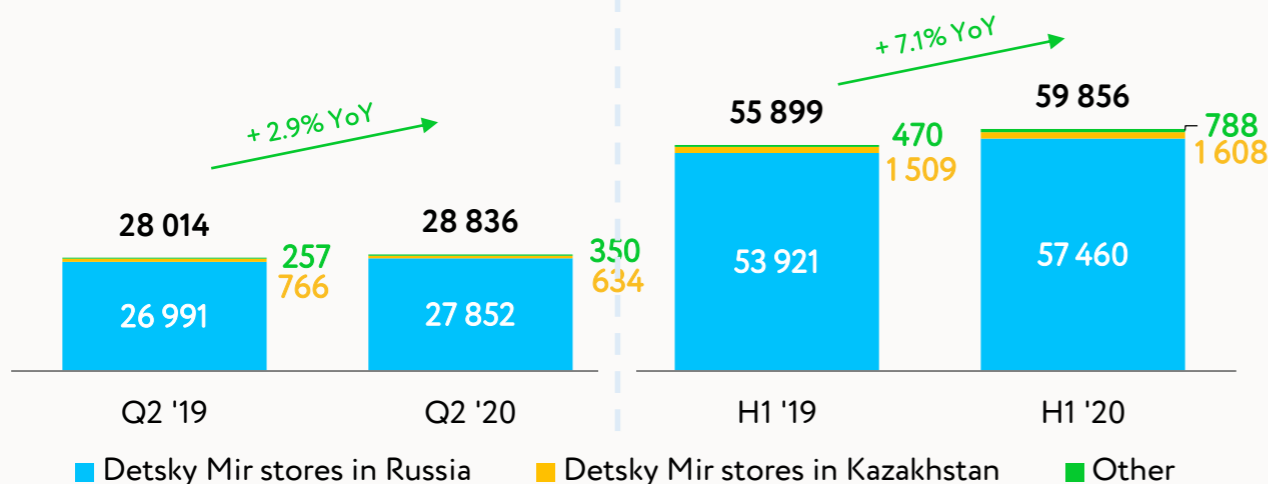
The first Russian Company with **100% free float**¹



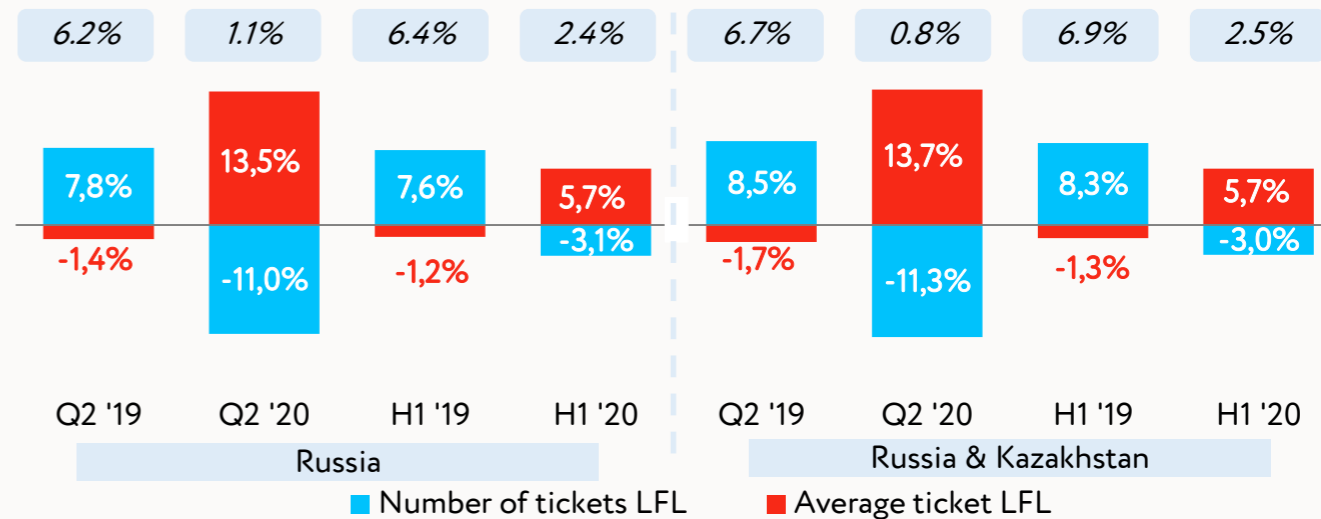
Recent financial performance

Continued top-line growth

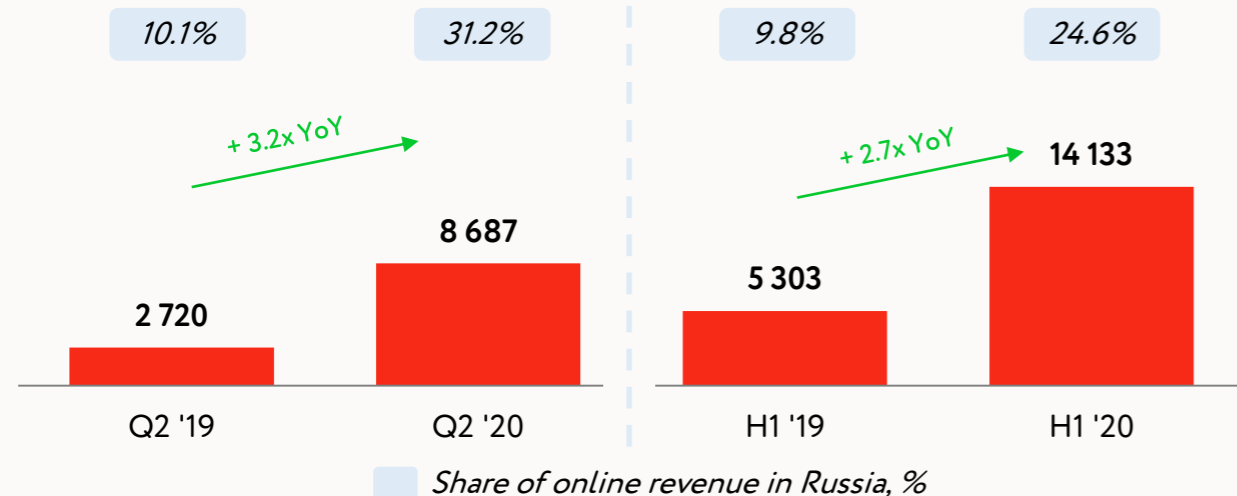
Total revenue (RUB m)



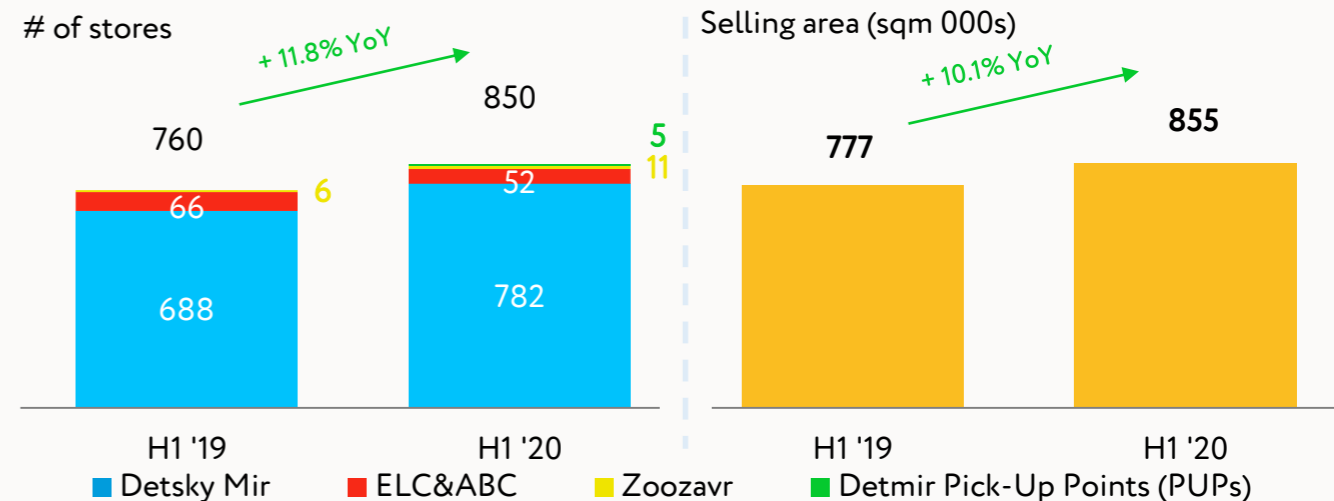
Like-for-like sales growth



E-commerce revenue (RUB m)



Retail chain



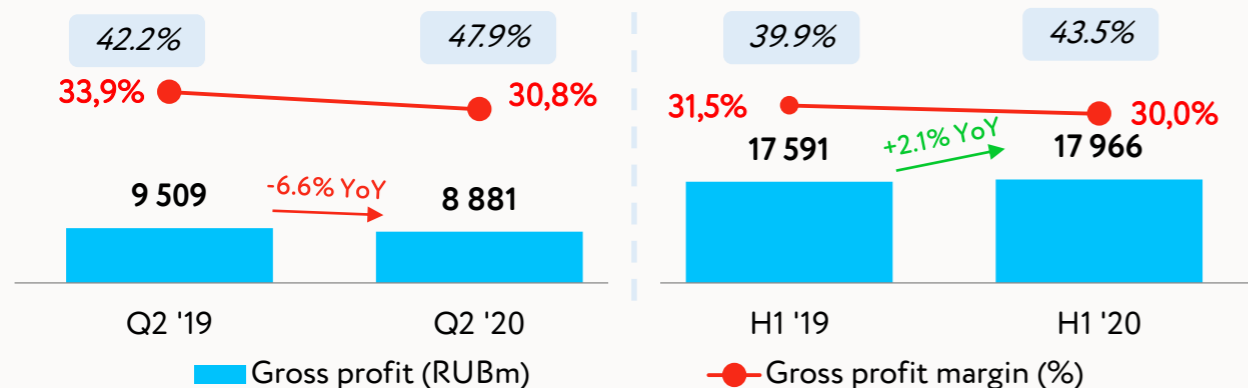
Source: Company data. The Company's consolidated financial measures for 2019-2020 and related interim periods are based on proforma financial information prepared as if IFRS 16 'Leases' had not been adopted, and thus do not represent IFRS measures.

¹ This segment includes performance of ELC, ABC, Zoozavr stores as well as Detsky Mir retail chain in Belarus (8 stores)

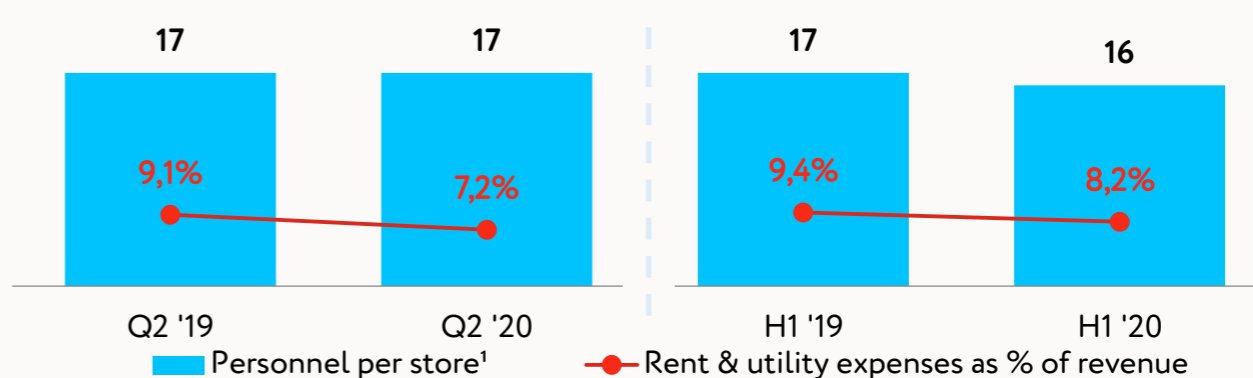
Consistently strong profitability

Keep investing gross margin in price leadership ...

Private label & direct imports, % of revenue

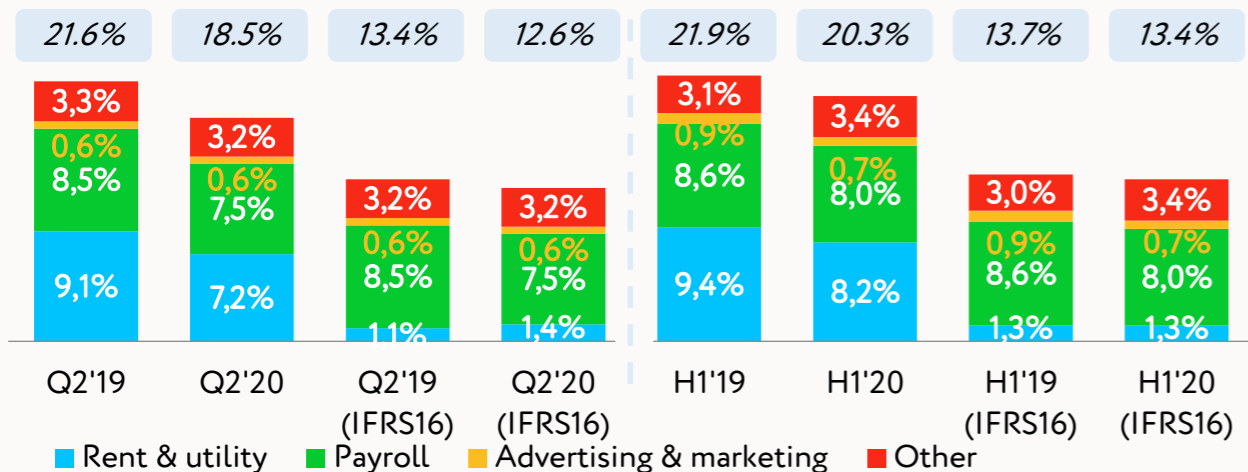


... while optimising store personnel and reducing rental costs ...

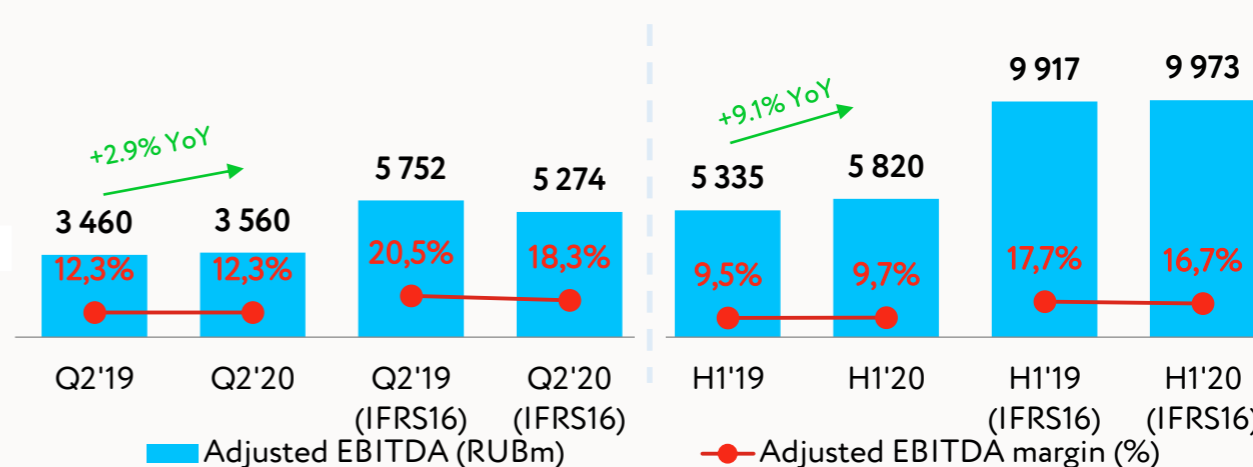


... to reduce SG&A expenses as % of revenue...

Adjusted SG&A expenses² as % of revenue



... and drive solid profitability



Source: Company data. The Company's consolidated financial measures for 2019-2020 and related interim periods are based on proforma financial information prepared as if IFRS 16 'Leases' had not been adopted, and thus do not represent IFRS measures.

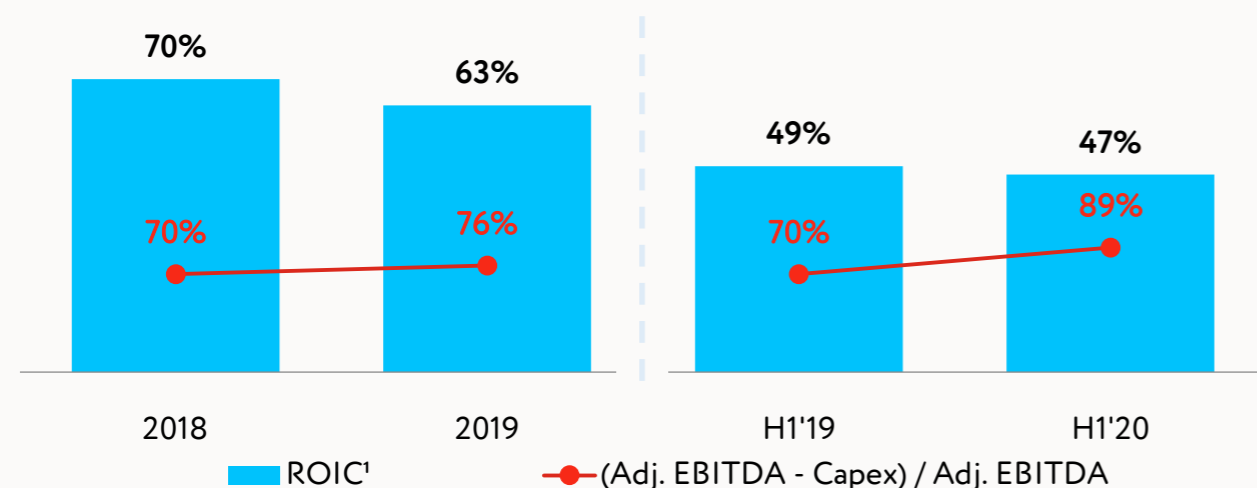
¹ Excluding personnel in headquarters. ² Hereinafter, adjusted selling, general and administrative expenses is calculated as selling, general and administrative expenses adjusted for depreciation and amortisation expenses, additional share-based compensation expense and cash bonuses under the LTI program.

Strong cash flow conversion

Comments

- Strong cash conversion (Adj. EBITDA - Capex) / Adj. EBITDA driven by high ROIC
- Increase in NWC led to significant decline in operating cash flow:
 - Slowing total sales growth in Q2 2020 due to COVID-19
 - Extra inventory added to mitigate FX risks with net effect of RUB 1bn on NWC
- Increase in financing expense on the back of the increase in the cash position to RUB 11 bn (financed by debt) in April-May
- Disciplined capex focused on store openings and selective investments in IT and infrastructure; limited maintenance capex requirements

Strong cash conversion and financial returns



Cash flow (RUB m)

	2018	2019	H1'19	H1'20	H1'19 IFRS 16	H1'20 IFRS 16
Adjusted EBITDA	12,666	14,725	5,335	5,820	9,917	9,973
Changes in NWC	(7,156)	(132)	(6,893)	(11,128)	(6,681)	(11,199)
Cash income taxes paid	(1,083)	(1,696)	(659)	(712)	(659)	(712)
Net finance expense paid	(1,624)	(2,023)	(988)	(1,106)	(2,245)	(2,338)
Other operating cash flow	688	348	143	436	95	394
Operating cash flow	3,489	11,222	(3,062)	(6,689)	428	(3,882)
CAPEX	(3,793)	(3,507)	(1,616)	(669)	(1,616)	(669)
DC construction	(1,825)	(449)	(378)	(102)	(378)	(102)
Store openings, IT & maintenance ²	(1,968)	(3,058)	(1,238)	(567)	(1,238)	(567)
Free cash flow	(303)	7,715	(4,678)	(7,358)	(1,189)	(4,550)
Investment cash flow	(3,794)	(3,467)	(1,596)	(648)	(1,596)	(648)
Financial cash flow	483	(9,322)	2,641	8,499	(849)	5,692
Change in cash	180	(1,567)	(2,017)	1,162	(2,017)	1,162

Source: Company data

Note: The Company's consolidated financial measures for 2019-2020 and related interim periods are based on proforma financial information prepared as if IFRS 16 'Leases' had not been adopted, and thus do not represent IFRS measures

1 Calculated as operating profit for the past 12-months period, divided by average capital invested (simple average of the balance of capital invested at the end of respective periods). Capital invested is calculated as net debt plus total equity/(equity deficit); 2 In 2019, the increase in capital expenses was driven by a RUB 844m payment (net of VAT) for the acquisition

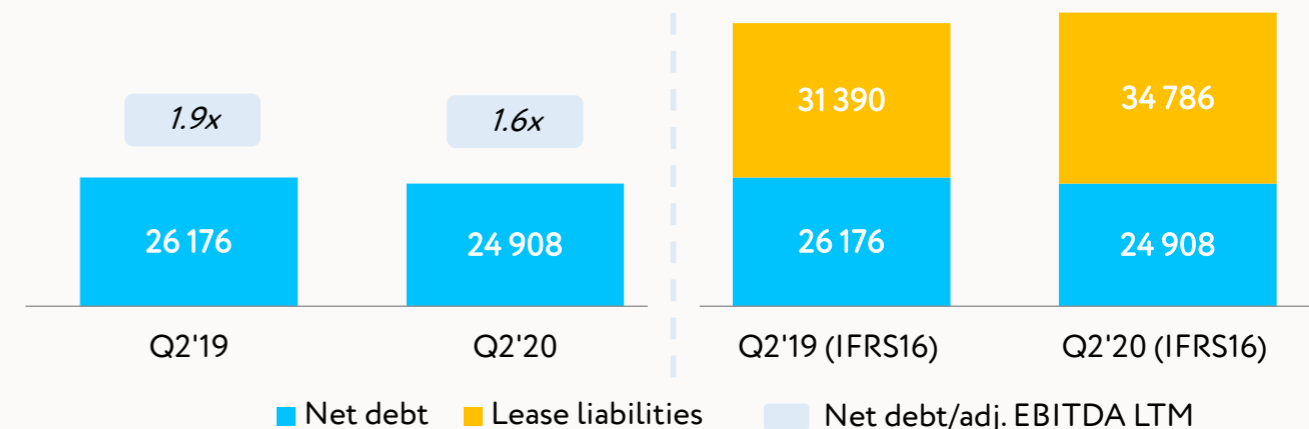
Conservative financial policy

Comments

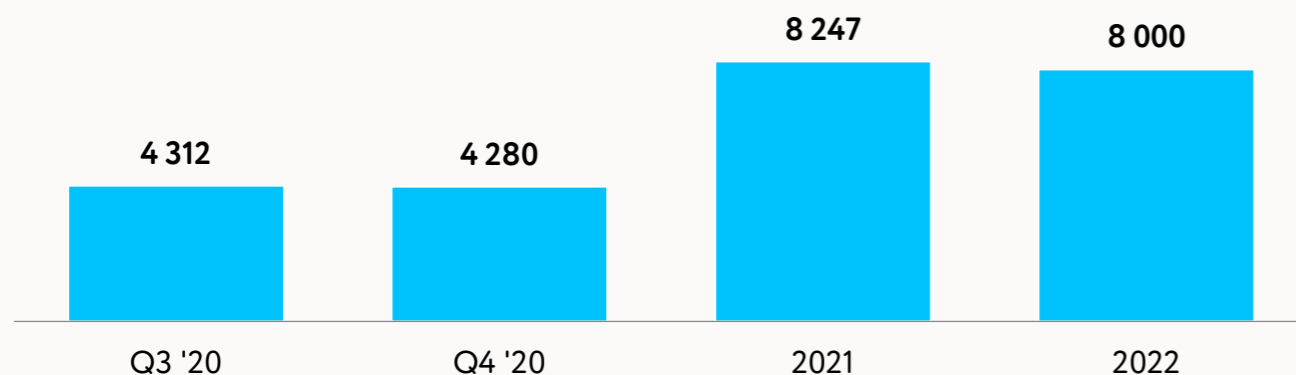
- Commitment to a conservative financial policy
 - Fully RUB-denominated debt to match RUB revenue, mostly fixed rates
 - Relationships with multiple Russian and international banks
- Net debt / adj. EBITDA ratio as of 30 June 2020 is 1.6 vs. 4.0x average covenant level across the loan portfolio (before IFRS-16)
 - Decreased YoY thanks to CAPEX and NWC optimisation
- Weighted average interest rate¹ –7.5% (as of Q2'20)
- No contingent off-balance sheet liabilities
- Available undrawn credit limit of RUB 27.7bn for refinancing of the current credit portfolio aiming at its further diversification and cost reduction

Leverage

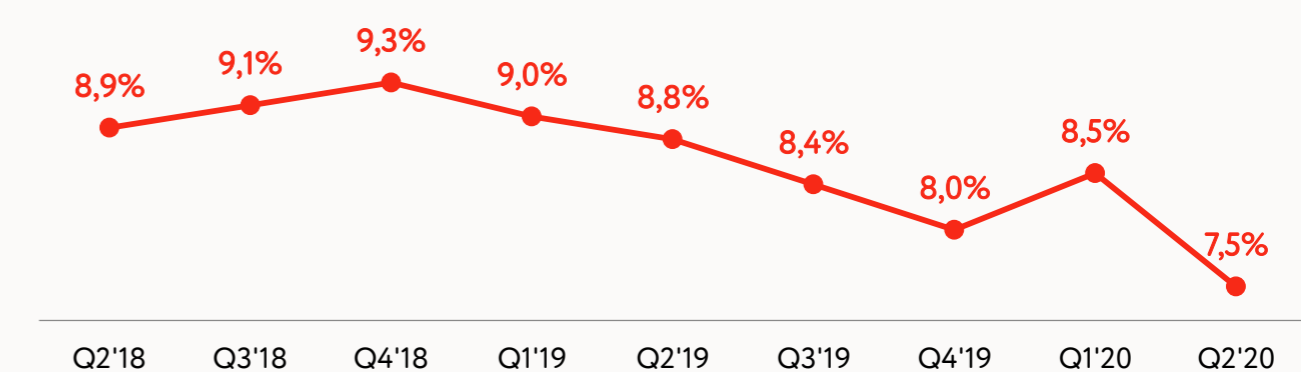
Q2'20 total debt – RUB 27.8bn



Debt maturities as of 30 June 2020 (RUB m)



Weighted average interest rate¹ (%)



Source: Company data

Note: The Company's consolidated financial measures for 2019-2020 and related interim periods are based on proforma financial information prepared as if IFRS 16 'Leases' had not been adopted, and thus do not represent IFRS measures

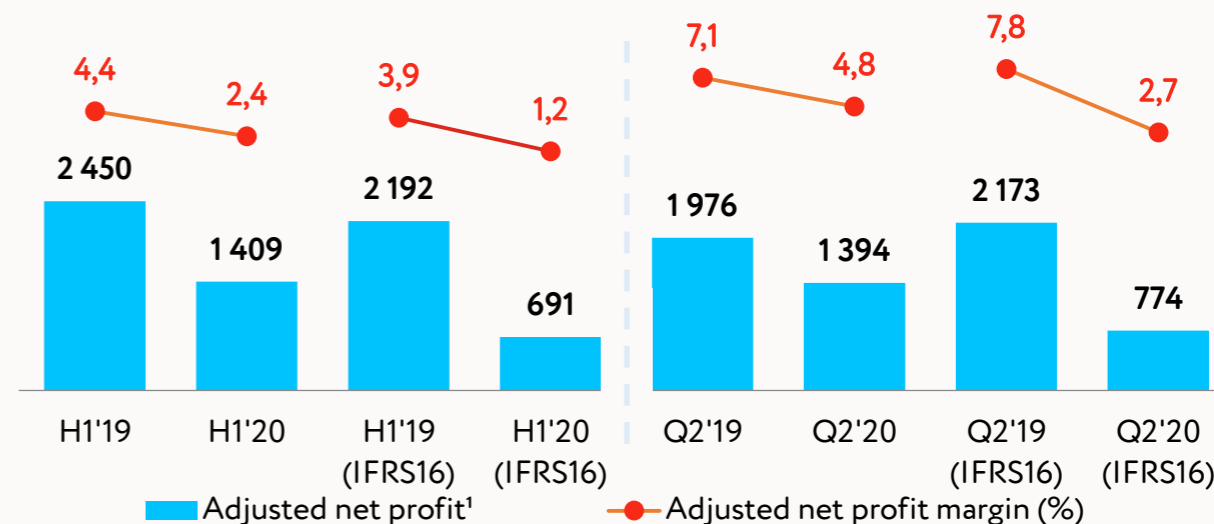
¹ Calculated on the basis of the weighted interest rates applying to the specified indebtedness (weighted by the principal amount of such indebtedness) as of the dates specified

Sustainably high returns to shareholders

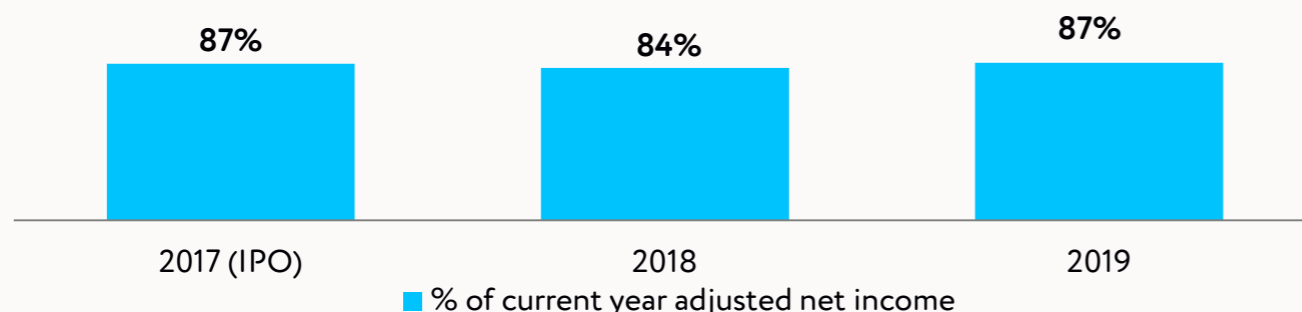
Comments

- Asset-light cash generative model underpins significant dividend paying capacity
 - Dividends as major differentiator from most Russian high-growth retailers
 - Able to consistently maintain sound leverage levels despite significant dividend payout
- Dividend policy: payout ratio of at least 50% of consolidated IFRS net income for the previous year
 - Historically, paying out up to 100% of net income under RAS
 - Typically two dividend payments per year (9m interim and full year)
- Detsky Mir paid out interim dividends of RUB 3.7bn for 9m 2019 in Q4 2019, and dividends of RUB 2.2bn for 2019 in Q2 2020.
- BoD recommended EGM to approve a dividend payment of the remaining undistributed profit for Q4 2019 of RUB 1.8bn. The record date for dividend is 29-Sep-2020.
- Unrealised FX losses of RUB 1.5bn affected adjusted net losses in H1'20.

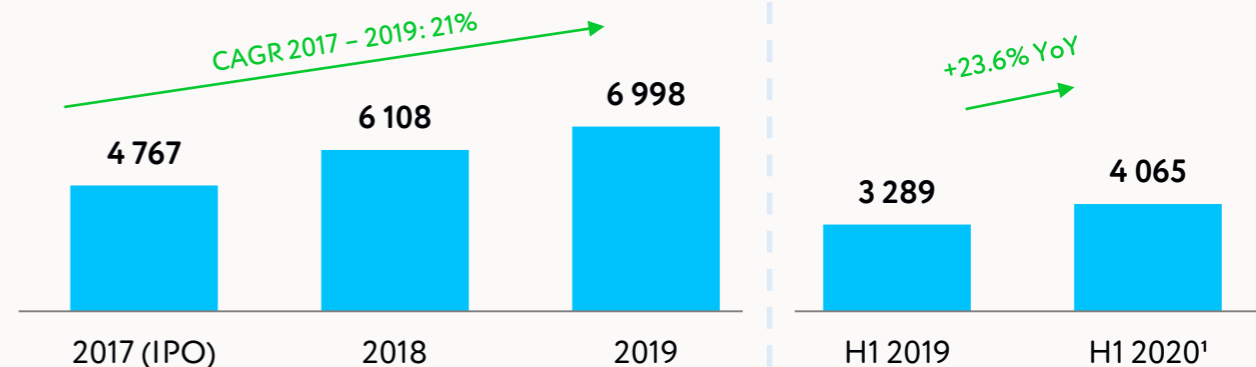
Adjusted net income (RUB m)¹



Dividends as % of adjusted net income



History of declared dividends (RUB m)



Source: Company data

Note: The Company's consolidated financial measures for 2019-2020 and related interim periods are based on proforma financial information prepared as if IFRS 16 'Leases' had not been adopted, and thus do not represent IFRS measures

¹ Hereinafter adjusted net profit is calculated as profit for the period adjusted for the share-based compensation expense and cash bonuses under the LTI program







² Declared dividends includes the BoD's recommendation of the payment of the remaining undistributed profit for Q4 2019 (RUB 1.8bn or RUB 2.5 per ordinary share)

Guidance update

	2019 actual	Previous guidance (5-Mar-2018, updated 7-Nov-2019)	New guidance
New store openings	<ul style="list-style-type: none"> 101 new stores 	<ul style="list-style-type: none"> At least 100 new stores in 2019 80 stores in 2020 (mostly opened in Q4) At least 300 stores in medium-term 	<ul style="list-style-type: none"> 70 Detsky Mir stores in 2020 (mostly in Q4) At least 300 Detsky Mir stores in medium-term Detmir PUP: 10 in 2020; 800 in medium-term Zoozavr: 10 in 2020; 500 in medium-term
Revenue	<ul style="list-style-type: none"> 7.2% total LFL growth, 8.5% ticket 16.1% total revenue growth Share of online sales at 11.2% 	<ul style="list-style-type: none"> Single-digit LFL growth ahead of the market, positive traffic, below inflation ticket, puts new store ramp-up effects Online revenue to increase to ~30% of total revenue 	<ul style="list-style-type: none"> New strategic initiatives (Zoozavr, PUP, MP) allow the Company to sustain similar growth rate as in past few years Online revenue to increase to 45% of total revenue
Adjusted EBITDA margin	<ul style="list-style-type: none"> 11.4% under IAS17 18.5% under IFRS16 32.3% gross margin Rent & utility expenses of 8.6% and personnel expenses of 8.0% of sales 	<ul style="list-style-type: none"> Double-digit under IAS17 Upper-teens under IFRS16 Continued gross margin investment in traffic Reduced personnel & rental expense margins thanks to efficiency 	<ul style="list-style-type: none"> 10% area under IAS17 Double-digit under IFRS16 Continued gross margin investment in traffic Grow share of higher-margin PL sales to ~60% Reduced personnel & rental expense margins thanks to efficiency
Leverage	<ul style="list-style-type: none"> 1.2x leverage 	<ul style="list-style-type: none"> Conservative financial policy 	<ul style="list-style-type: none"> Conservative financial policy with target leverage below 2.0x
Dividends	<ul style="list-style-type: none"> 87% of IFRS net income 	<ul style="list-style-type: none"> Payout ratio of at least 50% of IFRS net income Management recommendation - 100% of RAS net income 	<ul style="list-style-type: none"> Payout ratio of at least 50% of IFRS net income Management recommendation - 100% of RAS net income

5 Appendix

New Government measures to support birth rates and boost disposable income for families with children

Allowance per child		Before changes	After Changes
1 st child		-	RUB 467k
2 nd child		RUB 467k	RUB 150k
3 rd child		-	RUB 450k
1 st child		c. 540k children	
2 nd child		c.560k children	
3 rd child		c.230k children	
Total program		c. RUB 260bn	C.RUB 440bn
Cumulative incremental funds available		+RUB 180bn	

- New measures announced in the President’s address to the nation on 15 January 2020
 - Approved by the State Duma and the Federation Council on 20 February 2020 and 26 February 2020, respectively
- Strictly defined use of proceeds, overwhelmingly linked to purchases of housing and compensation of mortgage payments
- Nonetheless, significant indirect benefit for the children’s market given extension of overall funds available to families
 - Incremental funds available = c. 1/3 of the total children’s good market size
- Russian Government expects substantial positive impact of the new measures on the actual birth rates
 - Supporting demographics remains of paramount importance for the Government

Additional payments of RUB 632bn for families with children starting from June 2020

- One-off payments related to COVID-19 (RUB 496bn)
 - RUB 15thd per child in Q2 2020 for children <3 years old
 - RUB 10thd per child for children 3-16 years old in June
 - RUB 10thd per child for children <16 years old in July
- Ongoing support for lower income families (RUB 136bn)
 - RUB 5.5thd per child per month for children 3-7 years old accruing from January 2020

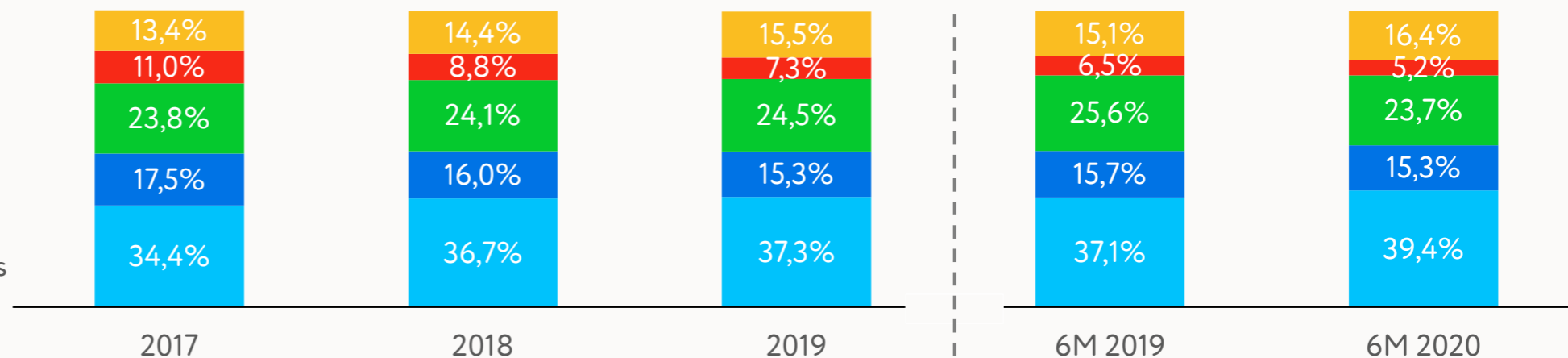
Gaining market share in baby food and diapers segments

Baby food sales by channel in Russia

+1.2x

Detsky Mir's market share growth over 3 years

- Supermarkets
- Hypermarkets
- Minimarkets
- Specialised stores
- Detsky Mir

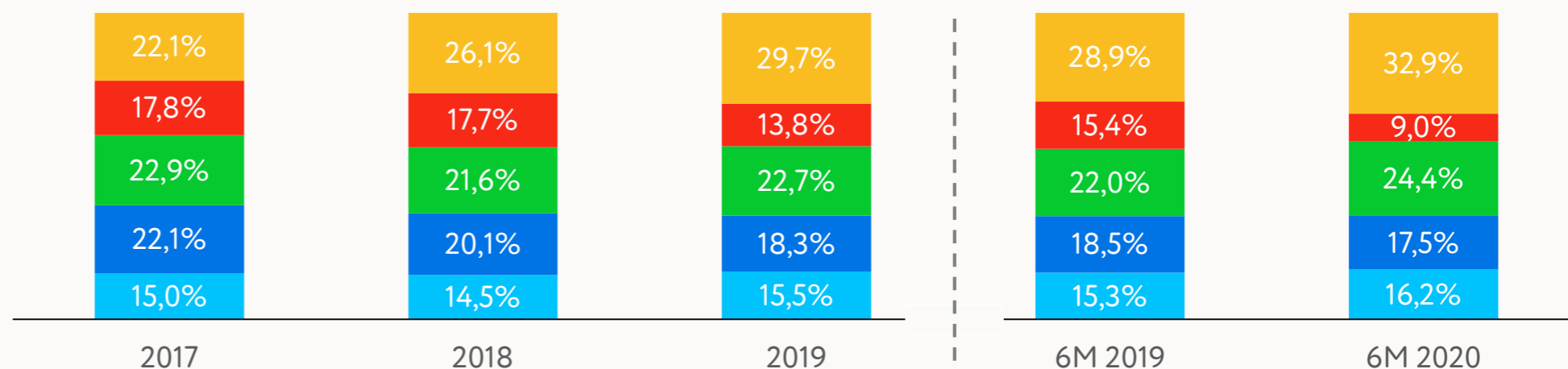


Diapers sales by channel in Russia

+1.5x

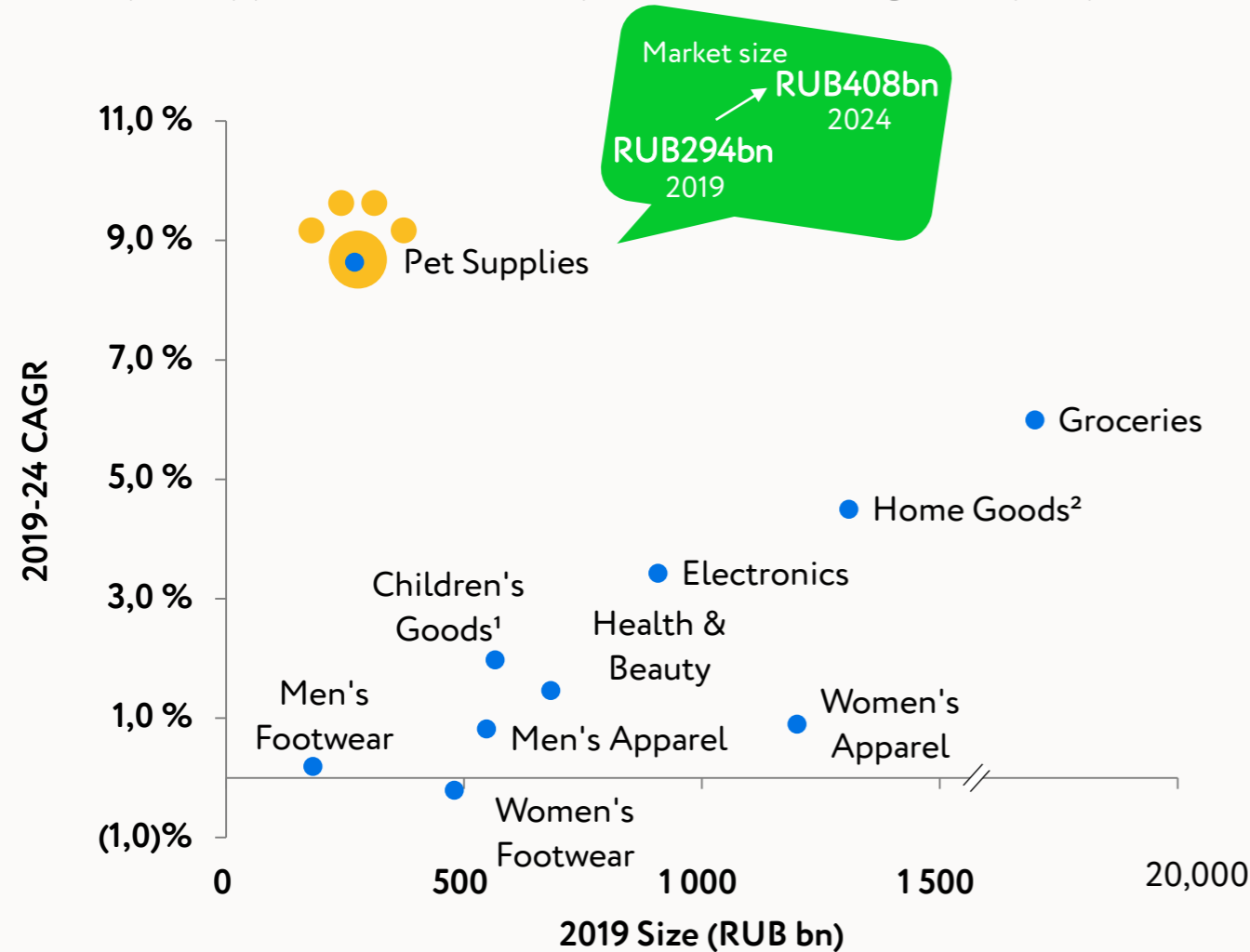
Detsky Mir's market share growth over 3 years

- Supermarkets
- Hypermarkets
- Minimarkets
- Specialised stores
- Detsky Mir

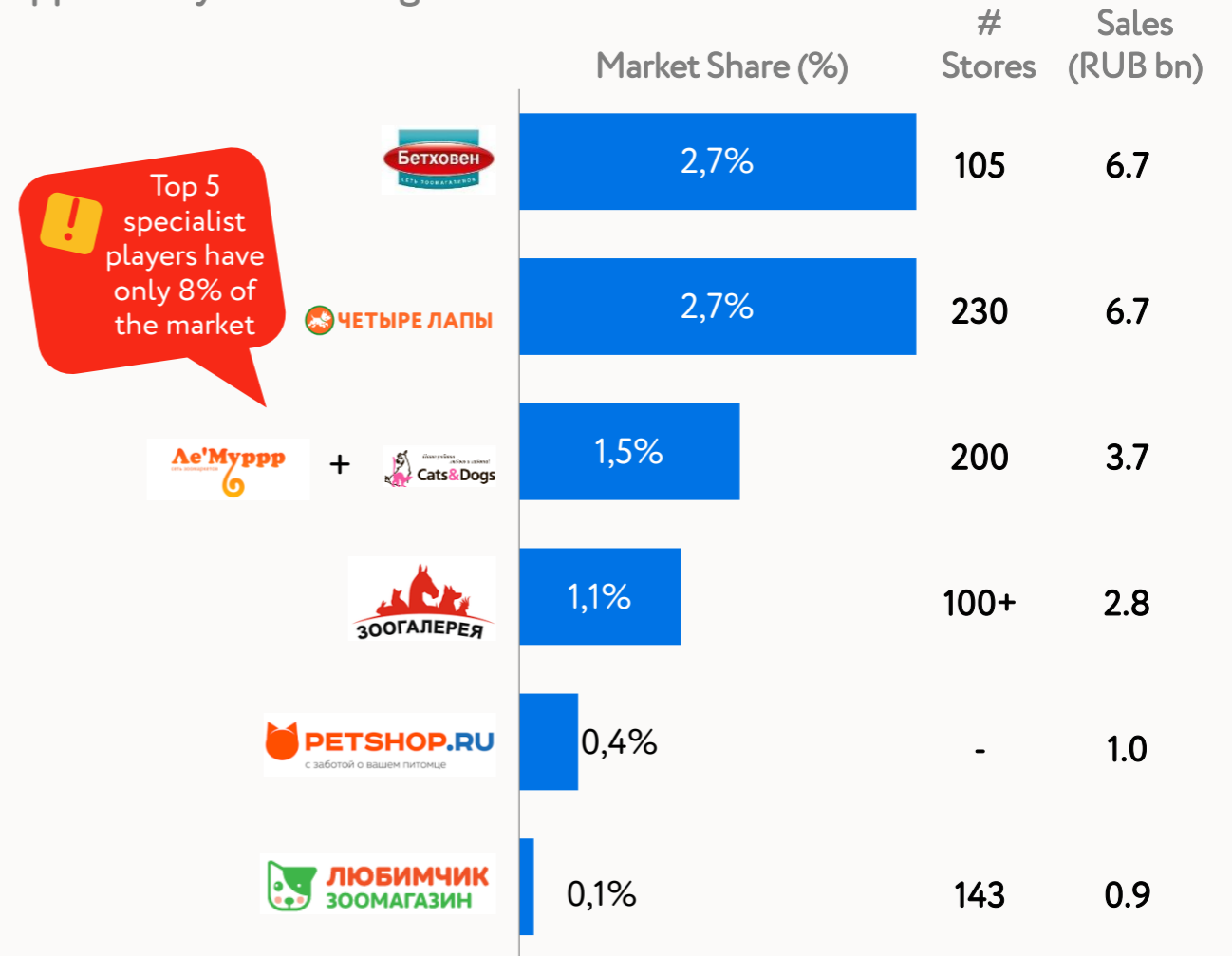


Pet supplies – a very promising market for Detsky Mir

Russia pet supplies market is best positioned from a growth prospective



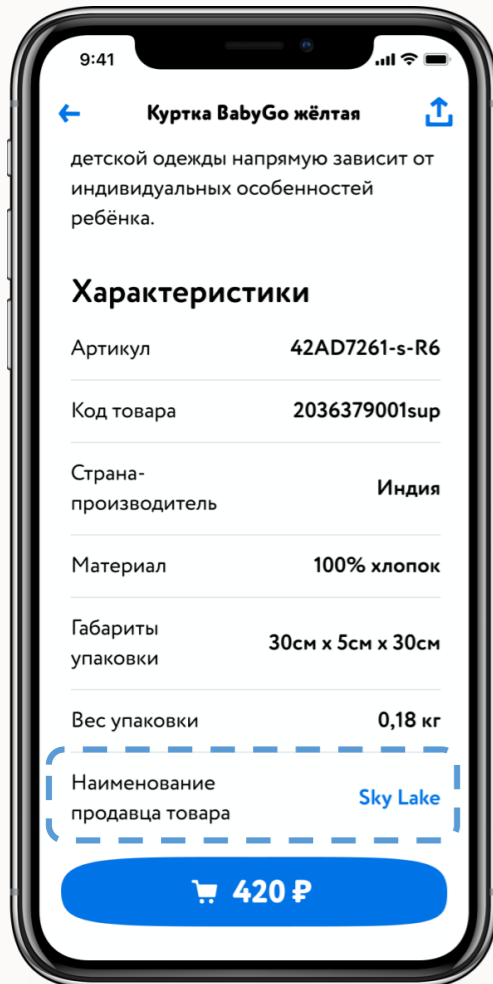
Top pet supplies specialists in Russia are small & fragmented – opportunity for DM to gain sizeable market share



Source: Euromonitor (Retail Value RSP); Company data

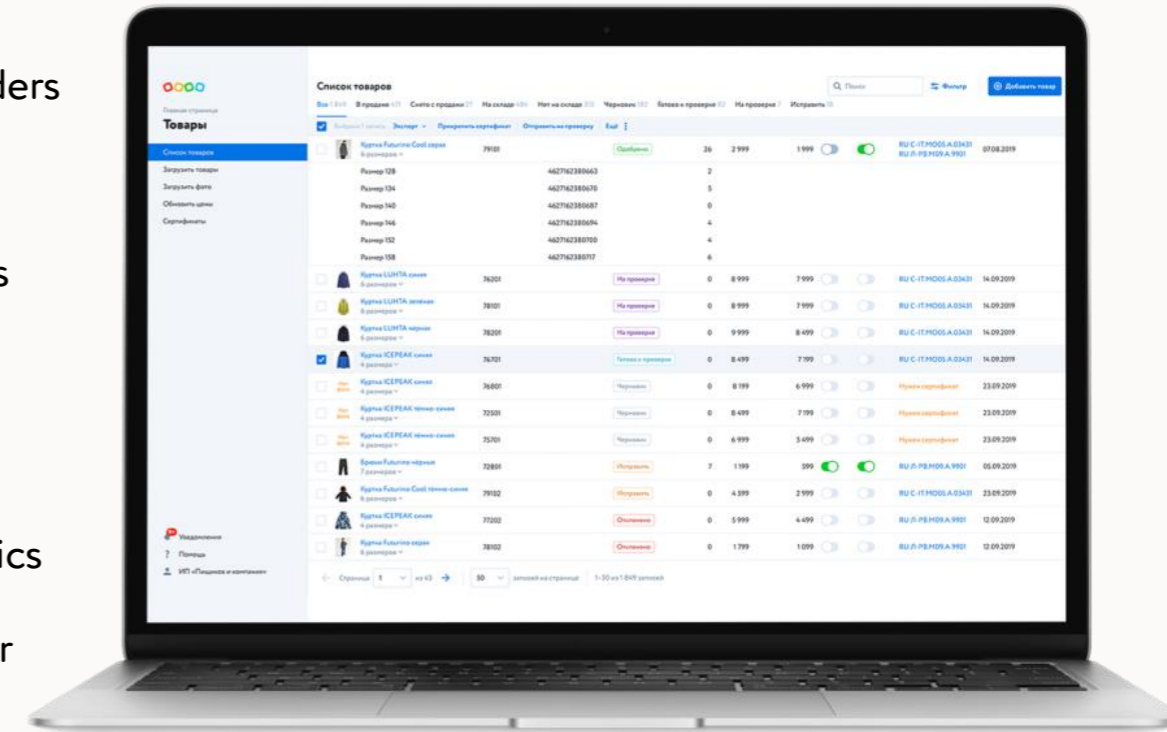
Attractive and convenient digital platform for shoppers & merchants

Shopper interface –
MP fully embedded into and
undistinguishable from detmir.ru / app
offerings



Merchant personal account – **expanding list of features**

- ✓ Create SKU and product description
- ✓ Set prices
- ✓ Generate warehouse shipment orders
- 🕒 Respond to customer inquiries
- 🕒 Join promotional events and offers
- 🕒 Advertising tools
- 🕒 Priority positioning
- 🕒 Obtain demand and pricing analytics
- 🕒 Separate fees for storage and order assembly
- 🕒 Inventory management tools
- 🕒 Accounting and reporting tools



✓ Provided now

🕒 Pending shortly

Detsky Mir 3.0: store design modernisation & visual transformation

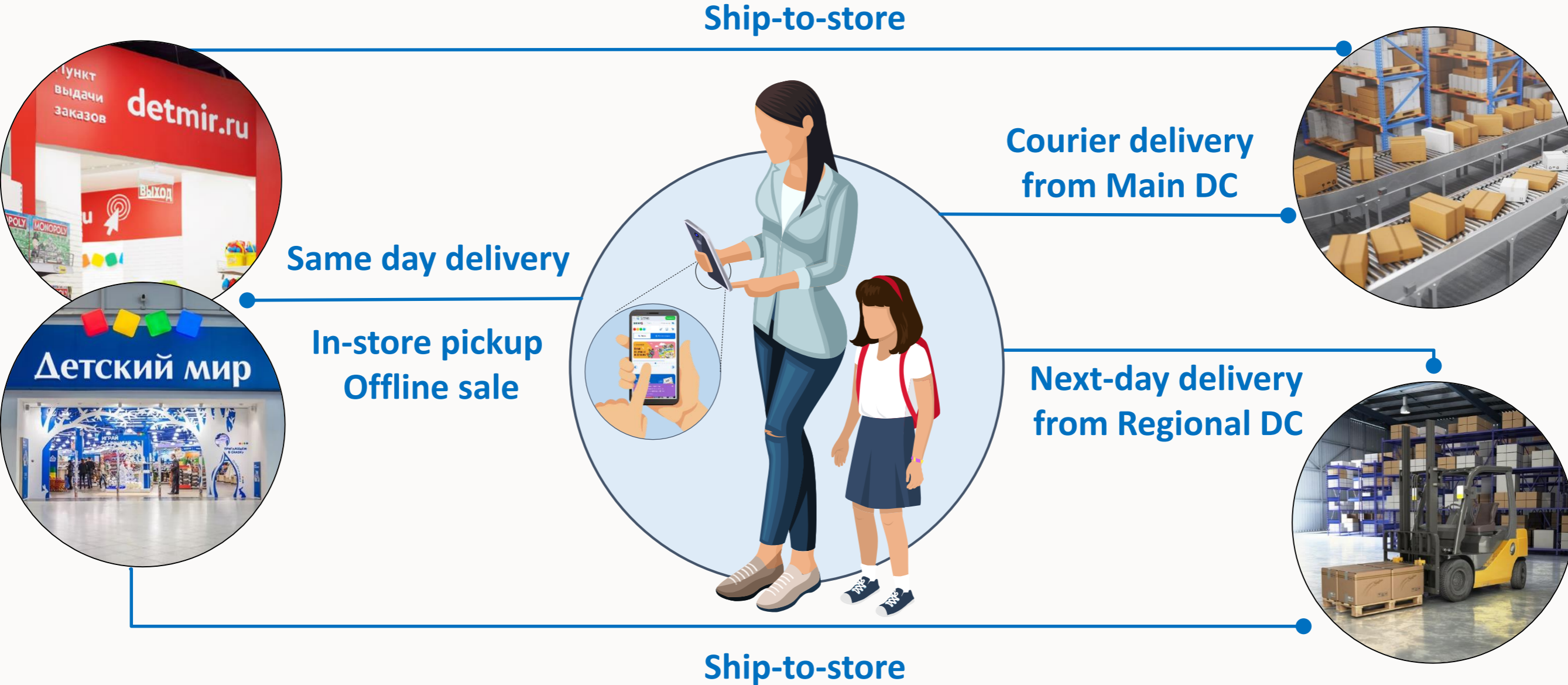


Modernised store design concept

- Clear and accessible navigation
- Fresher and more “digital” store look & feel for shoppers
- Use concepts developed by FITCH for the Q4 2020 refurbishment of Mega Teply Stan flagship store¹
- Scalability to other formats
- Will be applied to new store openings
- Same cost as existing store concept

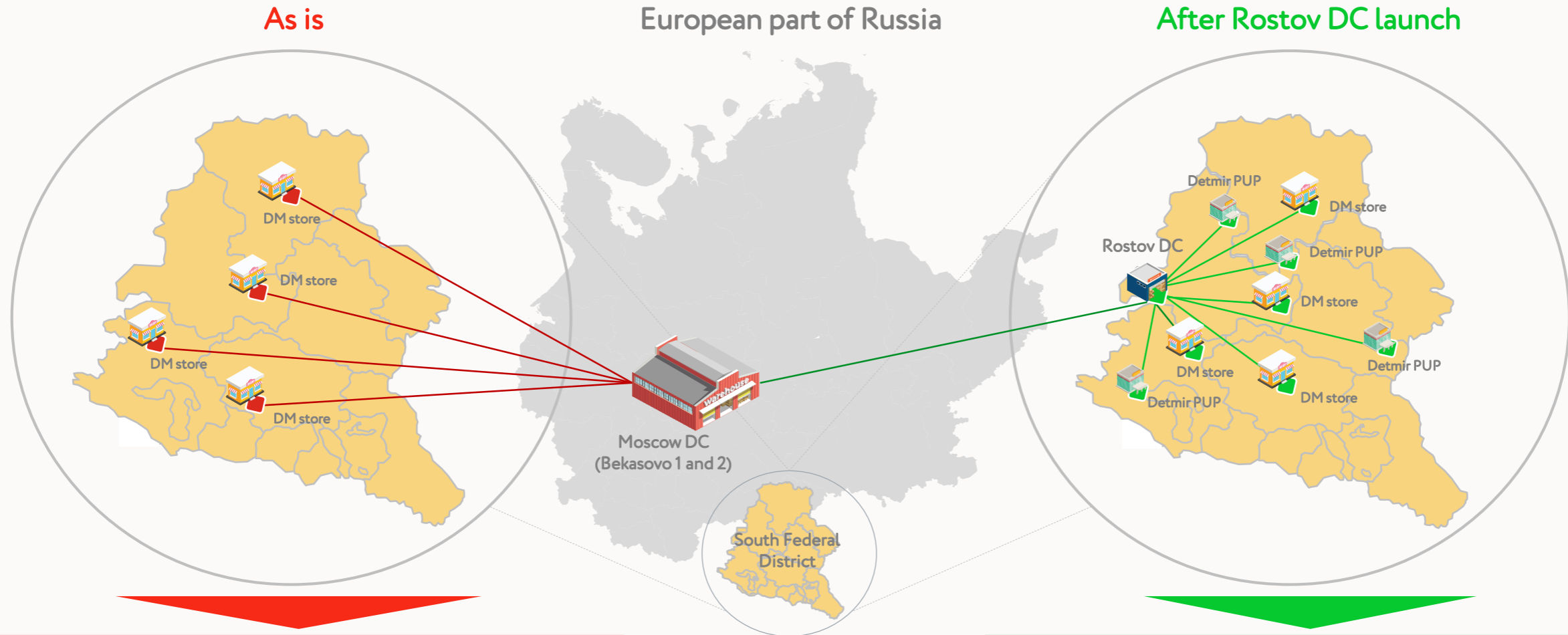


Proximity to the customer at the core of our logistics architecture detsky mir



Source: Company data

Zoom-in: Regional DC in South Federal District



100 Detsky Mir stores in South Federal District

- × 30k SKUs available for next day delivery
- × Ship-to-store: 1-2 days delivery in 20% of stores from Moscow DC
- × Same-day delivery available to 3m customers in 3 cities
- × Relatively high delivery cost from Moscow DC

Rostov DC and 100 Detsky Mir stores + 200 Detmir pick-up points (PUPs)

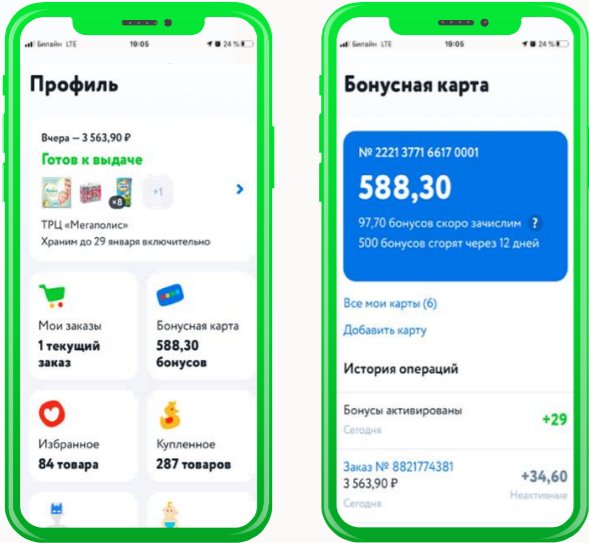
- ✓ 200k SKUs available for next day delivery
- ✓ Ship-to-store: 1-2 days delivery in 80% of stores from Rostov DC
- ✓ Over 9m customers have access to same-day delivery in 43 cities
- ✓ Capital investment of RUB 100m

Source: Company data
 Note: Location of Detsky Mir's stores is for illustrative purposes only

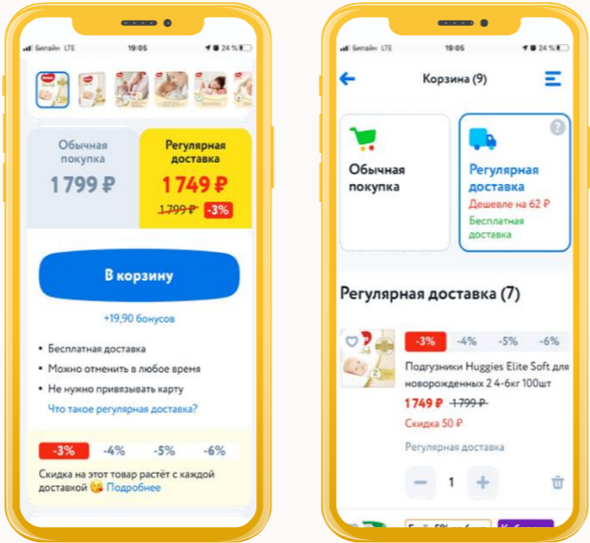
Multiple initiatives in development to achieve best-in-class mobile UX



New personal account



Subscription



New planning and prioritisation

Explore customers needs

Define targets with a focus on NPS growth and UX improvement

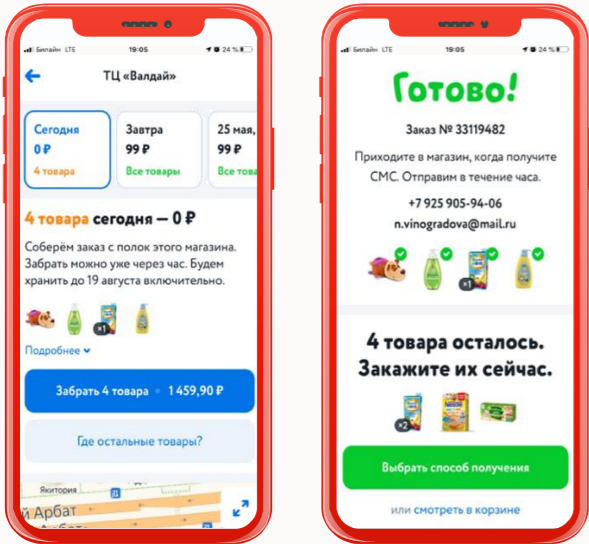
Prioritise based on impact on UX

Assign responsibilities

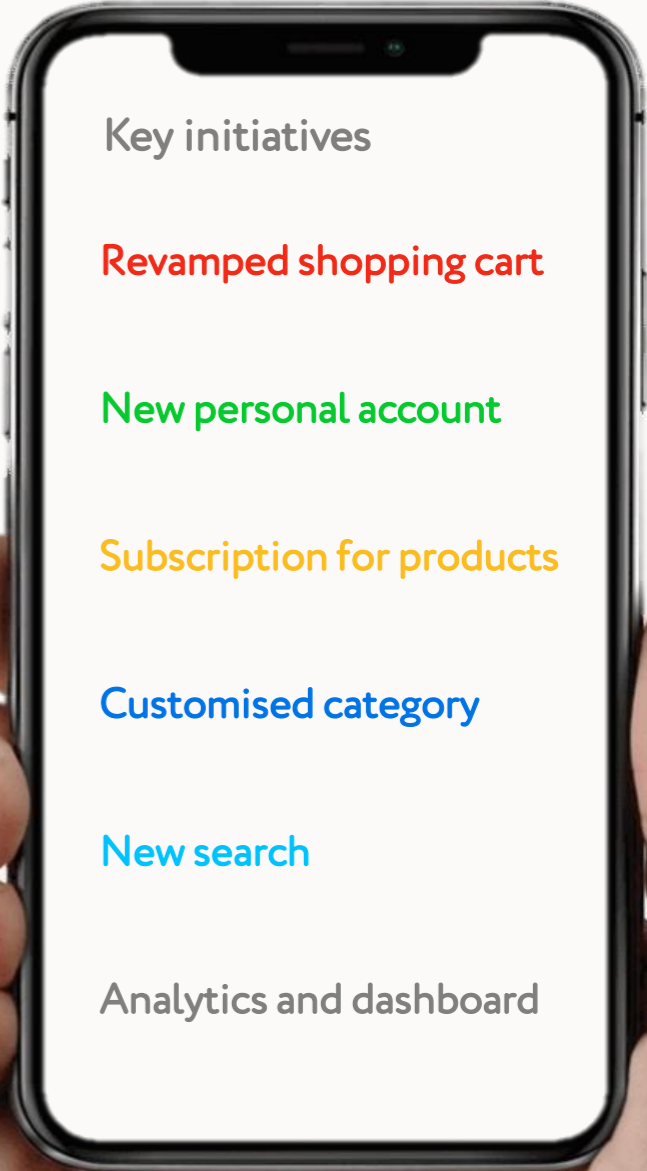
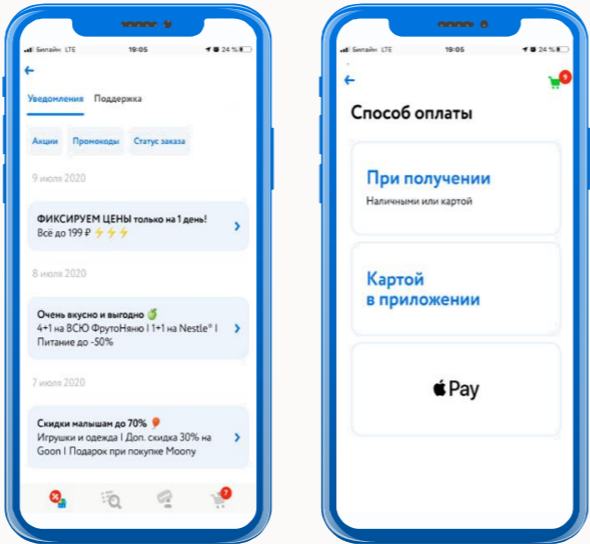
Collect users' feedback

Single projects backlog and KPIs for multiple departments

Shopping cart



Notifications & Payment options



Key initiatives

Revamped shopping cart

New personal account

Subscription for products

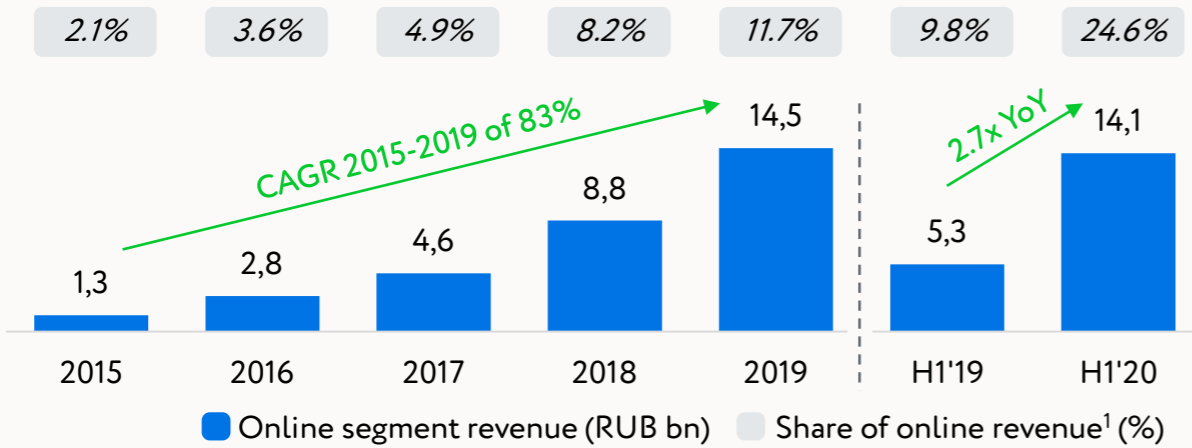
Customised category

New search

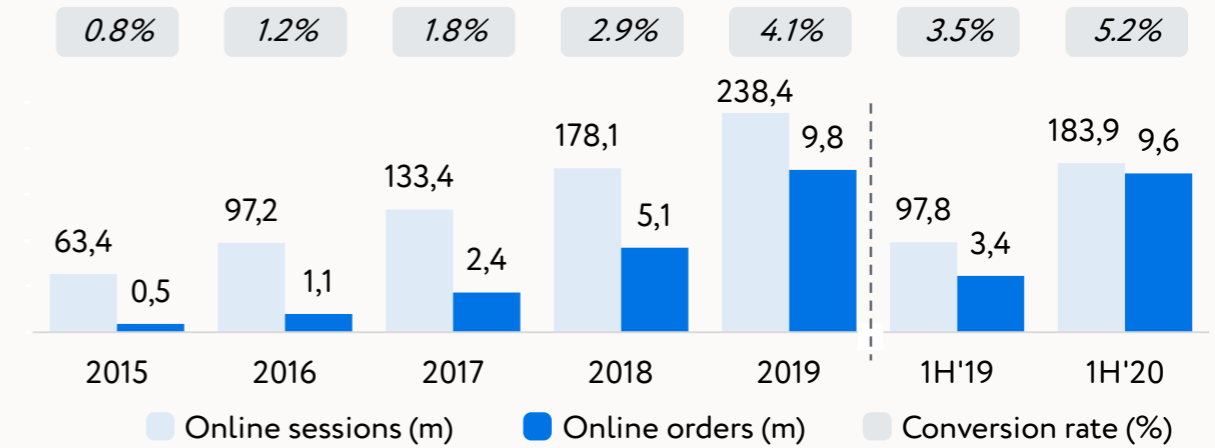
Analytics and dashboard

e-Commerce: continuous growth and improved conversion underpinned by superior customer proposition

Accelerated online revenue growth



Continued growth in traffic and substantial improvement in conversion rates...



Market position and growth

Company	Market share in total children's goods retail in Russia		Online revenue growth		Market share in online children's goods retail in Russia		Direct delivery ²		Free of charge in store click and collect
	(%, 2019)	(%, 2019)	(%, 2019)	(%, 2019)	Price (RUB)	Time			
detsky mir	26%	64%	19%	free / free ³	6 h. / 1 day ³	1 hour	95% of orders		
Дочки-Сыночки	5%	30%	4%	free	3 days	1 hour			
WILDBERRIES	8% ⁴	81%	51%	free	2 days	na			
2018 кораблик	4%	0%	3%	free	3 days	1 hour			
OZON	2% ⁴	115%	15%	249	1 day	na			
myToys	1% ⁴	19%	4%	290	2 days	na			

Source: Company data for Detsky Mir, Ipsos Comcon data for peers and Detsky Mir market shares, companies websites for direct delivery and in-store pick-up terms

¹ As % of total revenue in Russia

² Delivery terms in Kazan and Yekaterinburg for diapers set in price range of RUB 2,000-3,000 as indicated on each website during 2-3pm Moscow time on 31-August-20

³ Same-day (up to 6 hours) delivery is provided in 17 major cities in Russia (c.50% of covered geographies by product turnover), next-day delivery is provided in 30 major cities in Russia

⁴ Estimated as share of online sales volume in total size of children's goods retail market

Top management compensation structure overview

Annual compensation structure

		CEO	«CEO-1»	«CEO-2»
Fixed		50%	50%-80%	70%-85%
Variable	Total	50%	20%-50%	15%-30%
	<i>Incl. Financial¹</i>	25%	4%-15%	3%-9%
	<i>Incl. Financial²</i>	25%	16%-35%	10.5%-24%

Last LTI programme

At IPO

- %-based payment linked to valuation increase at IPO
- Amount calculated as 3% from the differential between new liquidity event (i.e. IPO) price and RCIF price in 2015
- 50%/50% cash and share based payments (via purchases of shares in the open market)

After IPO

- Approved by the Board of Directors in August 2017
- Covers the 3-year period to February 2020, the third anniversary of the Company's IPO, senior management in continuing employment by the Company as of that anniversary will be eligible for cash payments from a pool equivalent in value to up to 4.6% of the increase in the Company's stock market value (including dividend payments) over the period
- The LTIP also provides for additional cash payments expected to total around RUB 500m (plus any social taxes)

New equity-based compensation programme

The new 3-year LTIP

- Approved by the Board of Directors in October 2019
- Covers the 3-year period from the end date of the previous program (Feb 8, 2020) to February 7, 2023
- Senior management team in continuing employment by the Company and in program membership as of April 30, 2024 will be eligible for the Company's share grants and cash payments from a bonus fund valued at up to 4.6% of the increase in the Company's stock market value (incl. dividend payments) over the period. The new LTIP includes more than 20 key employees of the Company

Incentive program to cement the management's long-term focus on shareholder value creation

¹ Financial KPIs – EBITDA, net income, revenues

² Functional KPIs – specific operational KPIs, individual for each role

Sustainable development: focus on social and environmental responsibility

Large, Attractive and Promising Market

Priority charity areas

Assistance to disadvantaged children

Healthcare support for children from low-income families

Promotion of healthy lifestyles, organization of sports events

Cooperation with 1,146 welfare organizations in Russia, Kazakhstan and Belarus (2019)

Assistance to residential care facilities

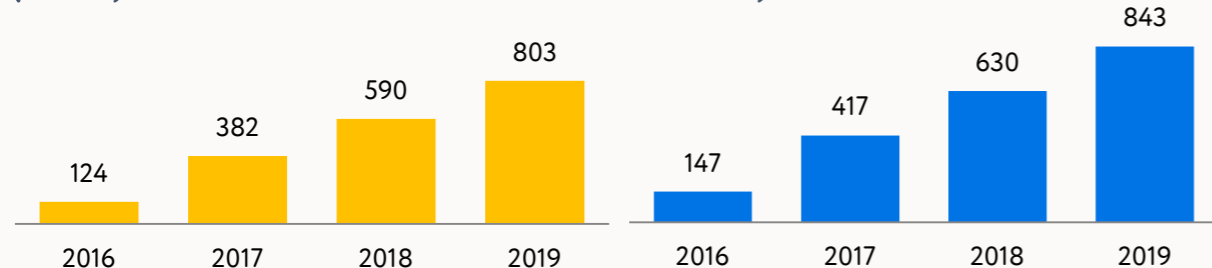
Assistance to gifted children

Support for children's festivals and holidays

Charity fund

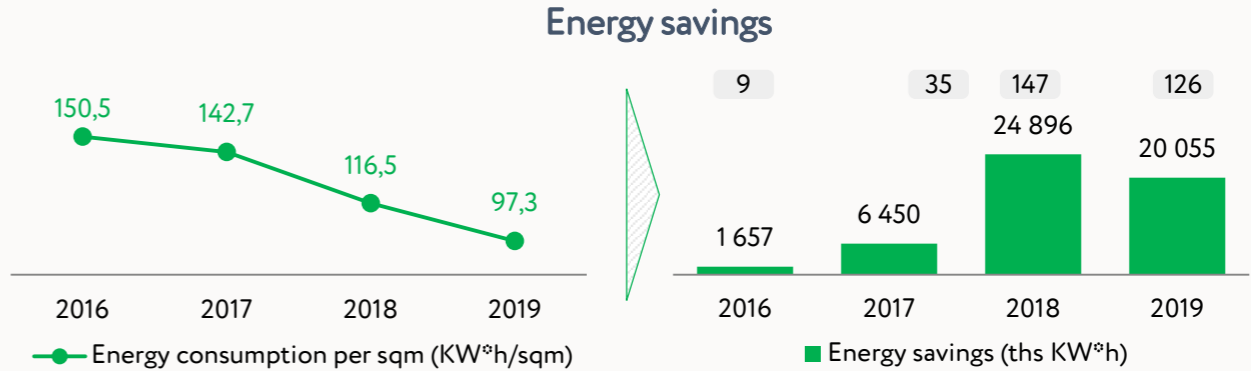
- Our social activity is implemented by the Detsky Mir Charity Fund (www.bf.detmir.ru) established in 2004
- Charitable activities are financed from voluntary donations received by the fund, as well as funds allocated from the Company's budget
 - In 2019, DM visitors donated goods of RUB 757m to the fund (Charity Program "Participate!")

Goods donated to the fund (RUB m)



Source: Company data

Synergies with Core Business



Ecological consumer packaging

- Sale of paper bags in Moscow and the Moscow Region stores was launched in December 2015 and afterwards scaled up across the entire chain in 2016
 - In 2019, 433 ths (+79% YoY) pieces of paper bags were sold
- Eco-friendly consumer packaging is expected to gradually replace plastic bags, significantly reducing adverse environmental impact



Waste management

- Since 2014, waste paper and polyethylene packaging films are collected from warehouses
 - Waste is sorted separately and transferred to a specialized organization for further recycling
- In 2015, we introduced projects to collect of waste for recycling from stores
 - In 2019, 370 stores participated in these projects

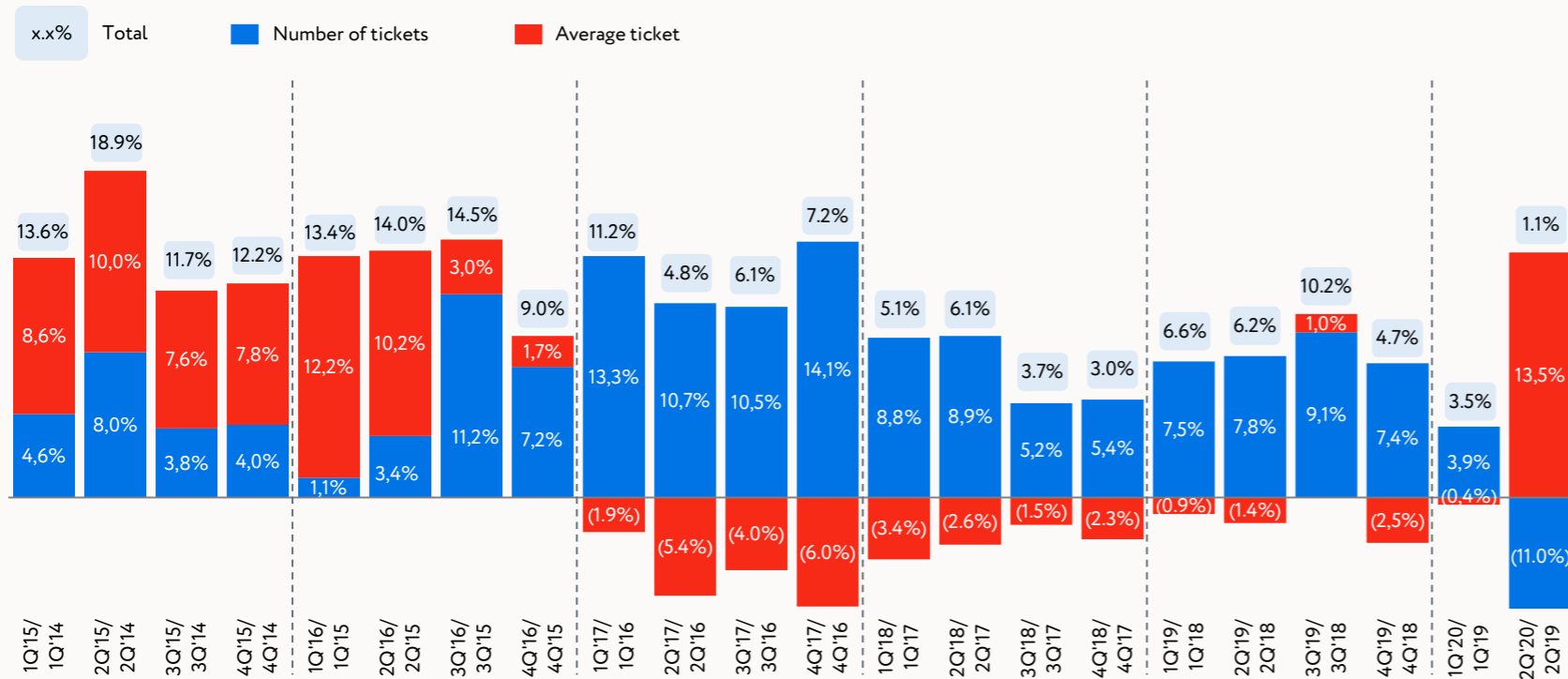
Collection of waste for recycling (2018)

2,485t cardboard from distribution centers

1,800t cardboard from stores

Robust like-for-like performance

Like-for-like revenue growth



Comments

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

LFL growth

Total
Average ticket
Number of tickets

LFL growth 2016

12.3%
5.9%
6.0%

LFL growth 2017

7.2%
(4.4%)
12.2%

LFL growth 2018

4.3%
(2.4%)
6.9%

LFL growth 2019

6.8%
(1.0%)
7.9%

Detsky Mir (Russia) demonstrated attractive LFL revenue growth rate (+2.4%) in H1 2020

Financial performance summary

(RUB m, unless specified otherwise)¹

	2018	2019	H1 2019	H1 2020
Number of stores	743	842	760	850
Detsky Mir and Detmir Pickup	673	770	688	787
ELC, ABC, Zoozavr stores	70	72	72	63
Selling space (k sqm)	768	843	777	855
Revenue	110,874	128,764	55,899	59,856
% total sales growth	14.3%	16.1%	16.2%	7.1%
% LFL sales growth	4.9%	7.2%	6.9%	2.5%
LTM Revenue per sqm ² (RUB thousand / sqm)	152	160	160	163
Online sales ⁴	8,771	14,489	5,303	14,133
Share of online sales in Russia	8.2%	11.7%	10.0%	31.1%
Gross profit	36,829	41,532	17,591	17,966
Margin, %	33.2%	32.3%	31.5%	30.0%
LTM Gross profit per sqm² (RUB thousand / sqm)	51	52	53	51
Adjusted SG&A	24,116	26,799	12,259	12,153
% of revenue	21.8%	20.8%	21.9%	20.3%
Adjusted EBITDA	12,666	14,725	5,335	5,820
Margin, %	11.4%	11.4%	9.5%	9.7%
Adjusted profit for the period	7,229	8,022	2,450	1,409
Margin, %	6.5%	6.2%	4.4%	2.4%
Total debt	21,470	19,250	27,945	27,839
Cash and cash equivalents	(3,335)	(1,769)	(1,769)	(2,931)
Adjusted net debt	18,135	17,481	26,176	24,908
Adjusted net debt / LTM Adjusted EBITDA	1.4x	1.2x	1.9x	1.6x
Capex	(3,794)	(3,507)	(1,616)	(669)
% of revenue	3.4%	2.7%	2.89%	1.12%
Dividends declared	6,108	6,998	3,289	4,065⁴

Comments

Sales growth

- Strong support from online channel and company's rapid adjustment to the pandemic-affected environment conditions
- Lower LFL Sales growth rate caused by lower traffic because of the government's measures on the lockdown but supported but stronger average ticket size growth

Improved operating efficiency

- Gross margin affected by mix shift towards lower-margin products related to Covid-119 effect
- Improvement in SG&A by 3.1 p.p YoY driven by increased operational efficiency

Superior EBITDA margin

- Increase in EBITDA margin supported by significant discounts from landlords during lockdown
- Substantial share of variable part in the payroll allowed to brought the SG&A share down as well

Capex

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

Conservative financial policy

- Net debt / adj. EBITDA as of 30-June-2020 is 1.6x vs. 4.0x average leverage covenant level across the loan portfolio

Attractive returns for shareholders

- Continuous dividend payout track record
- Yearly dividend payments increased more than 14-fold from 2013

Source: Company data

¹ The Company's consolidated financial measures for 2018-2020 and related interim periods are based on proforma financial information prepared as if IFRS 16 'Leases' had not been adopted, and thus do not represent IFRS measures

² Calculated per average space for the period

³ Online sales (including sales via "in-store pickup" service)

⁴ Declared dividends includes the BoD's recommendation of the payment of the remaining undistributed profit for Q4 2019 (RUB 1.8bn or RUB 2.5 per ordinary share)

Contact information

We have prepared a short feedback survey on our investment case and IR activities. The survey should take just a few minutes.

Your feedback and opinions are important and valuable to us.

Please follow this link to fill in the feedback survey. All results are anonymous. Thank you in advance.

[Feedback Survey](#)



Sergey Levitskiy

Head of Strategy and Investor Relations

slevitskiy@detmir.ru

+7 495 781 08 08 (ext. 2315)