

# FEBRUARY 2022

Monthly Trading Update



791  
stores

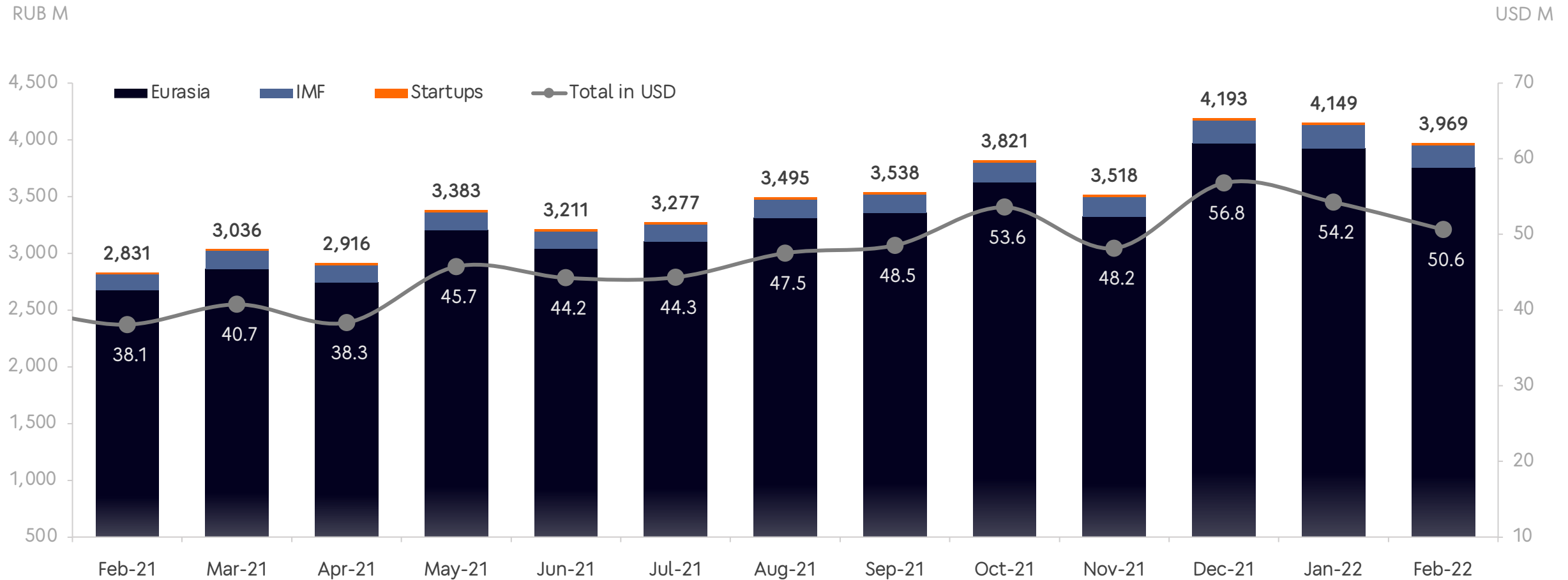
+13  
net new stores

₹ 4.0 Bn  
in system sales

+40%  
year-over-year  
change

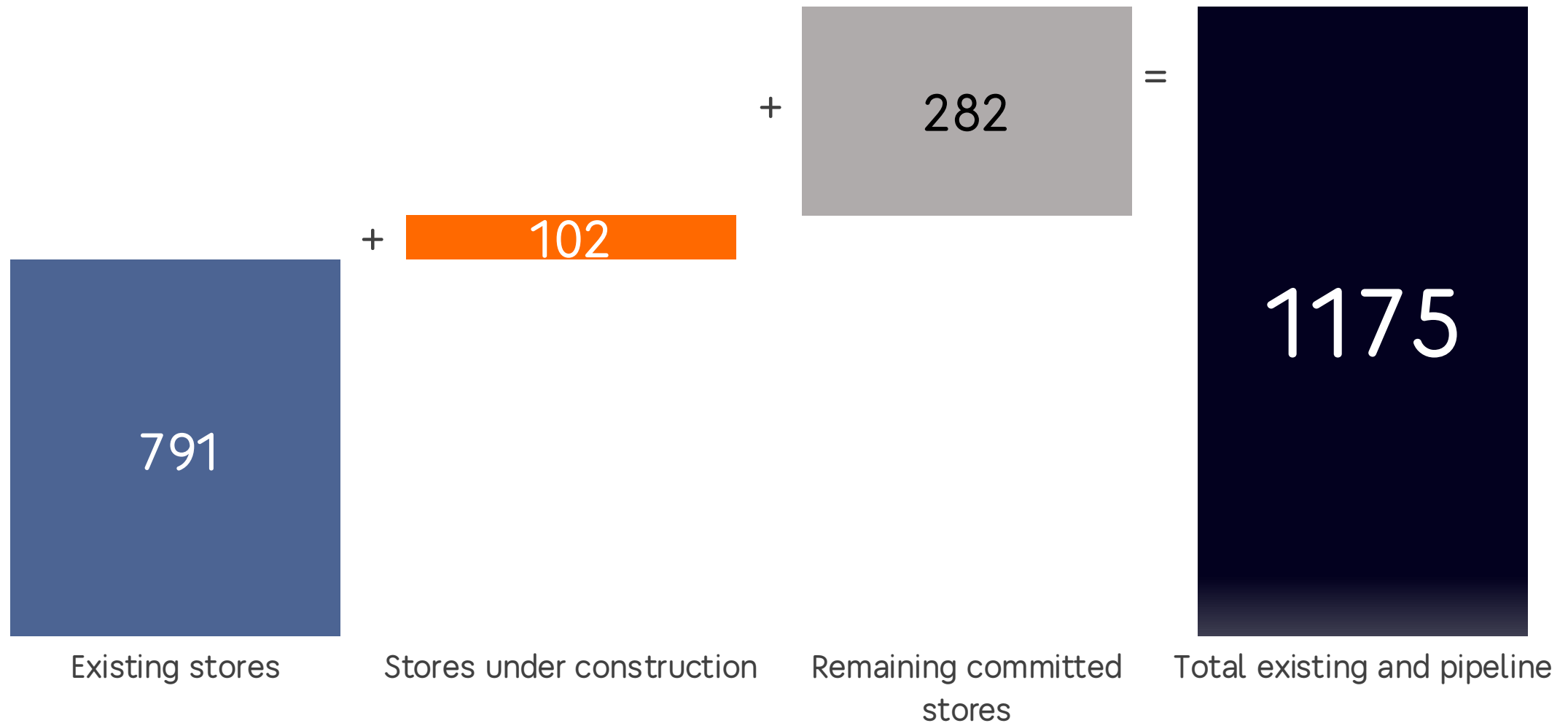
# System Sales

February: 3,969M RUB / 50.6M 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](#).

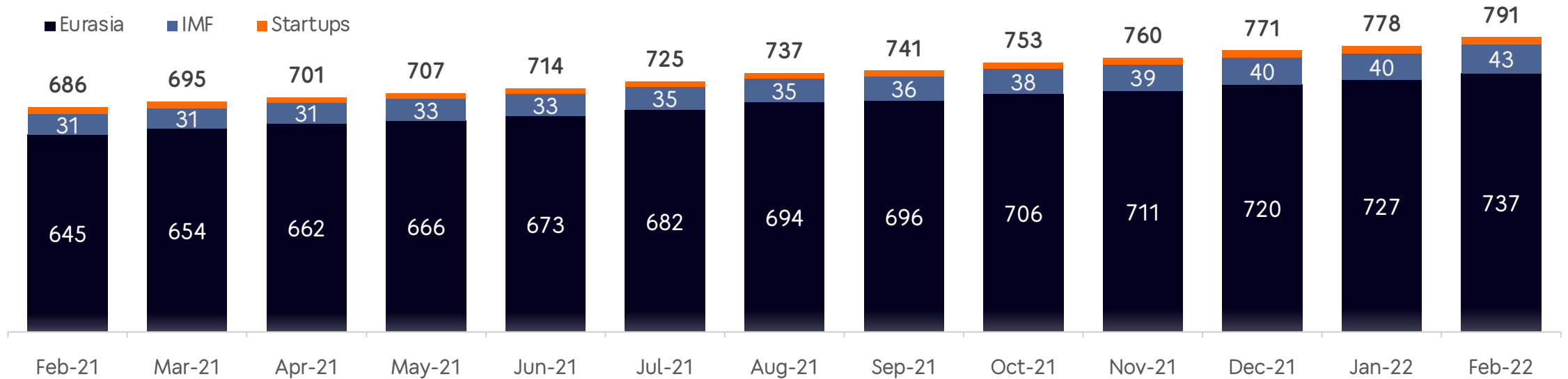
# Chain Growth Pipeline



Note: as of 28 February 2022.

# Store Count

February: 13 new stores, 791 total



## New stores

### RUSSIA:

- Vladivostok-2
- Moscow 17-4
- Orenburg-3
- Pechora-1
- Saint Petersburg 2-7

- Saint Petersburg 6-3
- Tarko-Sale-1
- Ulyanovsk-6
- Ufa-6

### BELARUS:

- Minsk-19

### LITHUANIA:

- Vilnius-5

### POLAND:

- Warsaw-2

### TAJIKISTAN:

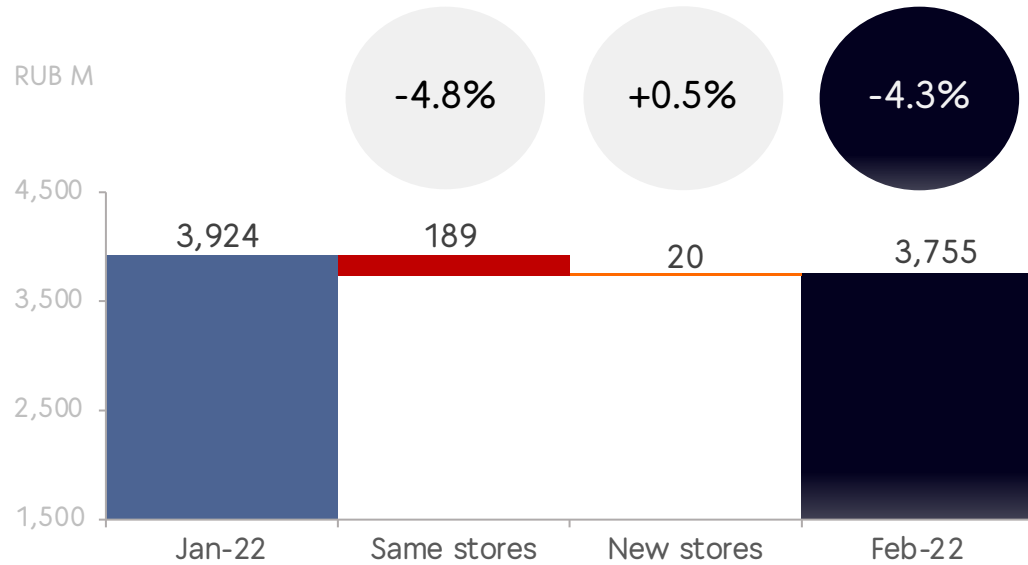
- Dushanbe-1

EURASIA

# Eurasia: Sales Evolution

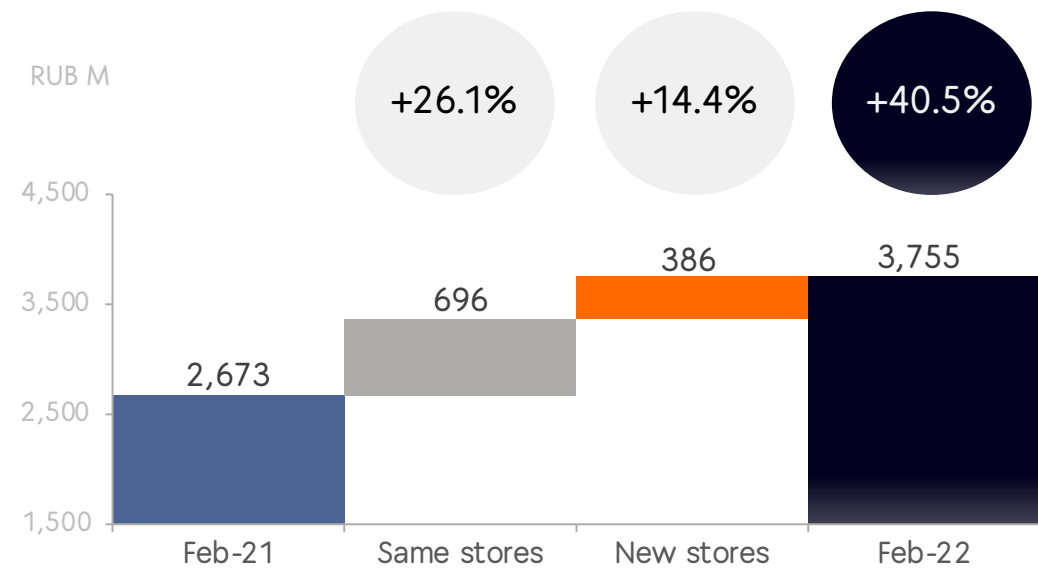
February: MoM -4.3%, YoY +40.5%

## Month over Month (MoM)



$$\begin{array}{rcl}
 \text{Traffic} & & \text{Av. Ticket} & & \Delta \text{ MoM} \\
 -4.3\% & \times & +0.5\% & = & -4.8\%
 \end{array}$$

## Year over Year (YoY)



$$\begin{array}{rcl}
 \text{Traffic} & & \text{Av. Ticket} & & \Delta \text{ YoY} \\
 +15.0\% & \times & +9.6\% & = & +26.0\%
 \end{array}$$

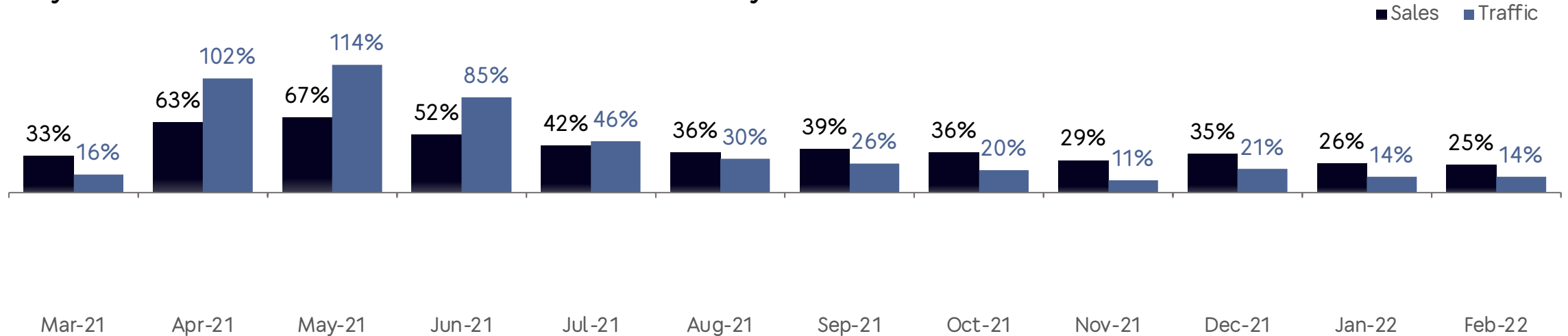
Note: gross sales including VAT where applicable. Traffic stands for order count.  
List of countries: Russia, Kazakhstan, Belarus.

# Eurasia: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of February 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	91	47.7%	36.9%	40.3%	33.2%	28.1%	30.8%	10.8%	6.8%	7.3%
2-3 yrs old	128	18.1%	32.6%	27.6%	8.9%	23.9%	15.4%	8.5%	7.0%	10.6%
>3 yrs old	413	14.4%	25.4%	22.2%	5.7%	16.3%	11.2%	8.2%	7.9%	10.0%

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

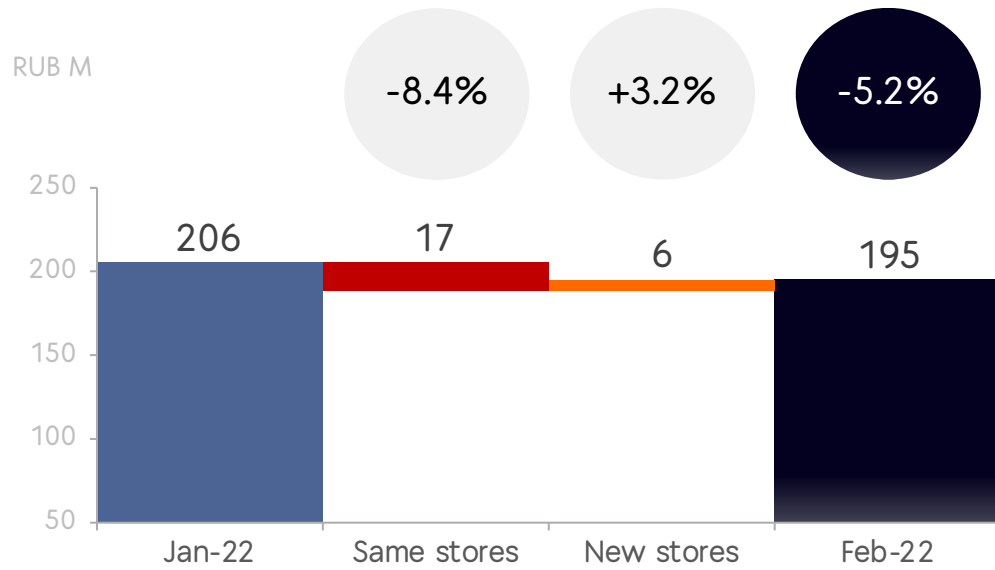


INTERNATIONAL  
MASTER-  
FRANCHISING

# IMF: Sales Evolution

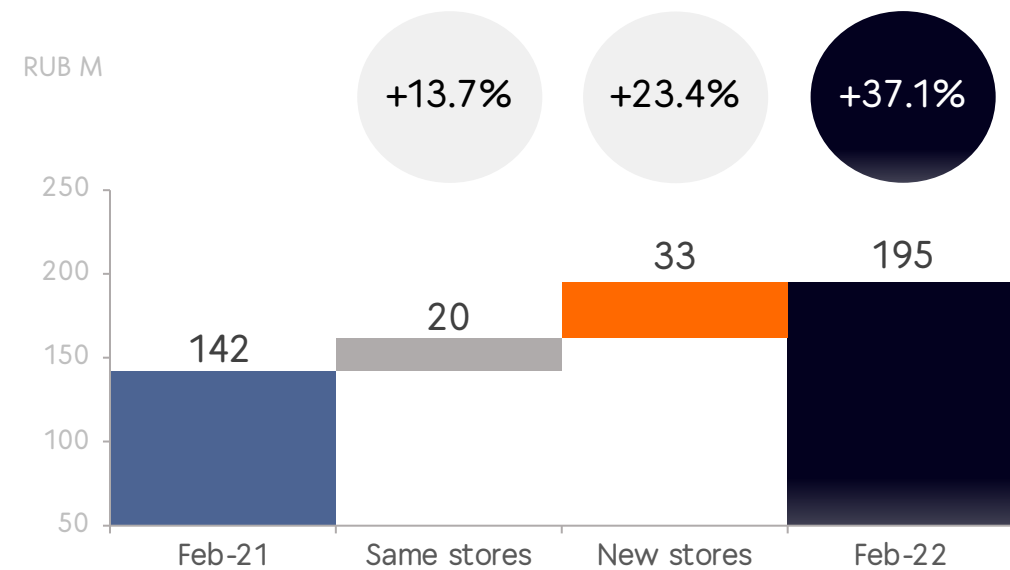
February: MoM -5.2%, YoY +37.1%

## Month over Month (MoM)



Traffic	Av. Ticket	$\Delta$ MoM
-6.3%	$\times$ -2.0%	= -8.4%

## Year over Year (YoY)



Traffic	Av. Ticket	$\Delta$ YoY
+11.6%	$\times$ +1.9%	= +13.7%

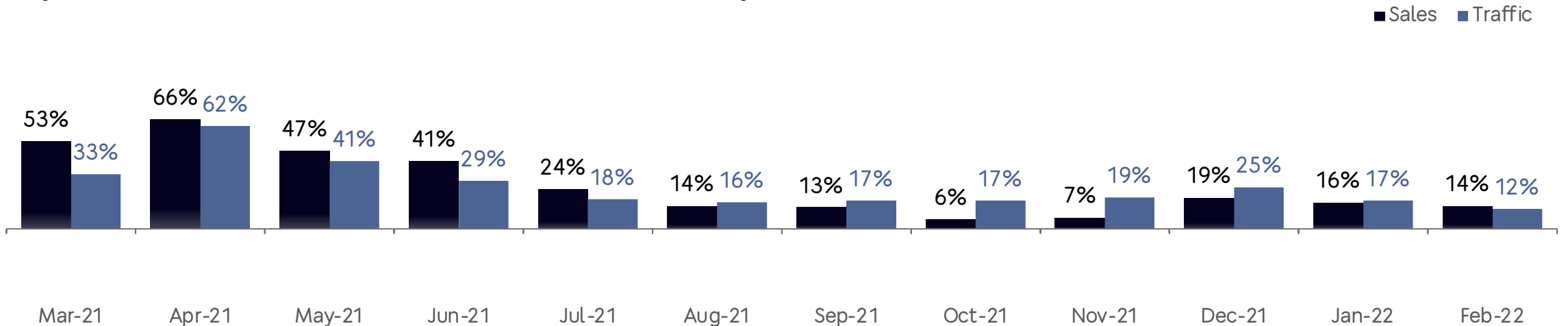
Note: gross sales including VAT where applicable. Traffic stands for order count.  
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).  
 List of countries: Germany, Estonia, Lithuania, Romania, Slovenia, Poland, Nigeria, Kyrgyzstan,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

# IMF: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of February 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	7	51.8%	48.2%	49.9%	24.4%	28.1%	25.6%	22.0%	15.7%	19.3%
> 2 yrs old	22	22.2%	0.6%	7.3%	17.1%	-1.1%	7.7%	4.4%	1.7%	-0.3%

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

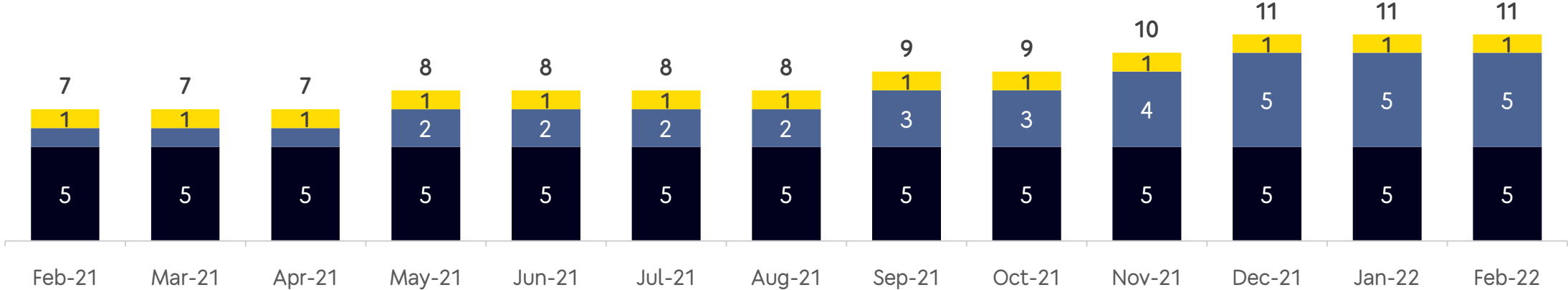


STARTUPS

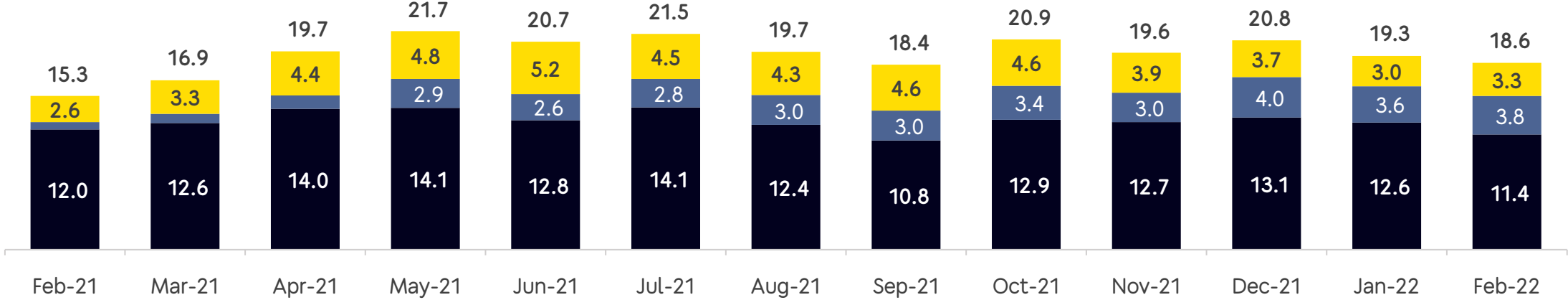
# Startups: store count and sales

## 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).