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New quality of life

DIXY Group

12m and FY 2016 Trading Update Presentation



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Why DIXY?



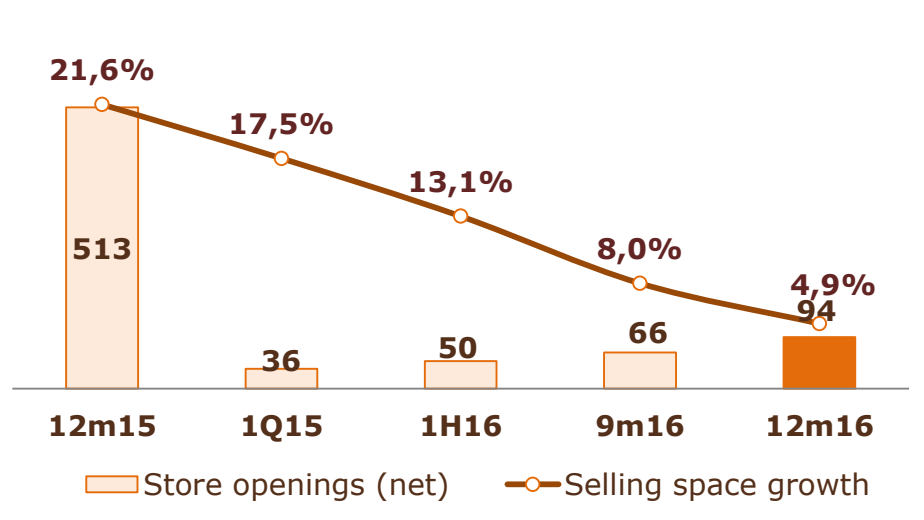
DIXY Group Performance 12m & Q4 2016

DIXY Group Trading Update Highlights

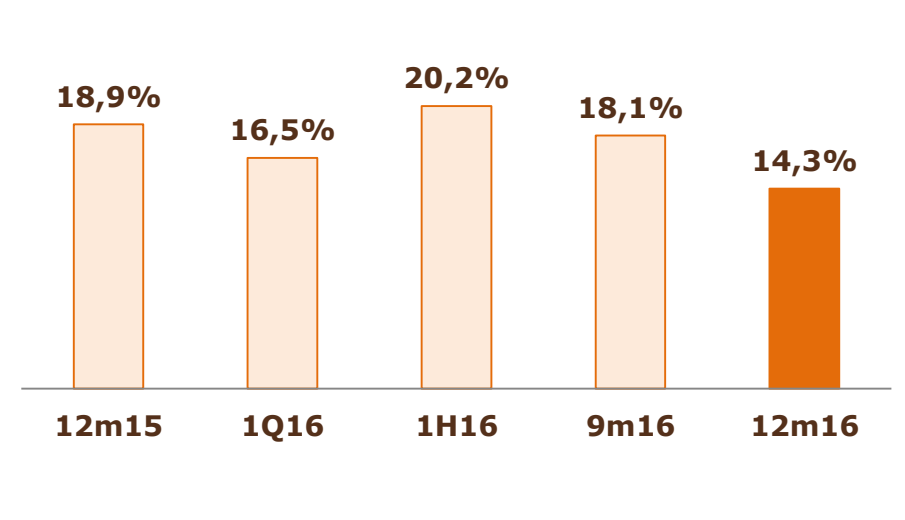
- 12m 2016 sales: 311 billion RUB, 14% growth y-o-y; selling space added 5%.
- 12m 2016 LFL: +4.4% growth (traffic +0.9%; average ticket +3.5%).
- Q4 2016 sales: 78 billion RUB, 4% growth y-o-y.
- Q4 2016 LFL: -2.1% growth (traffic -5.3%; average ticket +3.4%).
- 141 new stores opened while 47 closed, 94 net openings in 12m 2016.

DIXY Group Performance 12m 2016

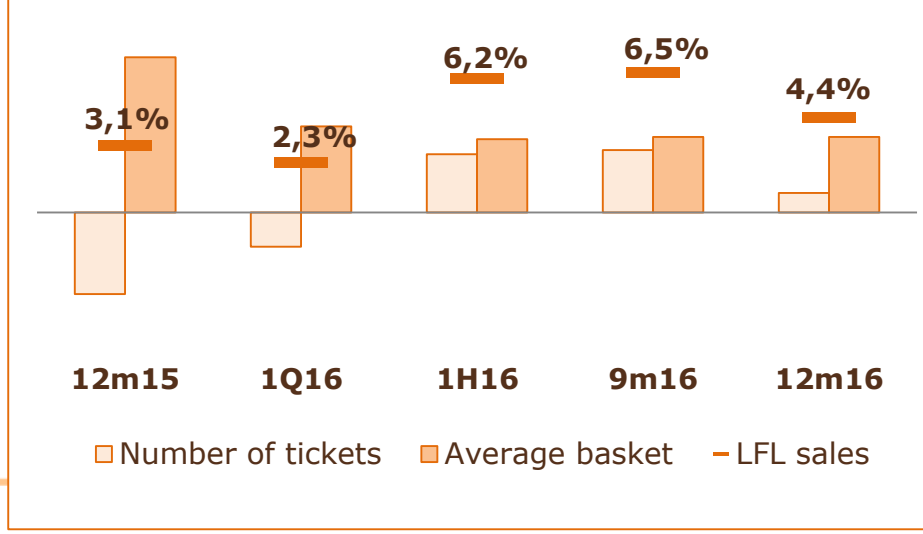
Organic expansion



Total revenue growth (% , y-o-y)



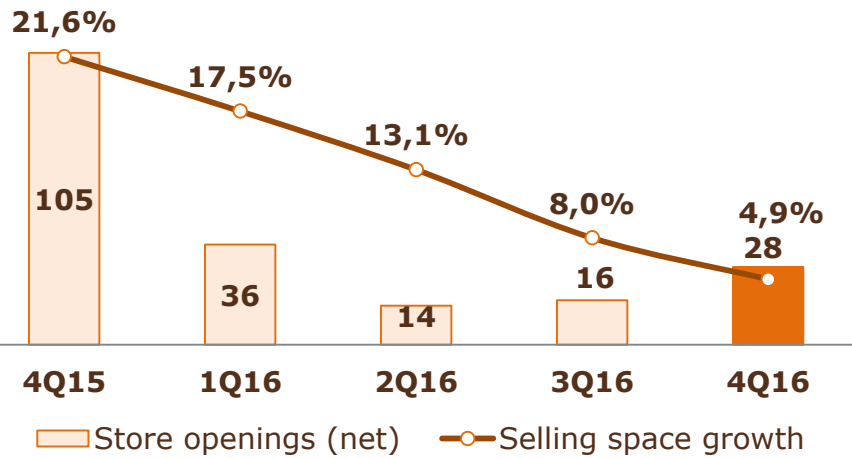
LFL dynamics (%)



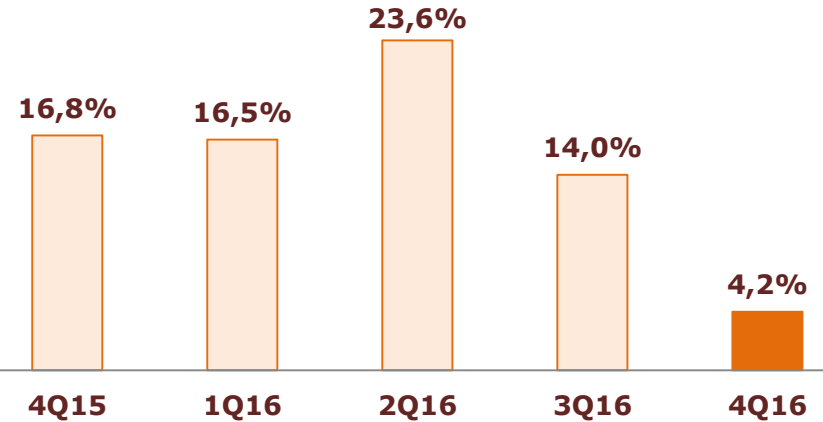
Source: Company data

DIXY Group Performance Q4 2016

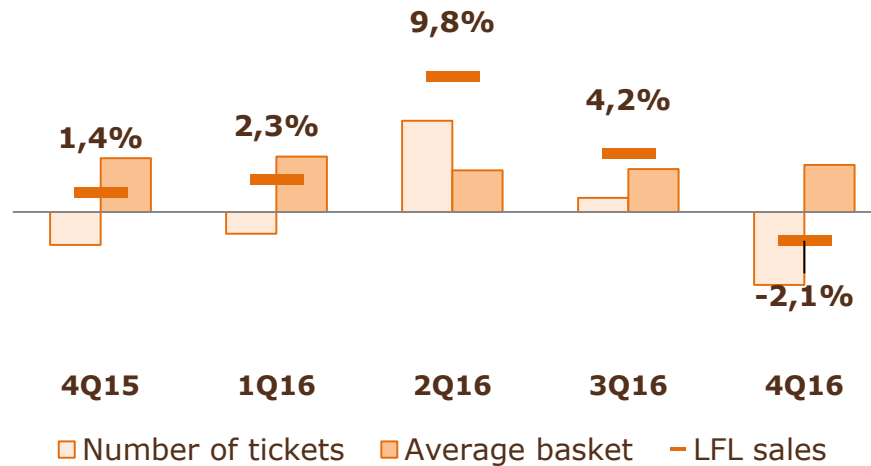
Organic expansion



Total revenue growth, % (y-o-y)



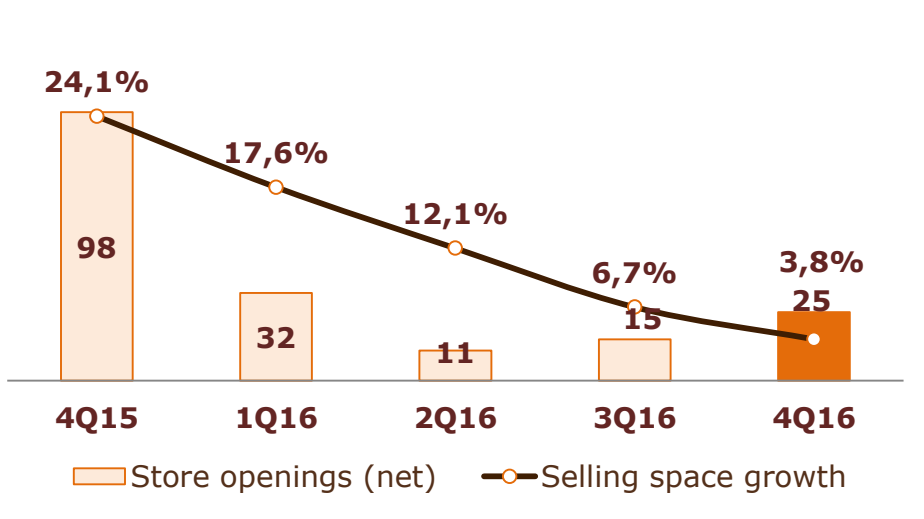
LFL sales dynamics, % (y-o-y)



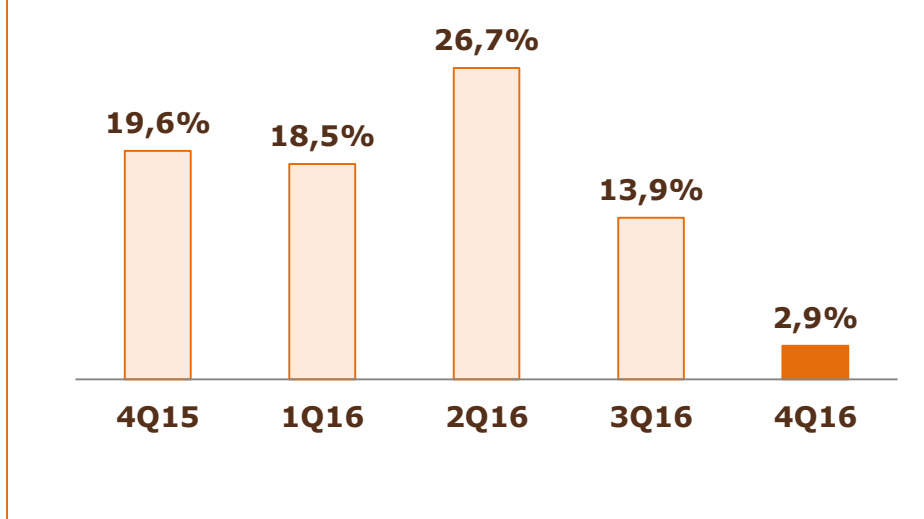
Formats' Performance Q4 2016

DIXY Division Q4 2016 Performance

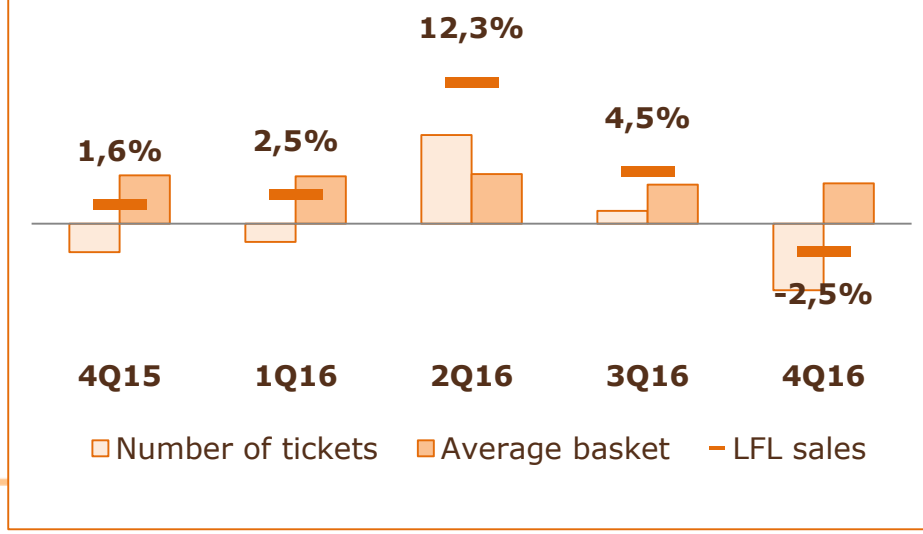
Organic expansion



Retail revenue growth, % (y-o-y)



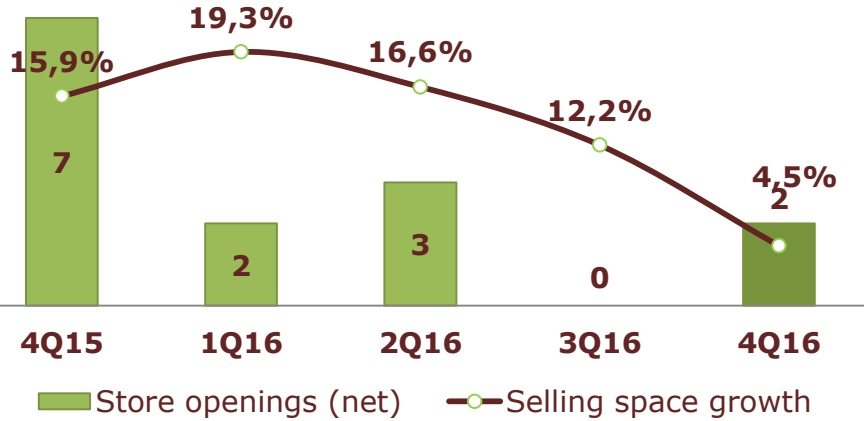
LFL sales dynamics, % (y-o-y)



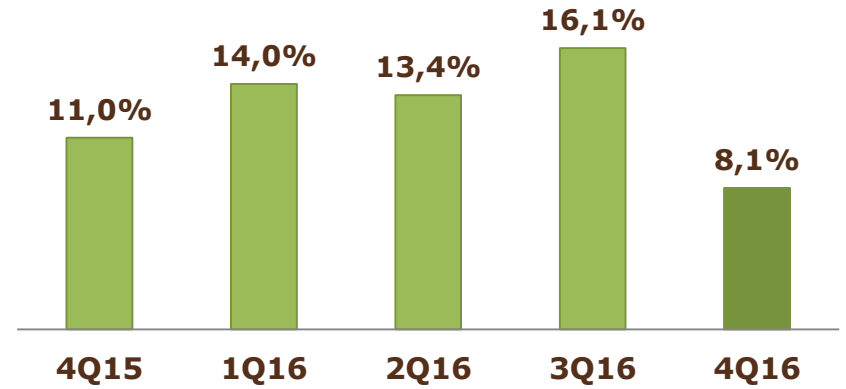
Source: Company data

Victoria Division Q4 2016 Performance

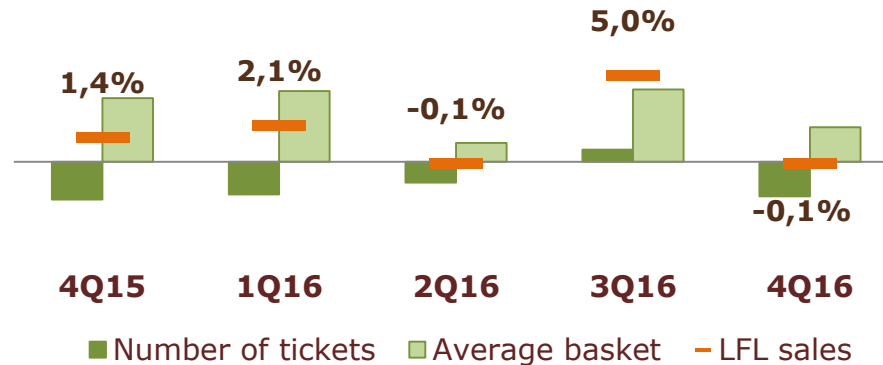
Organic expansion



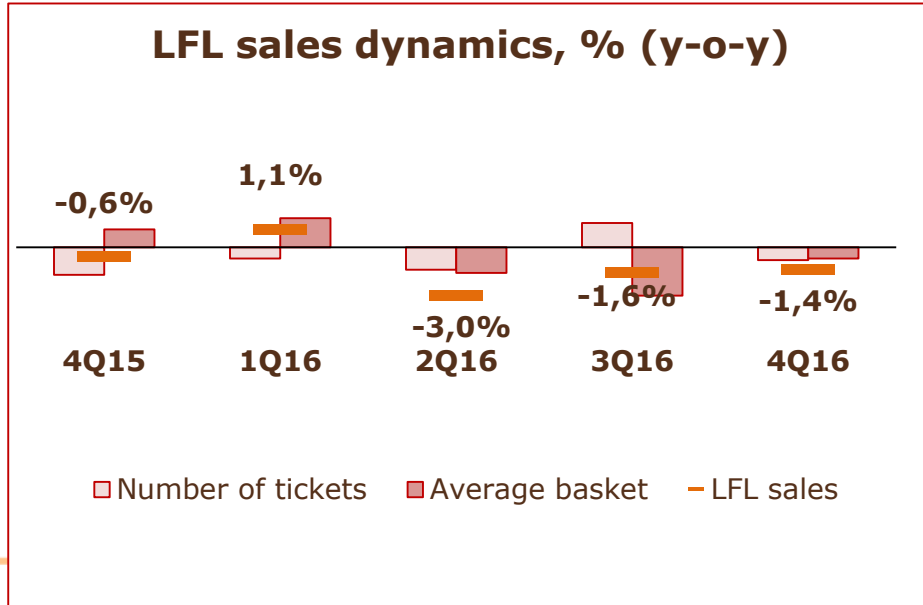
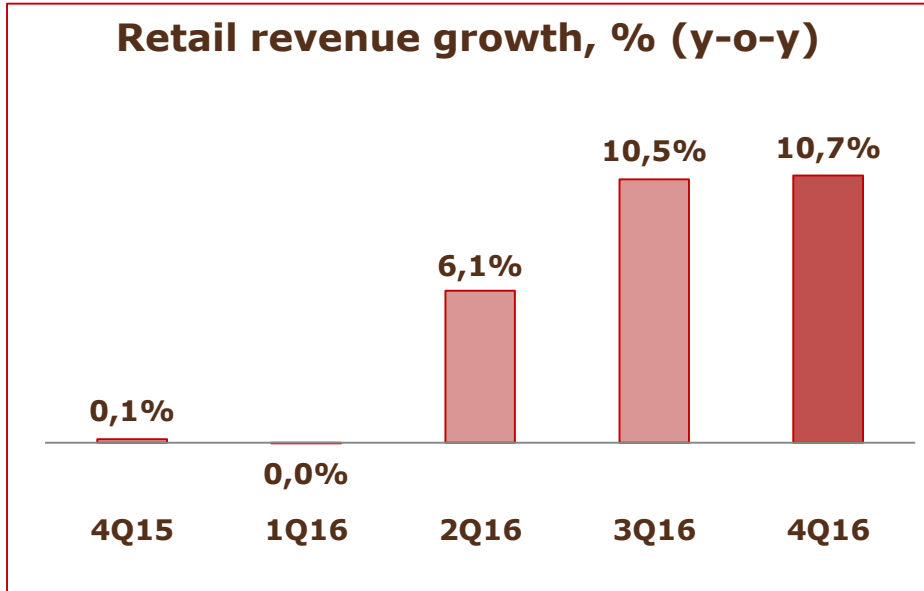
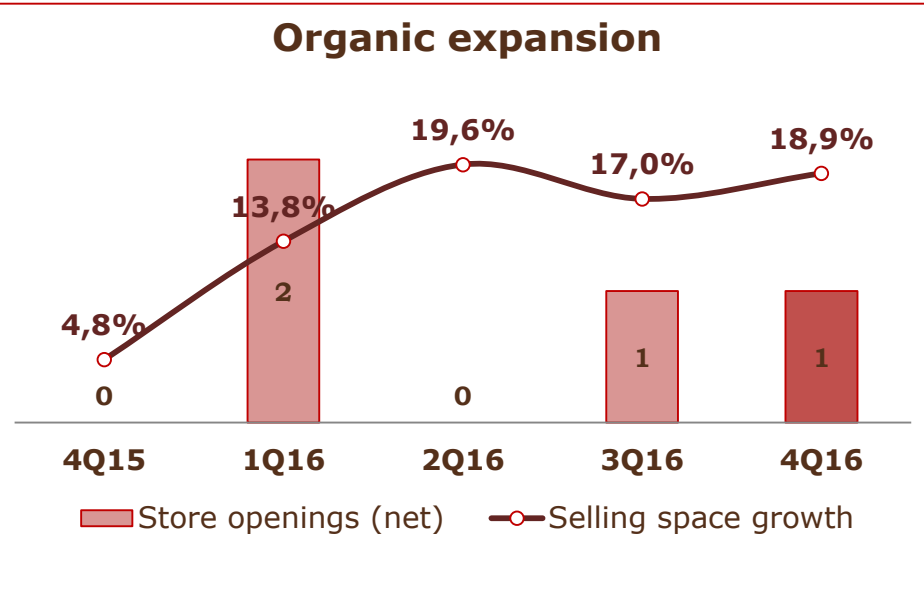
Retail revenue growth, % (y-o-y)



LFL sales dynamics, % (y-o-y)



Megamart Division Q4 2016 Performance



DIXY Group Historical Operational Data

DIXY Group Operational Data Dynamics (1/3)

	4Q14	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16	4Q16
Total space, 000' m2	1,550	1,622	1,690	1,766	1,832	1,868	1,877	1,908	1,922
- DIXY division	1,228	1,299	1,360	1,426	1,479	1,503	1,510	1,517	1,532
- Victoria division	171.9	172.4	179.7	184.7	196.4	199.8	202.4	223.9	220.1
- Megamart division	150.5	150.5	150.5	155.1	156.4	165.0	165.0	167.1	170.4
Selling space, 000' m2	746.5	788.0	827.2	871.4	907.6	925.9	935.7	941.3	952.5
- DIXY division	601.1	643.2	678.8	717.5	746.1	756.6	760.7	765.5	774.2
- Victoria division	82.9	82.3	85.9	89.0	96.1	98.2	100.2	99.9	100.4
- Megamart division	62.5	62.5	62.5	64.8	65.5	71.1	74.8	75.9	77.9
Number of stores	2,195	2,338	2,466	2,603	2,708	2,744	2,758	2,774	2,802
- DIXY division	2,065	2,208	2,333	2,465	2,563	2,595	2,606	2,621	2,646
- Victoria division	95	95	98	102	109	111	114	114	116
- Megamart division	35	35	35	36	36	38	38	39	40

DIXY Group Operational Data Dynamics (2/3)

	4Q14	FY14	1Q15	2Q15	3Q15	4Q15	FY15	1Q16	2Q16	3Q16	4Q16	FY16
Total revenue, RUB billion	64.1	229.0	63.6	68.0	65.8	74.9	272.3	74.1	84.1	75.0	78.1	311.2
Retail revenue, RUB billion	63.6	227.1	63.1	67.5	65.3	74.5	270.5	73.6	83.5	74.4	77.5	309.1
- DIXY division	50.5	180.2	50.6	54.8	53.3	60.3	219.0	60.0	69.4	60.7	62.1	252.2
- Victoria division	8.4	29.9	8.2	8.1	7.7	9.3	33.3	9.3	9.2	9.0	10.0	37.5
- Megamart division	4.8	17.0	4.4	4.6	4.3	4.8	18.1	4.4	4.9	4.8	5.4	19.4
Average ticket, RUB	353	333	366	352	335	361	353	377	361	344	375	364
- DIXY division	323	306	339	327	312	334	328	351	339	321	346	339
- Victoria division	494	459	497	479	452	512	485	519	487	472	524	501
- Megamart division	671	613	644	629	607	671	638	642	618	592	672	631
# of customers, mln	205.2	775.6	196.2	218.3	222.3	235.1	871.9	222.7	263.7	246.1	235.6	968.2
- DIXY division	177.9	670.7	170.0	190.9	195.0	206.5	762.3	194.9	233.4	215.6	205.0	848.9
- Victoria division	19.1	73.2	18.4	19.1	19.2	20.4	77.1	20.1	21.3	21.3	21.5	84.2
- Megamart division	8.2	31.7	7.7	8.4	8.1	8.2	32.5	7.8	9.0	9.2	9.1	35.1

DIXY Group Operational Data Dynamics (3/3)

	4Q14	FY14	1Q15	2Q15	3Q15	4Q15	FY15	1Q16	2Q16	3Q16	4Q16	FY16
LFL, %	14.6%	11.4%	11.7%	2.3%	(1.8%)	1.4%	3.1%	2.3%	9.8%	4.2%	(2.1%)	4.4%
- DIXY division	17.0%	13.5%	13.0%	2.2%	(2.0%)	1.6%	3.3%	2.5%	12.3%	4.5%	(2.5%)	5.1%
- Victoria division	8.2%	5.9%	9.1%	4.4%	(0.7%)	1.4%	3.4%	2.1%	(0.1%)	5.0%	(0.1%)	2.4%
- Megamart division	4.3%	2.7%	2.9%	0.2%	(0.9%)	(0.6%)	0.3%	1.1%	(3.0%)	(1.6%)	(1.4%)	(0.6%)
LFL average basket, %	10.5%	9.5%	11.5%	7.7%	6.2%	3.9%	7.2%	4.0%	3.0%	3.1%	3.4%	3.5%
- DIXY division	12.0%	11.2%	12.8%	7.8%	6.2%	4.2%	7.6%	4.1%	4.3%	3.4%	3.5%	4.0%
- Victoria division	6.8%	4.6%	7.6%	7.5%	6.1%	3.7%	6.2%	4.1%	1.1%	4.2%	2.0%	2.8%
- Megamart division	9.5%	6.5%	7.4%	5.7%	2.9%	1.1%	4.2%	1.8%	(1.6%)	(3.0%)	(0.7%)	(0,7%)
LFL number of tickets, %	3.7%	1.7%	0.1%	(5.0%)	(7.5%)	(2.4%)	(3.8%)	(1.6%)	6.6%	1.0%	(5.3%)	0.9%
- DIXY division	4.4%	2.1%	0.2%	(5.2%)	(7.8%)	(2.5%)	(4.0%)	(1.6%)	7.7%	1.1%	(5.8%)	1.1.%
- Victoria division	1.4%	1.2%	1.4%	(2.9%)	(6.4%)	(2.2%)	(2.6%)	(1.9%)	(1.2%)	0.7%	(2.0%)	(0.4%)
- Megamart division	(4.8%)	(3.6%)	(4.2%)	(5.2%)	(3.7%)	(1.7%)	(3.7%)	(0.7%)	(1.4%)	1.5%	(0.8%)	0.1%

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Д ДИКСИ

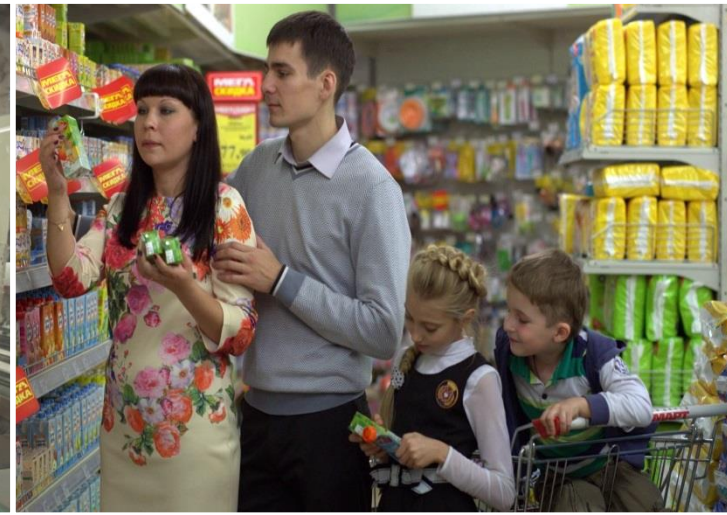
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For investor relations purposes, please contact:

Denis Davydov, Head of IR

T: + 7 (495) 223-3337 ext. 2135

Irina Karacharskova, Senior IR manager

T: + 7 (495) 223-3337 ext. 2146

Email: ir@hq.dixy.ru