



JUNE 2021

Monthly Trading Update



714
stores

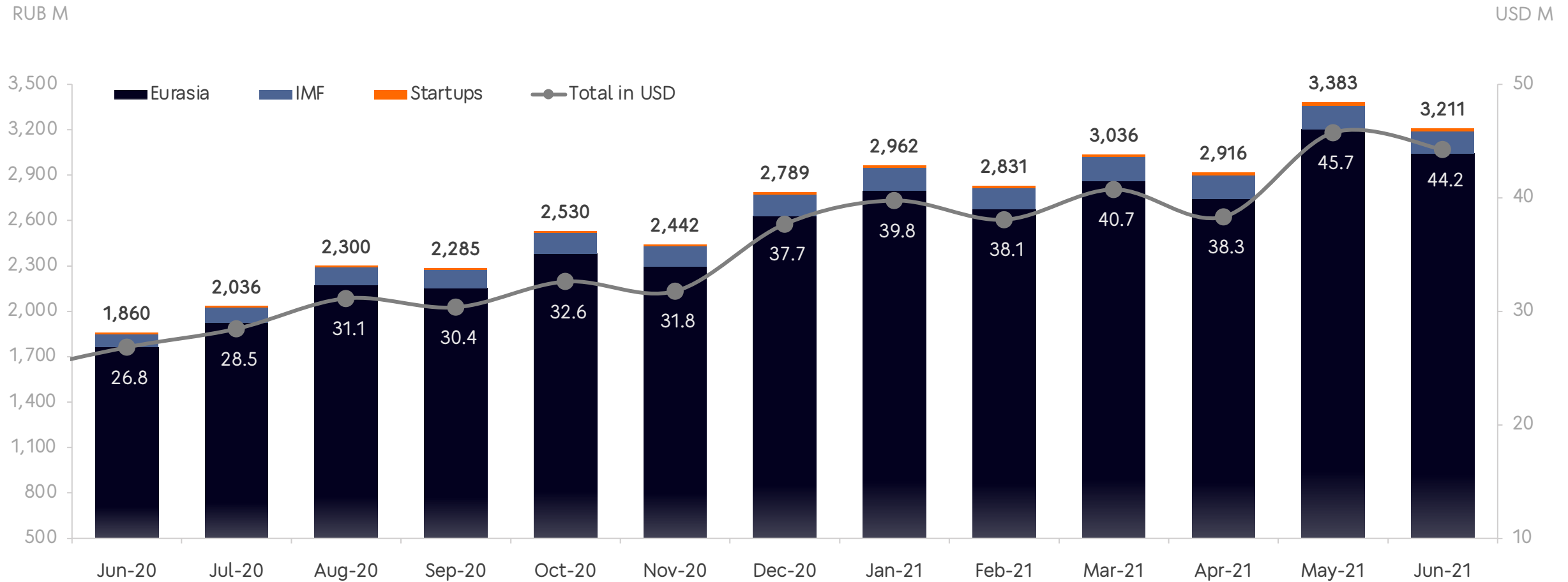
+7
net new stores

₹ 3.2 Bn
in system sales

+73%
year-over-year
change

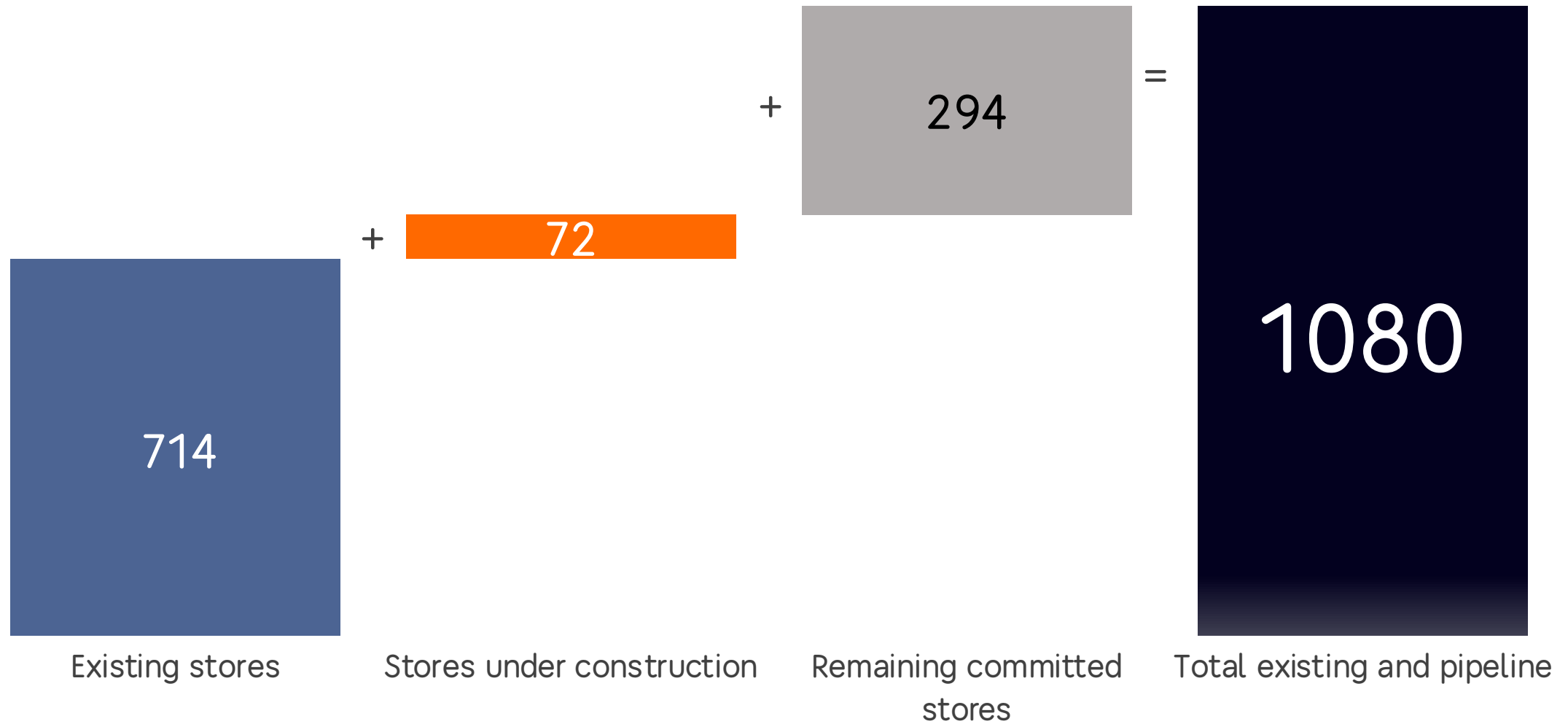
System Sales

June: 3,211M RUB / 44.2M 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](#).

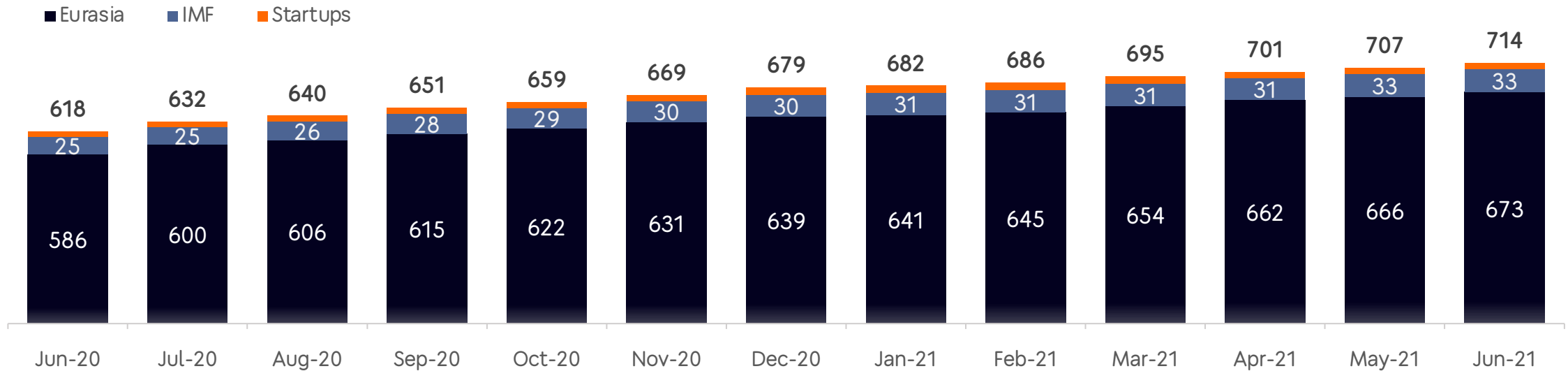
Chain Growth Pipeline



Note: as of 30 June 2021.

Store Count

June: 7 new stores, 714 total



New stores

RUSSIA:

Goryachy Klyuch-1

Electrougli-1

Izhevsk – 4

Kronshtadt-1

Moscow 1-28

Saint Petersburg 14-1

BELARUS:

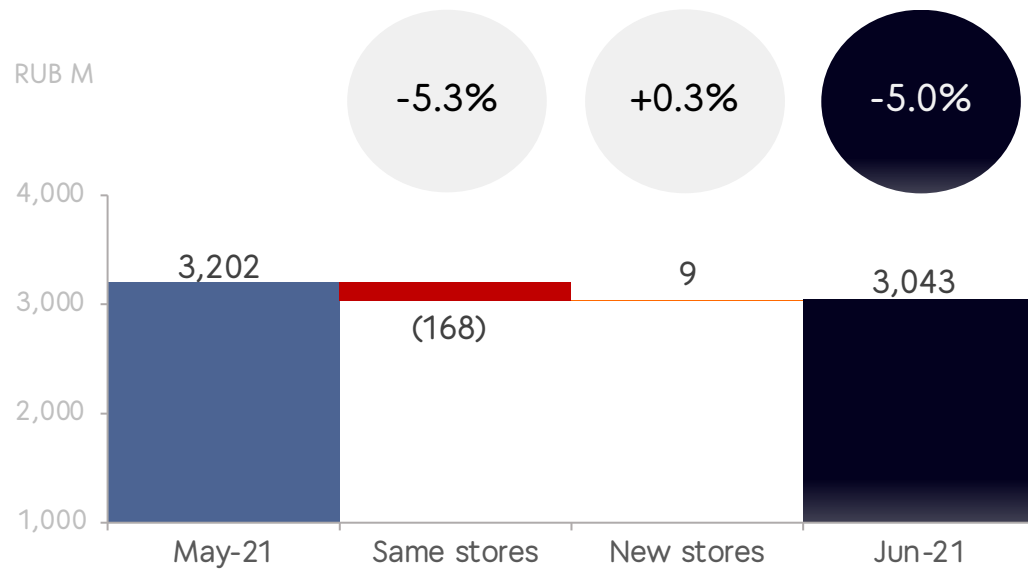
Grodno-2

EURASIA

Eurasia: Sales Evolution

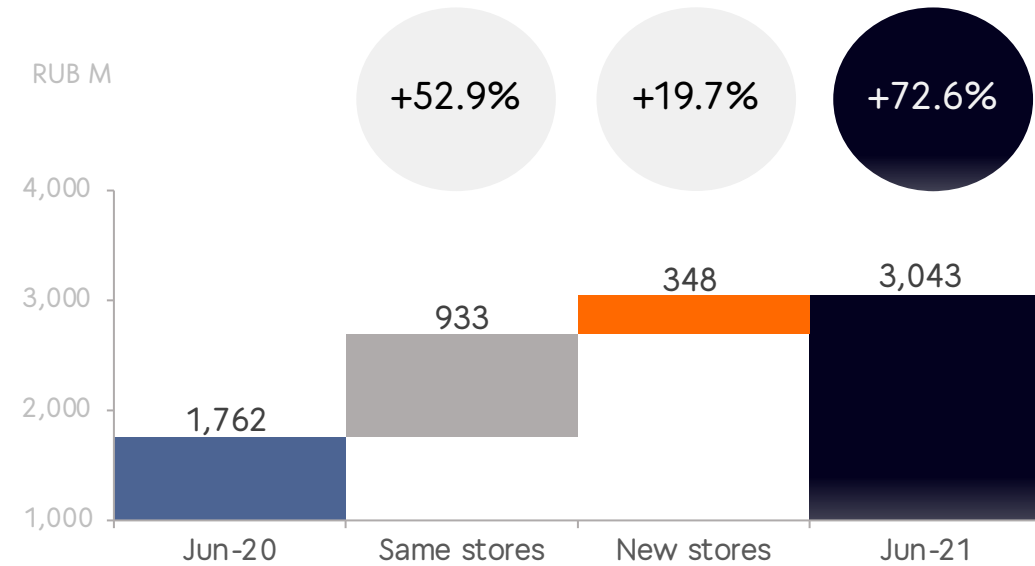
June: MoM -5.0%, YoY +72.6%

Month over Month (MoM)



Traffic		Av. Ticket		Δ MoM
-4.2%	×	-1.1%	=	-5.3%

Year over Year (YoY)



Traffic		Av. Ticket		Δ YoY
+86.2%	×	-17.8%	=	+72.6%

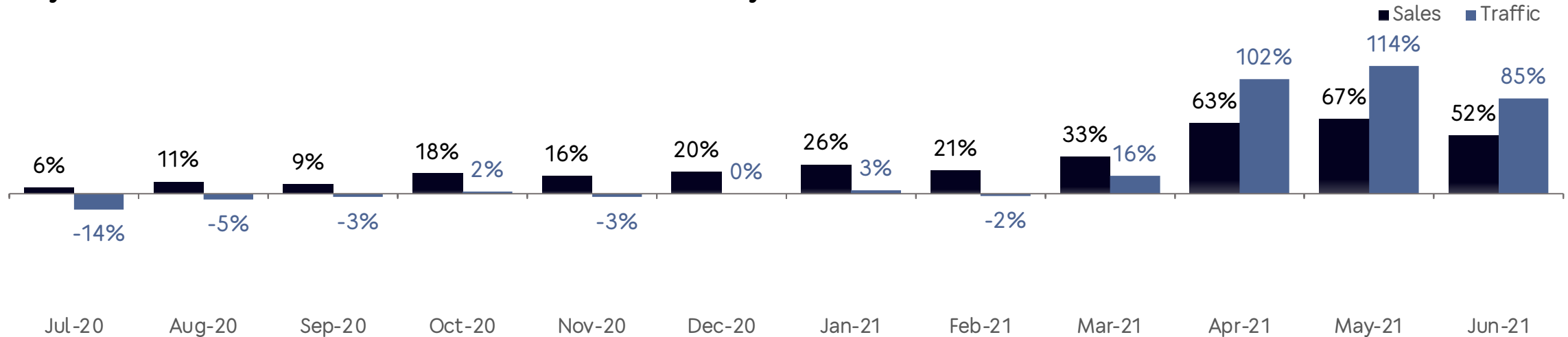
Note: gross sales including VAT where applicable. Traffic stands for order count.
List of countries: Russia, Kazakhstan, Belarus.

Eurasia: Like for Like Sales and Traffic

YoY LFL – Detailed Review of June 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	115	230.2%	36.8%	87.2%	290.8%	22.4%	130.6%	-15.5%	11.7%	-18.8%
2-3 yrs old	145	174.5%	25.2%	61.6%	233.8%	12.9%	95.5%	-17.8%	10.8%	-17.3%
>3 yrs old	310	173.3%	10.1%	40.5%	250.0%	-0.4%	70.1%	-21.9%	10.5%	-17.4%

Dynamics of YoY LFL for all stores older than 1 year

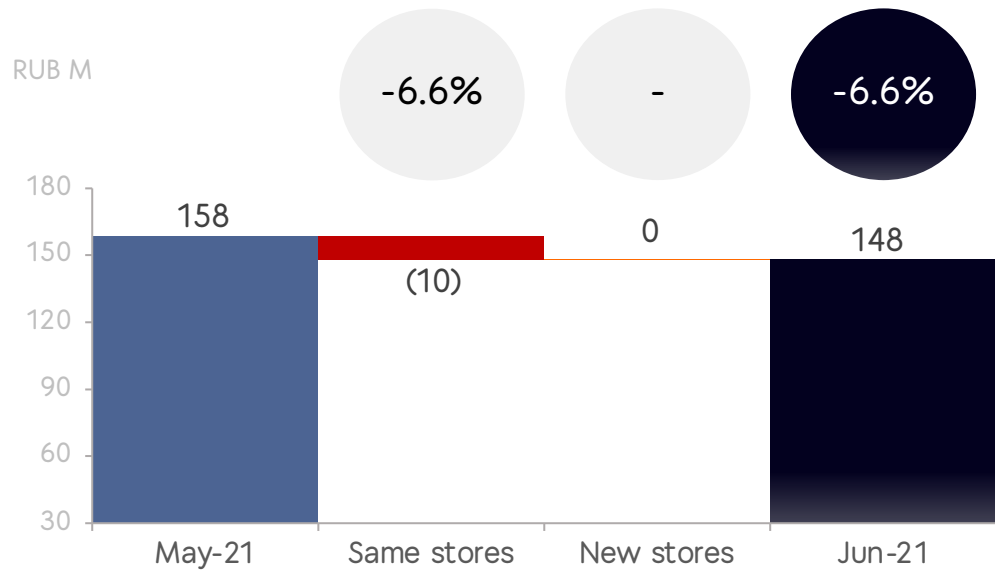


INTERNATIONAL
MASTER-
FRANCHISING

IMF: Sales Evolution

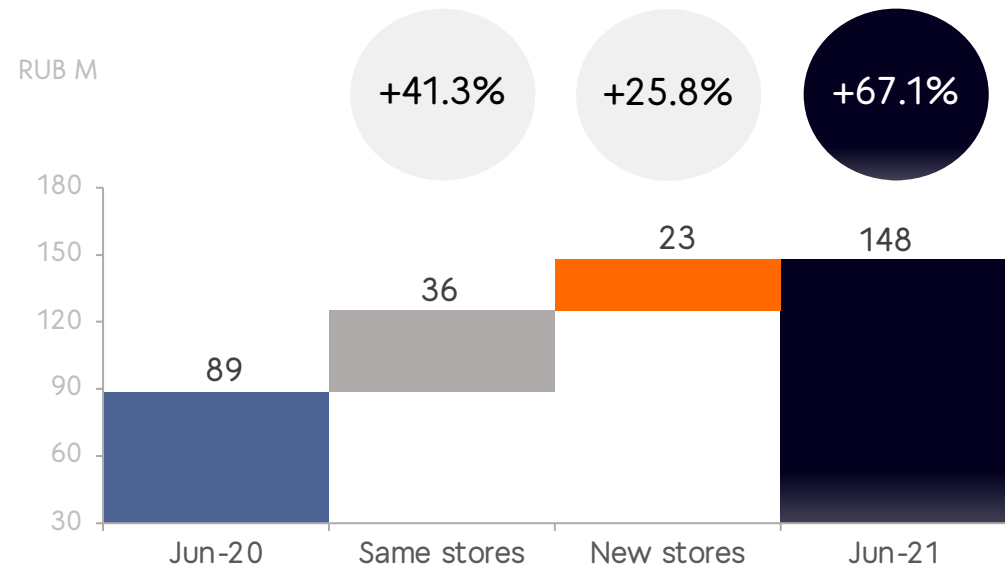
June: MoM -6.6%, YoY +67.1%

Month over Month (MoM)



$$\begin{matrix} \text{Traffic} \\ +2.1\% \end{matrix} \times \begin{matrix} \text{Av. Ticket} \\ -8.6\% \end{matrix} = \begin{matrix} \Delta \text{ MoM} \\ -6.6\% \end{matrix}$$

Year over Year (YoY)



$$\begin{matrix} \text{Traffic} \\ +29.4\% \end{matrix} \times \begin{matrix} \text{Av. Ticket} \\ +9.2\% \end{matrix} = \begin{matrix} \Delta \text{ YoY} \\ +41.3\% \end{matrix}$$

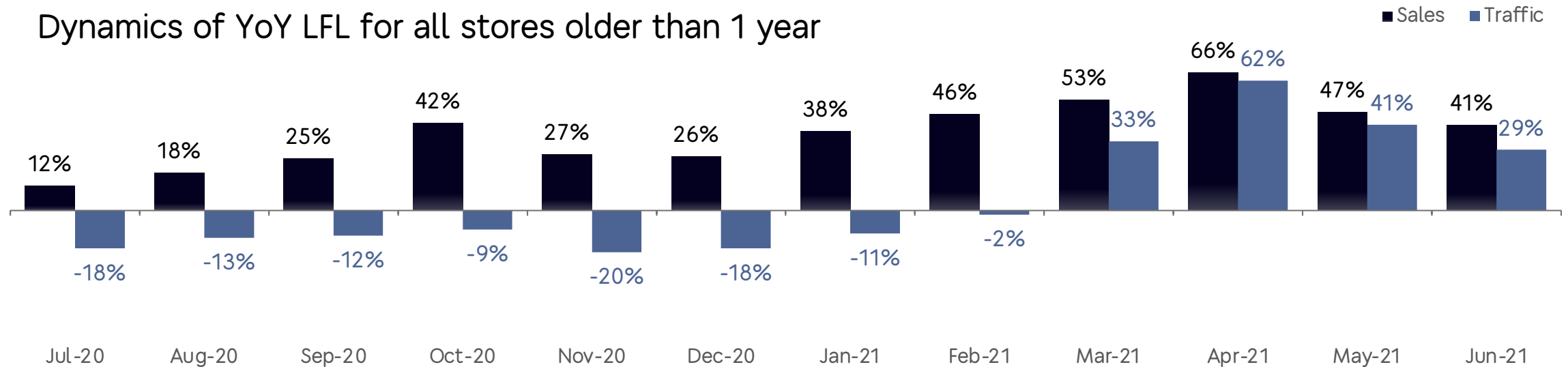
Note: gross sales including VAT where applicable. Traffic stands for order count.
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).
 List of countries: Germany, Estonia, Kyrgyzstan, Lithuania, Nigeria, Romania, Slovenia, Uzbekistan,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

IMF: Like for Like Sales and Traffic

YoY LFL – Detailed Review of June 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	36.5%	48.3%	43.6%	27.8%	29.5%	28.6%	6.8%	14.5%	11.7%
>2 yrs old	17	338.3%	38.0%	40.5%	306.9%	19.3%	29.8%	7.7%	15.7%	8.2%

Dynamics of YoY LFL for all stores older than 1 year

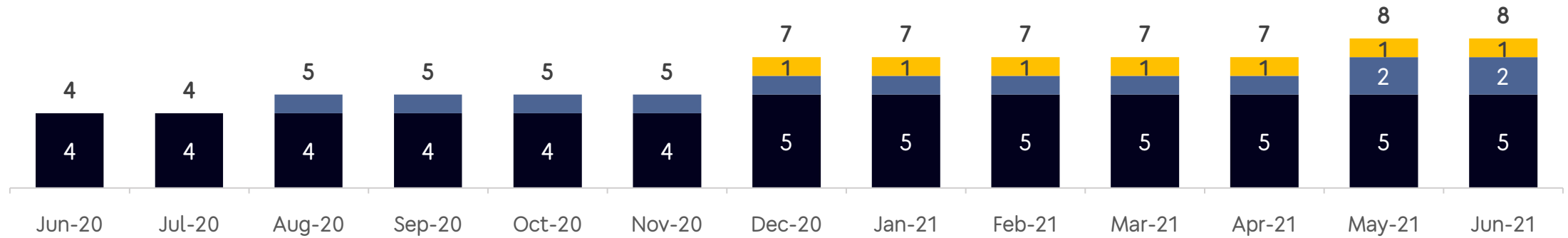


STARTUPS

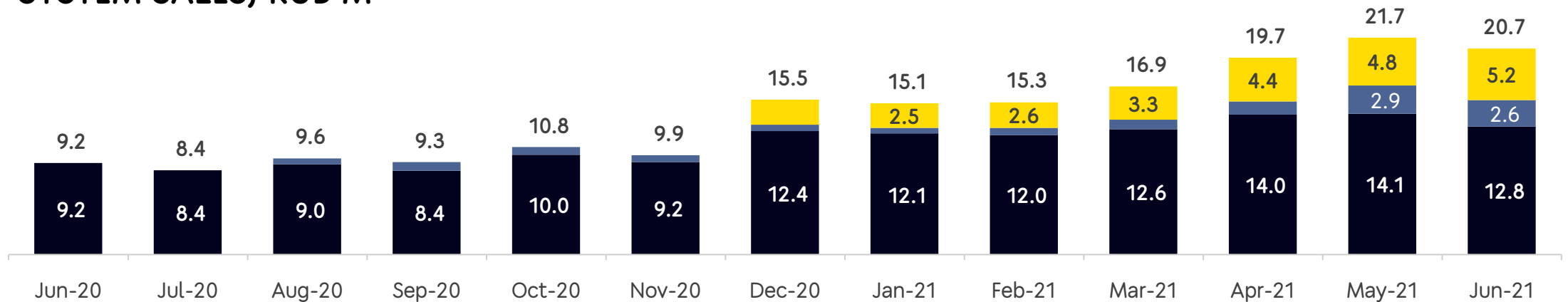
Startups: store count and sales

STORE COUNT

■ Dodo UK ■ Drinkit ■ Doner 42



SYSTEM SALES, RUB M



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