



**DEAR SHAREHOLDER!**

The Board of Directors of PJSC Detsky Mir hereby notifies you that on December 4, 2017 the Extraordinary General Meeting of the Company shareholders will be held.

Format of the General Meeting of Shareholders — absentee voting.

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

Final date to accept voting bulletins: December 4, 2017

Date on which persons entitled to attend the general shareholders' meeting are determined (recorded) — November 11, 2017.

Identification of the shares whose owners have the right to attend the general meeting of shareholders of the issuer: Ordinary registered shares, state registration number 1-02-00844-A of 11.02.2014.

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

**AGENDA OF THE MEETING:**

1. On the establishment of procedure of holding the annual General Meeting of Shareholders of PJSC Detsky Mir.
2. Distribution of profit and loss of OJSC Detsky Mir (including payment of dividends) according to the results of 9 months of fiscal year 2017.
3. Approval of the Company's internal document.

The shareholders have the opportunity to read the draft documents and materials concerning the agenda of the Extraordinary General Meeting of Shareholders from November 14, 2017 to December 4, 2017, in the Company's corporate secretariat, at the following address: 127238, 3-rd Nizhnelihoborsky passage, unit 3, bldg. 6, Moscow, Russia

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