



# Q1 2021 Unaudited Financial Results

Leading children's goods retailer in Russia

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# Q1 2021 Highlights



- 1 Accelerated top-line growth
- 2 Explosive online sales growth
- Continuous retail chain expansion
- Superior EBITDA growth and margin
- 5 Strong return on investment capital

- Total GMV growth accelerated to 15.6% (total revenue growth was 15.0%)
- 7.9% LFL sales growth with 4.5% traffic growth and 3.2% average ticket growth
- 1.8x total online sales growth (86.3% click & collect share in Russia)
- Online share in Russia increased 1.6x to 28.6% (74.0% mobile app share)
- 6.5% total space growth of the retail chain to 1,123k m2 and 880 total stores
- 12 new stores and 6,500 new partner pickup points and parcel lockers
- Reduced SG&A cost margin by 1.0 p.p. to 21.0%
- Adj. EBITDA growth of 37.3%, while adj. EBITDA margin up by 1.4 p.p. to 8.7%
- ROIC improved: 59% vs 49% in Q1 2020
- Decline in net debt/ adj. EBITDA LTM to 1.4x vs 1.6x

Hereinafter, the Company's consolidated financial measures for 2020-2021 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. The data on comparative dynamics are given year-on-year.

# Progressing on Strategy 2020 execution



### Omni-channel retail platform



Opening 230+ Detsky Mir stores (2021-2023) and 800+ Detmir pick-up points (2021-2024)

Targeting 45% share of online sales

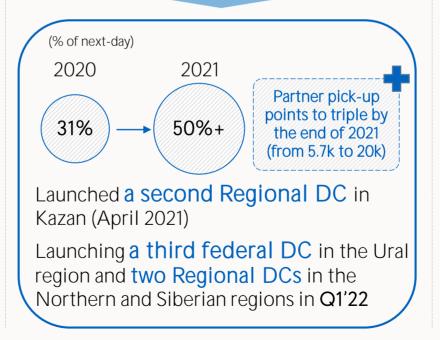
## Accelerated investment in logistics



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



Launch of 2 Federal DCs and 3 Regional DCs



## Enhancing UX/CX



Store digitalisation with 70% NPS across channels



Mobile-first concept with best-in-class app

Detsky Mir 3.0 digital concept approved, opening of the debut store in Q2'21

Modernisation of existing stores in midterm

#### Enhanced UX in Q1'21

Subscription delivery service for recurring orders

Courier delivery service (next-day) in Kazakhstan iOS and Android Apps in Kazakhstan

# Progressing on Strategy 2020 execution (cont'd)



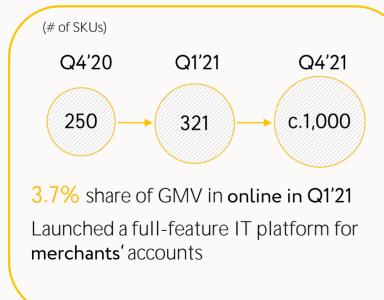
### Marketplace to drive assortment breadth

0000 маркет плейс

Leadership in assortment breadth (2,400k SKUs)



GMV to reach a double-digit share of our online sales



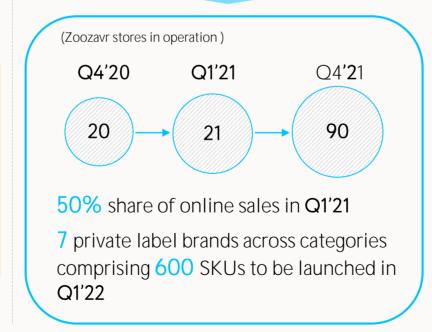
## Zoozavr – specialised pet supplies retailer



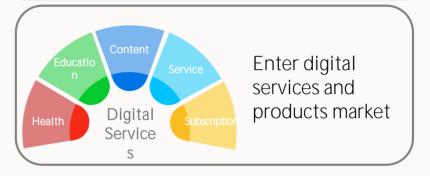
500 Zoozavr stores in mid-term. share of online 30%+



30% private label share in mid-term

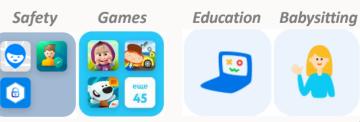


## Digital services for children



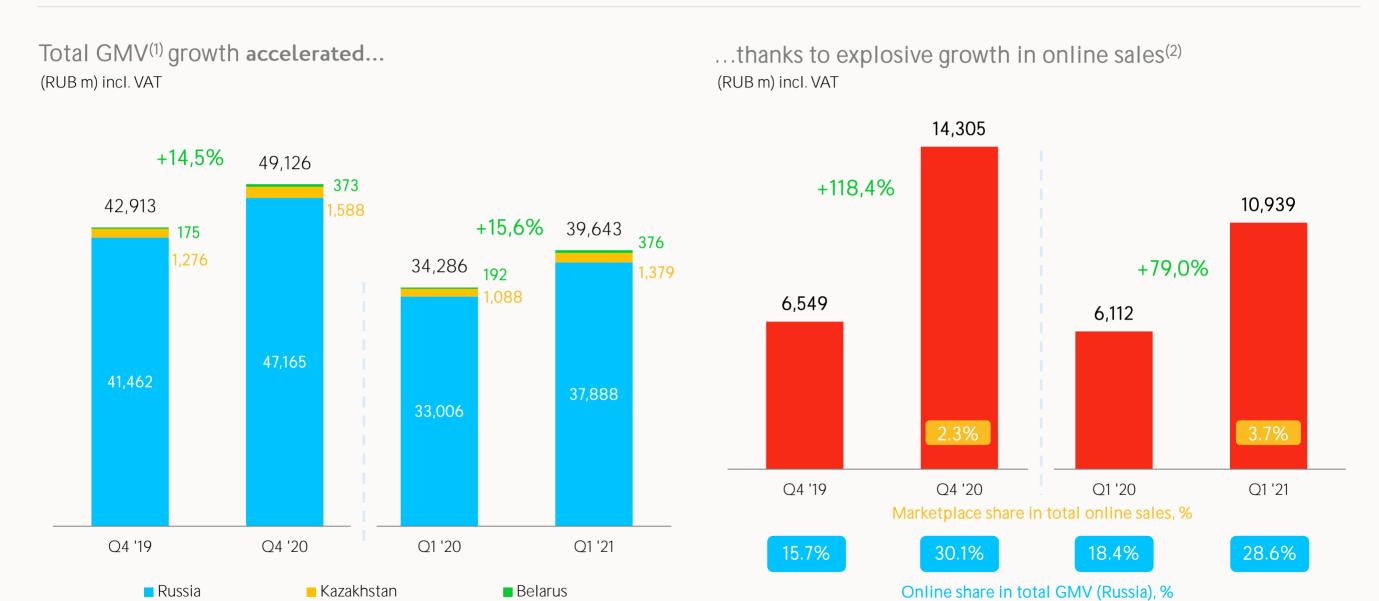
20 partners were selected to participate in a pilot stage of digital products marketplace

70 mobile apps and 30 services tested on Android platform in Moscow region



# Continued top-line growth





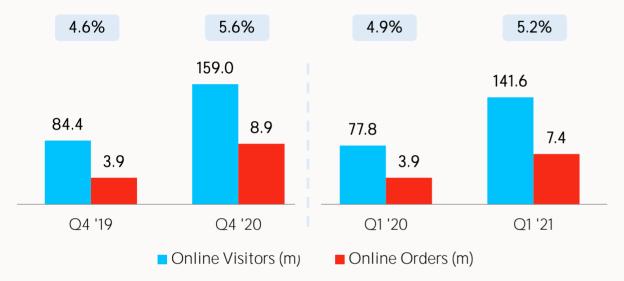
<sup>(1)</sup> Hereinafter, GMV (gross merchandise value) includes purchases at the Group's retail stores and goods and services sold through the website and mobile application, which may be own or third-party goods and services. GMV includes value added tax, net of discounts given to customers and net of returns and cancelled orders during the reporting period.

<sup>(2)</sup> Hereinafter, total online sales include all sales through the Company website and mobile app, including home delivery and in-store pickup. It includes value added tax, net of discounts given to customers and net of returns and cancelled orders during the reporting period. Source: Company data.

# Solid online performance with strong loyal customer base



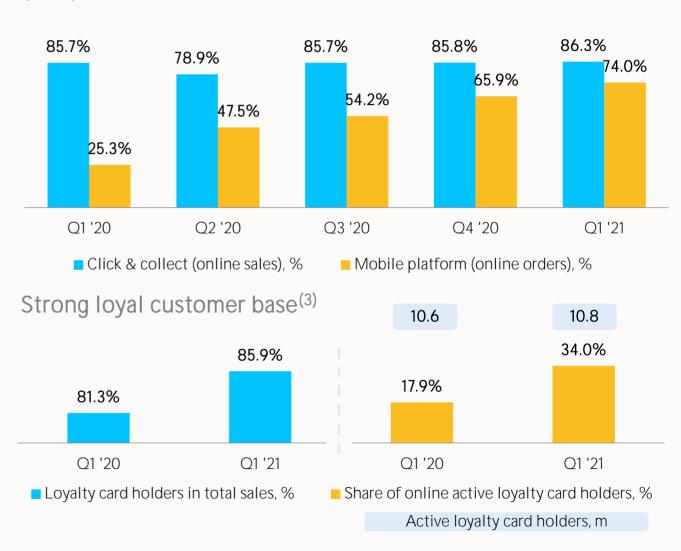
# Continuous growth in traffic and improving conversion rate (Web and mobile platforms)



## Healthy mobile app metrics



# Click & collect and Mobile app are largest channels (Russia)



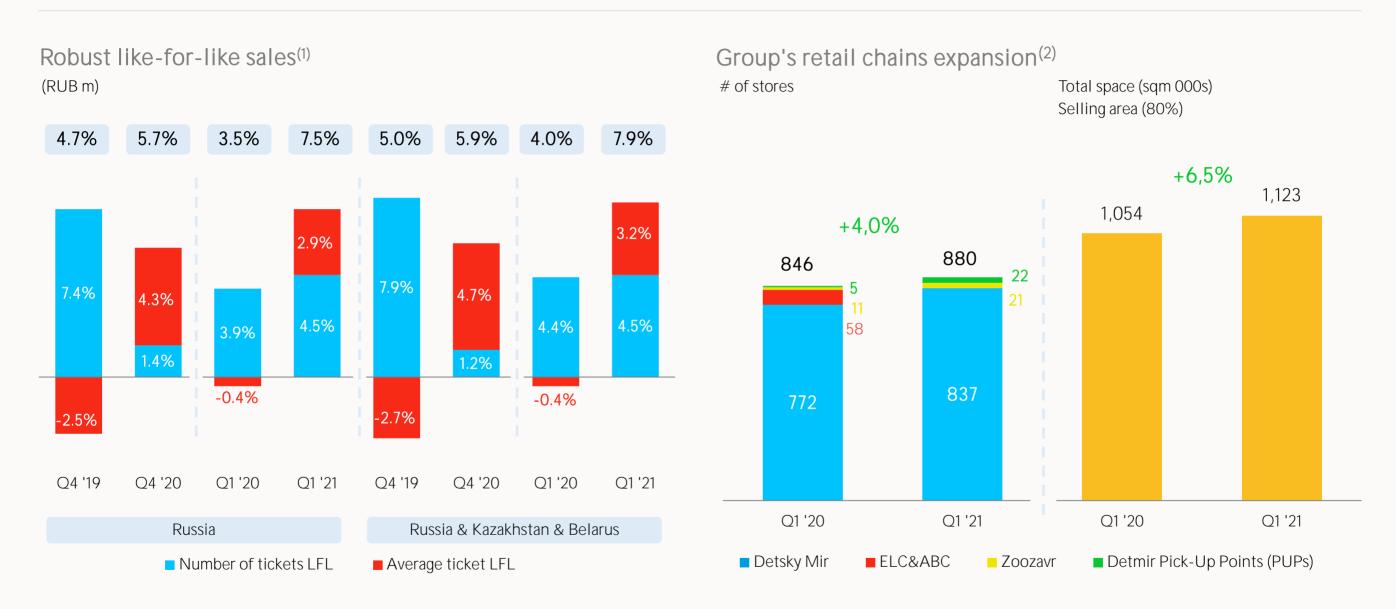
<sup>(1)</sup> Reflects the total number of app installations between its launch (December 2019) and the end of the reporting period.

<sup>(2)</sup> MAU – monthly active users – the average number of active mobile app users in a month.

<sup>(3)</sup> Cardholders who made at least one purchase at Detsky Mir during the last 12 months are considered active. Online loyalty card holders who made at least one online purchase through the Company website or mobile application within the last 12 months are considered active cardholders.

# Retail chain started a trajectory of steady growth





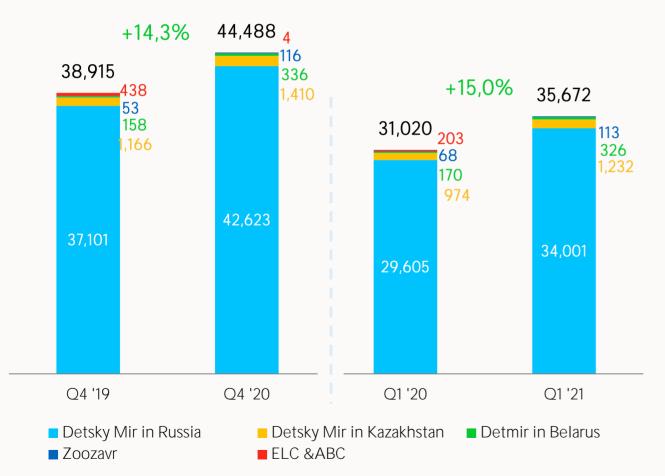
<sup>(1)</sup> LFL revenue growth in Russian rubles, LFL number of tickets growth and LFL average ticket growth are based on stores in operation for at least 12 full calendar months preceding the reporting date. A store is considered comparable and is included in the calculation of the monthly like-for-like if the difference between the number of days worked in comparable months does not exceed three working days.

(2) In order to improve margins by accelerating the opening of our small-format Detmir Pickup stores, the Group decided to close its ELC and ABC stores in Q3 2020, which accounted for 0.8% of total Group revenue in 2019.

# High revenue growth and solid gross margin driven by private-label expansion



Group revenue is growing across all segments<sup>(1)</sup> (RUB m)



Keep investing gross margin in price leadership



<sup>(1)</sup> Hereinafter, revenue is net of value added tax and includes revenue from the sale of goods as well as fees charged by the Group to third-party sellers for selling their goods through the Group marketplace. Detsky Mir in Russia includes all sales of children's goods in Russia, as well as the sales results of the Detmir Pickup chain. Zoozavr includes all sales of pet products, including sales made via the Company website and mobile app.

<sup>(2)</sup> Sales of private labels and direct imports in Russia include sales of all children's goods in Russia, including through the Company website and mobile application.

# Consistently strong profitability

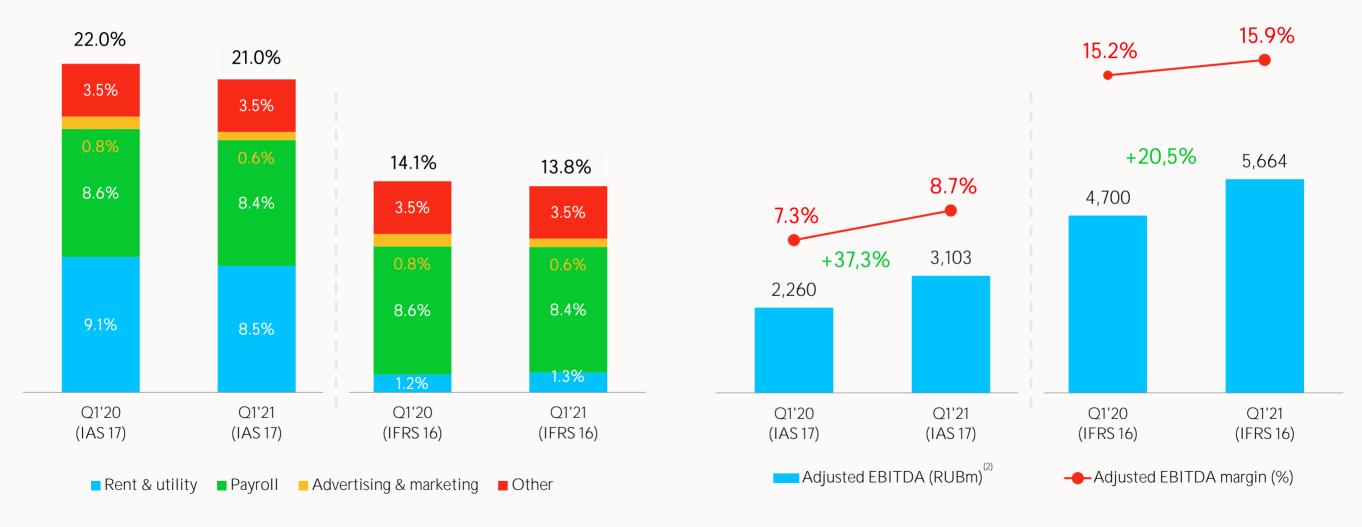


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## Optimising payroll and rental costs...

Adjusted SG&A expenses(1) as % of revenue

## ... drive solid profitability



<sup>(1)</sup> 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 expenses and cash bonuses under the LTI program.

(2) Hereinafter, adjusted EBITDA is calculated as profit for the period before income tax expense, foreign exchange (loss)/gain, gain on acquisition of controlling interest in associate, finance expense, finance income, depreciation and amortization, adjusted for share-based compensation expense and cash bonuses under the LTI program.

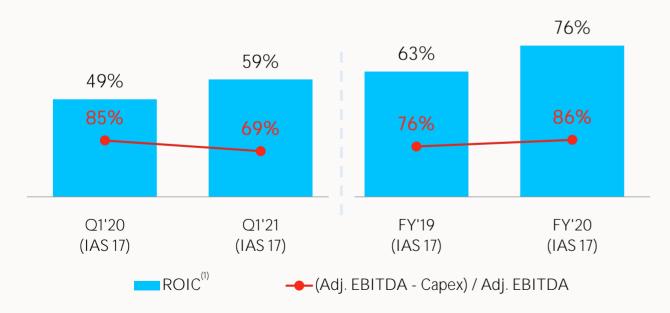
# Strong cash flow conversion



#### Comments

- Improvement in operating cash flow driven by high EBITDA growth and decrease in NWC investments
- Low finance expense on the back of decrease in debt and interest rate
- Disciplined capex focused on store openings and selective investments in IT and infrastructure; limited maintenance capex requirements
  - Capex grew by 2.8x YoY due to an advance payment for the construction of the third federal distribution center, located in the Ural region (RUB 688 m)

## Strong return on investment capital



| Cash flow evolution                         |                 |                 |                         |                  |
|---|-----------------|-----------------|-------------------------|------------------|
| (RUB m)                                     | Q1'20<br>IAS 17 | Q1'21<br>IAS 17 | <b>Q1'20</b><br>IFRS 16 | Q1'21<br>IFRS 16 |
| Adjusted EBITDA                             | 2,260           | 3,103           | 4,700                   | 5,664            |
| Changes in NWC                              | (7,680)         | (7,368)         | (7,616)                 | (7,280)          |
| Cash income taxes paid                      | (702)           | (928)           | (702)                   | (928)            |
| Net finance expense paid                    | (179)           | (121)           | (821)                   | (652)            |
| Other operating cash flow                   | (79)            | 371             | (81)                    | 357              |
| Operating cash flow                         | (6,380)         | (4,944)         | (4,520)                 | (2,839)          |
| CAPEX                                       | (338)           | (950)           | (338)                   | (950)            |
| DC construction                             | (28)            | (668)           | (28)                    | (668)            |
| Store openings, IT & maintenance            | (310)           | (262)           | (310)                   | (262)            |
| Free cash flow                              | (6,718)         | (5,894)         | (4,858)                 | (3,789)          |
| Investment cash flow                        | (326)           | (945)           | (326)                   | (945)            |
| Financial cash flow                         | 15,754          | 5,273           | 13,894                  | 3,168            |
| Change in cash                              | 9,048           | (616)           | 9,048                   | (616)            |
| Effect of changes in foreign exchange rates | 19              | (196)           | 19                      | (196)            |

<sup>(1)</sup> 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). Source: Company data.

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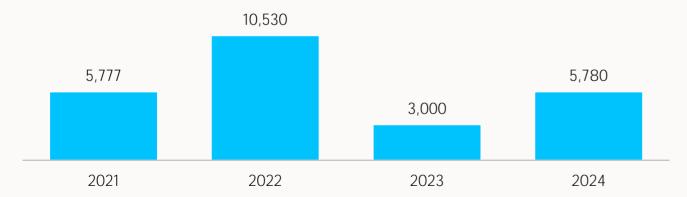
# Conservative financial policy



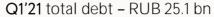
#### Comments

- 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 LTM ratio as of 31 March 2021 is 1.4 vs. 4.0x average covenant level across the loan portfolio (IAS 17)
- Decreased YoY thanks to CAPEX and NWC optimisation
- Weighted average interest rate<sup>(1)</sup> 6.6% (as of Q1'21)
- No contingent off-balance sheet liabilities
- Available undrawn credit limit of RUB 32.5 bn for refinancing of the current credit portfolio aiming at its further diversification

# Debt maturities as of 31 March 2021 (RUB m)



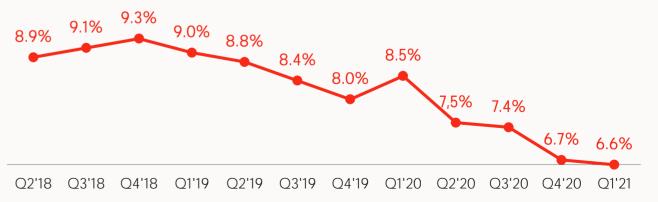
## Leverage





## Weighted average interest rate<sup>(1)</sup>

(%)



<sup>(1)</sup> 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. Source: Company data

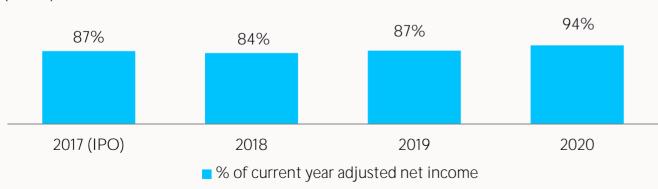
# Sustainably high returns to shareholders



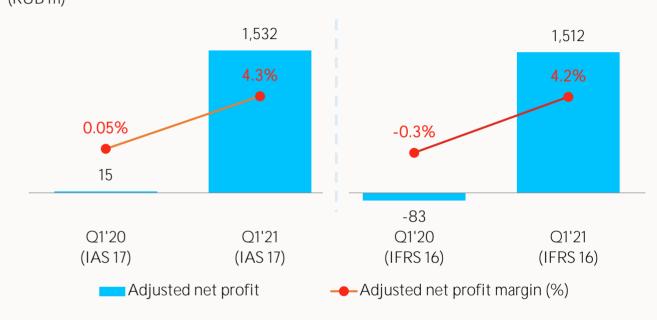
#### Comments

- 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)
- In 2020, Detsky Mir paid out final dividends of RUB 4.1 bn for Q4 2019, as well as interim dividends of RUB 3.7 bn for 9m 2020
- FX losses of RUB 2.1 bn affected adjusted net profit in FY'20 (69% non-cash)
- Executive Board will recommend to pay out the full net profit for Q4'20 as a final dividend of RUB 4.5 bn (+10.8% YoY) in 2021

# Dividends as % of adjusted net income (IAS 17)



# Adjusted net income<sup>(1)</sup> (RUB m)



## History of declared dividends



<sup>(1)</sup> 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 Source: Company data

# Short and mid-term guidance reiterated



|                        | FY2020   | Guidance   |
|------------------------|--|--|
| New store openings     | <ul> <li>Detsky Mir: 71</li> <li>Detmir PUP: 12</li> <li>Zoozavr: 10</li> </ul>  | <ul> <li>Detsky Mir: 70 in 2021; 230 in medium-term</li> <li>Detmir PUP: 100 in 2021; 800 in medium-term</li> <li>Zoozavr: 70 in 2021; 500 in medium-term</li> </ul>   |
| Revenue                | <ul> <li>3.9% total LFL growth (RUS &amp; KZ)</li> <li>11.0% total revenue growth</li> <li>Share of online sales at 25%</li> </ul>   | <ul> <li>New strategic initiatives (Zoozavr, Detmir PUP, Marketplace) allow the Company to double total GMV in medium-term</li> <li>Online sales share increased to 45% in medium-term</li> </ul>  |
| Adjusted EBITDA margin | <ul> <li>11.9% under IAS17</li> <li>18.0% under IFRS16</li> <li>30.8% gross margin</li> <li>Rent &amp; utility expenses of 7.5% and personnel expenses of 7.4% of sales</li> </ul> | <ul> <li>10% area under IAS17</li> <li>Double-digit under IFRS16</li> <li>Continued gross margin investment in traffic</li> <li>Grow share of higher-margin PL sales to ~60%</li> <li>Reduced personnel &amp; rental expense margins thanks to efficiency</li> </ul> |
| Leverage               | ■ 1.1x leverage  | <ul> <li>Disciplined financial policy with target leverage below 2.0x despite<br/>accelerated investment in logistics and IT</li> </ul>  |
| Dividends              | <ul> <li>94% of IFRS net income</li> <li>100% of RAS net income</li> </ul>   | <ul> <li>Payout ratio of at least 50% of IFRS net income (IAS17)</li> <li>Management recommendation - 100% of RAS net income</li> </ul>  |





# Strong independent governance framework





Maria Gordon

• BoD member at MOEX, Polyus & Alrosa



Andrey Anischenko

· Co-founder of Skillbox



Michael Foss

· Co-founder & BoD member of Independent Pet Partners

Stanislav Kotomkin

 Co-founder of AMF International Flower Delivery Network



Shevchuk

**Alexander** 

· Executive Director at the Association of Professional Investors

Audit, as well as Nomination and Remuneration committees -

BoD of 10 members

with 50% INEDs

(incl. Independent Chairwoman)

Audit, Strategy and ESG, and Nomination and

**Remuneration** committees

100% INEDs



Pavel Grachev

· Deputy Chairman CEO of Polyus



Mikhail Stiskin

CFO of Polyus



Dmitri Klenov

· CEO of Altus Capital



Vladimir Klimanov

· Investment Director of Veta Capital Partners LLC



· Chairman of Progress - largest baby food supplier

Tony

Maher

Prominent shareholder base

Altus Capital<sup>(1)</sup> – 25%

Free float<sup>(2)</sup> – 75%

# Focus on ESG evolution



## 4 Pillars of Sustainability Strategy

- Equal opportunity for all
- Workplace safety
- Training & development

#### Responsible Sourcing of Children's Merchandize

- Responsible manufacturing practices of suppliers
- Purchases of environmentally friendly & safe children's products
- Development of local manufacturing of baby goods

# Community

### Focus on Social Help and Charity

- Corporate charitable giving
- Social & charity programs
- Volunteering

# Our Morld

#### **Ecology & Environmental Protection**

- Greenhouse emissions reduction
- Reusable packaging
- Greater volumes of recycled / reused materials

## Key Achievements in 2020

Sustainable Development Workgroup headed by CFO

Enhanced prerogatives of BoD Strategy & Sustainable Development Committee

ESG Analysis and Road Map

Greenhouse emissions report (1,2&3 scope ratios)

### Extensive work with suppliers

100% signed to Supplier Code of Conduct

100% comply withZero Discharge of Prohibited & **Restricted Chemical** List

Hazardous Chemicals program: 69% of purchases in clothing and 37% in shoes

Improved energy efficiency at DCs & stores, eco requirements for transportation & logistics services

Eco programs at stores & offices: collection of clothing, shoes, appliances, batteries & paper for reuse / recycle

## 2021 ESG Targets



Develop & implement long-term Sustainable Development strategy and incorporate it to management incentives



Develop of long-term partnerships and joint **initiatives** in environmental and responsible waste management areas



Improve ESG ratings (currently "B" from MSCI)



Better Cotton Initiative: 2% share of cotton goods purchased



Audit suppliers' compliance with sustainable development principles



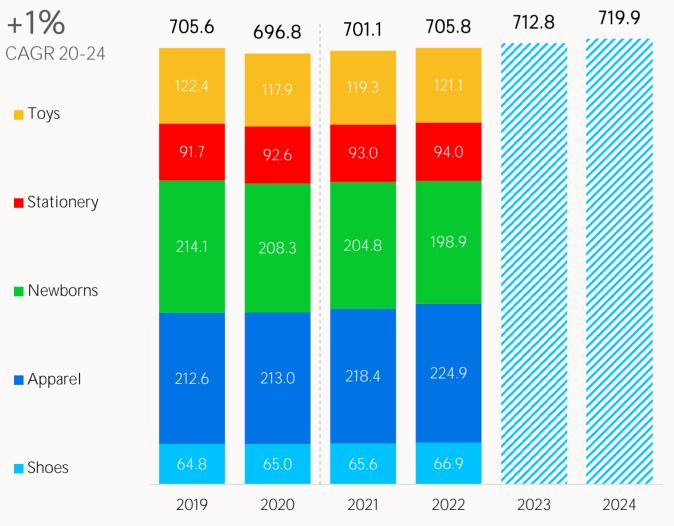
Improve ratio of Zero Discharge of Hazardous Chemicals in clothing and shoes

# Solid addressable market for Detsky Mir



## Healthy outlook on key market...

Russian children's goods market in all Russian cities<sup>(1)</sup> (RUB bn)



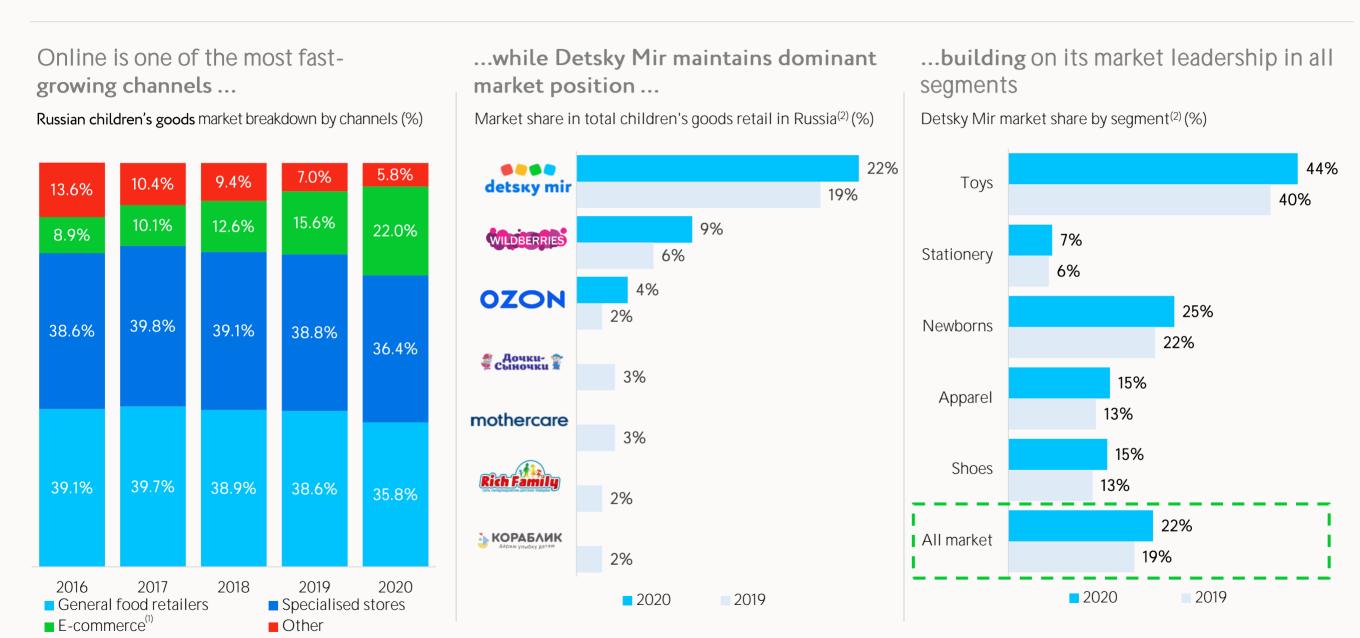
## ...with further growth potential in other categories

Market size in all Russian cities (1) (RUB bn)



## Market environment evolution





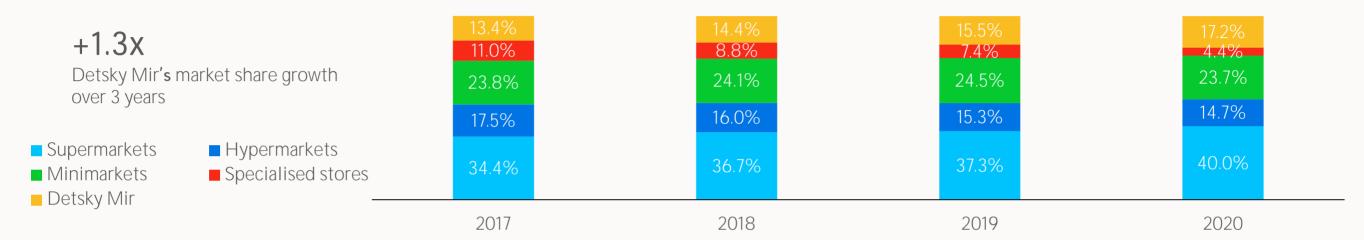
<sup>(1)</sup> Represents children's goods ordered online (excluding online stores of offline retailers from other sales channels).

(2) Market share is based on sales (including VAT of c. 10%) and market volume estimation in Russian total urban population. Market share for Detsky Mir is based on the consolidated IFRS data (excl. Kazakhstan, Belarus and Zoozavr stores). Source: Company data, Ipsos Comcon report, SPARK, Data Insight.

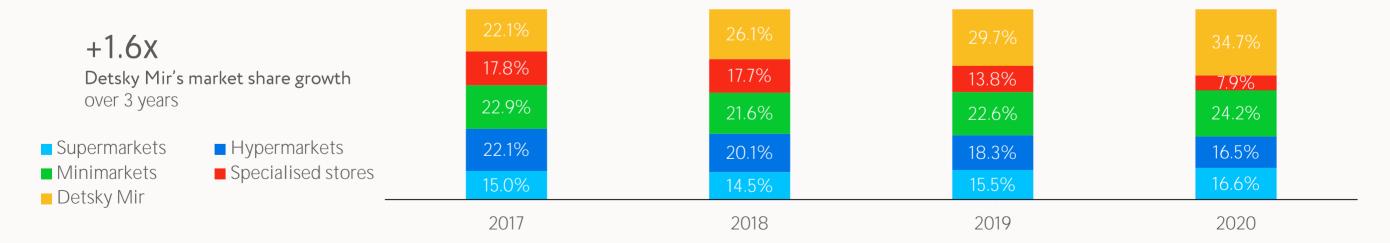
# Gaining market share in baby food and diapers segments



## Baby food sales by channel in Russia



## Diapers sales by channel in Russia



# Consolidated statement of profit or loss highlights



| Russian Ruble (RUB), million                               | IAS 17  |         | Change YoY | IFRS 16 |         |
|--|---------|---------|------------|---------|---------|
|  | Q1 2020 | Q1 2021 | Change 101 | Q1 2020 | Q1 2021 |
| Revenue  | 31,020  | 35,672  | +15.0%     | 31,020  | 35,672  |
| Gross profit   | 9,085   | 10,550  | +16.1%     | 9,085   | 10,550  |
| % of revenue   | 29.3%   | 29.6%   | +0.3 p.p.  | 29.3%   | 29.6%   |
| Selling general and administrative expenses <sup>(1)</sup> | (6,826) | (7,479) | +9.6%      | (4,386) | (4,928) |
| % of revenue   | (22.0%) | (21.0%) | (1.0 p.p.) | (14.1%) | (13.8%) |
| Other operating expenses                                   | 1       | 31      | -          | 1       | 41      |
| EBITDA   | 1,922   | 2,830   | +47.2%     | 4,362   | 5,391   |
| % of revenue   | 6.2%    | 7.9%    | +1.7 p.p.  | 14.1%   | 15.1%   |
| Adjusted EBITDA <sup>(2)</sup>                             | 2,260   | 3,103   | +37.3%     | 4,700   | 5,664   |
| % of revenue   | 7.3%    | 8.7%    | +1.4 p.p.  | 15.2%   | 15.9%   |
| Profit/(loss) for the period                               | (255)   | 1,313   | -          | (353)   | 1,294   |
| % of revenue   | (0.8%)  | 3,7%    | +4.5 p.p.  | (1.1%)  | 3.6%    |
| Adjusted profit/(loss) for the period <sup>(3)</sup>       | 15      | 1,532   | -          | (83)    | 1,512   |
| % of revenue   | 0.05%   | 4.3%    | +4.2 p.p.  | (0.3%)  | 4.2%    |

Note: The Company has applied IFRS 16 "Leases" for its unaudited financial results beginning on January 1, 2018. However, this table provides a comparison of key financial indicators on an IAS 17 basis, as in management's opinion, this approach allows the Company to more accurately assess the trends and dynamics of its business growth. This table also provides our financial results on an IFRS 16 basis.

<sup>(1)</sup> Selling, general and administrative expenses is calculated as selling, general and administrative expenses adjusted for depreciation and amortization expenses, additional share-based compensation expense and cash bonuses under the LTI program.

<sup>(2)</sup> Adjusted EBITDA is calculated as profit for the period before income tax expense, foreign exchange (loss)/gain, gain on acquisition of controlling interest in associate, finance expense, finance income, depreciation and amortization, adjusted for share-based compensation expense and cash bonuses under the LTI program.

<sup>(3)</sup> Adjusted net profit is calculated as profit for the period adjusted for the share-based compensation expense and cash bonuses under the LTI program. Source: Company data

# Consolidated statement of financial position



| Russian Ruble (RUB), million    | IA      | IAS 17  |         | IFRS 16 |  |
|---------------------------------|---------|---------|---------|---------|--|
|                                 | Q1 2020 | Q1 2021 | Q1 2020 | Q1 2021 |  |
| ASSETS                          |         |         |         |         |  |
| Non-current assets              | 13,199  | 13,157  | 45,651  | 47,498  |  |
| Property, plant and equipment   | 9,472   | 9,654   | 9,472   | 9,654   |  |
| Intangible assets               | 1,346   | 1,442   | 1,346   | 1,442   |  |
| Right-of-use assets             | 2,134   | 1,836   | 32,113  | 33,760  |  |
| Other non-current assets        | 247     | 225     | 2,720   | 2,642   |  |
| Current assets                  | 52,879  | 49,160  | 52,512  | 48,802  |  |
| Inventories                     | 38,121  | 42,827  | 38,121  | 42,827  |  |
| Trade receivables               | 1,719   | 3,091   | 1,719   | 3,091   |  |
| Cash and cash equivalents       | 10,836  | 1,014   | 10,836  | 1,014   |  |
| Other current assets            | 2,203   | 2,228   | 1,836   | 1,870   |  |
| TOTAL ASSETS                    | 66,078  | 62,317  | 98,163  | 96,300  |  |
| EQUITY AND LIABILITIES          |         |         |         |         |  |
| Liabilities                     | 66,449  | 60,896  | 100,300 | 97,597  |  |
| Long-term loans and borrowings  | 14,700  | 19,310  | 14,700  | 19,310  |  |
| Lease liabilities (non-current) | -       | -       | 26,853  | 28,579  |  |
| Other non-current liabilities   | 100     | 90      | 100     | 90      |  |
| Short-term loans and borrowings | 20,395  | 5,746   | 20,395  | 5,746   |  |
| Lease liabilities (current)     | -       | -       | 7,144   | 8,252   |  |
| Trade payables                  | 25,925  | 29,204  | 25,925  | 29,204  |  |
| Other current liabilities       | 5,329   | 6,546   | 5,183   | 6,416   |  |
| Total equity/ (equity deficit)  | (371)   | 1,421   | (2,137) | (1,297) |  |
| TOTAL EQUITY AND LIABILITIES    | 66,078  | 62,317  | 98,163  | 96,300  |  |

# Consolidated statement of cash flow



| Russian Ruble (RUB), million   | IAS 17   |          | IFRS 16  |          |
|--|----------|----------|----------|----------|
|  | Q1 2020  | Q1 2021  | Q1 2020  | Q1 2021  |
| OPERATING ACTIVITIES:  |          |          |          |          |
| Profit/(loss) for the period   | (255)    | 1,313    | (353)    | 1,294    |
| Non-cash adjustments   | 2,436    | 2,158    | 4,972    | 4,727    |
| Changes in working capital   | (7,680)  | (7,366)  | (7,616)  | (7,280)  |
| Interest paid  | (187)    | (123)    | (829)    | (654)    |
| Interest received  | 8        | 2        | 8        | 2        |
| Income tax paid  | (702)    | (928)    | (702)    | (928)    |
| Net cash used in operating activities                                    | (6,380)  | (4,944)  | (4,520)  | (2,839)  |
| INVESTING ACTIVITIES:  |          |          |          |          |
| Payments for property, plant and equipment                               | (294)    | (871)    | (294)    | (871)    |
| Payments for intangible assets   | (44)     | (79)     | (44)     | (79)     |
| Proceeds from sale of property, plant and equipment                      | 12       | 5        | 12       | 5        |
| Net cash used in investing activities                                    | (326)    | (945)    | (326)    | (945)    |
| FINANCING ACTIVITIES:  |          |          |          |          |
| Purchase of treasury shares  | (90)     | -        | (90)     | -        |
| Repayment of Ioans and borrowings  | (16,386) | (14,407) | (16,386) | (14,407) |
| Lease payments   | -        | -        | (1,860)  | (2,105)  |
| Proceeds from loans and borrowings                                       | 32,230   | 19,680   | 32,230   | 19,680   |
| Net cash generated by financing activities                               | 15,754   | 5,273    | 13,894   | 3,168    |
| Net (decrease)/increase in cash and cash equivalents                     | 9,048    | (616)    | 9,048    | (616)    |
| Cash and cash equivalents, beginning of the period                       | 1,769    | 1,826    | 1,769    | 1,826    |
| Effect of changes in foreign exchange rates on cash and cash equivalents | 19       | (196)    | 19       | (196)    |
| Cash and cash equivalents, end of the period                             | 10,836   | 1,014    | 10,836   | 1,014    |

## 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

Please find below the link to the updated IR Calendar.

**Investor Calendar** 



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