

**AUG  
UST  
2022**

Monthly Trading Update



**843**  
stores

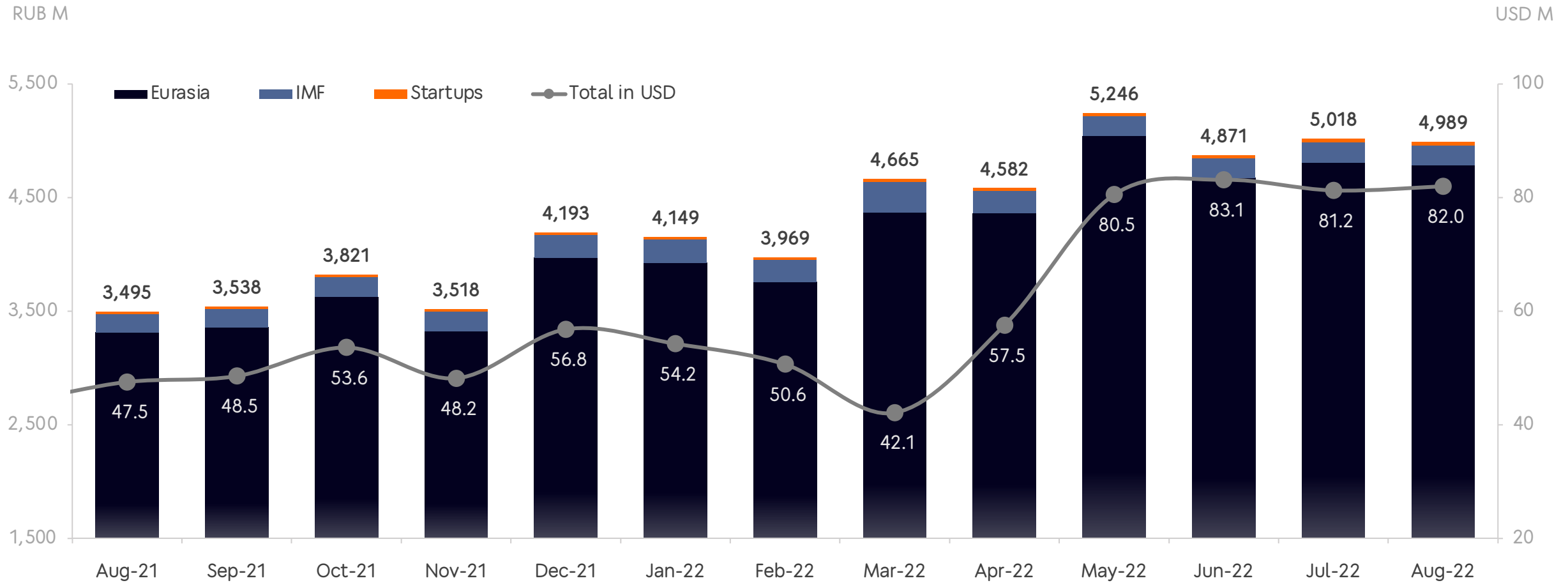
**+6**  
net new stores

**₹ 5.0 Bn**  
in system sales

**+43%**  
year-over-year  
change

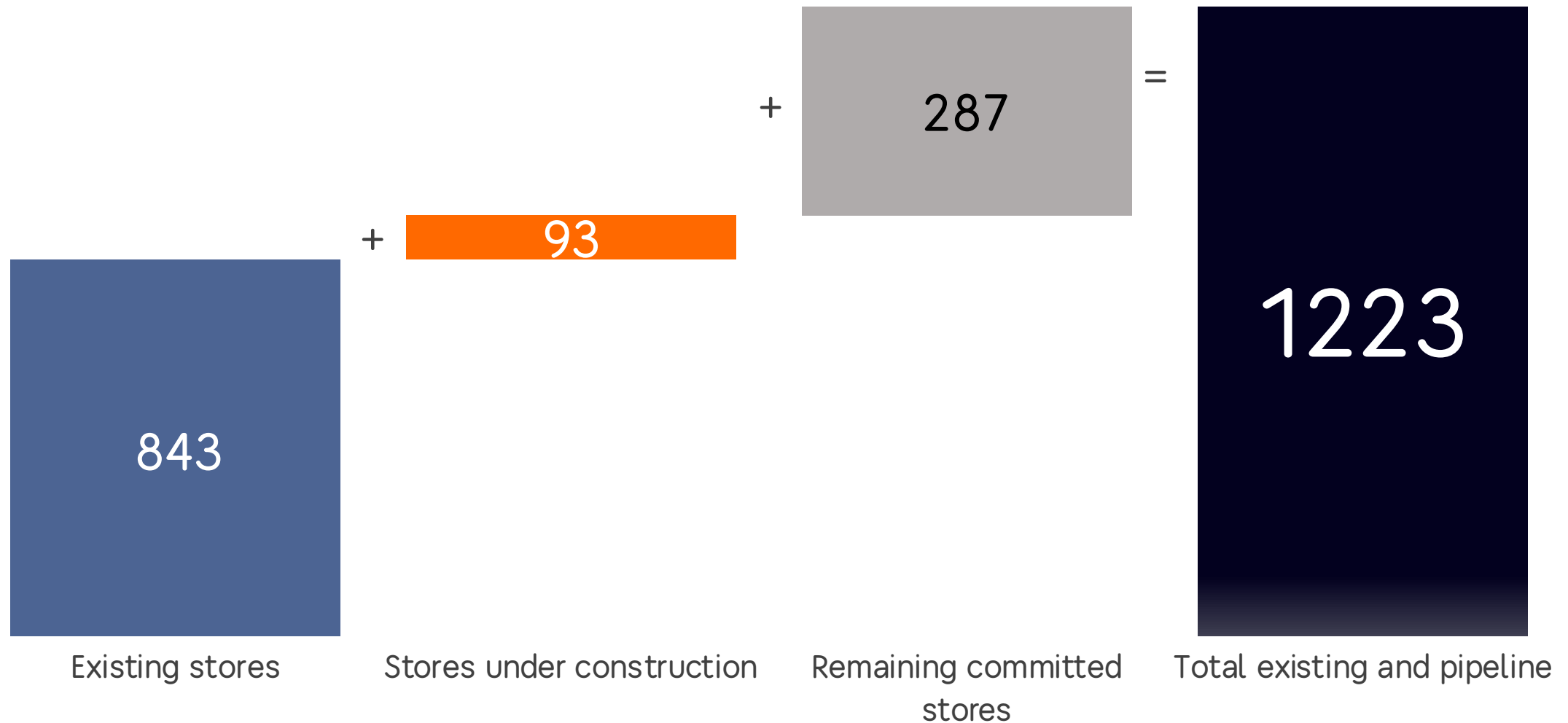
# System Sales

August: 4,989M RUB / 82.0M 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](#).

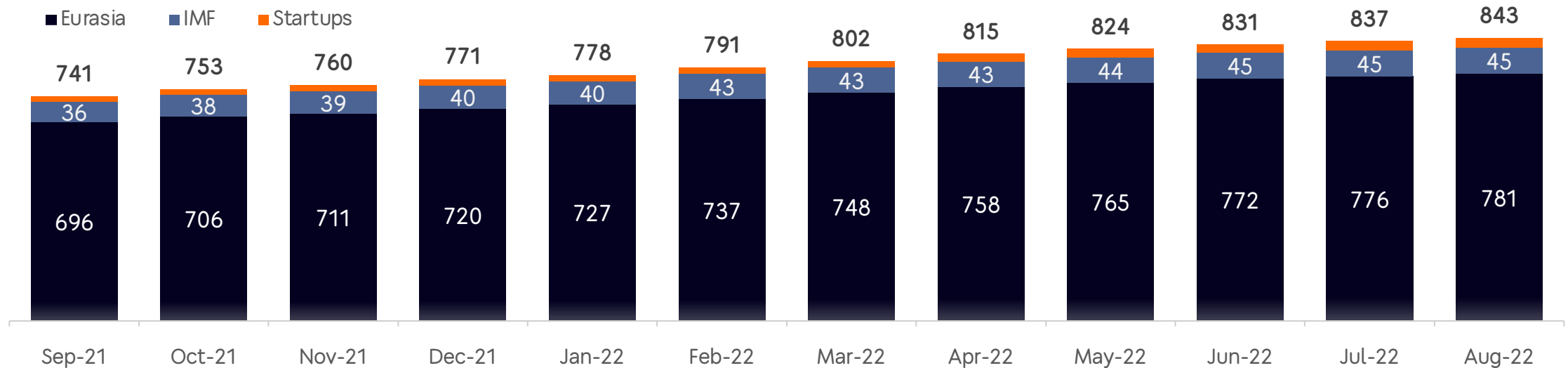
# Chain Growth Pipeline



Note: as of 31 August 2022.

# Store Count

August: 7 new stores, 1 store closed, 843 total



## New stores

### RUSSIA:

Zhukovsky-2

Saint Petersburg 14-2

Sestroreck-1

Surgut-4

Doner 42 Novy Urengoy 1-1

### KAZAKHSTAN:

Astana-10

Ust-Kamenogorsk-5

## Closed stores

### RUSSIA:

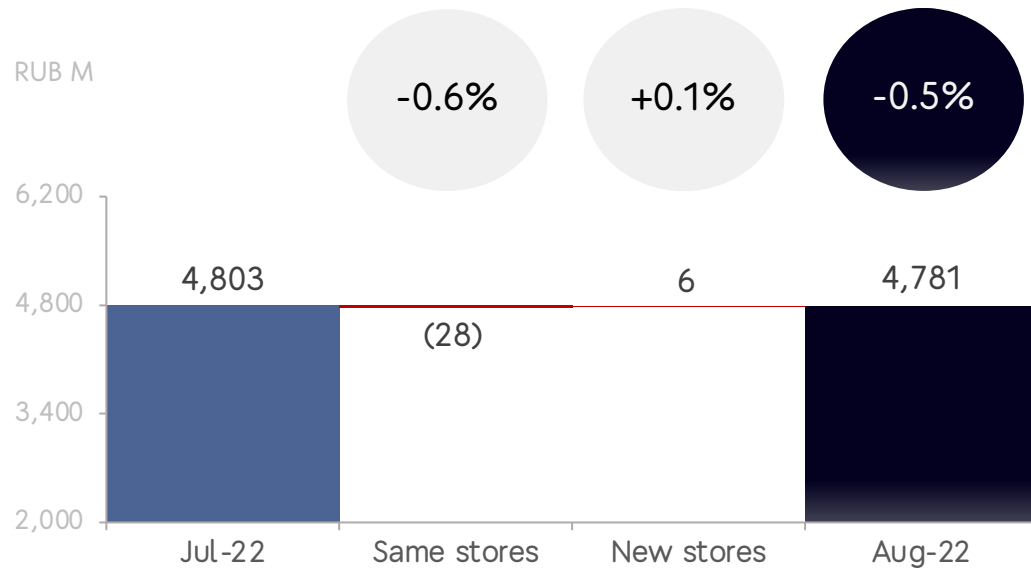
Moscow 0-18

EURASIA

# Eurasia: Sales Evolution

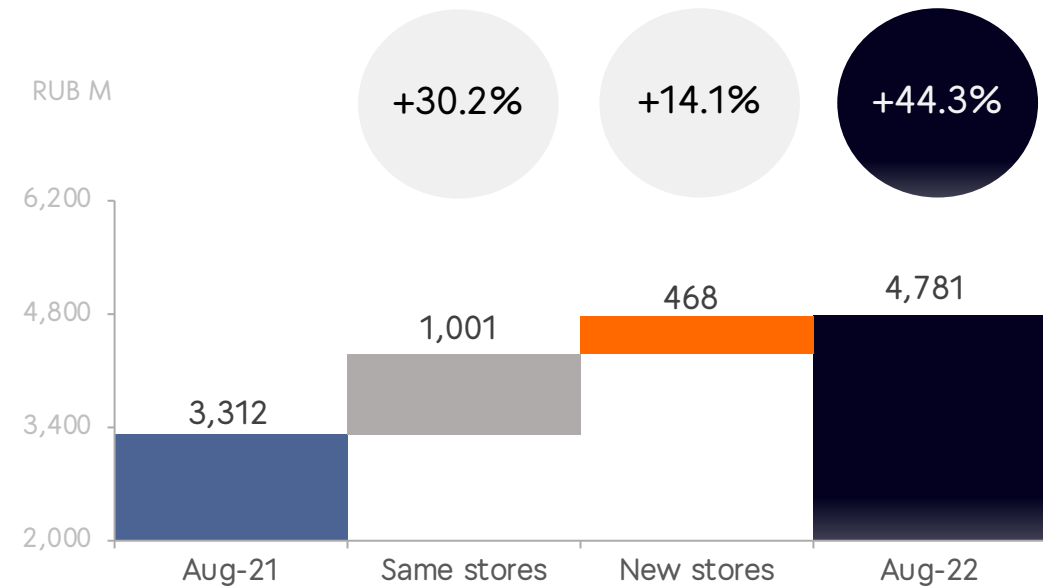
August: MoM -0.5%, YoY +44.3%

## Month over Month (MoM)



$$\begin{matrix} \text{Traffic} \\ +0.2\% \end{matrix} \times \begin{matrix} \text{Av. Ticket} \\ -0.8\% \end{matrix} = \begin{matrix} \Delta \text{ MoM} \\ -0.6\% \end{matrix}$$

## Year over Year (YoY)



$$\begin{matrix} \text{Traffic} \\ +19.9\% \end{matrix} \times \begin{matrix} \text{Av. Ticket} \\ +8.8\% \end{matrix} = \begin{matrix} \Delta \text{ YoY} \\ +44.3\% \end{matrix}$$

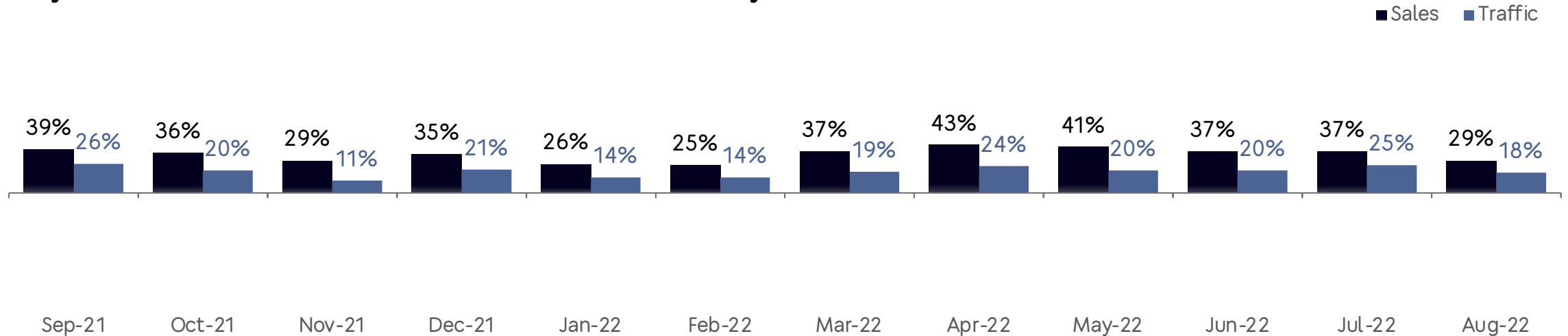
Note: gross sales including VAT where applicable. Traffic stands for order count.  
List of countries: Russia, Kazakhstan, Belarus.

# Eurasia: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of August 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	90	42.0%	38.3%	39.9%	32.7%	34.2%	33.3%	7.0%	3.1%	4.9%
> 2yrs old	114	22.2%	33.5%	28.3%	12.8%	27.6%	17.7%	8.4%	4.6%	9.0%
>3 yrs old	470	22.1%	30.5%	27.3%	11.3%	23.0%	16.2%	9.7%	6.1%	9.5%

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

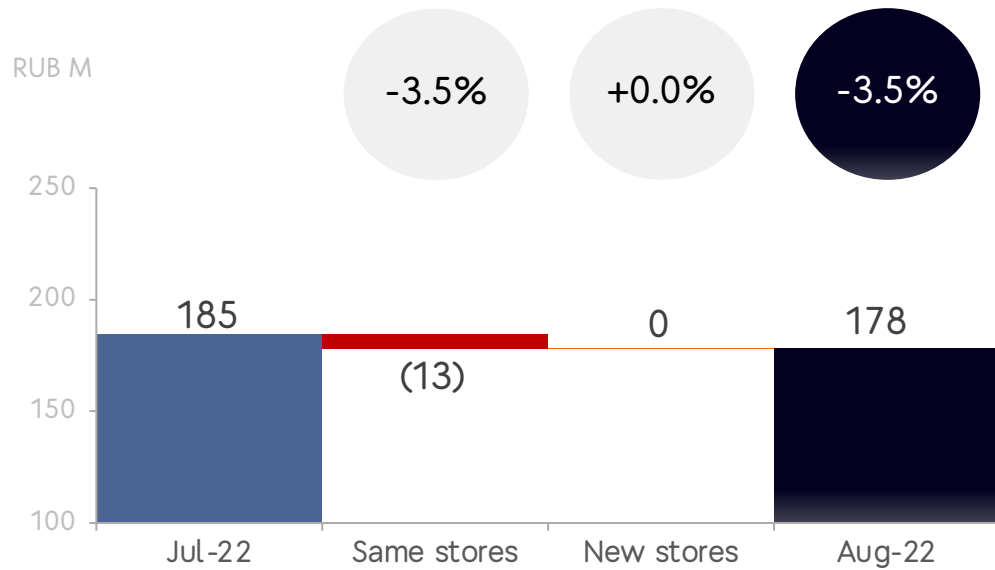


INTERNATIONAL  
MASTER-  
FRANCHISING

# IMF: Sales Evolution

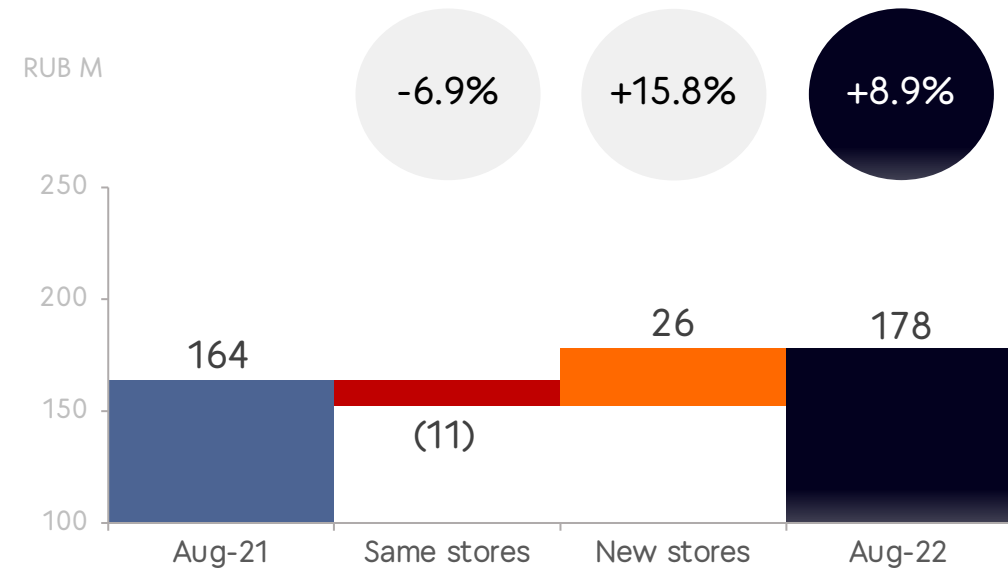
August: MoM -3.5%, YoY +8.9%

## Month over Month (MoM)



Traffic		Av. Ticket		Δ MoM
+3.2%	×	6.5%	=	-3.5%

## Year over Year (YoY)



Traffic		Av. Ticket		Δ YoY
+23.8%	×	-24.8%	=	-6.9%

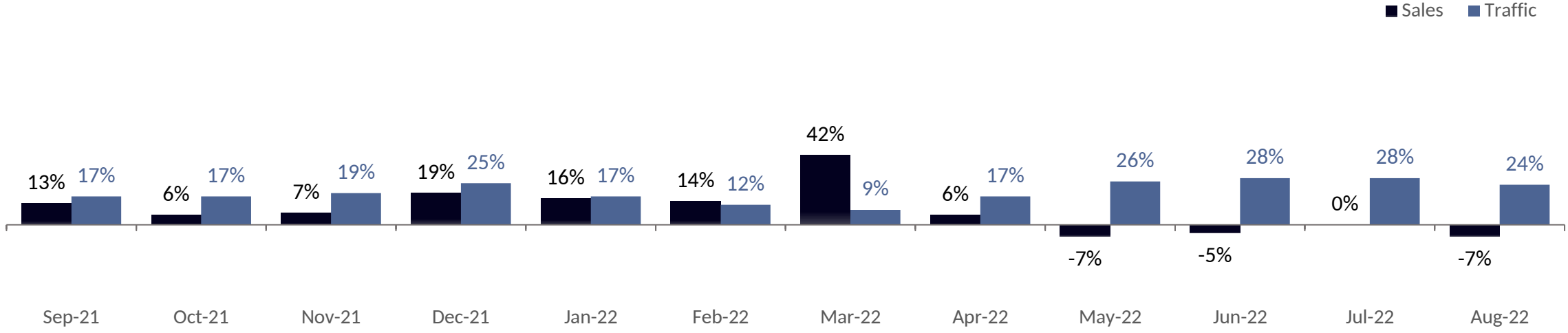
Note: gross sales including VAT where applicable. Traffic stands for order count.  
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://currencylayer.com).  
 List of countries: Germany, Estonia, Lithuania, Romania, Slovenia, Poland, Nigeria, Kyrgyzstan,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

# IMF: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of August 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	10	48.6%	17.4%	32.9%	68.1%	31.0%	57.3%	-11.6%	-10.4%	-15.5%
> 2 yrs old	24	-8.9%	-20.6%	-15.9%	21.6%	1.2%	12.6%	-25.1%	-21.5%	-25.3%

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

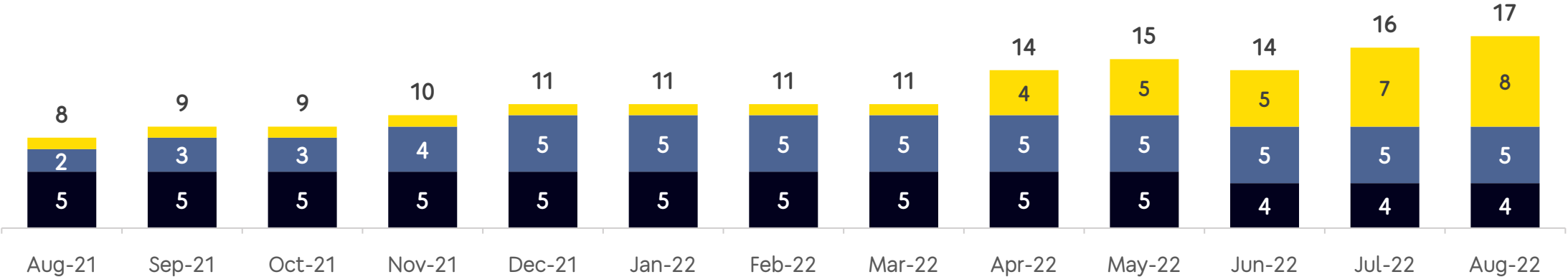


STARTUPS

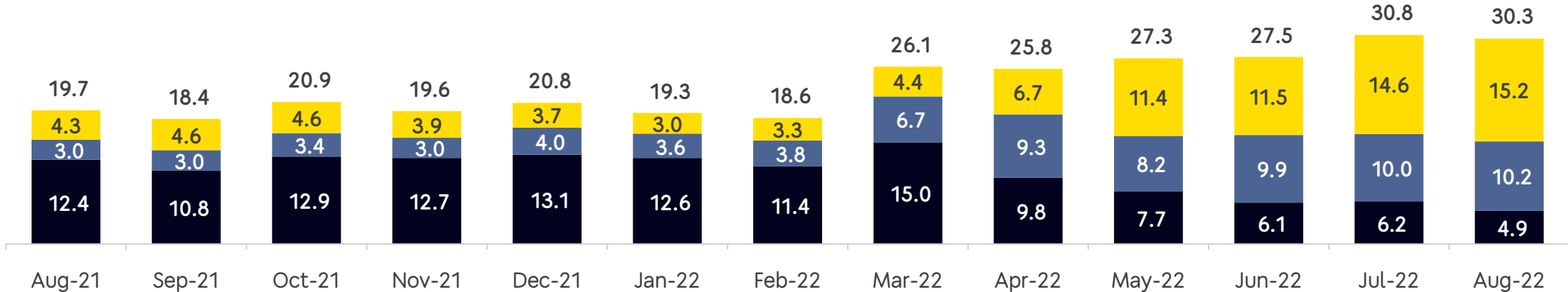
# Startups: store count and sales

## STORE COUNT

■ Dodo UK ■ Drinkit ■ Doner 42



## 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).