

# OCTOBER 2023

Monthly Trading Update



**996**  
stores

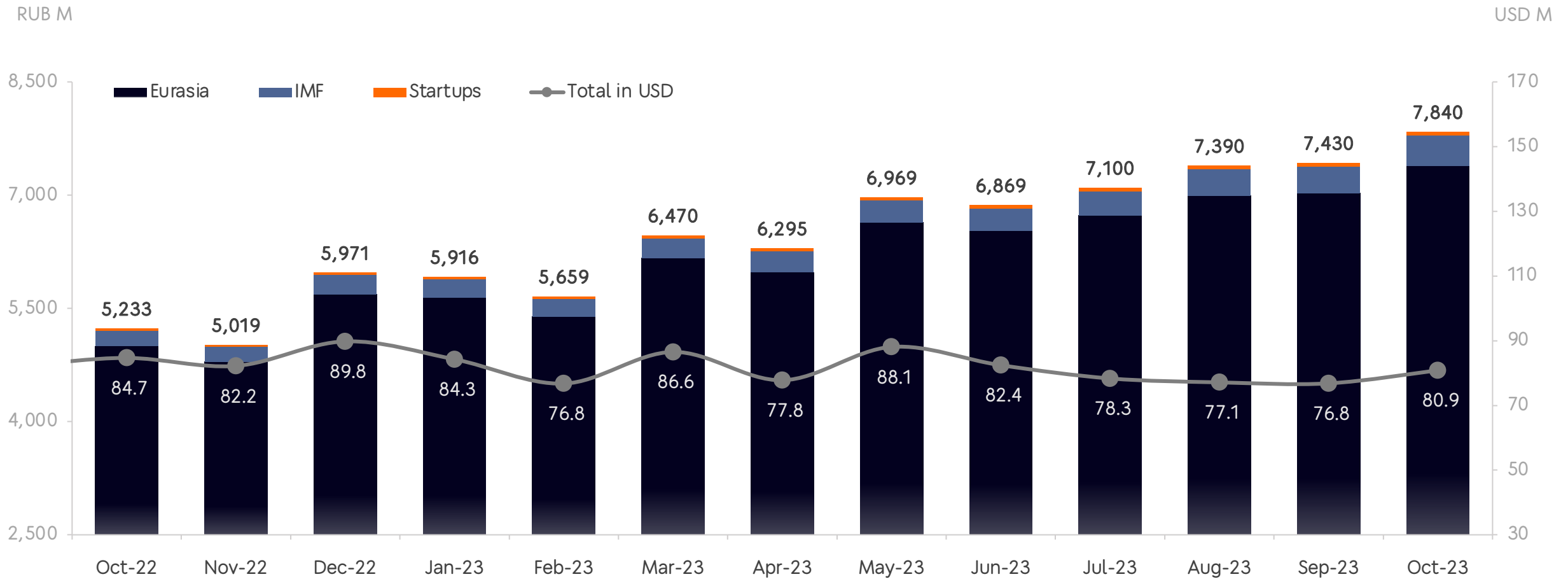
**+15**  
net new stores

**₹ 7.8 Bn**  
in system sales

**+50%**  
year-over-year  
change

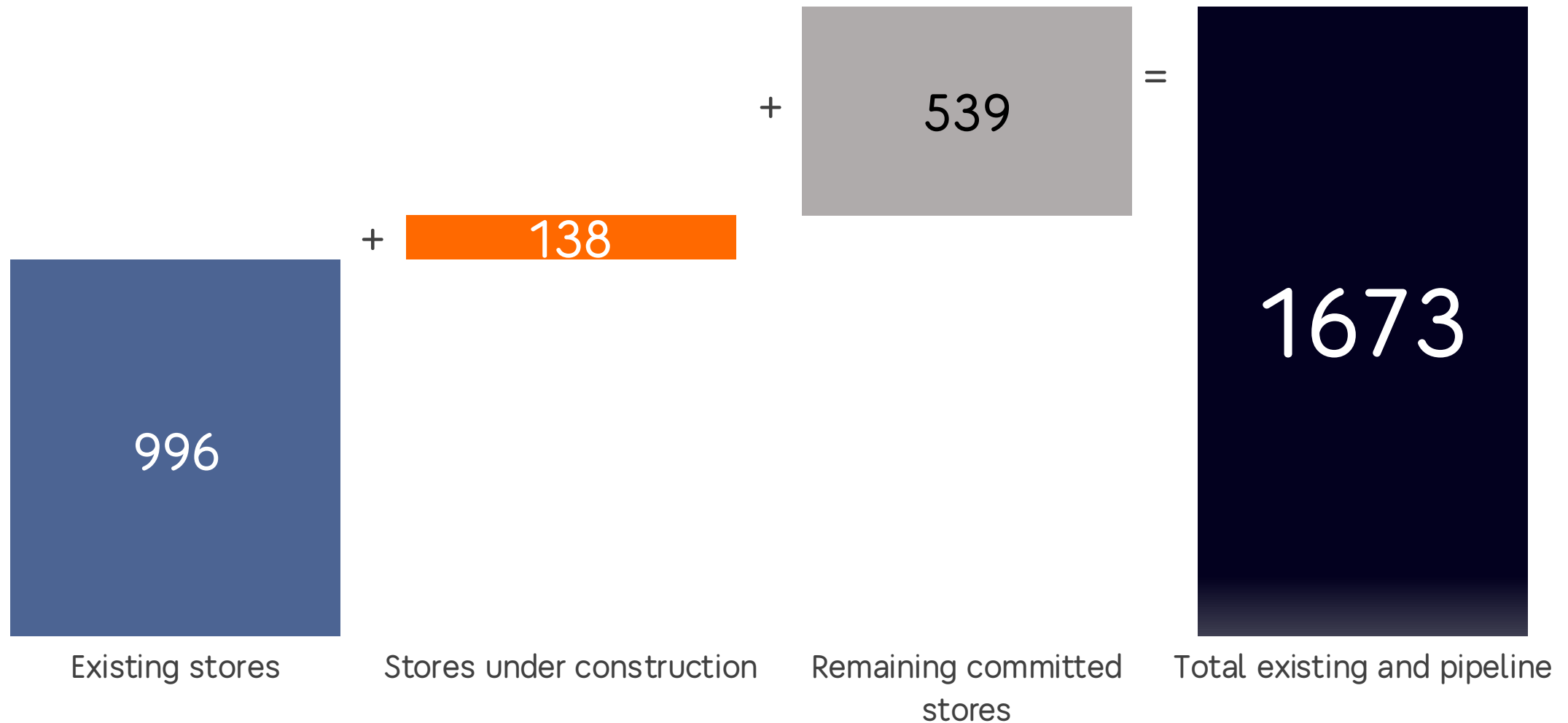
# System Sales

October: 7,840M RUB / 80.9M 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](https://www.currencylayer.com). Link: [sales and traffic of each store since inception](#).

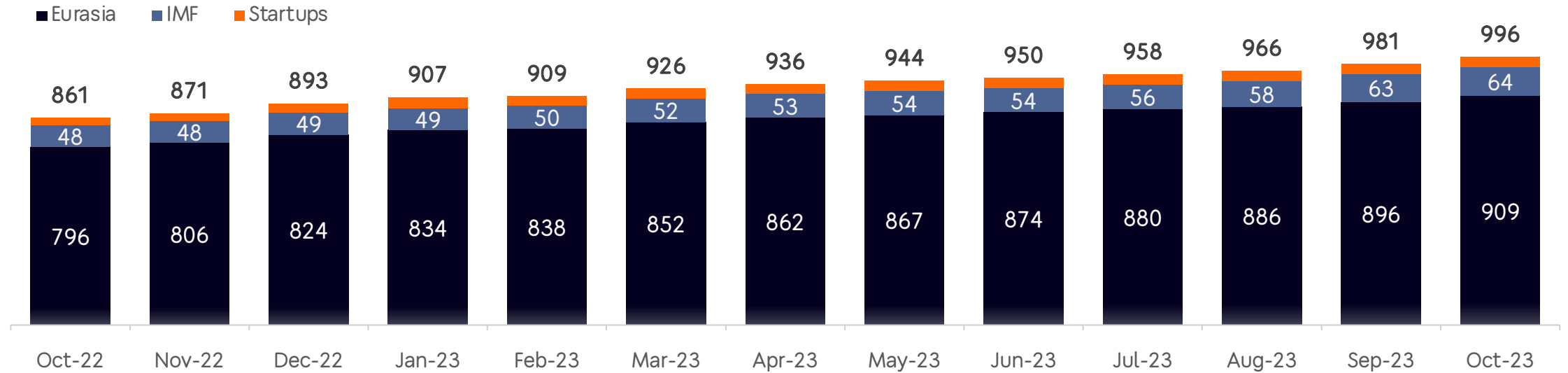
# Chain Growth Pipeline



Note: as of 31 October 2023

# Store Count

October: 17 new stores, 2 stores closed, 996 total



## New stores

### RUSSIA:

- Almetyevsk-2
- Barnaul-2
- Bugry-1
- Chernyakhovsk-1
- Ekaterinburg-6
- Ermolino-1
- Ivanovo-3
- Kungur-1
- Moscow 23-4
- Novoshakhtinsk-1
- Perm-6
- Surgut-5
- Drinkit Moscow 0-11

### KAZAKHSTAN:

- Aktobe-4
- Almaty-20

### BELARUS:

- Gomel-2

### CYPRUS:

- Limassol-1

## Closed stores

### RUSSIA:

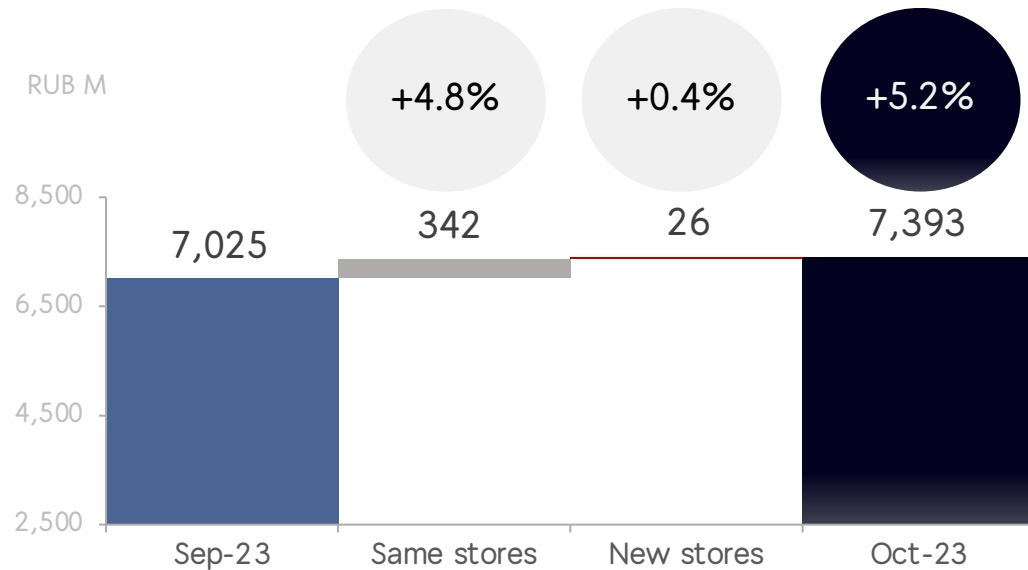
- Moscow 0-24
- Nizhny Tagil-1

EURASIA

# Eurasia: Sales Evolution

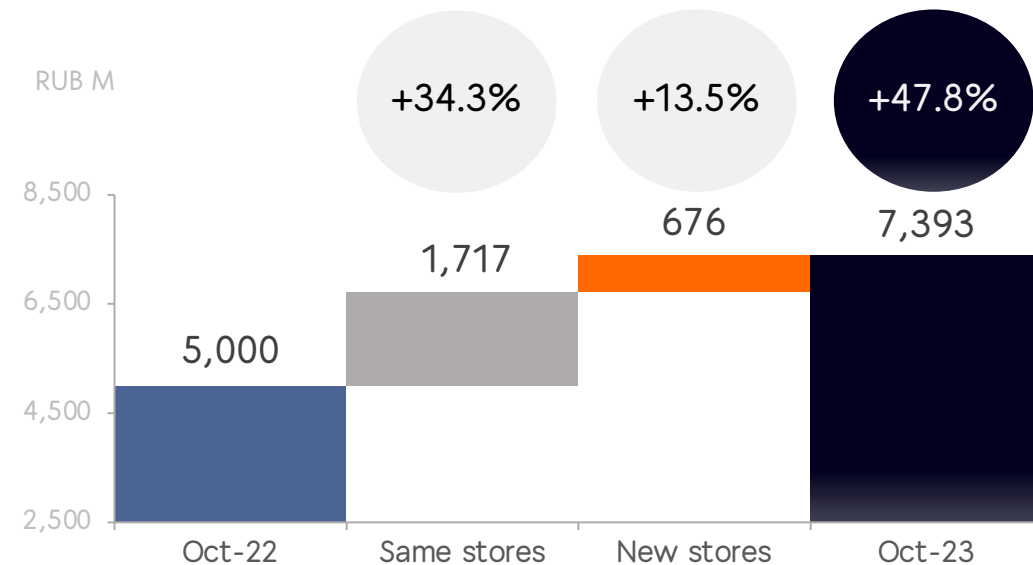
October: MoM +5.2%, YoY +47.8%

## Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
+2.2%	×	+2.6%
= +4.8%		

## Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+18.3%	×	+13.6%
= +34.3%		

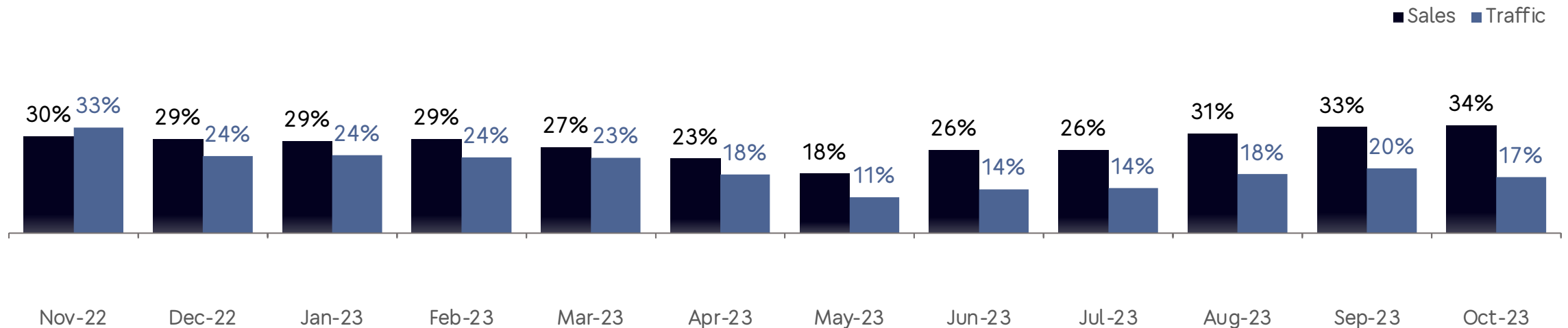
Note: gross sales including VAT where applicable. Traffic stands for order count.  
List of countries: Russia, Kazakhstan, Belarus.

# Eurasia: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of October 2023

Store age	Store Count	SALES			TRAFFIC			AVERAGE TICKET		
		In-Store	Delivery	Total	In-Store	Delivery	Total	In-Store	Delivery	Total
1-2 yrs old	98	45.0%	48.9%	47.3%	23.6%	36.9%	29.0%	17.3%	8.8%	14.2%
2-3 yrs old	90	36.1%	43.5%	40.7%	13.7%	29.9%	20.5%	19.7%	10.5%	16.7%
> 3 yrs old	591	31.5%	30.5%	30.8%	11.6%	20.0%	15.5%	17.8%	8.7%	13.3%

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



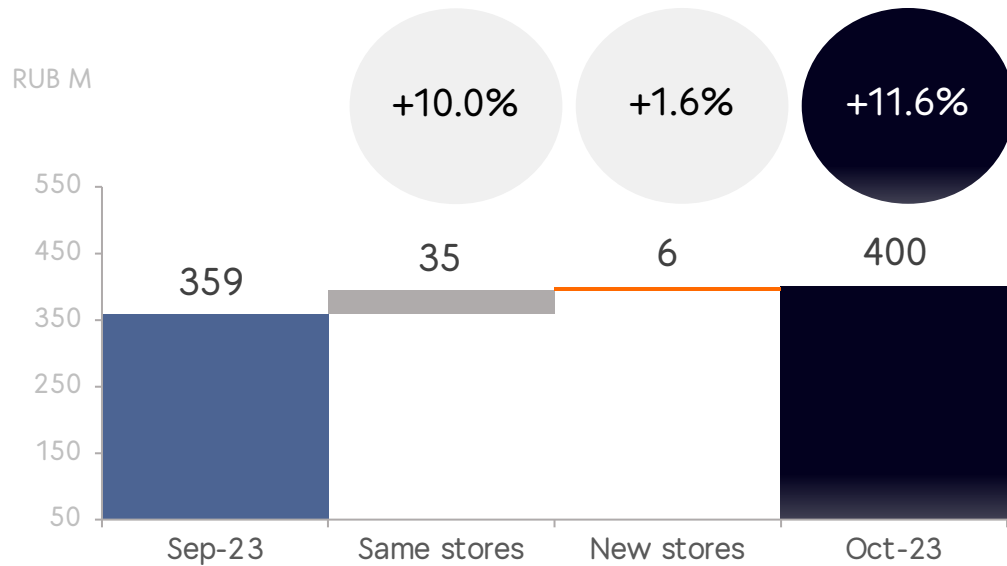
INTERNATIONAL  
MASTER-  
FRANCHISING



# IMF: Sales Evolution

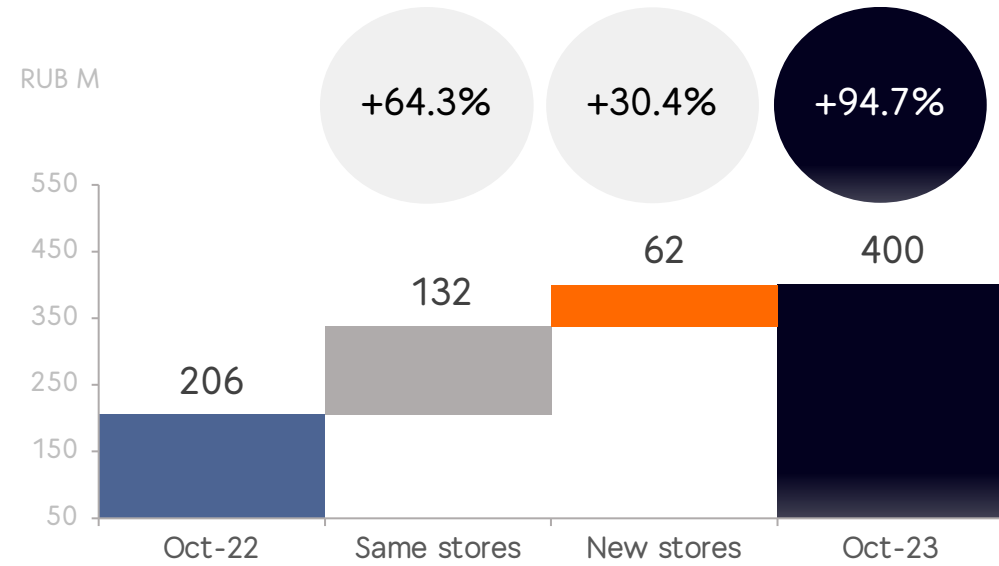
October: MoM +11.6%, YoY +94.7%

## Month over Month (MoM)



Traffic	Av. Ticket	$\Delta$ MoM
+11.5%	$\times$ -0.7%	= +10.0%

## Year over Year (YoY)



Traffic	Av. Ticket	$\Delta$ YoY
+4.1%	$\times$ +57.9%	= +64.3%

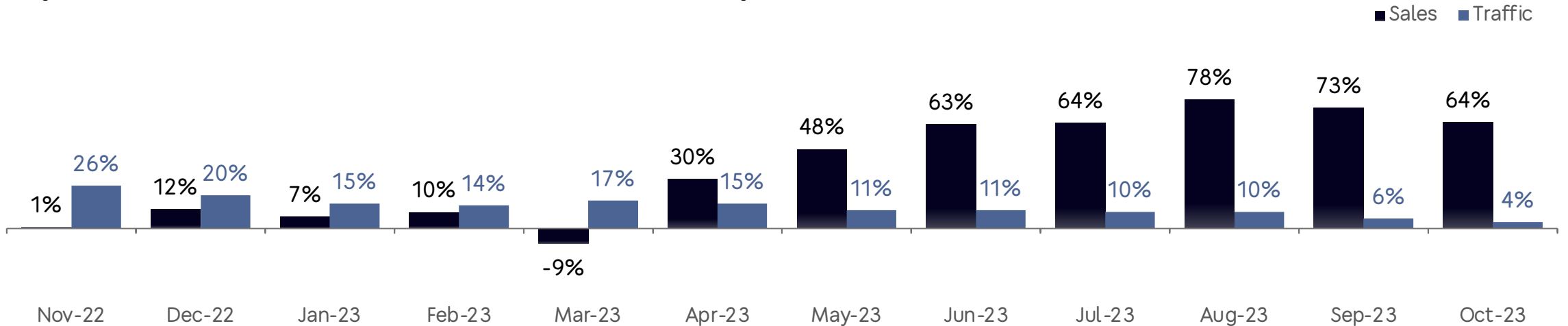
Note: gross sales including VAT where applicable. Traffic stands for order count.  
 Converted into RUB from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).  
 List of countries: Armenia, Kyrgyzstan, Tajikistan, Uzbekistan, Cyprus, Estonia,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

# IMF: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of October 2023

Store age	Store Count	SALES			TRAFFIC			AVERAGE TICKET		
		In-Store	Delivery	Total	In-Store	Delivery	Total	In-Store	Delivery	Total
1-2 yrs old	11	81.6%	86.6%	83.8%	11.6%	18.7%	13.8%	62.7%	57.2%	61.6%
> 2 yrs old	35	539.2%	58.0%	60.8%	315.1%	-0.2%	2.3%	54.0%	58.2%	57.2%

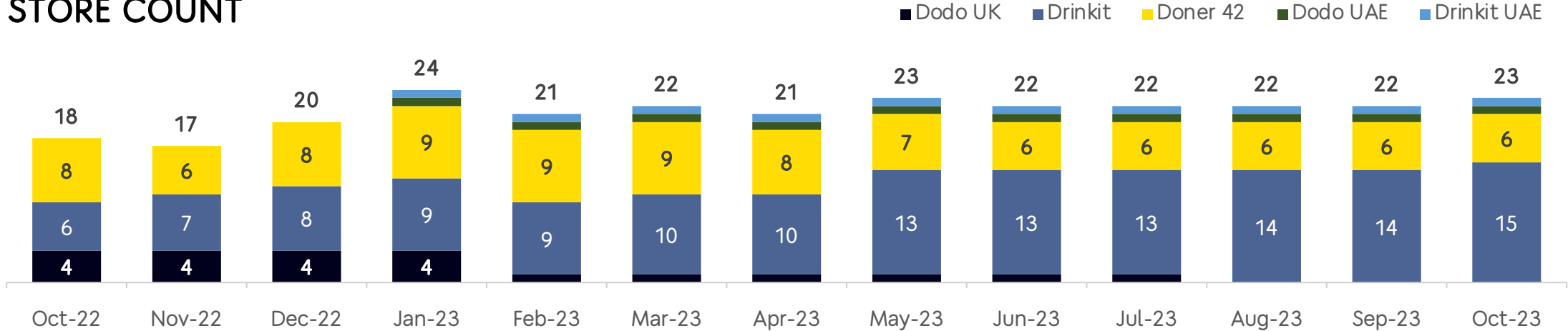
## Dynamics of YoY LFL for all stores older than 1 year



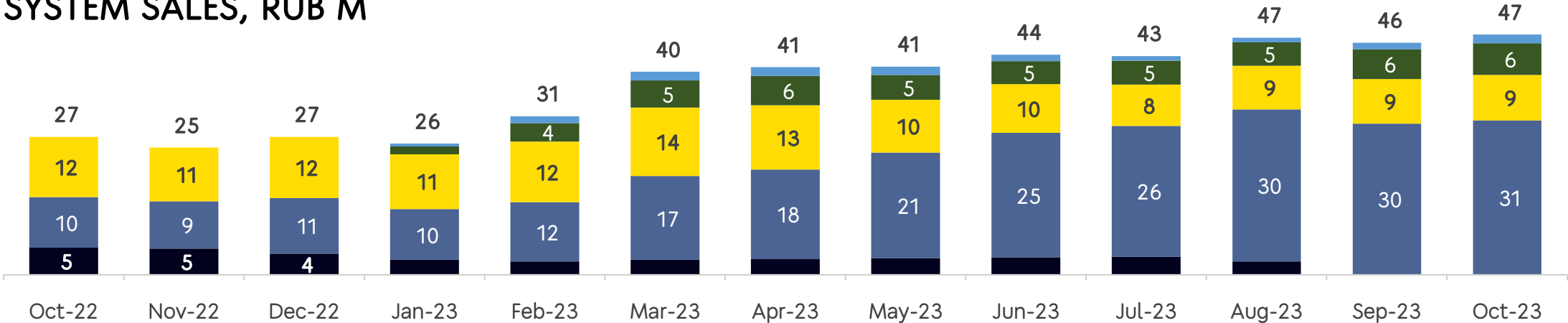
STARTUPS

# 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](http://currencylayer.com).