



INVESTOR PRESENTATION

Magnit at a Glance

As of December 31, 2018



As of December 31, 2018



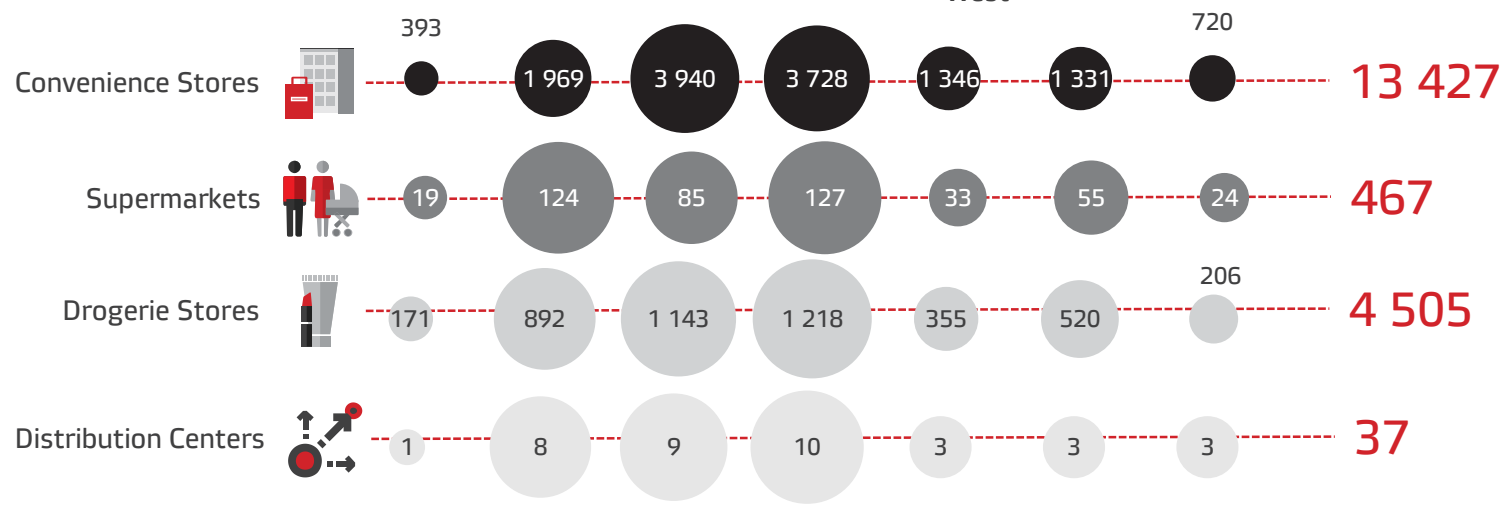
As of December 31, 2018



Geographical Coverage

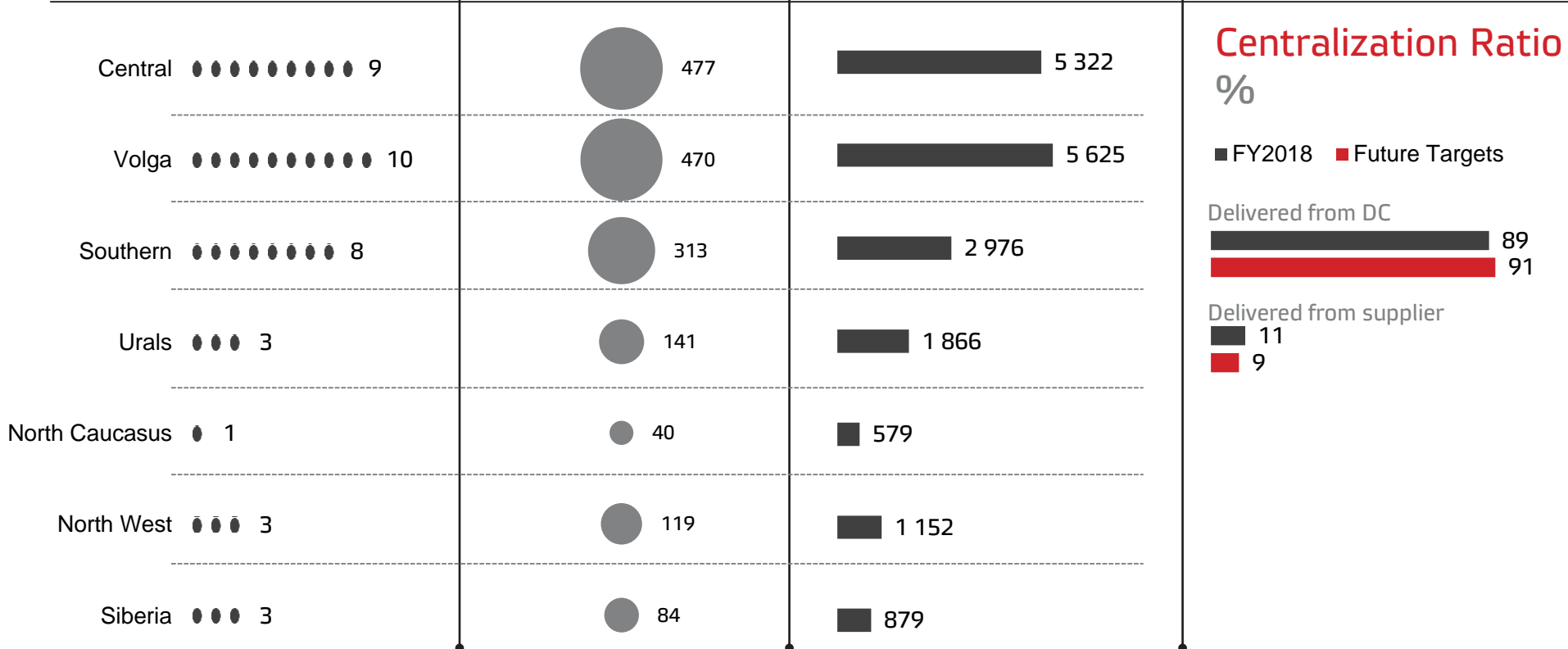
2 976 Cities & Towns

7 Federal Regions



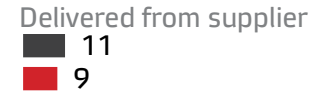
Source: Company, as of December 31, 2018

Logistics System

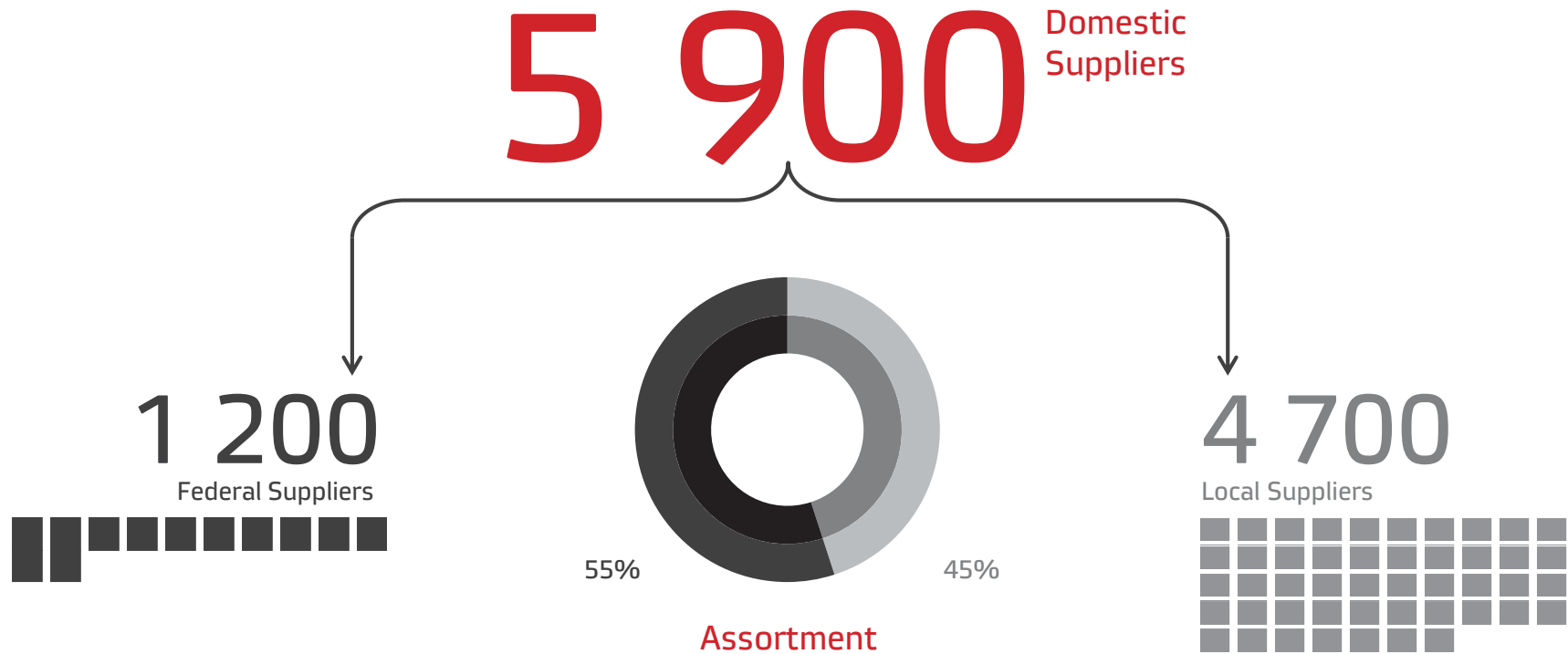


Centralization Ratio %

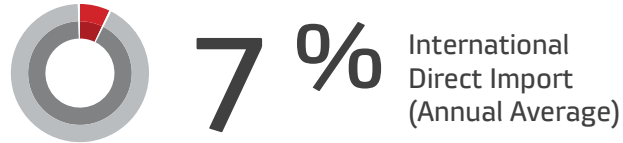
■ FY2018 ■ Future Targets



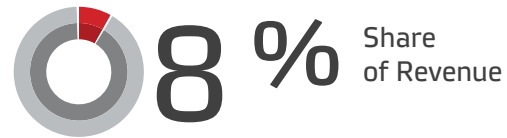
Suppliers



Direct Import

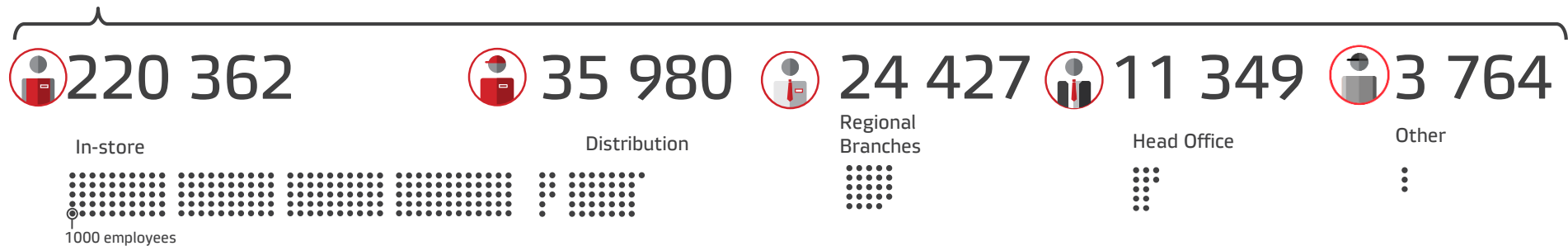


Private Label



Employees

 **295 882** Employees



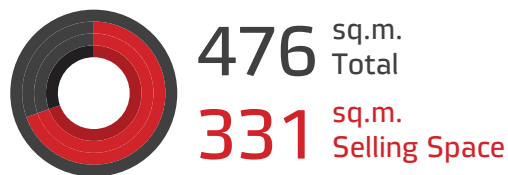
 **₽ 34 485** Average Monthly Salary*

Source: Company,
as of December 31, 2018
*as of June 30, 2018

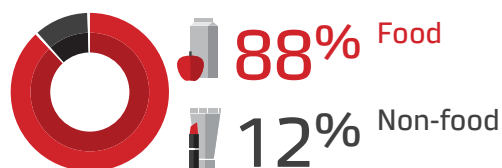
Convenience Store

Format Description

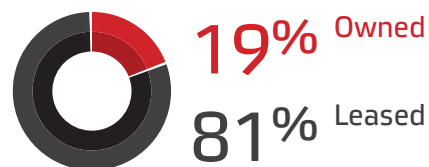
Size of the Store



Sales Mix



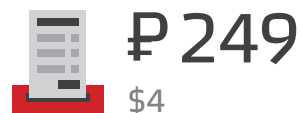
Store Ownership Structure



Source: Company,
as of December 31, 2018

Key Operational Statistics

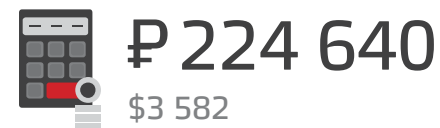
Average Ticket



Traffic tickets/sq.m./day



Sales Density sales/sq.m./year



LFL 12M2018 – 12M2017,%

0,0 Average Ticket, RUB

-2,8 Traffic

-2,8 Sales

Opening

Payback

If Leased

•••
3 years

If Owned

•••••
4-6 years

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

26

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

20

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

10

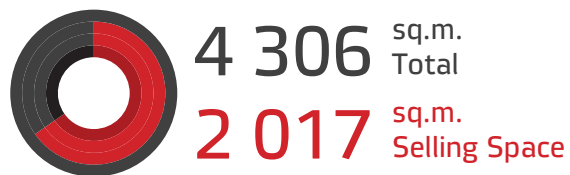
Time to Maturity

•••••
6 months

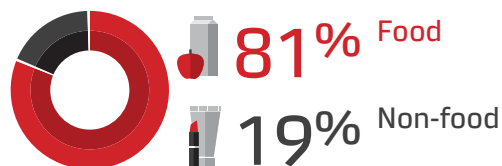
Supermarket

Format Description

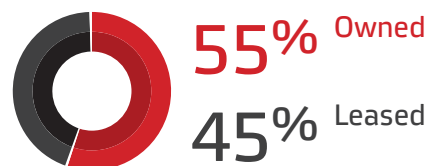
Size of the Store



Sales Mix



Store Ownership Structure



Source: Company,
as of December 31, 2018

Key Operational Statistics

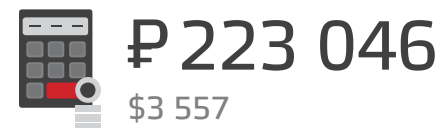
Average Ticket



Traffic tickets/sq.m./day



Sales Density sales/sq.m./year



LFL 12M2018 – 12M2017,%

-2,0 Average Ticket, RUB

-1,3 Traffic

-3,3 Sales

Opening

Payback



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

40

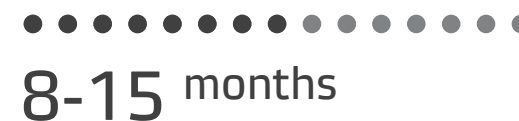
Cost of Refits per sq.m. of Total Space, thousand RUB

30

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

15

Time to Maturity



Drogerie Store

Format Description

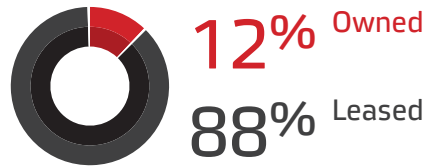
Size of the Store



Sales Mix



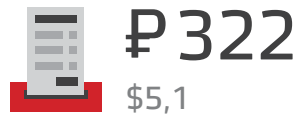
Store Ownership Structure



Source: Company, as of December 31, 2018

Key Operational Statistics

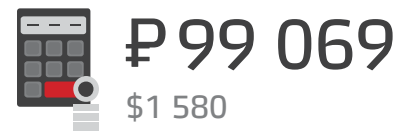
Average Ticket



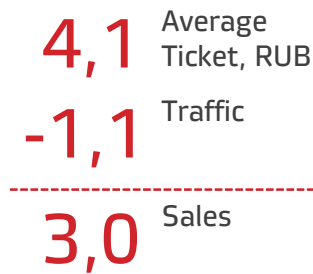
Traffic tickets/sq.m./day



Sales Density sales/sq.m./year



LFL 12M2018 – 12M2017,%



Opening

Payback

If Leased



If Owned



Time to Maturity



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)	(940,559)	10.2%
Gross profit	289,498	296,457	2.4%
Gross margin, %	25.3%	24.0%	
SG&A	(204,877)	(214,432)	4.7%
Other income, net	7,024	7,802	11.1%
EBITDA	91,644	89,827	(2.0%)
EBITDA margin,%	8.0%	7.3%	
Depreciation & Amortization	(33,716)	(36,461)	8.1%
EBIT	57,928	53,366	(7.9%)
Net finance costs	(12,504)	(10,341)	(17.3%)
Profit before tax	45,424	43,025	(5.3%)
Taxes	(9,885)	(9,213)	(6.8%)
Effective tax rate	21.8%	21.4%	
Net income	35,539	33,812	(4.9%)
Net margin, %	3.1%	2.7%	

Source: Company's calculations based on IFRS for FY 2017 and Management accounts for FY2018

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

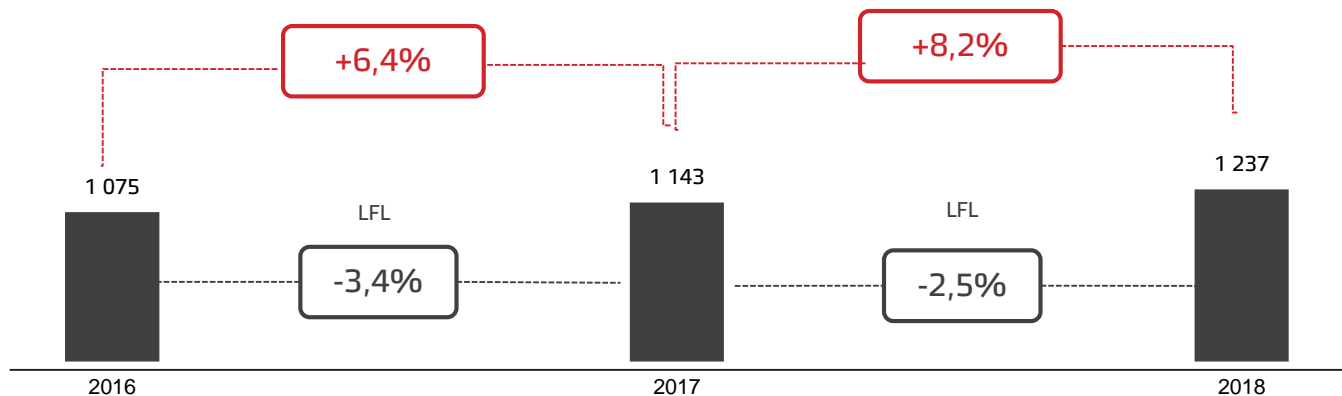
In the 4th quarter of 2018, the Company revised the composition of expenses for the processing of goods, which are included in the cost of goods sold.

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

Revenue & Costs

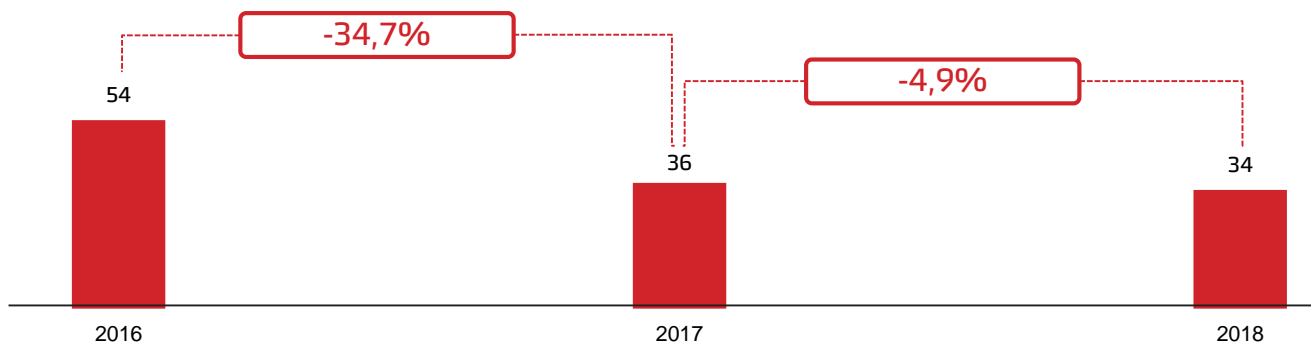
Revenue Dynamics

RUB bn



Net Income Dynamics

RUB bn



Source: Company's calculations based on IFRS for 2016, 2017 and Management accounts for 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.

Balance Sheet

RUB MN	2017	2018
ASSETS		
Non-current assets	336,786	383,301
Cash and cash equivalents	18,337	26,748
Inventories	162,205	187,828
Other current assets	8,997	13,470
TOTAL ASSETS	526,325	611,347
EQUITY AND LIABILITIES		
Equity	259,307	253,652
Long-term debt	86,338	93,764
Other long-term liabilities	22,622	28,923
Trade and other payables	99,142	130,624
Short-term debt	40,122	70,827
Other current liabilities	18,793	33,556
TOTAL EQUITY AND LIABILITIES	526,325	611,347

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

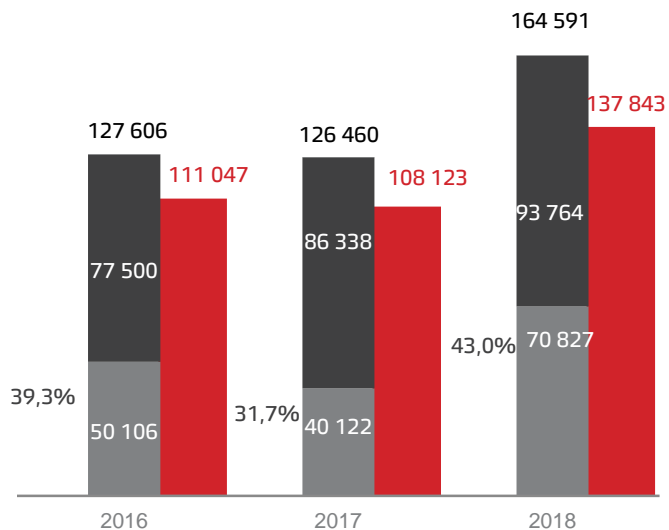
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Debt Burden

Debt Level Dynamics

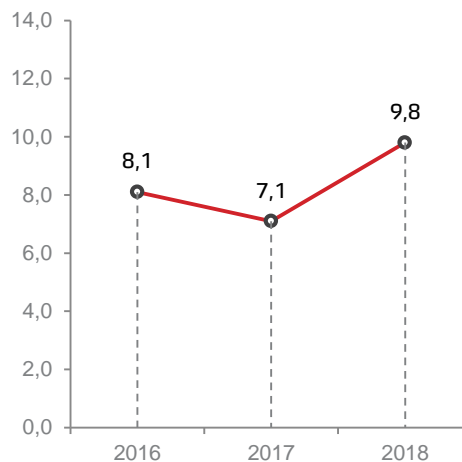
RUB mn

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

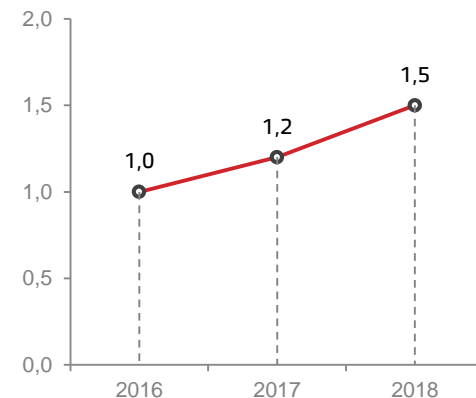


Credit Metrics

EBITDA / Finance Expenses



Net Debt / LTM EBITDA



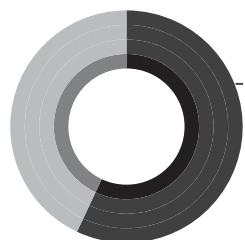
Credit Profile



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