

# DE CEM BER 2022

Monthly Trading Update



**893**  
stores

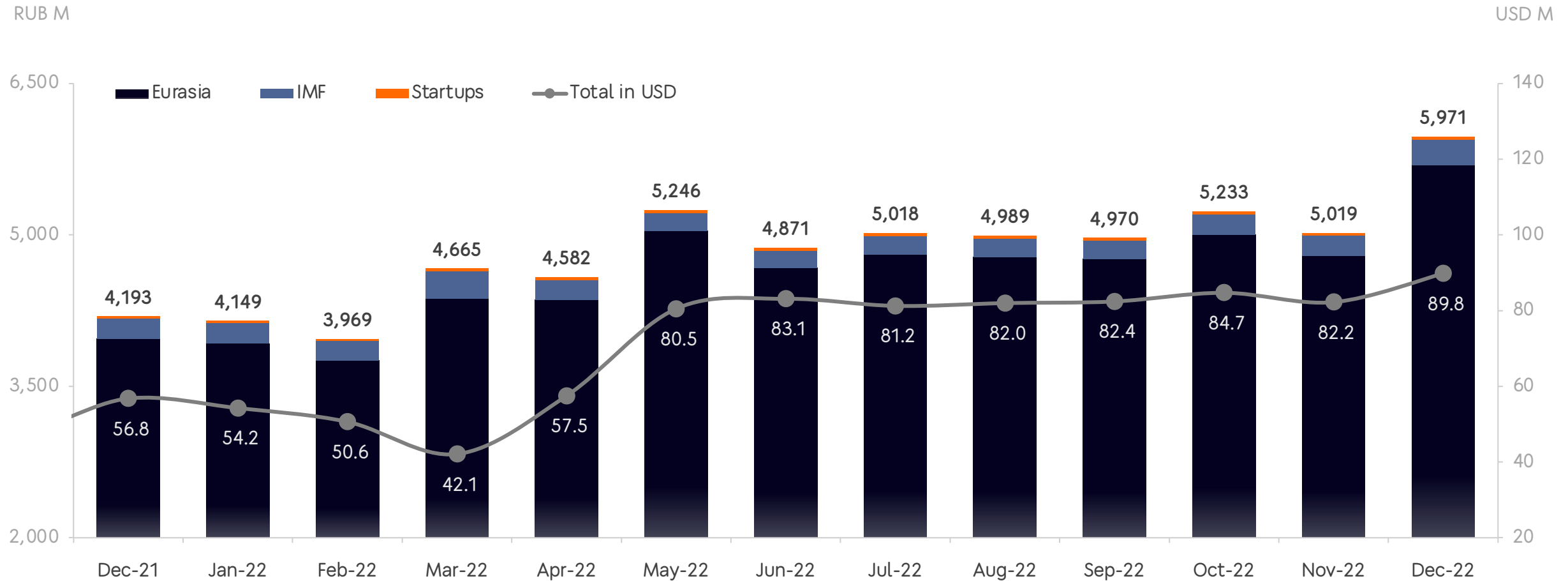
**+22**  
net new stores

**₹ 6.0 Bn**  
in system sales

**+42%**  
year-over-year  
change

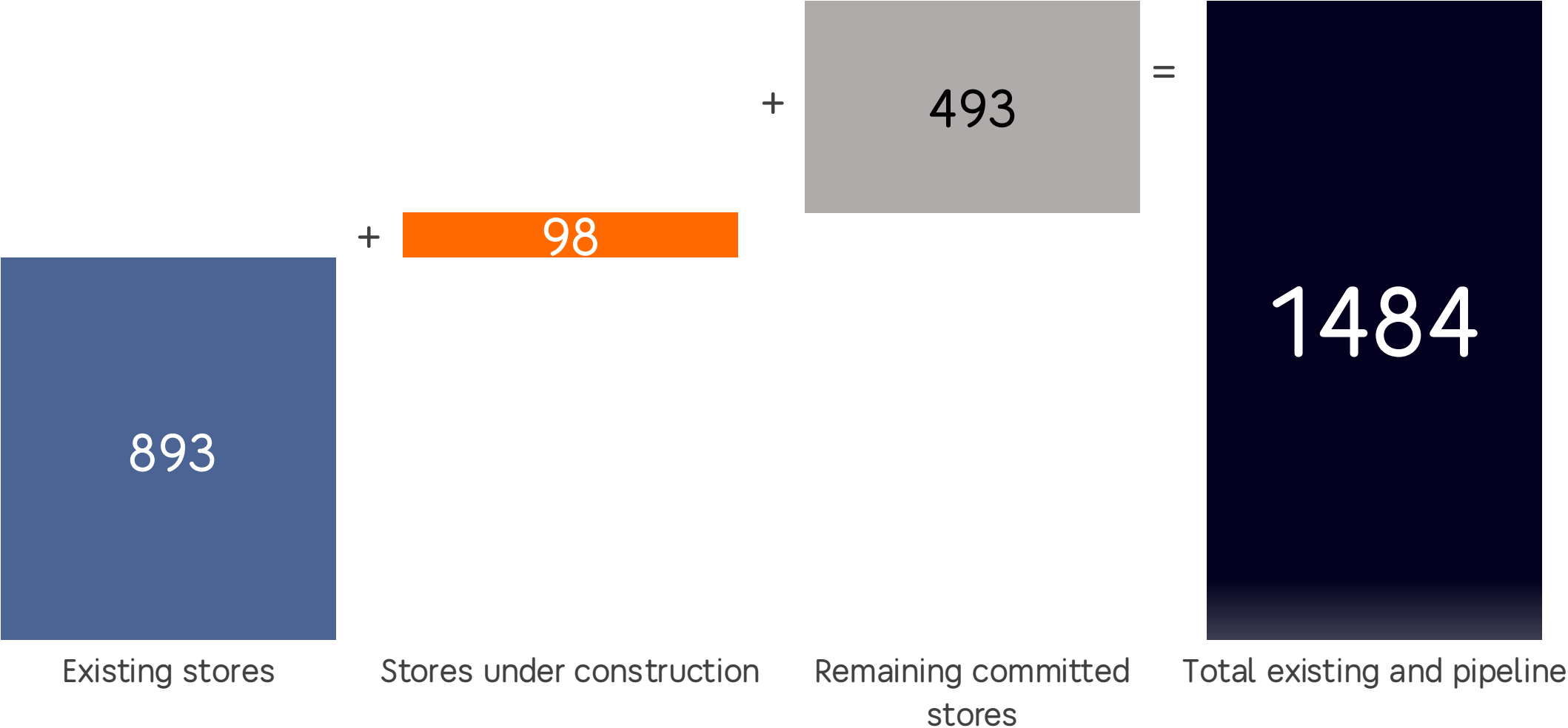
# System Sales

December: 5,971M RUB / 89.8M 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](#).

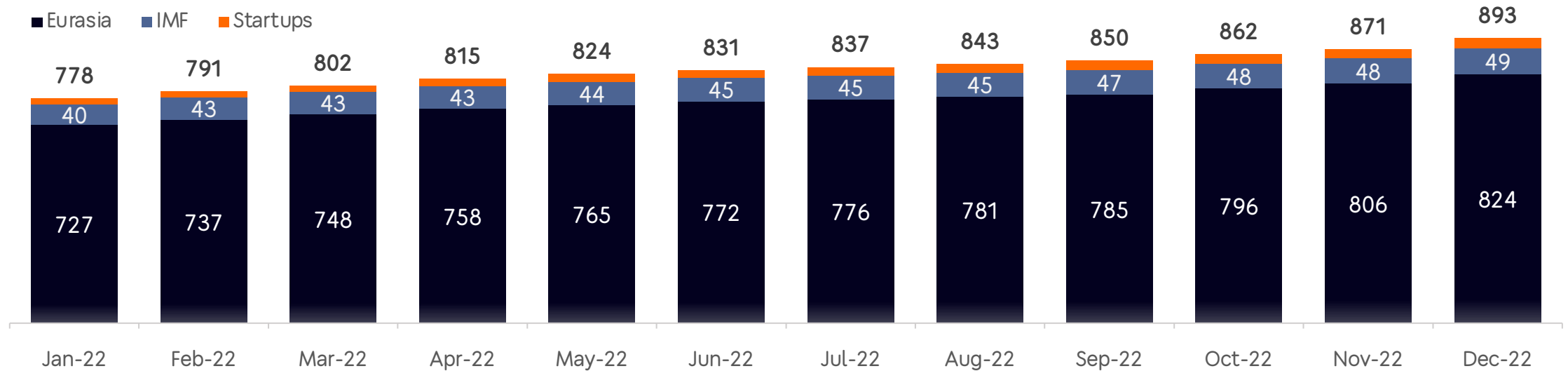
# Chain Growth Pipeline



Note: as of 31 December 2022

# Store Count

December: 22 new stores, 893 total



## New stores

### RUSSIA:

Blagoveshchensk-3  
 Cheboksary-4  
 Krasnodar-13  
 Kurgan-3  
 Magadan-2  
 Megion-1  
 Moscow 3-4  
 Omsk-8  
 Podolsk-3  
 Smolensk-4  
 Volgodonsk-1  
 Voronezh-5

### KAZAKHSTAN:

Almaty-10  
 Almaty-18  
 Otegen-Batyr-1  
 Taldykorgan-1  
 Zhezkazgan-1  
 Doner Almaty 1-1

### BELARUS:

Mogilev-3

### TAJIKISTAN:

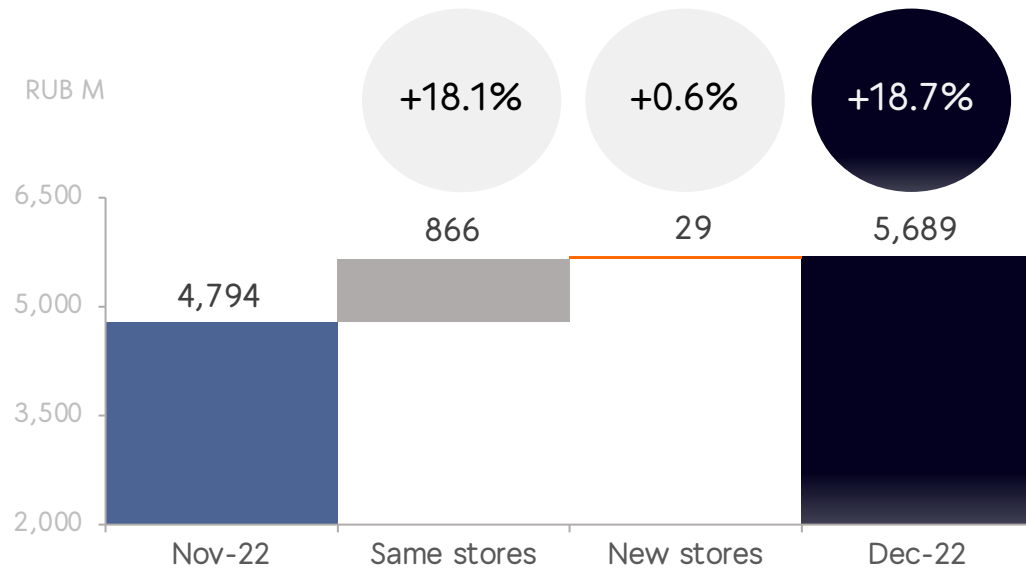
Dushanbe-2

EURASIA

# Eurasia: Sales Evolution

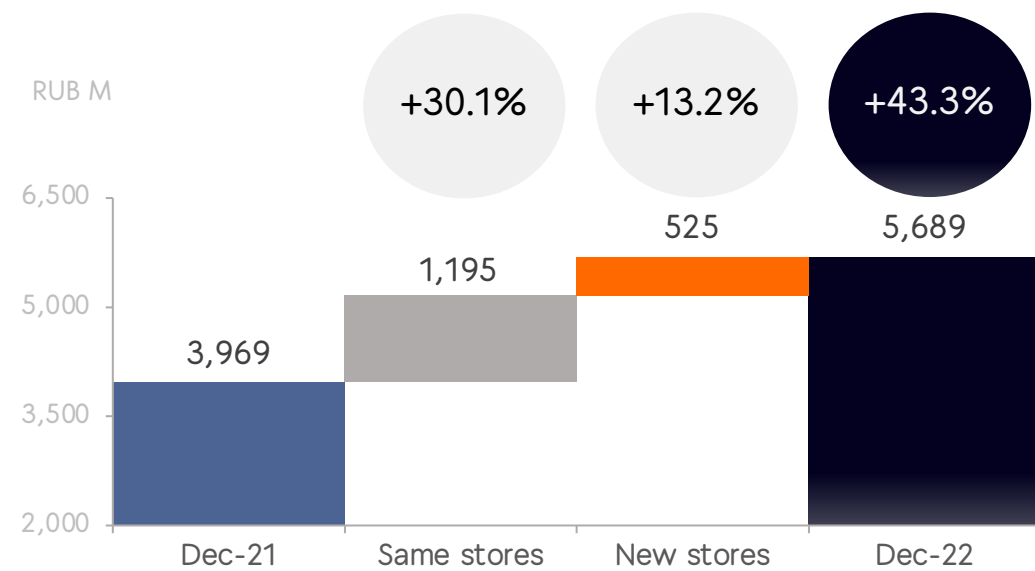
December: MoM +18.7%, YoY +43.3%

## Month over Month (MoM)



$$\text{Traffic } +9.0\% \times \text{Av. Ticket } +8.3\% = \Delta \text{ MoM } +18.1\%$$

## Year over Year (YoY)



$$\text{Traffic } +24.8\% \times \text{Av. Ticket } +4.3\% = \Delta \text{ YoY } +43.3\%$$

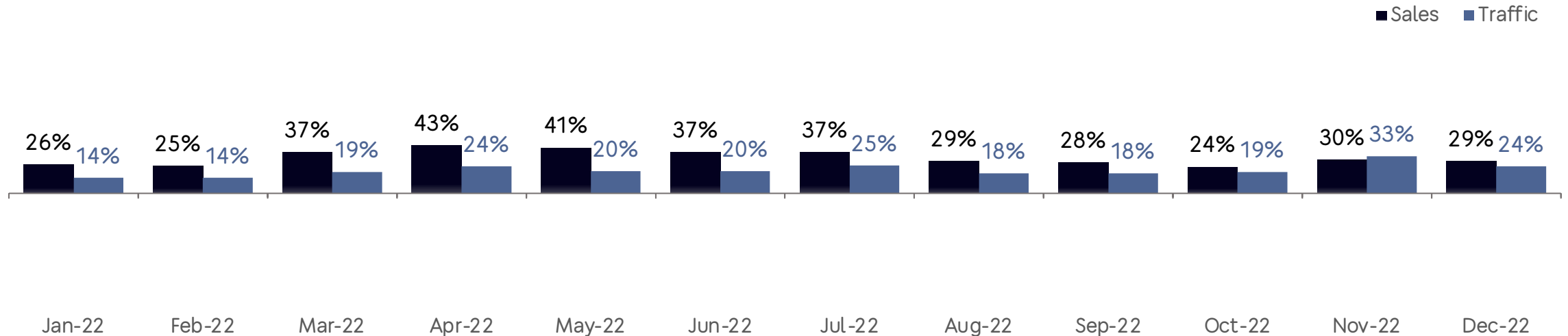
Note: gross sales including VAT where applicable. Traffic stands for order count.  
List of countries: Russia, Kazakhstan, Belarus.

# Eurasia: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of December 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	35.7%	47.1%	43.2%	29.3%	43.8%	35.9%	5.0%	2.3%	5.3%
>2 yrs old	106	34.1%	29.0%	30.7%	24.3%	26.0%	25.1%	7.9%	2.4%	4.5%
>3 yrs old	507	32.9%	26.1%	27.2%	24.0%	22.5%	21.9%	7.2%	2.9%	4.3%

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

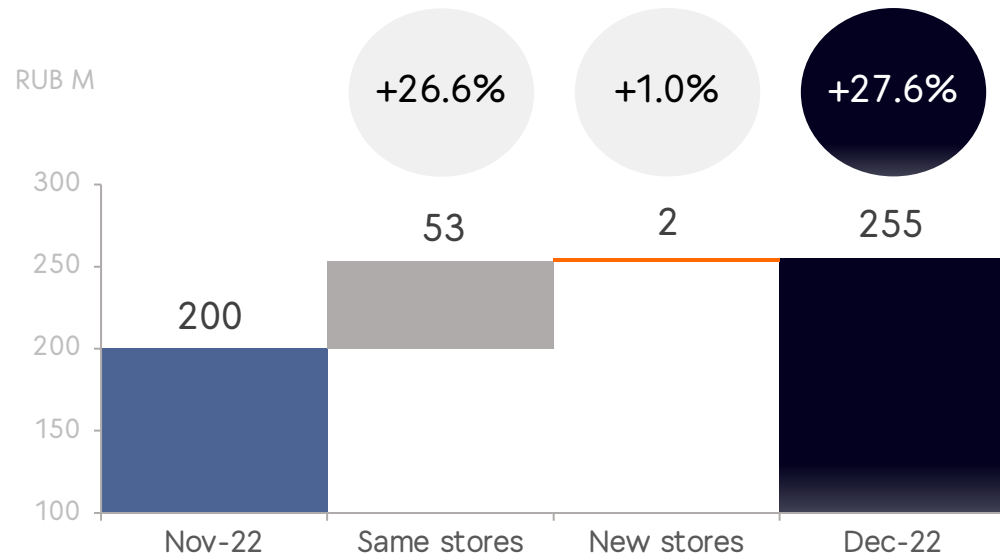


INTERNATIONAL  
MASTER-  
FRANCHISING

# IMF: Sales Evolution

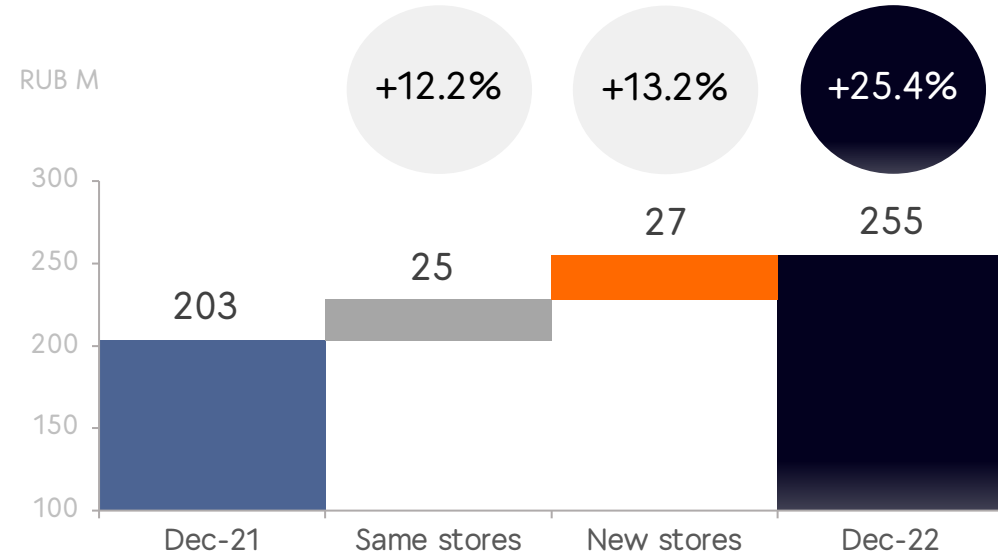
December: MoM +27.6%, YoY +25.4%

## Month over Month (MoM)



Traffic		Av. Ticket		Δ MoM
<b>+6.7%</b>	×	<b>+18.5%</b>	=	<b>+26.6%</b>

## Year over Year (YoY)



Traffic		Av. Ticket		Δ YoY
<b>+21.3%</b>	×	<b>-7.0%</b>	=	<b>+12.2%</b>

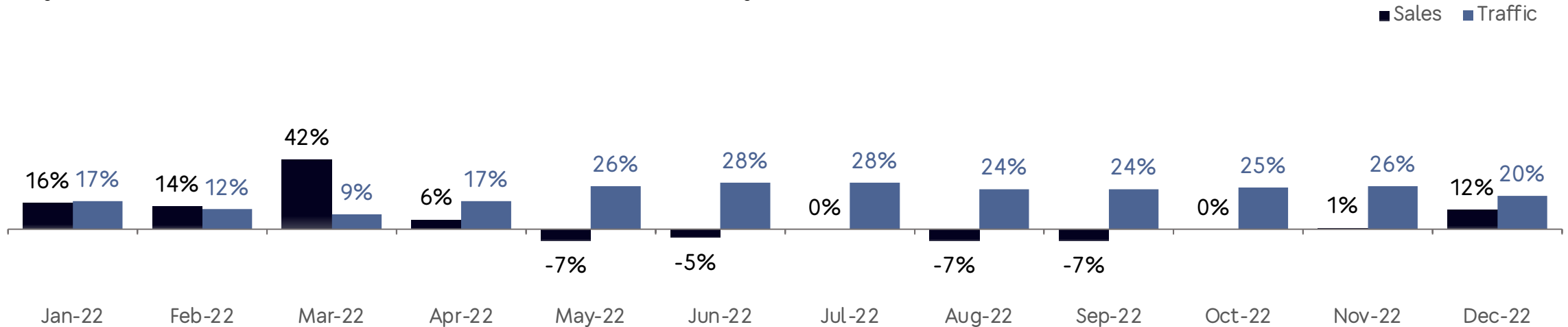
Note: gross sales including VAT where applicable. Traffic stands for order count.  
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).  
 List of countries: Germany, Estonia, Lithuania, Romania, Slovenia, Poland, Nigeria, Kyrgyzstan,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

# IMF: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of December 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	66.9%	19.4%	38.7%	59.4%	24.8%	45.7%	4.7%	-4.4%	-4.8%
> 2 yrs old	28	13.9%	2.1%	6.5%	22.2%	6.4%	15.0%	-6.8%	-4.0%	-7.4%

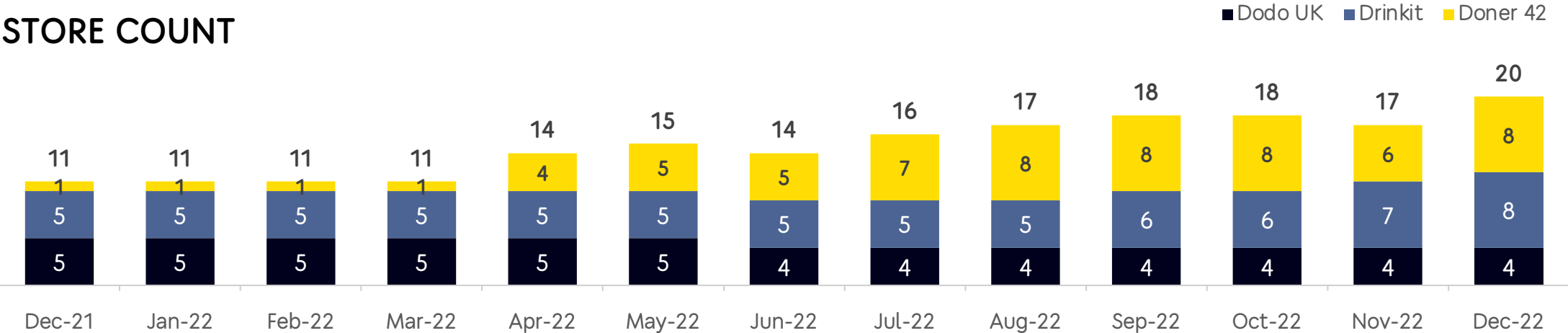
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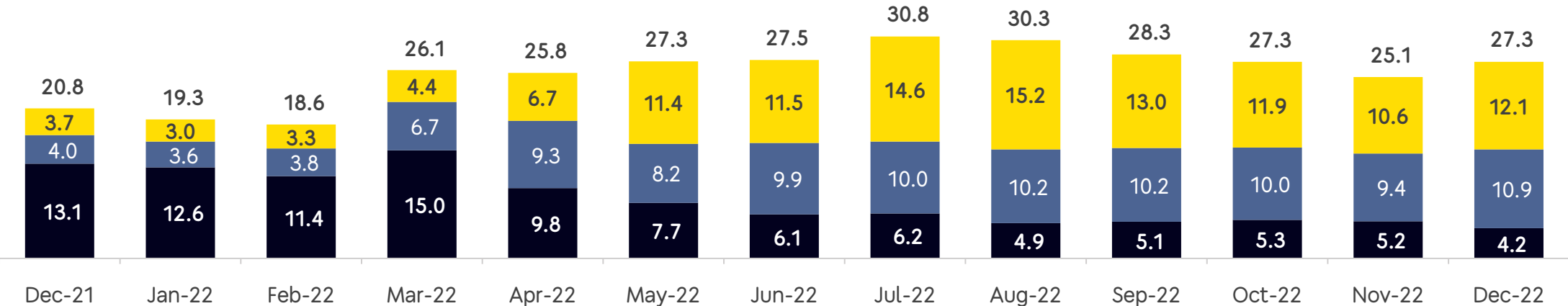
STARTUPS

# 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).