

JAN UARY 2024

Monthly Trading Update



1036
stores

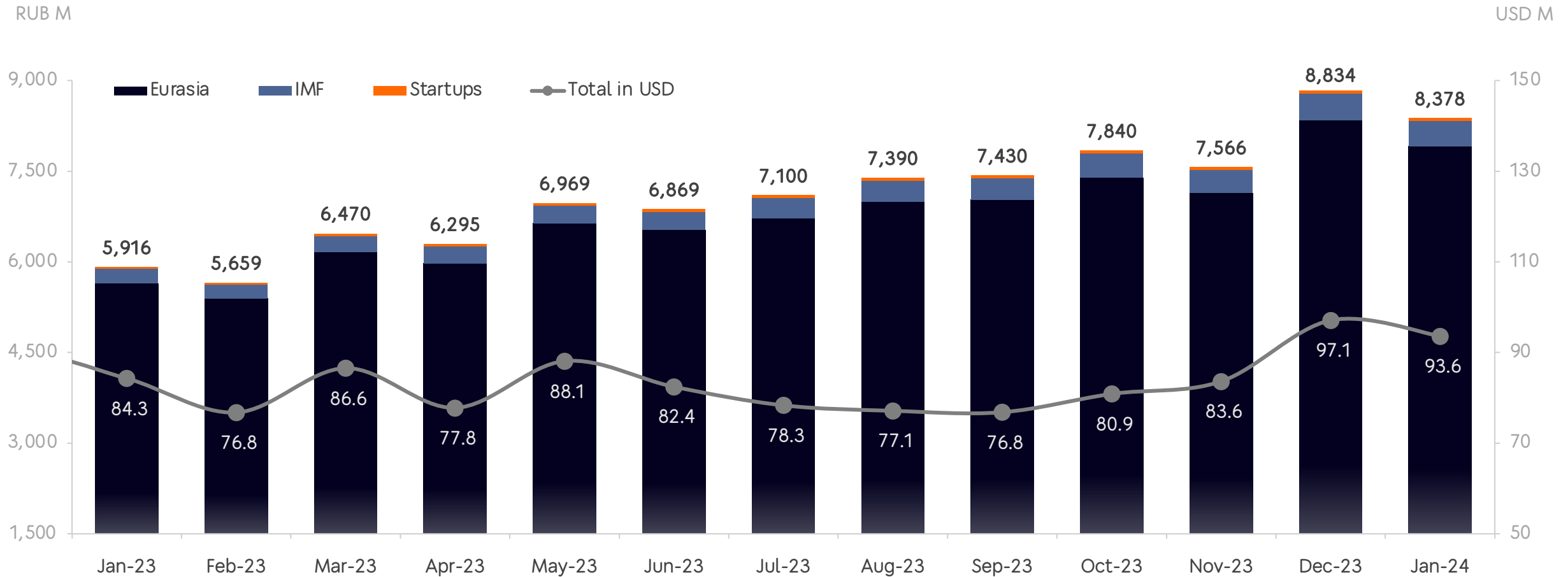
+9
net new stores

₹ 8.4 Bn
in system sales

+42%
year-over-year
change

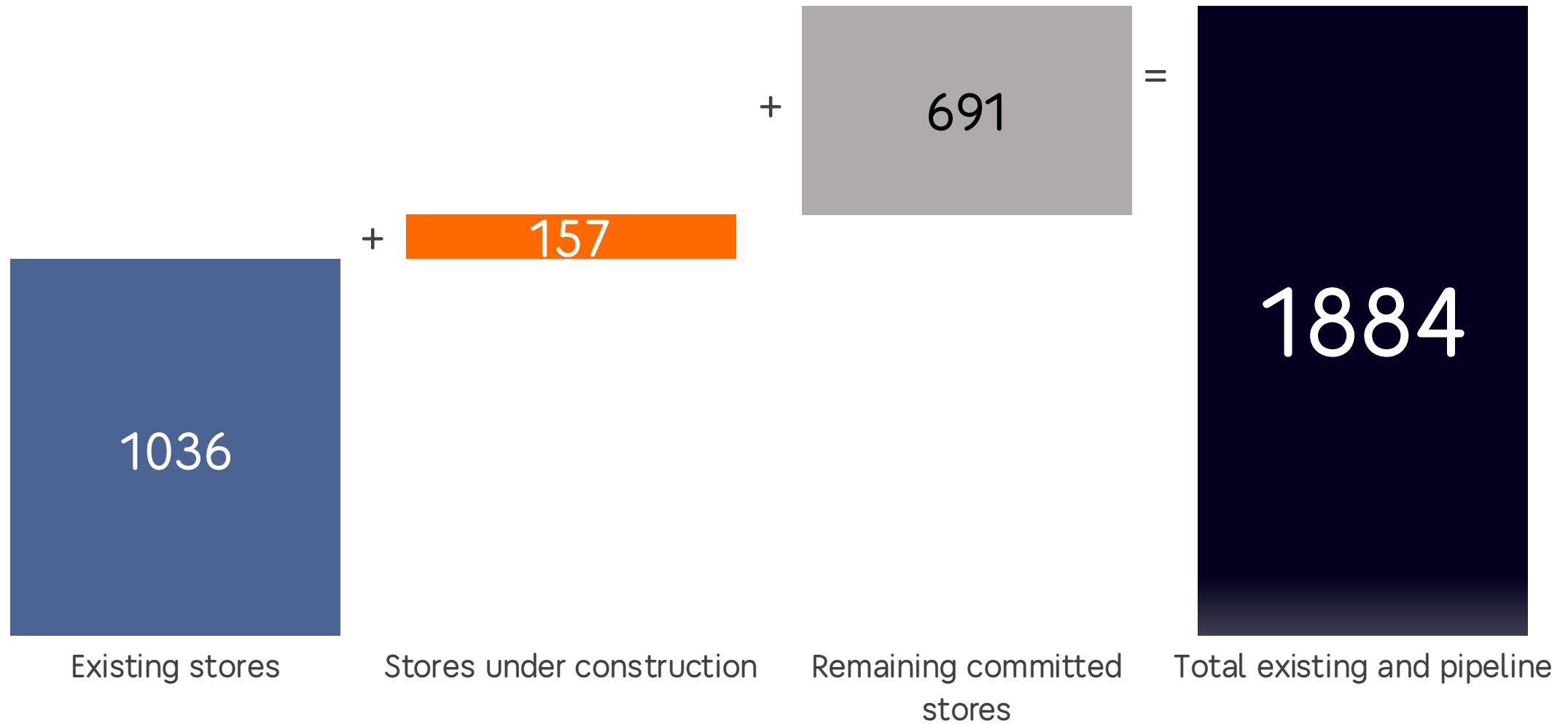
System Sales

January: 8,378M RUB / 93.6M 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](#).

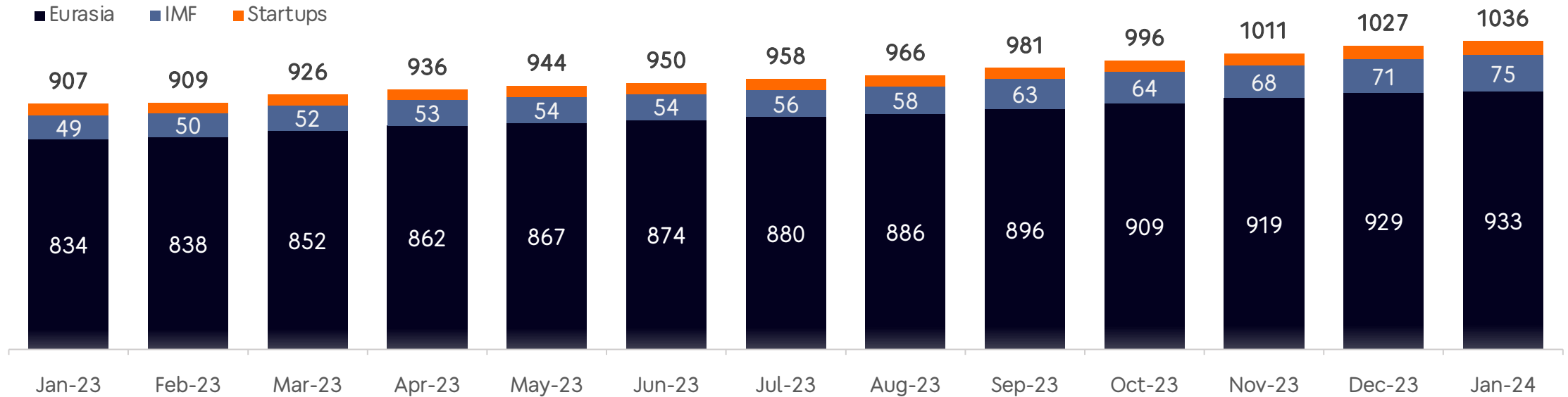
Chain Growth Pipeline



Note: as of 31 January 2024

Store Count

January: 11 new stores, 2 stores closed, 1036 total



New stores

RUSSIA:

Chita-3

Chusovoy-1

Nefteyugansk-2

Omsk-13

Saint Petersburg 3-14

Drinkit Moscow 1-2

TURKIYE:

İzmir-1

İzmir-2

CYPRUS:

Limassol-2

SERBIA:

Novi Sad-1

KAZAKHSTAN:

Drinkit Astana 1-4

Closed stores

RUSSIA:

Novosibirsk-6

KAZAKHSTAN:

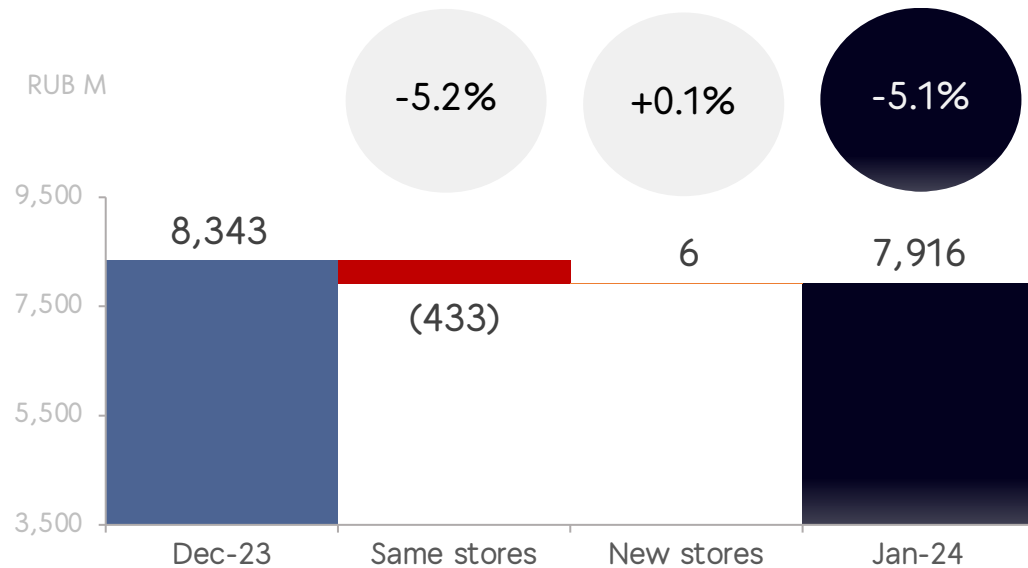
Doner Almaty 1-1

EURASIA

Eurasia: Sales Evolution

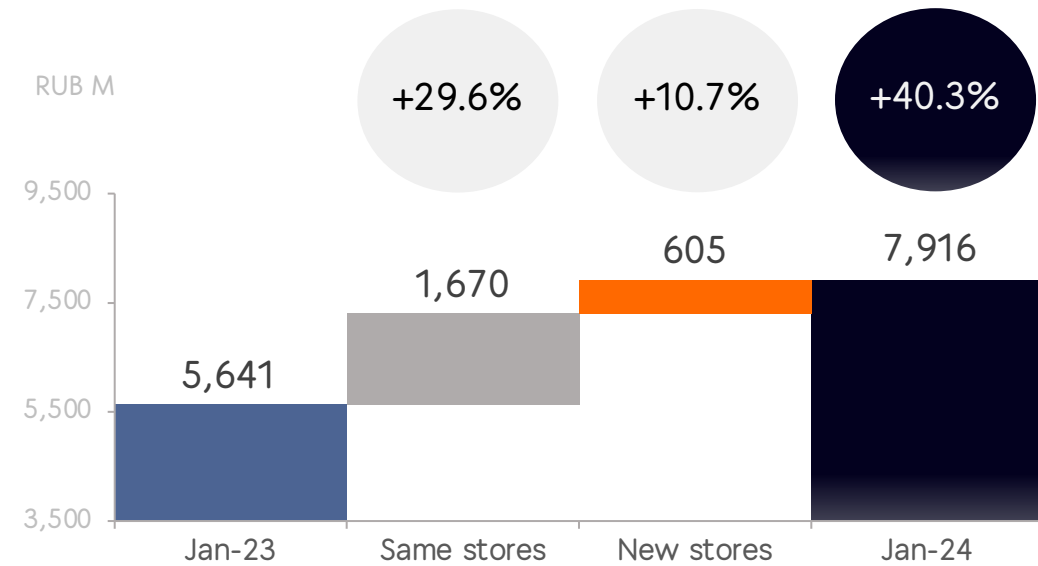
January: MoM -5.1%, YoY +40.3%

Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
-3.9%	×	-1.4%
		= -5.2%

Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+13.8%	×	+13.8%
		= +29.6%

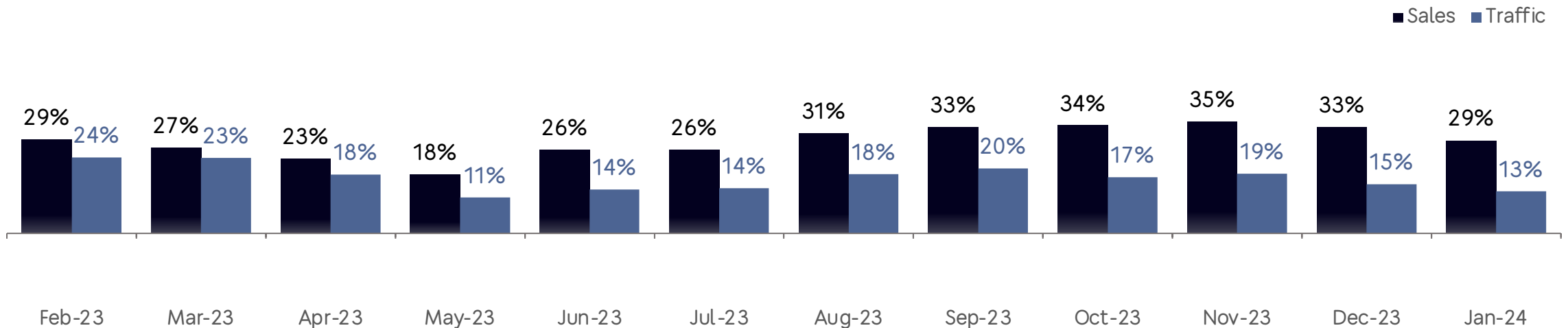
Note: gross sales including VAT where applicable. Traffic stands for order count.
List of countries: Russia, Kazakhstan, Belarus.

Eurasia: Like for Like Sales and Traffic

YoY LFL – Detailed Review of January 2024

Store age	Store Count	SALES			TRAFFIC			AVERAGE TICKET		
		In-Store	Delivery	Total	In-Store	Delivery	Total	In-Store	Delivery	Total
1-2 yrs old	110	47.3%	43.6%	44.9%	30.6%	27.6%	29.2%	12.8%	12.5%	12.2%
2-3 yrs old	91	26.9%	34.4%	31.8%	10.1%	17.2%	13.5%	15.3%	14.6%	16.1%
> 3 yrs old	615	26.5%	26.1%	26.2%	10.6%	11.0%	10.8%	14.4%	13.6%	13.9%

Dynamics of YoY LFL for all stores older than 1 year

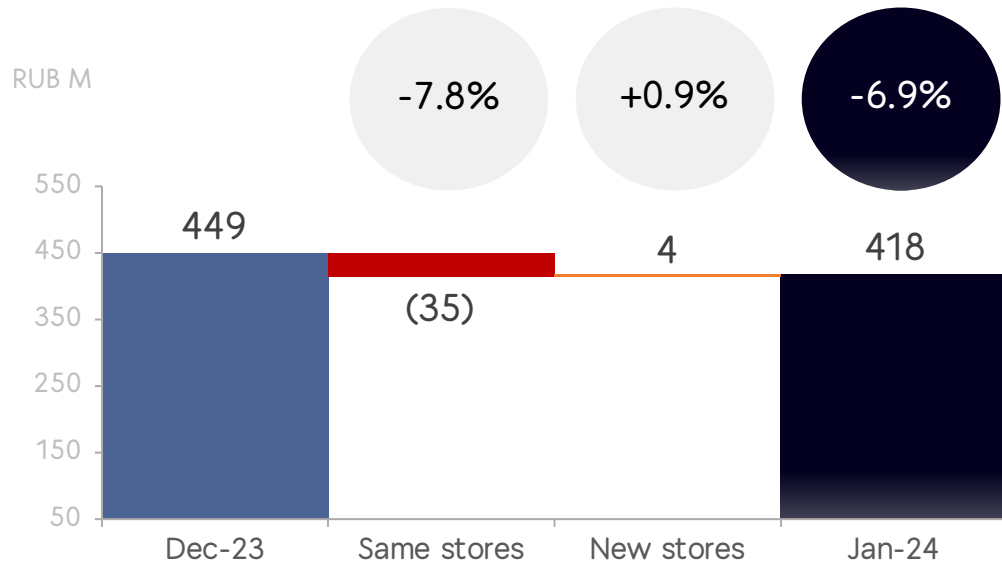


INTERNATIONAL
MASTER-
FRANCHISING

IMF: Sales Evolution

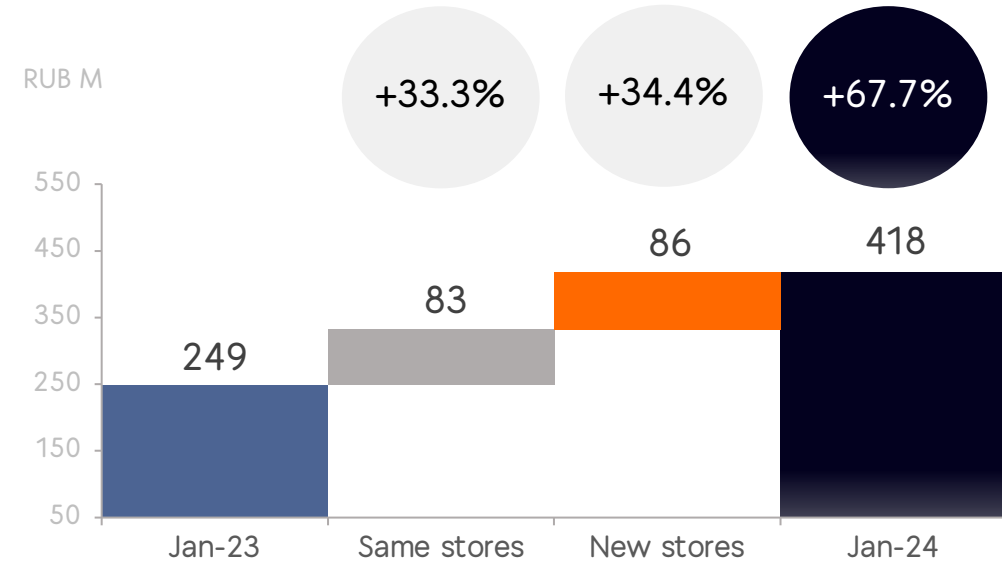
January: MoM -6.9%, YoY +67.7%

Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
-1.8%	× -5.9%	= -7.8%

Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+11.8%	× +19.3%	= +33.3%

Note: gross sales including VAT where applicable. Traffic stands for order count.

Converted into RUB from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).

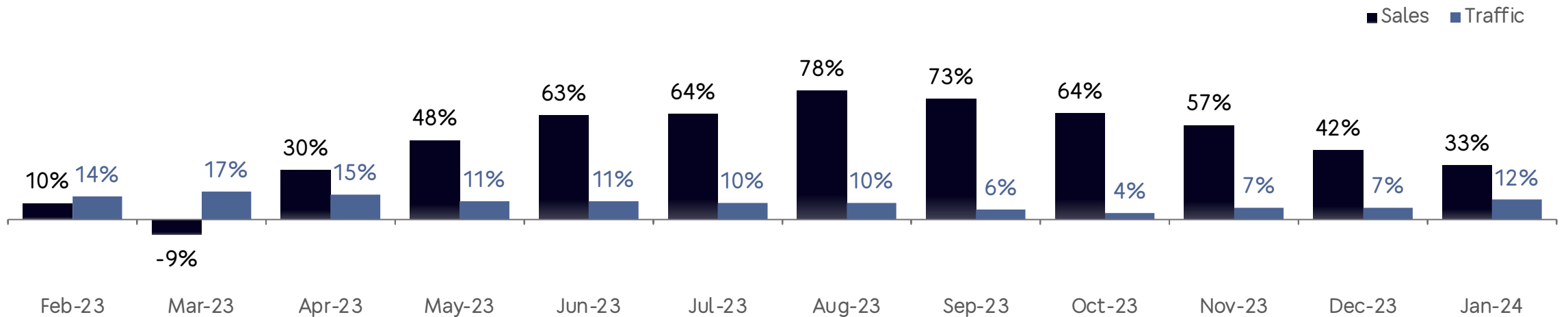
List of countries: Armenia, Kyrgyzstan, Tajikistan, Uzbekistan, Cyprus, Estonia, Germany, Lithuania, Romania, Poland, Serbia, Slovenia, Turkiye, Nigeria, Vietnam.

IMF: Like for Like Sales and Traffic

YoY LFL – Detailed Review of January 2024

Store age	Store Count	SALES			TRAFFIC			AVERAGE TICKET		
		In-Store	Delivery	Total	In-Store	Delivery	Total	In-Store	Delivery	Total
1-2 yrs old	9	29.6%	94.9%	54.0%	16.7%	73.6%	32.1%	11.1%	12.3%	16.6%
2-3 yrs old	12	14.0%	46.9%	29.9%	0.9%	27.3%	9.2%	13.0%	15.4%	18.9%
> 3 yrs old	27	19.2%	39.0%	30.9%	8.3%	10.0%	9.0%	10.1%	26.4%	20.1%

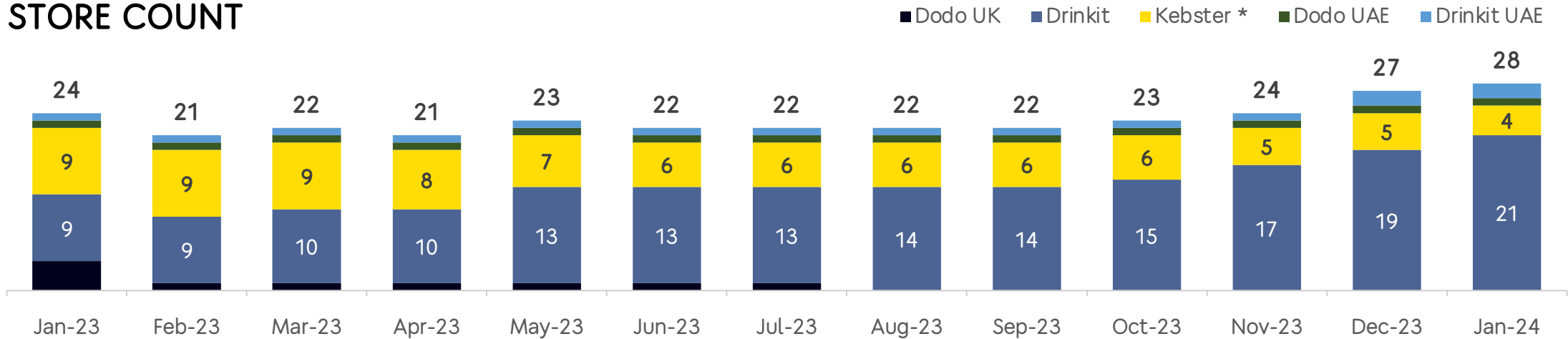
Dynamics of YoY LFL for all stores older than 1 year



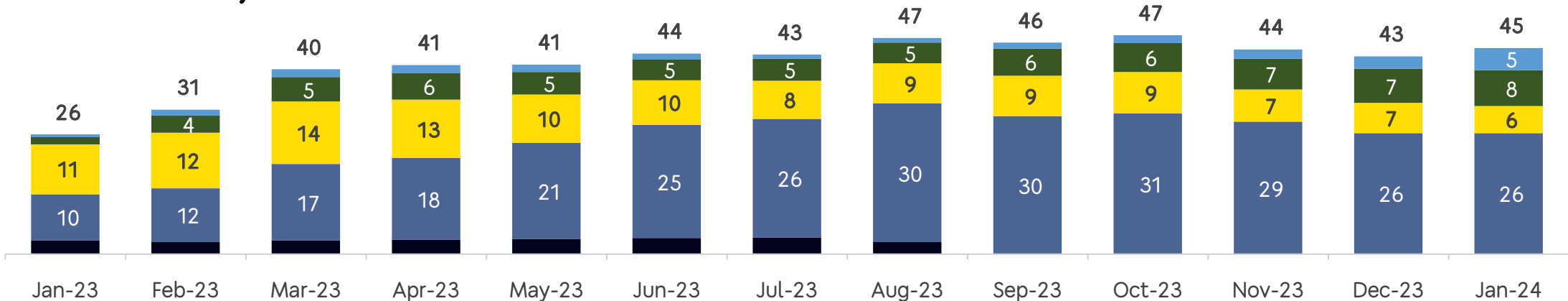
STARTUPS

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).

* Kebster includes Doner 42.