DODO
BRANDS

MONTHLY
TRADING
UPDATE

OCTOBER
2024

System Sales

October: 10,501M RUB / 109.1M USD
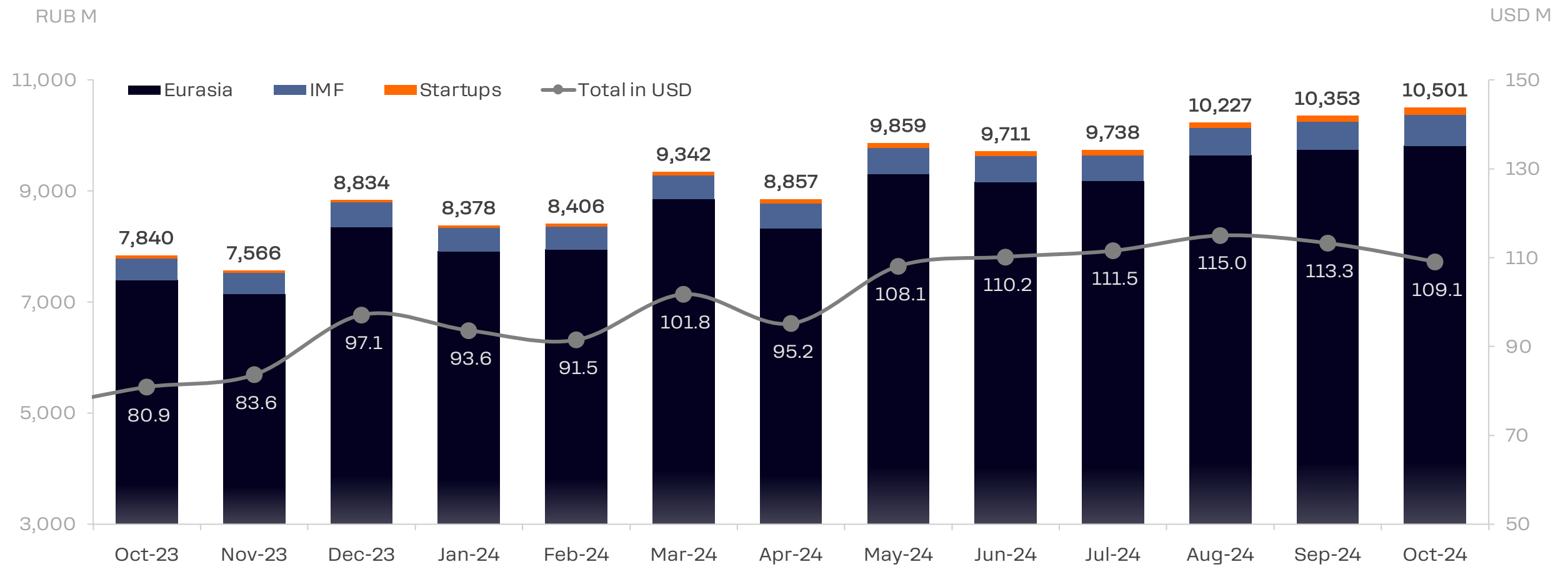
RUB M

USD M

Legend: ■ Eurasia ■ IMF ■ Startups ●— Total in USD

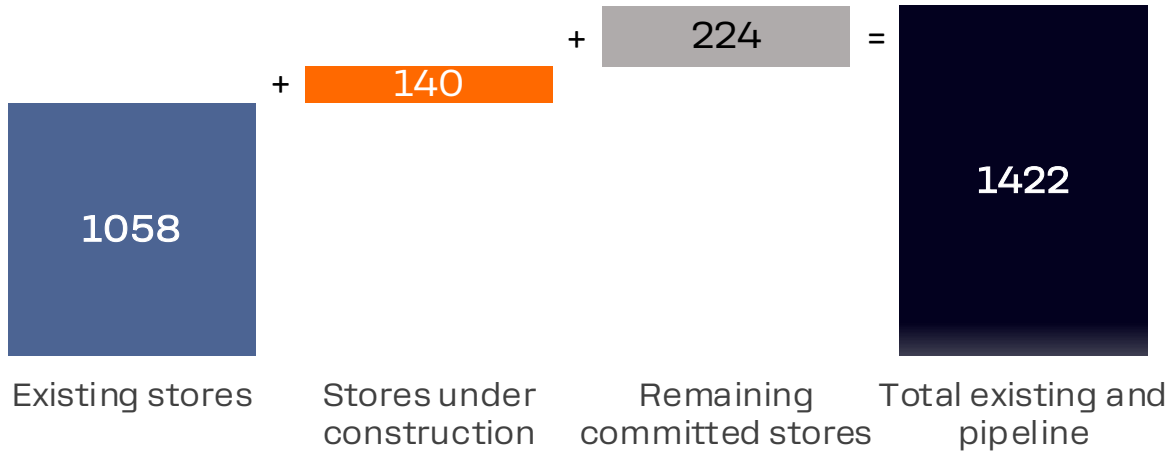| Month	System Sales (RUB M)	Total in USD
Oct-23	7,840	80.9
Nov-23	7,566	83.6
Dec-23	8,834	97.1
Jan-24	8,378	93.6
Feb-24	8,406	91.5
Mar-24	9,342	101.8
Apr-24	8,857	95.2
May-24	9,859	108.1
Jun-24	9,711	110.2
Jul-24	9,738	111.5
Aug-24	10,227	115.0
Sep-24	10,353	113.3
Oct-24	10,501	109.1

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.
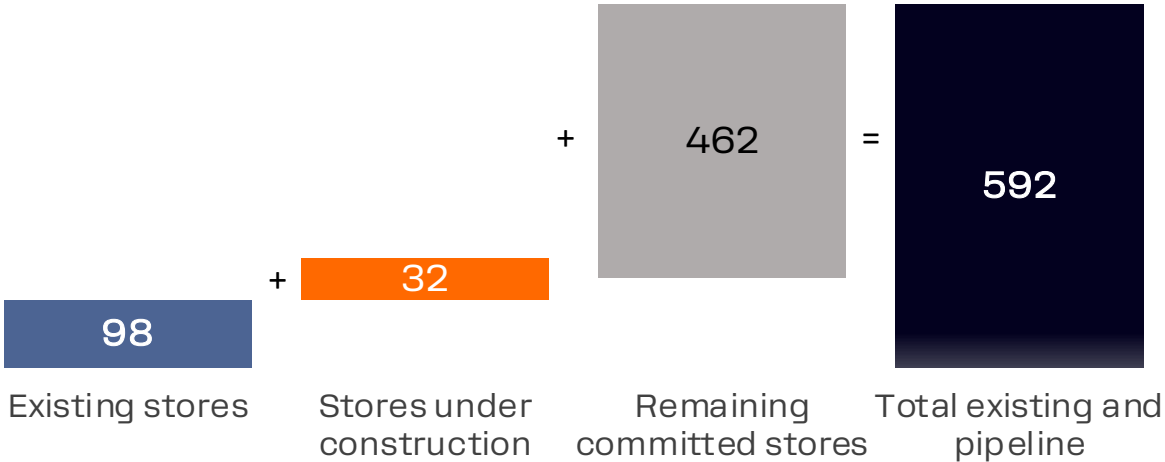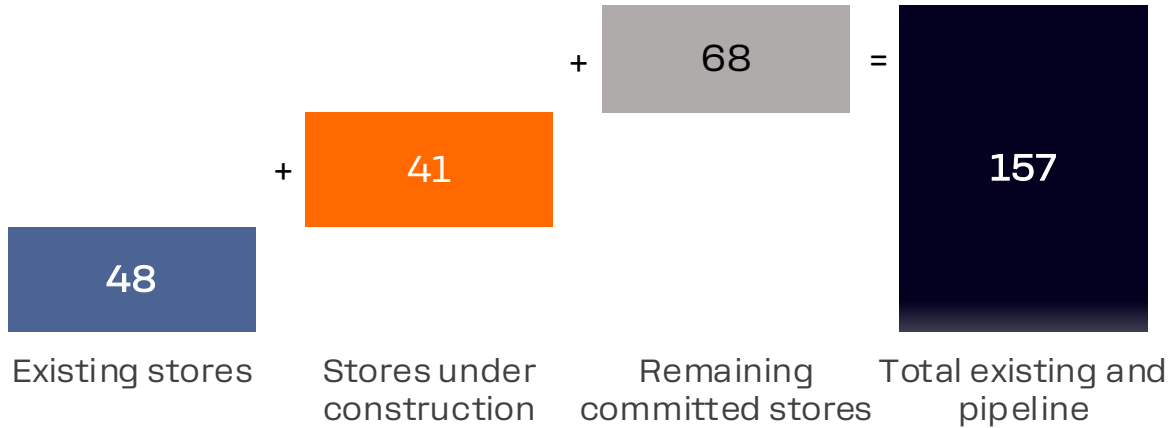
Chain Growth Pipeline

1210 — Existing stores

+ 221 — Stores under construction

+ 769 — Remaining committed stores

= 2200 — Total existing and pipeline

Note: as of 31 October 2024

EURASIA

1058	+ 140	+ 224	= 1422
Existing stores	Stores under construction	Remaining committed stores	Total existing and pipeline

IMF

98	+ 32	+ 462	= 592
Existing stores	Stores under construction	Remaining committed stores	Total existing and pipeline

DRINKIT

48	+ 41	+ 68	= 157
Existing stores	Stores under construction	Remaining committed stores	Total existing and pipeline

DODO UAE

6	+ 8	+ 15	= 29
Existing stores	Stores under construction	Remaining committed stores	Total existing and pipeline

Store Count

October: 32 new stores, 1 store closed, 1210 total

Legend: ■ Eurasia ■ IMF ■ Startups

Month	Eurasia	IMF	Startups	Total
Oct-23	909	64		996
Nov-23	919	68		1011
Dec-23	929	71		1027
Jan-24	933	75		1036
Feb-24	945	76		1050
Mar-24	965	81		1079
Apr-24	976	84		1097
May-24	985	87		1109
Jun-24	998	90		1129
Jul-24	1013	90		1144
Aug-24	1027	93		1163
Sep-24	1039	94		1179
Oct-24	1058	98	54	1210
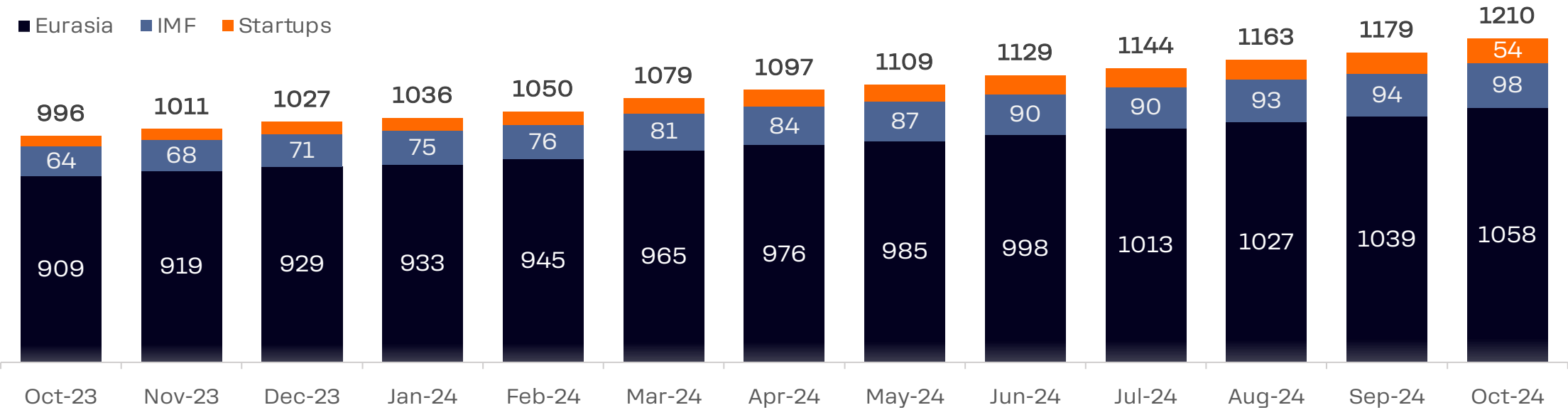
New stores

RUSSIA:

Belebey-1
Berezniki-2
Birobidzhan-2
Divnogorsk-1
Izhevsk-6
Kazan-13
Kemerovo-2
Komsomolsk-on-Amur-4

Krasnoznamensk-1
Magnitogorsk-3
Moscow 7-2
Podolsk-4
Serpukhov-2
Temryuk-1
Tver-5
Yaroslavl-6

Yuzhno-Sakhalinsk-3
Drinkit Moscow 8-1
Drinkit Moscow 18-1
Drinkit Saint Petersburg 1-1
Drinkit Samara 1-2

KAZAKHSTAN:

Almaty-23
Kosshi-1
Drinkit Almaty 1-3

ARMENIA:

Vagharshapat-1

UAE:

Dubai 5-1
Dubai 7-2
Drinkit Dubai 5-1

UZBEKISTAN:

Tashkent-10

TURKIYE:

İzmir-9
Mersin-4

VIETNAM:

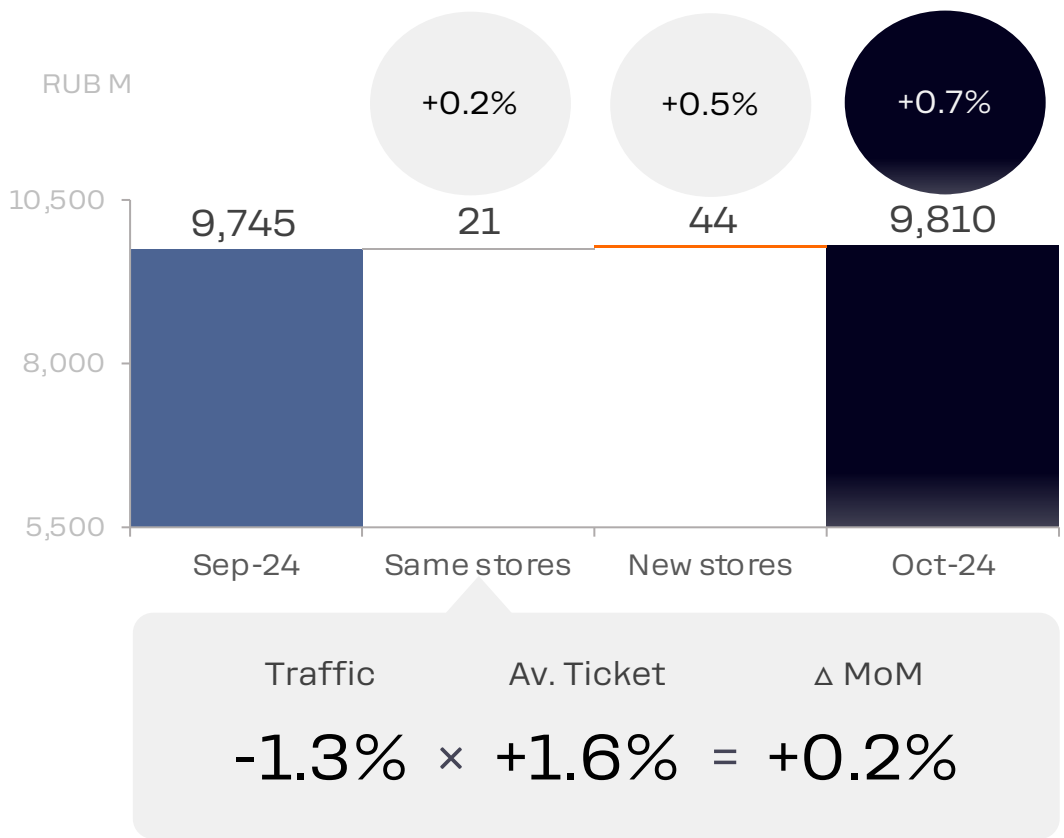Đồng Xoài-1

Closed stores

VIETNAM:

Ho Chi Minh-3

EURASIA

Eurasia: Sales Evolution

October: MoM +0.7%, YoY +32.7%

Month over Month (MoM)
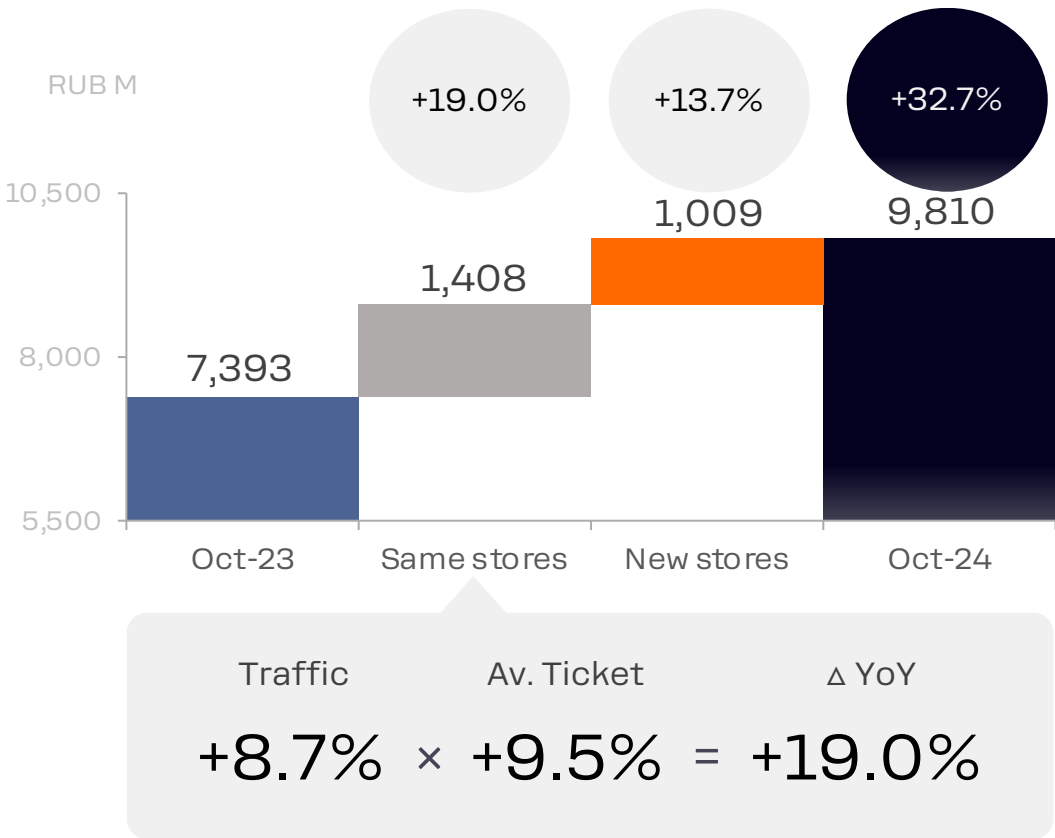
RUB M

+0.2%   +0.5%   +0.7%

9,745   21   44   9,810

10,500

8,000

5,500

Sep-24   Same stores   New stores   Oct-24

Traffic		Av. Ticket		Δ MoM
-1.3%	×	+1.6%	=	+0.2%

Year over Year (YoY)

RUB M

+19.0%   +13.7%   +32.7%

7,393   1,408   1,009   9,810

10,500

8,000

5,500

Oct-23   Same stores   New stores   Oct-24

Traffic		Av. Ticket		Δ YoY
+8.7%	×	+9.5%	=	+19.0%

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
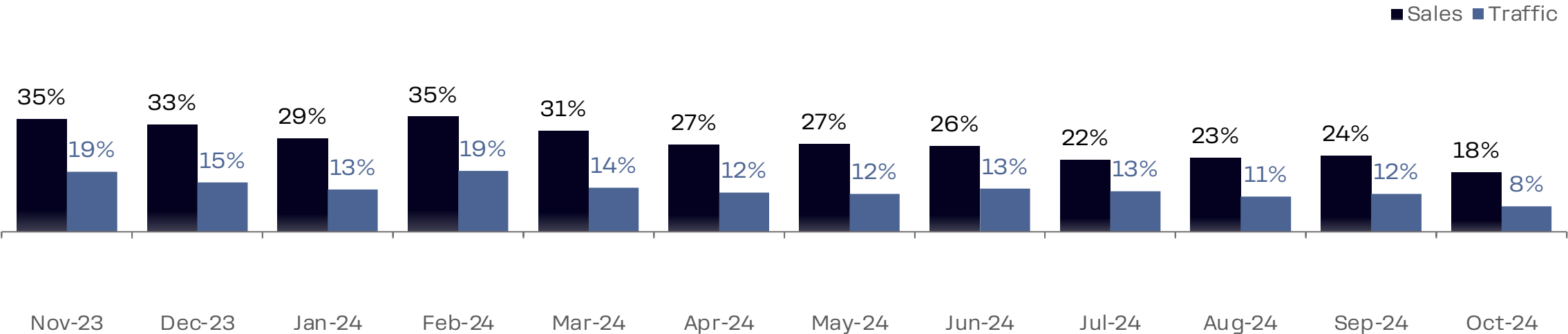
YoY LFL – Detailed Review of October 2024

Store age	Store Count	SALES			TRAFFIC			AVERAGE TICKET		
		In-Store	Delivery	Total	In-Store	Delivery	Total	In-Store	Delivery	Total
1-2 yrs old	117	27.1%	39.1%	34.3%	21.3%	25.0%	22.9%	4.8%	11.3%	9.3%
2-3 yrs old	98	17.6%	26.9%	23.2%	9.1%	11.7%	10.2%	7.8%	13.6%	11.8%
> 3 yrs old	675	16.7%	15.1%	15.7%	9.1%	2.1%	5.8%	7.0%	12.7%	9.4%

Dynamics of YoY LFL for all stores older than 1 year

■ Sales ■ Traffic

Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24
35% / 19%	33% / 15%	29% / 13%	35% / 19%	31% / 14%	27% / 12%	27% / 12%	26% / 13%	22% / 13%	23% / 11%	24% / 12%	18% / 8%

INTERNATIONAL MASTER FRANCHISING

IMF: Sales Evolution

October: MoM +11.1%, YoY +39.1%

Month over Month (MoM)
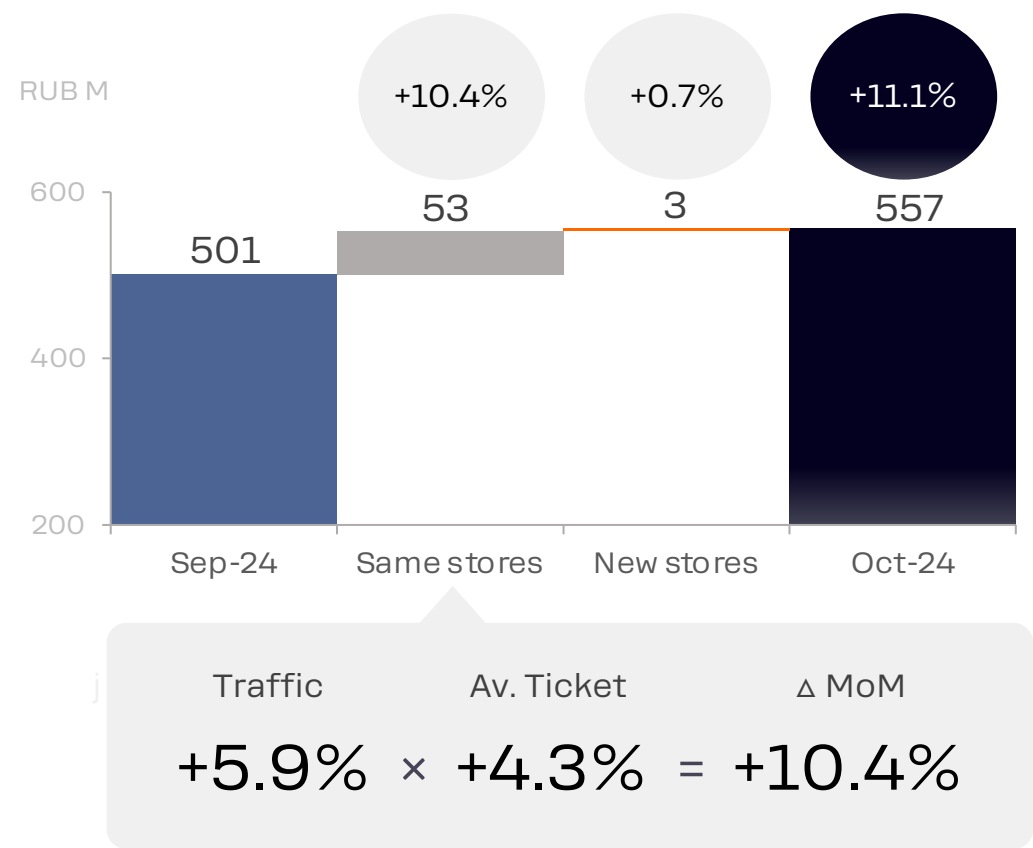
RUB M

	+10.4%	+0.7%	+11.1%
501	53	3	557

600

400

200

Sep-24 · Same stores · New stores · Oct-24

Traffic	Av. Ticket	Δ MoM
+5.9%	× +4.3%	= +10.4%

Year over Year (YoY)

RUB M

	+3.7%	+35.4%	+39.1%
400	15	142	557

600

400

200

Oct-23 · Same stores · New stores · Oct-24

Traffic	Av. Ticket	Δ YoY
-1.0%	× +4.8%	= +3.7%
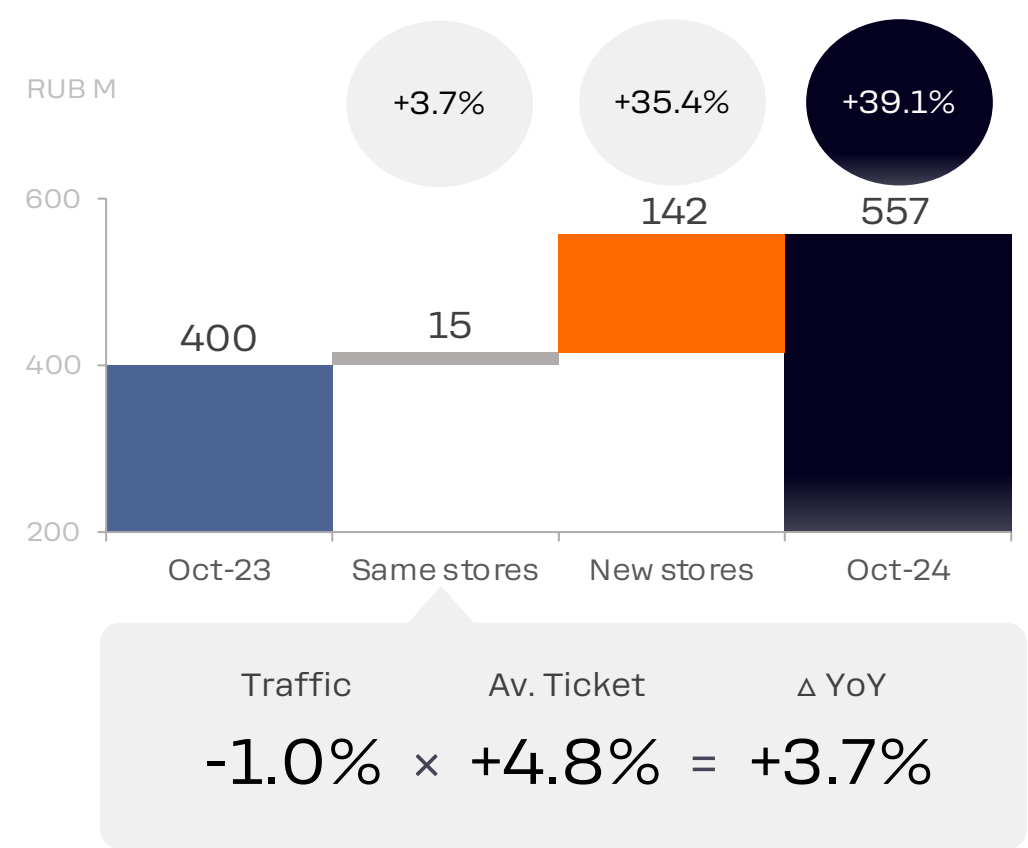
Note: gross sales including VAT where applicable. Traffic stands for order count.
Converted into RUB from local currencies at weighted average monthly FX rates as per currencylayer.com.
List of countries: Armenia, Azerbaijan, Georgia, Kyrgyzstan, Tajikistan, Uzbekistan, Bulgaria, Croatia, Cyprus, Estonia, Germany, Lithuania, Romania, Poland, Serbia, Slovenia, Turkiye, Nigeria, Vietnam.
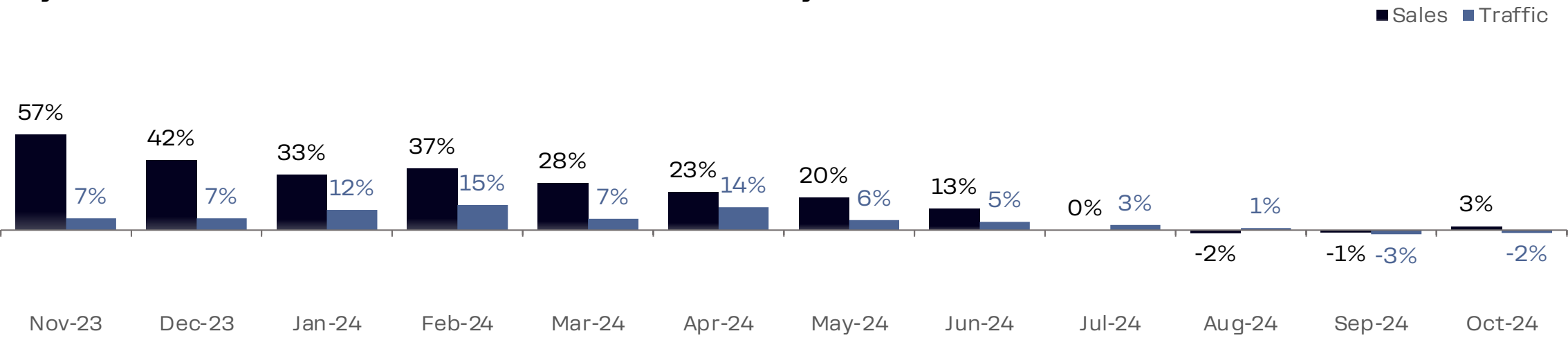
IMF: Like for Like Sales and Traffic

YoY LFL – Detailed Review of October 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	17	3.4%	33.3%	13.1%	8.2%	32.6%	13.6%	-4.4%	0.5%	-0.5%
2-3 yrs old	10	-5.8%	-5.9%	-5.8%	-4.6%	-4.3%	-4.5%	-1.3%	-1.6%	-1.4%
> 3 yrs old	33	-2.9%	6.3%	2.0%	-7.0%	-2.1%	-5.4%	4.4%	8.6%	7.8%

Dynamics of YoY LFL for all stores older than 1 year

■ Sales ■ Traffic

	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24
Sales	57%	42%	33%	37%	28%	23%	20%	13%	0%	-2%	-1%	3%
Traffic	7%	7%	12%	15%	7%	14%	6%	5%	3%	1%	-3%	-2%

STARTUPS

Startups: store count and sales
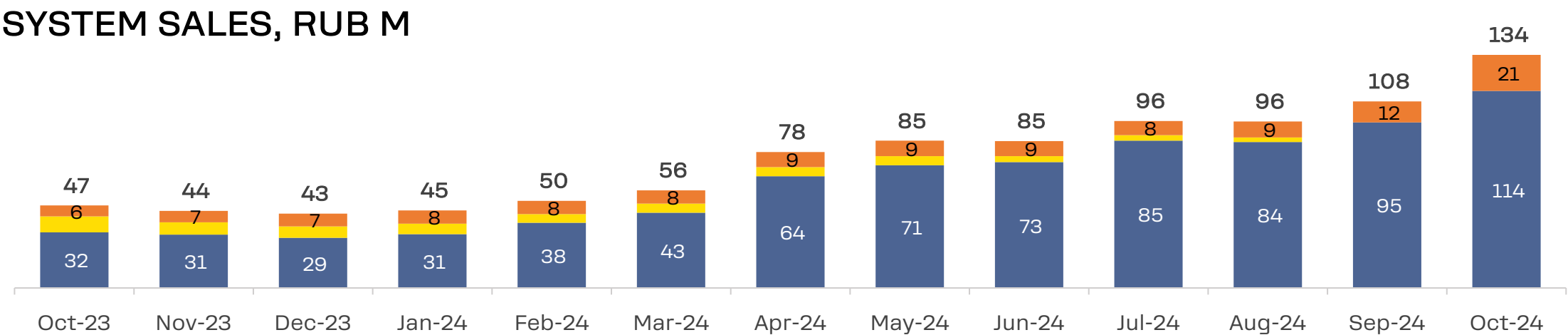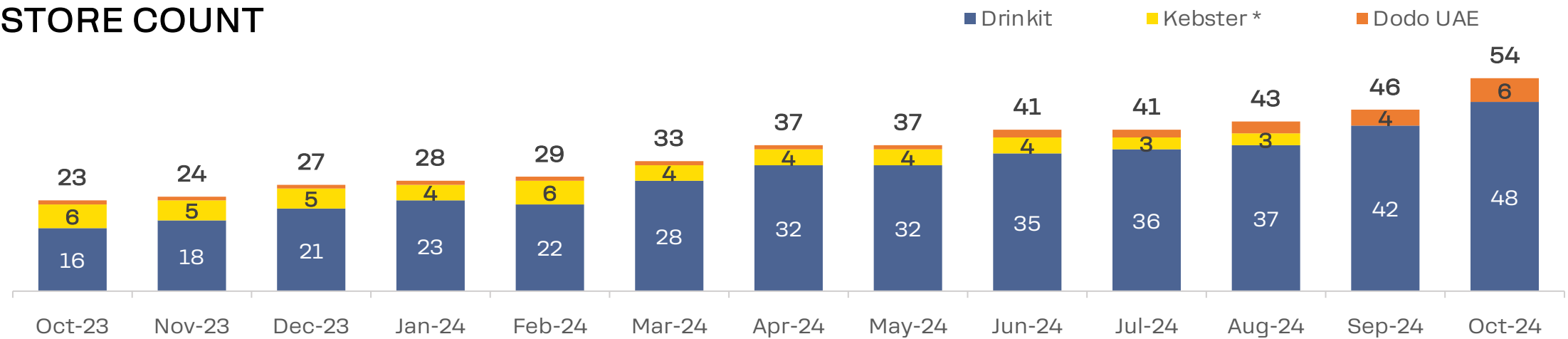
STORE COUNT

Legend: ■ Drinkit   ■ Kebster *   ■ Dodo UAE

Month	Drinkit	Kebster *	Dodo UAE	Total
Oct-23	16	6		23
Nov-23	18	5		24
Dec-23	21	5		27
Jan-24	23	4		28
Feb-24	22	6		29
Mar-24	28	4		33
Apr-24	32	4		37
May-24	32	4		37
Jun-24	35	4		41
Jul-24	36	3		41
Aug-24	37	3		43
Sep-24	42		4	46
Oct-24	48		6	54

SYSTEM SALES, RUB M

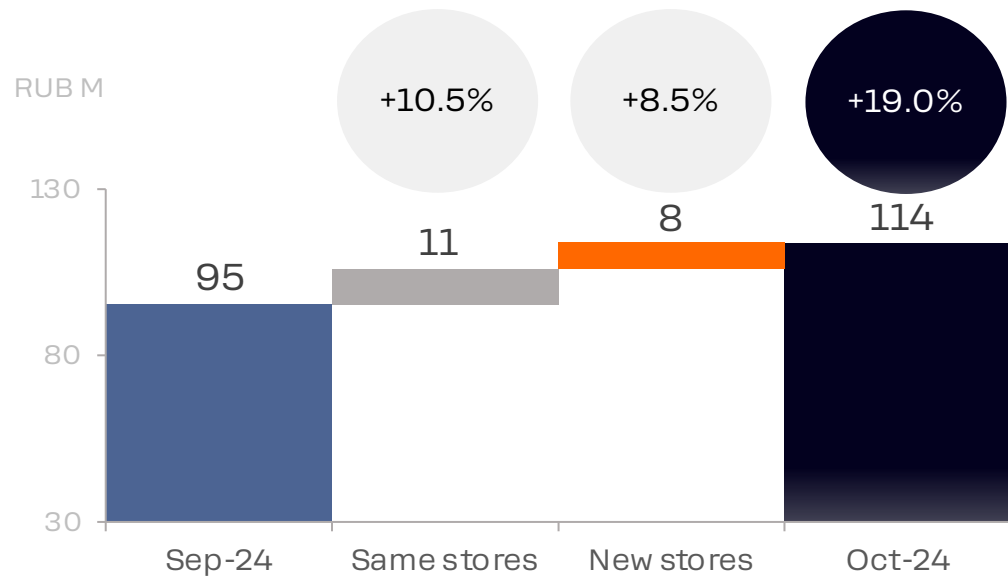| Month	Drinkit	Kebster *	Dodo UAE	Total
Oct-23	32		6	47
Nov-23	31		7	44
Dec-23	29		7	43
Jan-24	31		8	45
Feb-24	38		8	50
Mar-24	43	8		56
Apr-24	64	9		78
May-24	71	9		85
Jun-24	73	9		85
Jul-24	85	8		96
Aug-24	84	9		96
Sep-24	95	12		108
Oct-24	114	21		134

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.
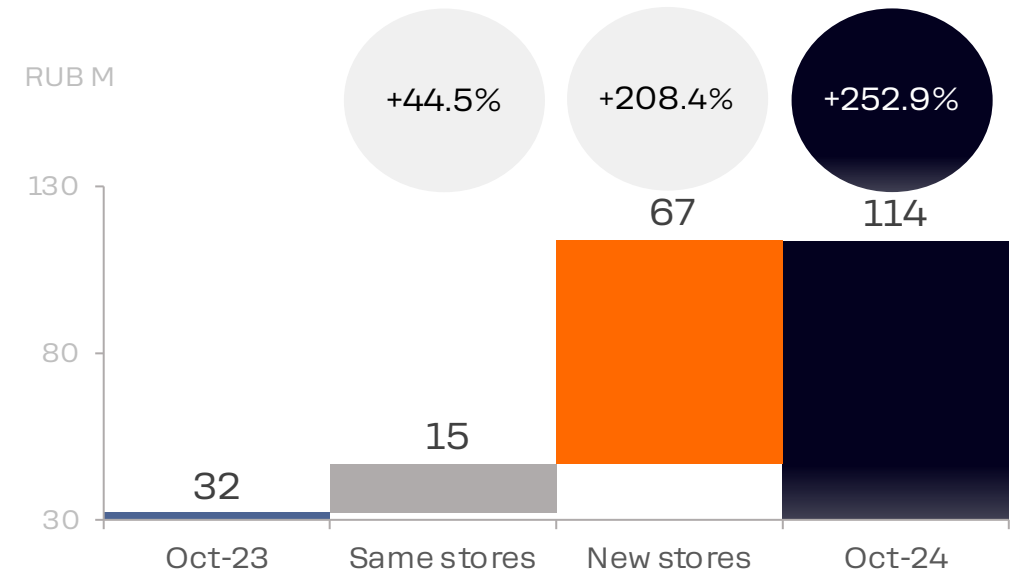* Kebster includes Doner 42.

DRINKIT: Sales Evolution

October: MoM +19.0%, YoY +252.9%

Month over Month (MoM)

RUB M

+10.5%   +8.5%   +19.0%

130

95   11   8   114

80

30

Sep-24   Same stores   New stores   Oct-24

Traffic	Av. Ticket	Δ MoM
+10.2% ×	+0.3% =	+10.5%

Year over Year (YoY)

RUB M

+44.5%   +208.4%   +252.9%

130

32   15   67   114

80

30

Oct-23   Same stores   New stores   Oct-24

Traffic	Av. Ticket	Δ YoY
+31.3% ×	+10.0% =	+44.5%

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

DRINKIT: Like for Like Sales and Traffic

YoY LFL – Detailed Review of October 2024

	RUSSIA				UAE				KZ+			
Store age	Store Count	Traffic	Av. ticket	Sales	Store Count	Traffic	Av. ticket	Sales	Store Count	Traffic	Av. ticket	Sales
1-2 yrs old	6	39.4%	11.1%	62.0%	1	92.5%	2.0%	96.4%	2	-10.8%	-19.2%	-27.9%
2-3 yrs old	3	65.3%	11.6%	84.5%								
> 3 yrs old	2	-35.5%	10.9%	-28.4%								

Dynamics of YoY LFL for all stores older than 1 year

■ Sales ■ Traffic

	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24
Sales	43%	33%	43%	55%	31%	45%	48%	40%	57%	37%	43%	44%
Traffic	41%	34%	40%	49%	27%	38%	40%	35%	47%	27%	32%	31%