



INVESTOR PRESENTATION

Magnit at a Glance

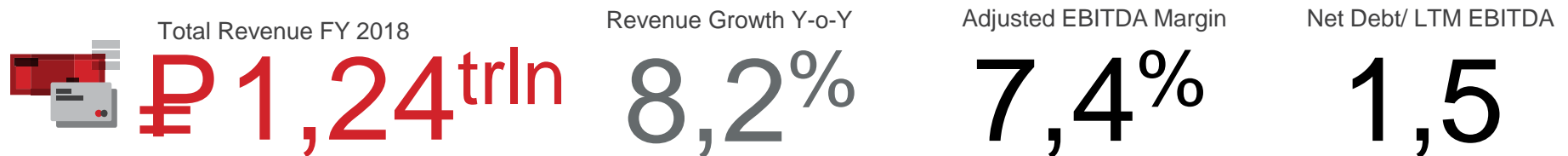
As of March 31, 2019



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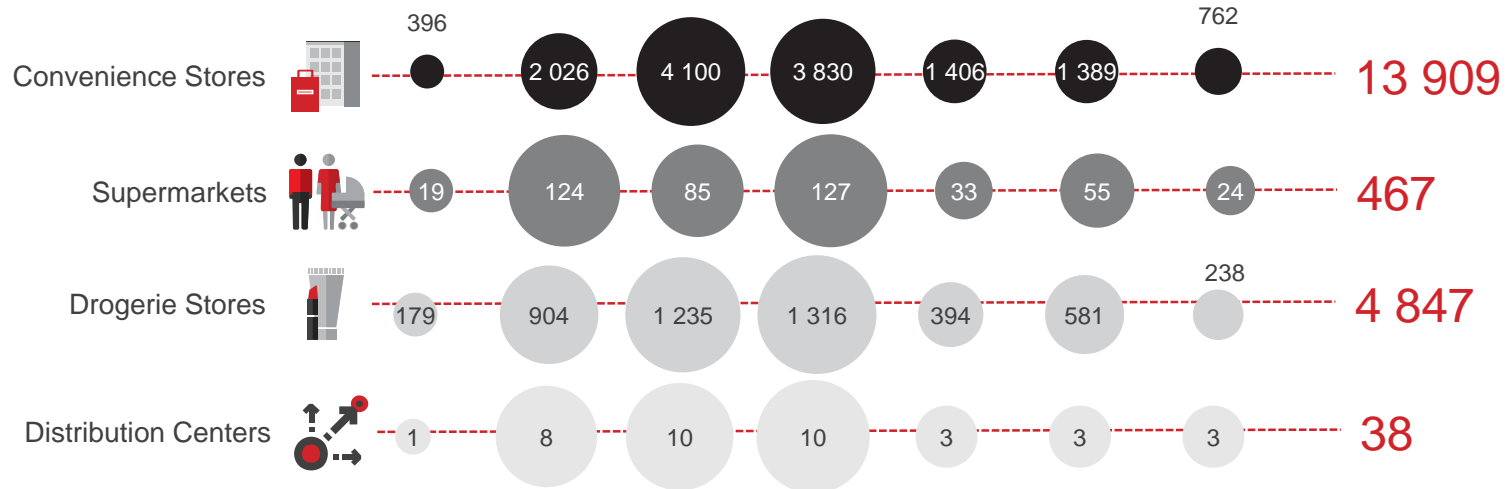
As of December 31, 2018



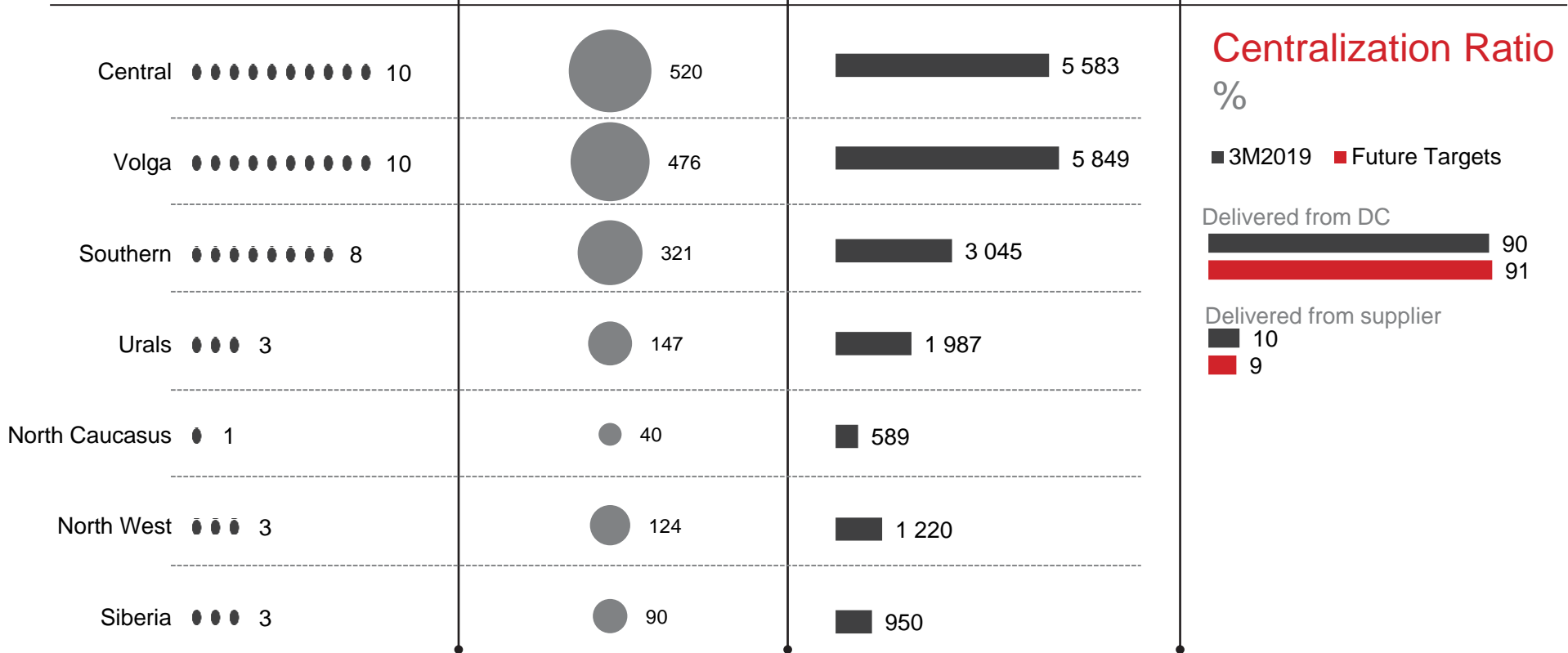
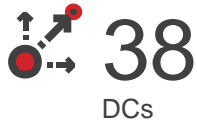
Geographical Coverage

3 077 Cities & Towns

7 Federal Regions



Logistics System



Centralization Ratio %

■ 3M2019 ■ Future Targets

Delivered from DC



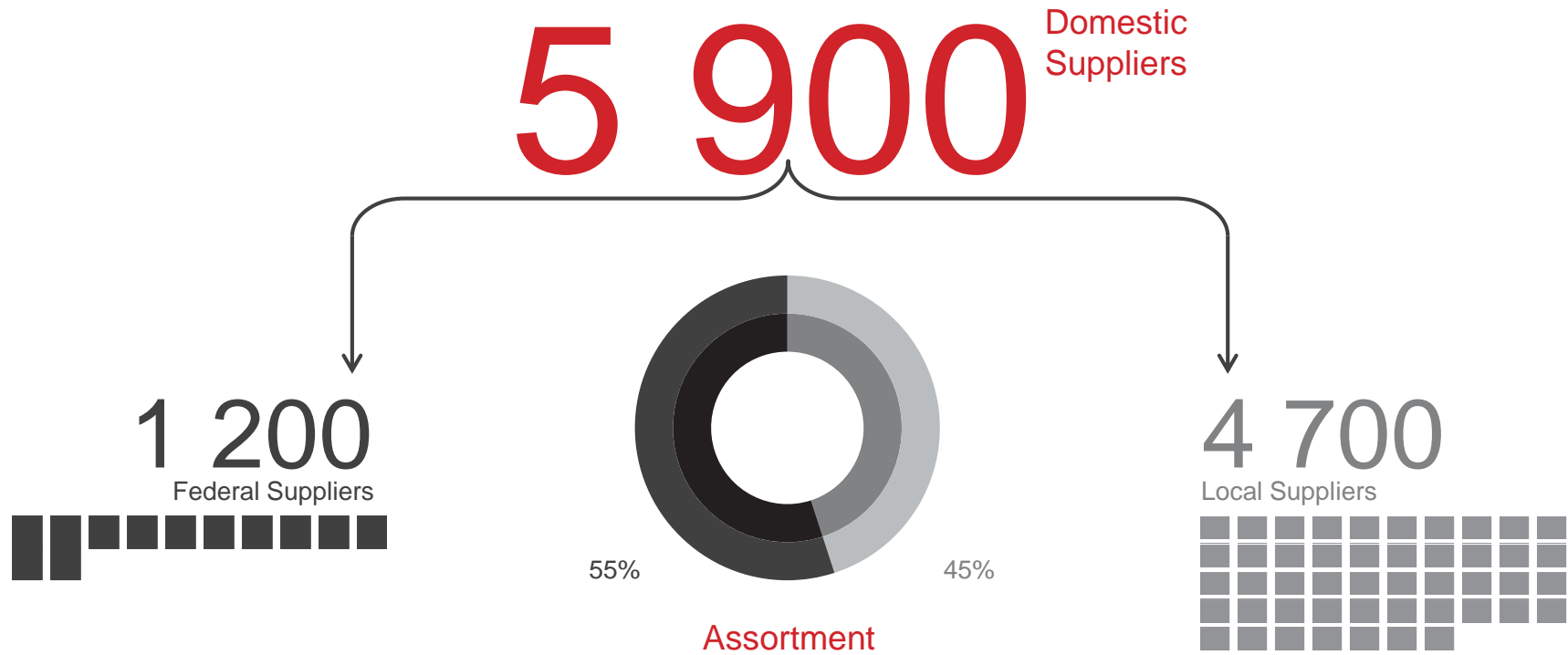
Delivered from supplier



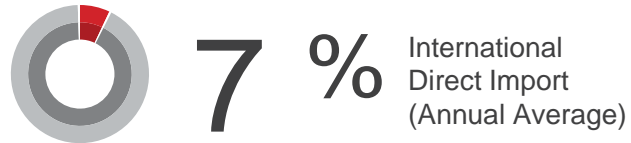
Source: Company,
as of March 31, 2019

* Includes warehousing space of 4.6 thous. sq. m. in Far East which is being operated after the integration with SIA

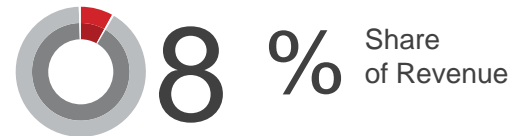
Suppliers



Direct Import



Private Label

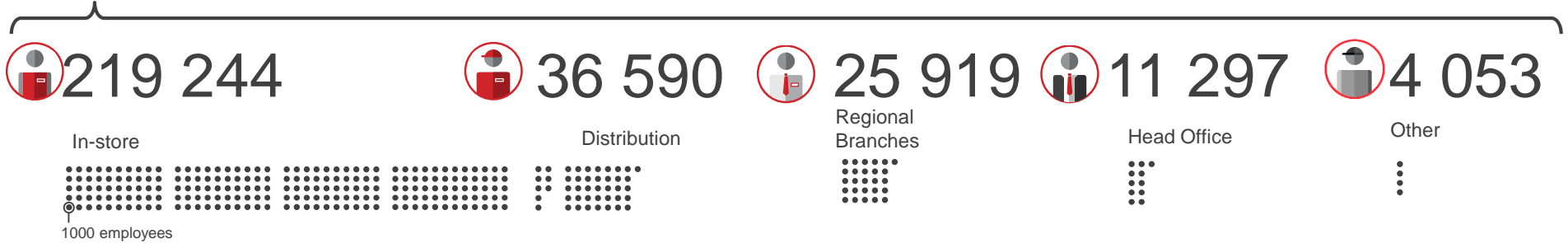


Source: Company,
Direct Import – as of December 31, 2018.

Employees



297 103

 Employees

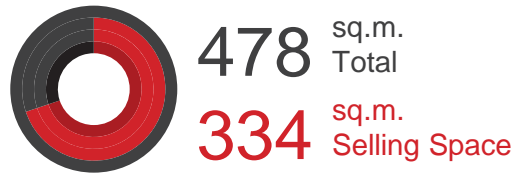
₺ 34 011 Average Monthly Salary*

Source: Company,
as of March 31, 2019
*as of December 31, 2018

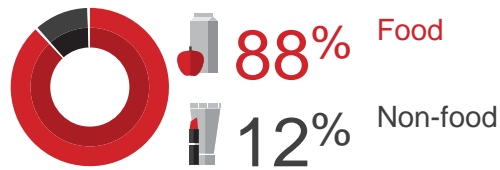
Convenience Store

Format Description

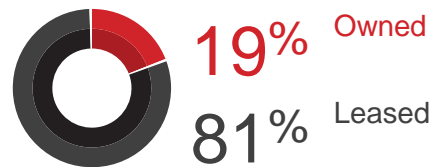
Size of the Store



Sales Mix



Store Ownership Structure



Source: Company,
as of March 31, 2019

Key Operational Statistics

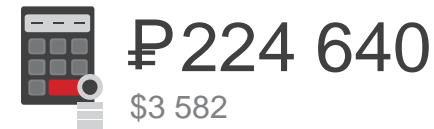
Average Ticket



Traffic tickets/sq.m./day



Sales Density sales/sq.m./year



LFL 3M2019 – 3M2018,%



Opening

Payback

If Leased



If Owned



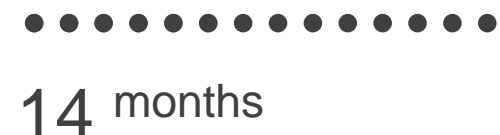
Cost of New Store per sq.m. of Total Space, thousand RUB

26

Cost of Refits per sq.m. of Total Space, thousand RUB

17

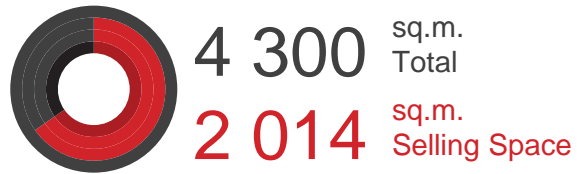
Time to Maturity



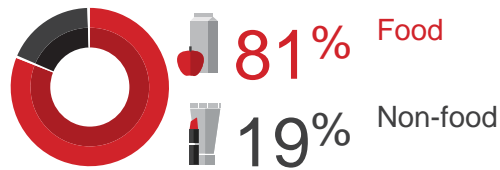
Supermarket

Format Description

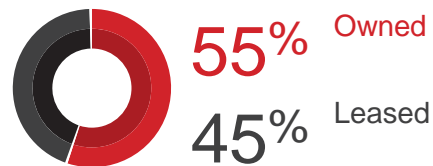
Size of the Store



Sales Mix



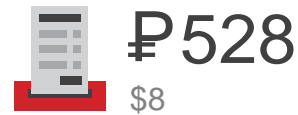
Store Ownership Structure



Source: Company, as of March 31, 2019

Key Operational Statistics

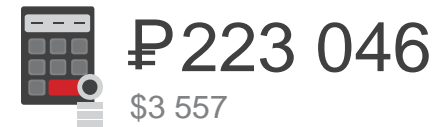
Average Ticket



Traffic tickets/sq.m./day



Sales Density sales/sq.m./year



LFL 3M2019 – 3M2018,%



Opening

Payback



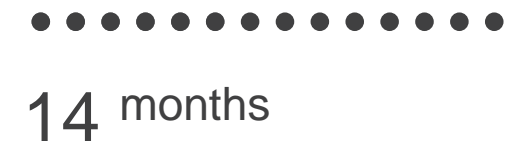
Cost of New Store per sq.m. of Total Space, thousand RUB

45

Cost of Refits per sq.m. of Total Space, thousand RUB

39

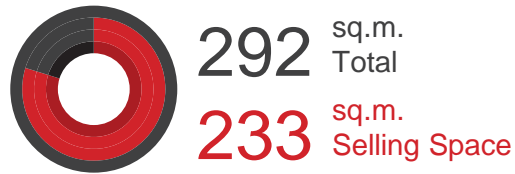
Time to Maturity



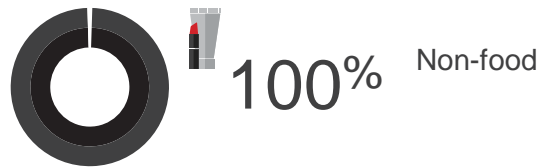
Drogerie Store

Format Description

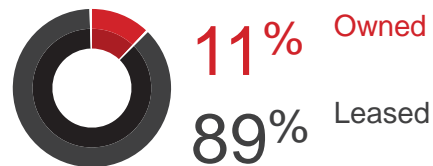
Size of the Store



Sales Mix



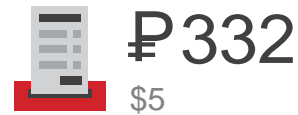
Store Ownership Structure



Source: Company,
as of March 31, 2019

Key Operational Statistics

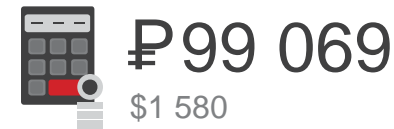
Average Ticket



Traffic tickets/sq.m./day



Sales Density sales/sq.m./year



LFL 3M2019 – 3M2018,%

3,2 Average Ticket, RUB

0,1 Traffic

3,3 Sales

Opening

Payback

If Leased



3 years

If Owned



4-6 years

Cost of New Store per sq.m. of Total Space, thousand RUB

18

Cost of Refits per sq.m. of Total Space, thousand RUB

15

Time to Maturity



10 months

Summary P&L

RUB MN	2017	2018	Y-o-Y Growth
Net sales	1,143,314	1,237,015	8.2%
Cost of sales	(853,817)	(940,568)	10.2%
Gross profit	289,498	296,447	2.4%
Gross margin, %	25.3%	24.0%	
SG&A	(204,877)	(214,319)	4.6%
Other income, net	7,024	7,803	11.1%
EBITDA	91,644	89,931	(1.9%)
EBITDA margin,%	8.0%	7.3%	
Depreciation & Amortization	(33,716)	(36,517)	8.3%
EBIT	57,928	53,413	(7.8%)
Net finance costs	(12,504)	(10,341)	(17.3%)
Profit before tax	45,424	43,072	(5.2%)
Taxes	(9,885)	(9,207)	(6.9%)
Effective tax rate	21.8%	21.4%	
Net income	35,539	33,865	(4.7%)
Net margin, %	3.1%	2.7%	

Source: Company's calculations based on IFRS for FY 2017, FY2018

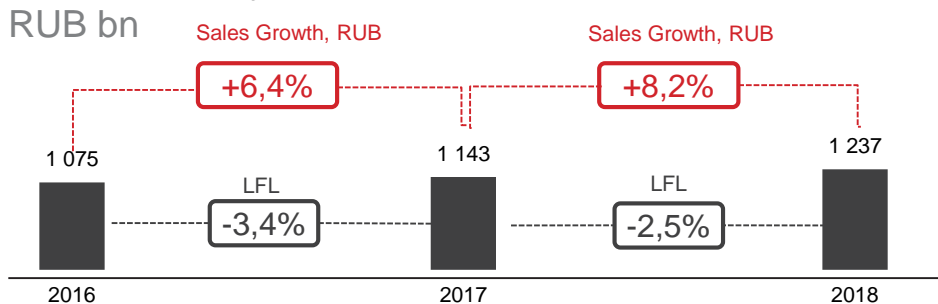
Please note: there may be small variations in calculation of totals, subtotals, and/or percentage change due to rounding of decimals

In the 4th quarter of 2018, the Company revised the composition of expenses for the processing of goods, which are included in the cost of goods sold.

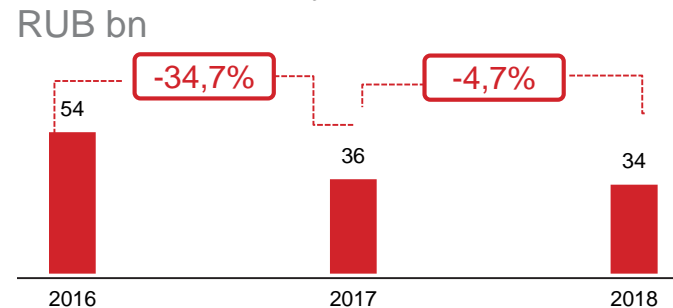
The Company applied changes retrospectively and recalculated comparable data for the full year 2017-2018.

Revenue & Costs

Revenue Dynamics

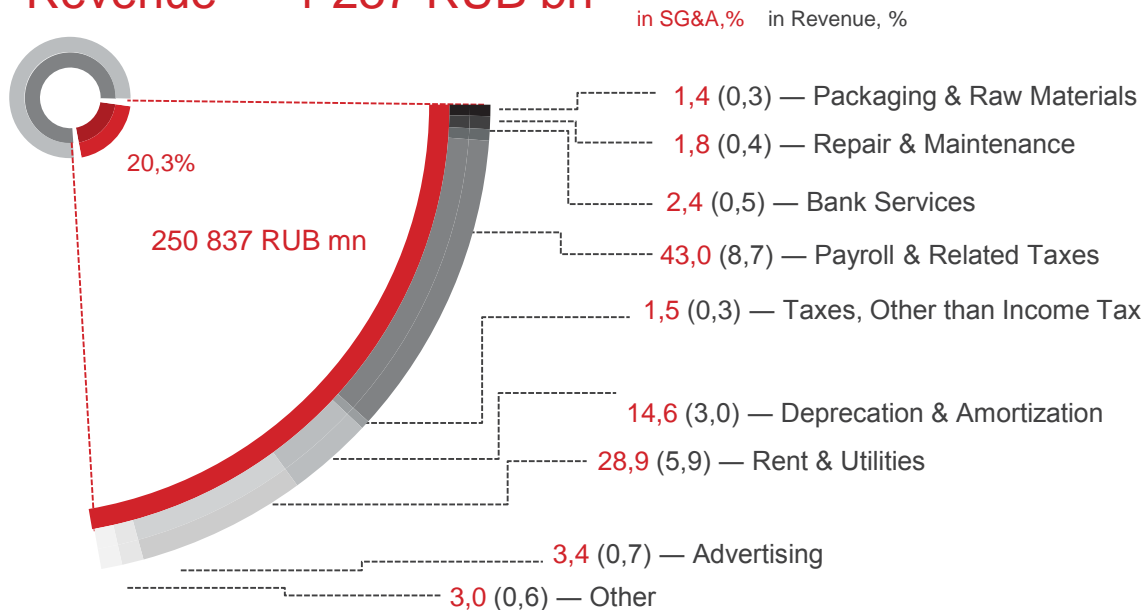


Net Income Dynamics

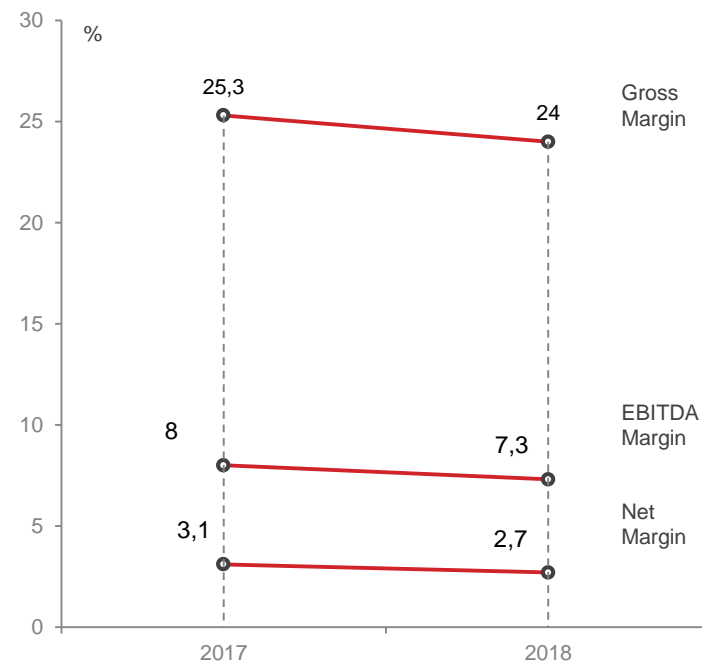


SG&A Expense Structure 2018

Revenue — 1 237 RUB bn

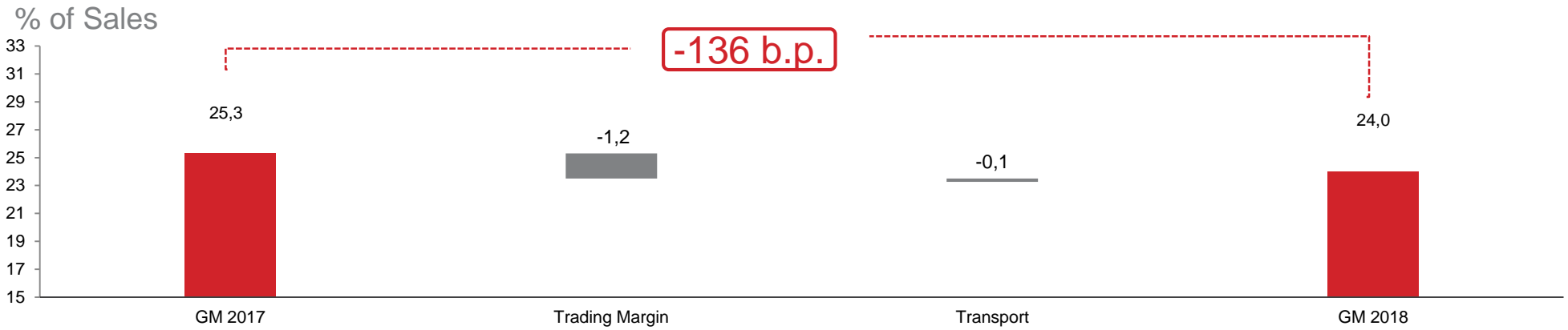


Margin Dynamics

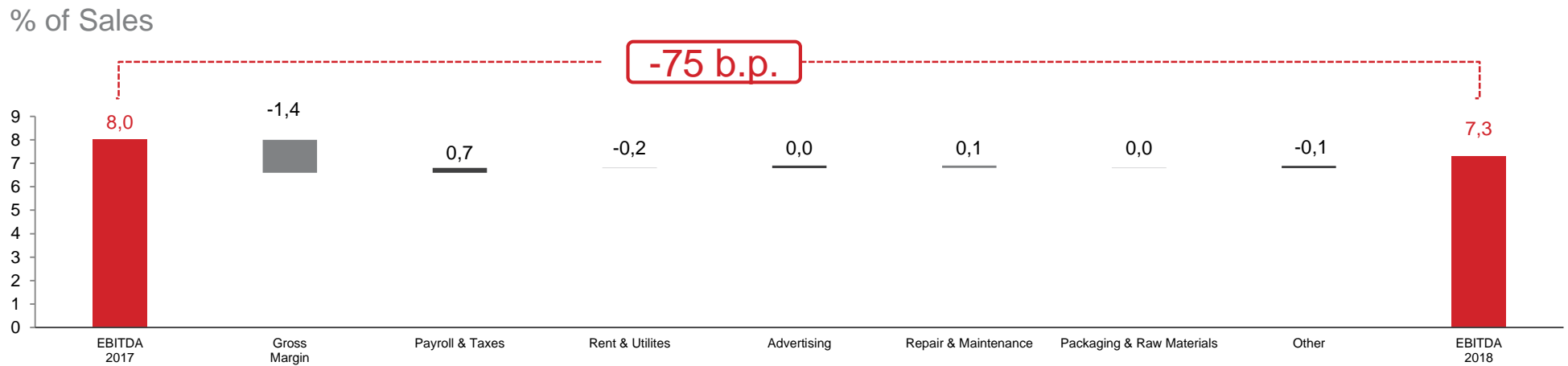


Source: Company's calculations based on IFRS for 2016, 2017 and 2018
 Please note: new LFL calculation base includes stores, which have been opened for 12 months since its first day of sales.
 Previously LFL calculation base included stores, which have been opened 12 months prior to the last month of the reporting period.

Gross Margin Bridge



EBITDA Margin Bridge

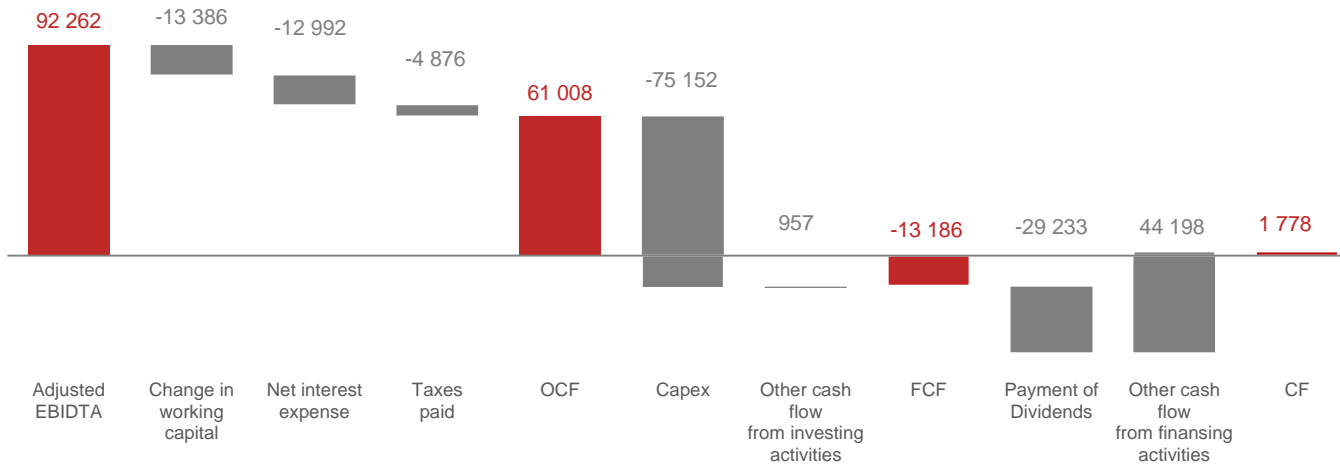


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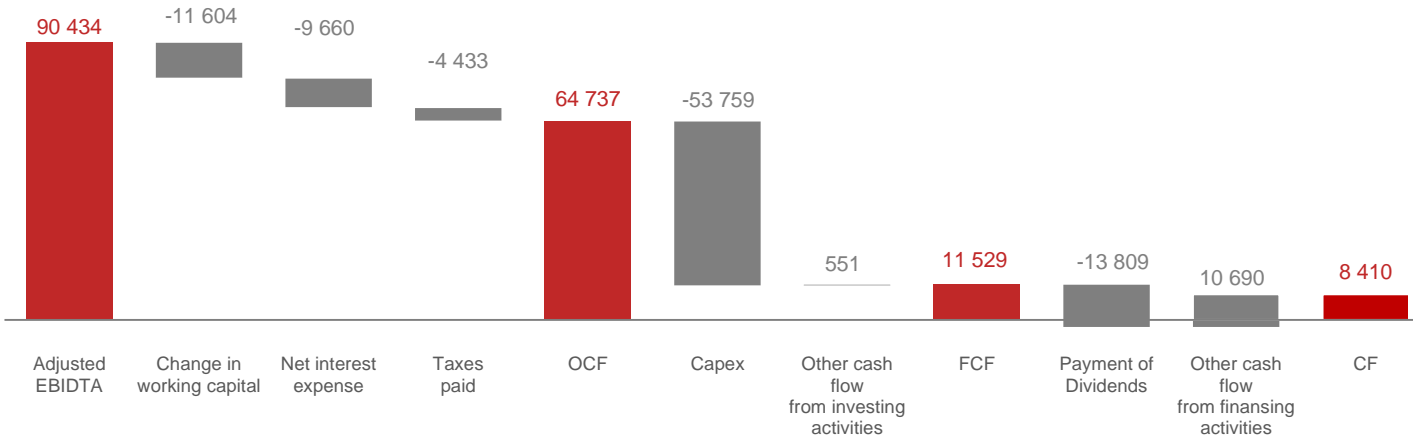
Free Cash Flow

RUB mn

2017



2018



Adjusted for loss from disposal of PPE, provision for doubtful receivables, foreign exchange loss, gain on disposal of subsidiary

Calculated as additions + transfers of PP&E during the respective period

Does not include cash flow from financing activities

Working Capital Analysis

Average Days Payable to Suppliers is 41 Days.

Inventory Management Days is 67 Days

Working Capital: RUB 49 959 mn as of 31.12.2018









Balance Sheet

RUB MN	2017	2018
ASSETS		
Property plant and equipment	329,827	350,331
Other non-current assets	6,959	32,568
Cash and cash equivalents	18,337	26,748
Inventories	162,205	187,779
Trade and other receivables	1,399	6,961
Advances paid	4,990	5,655
Taxes receivable	598	67
Short-term financial assets	215	489
Prepaid expenses	640	522
Income tax receivable	1,154	468
TOTAL ASSETS	526,325	611,588
EQUITY AND LIABILITIES		
Equity	259,307	253,304
Long-term debt	86,338	93,736
Other long-term liabilities	22,622	28,935
Trade and other payables	99,142	131,173
Short-term debt	40,122	70,837
Dividends payable	1	13,630
Other current liabilities	18,792	19,973
TOTAL EQUITY AND LIABILITIES	526,325	611,588

Source: Company's calculations based on IFRS accounts for 2017 and 2018

Please note: there may be small variations in calculation of totals, subtotals, and/or percentage change due to rounding of decimals

Capex Figures

			
Buildings: Complete & under Construction	Machinery & Equipment	Other Assets	Land
31 414	14 693	7 589	51
 <small>RUB 500 mn</small>			

FY 2018

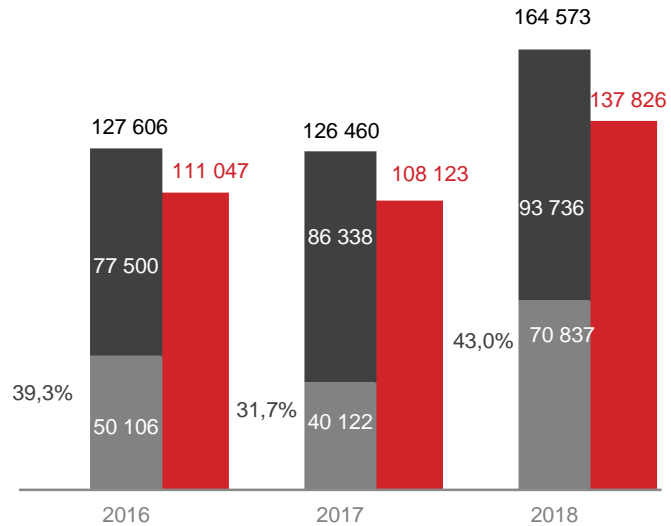
RUB 54 bn

Debt Burden

Debt Level Dynamics

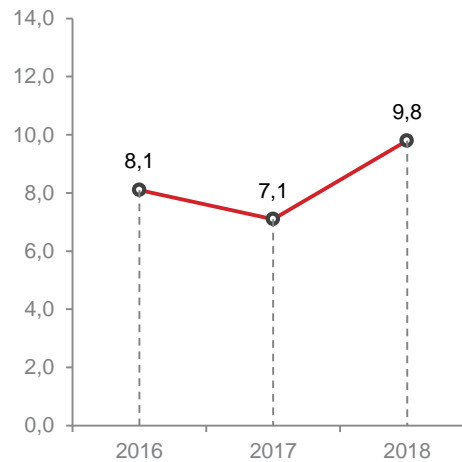
RUB mn

■ Net Debt ■ Short-term Debt ■ Long-term Debt ■ %

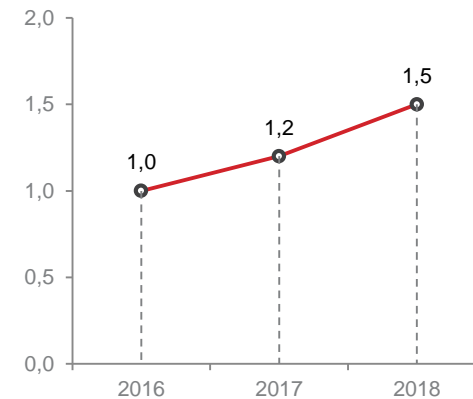


Credit Metrics

EBITDA / Finance Expenses



Net Debt / LTM EBITDA



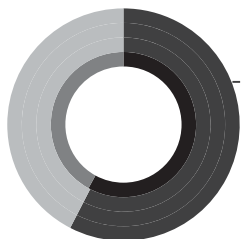
Credit Profile



The Company has an Impeccable Credit History
 Collaboration with the Largest Banks
 Low Debt Burden:
 Net Debt / LTM EBITDA Ratio of 1,5



No Currency Risk: 100% of Debt is Rub Denominated
 Matching Revenue Structure
Insignificant Interest Rate Risk:
 Interest Payments are Made at Fixed Rates Primarily



57% of Debt is Long-term