

**AUG  
UST  
2021**

Monthly Trading Update



**737**  
stores

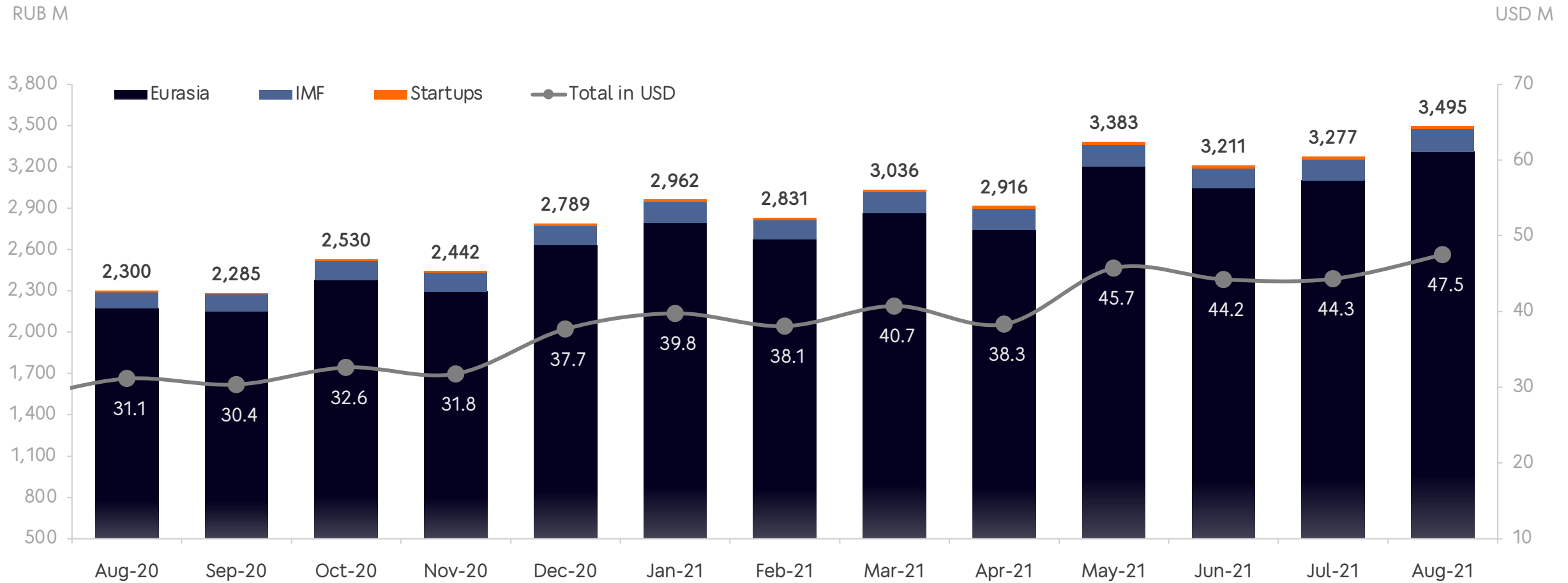
**+12**  
net new stores

**₹ 3.5 Bn**  
in system sales

**+52%**  
year-over-year  
change

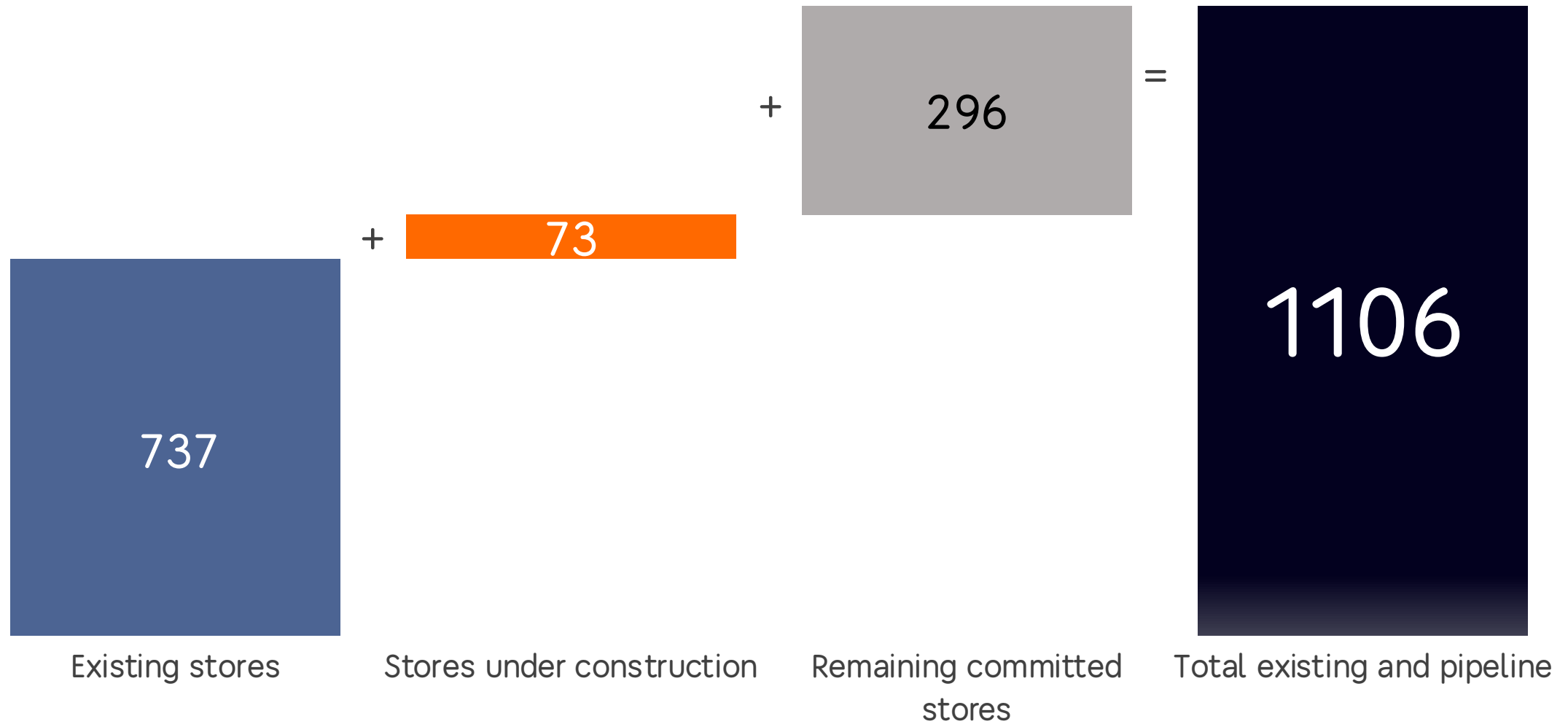
# System Sales

August: 3,495M RUB / 47.5M USD



Note: system sales - gross sales (incl. VAT where applicable but excluding sales tax) of all Dodo Brands stores including both franchised and company-owned. Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](#). Link: [sales and traffic of each store since inception](#).

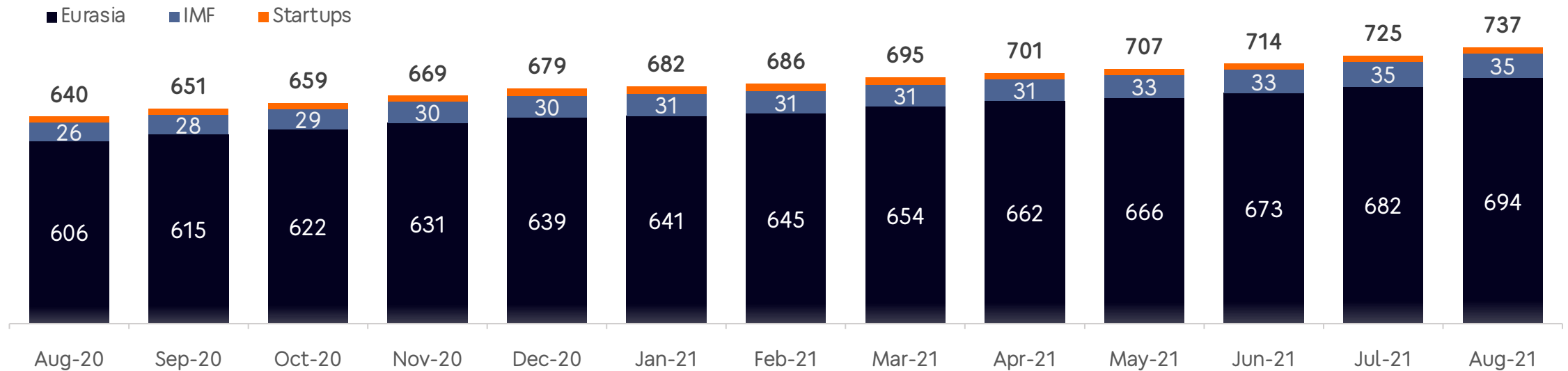
# Chain Growth Pipeline



Note: as of 31 August 2021.

# Store Count

August: 12 new stores, 737 total



## New stores

### RUSSIA:

Irkutsk-4

Kineshma-1

Moscow 1-8

Moscow 2-3

Moscow 4-5

Omsk-5

Pereslavl-Zalessky-1

Prokopyevsk-1

Saratov-6

Ufa-4

Ukhta-3

### BELARUS:

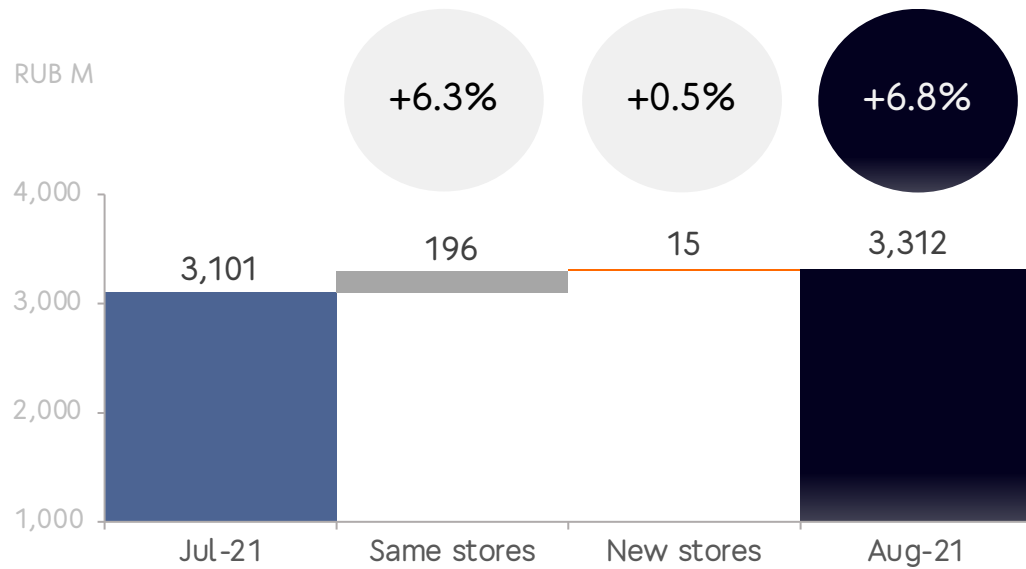
Soligorsk-1

EURASIA

# Eurasia: Sales Evolution

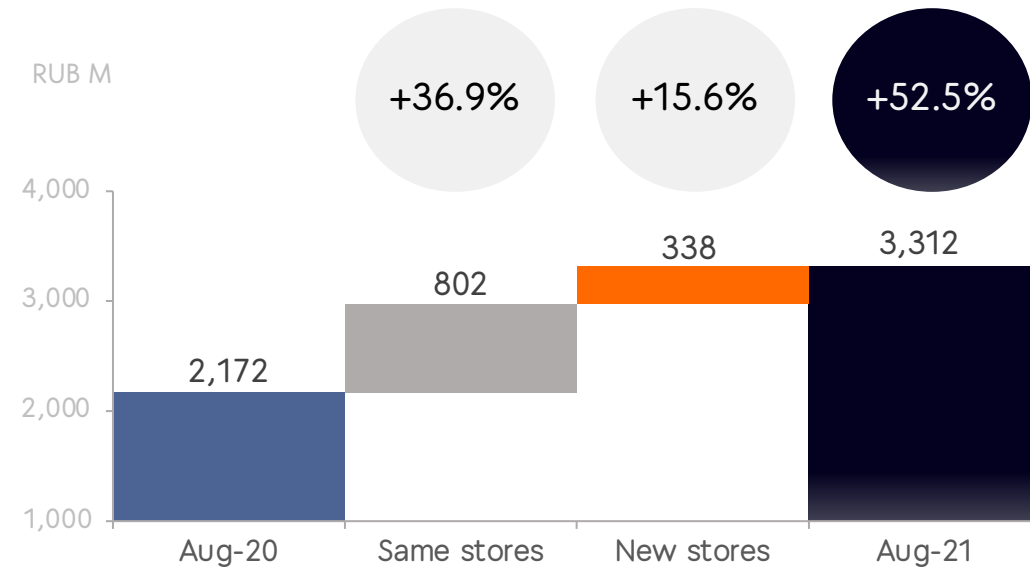
August: MoM +6.8%, YoY +52.5%

## Month over Month (MoM)



Traffic	Av. Ticket	$\Delta$ MoM
+6.0%	+0.3%	+6.3%

## Year over Year (YoY)



Traffic	Av. Ticket	$\Delta$ YoY
+31.1%	+4.4%	+36.9%

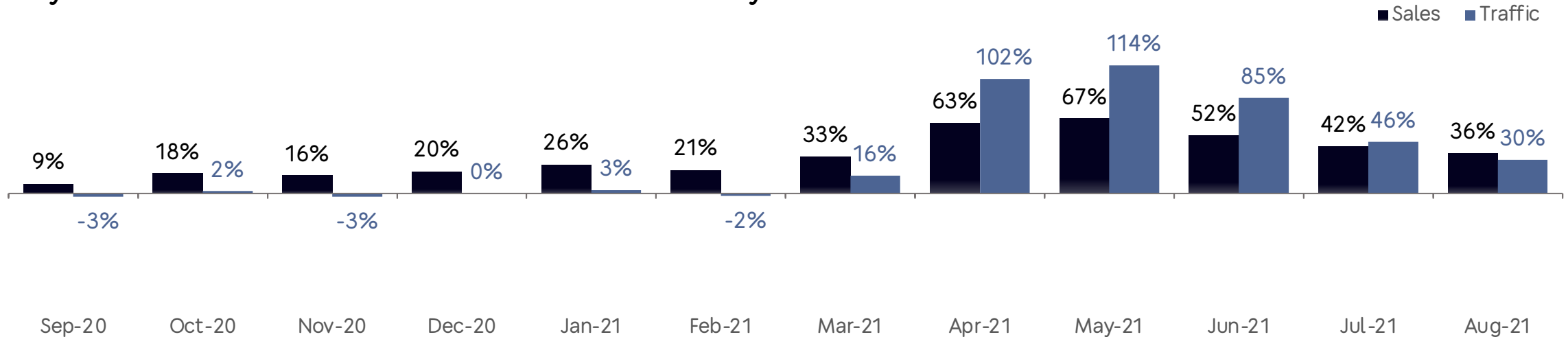
Note: gross sales including VAT where applicable. Traffic stands for order count.  
List of countries: Russia, Kazakhstan, Belarus.

# Eurasia: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of August 2021

Store age	Store Count	SALES			TRAFFIC			AVERAGE TICKET		
		In-Store	Delivery	Total	In-Store	Delivery	Total	In-Store	Delivery	Total
1-2 yrs old	117	83.8%	45.0%	60.6%	62.7%	31.9%	51.0%	13.0%	9.9%	6.3%
2-3 yrs old	146	51.7%	32.0%	39.5%	40.5%	20.4%	32.2%	8.0%	9.6%	5.5%
>3 yrs old	329	42.4%	22.6%	29.3%	34.4%	12.9%	24.1%	6.0%	8.6%	4.2%

## Dynamics of YoY LFL for all stores older than 1 year



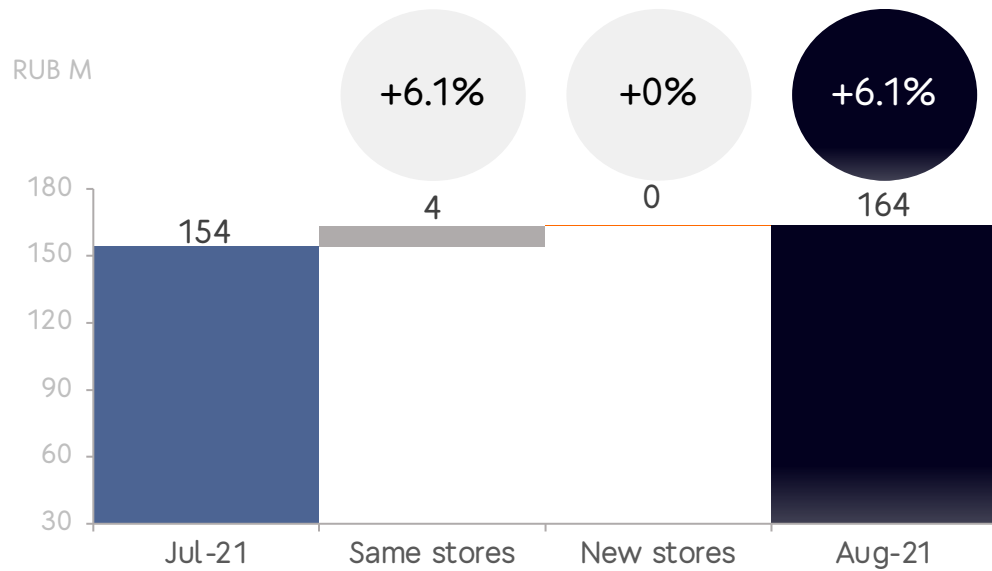
INTERNATIONAL  
MASTER-  
FRANCHISING



# IMF: Sales Evolution

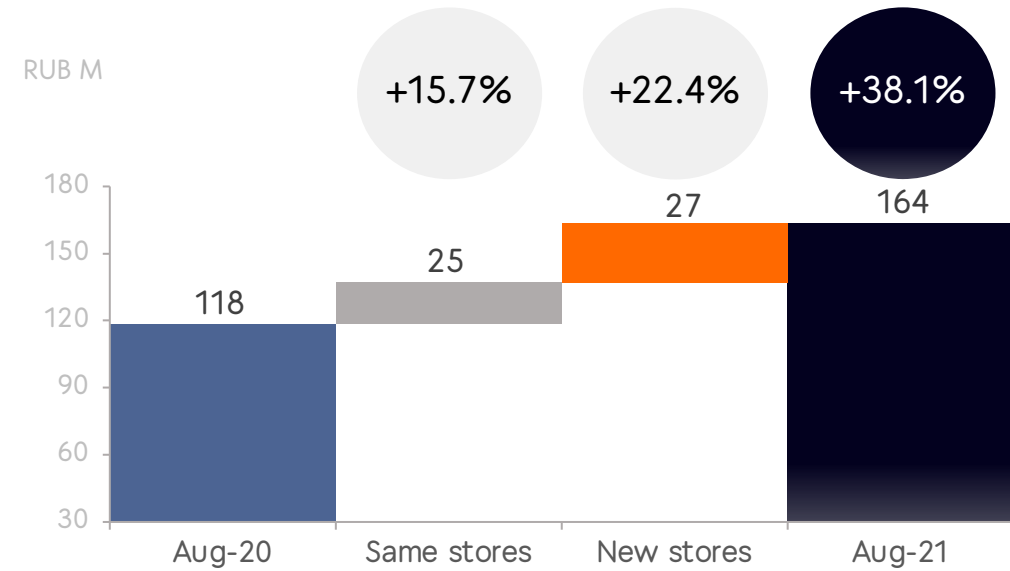
August: MoM +6.1%, YoY +38.1%

## Month over Month (MoM)



$$\text{Traffic } +9.6\% \times \text{Av. Ticket } -3.2\% = \Delta \text{ MoM } +6.1\%$$

## Year over Year (YoY)



$$\text{Traffic } +20.4\% \times \text{Av. Ticket } +1.4\% = \Delta \text{ YoY } +15.7\%$$

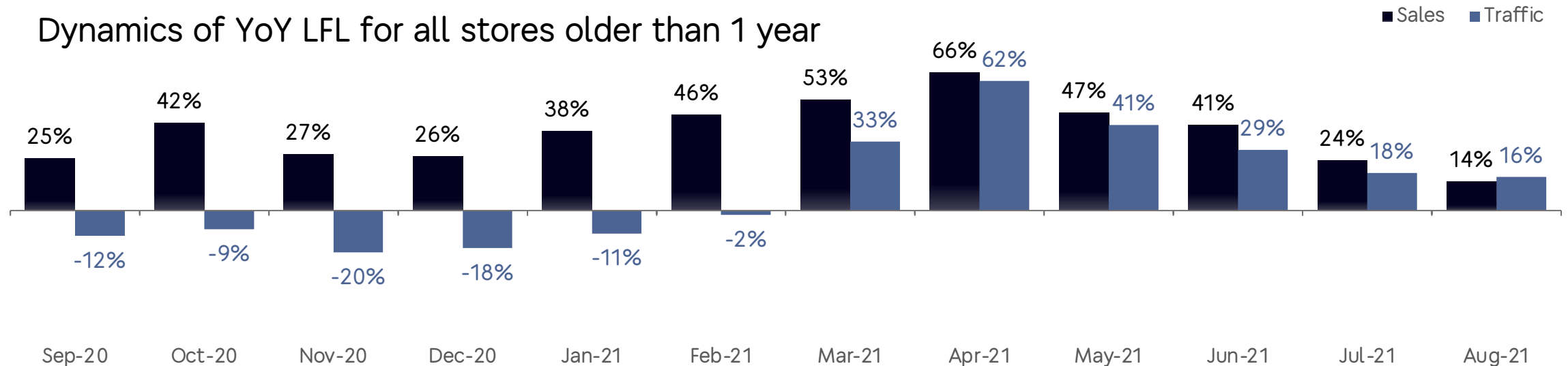
Note: gross sales including VAT where applicable. Traffic stands for order count.  
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://currencylayer.com).  
 List of countries: Germany, Estonia, Lithuania, Romania, Slovenia, Poland, Nigeria, Kyrgyzstan, Uzbekistan, USA, China.

# IMF: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of August 2021

Store age	Store Count	SALES			TRAFFIC			AVERAGE TICKET		
		In-Store	Delivery	Total	In-Store	Delivery	Total	In-Store	Delivery	Total
1-2 yrs old	7	24.8%	11.4%	16.8%	21.2%	12.3%	17.2%	2.9%	-0.8%	-0.4%
>2 yrs old	17	528.7%	11.2%	13.3%	460.6%	8.5%	15.1%	12.2%	2.5%	-1.5%

## Dynamics of YoY LFL for all stores older than 1 year

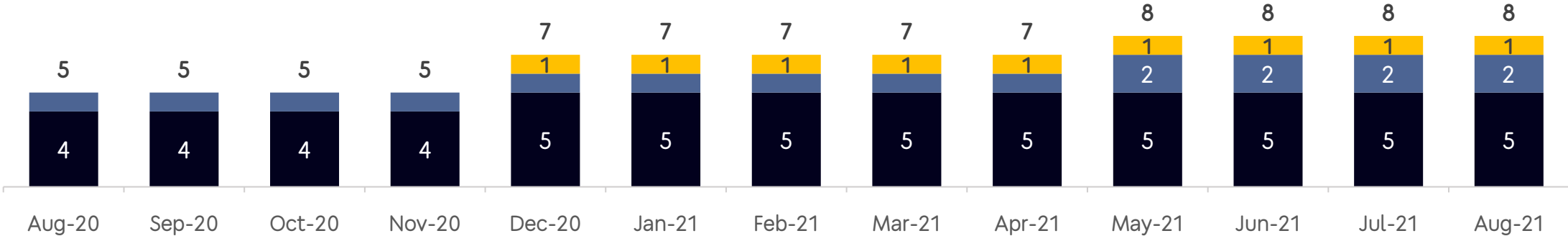


STARTUPS

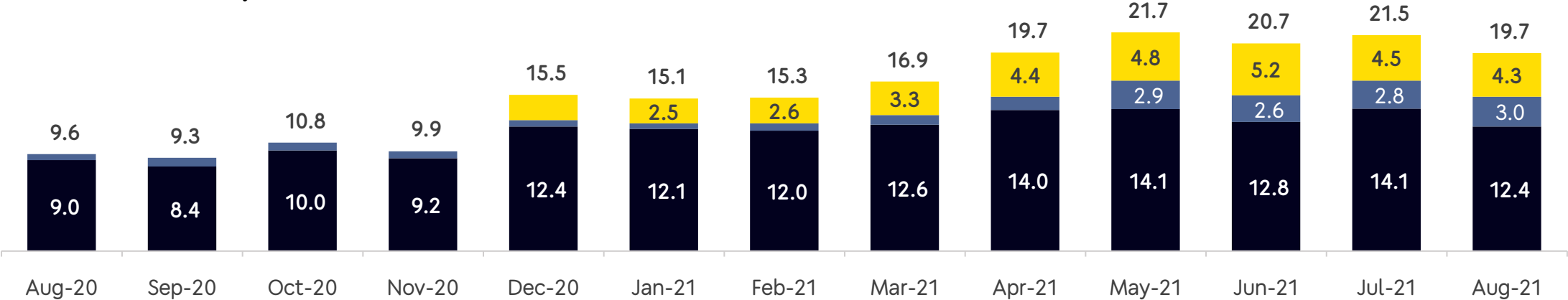
# Startups: store count and sales

## STORE COUNT

■ Dodo UK ■ Drinkit ■ Doner 42



## SYSTEM SALES, RUB M



Note: system sales - gross sales (incl. VAT where applicable but excluding sales tax) of all Dodo Brands stores including both franchised and company-owned. Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](http://currencylayer.com).