

OCTOBER 2021

Monthly Trading Update



753
stores

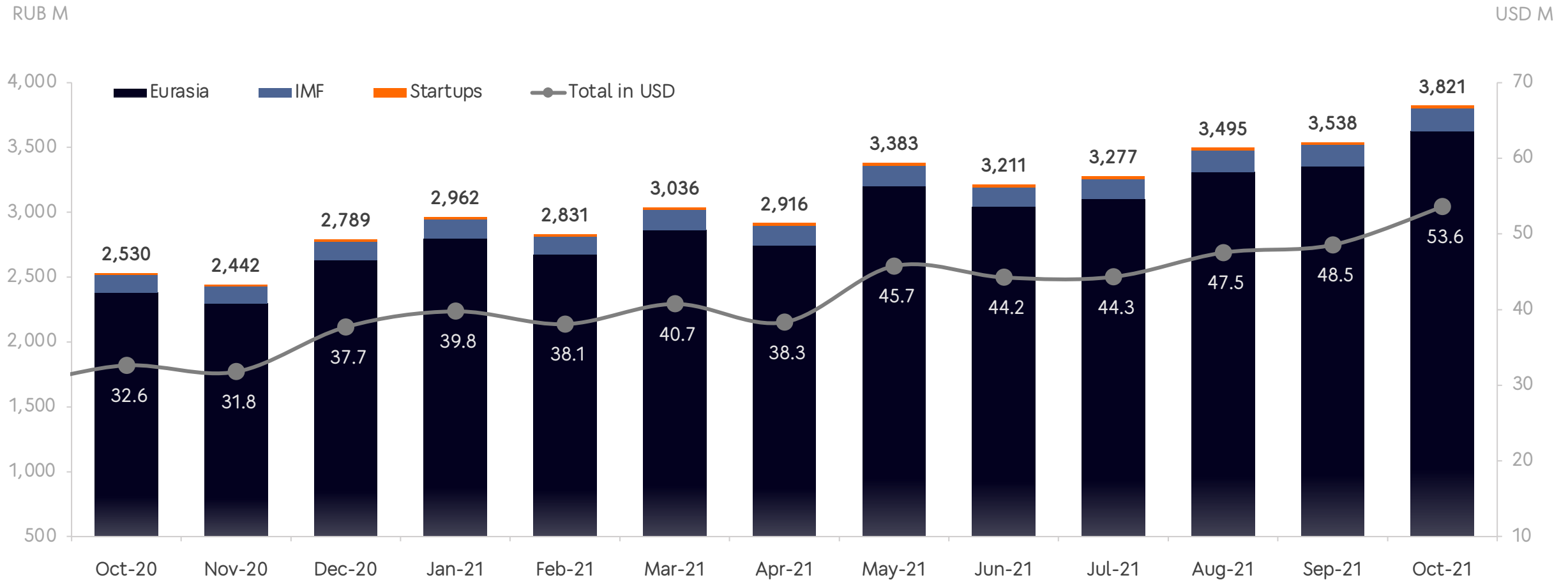
+12
net new stores

₹ 3.8 Bn
in system sales

+51%
year-over-year
change

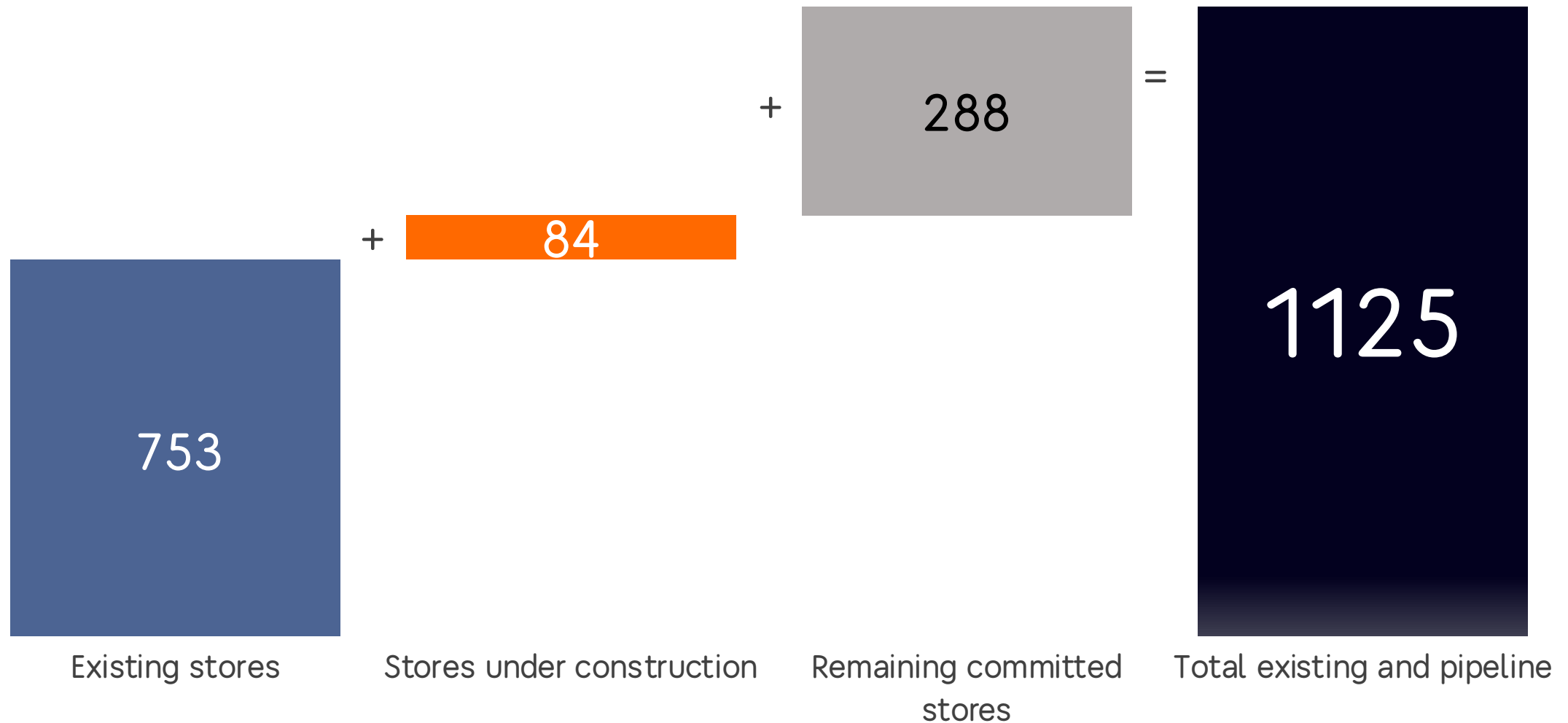
System Sales

October: 3,821M RUB / 53.6M 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](#).

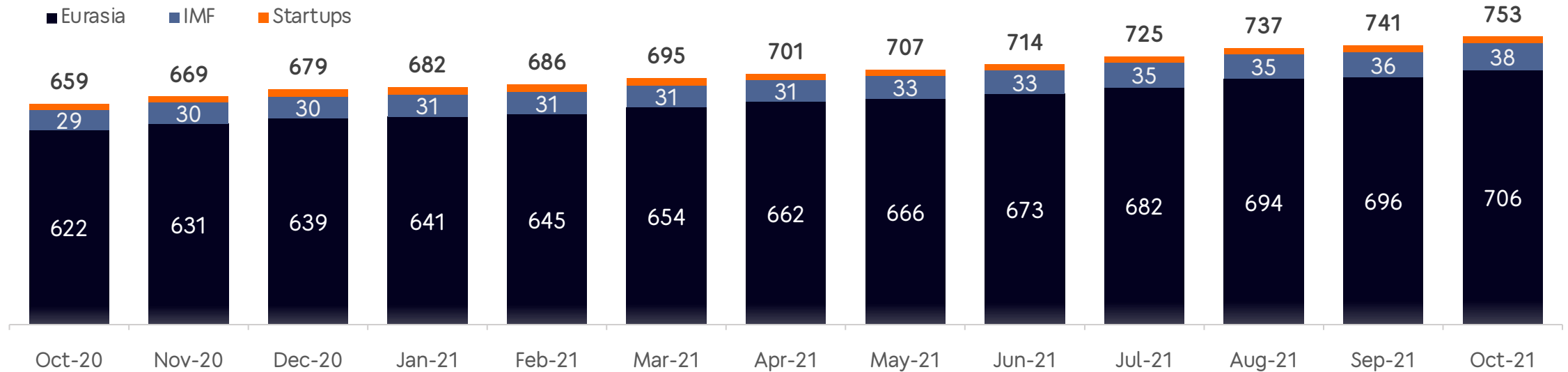
Chain Growth Pipeline



Note: as of 31 October 2021.

Store Count

October: 12 new stores, 753 total



New stores

RUSSIA:

Volgograd-4

Kazan-7

Krasnodar-12

Krasnoyarsk-5

Kursk-2

Luga-1

Moscow 0-25

Mytishchi-3

Tambov-2

KAZAKHSTAN:

Ust-Kamenogorsk-4

LITHUANIA:

Klaipeda-2

VIETNAM:

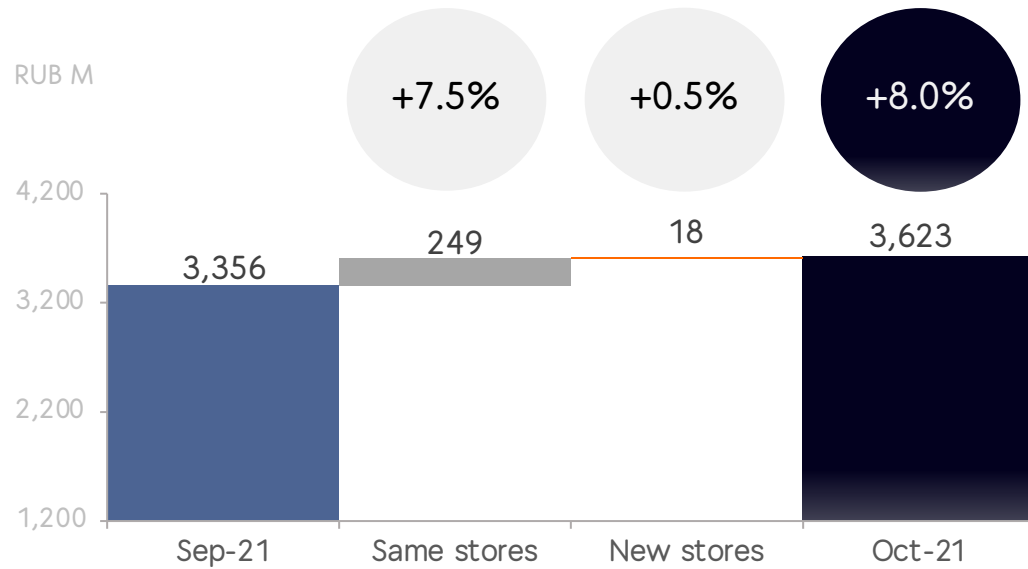
Ho Chi Minh-2

EURASIA

Eurasia: Sales Evolution

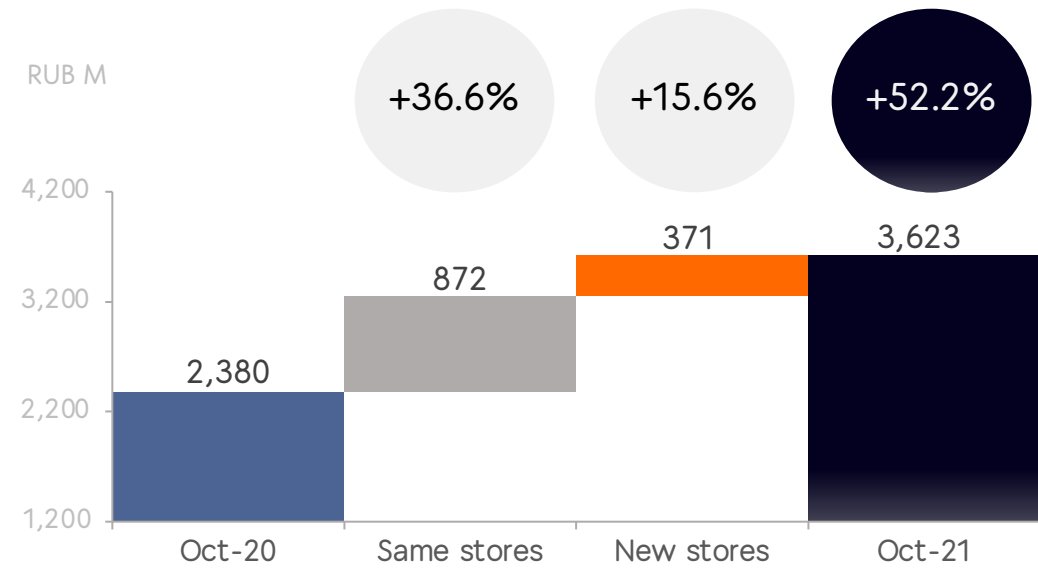
October: MoM +8.0%, YoY +52.2%

Month over Month (MoM)



$$\text{Traffic } +2.9\% \times \text{Av. Ticket } +4.5\% = \Delta \text{ MoM } +7.5\%$$

Year over Year (YoY)



$$\text{Traffic } +20.7\% \times \text{Av. Ticket } +13.3\% = \Delta \text{ YoY } +36.6\%$$

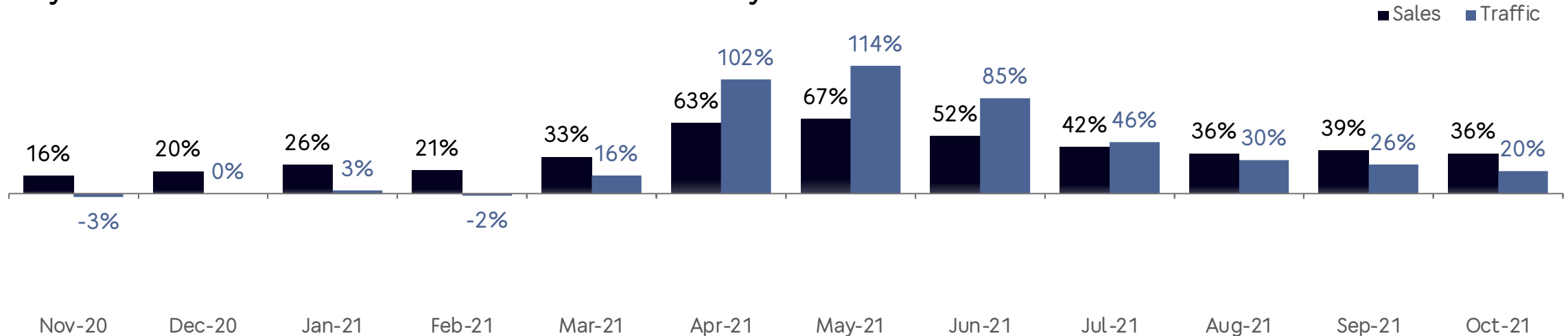
Note: gross sales including VAT where applicable. Traffic stands for order count.
List of countries: Russia, Kazakhstan, Belarus.

Eurasia: Like for Like Sales and Traffic

YoY LFL – Detailed Review of October 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	117	56.0%	45.8%	49.7%	33.6%	32.2%	33.1%	16.7%	10.3%	12.5%
2-3 yrs old	136	39.6%	46.0%	43.6%	21.6%	31.0%	25.4%	14.8%	11.4%	14.5%
>3 yrs old	353	25.4%	32.3%	30.1%	9.8%	19.9%	14.6%	14.2%	10.4%	13.6%

Dynamics of YoY LFL for all stores older than 1 year

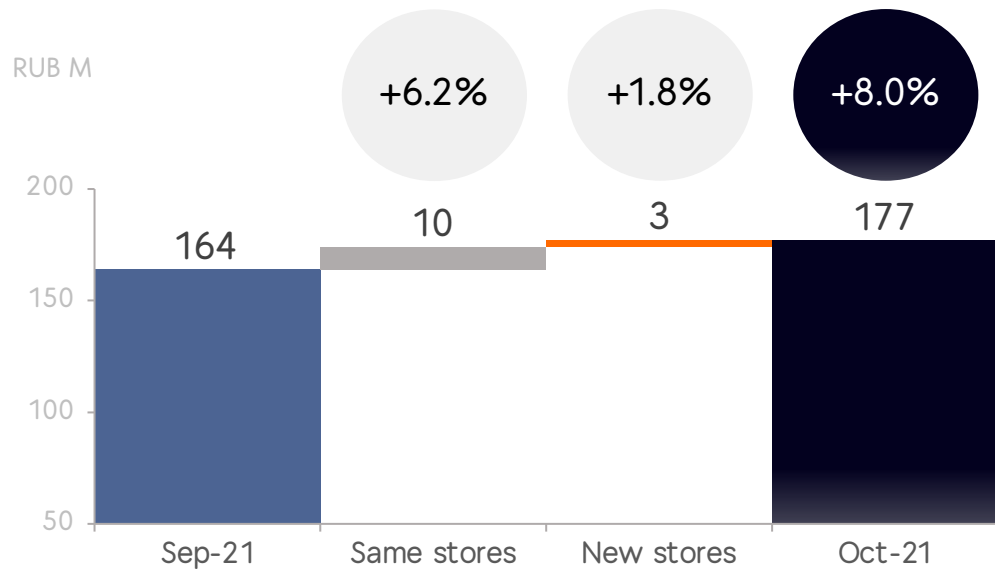


INTERNATIONAL
MASTER-
FRANCHISING

IMF: Sales Evolution

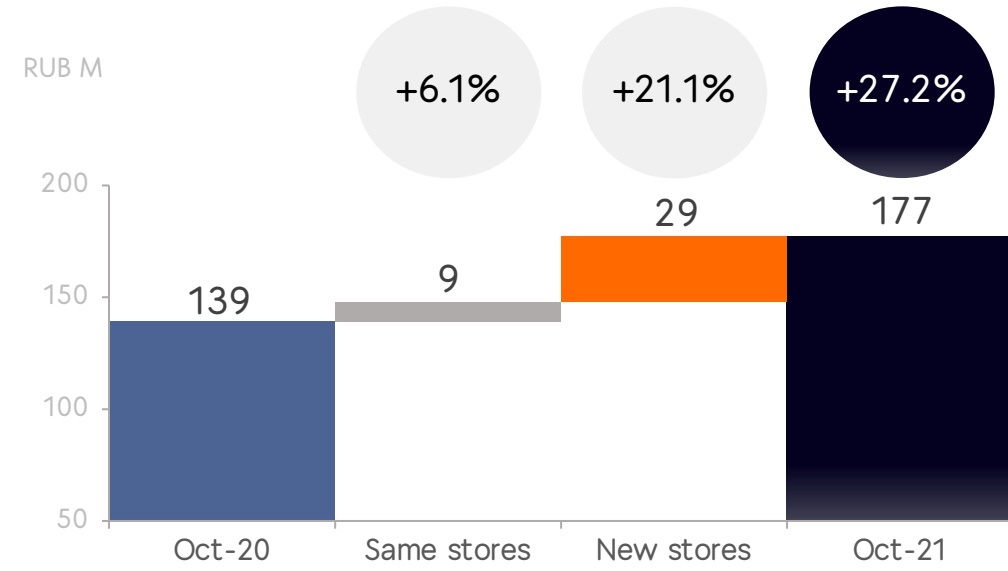
October: MoM +8.0%, YoY +27.2%

Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
+7.4%	× -0.4%	= +6.2%

Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+18.4%	× -9.5%	= +6.1%

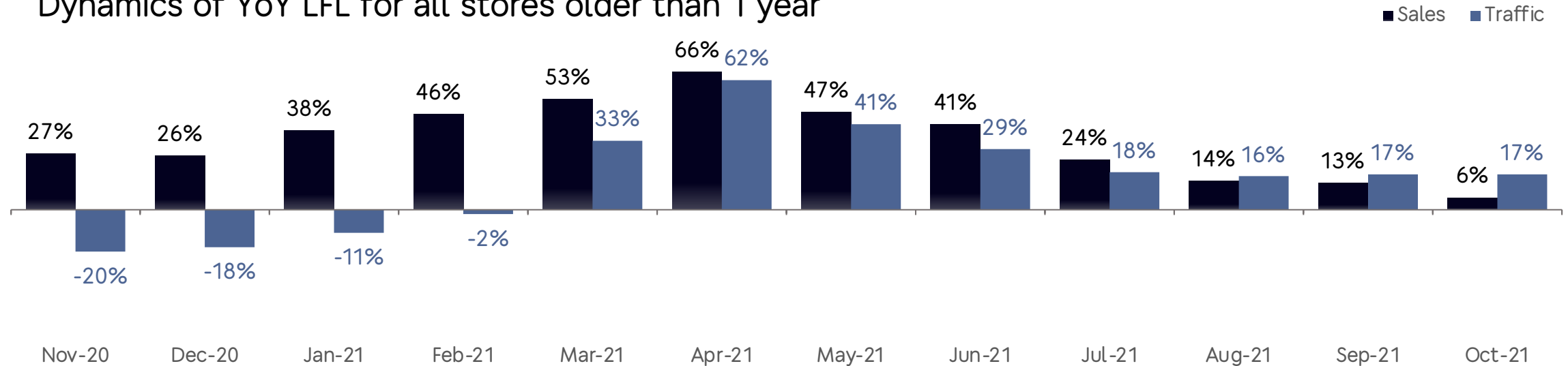
Note: gross sales including VAT where applicable. Traffic stands for order count.
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).
 List of countries: Germany, Estonia, Lithuania, Romania, Slovenia, Poland, Nigeria, Kyrgyzstan,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

IMF: Like for Like Sales and Traffic

YoY LFL – Detailed Review of October 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	9.3%	7.9%	8.5%	16.7%	16.8%	16.7%	-6.3%	-7.6%	-7.1%
>2 yrs old	19	309.1%	1.4%	4.7%	319.3%	11.4%	17.2%	-2.4%	-9.0%	-10.7%

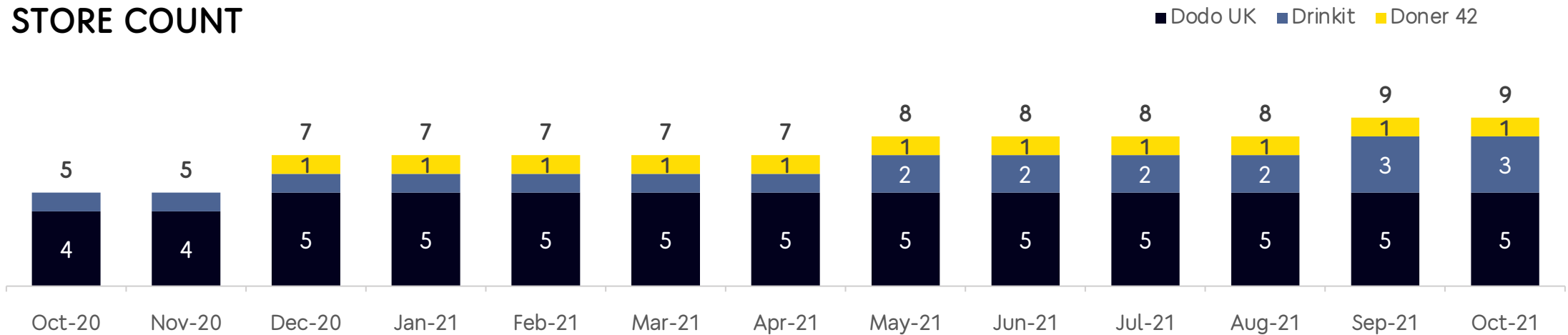
Dynamics of YoY LFL for all stores older than 1 year



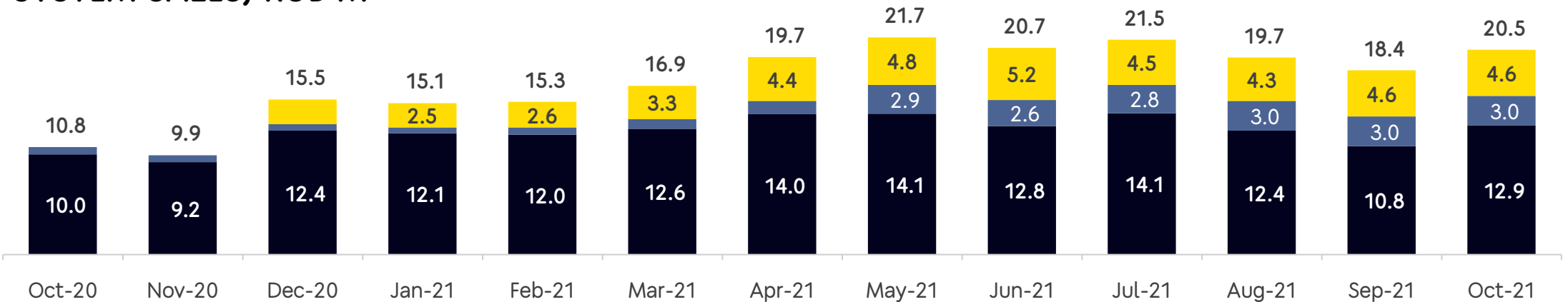
STARTUPS

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.