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Magnit Today

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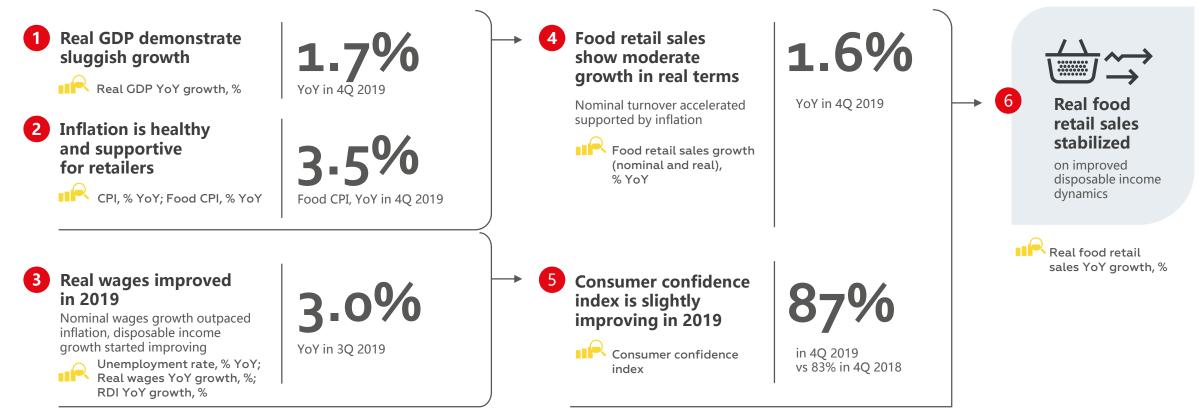
реучіты и обощи

Russian Macro Environment • Russian Food Retail Market Potential • Russian Food Retail Market Evolution



Russian Macro Environment

Stable economic growth will support retail market



Russian Food Retail Market Potential

Magnit is a leading company on the growing Russian food retail market

1 Russian grocery retail market is big



Russia's place in TOP-12 list of world's largest grocery retail markets, which is higher than Italy, Turkey, Poland and Brazil

Grocery retail market 2019		Grocery retail market 2019	
----------------------------	--	----------------------------	--

2 There is still room for growth



Share of traditional retail in Russia is still relatively high...



Modern retail market in Russia is fragmented #2

Magnit is the second largest food retailer in Russia

Share of TOP-5 retail chains

🔁 TOP-10 Russian food retailers

Growth is coming from federal players



sales growth of TOP-10, YoY

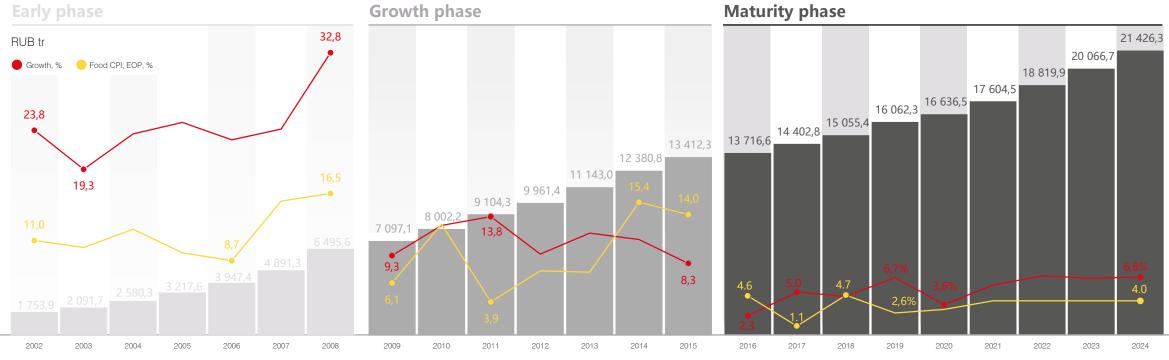




Russian Food Retail Market Evolution

Grocery retail entering maturity phase, growth just above inflation

Russian Food Retail Sales



Source: Rosstat, Magnit analysis

Magnit Today

Magnit at a Glance • Geographical Coverage • Format Summary Convenience Store Supermarkets • Drogerie Store Other Small Formats and Pilots Own Production & Private Label Logistics System • Target Organizational Structure • Employees





Magnit at a Glance

Magnit

Today



Key differentiation points





Own production and private label

Second ESG

דע #1 retailer in Russia א דע #1 retailer in Russia

by number of stores with unrivalled infrastructure platform



Total Number of Stores **7,238** Selling Space, thousand sq. m 38

Centers

Distribution

5,656

Trucks

Consistent revenue growth



backed by solid market share, strong EBITDA margin and low leverage —

10.6%

Revenue Growth FY 2019, YoY 9.0% Share in Ru

Share in Russian Grocery Sector, end of year 2018



EBITDA Margin Adjusted,* FY 2019 2.1

Net Debt / LTM EBITDA, FY 2019

As of December 31, 2019; LTM – last twelve months; Based on IAS17 Management Accounts

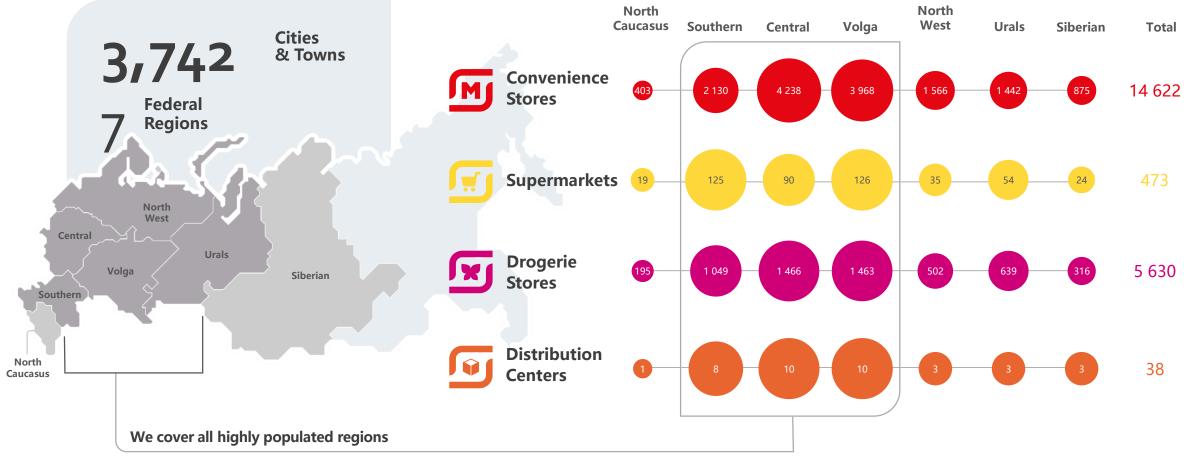
Adjusted for the accident on Voronezh DC, costs related to the management structure, consulting, inventory sell-off and LTI expense

Magnit

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Geographical Coverage



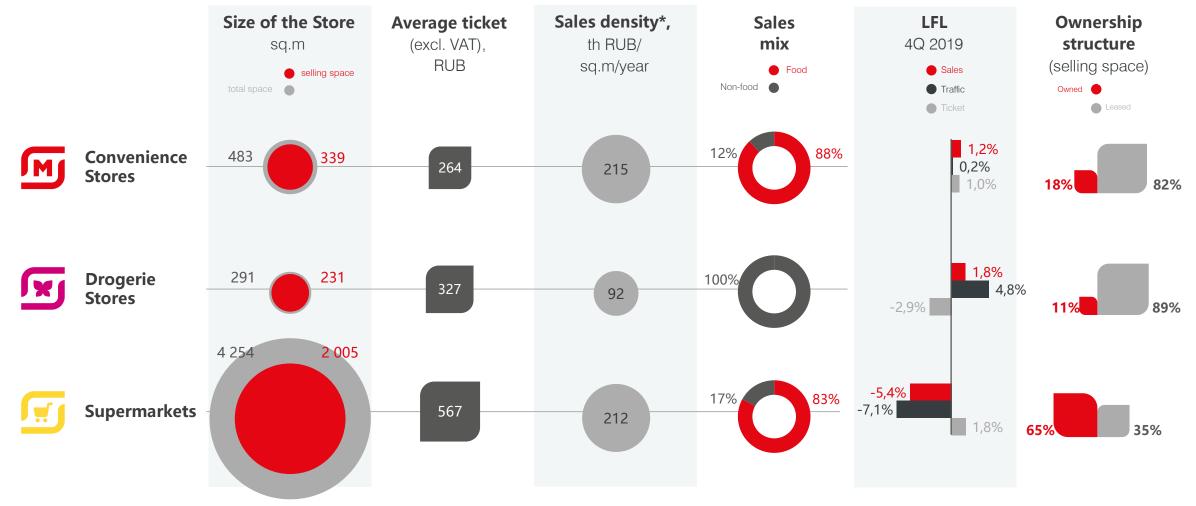
As of December 31, 2019

Convenience stores include Convenience stores, Magnit Vecherniy (Magnit Evening), Magnit City Supermarkets include Magnit Family supermarkers, superstores, Cash&Carry



Format Summary

Magnit Today



As of December 31, 2019

* Net retail sales of the last four quarters divided by the average selling space at the end of the last five quarters

Appendix



Convenience Store

A convenient and affordable store for everyday shopping

Magnit

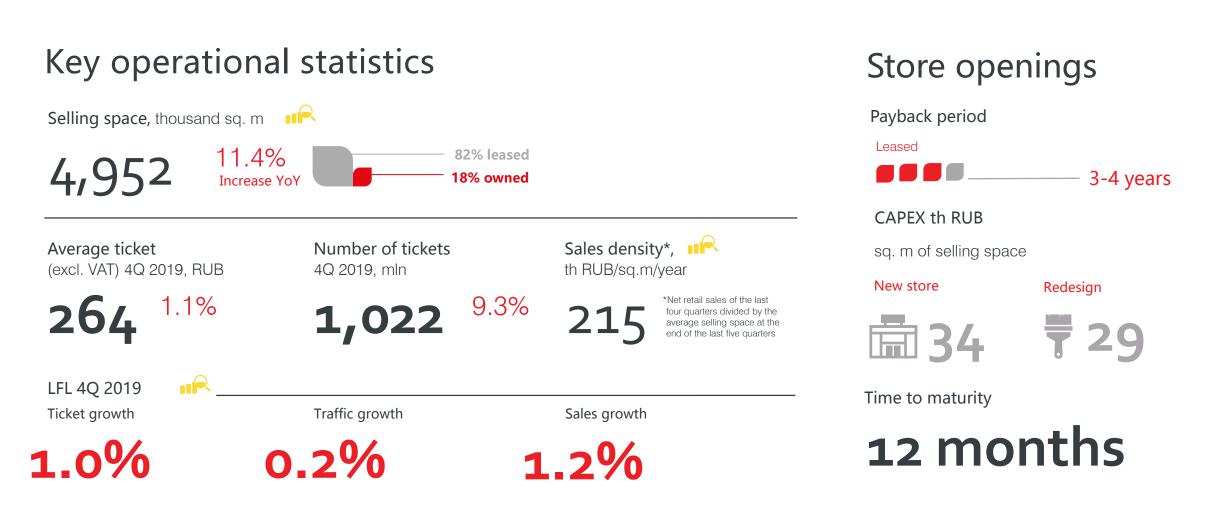


Convenience Store

Magnit

Today

Appendix



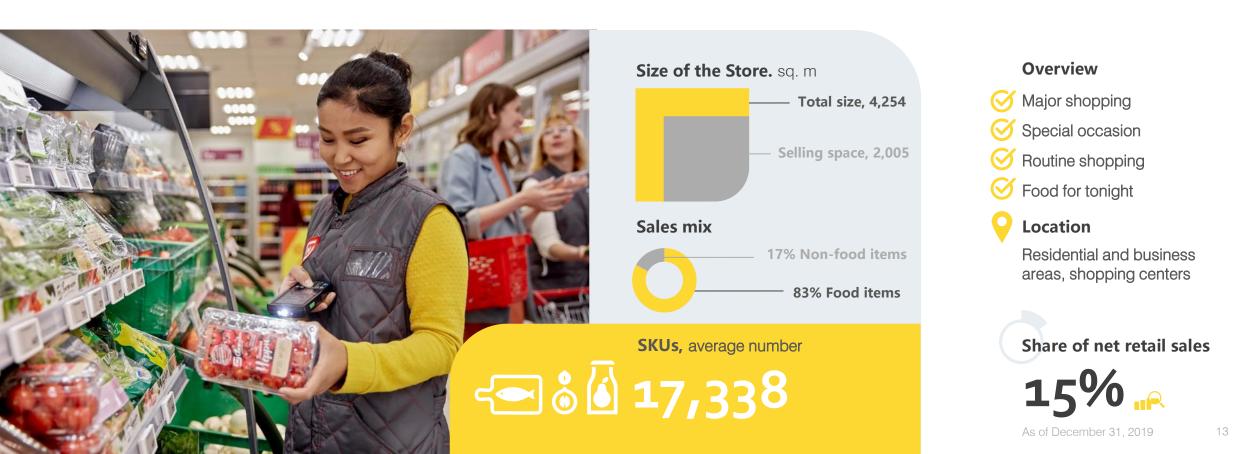


Supermarket

Magnit

Today

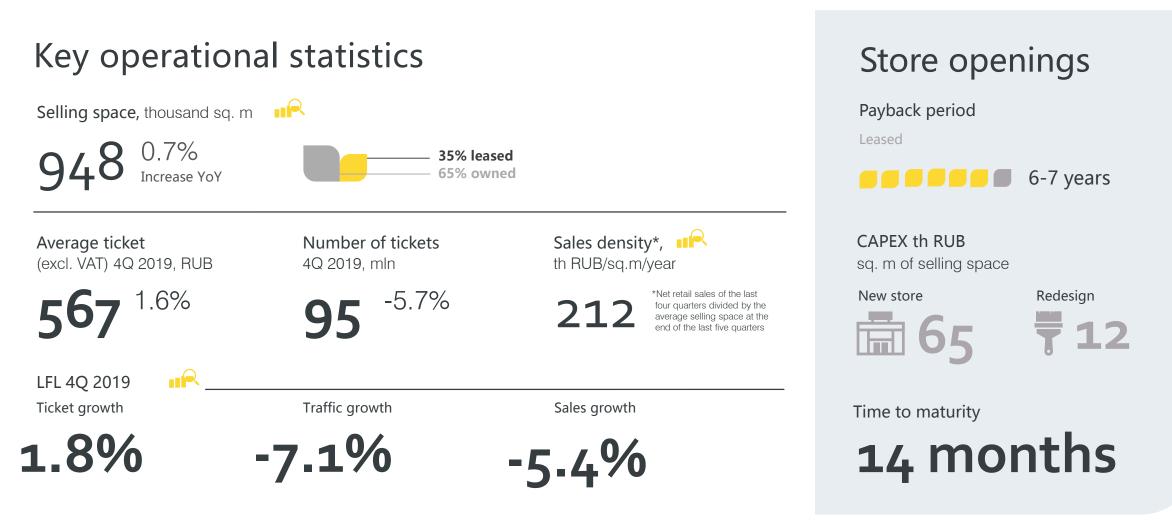
Comfortable and affordable store for everyday and major shopping





Supermarket

Magnit





Drogerie Store

Within walking distance to buy beauty and health products

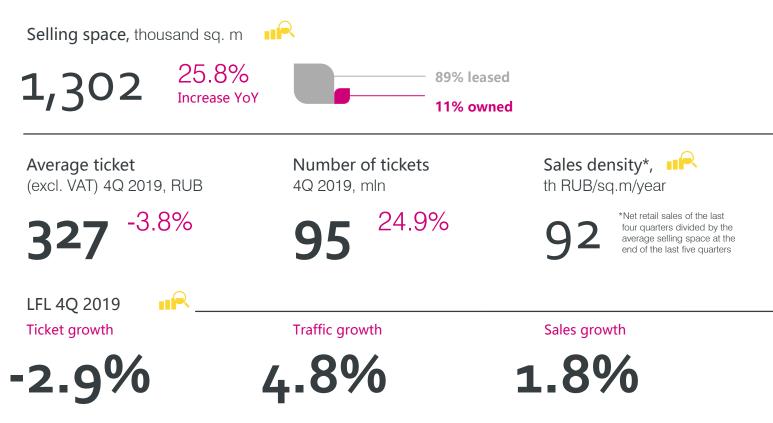
Magnit

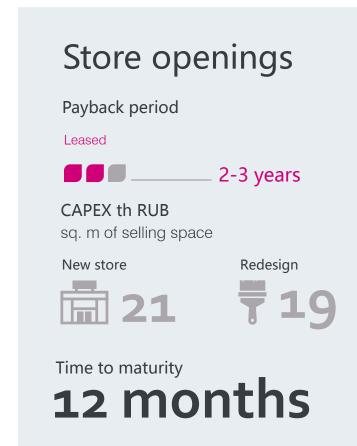


Drogerie Store

Key operational statistics

Magnit







Other Small Formats and Pilots



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Bulk shopping for future use for personal needs and small B2B operations

~2,500 sq. m

4,000



Pharmaceutical & health care products at an affordable price and in convenient locations

10–100 sq. m

Located inside Magnit cosmetics stores and appropriate food stores

Assortment, SKUs

Distinctive features

Size & location

- Reasonable prices in the regions of presence
- Conveniently packaged products immediately in boxes

3,200

- Pharmacies, cosmetics and grocery stores are mutual drivers of consumer traffic, which provides a multiplier economic effect
- Synergies in supply chain and store operational expenses

2,000

150–230 sq. m

universities, and enterprises

Appendix

City

- Pastries (cooked in-store)
- Ready-to-go products (sandwiches, coffee, drinks, etc.)

High traffic areas — near office buildings,

Small store offering ready-to-go / ready-to-eat

products as well as basic grocery and non-food items in areas with high traffic. There is a café area where

customers can charge their phones and use Wi-Fi

- Washed and ready-to-eat fruits
- Dairy products
- Ice cream
- Wine

Magnit Operating and

Today



Other Small Formats and Pilots

ဖြံ့ Evening

Modern and convenient alcoholic beverages store with low regular prices on wide selection of spirits and complementary products as well as basic assortment of day-to-day goods

Russian Post

Basic assortment in Russian Post offices including remote areas with the population of less than 3,000 citizens

Petrol Stations

Basic food and non-food products in drivers' segment

Size & location

~150 sq. m

10-70 sq. m

Points of sale within post offices

50 to 150 sq. m

Ultra-small points at petrol stations

Assortment, SKUs

2,400

• Wine

- Spirits
- Soft drinks
- Beer
- Tobacco

200 to 600

Distinctive features

- Post offices located in cities;
- Focus on impulse products
- Stores in villages offer basic necessities

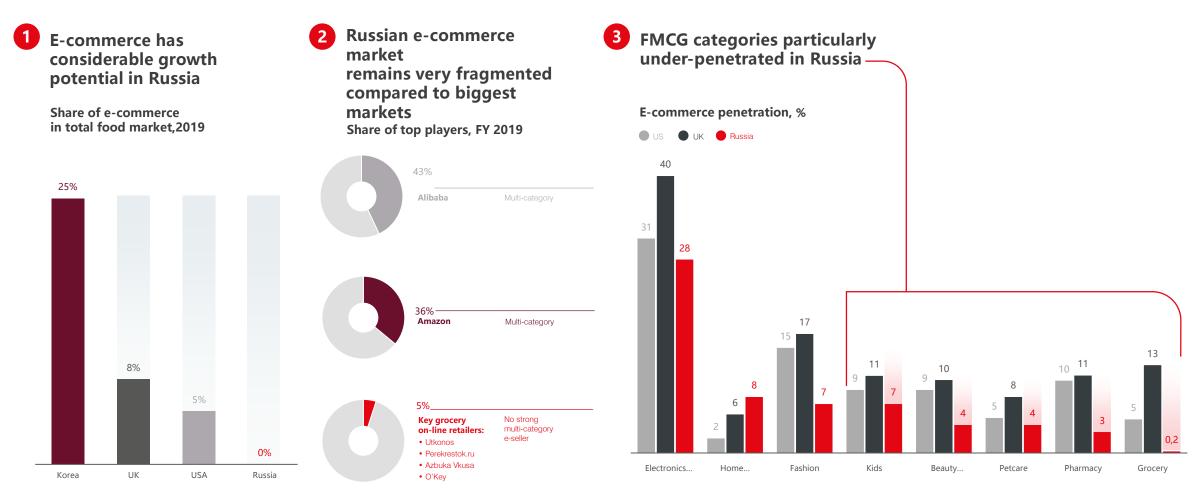
900

- Ready-to-go & ready-to-eat products
- Coffee & soft drinks
- Confectionery
- Non-food products
- Tobacco



E-commerce

Magnit





Private Label

Ш С

Unique value offer

Private Label will help us to differentiate from competition and enhance our CVP

Value and honesty Best value for money combination

Trust Quality assurance

Availability Always on the shelf

Localization Fully adjusted to local needs

Higher gross margin vs branded products

Private Label is a driver of positive impact on our economics

Well-developed infrastructure

We have what it takes to launch more Private Labels with greater customer appeal

 (\rightarrow)

✓ In-house production

- Oirect imports
- **Multi-format and scale**



26 Private Labels including

~2,000 **SKUs**

Available in all three price segments — low, medium and high **20%** of

Our target

sales

Mushrooms production complex in Krasnodar region

 \ominus



Own Production

Magnit

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We develop own production facilities to increase the share and variety of private label products in our stores



Magnit

Today



Organizational Structure



Decentralized operational decision-making

- Front office decisions **are now delegated to regions** (CVP implementation, redesign, local category management, suppliers, quality control, etc.)
- Format directors **are subordinate to one multi-format head** to strengthen expertise of each business segment
- Matrix-based management structure with administrative and functional reporting lines
- Each region is responsible for its own P&L and KPIs
- "Format-free thinking" while developing territories: optimum portfolio of formats and product range groups to meet local needs



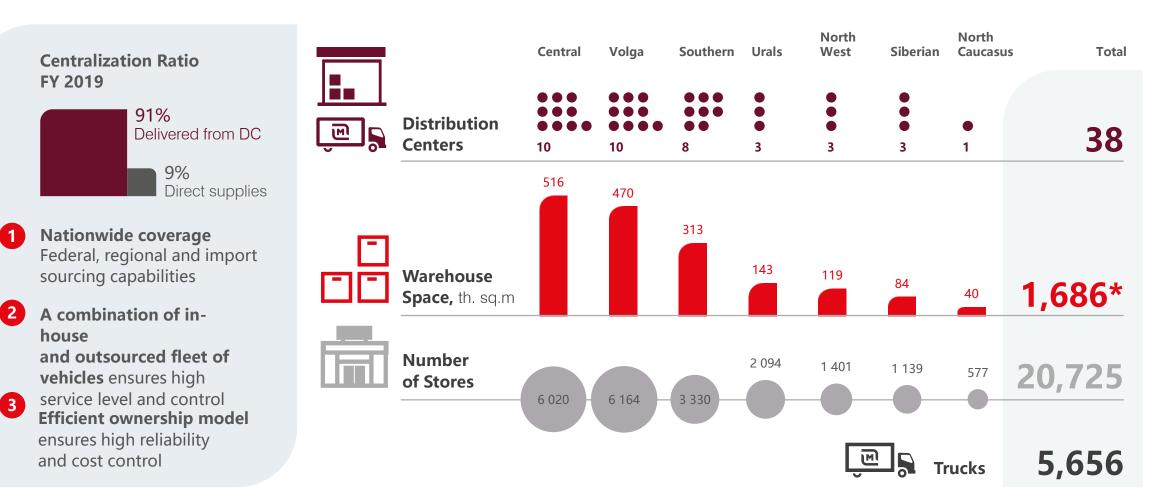
- Head Office is responsible for strategy development, methodology and serves as a center of best practice to implement across regions
- Centralized back-office functions: Shared Service Center set up in July 2019 to process transactional tasks (accounting and HR)



Logistics System

Magnit

Today



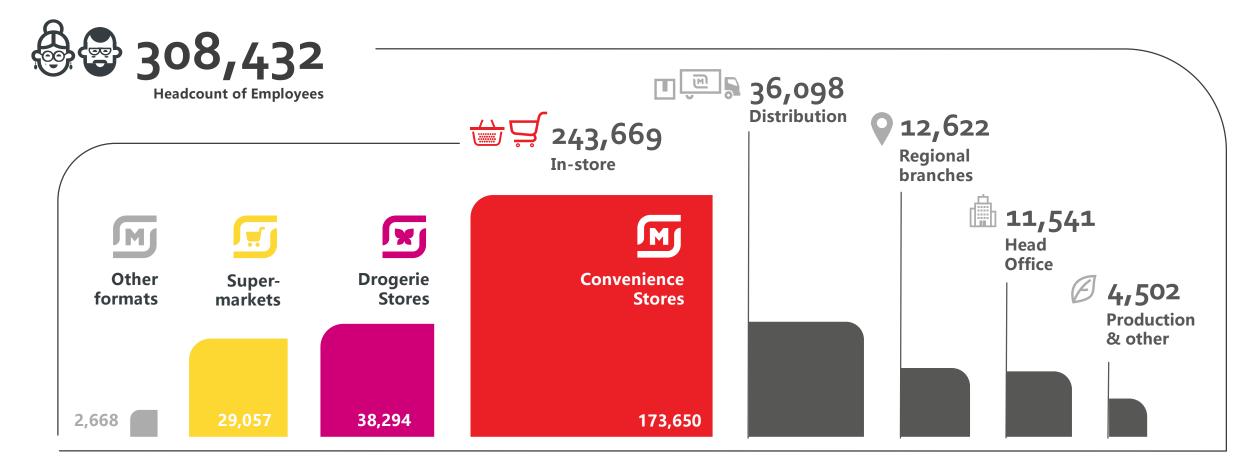
As of December 31, 2019

* Excluding small pharma warehouses located in the other regions



Employees

Magnit



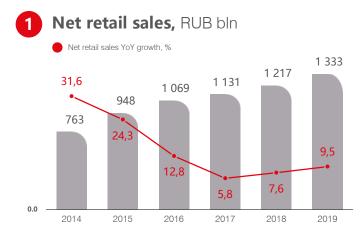
Бакалея

Operating and Financial Results

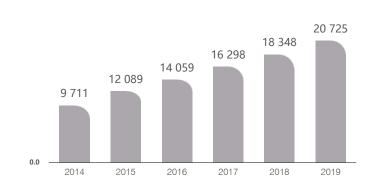
Operational Highlights • Summary Profit & Loss Revenue & Costs • Gross Margin & EBITDA Free Cash Flow Balance Sheet CAPEX Analysis • Leverage Policy

M

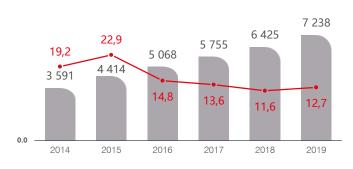
Operating Highlights

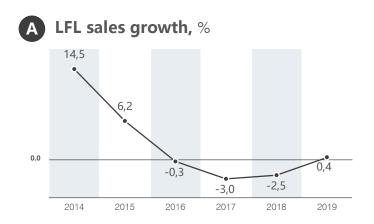


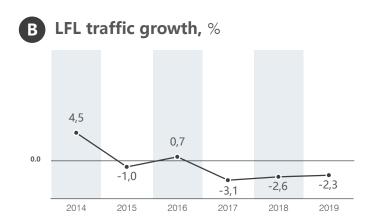
2 Number of stores, EOP



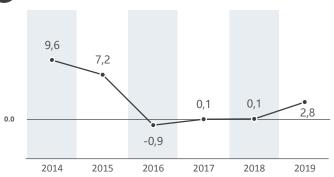








C LFL ticket growth, %



Appendix



Summary Profit & Loss

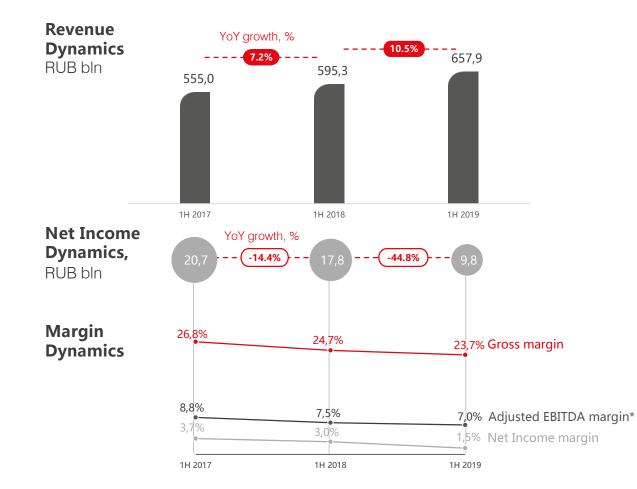
RUB mln	IAS 17			IFRS 16		
	1H 2018	1H 2019	YoY growth	1H 2018	1H 2019	YoY Growth
Net sales	595,263	657,917	10.5%	595,263	657,917	10.5%
Cost of sales	-448,196	-502,318	12.1%	-448,196	-502,318	12.1%
Gross profit	147,067	155,598	5.8%	147,067	155,598	5.8%
Gross margin, %	24.7%	23.7%	-106 bps	24.7%	23.7%	-106 bps
SG&A	-106,589	-119,380	12.0%	-79,969	-88,926	11.2%
Other income, net	2,945	5,539	88.1%	3,858	6,138	59.1%
Lease & sublease income	1,444	1,561	8.1%	1,444	1,561	8.1%
EBITDA adjusted ¹	44,866	45,295	1.0%	72,400	76,348	5.5%
EBITDA Margin adjusted	7.5%	6.9%	-65 bps	12.2%	11.6%	-56 bps
EBITDA	44,866	43,319	-3.4%	72,400	74,371	2.7%
EBITDA margin,%	7.5%	6.6%	-95 bps	12.2%	11.3%	-86 bps
Depreciation & Amortization	-17,437	-23,270	33.4%	-34,874	-45,477	30.4%
EBIT	27,429	20,049	-26.9%	37,526	28,894	-23.0%
FX gain/ (loss)	-703	641	-191.2%	-703	641	-191.2
Net finance costs	-4,264	-7,442	74.5%	-18,542	-23,551	27.0%
Profit before tax	22,462	13,248	-41.0%	18,282	5,983	-67.3%
Taxes	-4,697	-3,443	-26.7%	-3,861	-1,990	-48.5%
Effective tax rate	20.9%	26.0%		21.1%	33.3%	
Net income	17,765	9,805	-44.8%	14,421	3,993	-72.3%
Net margin, %	3.0%	1.5%	-149 bps	2.4%	0.6%	-182 bps

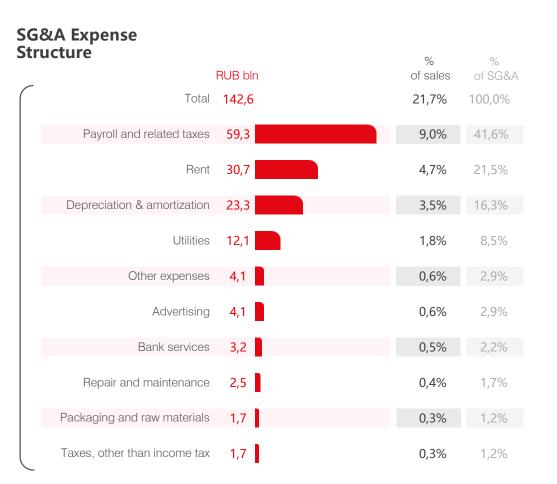
¹ Adjusted for the accident on Voronezh DC and LTIP (Long-Term Incentive Program) expense.

Source: IAS 17 — based on Management accounts; IFRS 16 — reviewed results prepared in accordance with IFRS



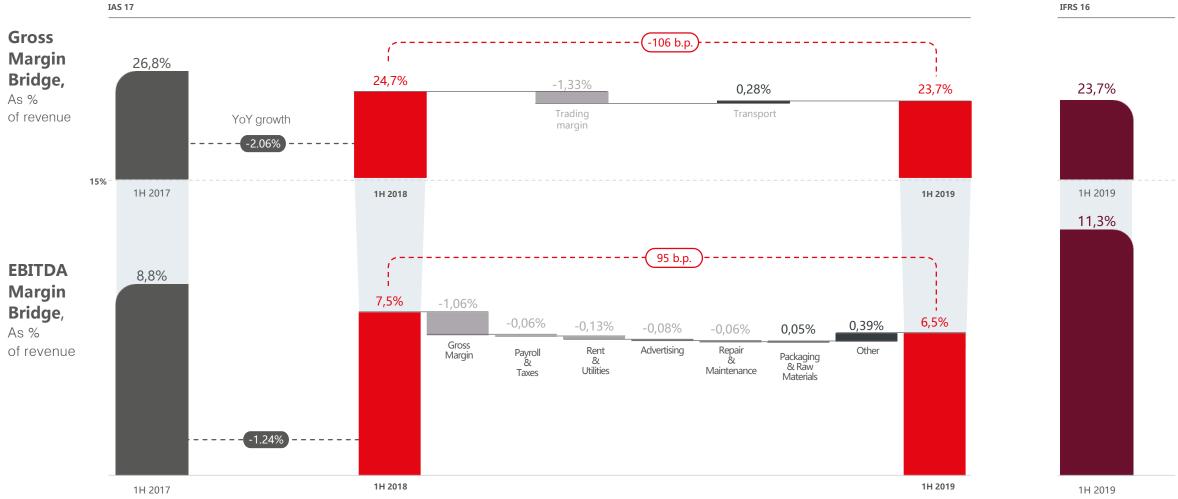
Revenue & Costs







Gross Margin & EBITDA



Please note: there may be small variations in calculation of totals, subtotals, and/or percentage change due to rounding of decimals Source: IAS 17 — based on Management accounts; IFRS 16 – reviewed results prepared in accordance with IFRS.

Appendix

Balance Sheet

RUB mln

TOTAL ASSETS

ASSETS	2018	1H 2019
Property plant and equipment	346,013	343,647
Right-of-use assets	285,969	308,555
Other non-current assets	37,653	40,214
Cash and cash equivalents	26,748	16,912
Inventories	187,779	199,040
Trade and other receivables	6,961	8,741
Advances paid	5,448	4,409
Taxes receivable	67	152
Short-term financial assets	489	501
Prepaid expenses	522	401
Income tax receivable	468	754

EQUITY AND LIABILITIES	2018	1H 2019
Fauity	217,137	201,041
Equity Long-term debt	93,736	120,789
Long-term lease liabilities	290,581	315,487
Other long-term liabilities	28,935	31,580
Trade and other payables	131,129	118,834
Short-term debt	70,837	77,524
Short-term lease liabilities	32,160	35,123
Dividends payable	13,630	2
Other current liabilities	19,973	22,945

TOTAL EQUITY AND LIABILITIES

898,117

923,325

923,325

898,117

Appendix



Leverage Policy

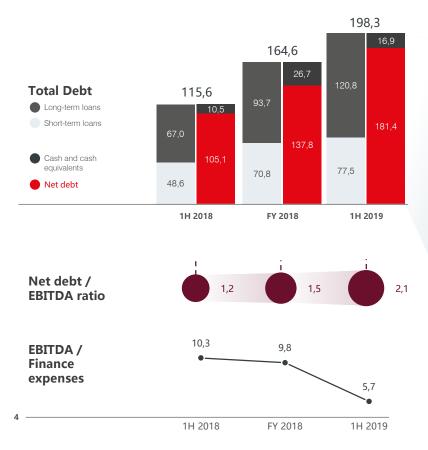
Low Currency Risk No loans denominated in foreign currency

Low Interest Rate Risk Low share of credit agreements with variable rates in credit portfolio – 7%

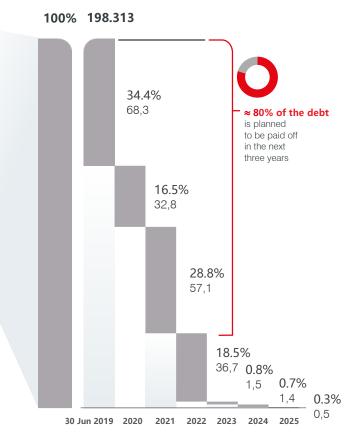
Low Debt Burden Net Debt / LTM EBITDA is 2.1

Credit Limits Available RUB 209 bln of credit limits available in Russian banks

Debt Level Dynamics, RUB bln

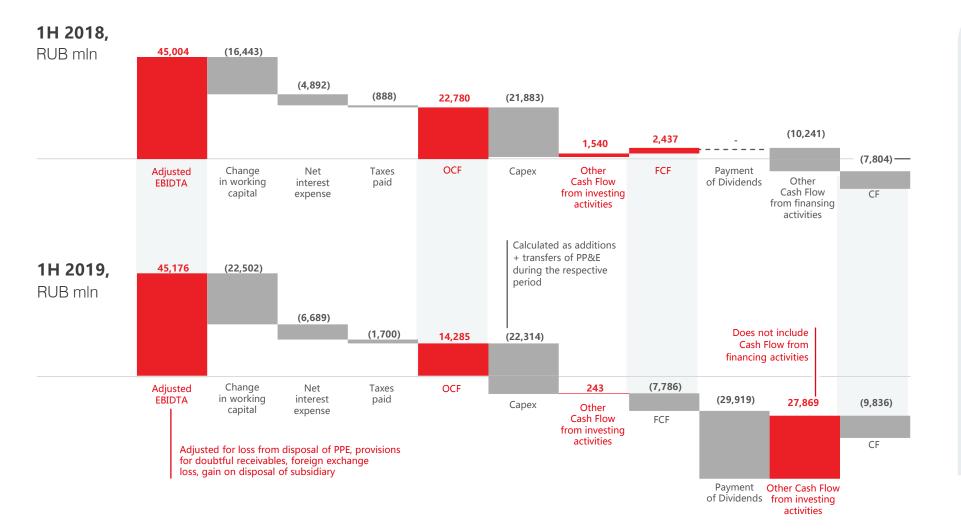






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Free Cash Flow



Working Capital Analysis

41 Average Days Payable to Suppliers

69 Inventory

Management Days

RUB mln

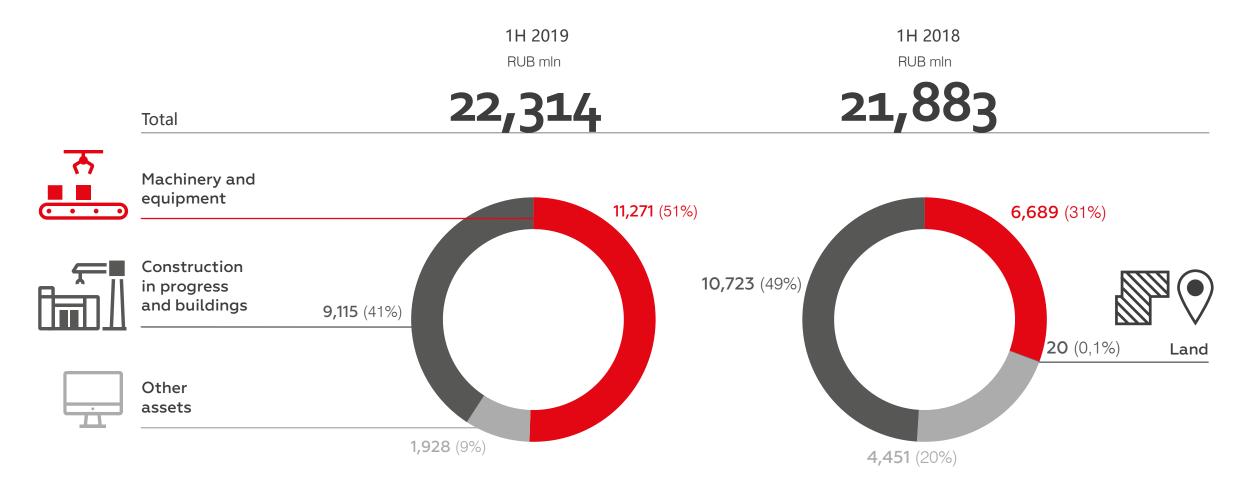
72,931 Working Capital as of 30.06.2019 Magnit Toda Operating and Financial Results

Corporate Governance 4Q 2019 Operating and Financial Results

Appendix



CAPEX Analysis







Corporate Governance

Corporate Governance Overview • Best in Class Retail Management Team • Guidance for FY 2019



Corporate Governance Overview

Board Committees Overview Status • Independent Non-Executive Director	CEO								
Director	Charles Emmitt Ryan	Pat James Simmons	Jan Dunning	Jansen Florian	Walter Koch	Evgeniy Kuznetsov	Alexander Vinokurov	Alexey Makhnev	Timothy Demchenko
Age	52	41	60	38	57	50	37	43	46
	Chairman of the Board of Directors	Deputy Chairman	CEO						
Committees	Audit	·		🧭		🧭			
Chairman 🧭 Member 🛛 HR ai	nd Rem			0		·			
	Strategy		-	-	•	·····			
Committees Chairman O Member HR ar S	Chairman of the Board of Directors	Deputy Chairman	CEO	·	·	·Ø			46



Best in Class Retail Management Team

Highly experienced retail leadership team — long on local Russian expertise















Jan Dunning	Elena Milinova	Jyrki Talvitie	Elena Zhavoronkova	Maria Dei	Evgeny Melnikov	Vladimir Sorokin	Ruslan Ismailov	Anton Zavalkovskiy	Anna Bobrova	Andrey Bodrov
60	43	53	49	36	39	48	42	49	44	37
President, CEO	Chief Financial Officer	Strategic Communications Director	Chief Legal Officer	Supply Chain Director	IT Director	Commercial Director, Deputy CEO	Retail Chain Director	Real Estate Director	HR Director	Chief Investment and Strategy Officer





Guidance for FY 2020



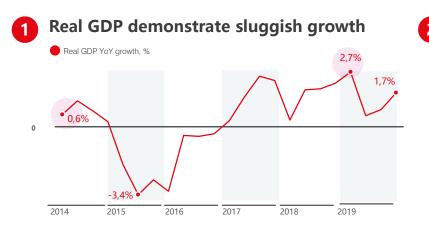
Appendix

Russian Macro Environment • Russian Food Retail Market Potential • Top-10 Russian Food Retailers • Convenience Store • Supermarkets Drogerie store • Operating Highlights Quarterly Quarterly Operating Data Summary

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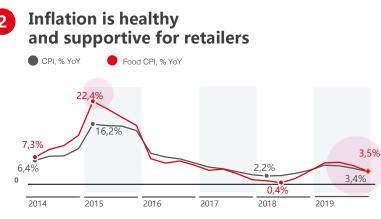
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Russian Macro Environment

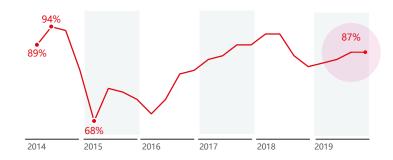


Food retail sales show moderate growth in real terms, while nominal turnover accelerated supported by inflation





- 5 Consumer confidence index is improving in 2019
 - Consumer Confidence Index



3 Record low unemployment level with real wages and disposable incomes improved in 2019



6 Real food retail sales stabilized on improved disposable income dynamics



Appendix

4

Russian Food Retail Market Potential

Return to parent slide->

Grocery retail market,
USD bnUSA1 193,4China679,7India427,2France290,6Japan271,1Germany269,6

UK

Russia

Italy

Turkey

Poland

Brazil

222.5

202.6

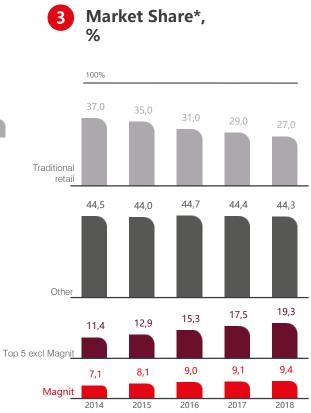
155,8

78,2

72,2

70,0





Share of TOP-5 retail chains, %

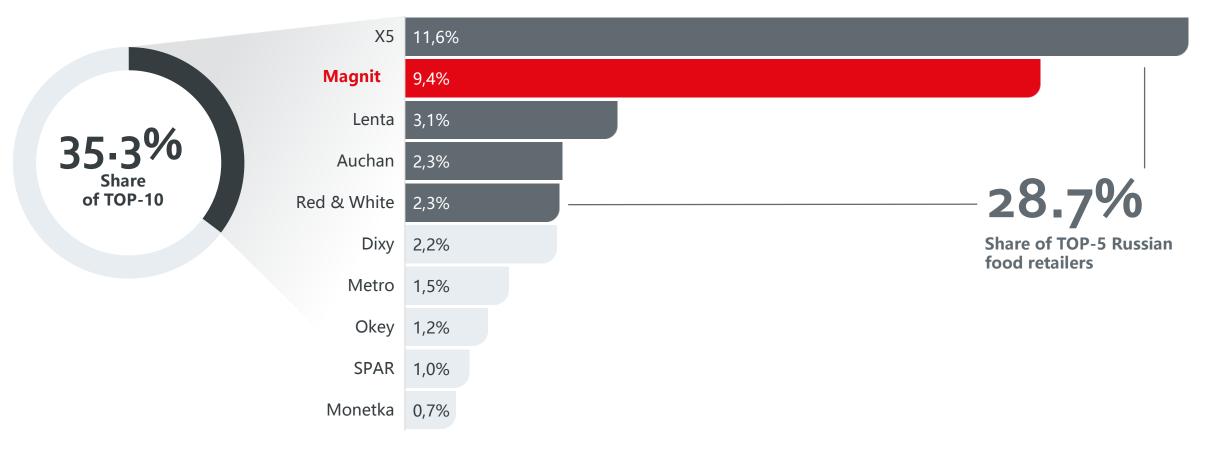
Germany	74%
Czech republic	71%
UK	61%
France	54%
Poland	56%
USA	46%
Spain	43%
Italy	38%
Russia	37%
Japan	34%
Turkey	26%
China	8%
India	2%

Source: Euromonitor, Rosstat, Magnit analysis 2019

* Infoline, Magnit analysis 2018

Appendix

Top-10 Russian Food Retailers



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Selling space

Appendix

Convenience Store

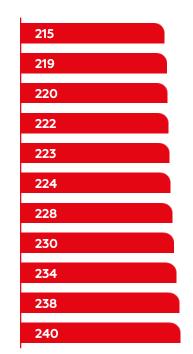
RUB mln YoY growth, % Q 270.384 10,6% 4 3 254,239 10,7% 13,1% 258,302 2019 2 237,475 1 10,3% 244,523 10,0% 4 8,4% 3 229,682 2 228,348 6,4% 2018 215,300 9,1% 222,320 7,2% 4 7,2% 3 211,977 2 214,535 8,6% 2017 5,2% 197,282

Net retail sales

th sq. m	
	YoY growth, %
4,952	11,4%
4,900	16,5%
4,777	16,7%
4,643	15,7%
4,444	12,3%
4,205	9,5%
4,092	12,1%
4,011	14,0%
3,958	14,6%
3,841	15,7%
3,652	12,8%
3,519	11,2%

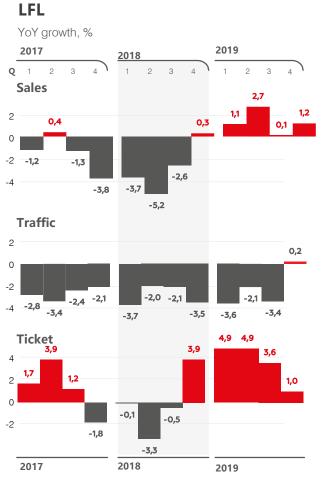
Sales density*

th RUB/sq.m/year



* Total net retail sales from last four quarters divided by average selling space of last five quarters

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Net retail sales

Appendix

M

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Supermarket

		RUB mln	
	Q		YoY growth, %
	4	53,834	-4,3%
	3	49,263	-5,5%
2019	2	49,247	-2,5%
	1	47,752	-1,6%
	4	56,226	2,1%
	3	52,142	2,8%
2018	2	50,515	-2,5%
2010	1	48,551	-0,2%
·	4	55,044	-0,9%
	3	50,706	-3,6%
	2	51,810	-3,1%
2017	1	48,655	-8,2%

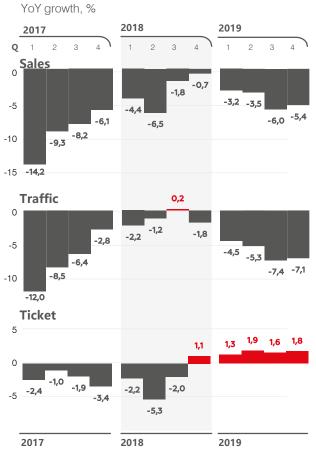
Sening space	
th sq. m	
	YoY growth, %
948	0,7%
941	1,0%
939	0,7%
941	1,8%
942	1,2%
931	3,2%
933	3,7%
924	3,5%
931	3,8%
902	5,4%
900	6,2%
893	8,2%

Selling space

Sales density* th RUB/sq.m/year

* Total net retail sales from last four quarters divided by average selling space of last five quarters

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Drogerie Store

		Net retail sales		Selling sp
		RUB mln		th sq. m
	Q		YoY growth, %	
	4	31,193	20,2%	1 302
	3	28,719	23,4%	1280
2019	2	25,029	20,2%	1208
	1	24,730	18,1%	1 130
	4	25,951	19,1%	1 036
	3	23,276	16,5%	954
2018	2	20,829	13,7%	917
	 1 	20,943	12,4%	892
	4	21,788	11,9%	864
	3	19,981	17,5%	819
	2	18,326	30,5%	768
2017	1	18,634	33,7%	736
				*

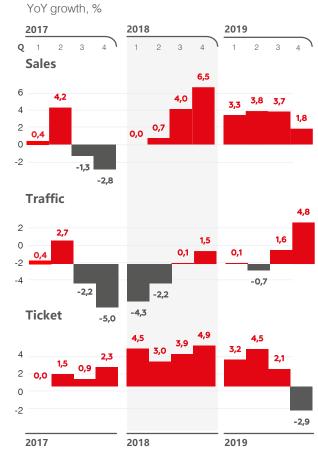
Selling space	
	YoY growth, %
1302	25,8%
1280	34,1%
1208	31,7%
1 130	26,6%
1 036	19,8%
954	16,5%
917	19,4%
892	21,2%
864	20,2%
819	26,0%
768	29,4%
736	37,6%

Sales density* th RUB/sq.m/year



* Total net retail sales from last four quarters divided by average selling space of last five quarters

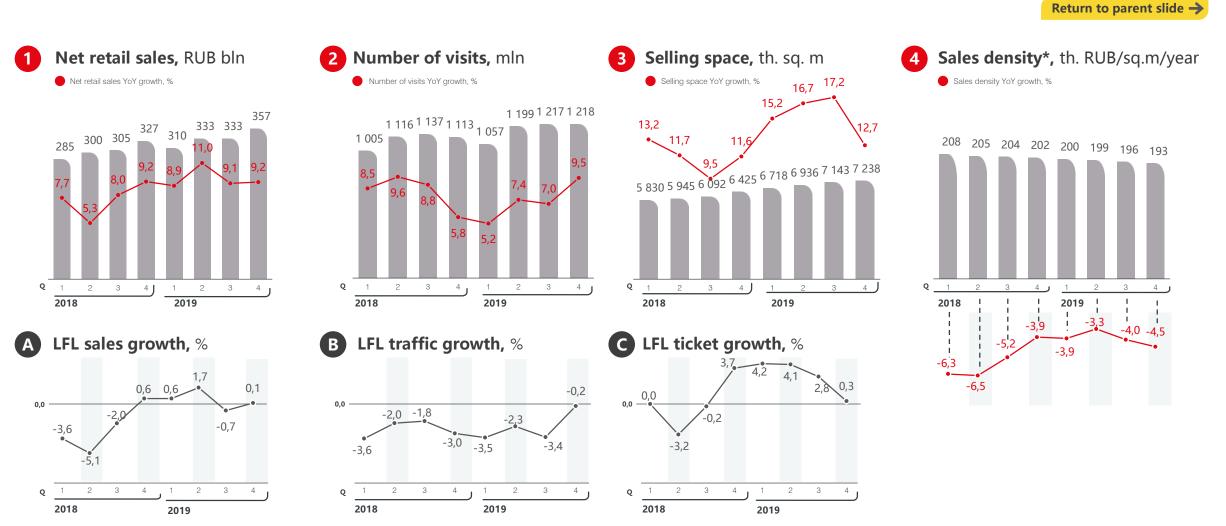
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Appendix

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Quarterly Operating Highlights



* Net retail sales from last four quarters divided by average selling space of last 5 quarters;

M

Quarterly Operating Data Summary

RUB bln	1Q 2018	2Q 2018	3Q 2018	4Q 2018	FY 2018	1Q 2019	2Q 2019	3Q 2019	4Q 2019	FY 2019
SALES TOTAL	288.6	306.7	310.1	331.6	1,237.0	317.2	340.7	342.6	368.2	1,368.7
YoY growth, %	8.1%	6.5%	8.4%	9.7%	8.2%	9.9%	11.1%	10.5%	11.0%	10.6%
NET RETAIL SALES	284.9	299.8	305.2	326.9	1,216.9	310.2	332.9	333.0	357.0	1,332.9
YoY growth, %	7.7%	5.3%	8.0%	9.2%	7.6%	8.9%	11.0%	9.1%	9.2%	9.5%
Convenience	215.3	228.3	229.7	244.5	917.9	237.5	258.3	254.2	270.4	1,020.4
Supermarkets	48.6	50.5	52.1	56.2	207.4	47.8	49.2	49.3	53.8	200.1
Drogerie	20.9	20.8	23.3	26.0	91.0	24.7	25.0	28.7	31.2	109.7
Other small formats	0.1	0.1	0.1	0.2	0.6	0.2	0.3	0.7	1.5	2.8
Wholesale	3.6	6.9	4.9	4.8	20.2	7.1	7.8	9.6	11.3	35.8
Number of stores	16,575	16,910	17,392	18,348	18,348	19,223	19,884	20,497	20,725	20,725
Convenience	12,283	12,503	12,813	13,427	13,427	13,909	14,231	14,507	14,622	14,622
Supermarkets	452	457	457	467	467	467	466	467	473	473
Drogerie	3,840	3,950	4,122	4,454	4,454	4,847	5,187	5,523	5,630	5,630
Selling space th. sq. m	5,830	5,945	6,092	6,425	6,425	6,718	6,936	7,143	7,238	7,238
Convenience	4,011	4,092	4,205	4,444	4,444	4,643	4,777	4,900	4,952	4,952
Supermarkets	924	933	931	942	942	941	939	941	948	948
Drogerie	892	917	954	1,036	1,036	1,130	1,208	1,280	1,302	1,302
LFL sales growth	-3.6%	-5.1%	-2.0%	0.6%	-2.5%	0.6%	1.7%	-0.7%	0.1%	0.4%
Convenience	-3.7%	-5.2%	-2.6%	0.3%	-2.8%	1.1%	2.7%	0.1%	1.2%	1.3%
Supermarkets	-4.4%	-6.5%	-1.8%	-0.7%	-3.3%	-3.2%	-3.5%	-6.0%	-5.4%	-4.6%
Drogerie	0.0%	0.7%	4.0%	6.5%	3.0%	3.3%	3.8%	3.7%	1.8%	3.1%
LFL traffic growth Convenience	-3.6%	-2.0%	-1.8%	-3.0%	-2.6%	-3.5%	-2.3%	-3.4%	-0.2%	-2.3%
	-3.7%	-2.0%	-2.1%	-3.5%	-2.8%	-3.6%	-2.1%	-3.4%	0.2%	-2.2%
Supermarkets	-2.2%	-1.2%	0.2%	-1.8%	-1.3%	-4.5%	-5.3%	-7.4%	-7.1%	-6.1%
Drogerie	-4.3%	-2.2%	0.1%	1.5%	-1.1%	0.1%	-0.7%	1.6%	4.8%	1.6%
LFL ticket growth Convenience	0.0%	-3.2%	-0.2%	3.7%	0.1%	4.2%	4.1%	2.8%	0.3%	2.8%
Supermarkets	-0.1%	-3.3%	-0.5%	3.9%	0.0%	4.9%	4.9%	3.6%	1.0%	3.6%
Drogerie	-2.2% 4.5%	-5.3% 3.0%	-2.0% 3.9%	1.1% 4.9%	-2.0% 4.1%	1.3% 3.2%	1.9% 4.5%	1.6% 2.1%	1.8% -2.9%	1.6% 1.5%



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