

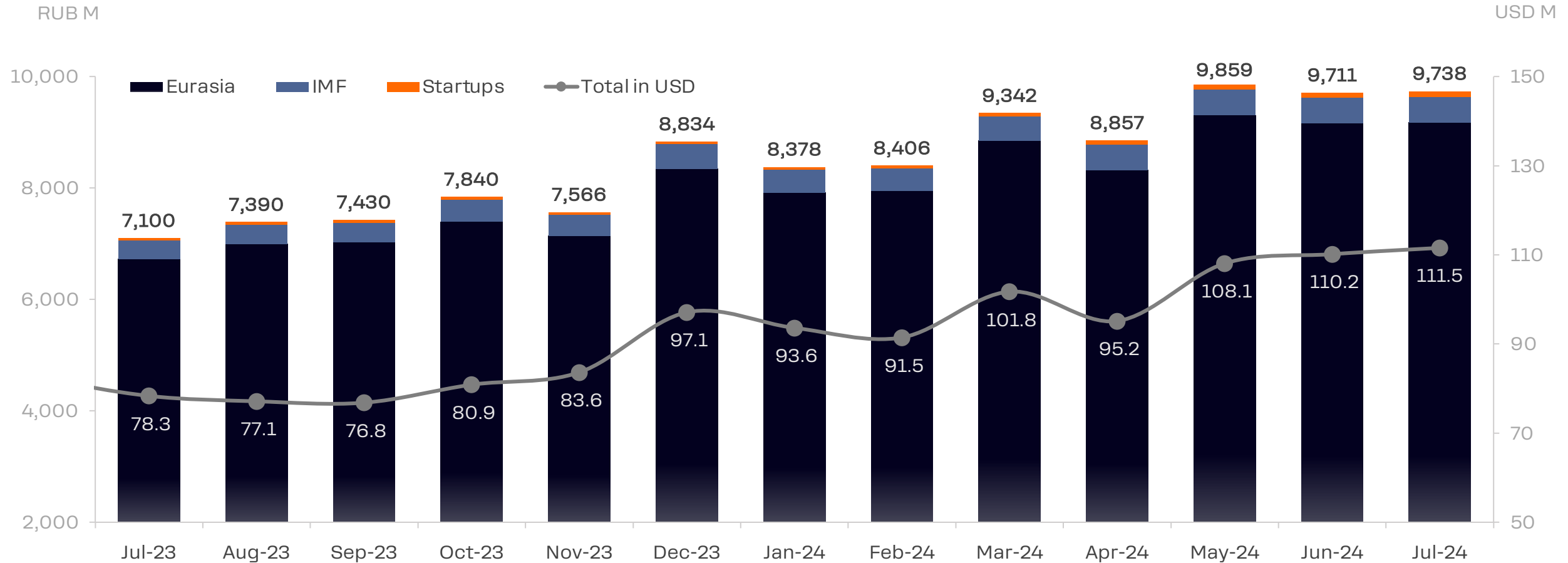
**DODO  
BRANDS**

# **MONTHLY TRADING UPDATE**

**JULY  
2024**

# System Sales

July: 9,738M RUB / 111.5M USD



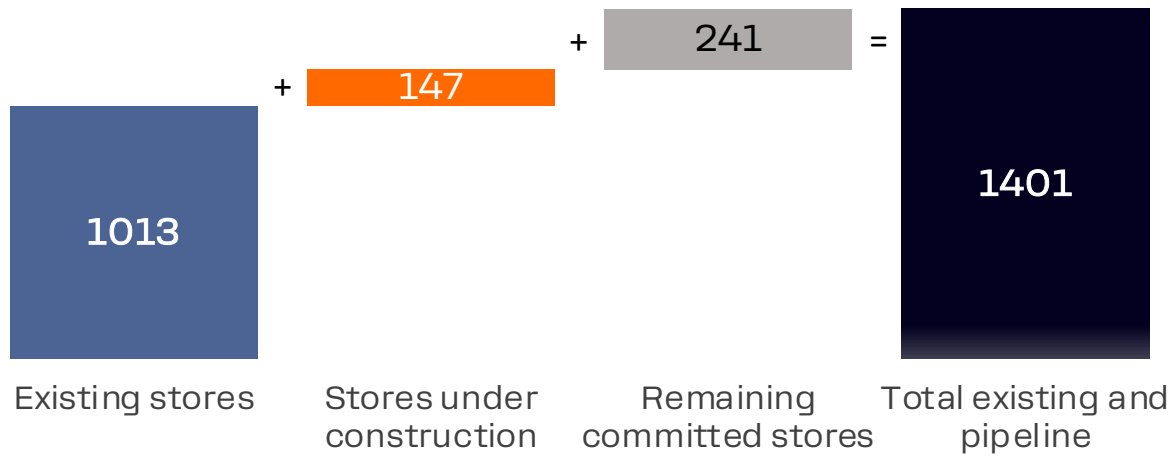
Note: system sales - gross sales (incl. VAT where applicable but excluding sales tax) of all Dodo Brands stores including both franchised and company-owned. Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](#). Link: [sales and traffic of each store since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

# Chain Growth Pipeline

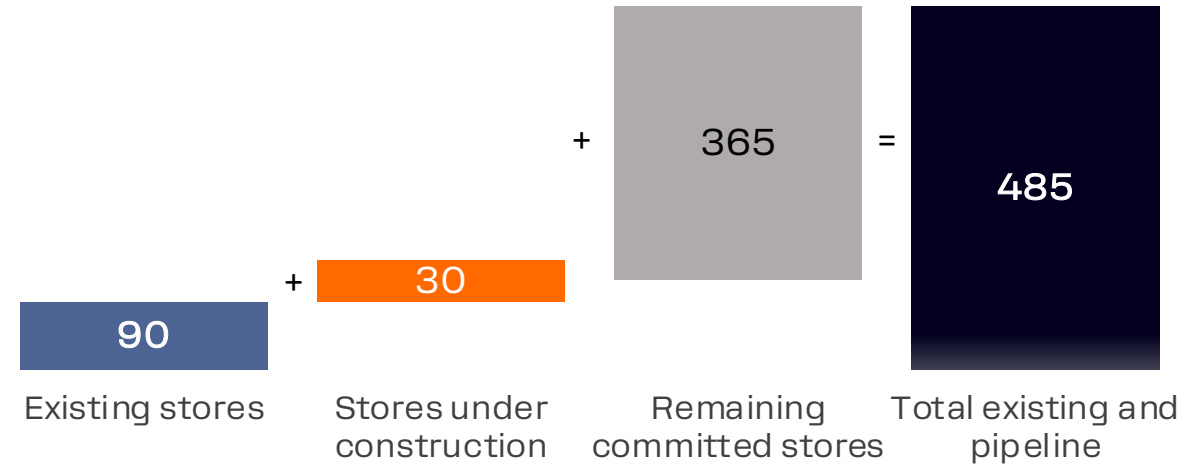


Note: as of 31 July 2024

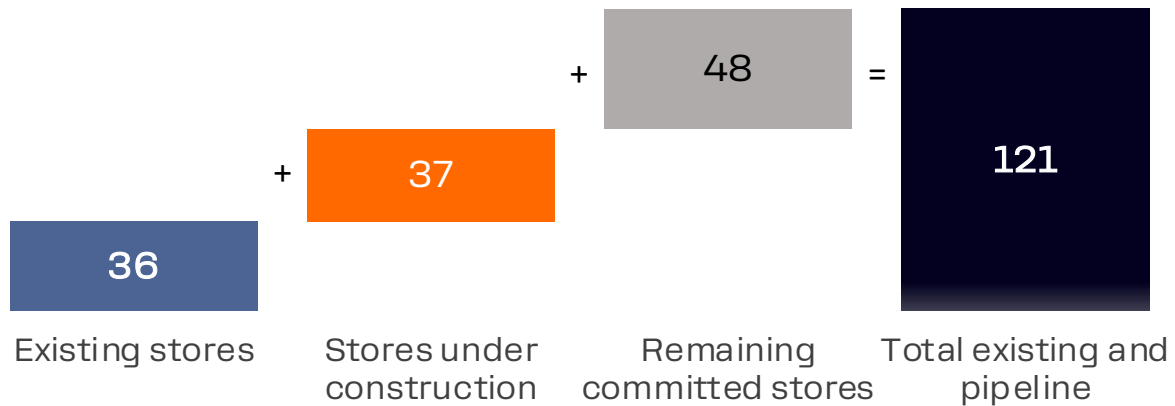
# EURASIA



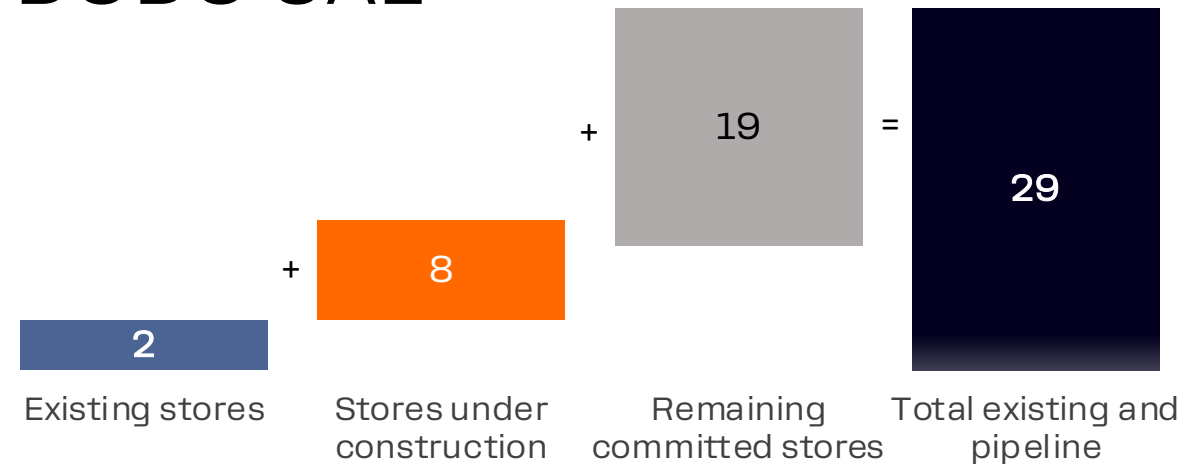
# IMF



# DRINKIT



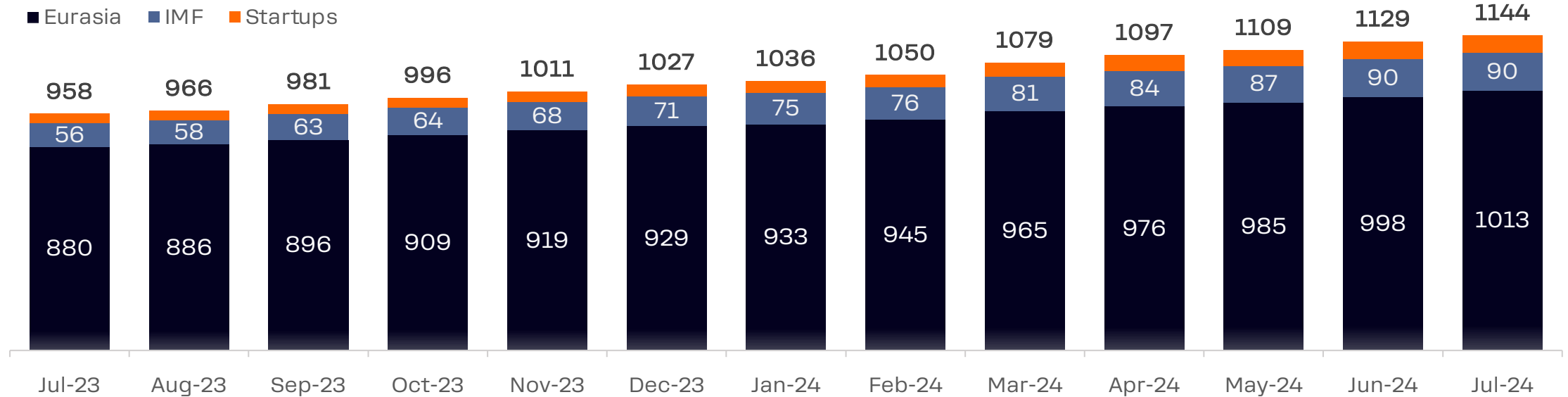
# DODO UAE



Note: Kebster is not included in this report.

# Store Count

July: 18 new stores, 3 stores closed, 1144 total



## New stores

### RUSSIA:

Astrakhan-6

Cherkessk-1

Izhevsk-7

Leningradskaya-1

Omsk-14

Omsk-15

Orenburg-5

Razvilka-1

Saint Petersburg 3-11

Saint Petersburg 6-4

Samara-12

Volgograd-7

Vologda-3

Vsevolozhsk-2

Ufa-8

Drinkit Moscow 0-17

### KAZAKHSTAN:

Shchuchinsk-1

### TAJIKISTAN:

Dushanbe-5

## Closed stores

### RUSSIA:

Tobolsk-1

Doner Novy Urengoy 1-1

### ROMANIA:

Bucharest-4



ДОДО ПИЦЦА

EURASIA

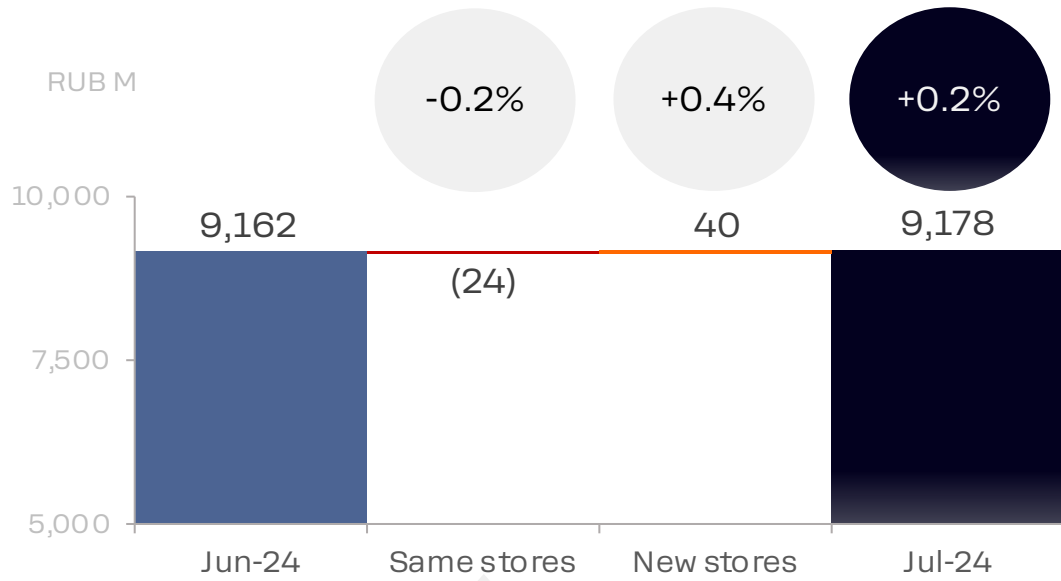
ДОДО  
ПИЦЦА



# Eurasia: Sales Evolution

July: MoM +0.2%, YoY +36.4%

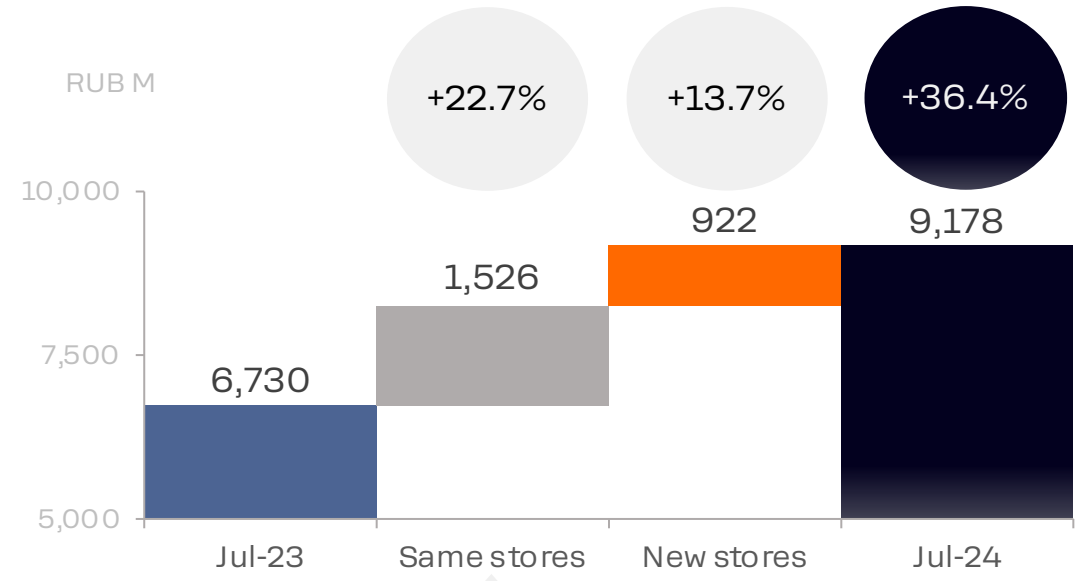
## Month over Month (MoM)



Traffic  $\Delta$  MoM

$+0.1\% \times -0.4\% = -0.2\%$

## Year over Year (YoY)



Traffic  $\Delta$  YoY

$+13.0\% \times +8.6\% = +22.7\%$

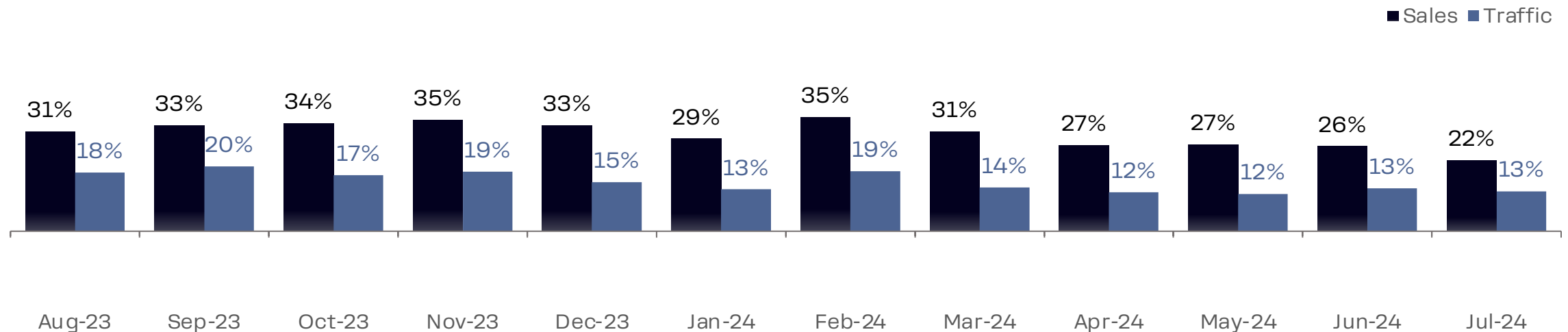
Note: gross sales including VAT where applicable. Traffic stands for order count.  
List of countries: Russia, Kazakhstan, Belarus.

# Eurasia: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of July 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	108	25.0%	35.7%	30.9%	23.7%	27.2%	25.1%	1.1%	6.6%	4.6%
2-3 yrs old	105	19.1%	34.1%	27.5%	11.3%	20.0%	14.8%	6.9%	11.8%	11.1%
> 3 yrs old	652	17.7%	21.7%	20.2%	11.3%	9.6%	10.5%	5.7%	11.0%	8.7%

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





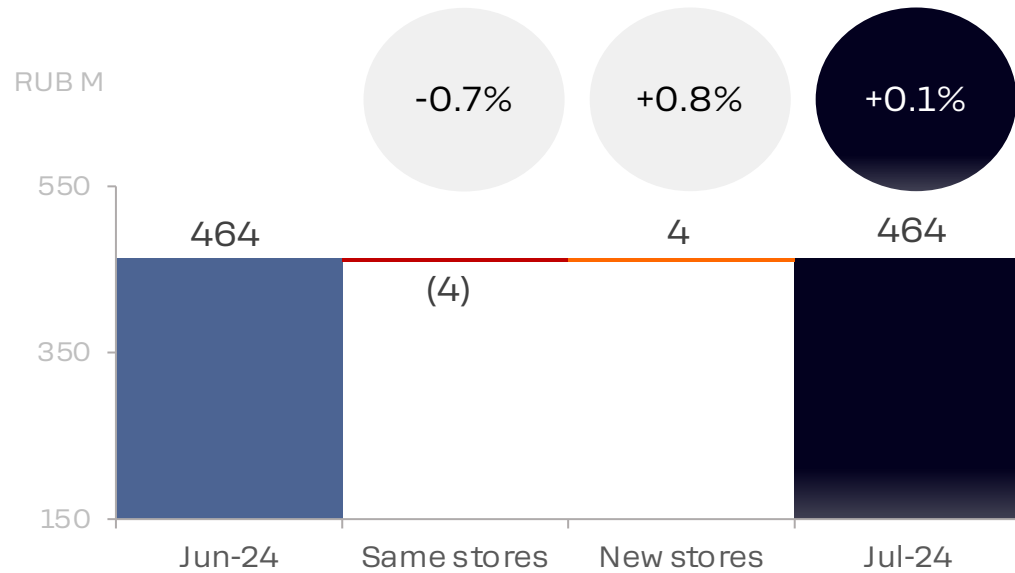
A photograph of two women sitting at a wooden table in an outdoor setting, likely a Dodo Pizza restaurant. The woman on the right is wearing a white button-down shirt and is holding a smartphone, showing something on the screen to the woman on the left. On the table are two open pizza boxes with the Dodo Pizza logo, two orange and white paper cups, and a pizza. The background is a rough, textured stone wall. The text 'INTERNATIONAL MASTER FRANCHISING' is overlaid in large white letters on the left side of the image.

# INTERNATIONAL MASTER FRANCHISING

# IMF: Sales Evolution

July: MoM +0.1%, YoY +41.8%

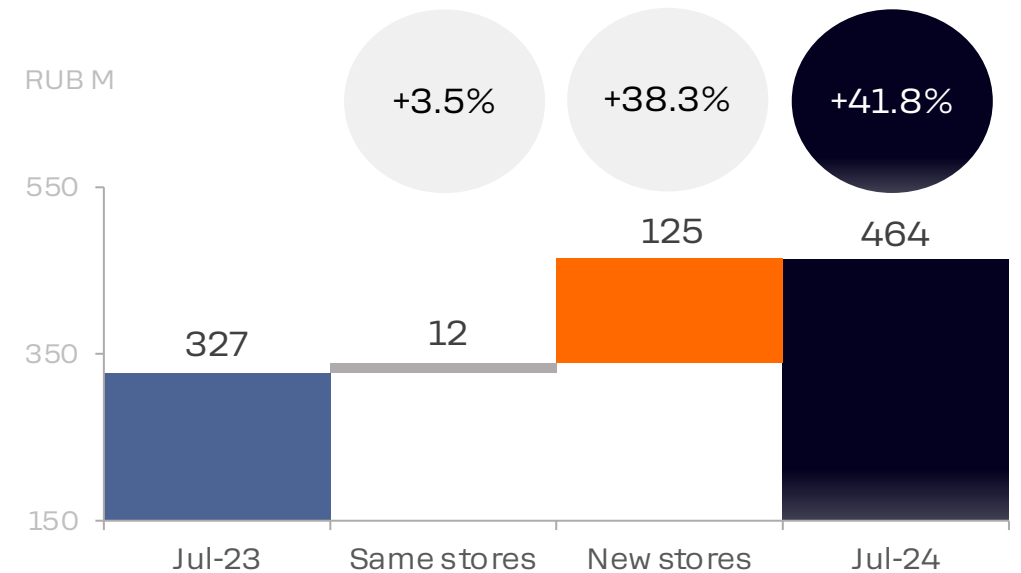
## Month over Month (MoM)



$$\text{Traffic} \quad \text{Av. Ticket} \quad \Delta \text{ MoM}$$

$$+1.5\% \times -2.3\% = -0.7\%$$

## Year over Year (YoY)



$$\text{Traffic} \quad \text{Av. Ticket} \quad \Delta \text{ YoY}$$

$$+6.9\% \times -2.9\% = +3.5\%$$

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).

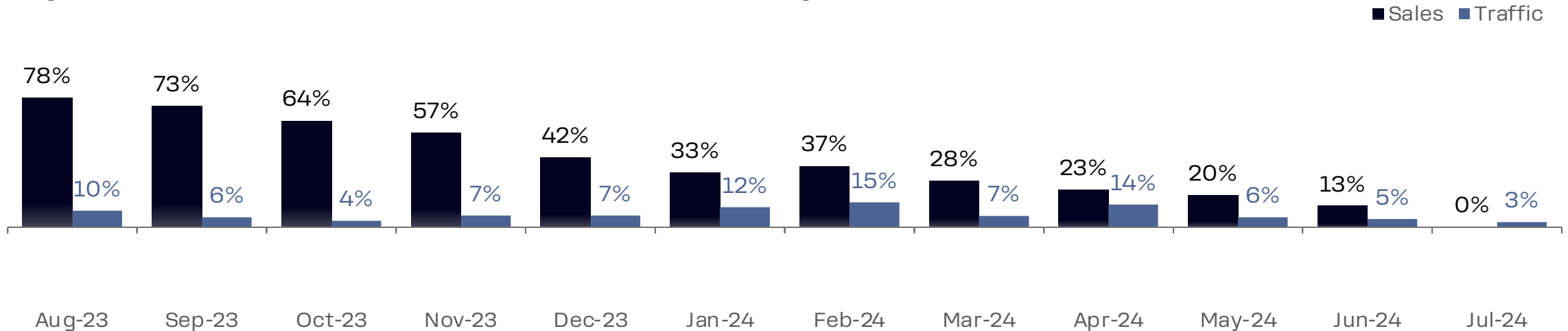
List of countries: Armenia, Azerbaijan, Georgia, Kyrgyzstan, Tajikistan, Uzbekistan, Croatia, Cyprus, Estonia, Germany, Lithuania, Romania, Poland, Serbia, Slovenia, Türkiye, Nigeria, Vietnam.

# IMF: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of July 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	-24.0%	107.3%	16.9%	-6.4%	105.1%	22.3%	-18.8%	1.1%	-4.4%
2-3 yrs old	13	-11.5%	15.5%	0.5%	-3.3%	27.5%	6.5%	-8.4%	-9.5%	-5.6%
> 3 yrs old	31	-14.0%	8.6%	-1.6%	-3.9%	7.7%	0.3%	-10.5%	0.8%	-1.9%

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





# STARTUPS

карак шайы

жиі кездесіп тұруымызға себеп ★

көпшілікке белгілі және танымал  
сәлемдесу әдісімізді "Біріккен  
Мәдениет" мектебі 5, 7 және 10%  
жылдық

800 T



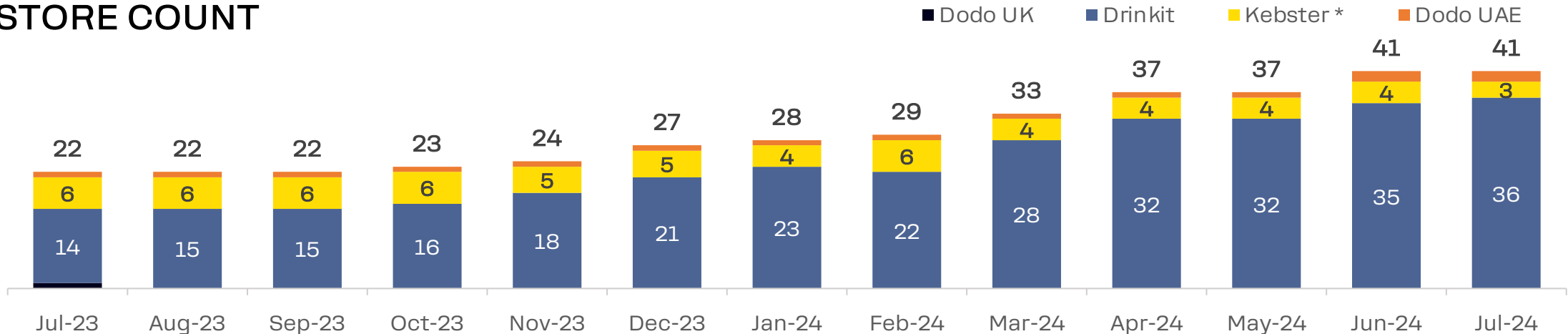
Сырная пенка  
400 T

Отқандық меню

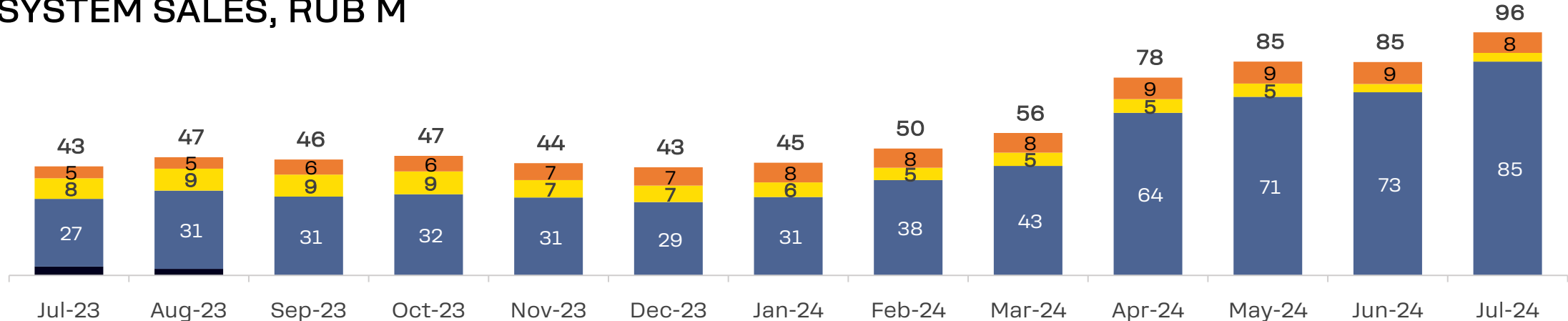


# Startups: store count and sales

## 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.