

**Public Joint Stock Company Detsky Mir**  
**Location of the Company: Russian Federation, 119415 Moscow, Prospekt Vernadskogo 37 / 3**  
**Tel.: 781-08-24**



DEAR SHAREHOLDER!

The Board of Directors of PJSC Detsky Mir hereby notifies you that on September 20, 2018 the Extraordinary General Meeting of the Company shareholders will be held.

The meeting will be held at: 129090, Moscow, Bolshoy Balkansky pereulok 20/1

The meeting starts at 11 am.

The registration starts at 10.30 am.

Representatives of the shareholders should have a power of attorney certified at the workplace or by a notary.

The list of persons entitled to participate in the Extraordinary General Meeting of Shareholders is drawn up according to the registry as of July 27, 2018.

**AGENDA OF THE MEETING:**

1. On the establishment of procedure of holding the Extraordinary General Meeting of Shareholders of PJSC Detsky Mir.
2. Early termination of powers of the Company's Board of Directors.
3. Determination of the quantitative composition of the Company's Board of Directors.
4. Election of the Company's Board of Directors.

The shareholders have the opportunity to read the draft documents and materials concerning the agenda of the Extraordinary General Meeting of Shareholders, in the Company's corporate secretariat, at the following address: 127238, Moscow, Tretiy Nizhnelikhoborsky proezd 3/6, beginning from August 31, 2018 through September 20, 2018.

See all materials to be provided to shareholders in preparation for the Extraordinary General Meeting of Shareholders of PJSC Detsky Mir on the web-page of PJSC Detsky Mir (<http://corp.detmir.ru> and [www.e-disclosure.ru/portal/company.aspx?id=6788](http://www.e-disclosure.ru/portal/company.aspx?id=6788)).

Please note that in preparation for the Extraordinary 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](mailto:shareholder@detmir.ru).

The shareholders have the right to send completed and signed ballots to the Tabulation Commission at the following address: 129090, Moscow, Bolshoy Balkansky pereulok 20/1

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 Extraordinary 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](http://www.aoreestr.ru) (address of the webpage – <http://www.aoreestr.ru/shareholders/e-voting>).

Bulletins received not later than in 2 days before the Meeting will be considered at the establishment of the quorum and vote counting at the Extraordinary General Meeting of Shareholders.

Chairman of the Board of Directors of PJSC Detsky Mir  
Christopher Baxter