

# APRIL 2022

Monthly Trading Update



**815**  
stores

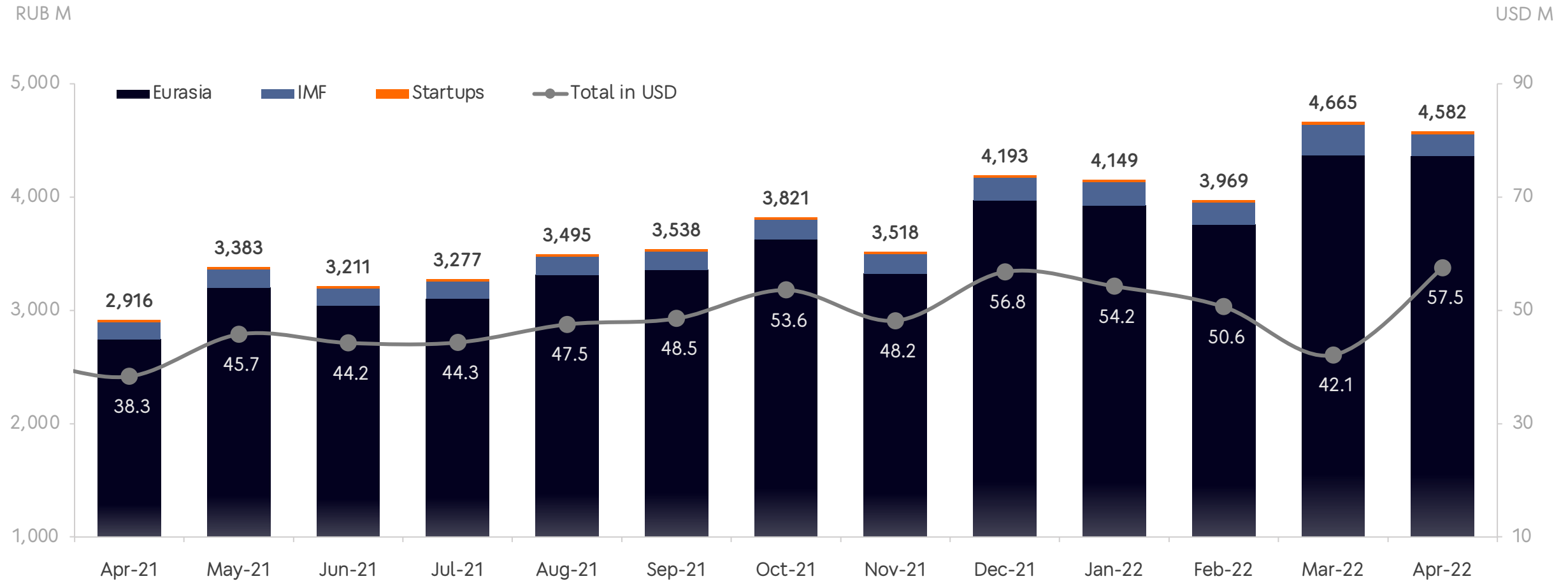
**+13**  
net new stores

**₹ 4.6 Bn**  
in system sales

**+57%**  
year-over-year  
change

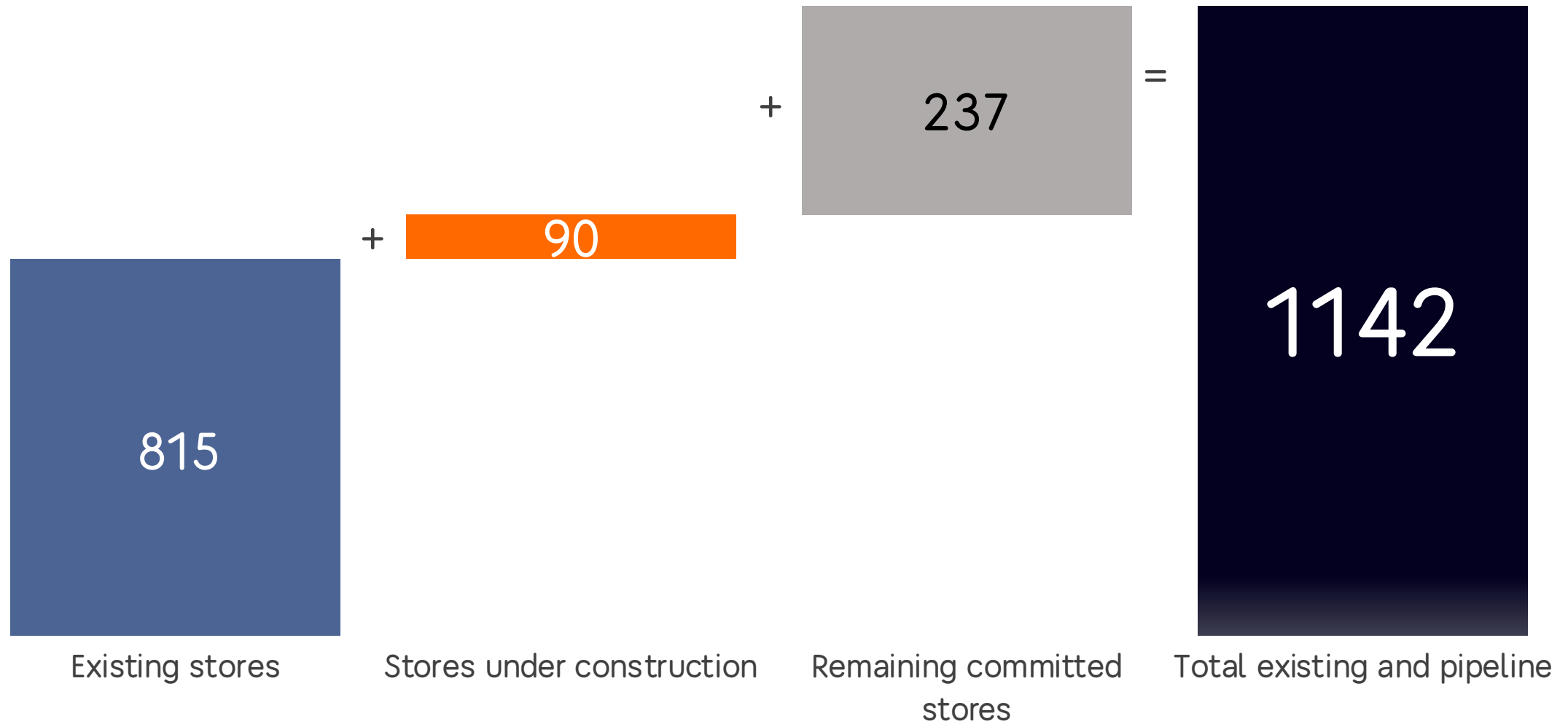
# System Sales

April: 4,582M RUB / 57.5M 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](#).

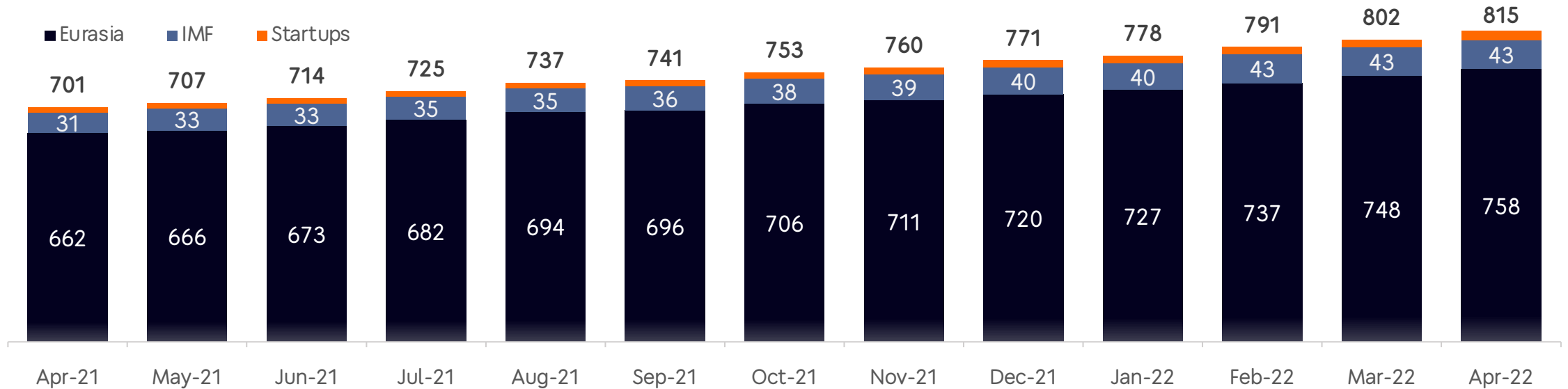
# Chain Growth Pipeline



Note: as of 30 April 2022.

# Store Count

April: 13 new stores, 815 total



## New stores

### RUSSIA:

Volgograd-5

Izhevsk-5

Lobnya-2

Nizhny Novgorod-4

Orenburg-4

Tikhvin-1

Tula-3

Ufa-7

Doner 42 Nevinnomyssk-1

Doner 42 Krasnodar-1

Doner 42 Moscow 1-1

### KAZAKHSTAN:

Almaty-12

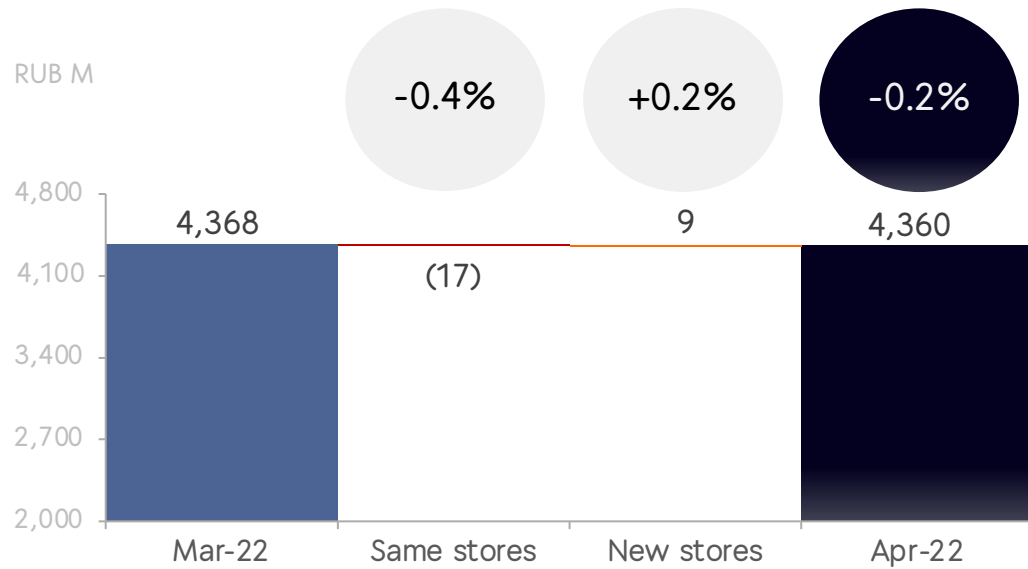
Turkestan-1

EURASIA

# Eurasia: Sales Evolution

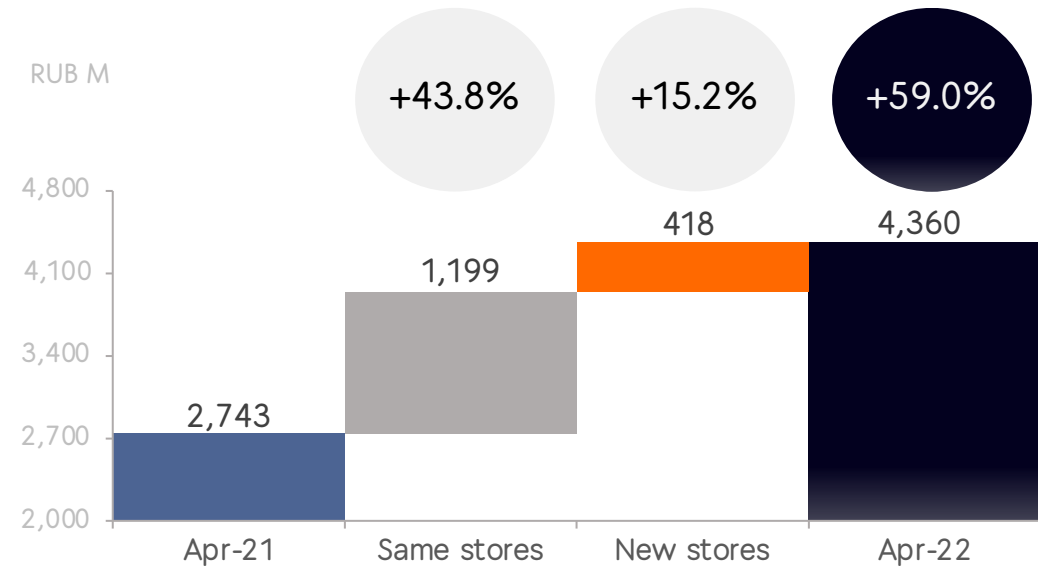
April: MoM -0.2%, YoY +59.0%

## Month over Month (MoM)



$$\begin{matrix} \text{Traffic} \\ +4.3\% \end{matrix} \times \begin{matrix} \text{Av. Ticket} \\ -4.5\% \end{matrix} = \begin{matrix} \Delta \text{ MoM} \\ -0.4\% \end{matrix}$$

## Year over Year (YoY)



$$\begin{matrix} \text{Traffic} \\ +24.7\% \end{matrix} \times \begin{matrix} \text{Av. Ticket} \\ +15.4\% \end{matrix} = \begin{matrix} \Delta \text{ YoY} \\ +43.8\% \end{matrix}$$

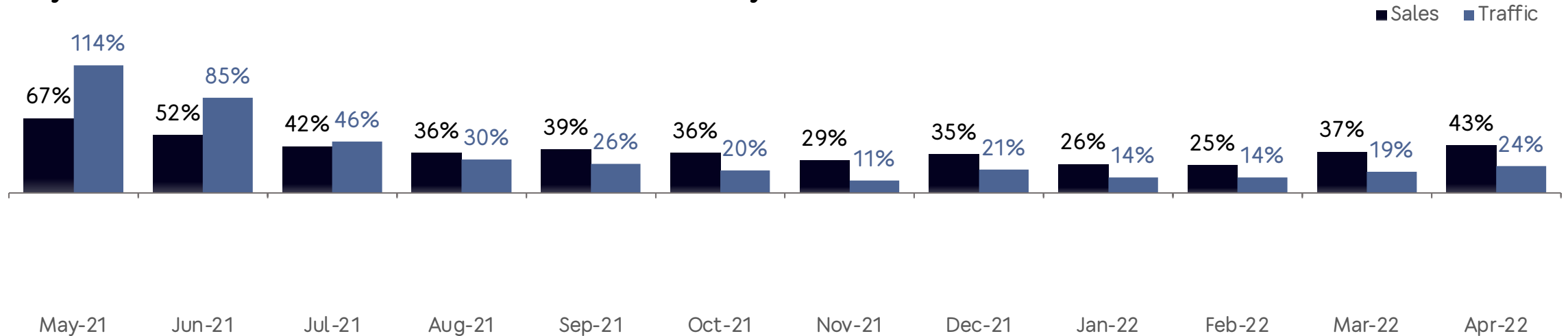
Note: gross sales including VAT where applicable. Traffic stands for order count.  
List of countries: Russia, Kazakhstan, Belarus.

# Eurasia: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of April 2022

Store age	Store Count	SALES			TRAFFIC			AVERAGE TICKET		
		In-Store	Delivery	Total	In-Store	Delivery	Total	In-Store	Delivery	Total
1-2 yrs old	92	58.6%	53.5%	55.6%	34.2%	41.9%	37.0%	18.2%	8.2%	13.6%
2-3 yrs old	125	42.2%	48.8%	46.2%	18.1%	36.5%	24.6%	20.4%	9.1%	17.3%
>3 yrs old	431	38.6%	40.2%	39.7%	15.8%	27.5%	20.9%	19.7%	10.0%	15.5%

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

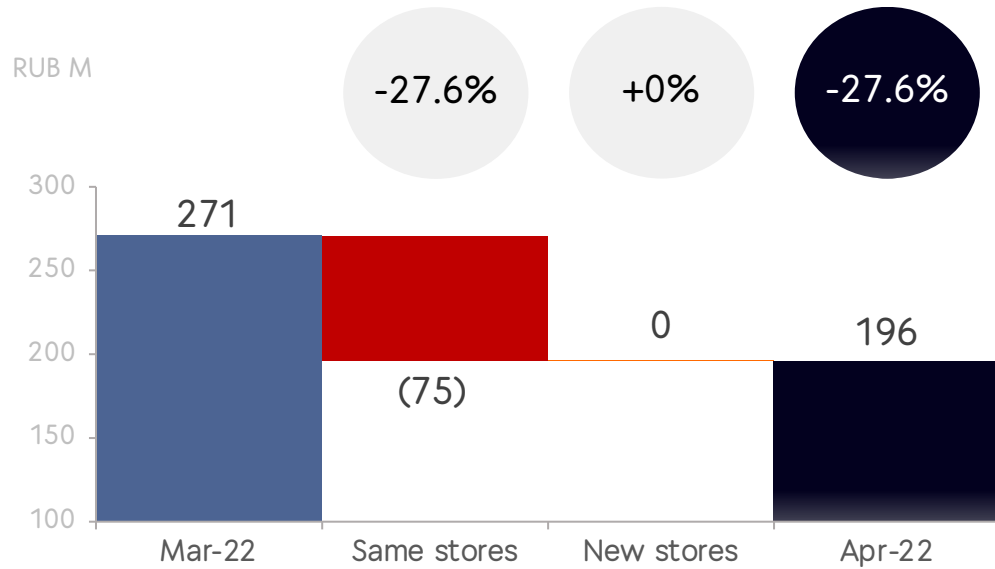


INTERNATIONAL  
MASTER-  
FRANCHISING

# IMF: Sales Evolution

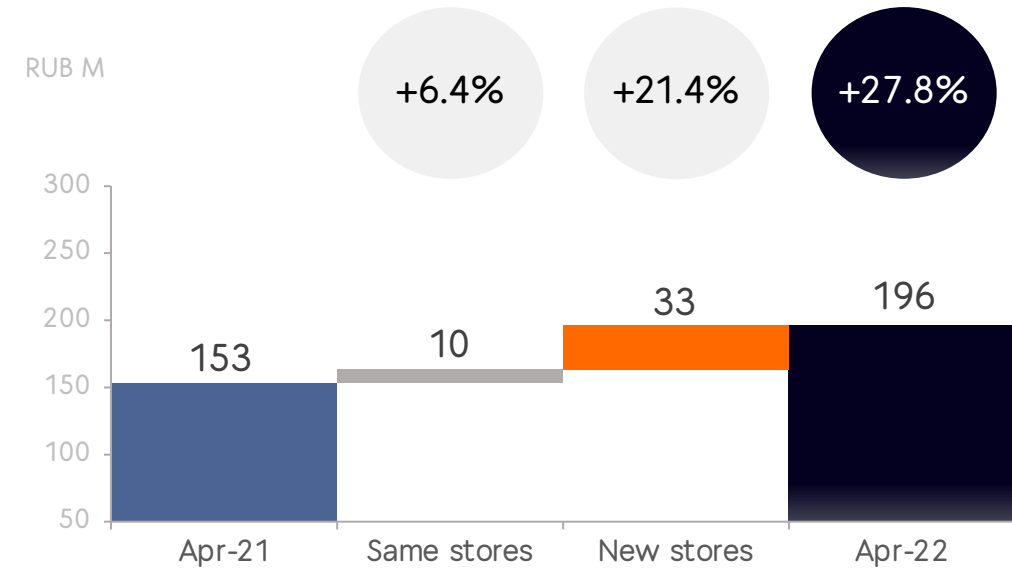
April: MoM -27.6%, YoY +27.8%

## Month over Month (MoM)



Traffic	Av. Ticket	$\Delta$ MoM
-3.4%	$\times$ -25.1%	= -27.6%

## Year over Year (YoY)



Traffic	Av. Ticket	$\Delta$ YoY
+16.9%	$\times$ -9.0%	= +6.4%

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).

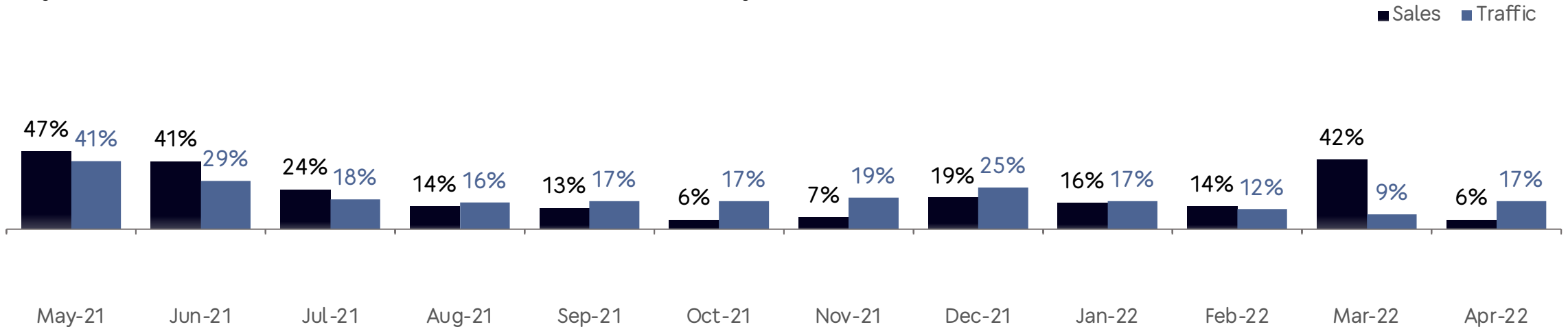
List of countries: Germany, Estonia, Lithuania, Romania, Slovenia, Poland, Nigeria, Kyrgyzstan, Uzbekistan, Tajikistan, Vietnam, USA, China.

# IMF: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of April 2022

Store age	Store Count	SALES			TRAFFIC			AVERAGE TICKET		
		In-Store	Delivery	Total	In-Store	Delivery	Total	In-Store	Delivery	Total
1-2 yrs old	6	97.3%	31.7%	58.0%	65.9%	10.2%	46.2%	18.9%	19.5%	8.1%
> 2 yrs old	24	25.0%	-12.5%	-0.7%	37.9%	-12.7%	10.9%	-9.4%	0.2%	-10.4%

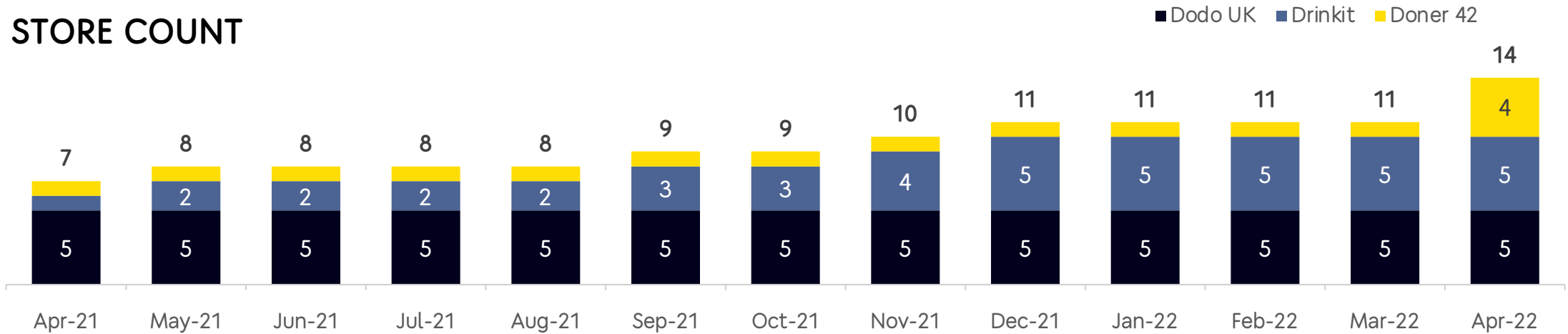
## Dynamics of YoY LFL for all stores older than 1 year



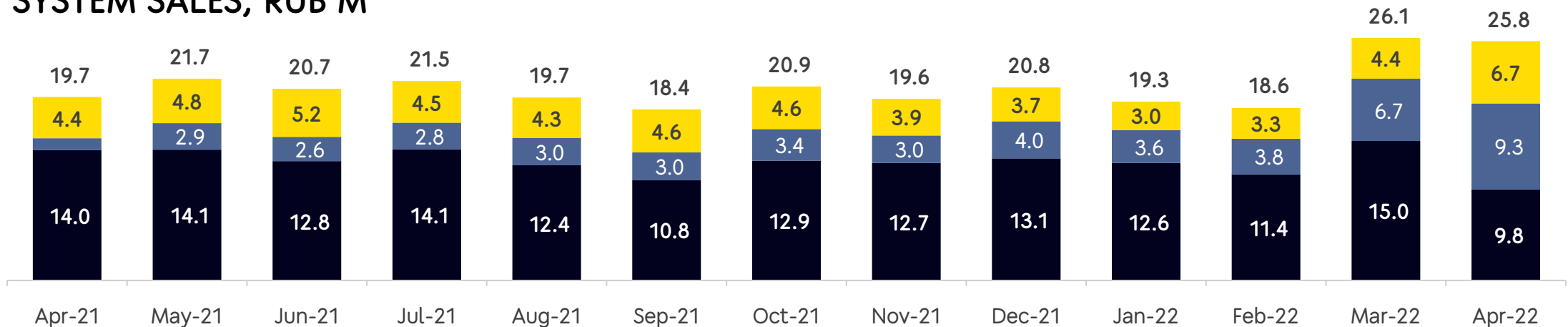
STARTUPS

# 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).