

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



DEAR SHAREHOLDER!

The Board of Directors of PJSC Detsky Mir hereby notifies you that on December 15, 2018, the Extraordinary General Meeting of the Company shareholders will be held.

The meeting will be held at 20/1 Bolshoy Balkansky lane, Moscow, 129090.

The meeting starts at 10.00 a.m.

The registration starts at 09.30 a.m.

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

Date on which persons entitled to attend the general shareholders' meeting are determined (recorded) – November 20, 2018.

AGENDA OF THE MEETING:

1. Approval of the procedure of the extraordinary General Meeting of Shareholders.
2. Distribution of profit and loss of OJSC Detsky Mir (including payment of dividends) according to the results of 9 months of 2018

Categories (types) of shares which 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;

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, 3/6 Tretiy Nizhnelikhoborsky Proezd, beginning from November 23, 2018, through December 15, 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).

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.

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

Chairman of the Board of Directors of PJSC Detsky Mir
Aleksei Katkov