

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

DEAR SHAREHOLDER!

The Board of Directors of PJSC Detsky Mir hereby notifies you that on May 16, 2019 the annual General Meeting of the Company shareholders will be held.

The meeting will be held at: Unit 1, bld. 20, B. Balkansky lane, Moscow, 129090.

Form of the meeting: meeting (joint presence of shareholders to make decisions on issues put to the vote).

The meeting starts at 10:30 am.

Registration of shareholders (representatives of shareholders) for participation in the general meeting of shareholders is held on May 16, 2019 from 10:00 am Moscow time at: Unit 1, bld. 20, B. Balkansky Lane, Moscow.

Date, on which persons entitled to attend the general shareholders' meeting are determined (recorded) – April 22, 2019.

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

Registration of shareholders (representatives of shareholders) for participation in the general meeting of shareholders is held on May 16, 2019 from 10:00 am Moscow time at: Unit 1, bld. 20, B. Balkansky Lane, Moscow.

To register, shareholders (representatives of shareholders) must present an identity document, and, in cases provided for by the legislation of the Russian Federation, hand over documents confirming the authority to vote (their copies attested (certified) in accordance with the procedure provided for by legislation of the Russian Federation) to the person performing the functions of the tabulation commission.

Shareholders are entitled to send completed and signed ballots to the address indicated in this notice. Documents certifying the powers of the legal successors and representatives of the persons included in the list of persons entitled to participate in the general meeting (their copies certified in the prescribed manner) shall be attached to the voting ballots sent by these persons.

Postal address, at which the completed voting ballots may be sent: Unit 1, bld. 20, B. Balkansky Lane, Moscow, 129090, Russian Federation.

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

Ballots 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.

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.

Procedure for giving instructions (orders) shall be determined by an agreement with a nominal holder, a foreign nominal holder, or a foreign organization that is entitled in accordance with its personal law to register and assign rights to securities.

Issues on the agenda of the Company Shareholders' Annual General Meeting:

1. Approval of the Annual Report of PJSC Detsky Mir for 2018.
2. Approval of annual accounting statements of PJSC Detsky Mir for 2018, including Profit and Loss Account.
3. Distribution of Profit and Loss of PJSC Detsky Mir (including payment of dividends) based on the results of the reporting Fiscal Year 2018.
4. Election of members of the Company's Board of Directors.
5. Election of the members of the Audit Commission of the Company.
6. Approval of the Company's auditor.
7. Approval of the Company's Articles of Association in the new edition.

The shareholders have the opportunity to read the draft documents and materials concerning the agenda of the annual General Meeting of Shareholders in the Company's corporate secretariat at the following address: 127238, Moscow, 3, 3rd Nizhnelikhoborsky Proezd, bld. 6, starting from April 24, 2019 to May 16, 2019, as well as during registration and holding of the general meeting of shareholders at the place of its holding.

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

Please note that in preparation for the annual 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.

Chairman of the Board of Directors of PJSC Detsky Mir
Aleksy Borisovich Katkov