

**AUG  
UST  
2023**

Monthly Trading Update



**966**  
stores

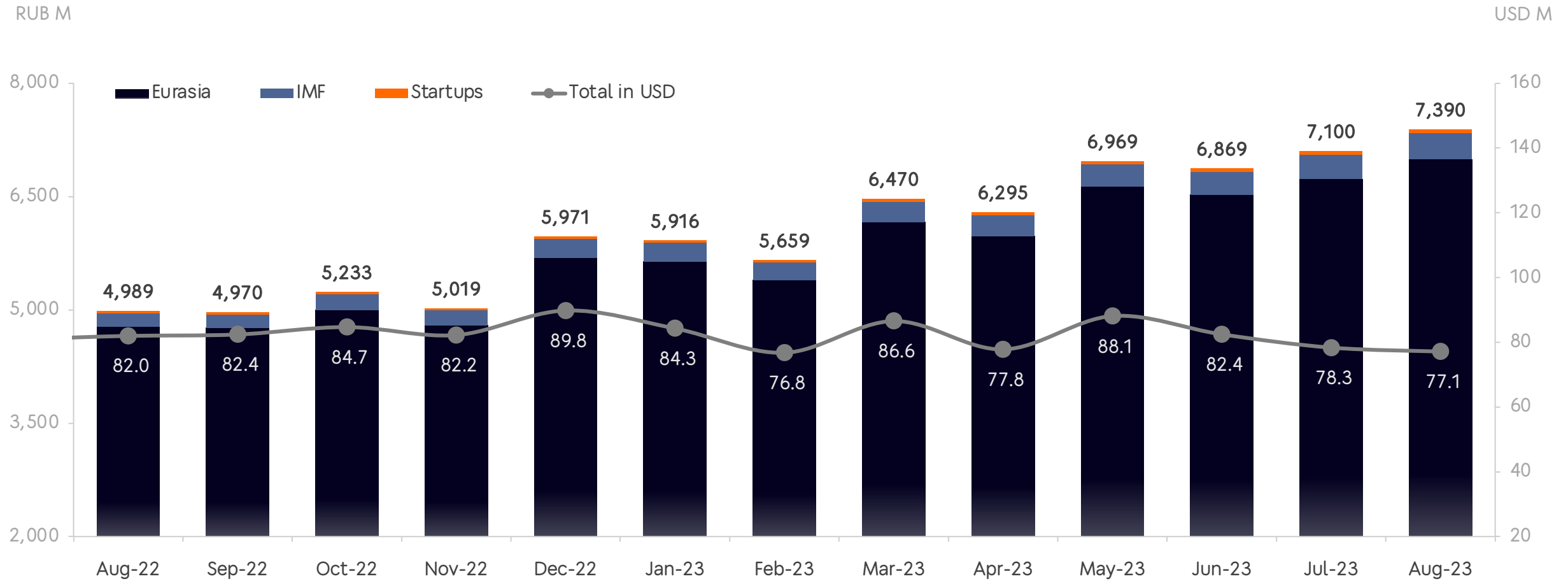
**+8**  
net new stores

**₹ 7.4 Bn**  
in system sales

**+48%**  
year-over-year  
change

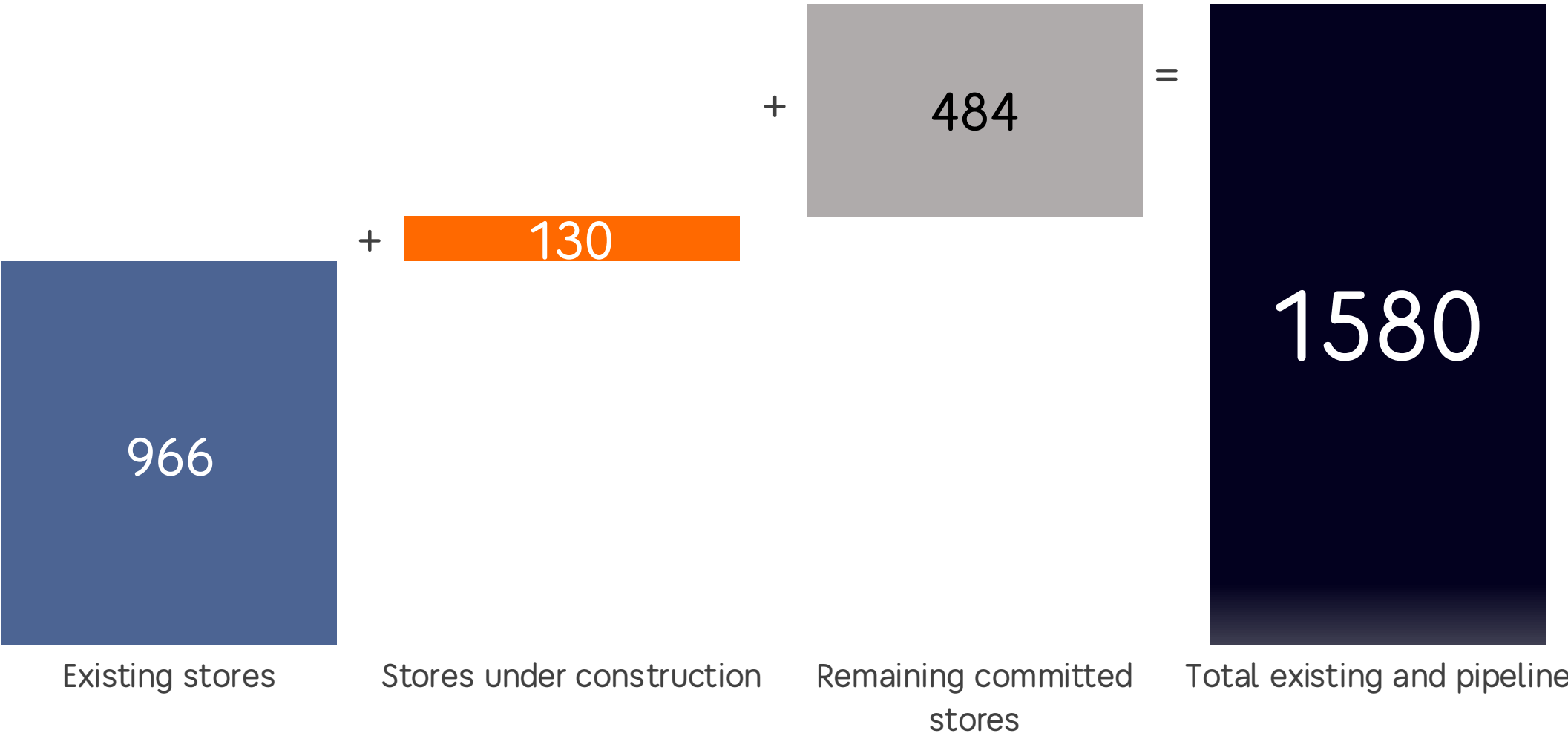
# System Sales

August: 7,390M RUB / 77.1M 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](#).

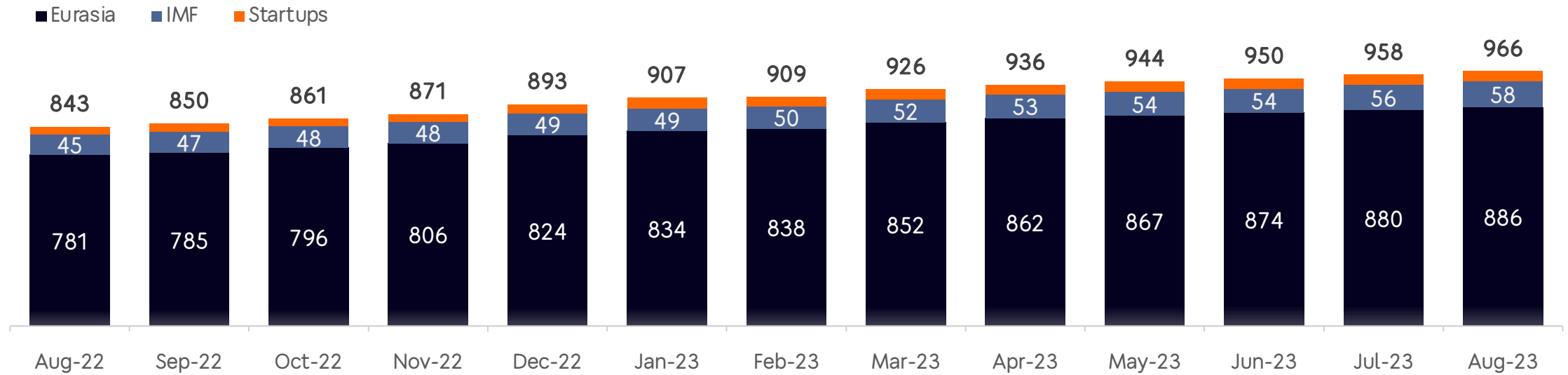
# Chain Growth Pipeline



Note: as of 31 August 2023

# Store Count

August: 12 new stores, 4 stores closed, 966 total



## New stores

### RUSSIA:

Balashikha-4  
Kaliningrad-4  
Moscow 0-9  
Pargolovo-2  
Samara-11

VNISSOK-1  
Voronezh-6

### UZBEKISTAN:

Tashkent-5  
Tashkent-6  
Tashkent-8

### BELARUS:

Minsk-21

### KAZAKHSTAN:

Drinkit Astana-2

## Closed stores

### RUSSIA:

Moscow 0-26

### BELARUS:

Gomel-2

### UNITED KINGDOM:

Leamington-1

### CHINA:

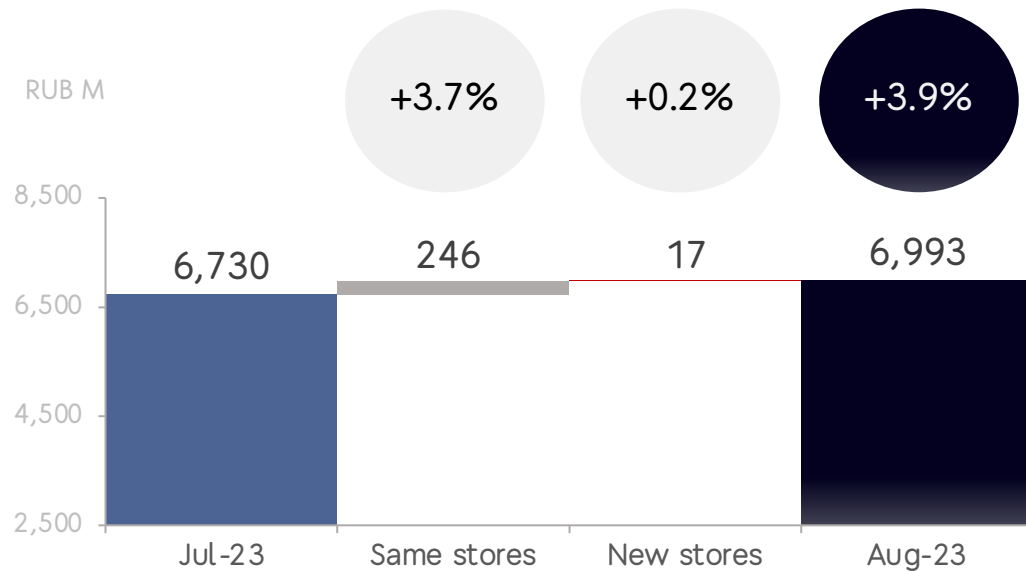
Yantai-1

EURASIA

# Eurasia: Sales Evolution

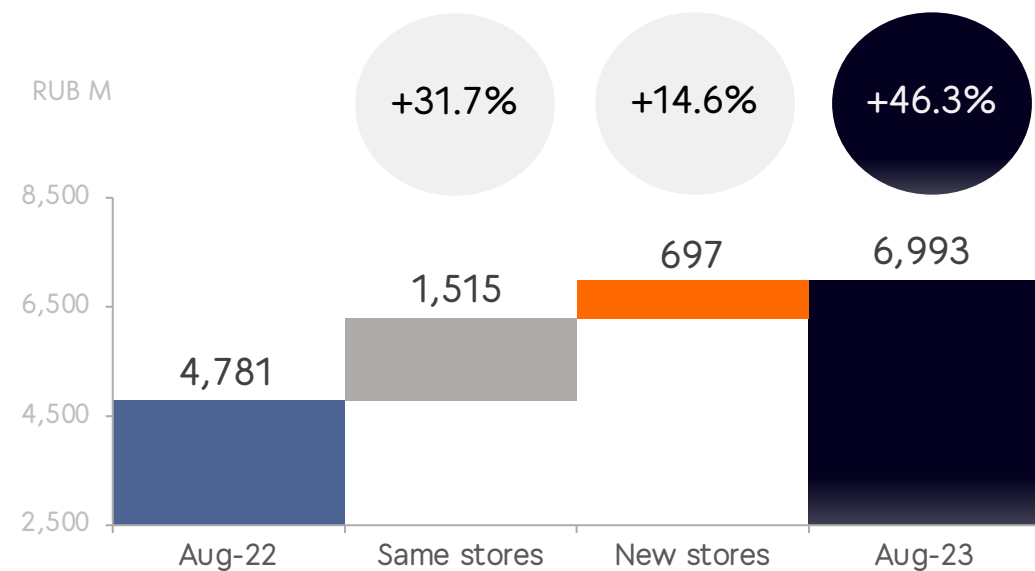
August: MoM +3.9%, YoY +46.3%

## Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
+4.4%	× -0.7%	= +3.7%

## Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+18.9%	× +10.7%	= +31.7%

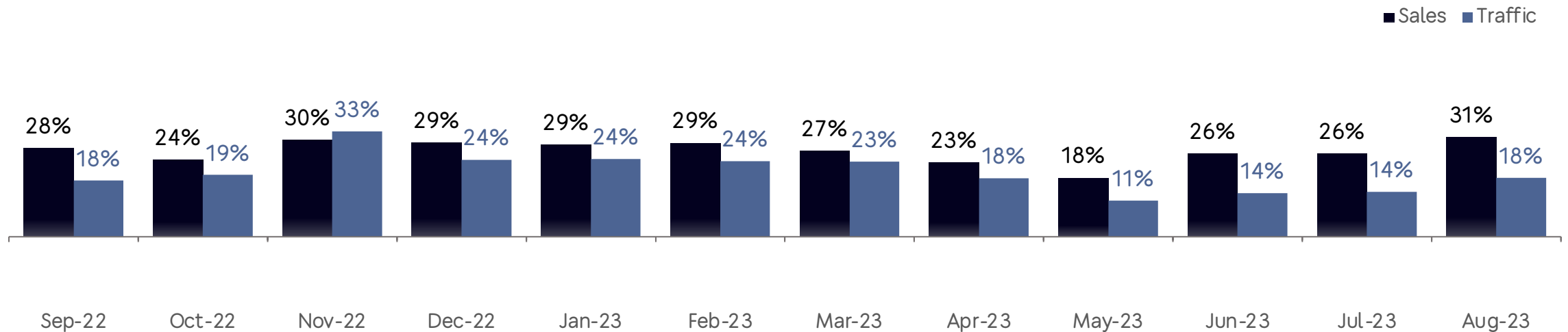
Note: gross sales including VAT where applicable. Traffic stands for order count.  
List of countries: Russia, Kazakhstan, Belarus.

# Eurasia: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of August 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	102	39.3%	42.3%	40.9%	22.4%	33.3%	26.4%	13.8%	6.7%	11.5%
>2 yrs old	90	42.5%	46.5%	44.8%	18.7%	31.5%	23.6%	20.1%	11.4%	17.1%
>3 yrs old	577	28.7%	27.2%	27.8%	13.7%	19.9%	16.3%	13.2%	6.1%	9.8%

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

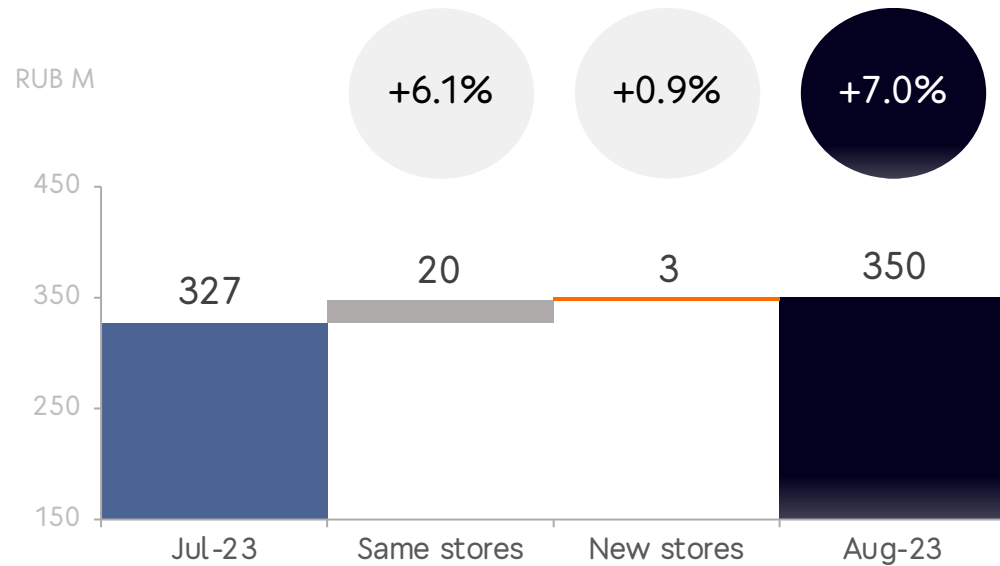


INTERNATIONAL  
MASTER-  
FRANCHISING

# IMF: Sales Evolution

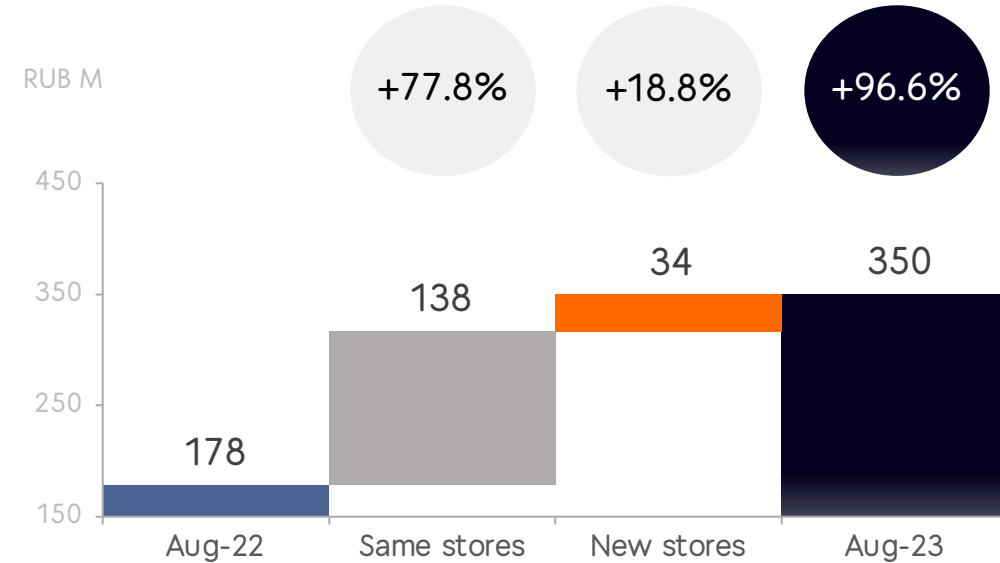
August: MoM +7.0%, YoY +96.6%

## Month over Month (MoM)



Traffic	Av. Ticket	$\Delta$ MoM
+4.1%	$\times$ +1.8%	= +6.1%

## Year over Year (YoY)



Traffic	Av. Ticket	$\Delta$ YoY
+10.1%	$\times$ +61.6%	= +77.8%

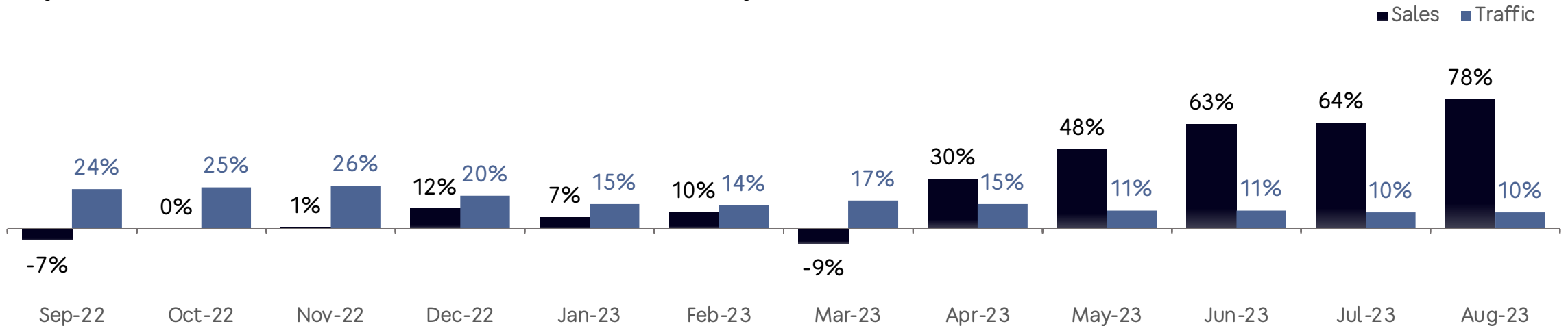
Note: gross sales including VAT where applicable. Traffic stands for order count.  
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).  
 List of countries: Armenia, Kyrgyzstan, Tajikistan, Uzbekistan, Estonia, Germany, Lithuania,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

# IMF: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of August 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	95.1%	100.0%	97.3%	26.9%	25.0%	26.3%	53.7%	60.0%	56.2%
> 2 yrs old	33	76.6%	72.7%	74.5%	8.2%	6.0%	7.4%	63.2%	62.9%	62.4%

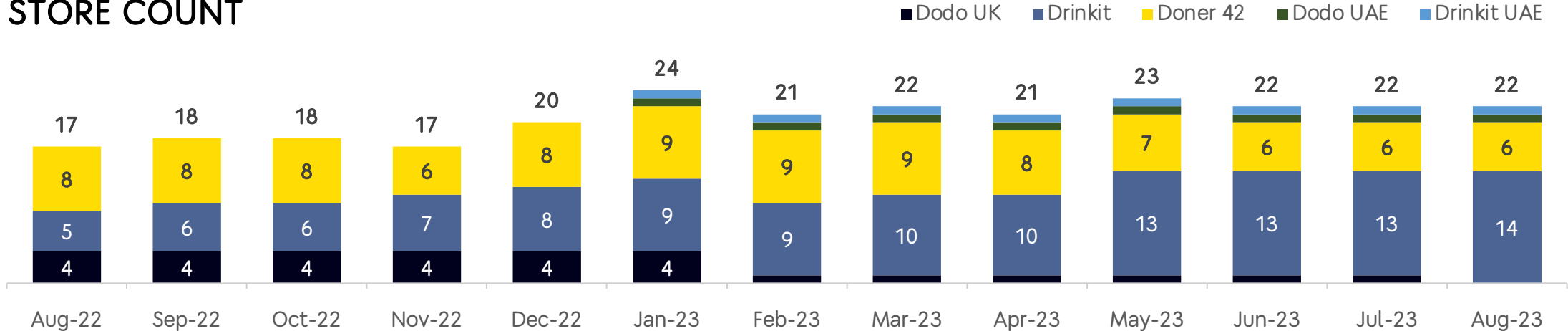
## Dynamics of YoY LFL for all stores older than 1 year



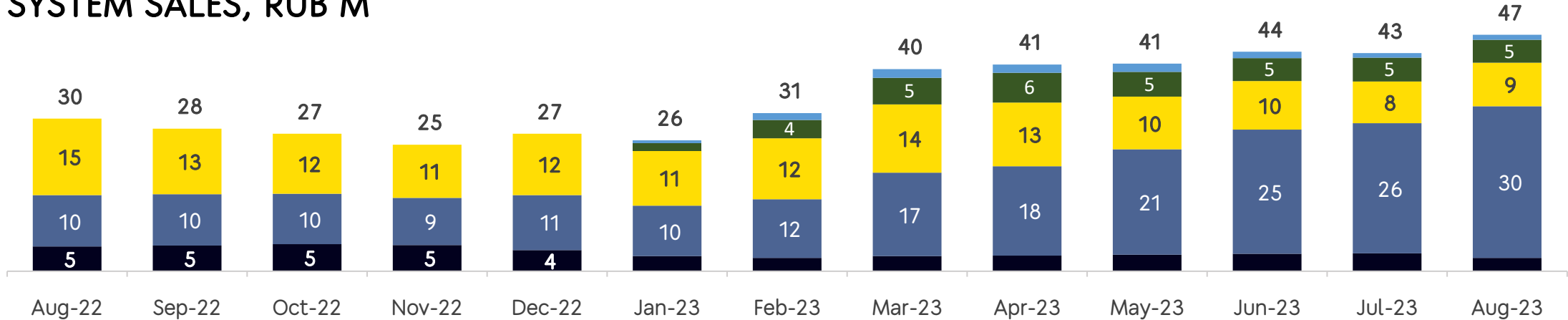
STARTUPS

# 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).