

JAN UARY 2022

Monthly Trading Update



778
stores

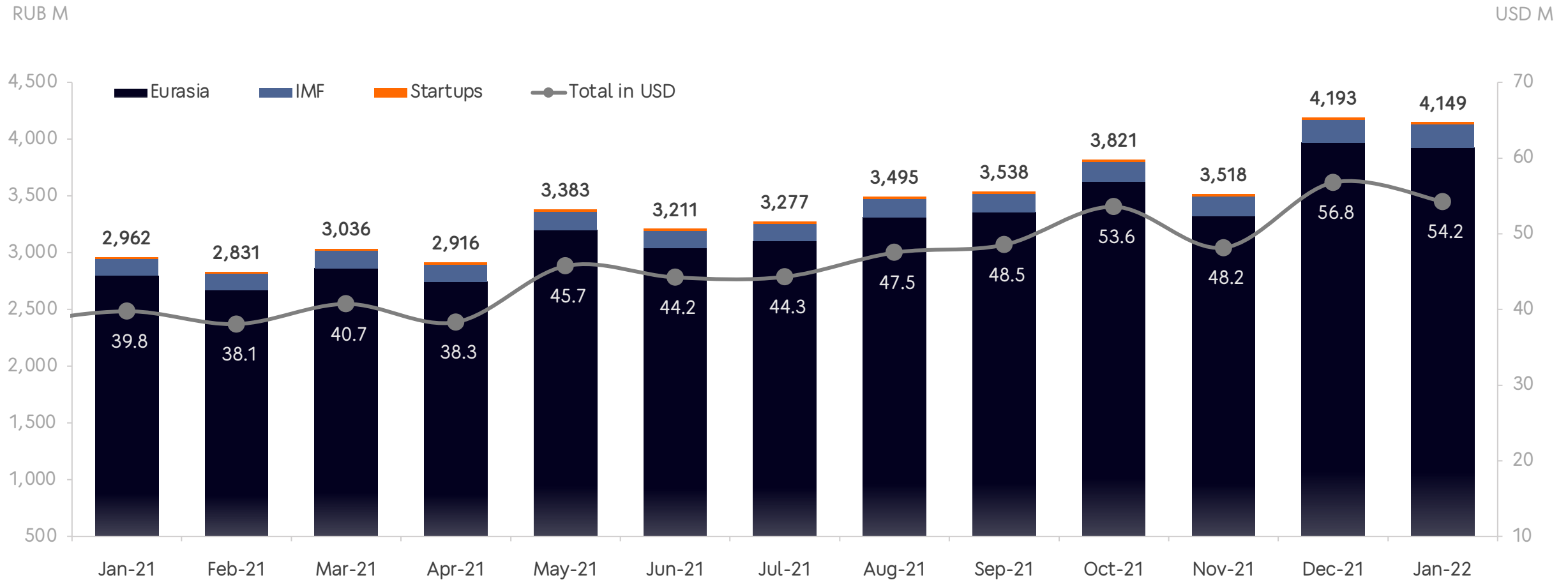
+7
net new stores

₹ 4.1 Bn
in system sales

+40%
year-over-year
change

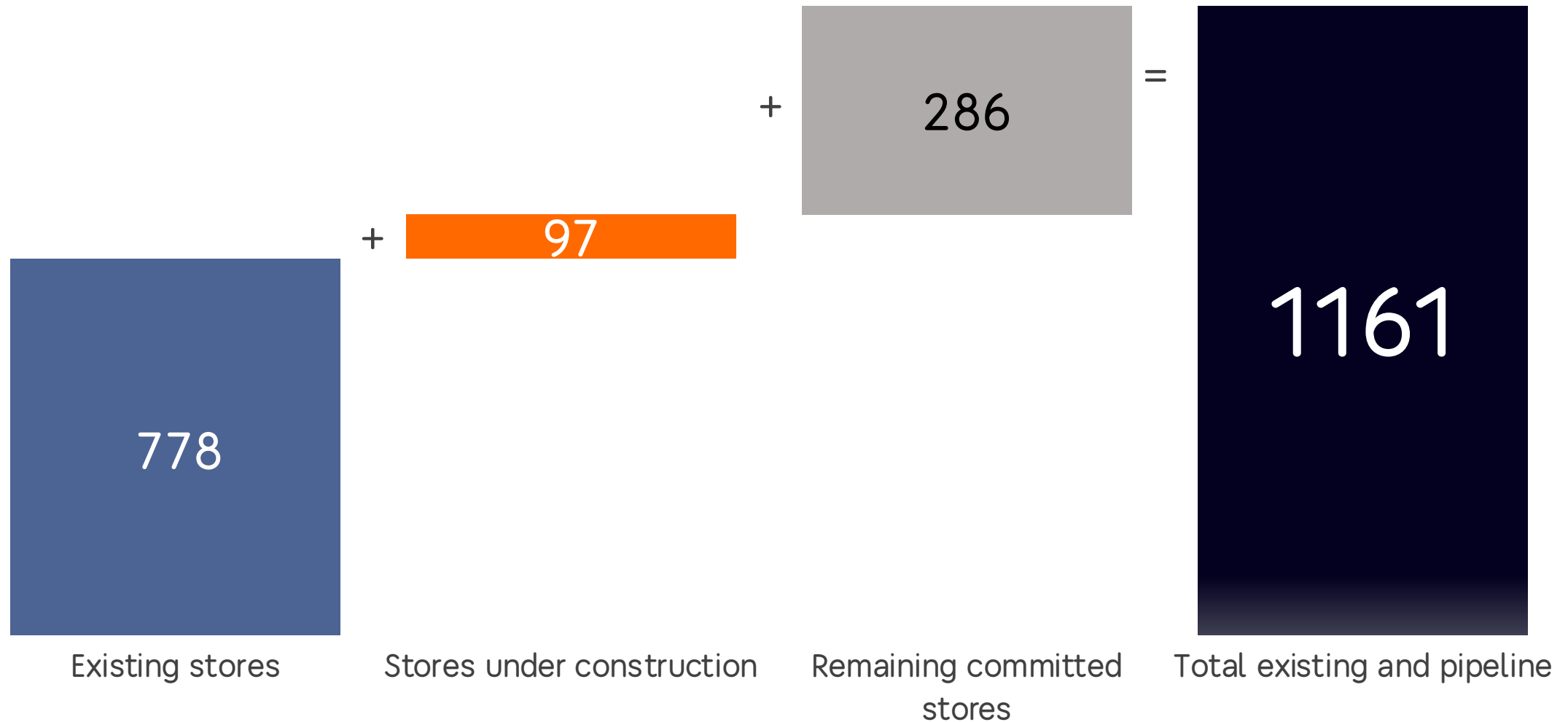
System Sales

January: 4,149M RUB / 54.2M 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](#).

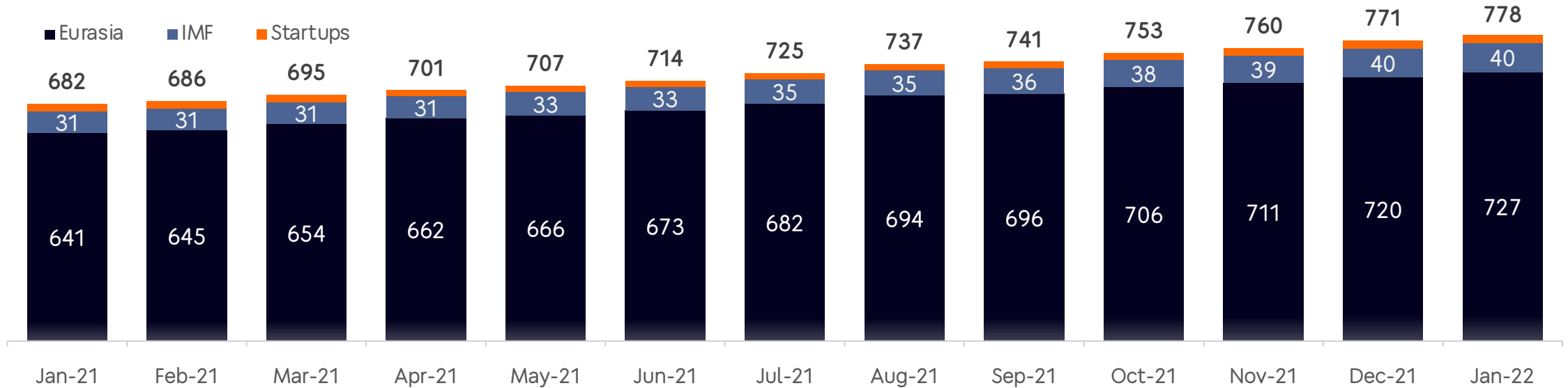
Chain Growth Pipeline



Note: as of 31 January 2022.

Store Count

January: 8 new stores, 1 store closed, 778 total



New stores

RUSSIA:

Astrakhan-5
 Michurinsk-1
 Omsk-6
 Pervouralsk-1
 Pushkin-1

Tyumen-6
 Shchelkovo-3

BELARUS:

Mozyr-1

Closed stores

RUSSIA:

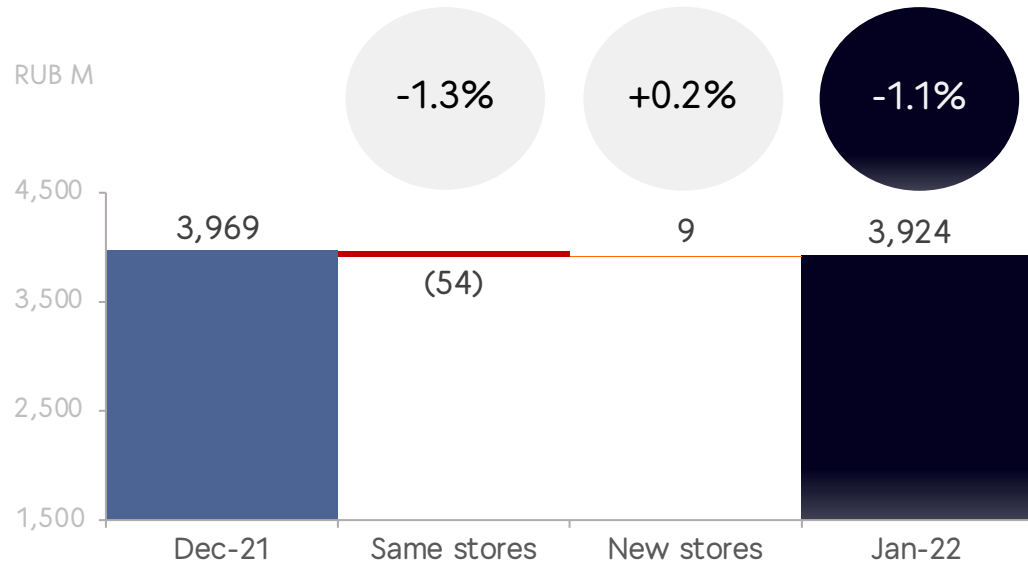
Moscow 1-9

EURASIA

Eurasia: Sales Evolution

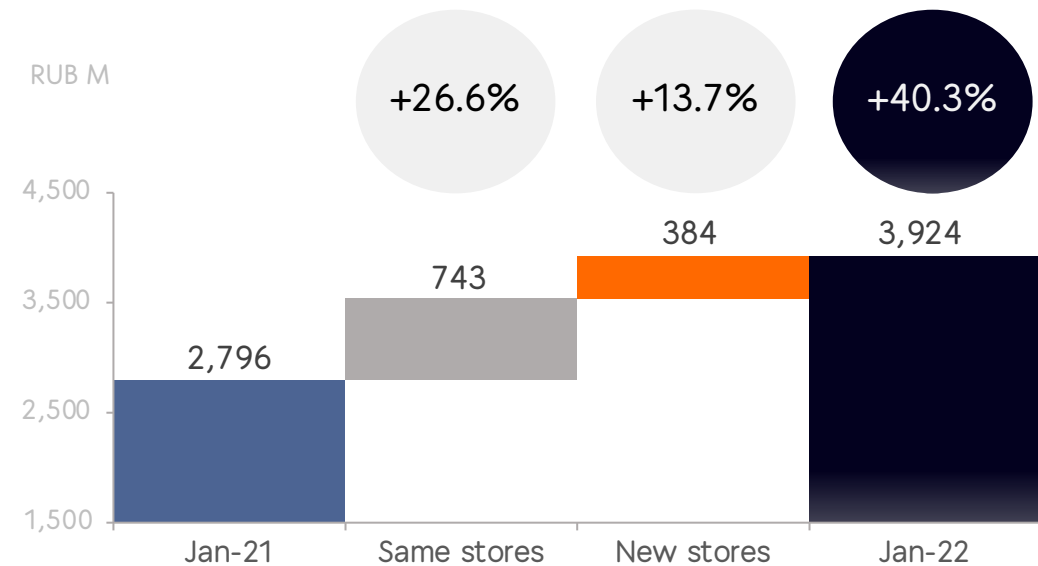
January: MoM -1.1%, YoY +40.3%

Month over Month (MoM)



$$\begin{matrix} \text{Traffic} \\ -2.0\% \end{matrix} \times \begin{matrix} \text{Av. Ticket} \\ +0.6\% \end{matrix} = \begin{matrix} \Delta \text{ MoM} \\ -1.3\% \end{matrix}$$

Year over Year (YoY)



$$\begin{matrix} \text{Traffic} \\ +14.5\% \end{matrix} \times \begin{matrix} \text{Av. Ticket} \\ +10.5\% \end{matrix} = \begin{matrix} \Delta \text{ YoY} \\ +26.6\% \end{matrix}$$

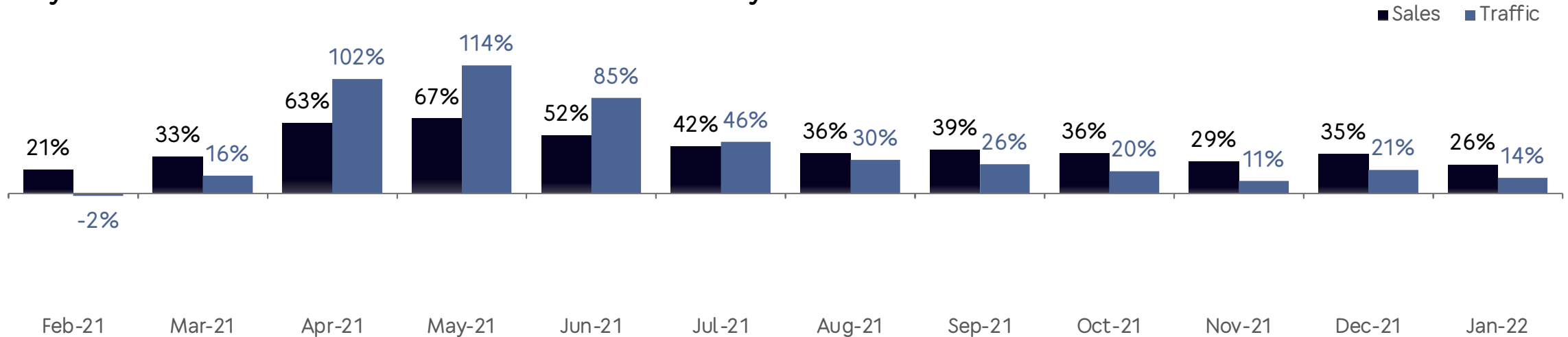
Note: gross sales including VAT where applicable. Traffic stands for order count.
List of countries: Russia, Kazakhstan, Belarus.

Eurasia: Like for Like Sales and Traffic

YoY LFL – Detailed Review of January 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	45.5%	39.0%	41.1%	29.6%	29.9%	29.8%	12.2%	7.0%	8.8%
2-3 yrs old	128	19.5%	34.3%	29.3%	8.3%	25.8%	16.1%	10.4%	6.8%	11.4%
>3 yrs old	407	15.4%	25.3%	22.5%	4.0%	16.4%	10.5%	11.0%	7.6%	10.9%

Dynamics of YoY LFL for all stores older than 1 year

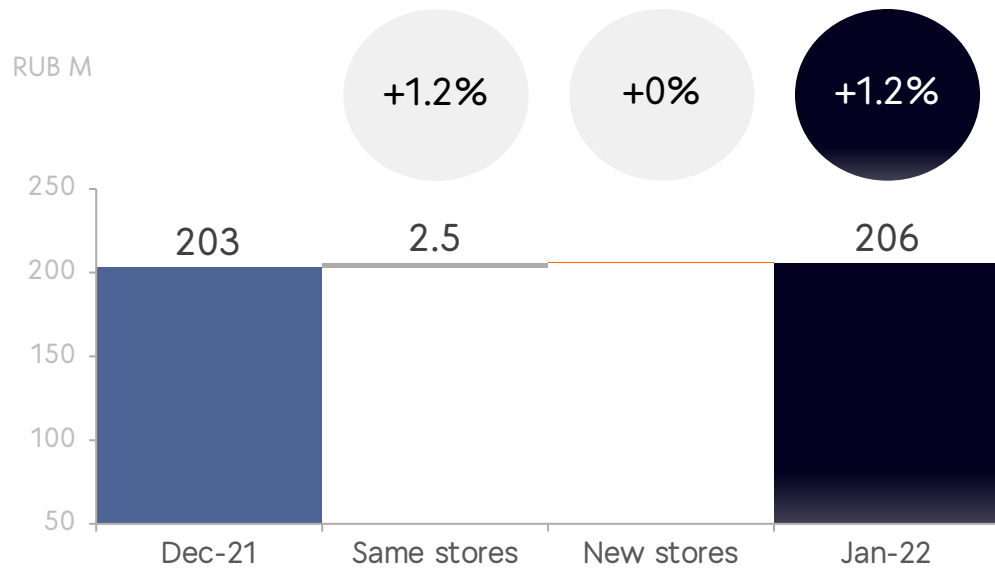


INTERNATIONAL
MASTER-
FRANCHISING

IMF: Sales Evolution

January: MoM +1.2%, YoY +36.3%

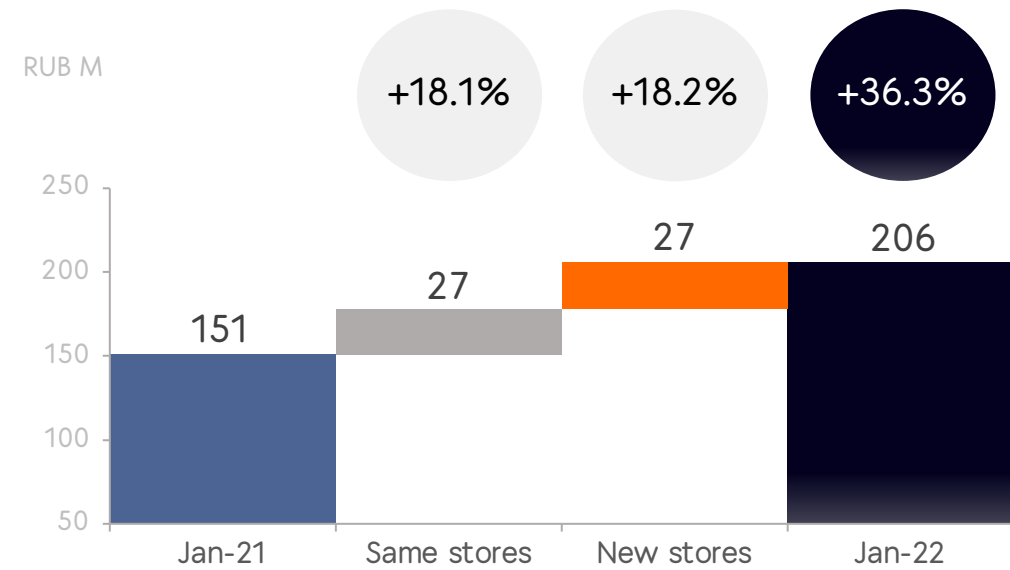
Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
-2.7%	+4.0%	+1.2%

$-2.7\% \times +4.0\% = +1.2\%$

Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+19.0%	-1.6%	+18.1%

$+19.0\% \times -1.6\% = +18.1\%$

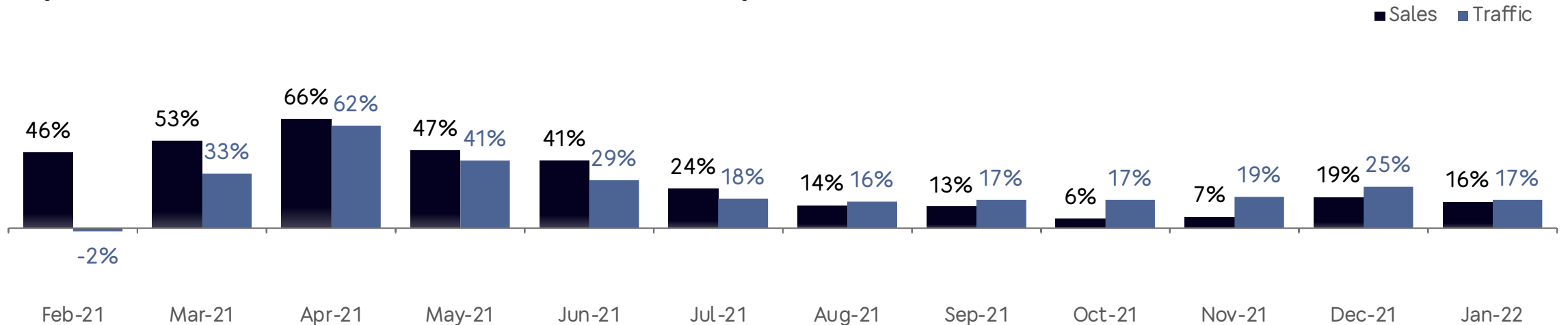
Note: gross sales including VAT where applicable. Traffic stands for order count.
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).
 List of countries: Germany, Estonia, Lithuania, Romania, Slovenia, Poland, Nigeria, Kyrgyzstan,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

IMF: Like for Like Sales and Traffic

YoY LFL – Detailed Review of January 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	8	37.6%	9.5%	19.4%	18.9%	10.2%	15.1%	15.7%	-0.6%	3.7%
> 2 yrs old	20	21.8%	10.8%	14.4%	22.8%	12.3%	17.3%	-0.8%	-1.3%	-2.5%

Dynamics of YoY LFL for all stores older than 1 year

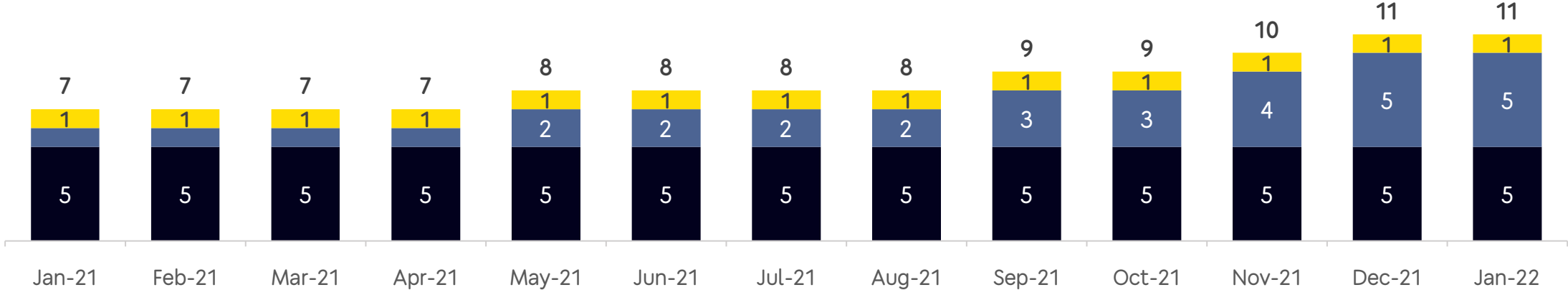


STARTUPS

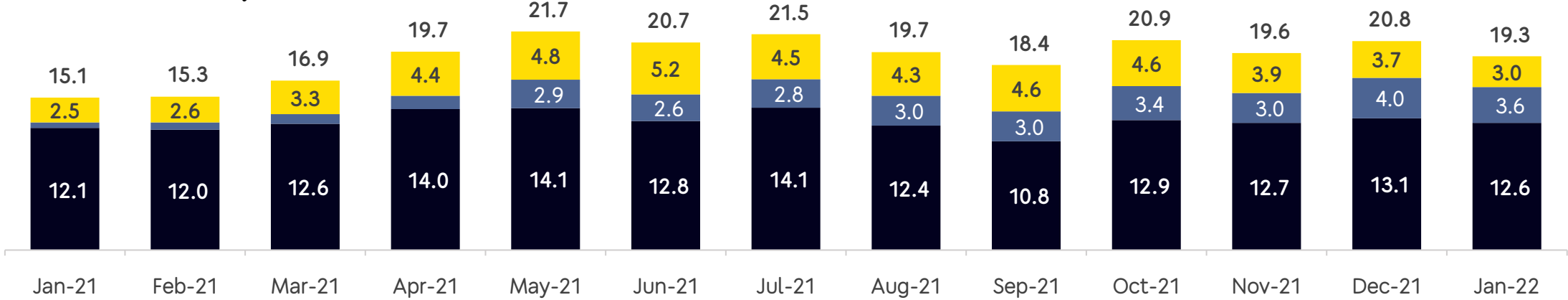
Startups: store count and sales

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.