

# APRIL 2023

Monthly Trading Update



**936**  
stores

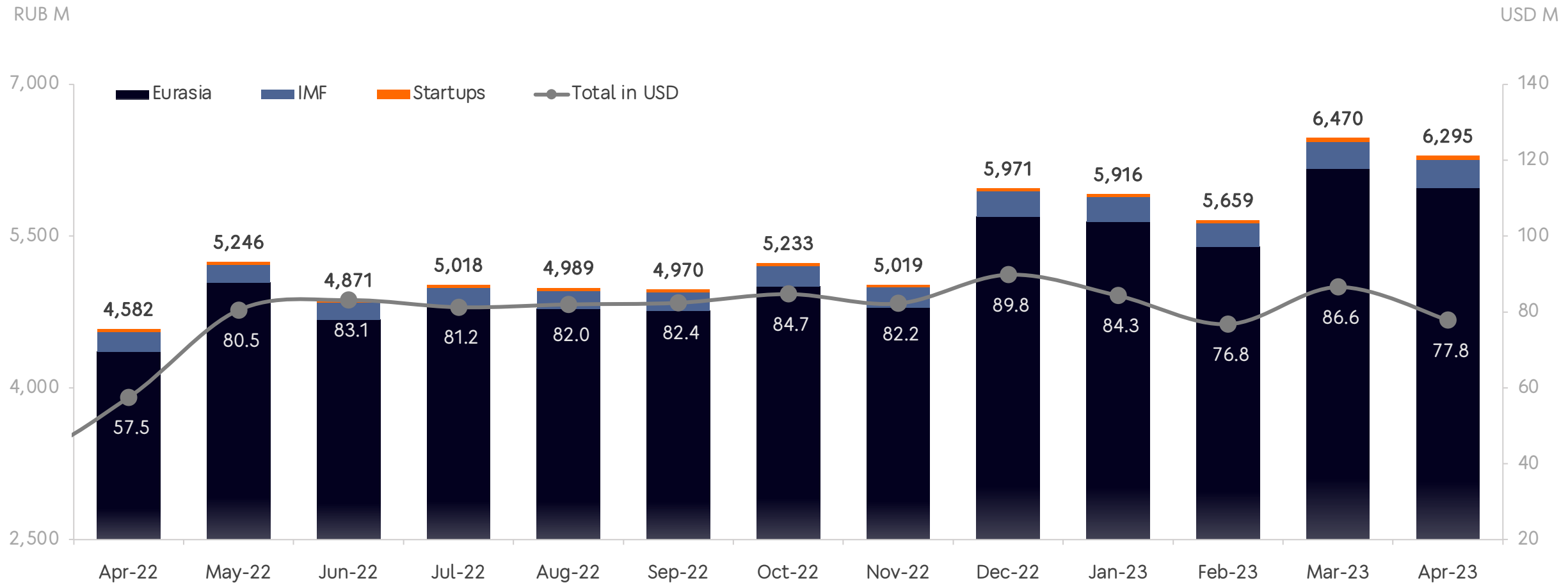
**+10**  
net new stores

**₹ 6.3 Bn**  
in system sales

**+37%**  
year-over-year  
change

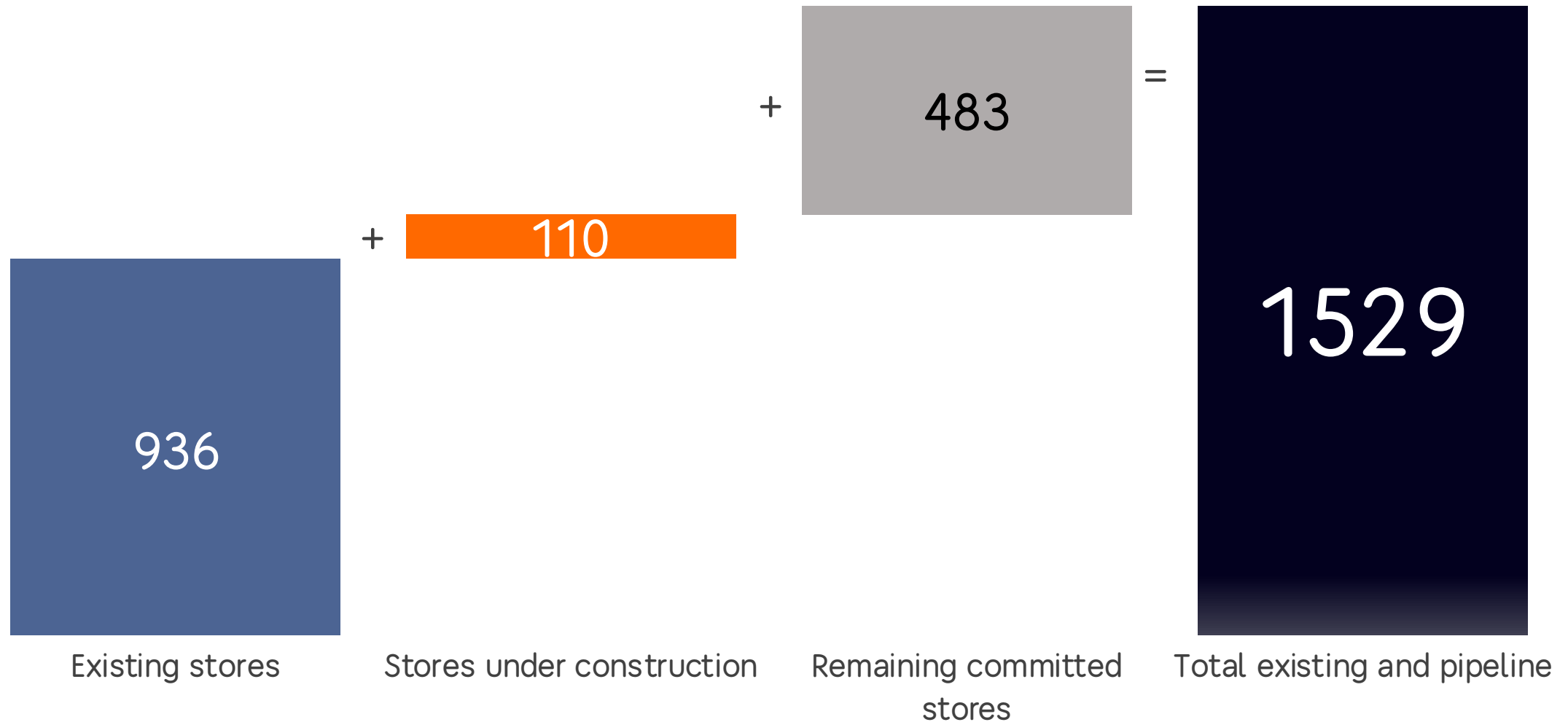
# System Sales

April: 6,295M RUB / 77.8M 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](#).

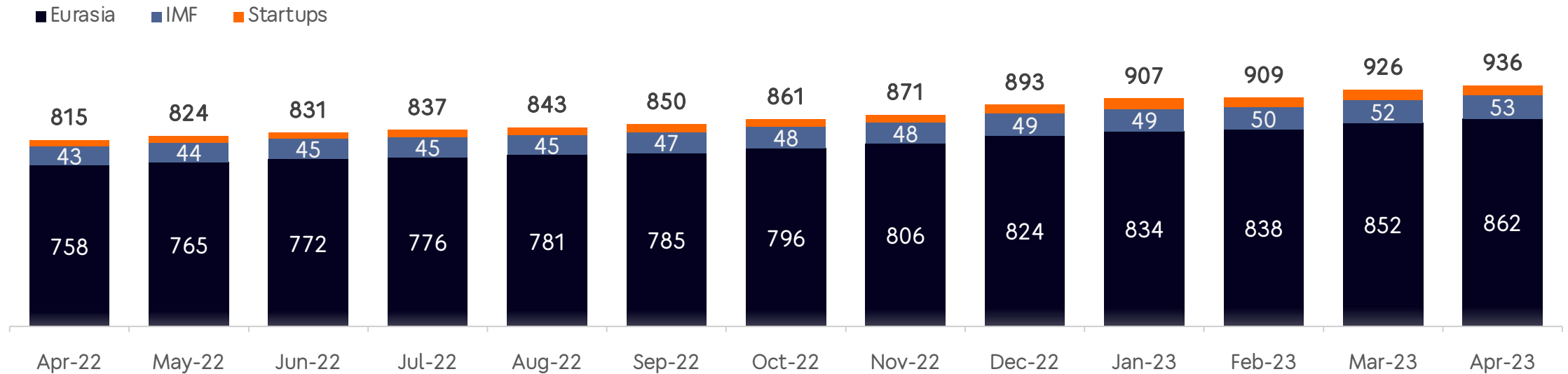
# Chain Growth Pipeline



Note: as of 30 April 2023

# Store Count

April: 11 new stores, 1 store closed, 936 total



## New stores

### RUSSIA:

Belorechensk-1  
Chelyabinsk-10  
Gelendzhik-2  
Khimki-3  
Kursk-3

Mezhdurechensk-1  
Mikhailovka-1  
Moscow 13-4  
Shadrinsk-1

### BELARUS:

Baranovichi-1

### VIETNAM:

Ho Chi Minh-4

## Closed stores

### RUSSIA:

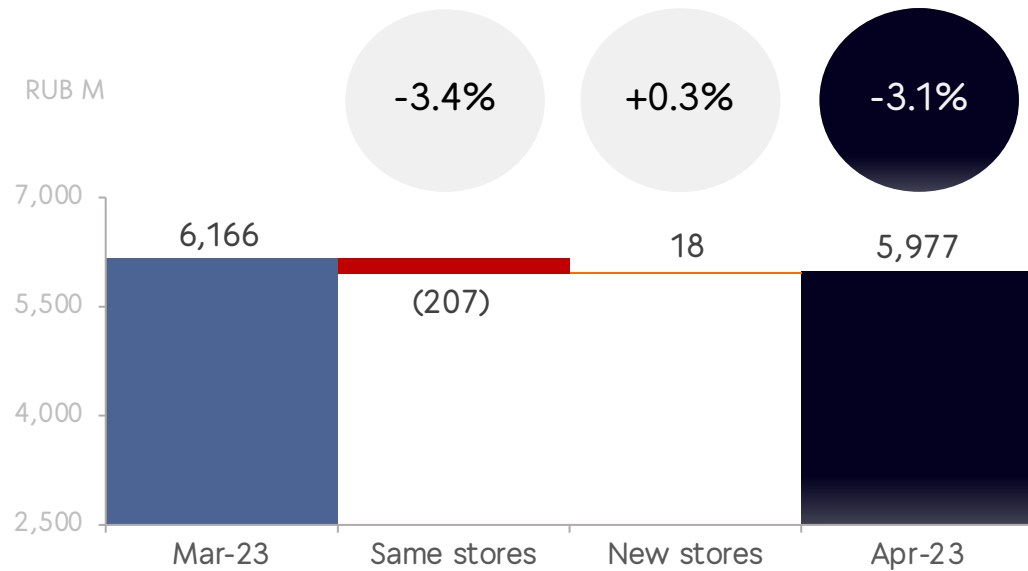
Doner Moscow 0-1

EURASIA

# Eurasia: Sales Evolution

April: MoM -3.1%, YoY +37.1%

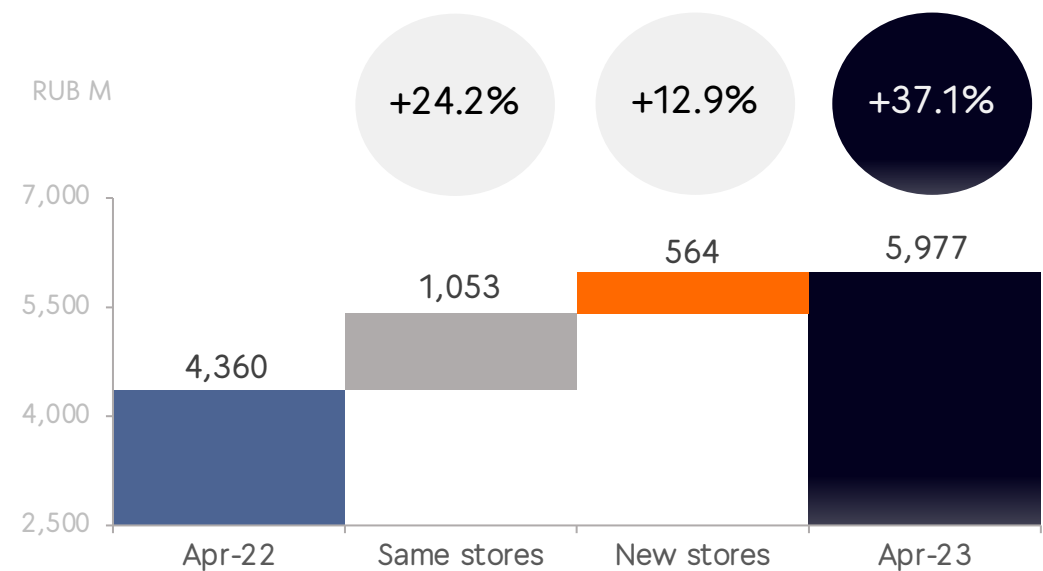
## Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
-0.2%	-3.2%	-3.4%

$-0.2\% \times -3.2\% = -3.4\%$

## Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+19.3%	+4.1%	+24.2%

$+19.3\% \times +4.1\% = +24.2\%$

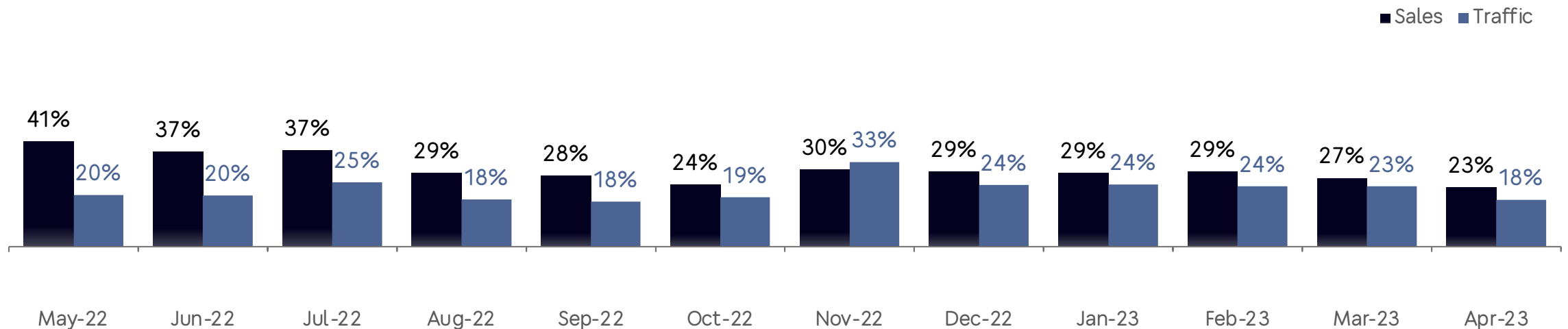
Note: gross sales including VAT where applicable. Traffic stands for order count.  
List of countries: Russia, Kazakhstan, Belarus.

# Eurasia: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of April 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	100	45.9%	38.2%	41.2%	39.4%	34.0%	37.2%	4.6%	3.1%	2.9%
>2 yrs old	90	17.4%	32.4%	26.2%	8.7%	27.7%	15.8%	8.0%	3.7%	9.0%
>3 yrs old	551	17.6%	21.6%	20.2%	13.6%	18.9%	16.0%	3.5%	2.3%	3.7%

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

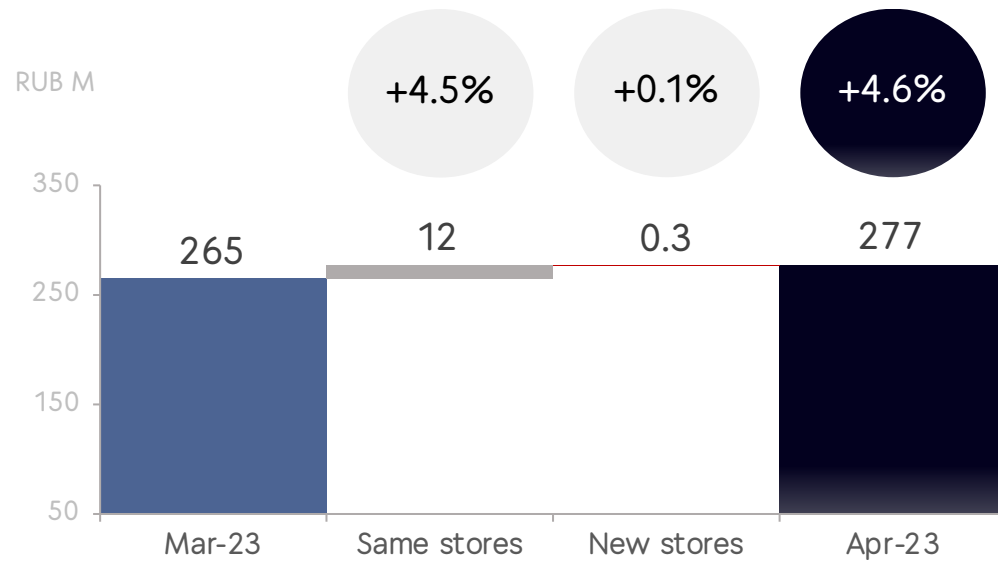


INTERNATIONAL  
MASTER-  
FRANCHISING

# IMF: Sales Evolution

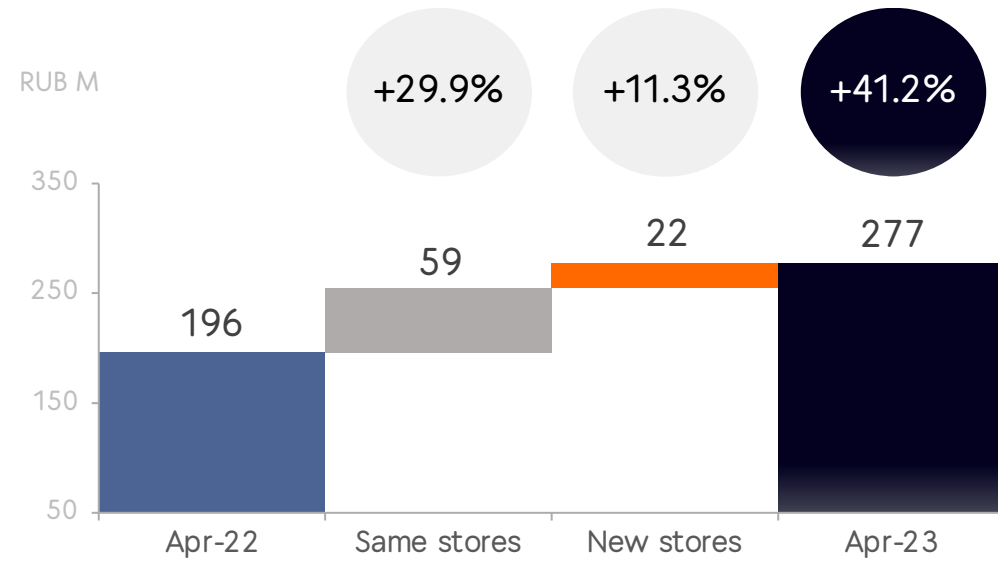
April: MoM +4.6%, YoY +41.2%

## Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
-3.4%	× +8.2%	= +4.5%

## Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+14.7%	× +13.2%	= +29.9%

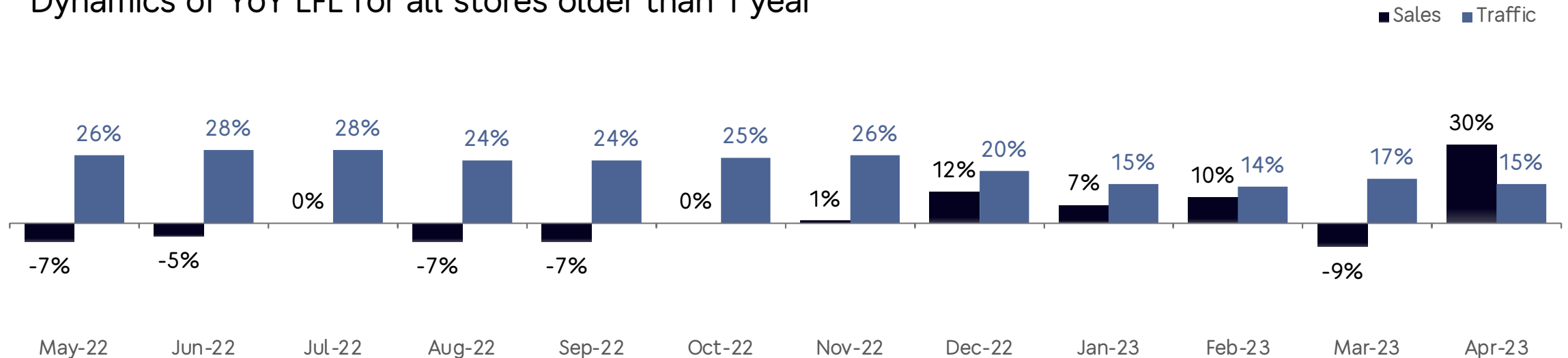
Note: gross sales including VAT where applicable. Traffic stands for order count.  
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).  
 List of countries: Germany, Estonia, Lithuania, Romania, Slovenia, Poland, Nigeria, Kyrgyzstan,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

# IMF: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of April 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	13	81.4%	71.4%	76.4%	24.6%	54.1%	32.7%	45.7%	11.3%	32.9%
> 2 yrs old	30	26.2%	16.4%	20.5%	11.6%	6.9%	9.8%	13.1%	8.9%	9.8%

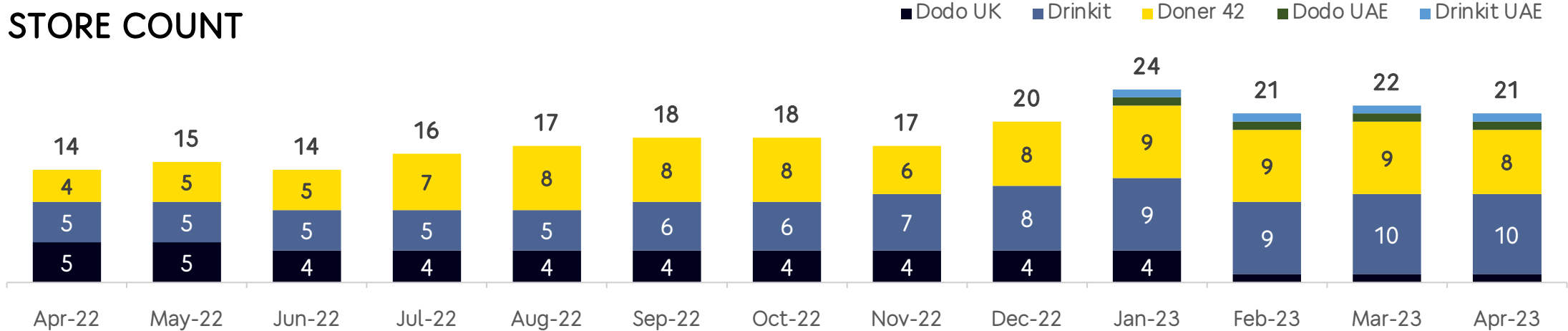
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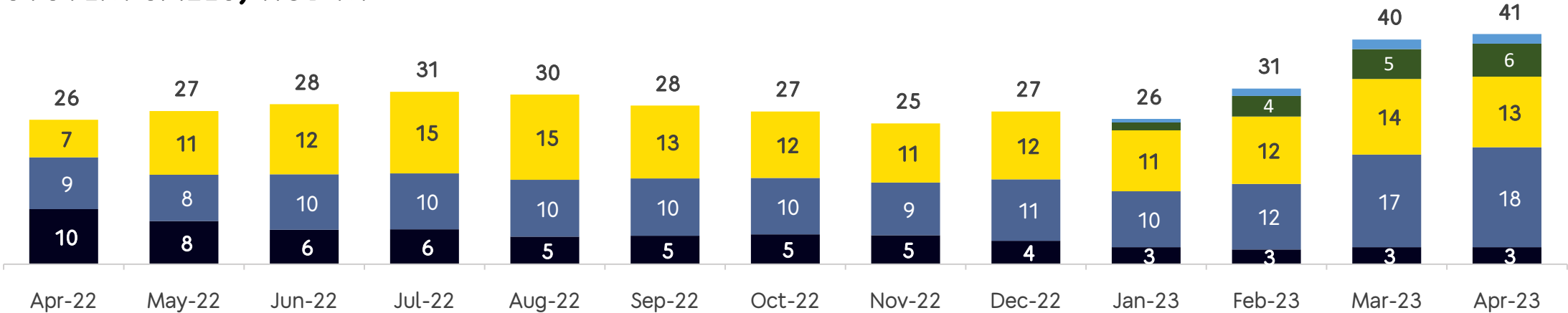
STARTUPS

# 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).