

# MARCH RCH 2024

Monthly Trading Update



1079

stores

+29

net new stores

₹ 9.3 Bn

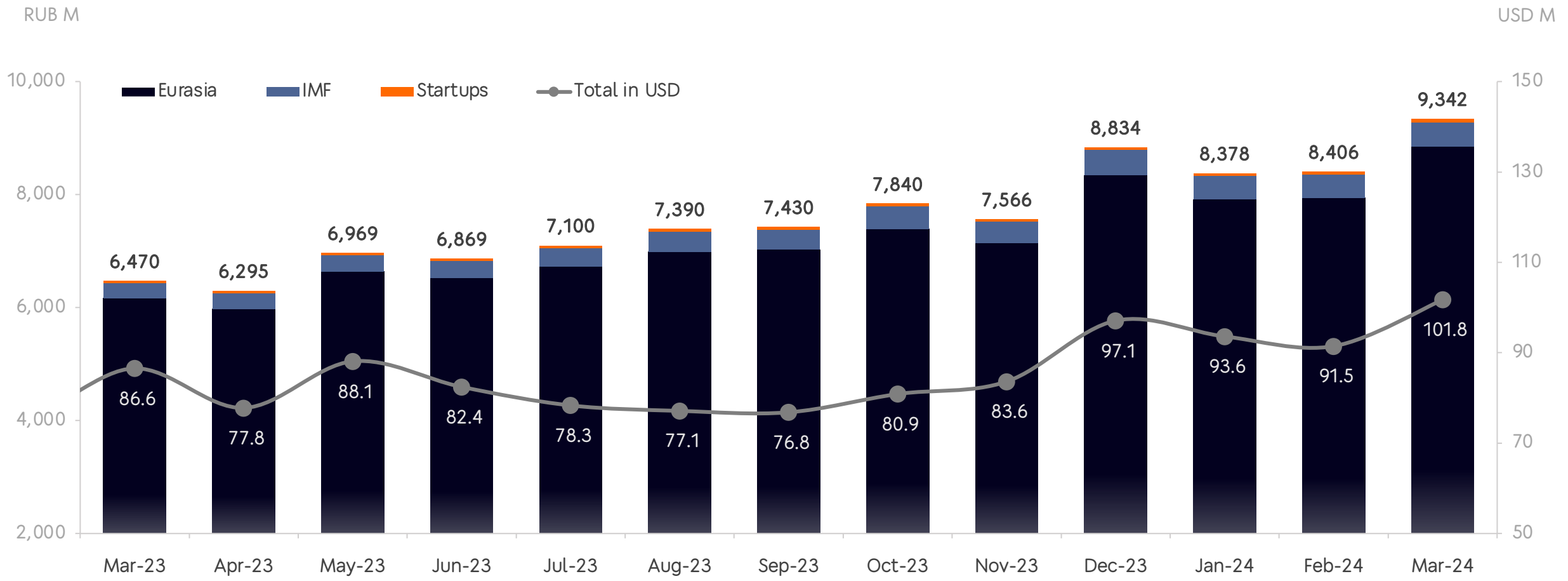
in system sales

+44%

year-over-year  
change

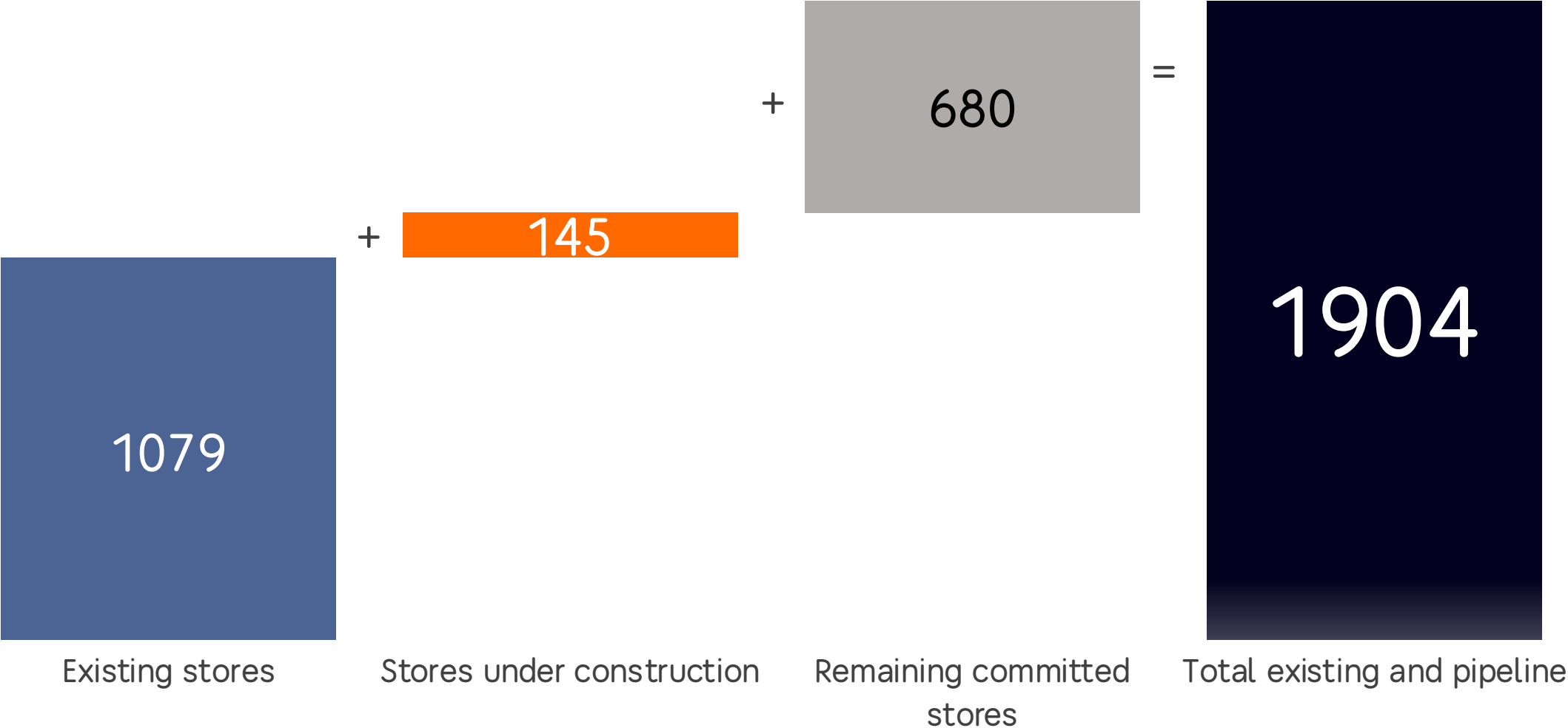
# System Sales

March: 9,342M RUB / 101.8M 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](#). Link: [sales and traffic of each store since inception](#).

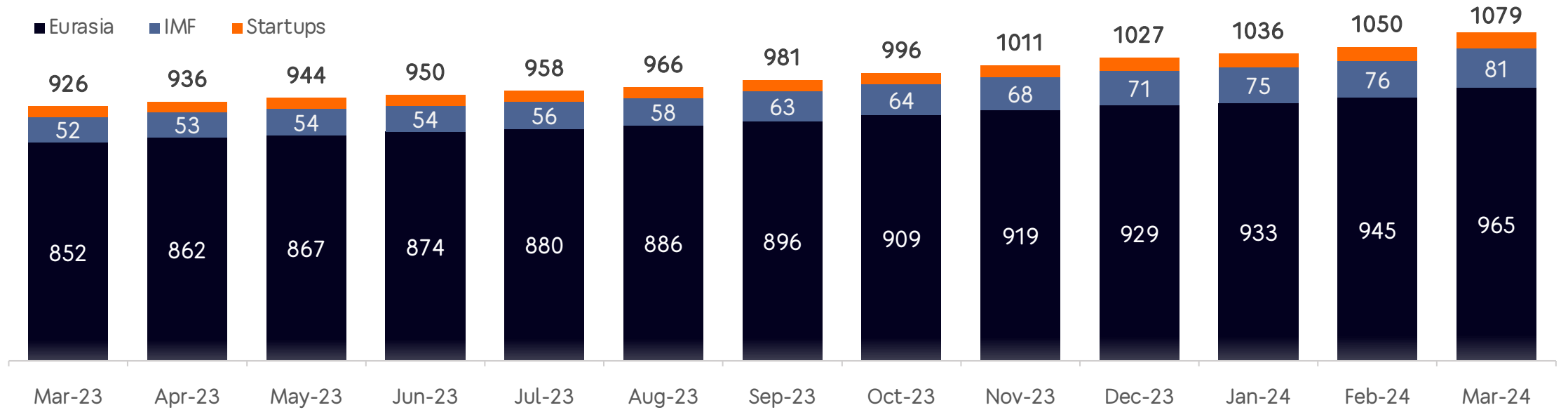
# Chain Growth Pipeline



Note: as of 31 March 2024

# Store Count

March: 29 new stores, 1079 total



## New stores

### RUSSIA:

- Arkhangelsk-3
- Borisoglebsk-1
- Kirovo-Chepetsk-1
- Kolchugino-1
- Krasnodar-16
- Moscow 0-29
- Neryungri-1
- Noginsk-2
- Novosibirsk-6
- Polyarnye Zori-1
- Pyt-Yakh-1
- Rostov-on-Don-8
- Ryazan-4
- Sibay-1

- Volgograd-6
- Voronezh-7
- Ulan-Ude-3
- Drinkit Moscow 1-3
- Drinkit Moscow 2-2

### KAZAKHSTAN:

- Astana-12
- Astana-14
- Talgar-2
- Drinkit Astana 1-5

### NIGERIA:

- Abuja-4

### TURKIYE:

- Antalya-4
- Izmir-4

### GEORGIA:

- Batumi-1

### AZERBAIJAN:

- Baku-1

### UAE:

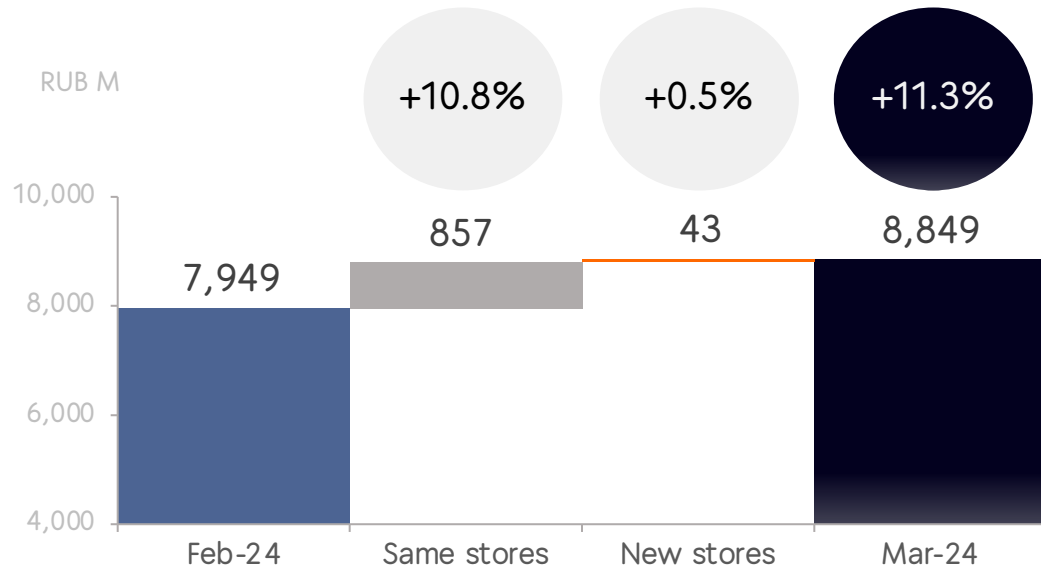
- Drinkit Dubai 0-4

EURASIA

# Eurasia: Sales Evolution

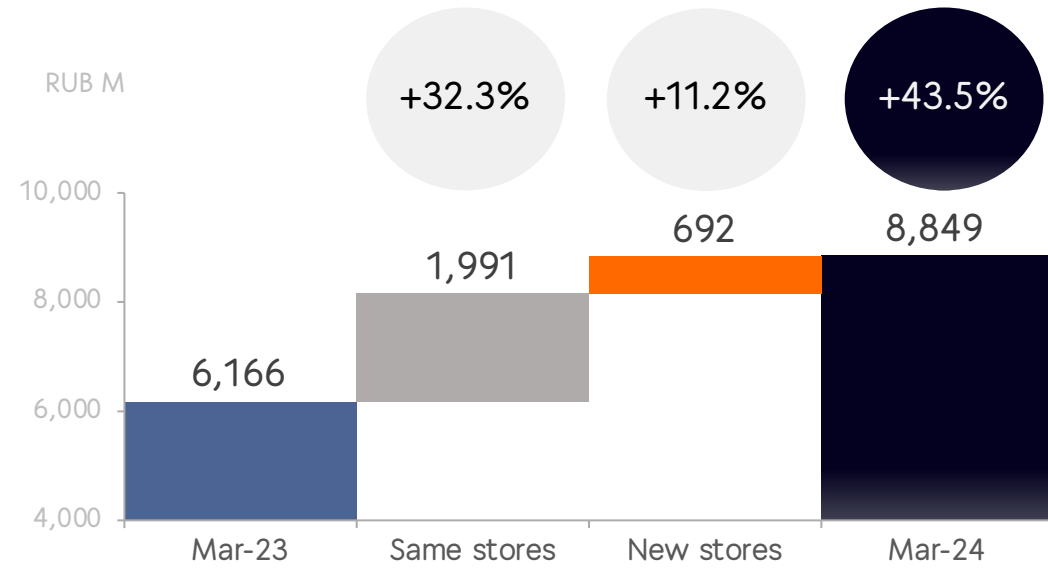
March: MoM +11.3%, YoY +43.5%

## Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
+11.8%	× -0.8%	= +10.8%

## Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+14.7%	× +15.3%	= +32.3%

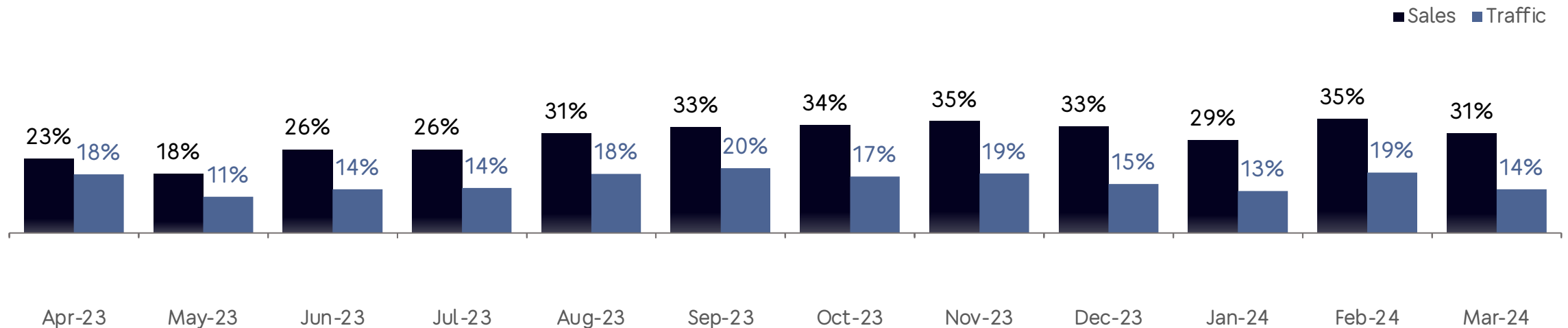
Note: gross sales including VAT where applicable. Traffic stands for order count.  
List of countries: Russia, Kazakhstan, Belarus.

# Eurasia: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of March 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	107	49.4%	44.2%	46.1%	29.7%	28.0%	28.9%	15.2%	12.7%	13.3%
2-3 yrs old	99	28.3%	38.8%	34.9%	8.9%	22.1%	14.5%	17.8%	13.6%	17.8%
> 3 yrs old	630	29.9%	28.0%	28.6%	10.7%	12.4%	11.5%	17.3%	13.9%	15.3%

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



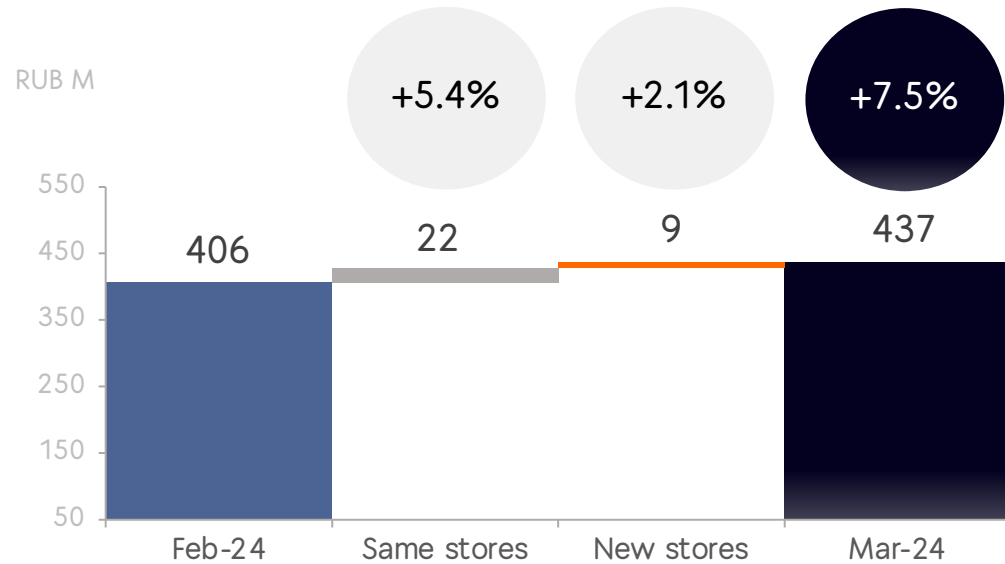
INTERNATIONAL  
MASTER-  
FRANCHISING



# IMF: Sales Evolution

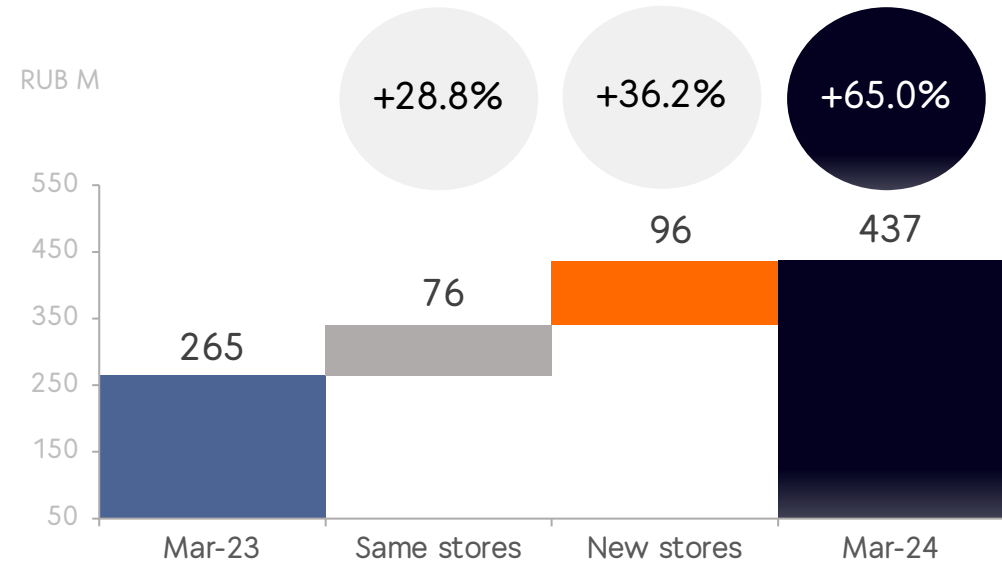
March: MoM +7.5%, YoY +65.0%

## Month over Month (MoM)



Traffic	Av. Ticket	$\Delta$ MoM
+2.0%	$\times$ +3.6%	= +5.4%

## Year over Year (YoY)



Traffic	Av. Ticket	$\Delta$ YoY
+7.9%	$\times$ +19.9%	= +28.8%

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).

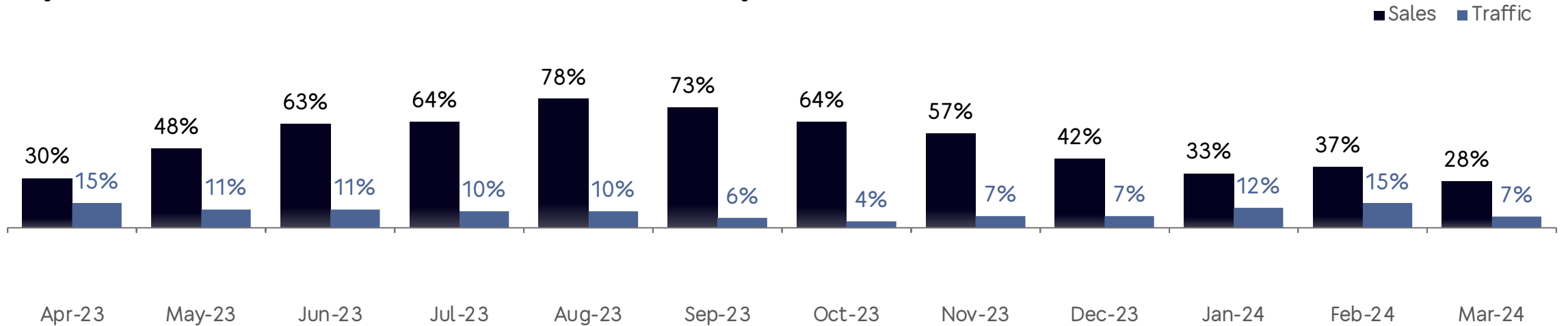
List of countries: Armenia, Azerbaijan, Georgia, Kyrgyzstan, Tajikistan, Uzbekistan, Cyprus, Estonia, Germany, Lithuania, Romania, Poland, Serbia, Slovenia, Turkiye, Nigeria, Vietnam.

# IMF: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of March 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	7	11.8%	87.1%	39.0%	11.3%	73.3%	27.5%	0.5%	7.9%	9.0%
2-3 yrs old	14	18.2%	52.7%	35.0%	0.7%	31.5%	10.3%	17.3%	16.2%	22.4%
> 3 yrs old	28	12.3%	34.5%	25.2%	0.0%	9.4%	3.6%	12.3%	23.0%	20.9%

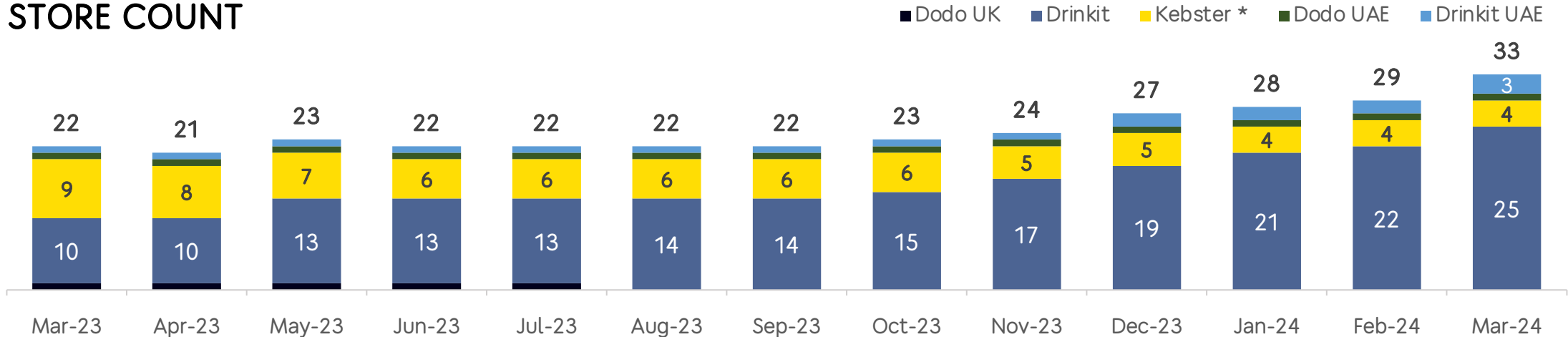
## Dynamics of YoY LFL for all stores older than 1 year



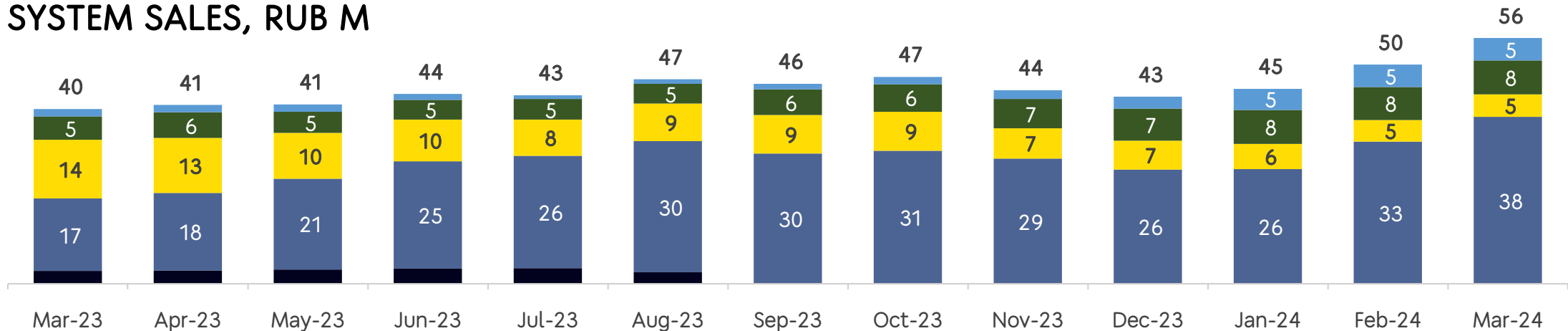
STARTUPS

# 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.