

FEBRUARY 2023

Monthly Trading Update



909
stores

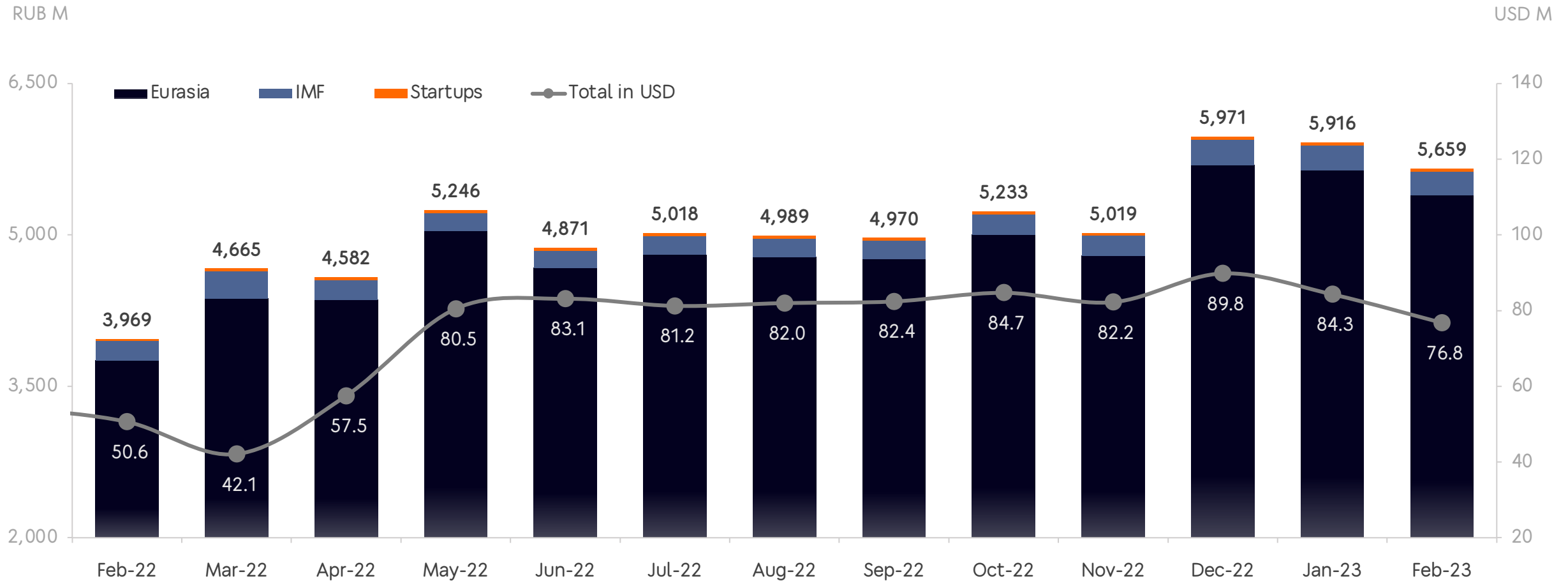
+2
net new stores

₹ 5.7 Bn
in system sales

+43%
year-over-year
change

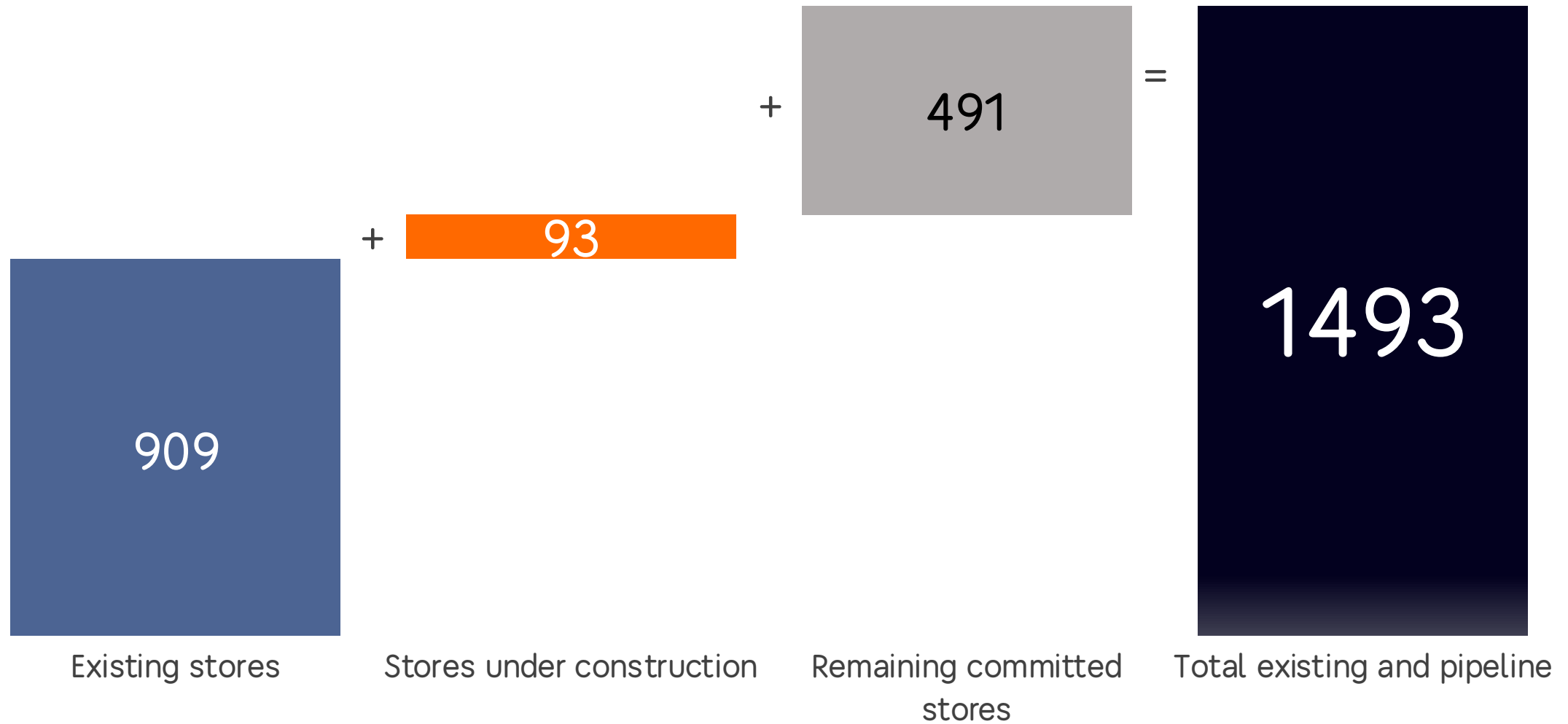
System Sales

February: 5,659M RUB / 76.8M 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](https://www.currencylayer.com). Link: [sales and traffic of each store since inception](#).

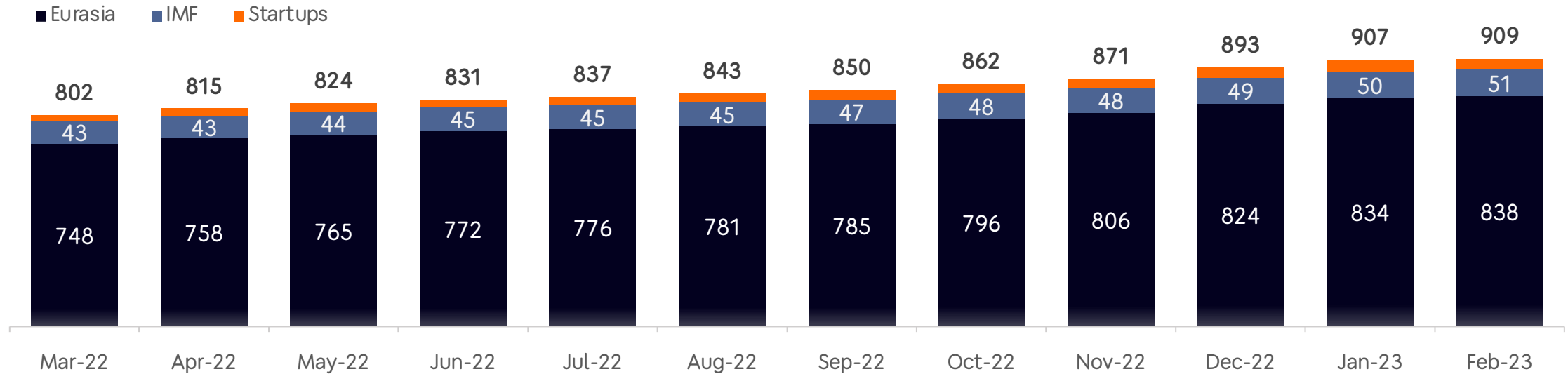
Chain Growth Pipeline



Note: as of 28 February 2023

Store Count

February: 6 new stores, 4 stores closed, 909 total



New stores

RUSSIA:

Kazan-9
Perm-5
Shchelkovo-4
Tuchkovo-1
Vladivostok-3

NIGERIA:

Lagos-8

Closed stores

RUSSIA:

Izhevsk-2

THE UNITED KINGDOM:

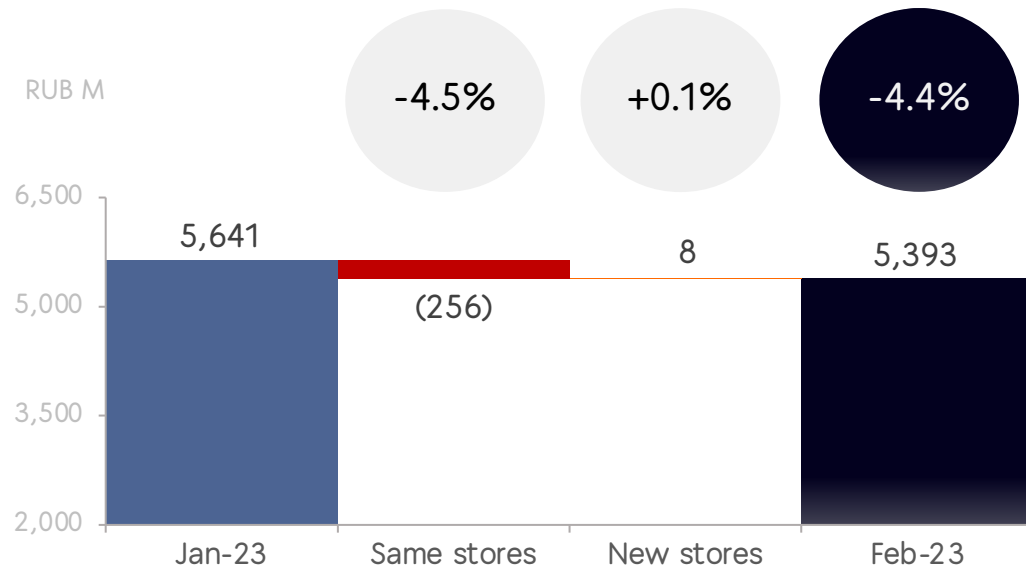
Brighton-1
Coventry-1
Walsall Wood-1

EURASIA

Eurasia: Sales Evolution

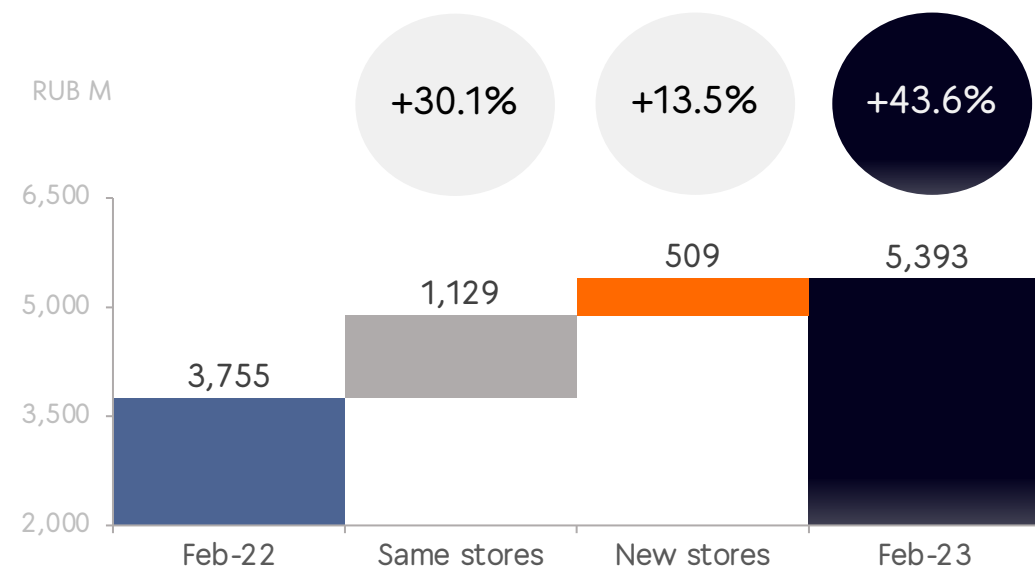
February: MoM -4.4%, YoY +43.6%

Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
-5.0%	× +0.5%	= -4.5%

Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+24.6%	× +4.5%	= +30.1%

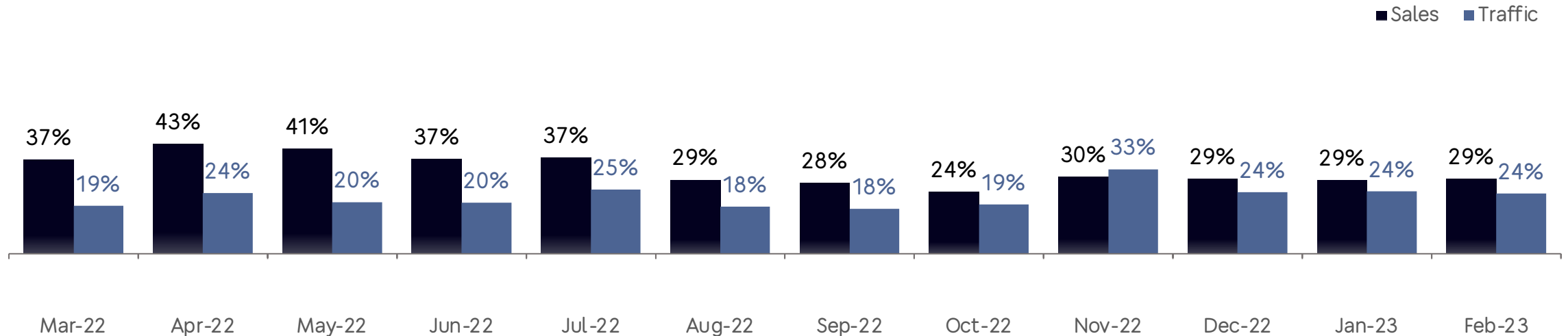
Note: gross sales including VAT where applicable. Traffic stands for order count.
List of countries: Russia, Kazakhstan, Belarus.

Eurasia: Like for Like Sales and Traffic

YoY LFL – Detailed Review of February 2023

Store age	Store Count	SALES			TRAFFIC			AVERAGE TICKET		
		In-Store	Delivery	Total	In-Store	Delivery	Total	In-Store	Delivery	Total
1-2 yrs old	95	44.2%	43.0%	43.4%	37.0%	37.8%	37.4%	5.2%	3.7%	4.4%
>2 yrs old	91	31.9%	30.9%	31.3%	23.1%	24.9%	23.9%	7.2%	4.8%	5.9%
>3 yrs old	537	32.2%	25.8%	26.9%	23.9%	21.4%	21.4%	6.7%	3.7%	4.5%

Dynamics of YoY LFL for all stores older than 1 year

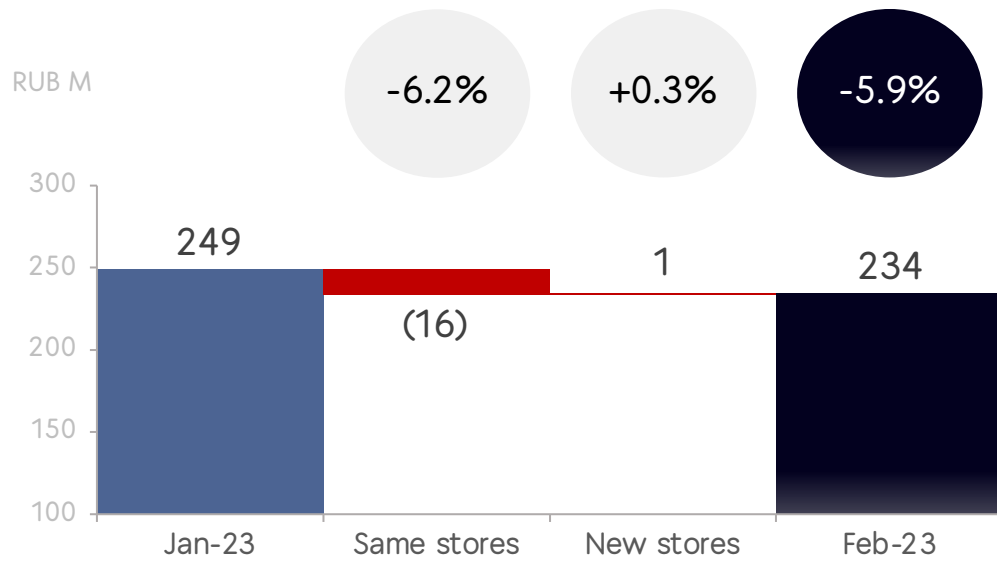


INTERNATIONAL
MASTER-
FRANCHISING

IMF: Sales Evolution

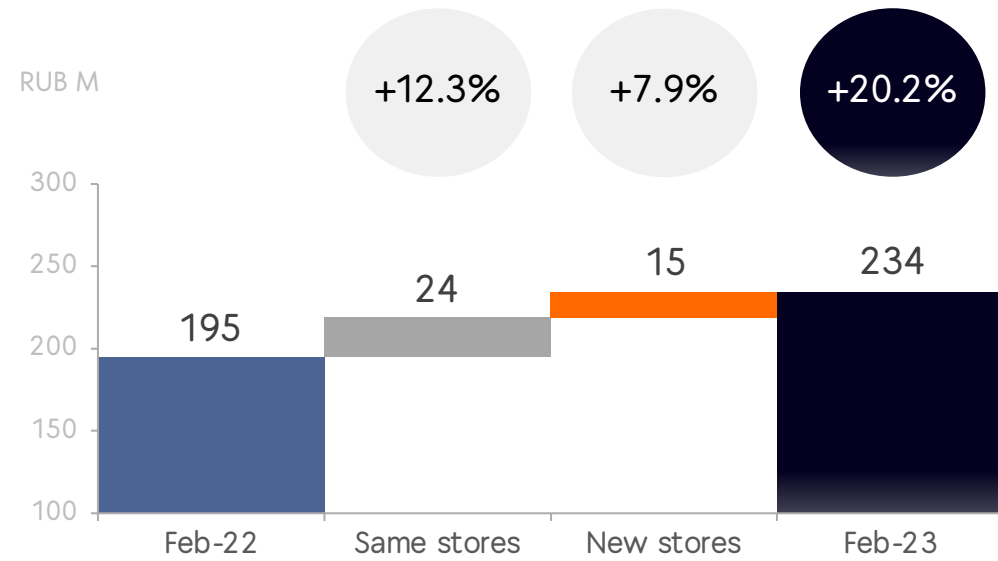
February: MoM -5.9%, YoY +20.2%

Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
-7.5%	× +1.5%	= -6.2%

Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+16.6%	× -3.8%	= +12.3%

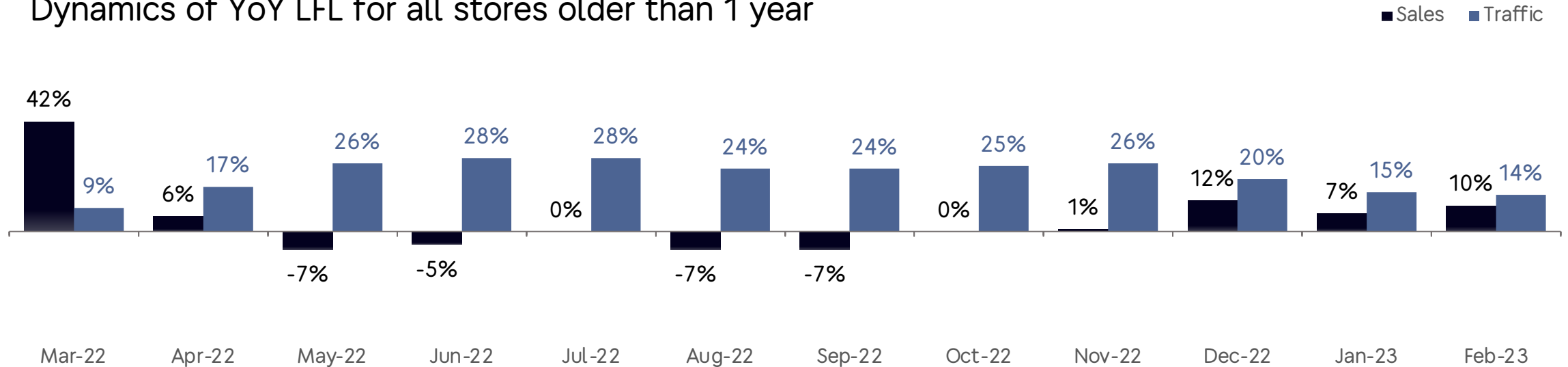
Note: gross sales including VAT where applicable. Traffic stands for order count.
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).
 List of countries: Germany, Estonia, Lithuania, Romania, Slovenia, Poland, Nigeria, Kyrgyzstan,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

IMF: Like for Like Sales and Traffic

YoY LFL – Detailed Review of February 2023

Store age	Store Count	SALES			TRAFFIC			AVERAGE TICKET		
		In-Store	Delivery	Total	In-Store	Delivery	Total	In-Store	Delivery	Total
1-2 yrs old	11	56.7%	29.8%	41.8%	26.0%	28.0%	26.6%	24.4%	1.4%	12.0%
> 2 yrs old	29	360.6%	-0.9%	4.9%	308.7%	-0.2%	11.5%	12.7%	-0.7%	-5.9%

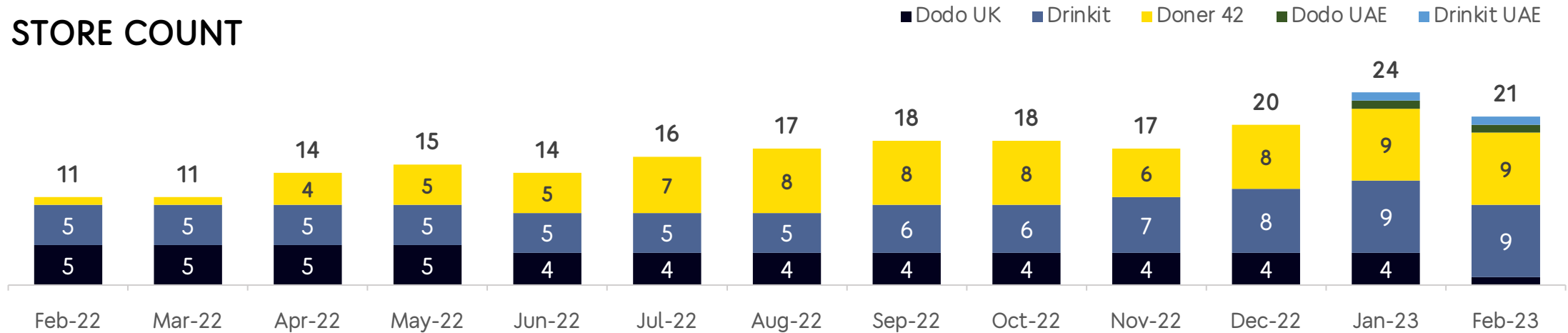
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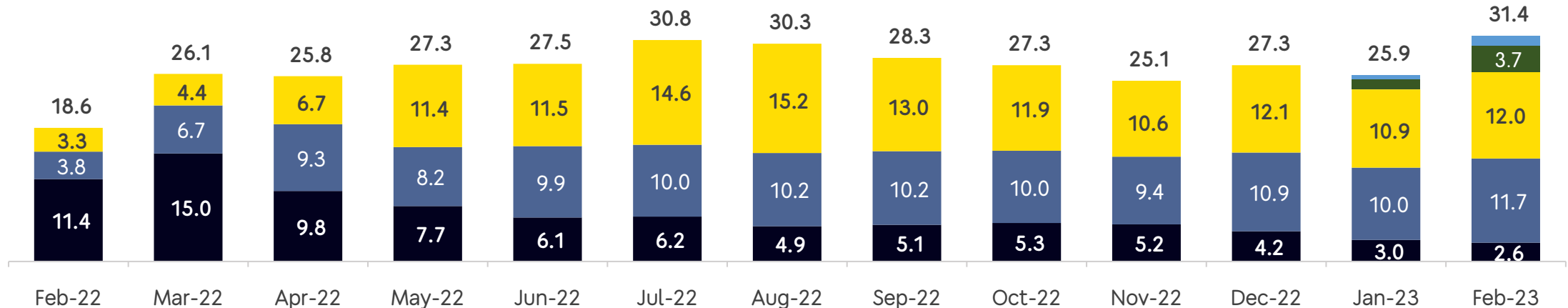
STARTUPS

Startups: store count and sales

STORE COUNT



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](https://www.currencylayer.com).