Detsky Mir Group 1Q2017 Unaudited Financial Results

3 May 2017

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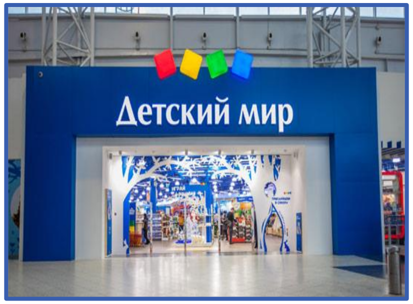
1Q2017 Financial Highlights



Solid Revenue Growth

Total Revenue increased by 28.3%, reaching RUB 21.1bn
- LFL sales growth[1] of Detsky mir stores in Russia was 11.2% in 1Q 2017 (number of transactions growth was 13.3%)

Operational Efficiency

Over 300bps improvement in SG&A[2] as % of revenue
- optimization measures focused on decrease in rent and payroll costs

Improved EBITDA Margin

Adjusted EBITDA[3] of RUB 1.1bn, up 37.6%
- the EBITDA margin[4] reached 5.3% vs 4.9% in 1Q 2016

High Profit Margin

Adjusted Profit for the period[5] increased to RUB 137mn
- the Profit margin[6] reached 0.7% vs 0.6% in 1Q 2016

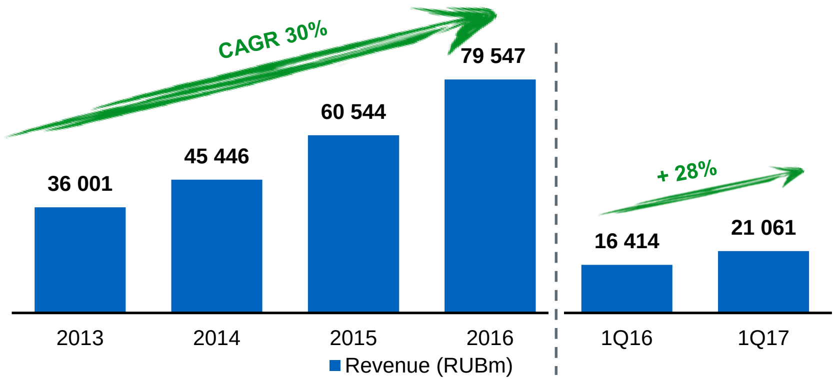
Conservative leverage

Net Debt / Adjusted EBITDA LTM ratio amounted to 1.9x
- the weighted average interest rate – 11.2% (as of 31 March 2017)

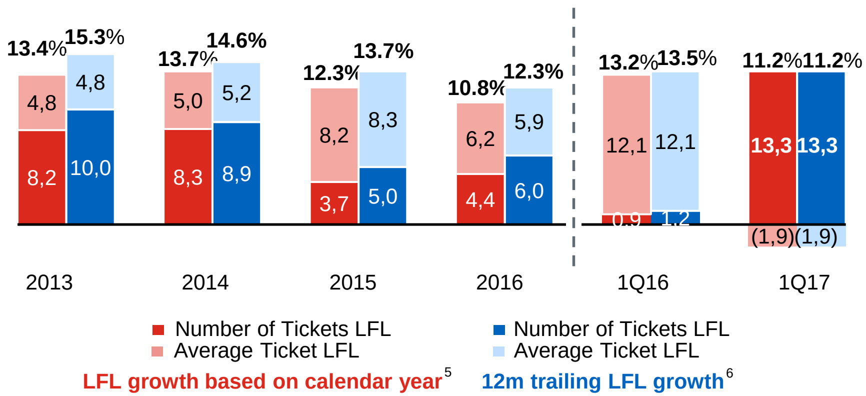
Source: The Group's consolidated financial statements for 2016-2017 under IFRS, Company data
[1] LfL growth in RUB terms. LfL growth includes only DM stores in Russia that have been in operations for at least 12 full calendar months.
[2] Selling, general and administrative expanses exclude D&A expenses and adjusted for LTI bonuses
[3] Adjusted EBITDA is calculated as profit for the period before income tax, FX loss, net finance expense, D&A, adjusted for share-based compensation and cash bonuses under the LTI program
[4] Adjusted EBITDA margin is adjusted EBITDA divided by total revenue
[5] Adjusted for one-off effects relating to the expense under the LTI management program
[6] Adjusted the Profit margin is adjusted Profit for the period divided by total revenue

Strong Financial Performance

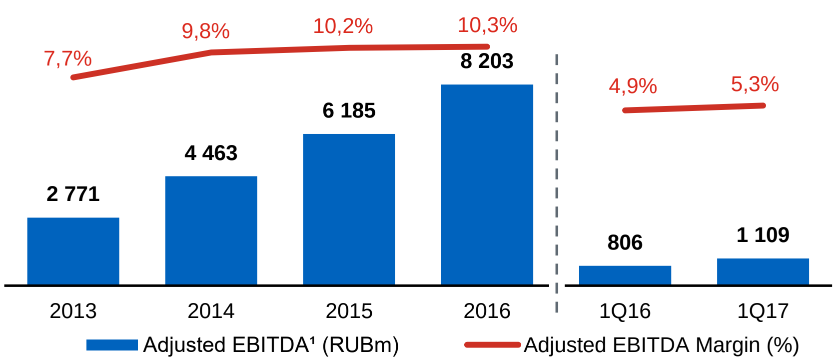
Exceptional Revenue Growth Trajectory…



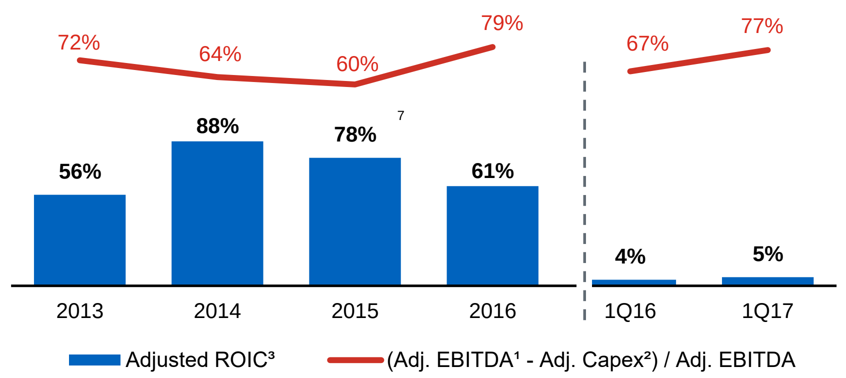
…Underpinned by Strong and Consistent Like For Like Growth[4]



Significant Margin Expansion with Scale Benefits



Strong Cash Conversion and Financial Returns



Source: Company data. Note: The Company's consolidated financial statements for 2013 under US GAAP and 2014-2017 under IFRS. For the line items and the periods presented, there was no difference between the calculation of numbers or presentation under GAAP vs IFRS.

[1] Adjusted for one-off items

[2] Adjusted for Bekasovo distribution center construction

[3] Calculated as operating profit, adjusted for the effect of disposal of Yakimanka building in 2014 and LTI bonus payments, divided by average capital invested. Capital invested is calculated as Net Debt plus total equity(deficit) minus a loan granted to CJSC "DM-Finance"

[4] Includes only Detsky Mir branded stores in Russia

[5] LfL growth includes only DM stores in Russia that were in operations for one full prior calendar year

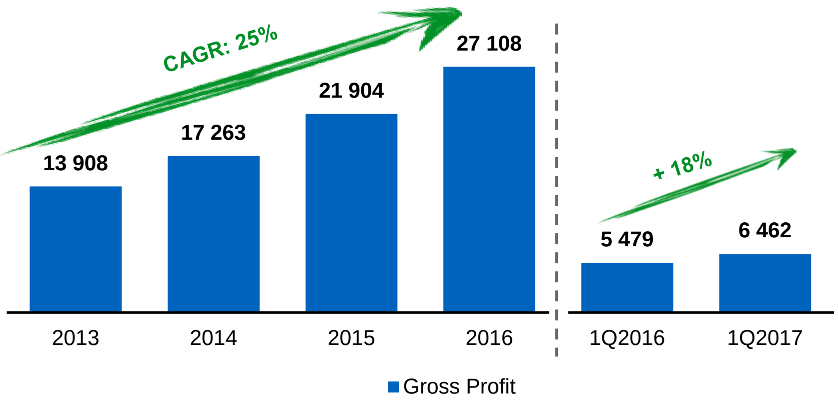
[6] LfL growth includes only DM stores in Russia that have been in operations for at least 12 full calendar months

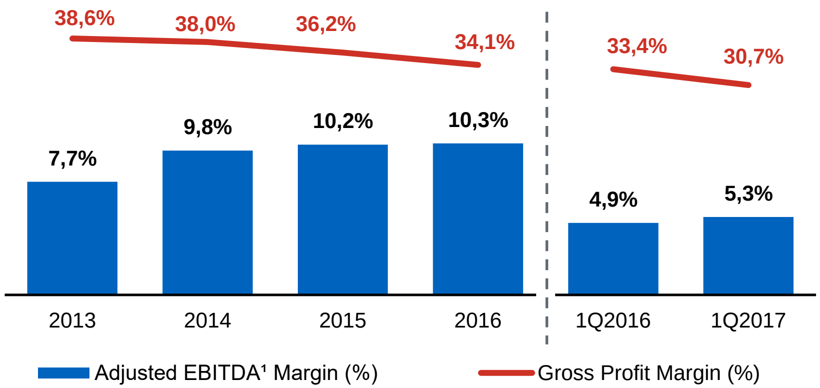
[7] Represents ROIC with investment capital as adjusted to exclude the construction value of the Bekasovo distribution center, which was completed in 2015 and was not operational for most of the year

Growing Profitability

Gross Profitability is Balanced by Double-Digit EBITDA Margin

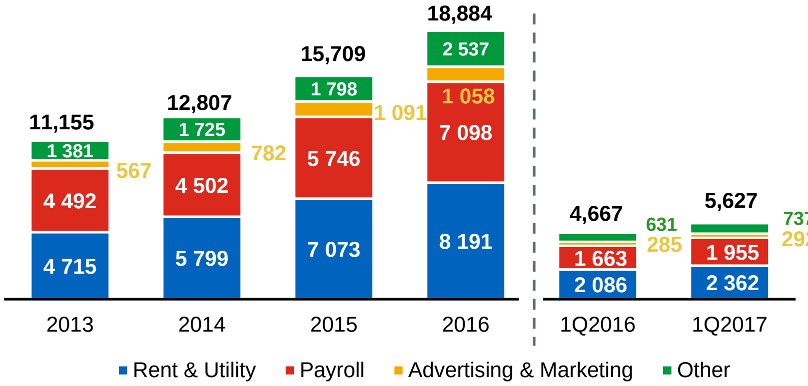
(RUBm)



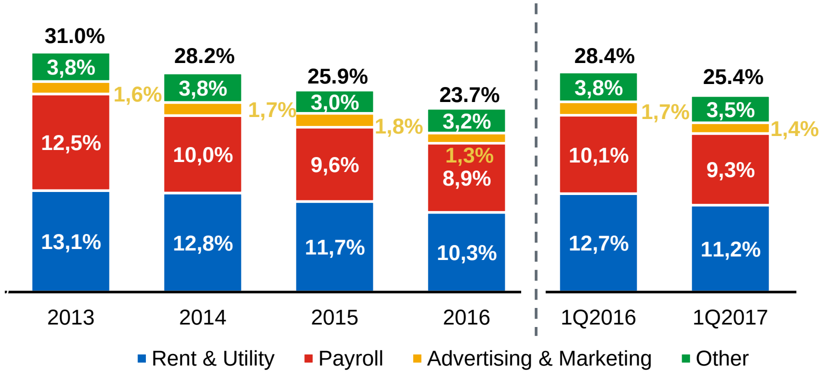


Focus on Operating Costs Optimization Generates Substantial Profitability Improvements²

(RUBm)



(Adjusted SG&A expenses² as % of revenue)



Source: Company data. Note: The Company's consolidated financial statements for 2013 under US GAAP and 2014-2017 under IFRS. For the line items and the periods presented, there was no difference between the calculation of numbers or presentation under GAAP vs IFRS

¹ Adjusted for one-off items

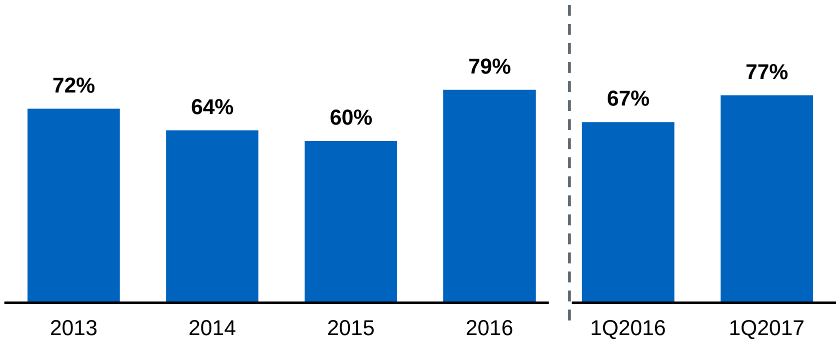
² SG&A expenses exclude D&A expenses and adjusted for LTI bonuses

Strong Cash Flow Conversion

Comments

- The increase in NWC significantly affected the decline in the Operating Cash flow.
- Due to the seasonality of the business it doesn't make sense to take in account for the dynamics of NWC in the 1st quarter.
- The share of purchases and sales of the fourth quarter in the total annual turnover is significant.
- Most of the goods purchased and sold in the 4th quarter are paid in the 1st quarter of the following year.
- The purchases increased by RUB 4.8bn in 4Q16 vs 4Q16, the Sales in purchase prices amounted to RUB 3.7bn, which had such a significant impact on NWC in 1Q17.
- At the same time Receivables Turnover Ratios[1] improved from 10 days to 9 days, as well as Inventory Turnover Ratios[1] decreased from 114 days to 110 days in 1Q17 vs 1Q16.

Cash Flow Conversion[3] (%)



Cash Flow (RUBm)

	2013	2014	2015	2016	1Q16	1Q17
Adjusted EBITDA[2]	**2,771**	**4,463**	**6,185**	**8,203**	**806**	**1 109**
Changes in NWC	(93)	(1,640)	(4,300)	(407)	(1017)	(4,463)
Cash Income Taxes Paid	(477)[4]	(657)	(1,190)	(1,468)	(383)	(600)
Net Finance Expense Paid	(507)	(795)	(1,879)	(1,812)	(493)	(417)
Other Operating Cash Flow	331	121	505	1,285	282	(58)
Operating Cash Flow	**2,025**	**1,492**	**(679)[4]**	**5,801**	**(806)**	**(4,429)**
Capital Expenditure	**(772)**	**(1,945)**	**(5,308)**	**(1,747)**	**(269)**	**(253)**
DC Construction	-	(330)	(2,842)	-	-	-
Store Openings, IT & Maintenance	(772)	(1,615)	(2,465)	(1,747)	(269)	(253)
Free Cash Flow	**1,253**	**(453)**	**(5,987)**	**4,054**	**(1,075)**	**(4,682)**

Source: The Group's consolidated financial statements for 2013 under US GAAP and 2014–2016 under IFRS. For the line items and the periods presented, there was no difference between the calculation of numbers or presentation under US GAAP and IFRS.
[1] Days of Inventories / Receivables / Payables turnover calculated as corresponding metric divided by COGS / Revenue / COGS multiplied by 365 for FY numbers. The base of quarterly ratio is LTM Revenue.

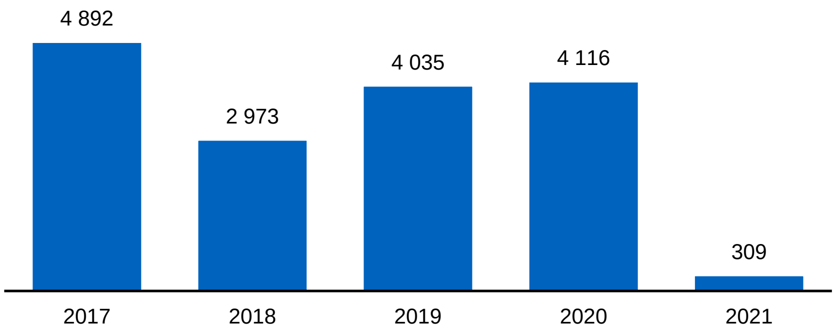
[2] Adjusted for one-off items
[3] Calculated as (Adjusted EBITDA – Adjusted Capex) / Adjusted EBITDA
[4] Calculated as Income tax expense plus deferred tax income benefit

Conservative Financial Policy and Stable Leverage

Comments

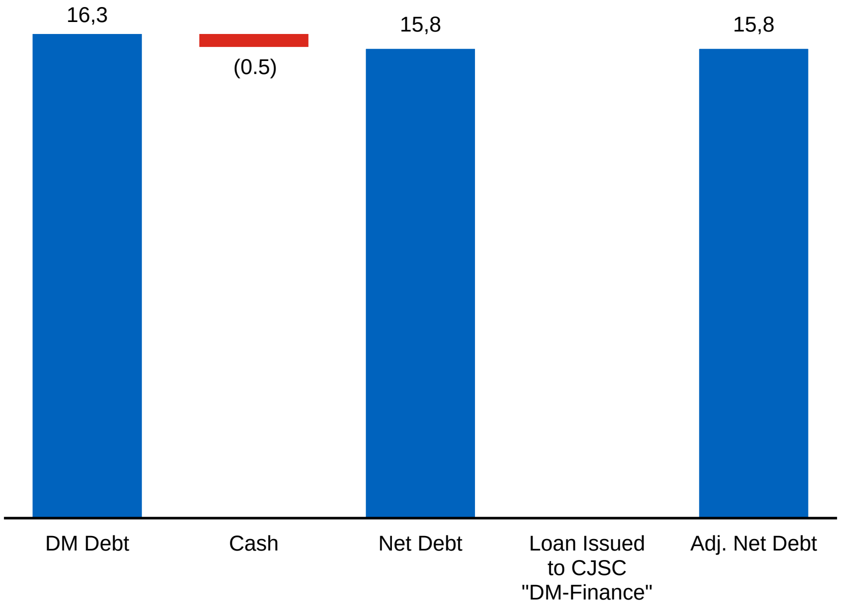
- Commitment to a conservative financial policy
  - Fully RUB denominated debt to match RUB revenue
  - Relationships with multiple Russian and international banks
- Leverage [2] as of 31-Mar-2017 is 1.9x of vs. 4.0x average covenant level across the loan portfolio
- The weighted average interest rate[3] – 11.2% (as of 31 March 2017)
- Most of the debt has fixed interest rate
- No contingent off-balance sheet liabilities

31-March-17 Debt Repayment Schedule (RUBm)



31-Mar-17 Adj. Net Debt Calculation (RUBbn)

- Detsky Mir provided CJSC "DM-Finance" (Sistema's subsidiary) with the loan to buy out 25% stake from Sberbank in 2013. Most of the loan (RUB4,875m including interest) was repaid in January/February 2016
- RUB1.1 bn has been fully repaid on February 27, 2017



Source: Company data
Note: The Company's consolidated financial statements for 2013 under US GAAP and 2014-2017 under IFRS. For the line items and the periods presented, there was no difference between the calculation of numbers or presentation under GAAP vs IFRS.
[1] Adjusted Net debt is calculated as total borrowings less cash and cash equivalent / adjusted for the loan issued to CJSC "DM Finance" (Sistema's subsidiary) on 3 July 2013
[2] Exuding one-off effects related to the payment of bonuses under the long-term incentive scheme
[3] 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.
[4] Including repayment of revolving lines that will be refinanced .


Appendix

Outlook

	Near Term	Mid- to Long-Term
Store Count	~70 new stores	~250 new stores in 2017-20
Revenue	Driven by store openings, LFL & ramp ups	Driven by store opening, LFL & ramp ups
LFL Revenue Growth	Double-digit, in line with 2016, including effect of new store ramp-ups and 103 new stores entering LfL panel in 2017	Slightly positive traffic growth, below inflation ticket growth, plus effect of new store ramp ups
Gross Margin	Decline, but by less than 2016 vs 2015, as process of offline price reductions to match online is complete	Stable
Rent & Utility Expenses	Further meaningful decline as % of revenue vs 2016, with virtually no rise in rent/sqm in a continued soft rentals market	Rents/sqm rise first slightly above inflation then in line with inflation, so stable as % of revenue
Personnel Expenses	Further meaningful decline as % of revenue vs 2016, on operating leverage	Stable to slightly declining as % of revenue
EBITDA Margin	Double-digit supported by expectations of SG&A efficiency gains and new store ramp-ups more than offsetting the effect of lower gross margins	Double-digit

Source: Company data

Well-Established Governance and Supportive Shareholders

Strong Governance Framework

General Shareholders' Meeting

Board of Directors
10 Directors
(including 3 INEDs)

Audit Committee	**Nomination and Remuneration Committee**	**Strategy Committee**
3 Members (including 2 INEDs)	3 Members (including 2 INEDs)	5 Members (including 2 INEDs)

Management Board	**Internal Audit Commission**	**Internal Audit and Control Department**

Prominent Shareholder Base

JOINT-STOCK FINANCIAL CORPORATION SISTEMA — 52,1%

- The largest publicly listed diversified financial corporation in Russia and CIS
- Majority shareholder of MTS, a U.S. listed mobile operator
- Strong track record of consistent dividend payout policies in its portfolio companies

RUSSIA-CHINA INVESTMENT FUND — 14.3%

- Joint fund of Russian Direct Investment Fund (RDIF) and China Investment Corporation (CIC)
- Shareholder of Magnit and Lenta, leading food retailers in Russia
- Long-term committed investor in the Russian market

Free Float[1] — 33.87%

→ Detsky Mir

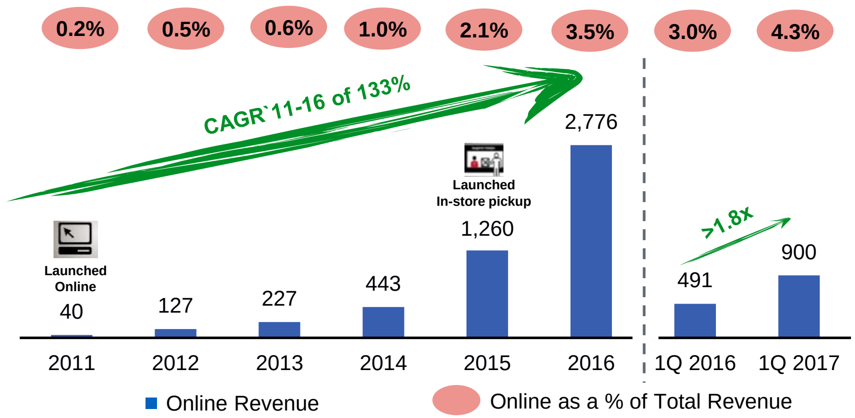
Source: Company data
[1] Including Detsky Mir and Sistema Management

Growing e-Commerce Platform with the Leading Online Market Position

Key Achievements in 2013-1Q2017[1]

- ✓ Took the leading market position in 2016 and kept it in 1Q17
- ✓ Revenue CAGR`11-16 of 133% (>1.8x - 1Q17vs1Q16)
- ✓ Price leadership across all categories
- ✓ Low marketing expense on the back of the iconic brand
- ✓ Profitable on standalone basis[2]
- ✓ Over 97m website visits in 2016 (+27% in 1Q17vs1Q16)
- ✓ Double-digit conversion rate growth YoY (2016 2x growth)
- ✓ Product range - 40,000 SKUs
- ✓ Instore pick-up in all offline DM stores in Russia (468 stores as of 31 March 2017). Share of in-store pickup in # of orders c.50%
- ✓ Delivery to point[3] (922 points as of 31.03.2017)
- ✓ Home-delivery service – largest ATV

Accelerated Online Revenue Growth Underpinned by Launch of In-Store Pickup Function in All Offline Stores



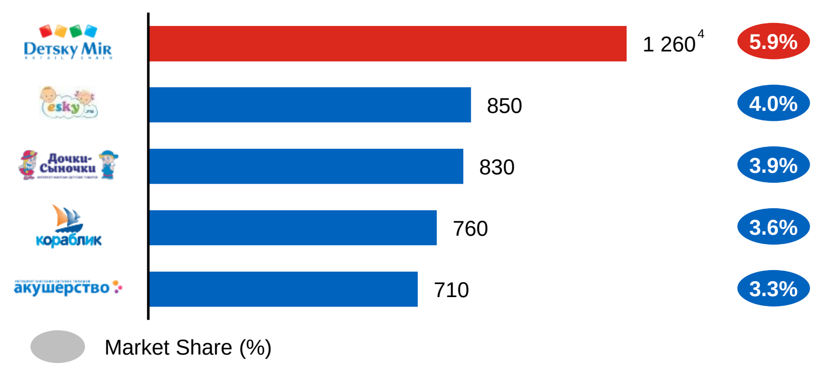
User Interface/Experience Evolution

The omni-channel strategy leveraging Detsky Mir's existing store network throughout Russia

Source: Company data, Ipsos Comcon

Russian Top-5 Online Children's Goods Stores

(Online Sales Volume in 1H16, RUBm, incl. VAT)

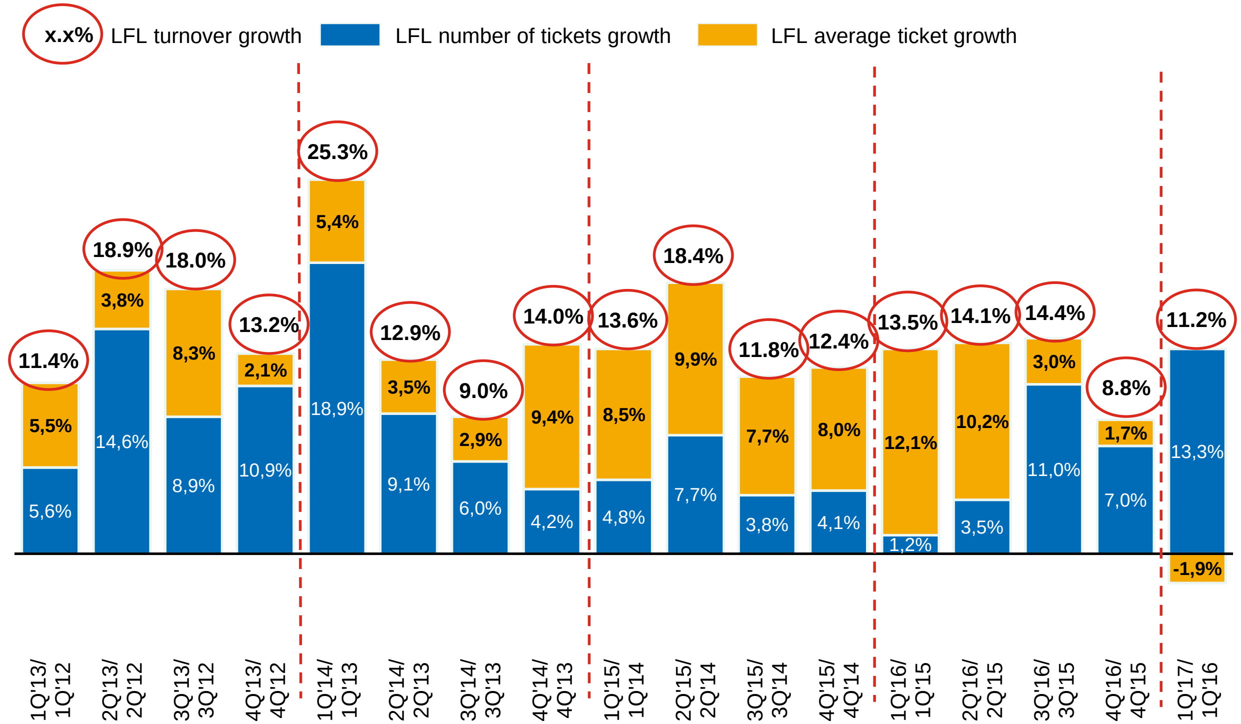


Source: Company data, Data Insight, Ipsos Comcon report

[1] The Group's consolidated financial statements for 2011-2013 under US GAAP and 2014–2017 under IFRS. For the line items and the periods presented, there was no difference between the calculation of numbers or presentation under US GAAP and IFRS
[2] Based on management accounts
[3] Incl. rented pick-up points (Boxberry + Ozon)
[4] Including in-store pickup
[5] Pilot version of the "back to school "site is completed. The Internet store is being further developed

Robust Like-for-Like Performance

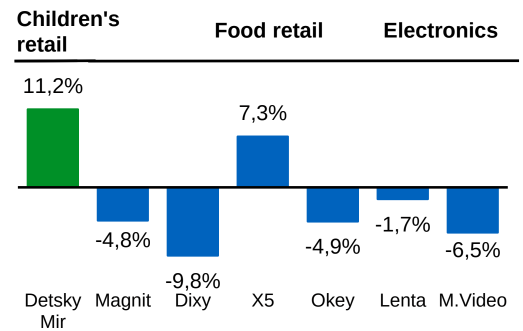
Like-for-like revenue (in RUR)*



Comments

- Double-digit growth of the like-for-like sales was a result of competitive pricing policy marketing activities and improvements in merchandising
- Focus on attracting of new customers as result double digit LFL number of tickets growth in 1Q2017
- New openings under new store concept, attractive loyalty program and competitive prices are key factors supporting further like-for-like growth

Like-for-like revenue growth for 1Q17



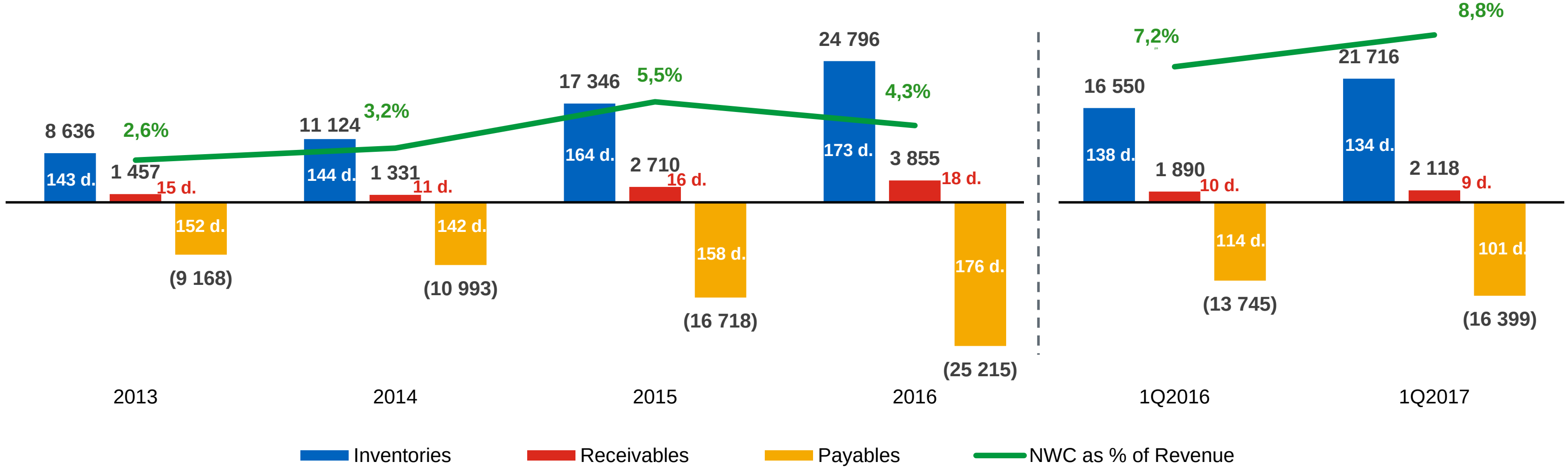
	LFL growth in 2013	LFL growth 2014	LFL growth 2015	LFL growth 2016	LFL growth 1Q2017
Total	**15.3%**	**14.6%**	**13.7%**	**12.3%**	**11.2%**
Average ticket	4.8%	5.2%	8.3%	5.9%	(1.9%)
Number of tickets	10.0%	8.9%	5.0%	6.0%	13.3%

Source: Company data, publicly available data with respect to other companies
*LfL growth in RUB terms. LfL growth includes only DM stores in Russia that have been in operations for at least 12 full calendar months.

Detsky Mir demonstrated attractive revenue growth rate (LFL +11.2%) for 1Q 2017

Net Trade Working Capital Overview

Focus on Constant Improvement & Optimization of NWC[1,2]



- Increase in trade working capital in 2015 mainly driven by
  - Change of margin structure (shift from front to back thus higher retro-bonuses thus increased AR)
  - Company has opened new DC, initial fill-up resulted in inventory level growth
  - Increase in number of new stores also resulted in inventory level growth
- Improvements in 2016 achieved via
  - Improved logistics processes efficiency
  - Improved AR: retro-bonuses are calculated and received on a monthly basis instead of quarterly effective beginning of 2016
- Increase in trade working capital in 1Q 2017 mainly driven by
  - Decrease of Payables Turnover Ratio due to the seasonality of the business: 4th quarter is historically the largest in terms of share of annual revenue, as well as sales increased by 25% in 4Q16 vs Q4 2015
  - Most of the goods sold were paid in the first quarter of 2017
  - Nevertheless substantialy improved Receivables & Inventories Turnover Ratios

Source: Company data.
Note: The Company's consolidated financial statements for 2013 under US GAAP and 2014-2017 under IFRS. For the line items and the periods presented, there was no difference between the calculation of numbers or presentation under GAAP vs IFRS.
[1] Net trade working capital calculated as Receivables + Inventories – Payables
[2] Days of Inventories / Receivables / Payables turnover calculated as corresponding metric divided by COGS / Revenue / COGS multiplied by 365 for FY numbers. The base of quarterly ratio is LTM Revenue.

Financial Performance Evolution

(RUBm, unless specified otherwise)[1]

	2013	2014	2015	2016	1Q2016	1Q2017
Number of stores	**252**	**322**	**425**	**525**	**429**	**521**
Detsky Mir stores	224	278	381	480	**385**	**480**
ELC stores	27	43	44	45	**44**	**41**
Selling space (k sqm)	**320**	**390**	**491**	**596**	**495**	**596**
Revenue	**36,001**	**45,446**	**60,544**	**79,547**	**16,414**	**21,061**
% total sales growth	*30.3%*	*26.2%*	*33.2%*	*31.4%*	*35.1%*	*28,3%*
% LFL sales growth[2]	*15.3%*	*14.6%*	*13.7%*	*12.3%*	*13.5%*	*11.2%*
Revenue per sqm[3] *(RUB thousand / sqm)*	*118*	*128*	*137*	*146*	*33*	*35*
Online sales[4]	227	443	1,260	2,778	491	900
Share of online sales	*0.6%*	*1.0%*	*2.1%*	*3.5%*	*3.0%*	*4.3%*
Gross profit	**13,908**	**17,263**	**21,904**	**27,108**	**5,479**	**6,462**
Margin, %	*38.6%*	*38.0%*	*36.2%*	*34.1%*	*33.4%*	*30.7%*
Gross profit per sqm[3] ***(RUB thousand / sqm)***	***46***	***49***	***50***	***50***	***11***	***11***
Adjusted SG&A[5]	11,155	12,807	15,708	18,884	4,666	5,345
% of revenue	*31.0%*	*28.2%*	*25.9%*	*23.7%*	*28.4%*	*25.4%*
Adjusted EBITDA[6]	2,771	4,463	6,185	8,203	806	1,109
Margin, %	*7.7%*	*9.8%*	*10.2%*	*10.3%*	*4.9%*	*5.3%*
Adjusted Profit for the period[7]	**1,153**	**1,685**	**2,189**	**3,827**	**102**	**137**
Margin, %	*3.2%*	*3.7%*	*3.6%*	*4.8%*	0.6%	0.7%
Total Debt	**5,922**	**9,716**	**18,359**	**14,638**	**13,574**	**16,325**
Cash and cash equivalents	(860)	(1,670)	(1,934)	(2,445)	950	524
Adjusted Net Debt[8]	**5,062**	**2,806**	**10,618**	**11,133**	**11,626**	**15,801**
Adjusted Net Debt / Adjusted EBITDA	*1.8x*	*0.6x*	*1.7x*	*1.4x*	*1.8x*	*1.9x*
Capex	**(772)**	**(1,945)**	**(5,308)**	**(1,747)**	**(269)**	**(253)**
% of revenue	*2.1%*	*4.3%*	*8.8%*	*2.2%*	*1,6%*	*1,2%*
Dividends paid	**(420)**	**(1,856)**	**(2,973)**	**(4,427)**	**-**	**-**

Comments

Sales growth
- Strong support from both network expansion and LFL
- Steadily double-digit LFL rates
- Accelerated rate of new openings in 2016 (+100 stores)

Improved operating efficiency
- Slightly declining gross margin due to investment in price leadership to support traffic and LFL growth
- Over 720bps improvement in SG&A as % of sales over four years (-300bps 1Q17vs1Q16)

Superior EBITDA margins
- Major SG&A optimisation measures implemented by the new management team since 2013
- 260 bps margin over four years (+40bps 1Q17vs1Q16)
- Double-digit EBITDA margin achieved in 2015 and maintained in 2016

Capex
- Asset-light business model drives cash flow generation

Conservative financial policy
- Leverage[8] as of 31-Mar-2017 is 1.9x vs. 4.0x average leverage covenant level across the loan portfolio

Attractive returns for shareholders
- The Company paid RUB 4.4bn in dividends to shareholders in 2016
- The amount of dividends increased 11-fold from 2013

Source: Company data

[1] The Group's consolidated financial statements for 2011-2013 under US GAAP and 2014–2017 under IFRS. For the line items and the periods presented, there was no difference between the calculation of numbers or presentation under US GAAP and IFRS
[2] LfL growth in RUB terms. LfL growth includes only DM stores in Russia that have been in operations for at least 12 full calendar months
[3] Calculated per average space for the period
[4] Including in-store pickup
[5] Adjusted SG&A expenses are calculated excluding Depreciation and Amortisation and additional bonus payments under the LTI program
[6] Calculated as EBITDA, adjusted for the one-off effect relating to disposal of the building occupied by the Yakimanka Gallery in 2014, as well as additional share-based compensation expense
[7] Adjusted for the one-off effect relating to disposal of the building occupied by the Yakimanka Gallery in 2014 (together with related tax effects), as well as additional bonus accruals under the LTI program
[8] Adjusted Net Debt is calculated as Net Debt adjusted for amounts receivable under the loan issued to CJSC "DM-Finance" (Sistema's subsidiary), fully repaid on February 27, 2017.

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