



**JULY
2021**

Monthly Trading Update



725
stores

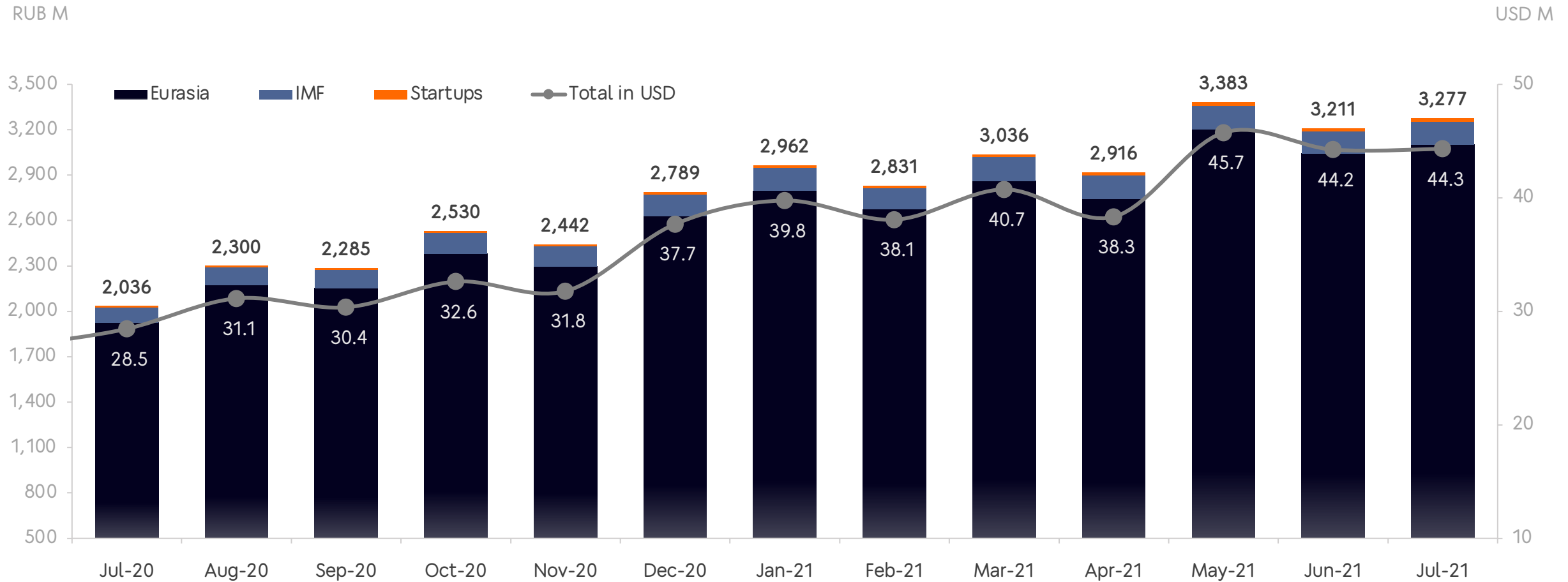
+11
net new stores

₹ 3.3 Bn
in system sales

+61%
year-over-year
change

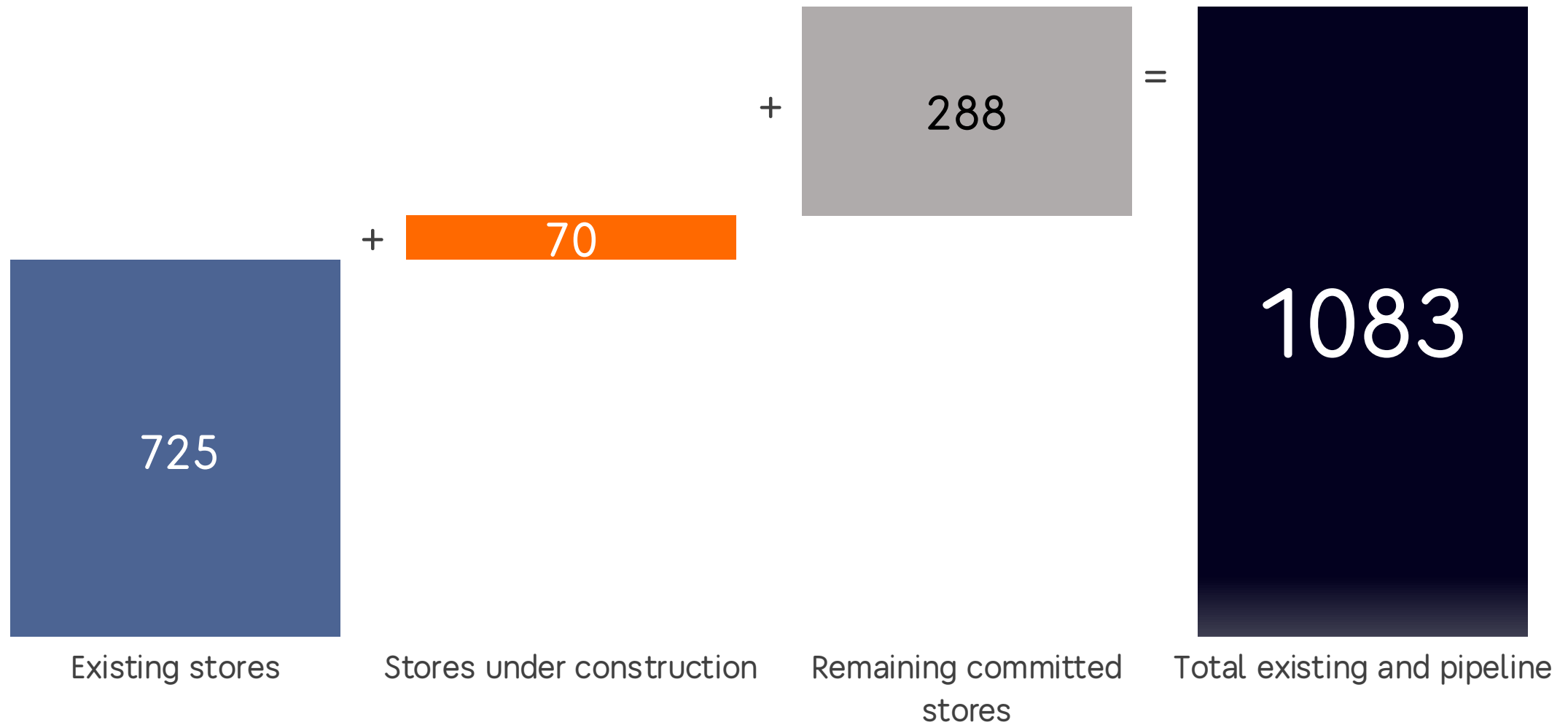
System Sales

July: 3,277M RUB / 44.3M 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](#).

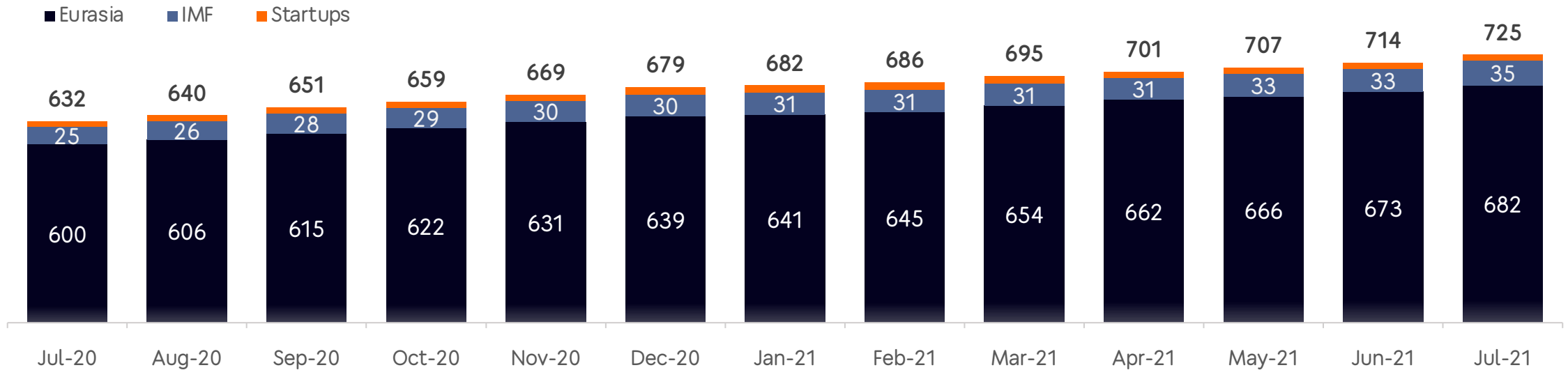
Chain Growth Pipeline



Note: as of 31 July 2021.

Store Count

July: 11 new stores, 725 total



New stores

RUSSIA:

Apatity-1
Bratsk-2
Langepas-1
Novorossiysk-3
Omsk-4

Saint Petersburg 3-8
Stavropol-3
Tomsk-3

KAZAKHSTAN:

Shymkent-3

ESTONIA:

Pärnu-1

POLAND:

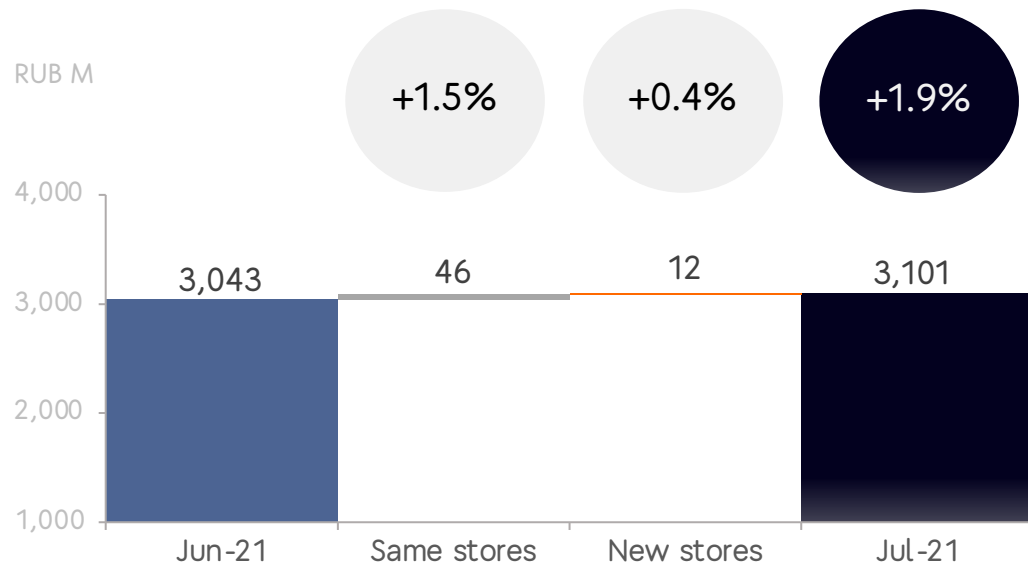
Warsaw-1

EURASIA

Eurasia: Sales Evolution

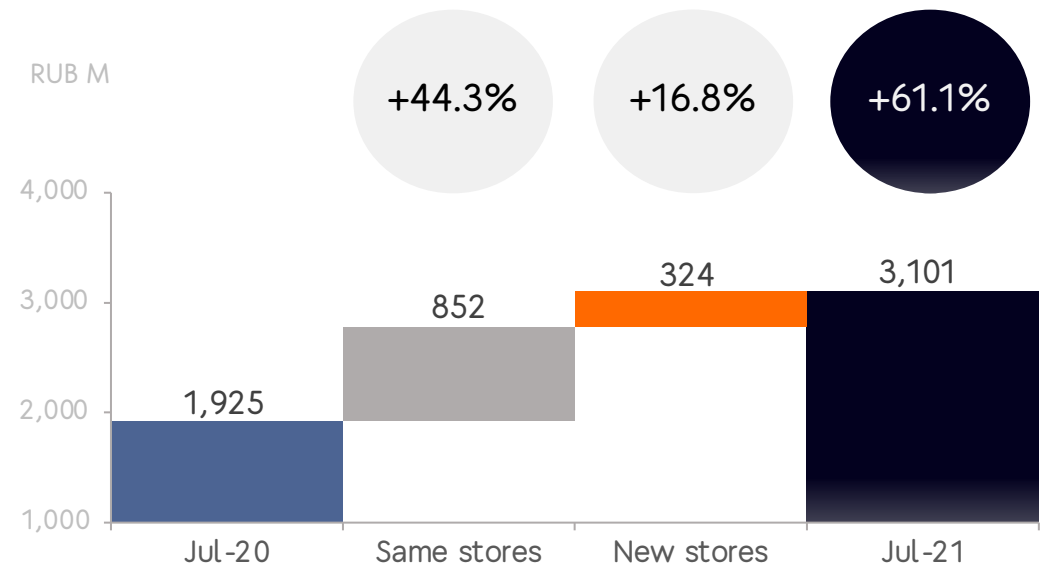
July: MoM +1.9%, YoY +61.1%

Month over Month (MoM)



Traffic \times Av. Ticket = Δ MoM
 -4.7% \times +6.7% = +1.5%

Year over Year (YoY)



Traffic \times Av. Ticket = Δ YoY
 +49.0% \times -2.8% = +44.3%

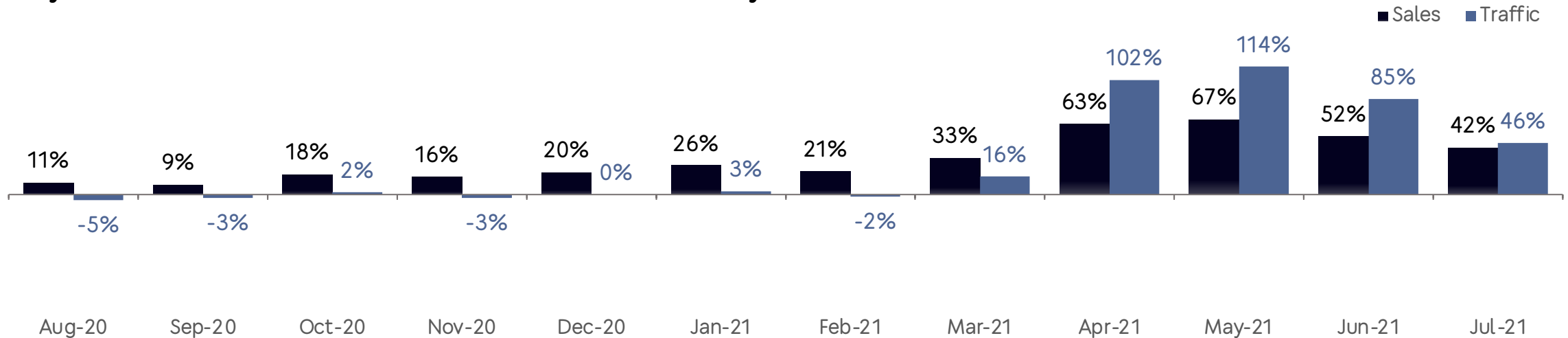
Note: gross sales including VAT where applicable. Traffic stands for order count.
 List of countries: Russia, Kazakhstan, Belarus.

Eurasia: Like for Like Sales and Traffic

YoY LFL – Detailed Review of July 2021

Store age	Store Count	SALES			TRAFFIC			AVERAGE TICKET		
		In-Store	Delivery	Total	In-Store	Delivery	Total	In-Store	Delivery	Total
1-2 yrs old	115	103.4%	45.7%	65.8%	95.2%	30.3%	65.6%	4.2%	11.8%	0.1%
2-3 yrs old	142	74.7%	26.1%	41.6%	75.8%	13.2%	44.1%	-0.6%	11.4%	-1.8%
>3 yrs old	321	82.5%	19.6%	36.4%	88.4%	8.1%	41.5%	-3.1%	10.7%	-3.6%

Dynamics of YoY LFL for all stores older than 1 year

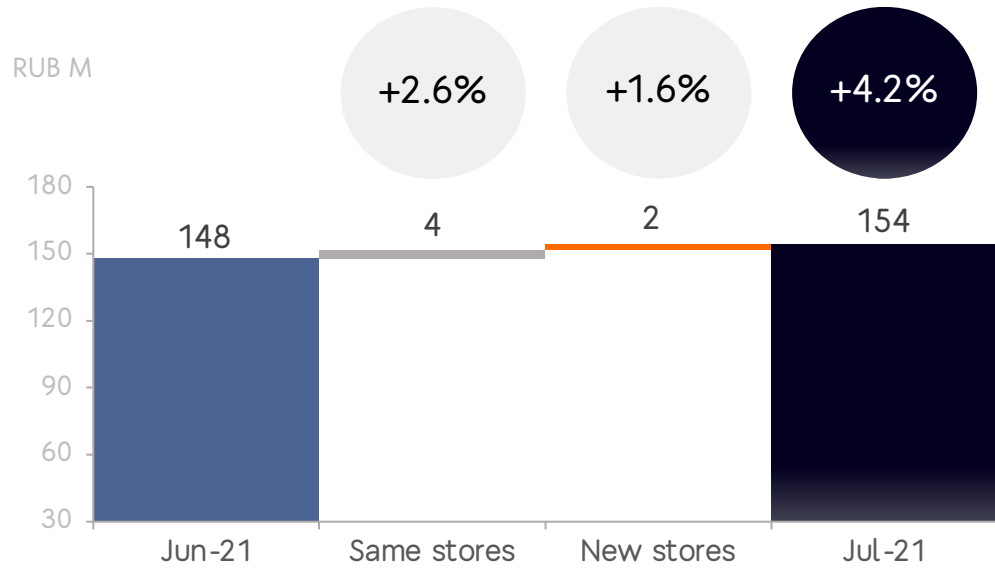


INTERNATIONAL
MASTER-
FRANCHISING

IMF: Sales Evolution

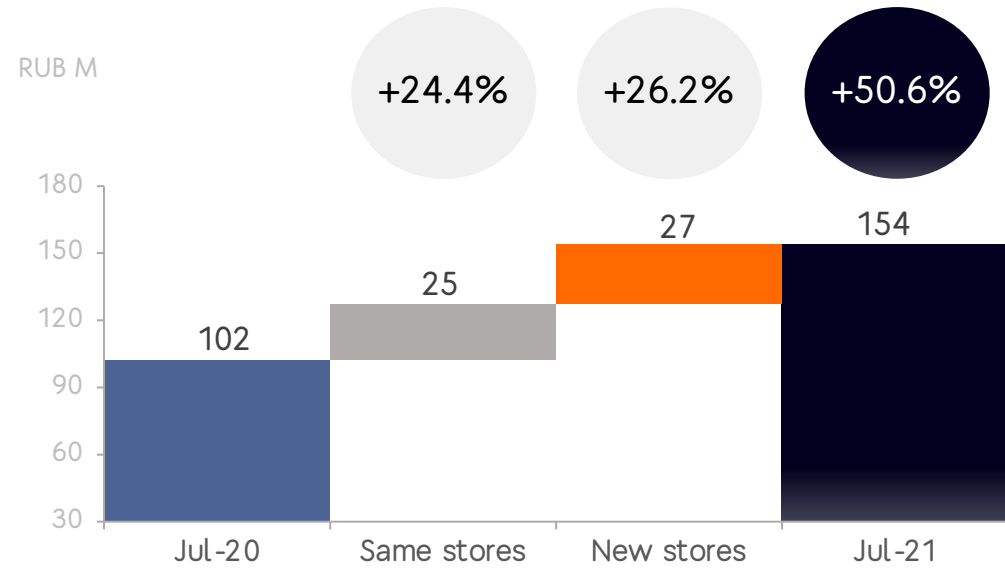
July: MoM +4.2%, YoY +50.6%

Month over Month (MoM)



$$\text{Traffic } +1.1\% \times \text{Av. Ticket } +1.9\% = \Delta \text{ MoM } +2.6\%$$

Year over Year (YoY)



$$\text{Traffic } +18.3\% \times \text{Av. Ticket } +5.2\% = \Delta \text{ YoY } +24.4\%$$

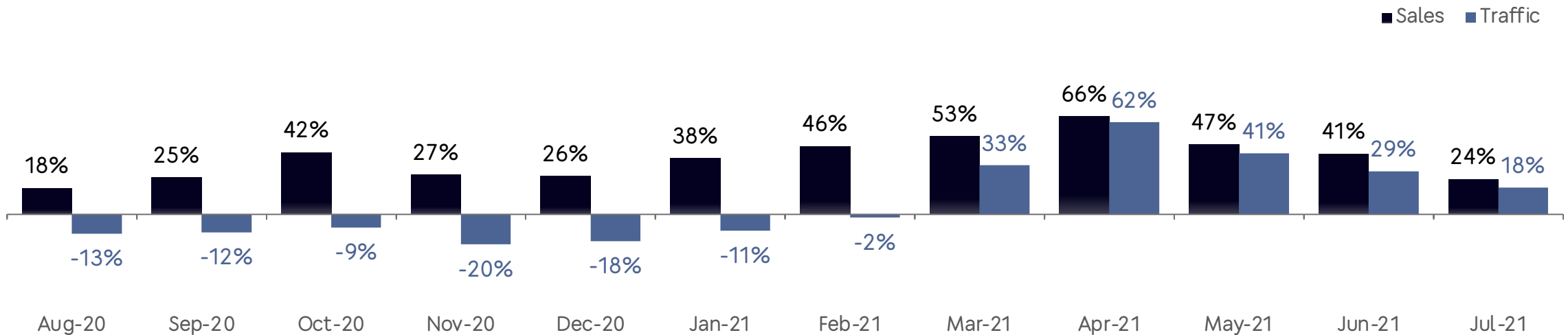
Note: gross sales including VAT where applicable. Traffic stands for order count.
 Converted from local currencies at weighted average monthly FX rates as per currencylayer.com.
 List of countries: Germany, Estonia, Lithuania, Romania, Slovenia, Poland, Nigeria, Kyrgyzstan, Uzbekistan, USA, China.

IMF: Like for Like Sales and Traffic

YoY LFL – Detailed Review of July 2021

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	24.3%	23.5%	23.8%	18.7%	14.8%	16.9%	4.7%	7.6%	6.0%
> 2 yrs old	17	23.7%	25.2%	24.6%	22.8%	14.7%	18.8%	0.7%	9.1%	4.9%

Dynamics of YoY LFL for all stores older than 1 year

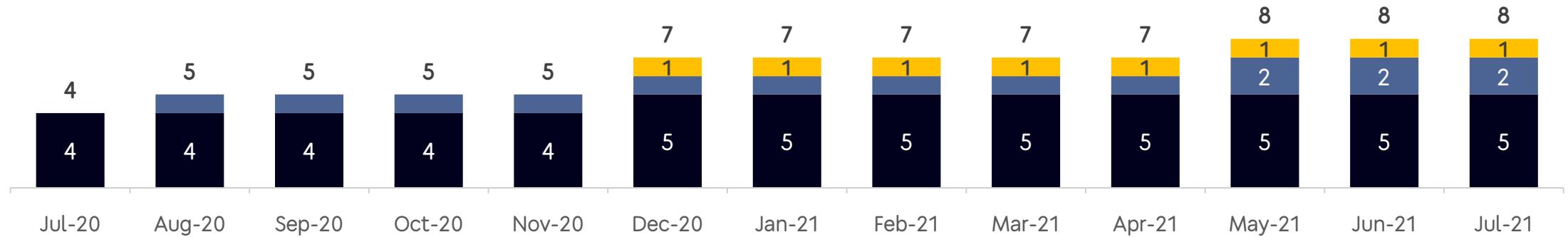


STARTUPS

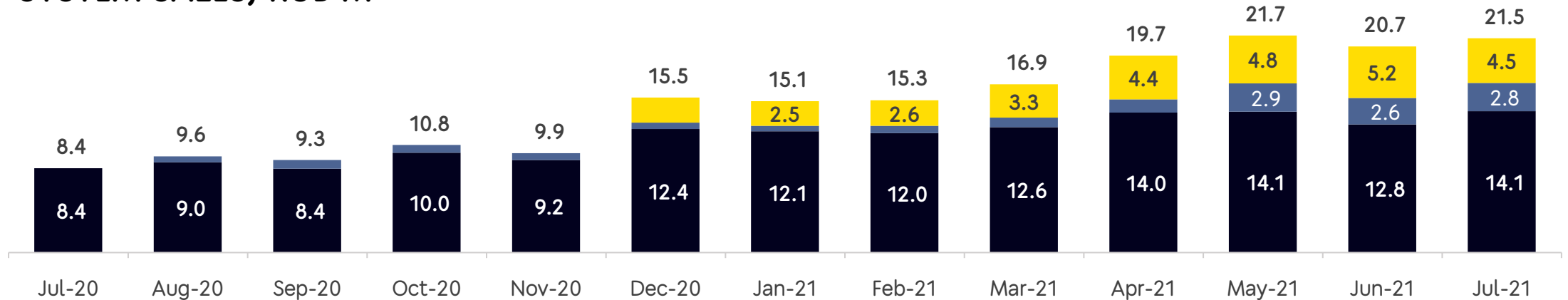
Startups: store count and sales

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](https://www.currencylayer.com).