



**JULY
2022**

Monthly Trading Update



837
stores

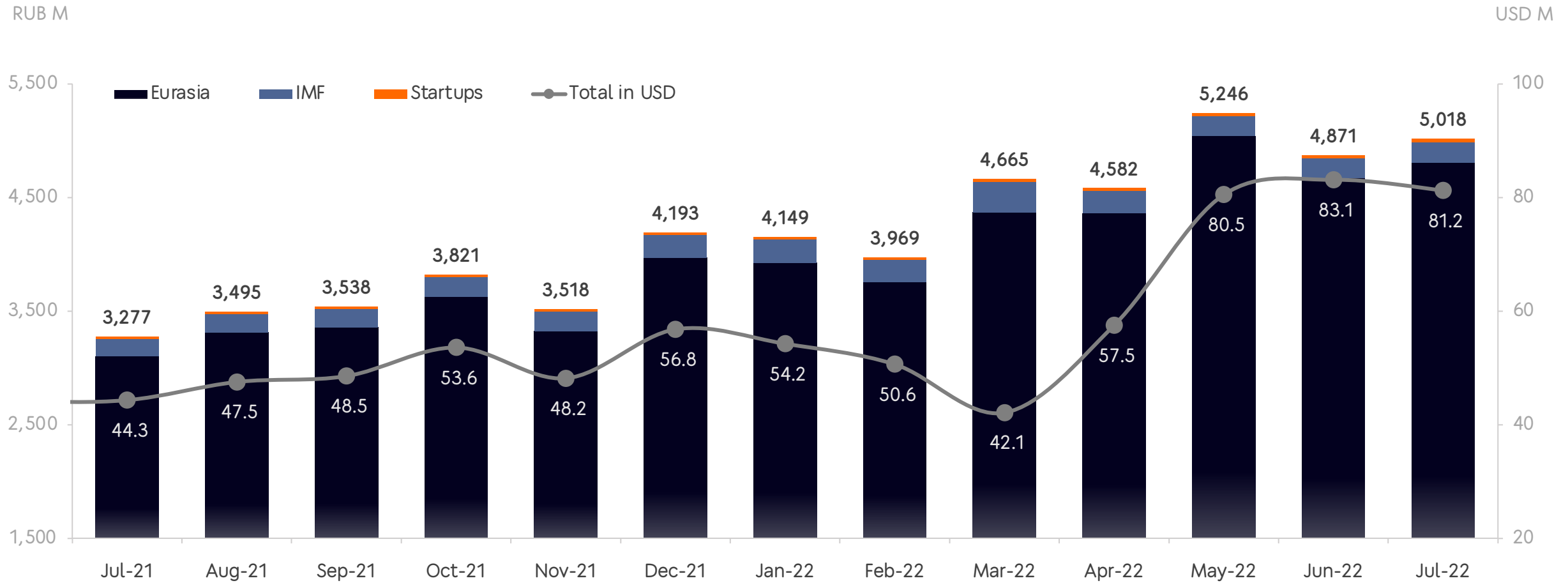
+6
net new stores

₹ 5.0 Bn
in system sales

+53%
year-over-year
change

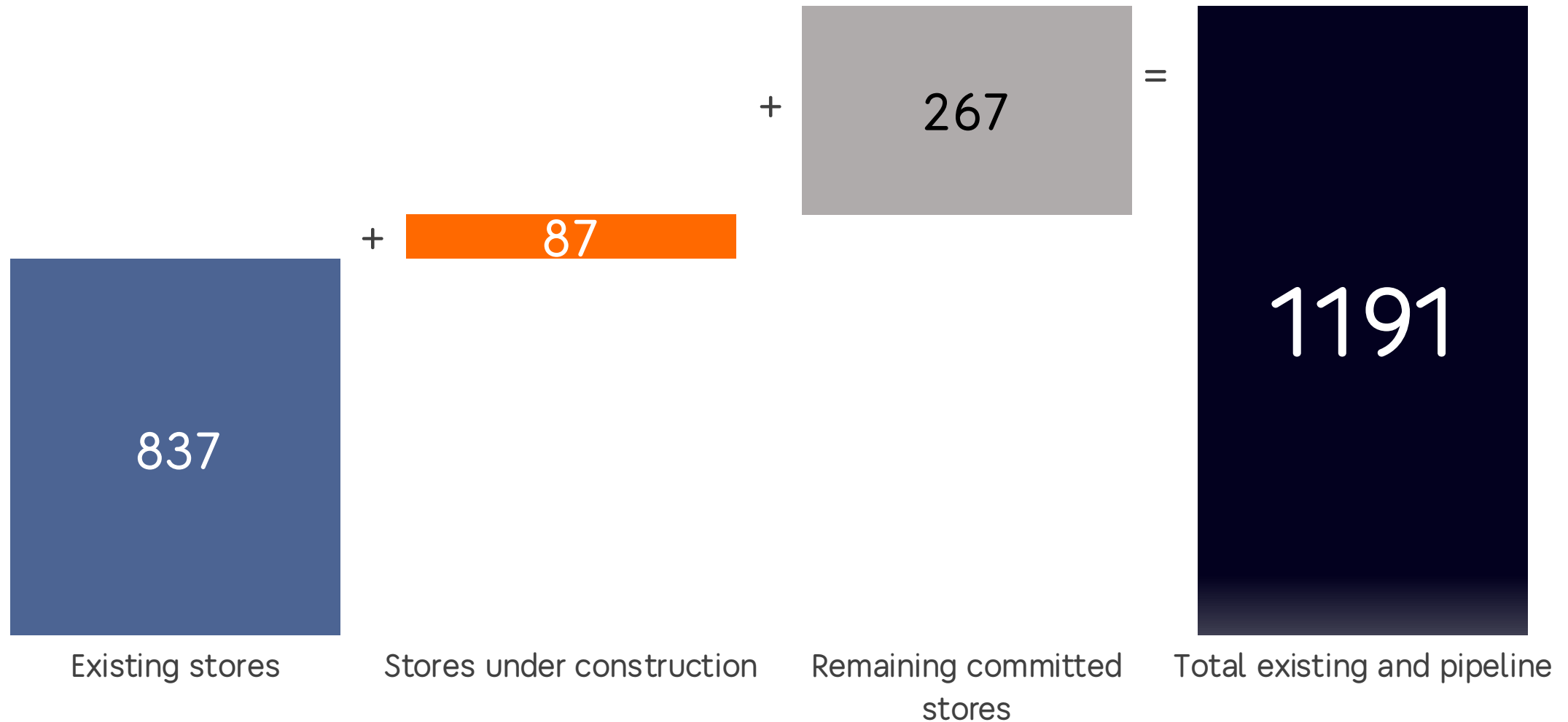
System Sales

July: 5,018M RUB / 81.2M 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](#).

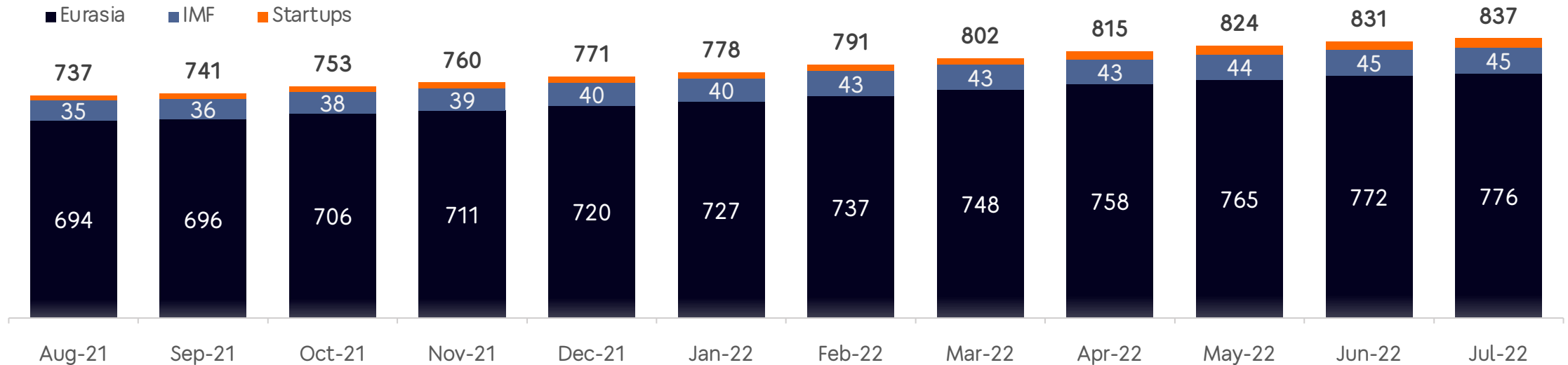
Chain Growth Pipeline



Note: as of 31 July 2022.

Store Count

July: 7 new stores, 1 store closed, 837 total



New stores

RUSSIA:

Moscow 0-5

Moscow 4-9

Doner 42 Cheboksary-1

Doner 42 Saint-Petersburg 1-1

BELARUS:

Polotsk-1

KAZAKHSTAN:

Temirtau-1

Shymkent-4

Closed stores

KAZAKHSTAN:

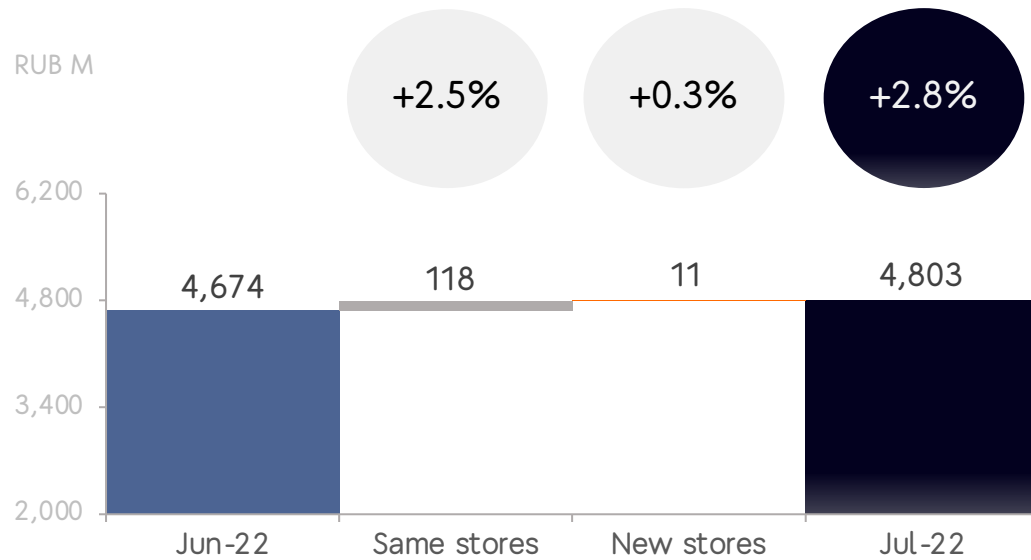
Kaskelen-2

EURASIA

Eurasia: Sales Evolution

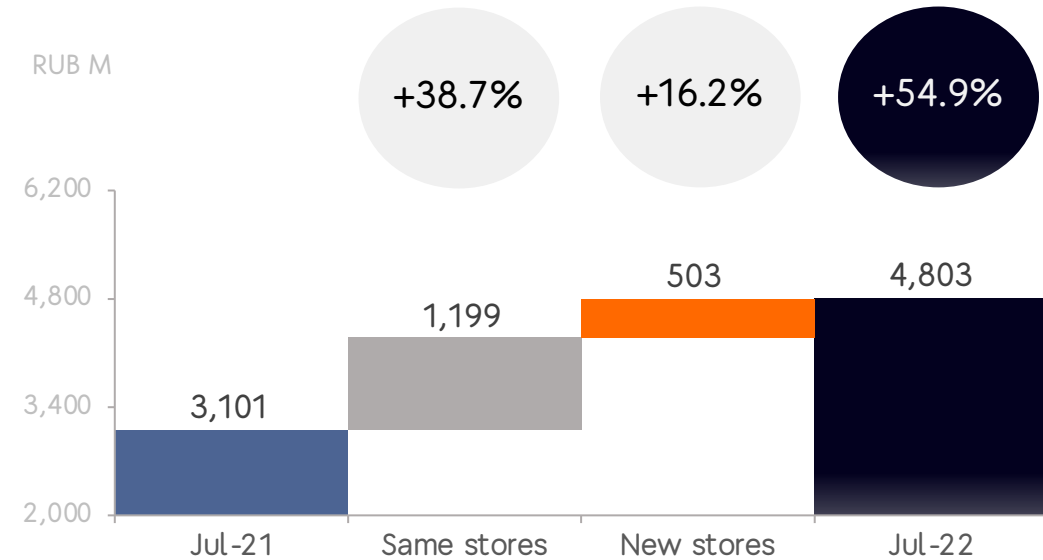
July: MoM +2.8%, YoY +54.9%

Month over Month (MoM)



$$\text{Traffic } 0\% \times \text{Av. Ticket } +2.5\% = \Delta \text{ MoM } +2.5\%$$

Year over Year (YoY)



$$\text{Traffic } +26.2\% \times \text{Av. Ticket } +9.8\% = \Delta \text{ YoY } +54.9\%$$

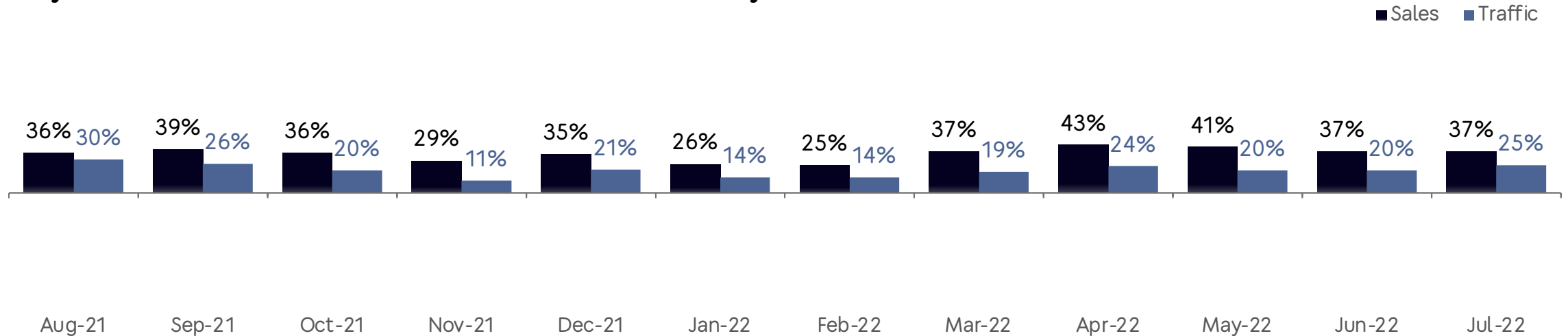
Note: gross sales including VAT where applicable. Traffic stands for order count.
List of countries: Russia, Kazakhstan, Belarus.

Eurasia: Like for Like Sales and Traffic

YoY LFL – Detailed Review of July 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	94	44.0%	40.8%	42.2%	28.2%	36.4%	31.2%	12.3%	3.2%	8.4%
2-3 yrs old	113	42.6%	37.9%	39.9%	28.4%	31.0%	29.3%	11.1%	5.3%	8.2%
>3 yrs old	458	36.7%	35.9%	36.2%	19.8%	27.1%	23.0%	14.0%	6.9%	10.7%

Dynamics of YoY LFL for all stores older than 1 year

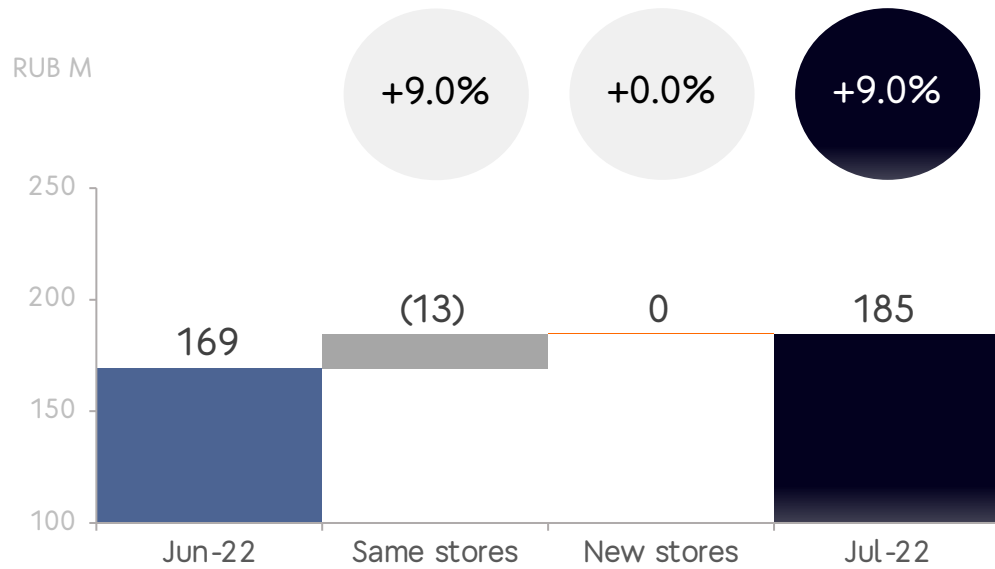


INTERNATIONAL
MASTER-
FRANCHISING

IMF: Sales Evolution

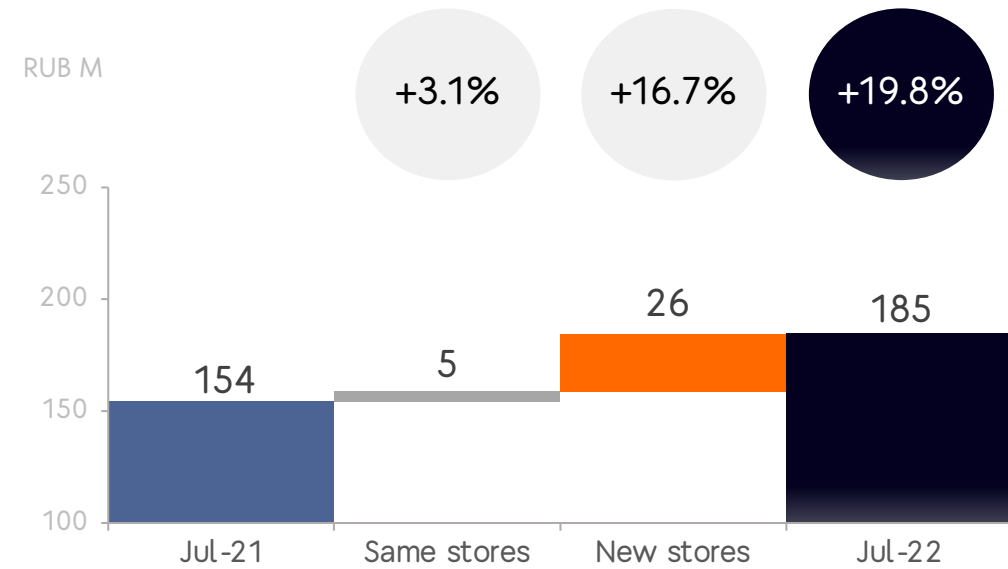
July: MoM +9.0%, YoY +19.8%

Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
+1.7%	× +7.2%	= +9.0%

Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+31.9%	× -22.0%	= +3.1%

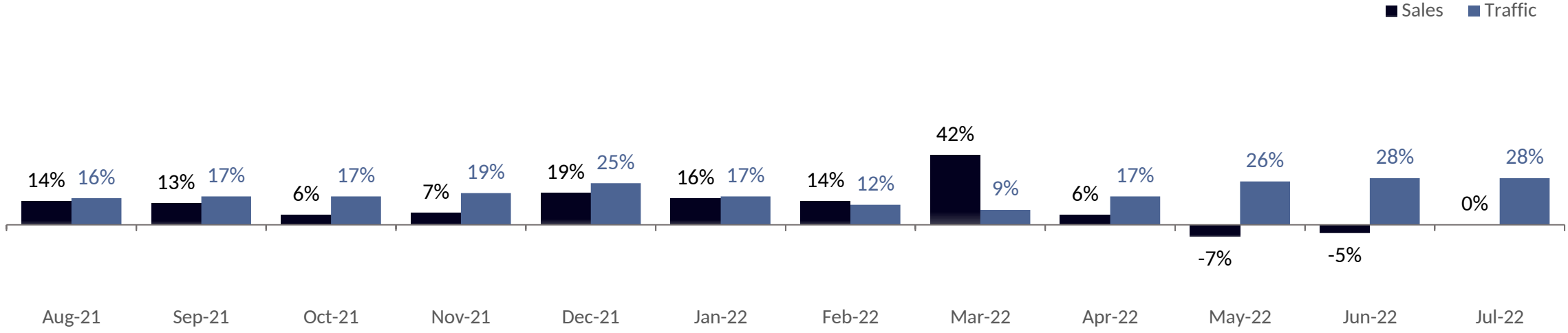
Note: gross sales including VAT where applicable. Traffic stands for order count.
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).
 List of countries: Germany, Estonia, Lithuania, Romania, Slovenia, Poland, Nigeria, Kyrgyzstan,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

IMF: Like for Like Sales and Traffic

YoY LFL – Detailed Review of July 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	72.2%	26.2%	45.5%	88.9%	33.0%	69.3%	-8.9%	-5.1%	-14.1%
> 2 yrs old	24	3.9%	-16.1%	-8.7%	27.9%	3.0%	16.2%	-18.8%	-18.5%	-21.4%

Dynamics of YoY LFL for all stores older than 1 year

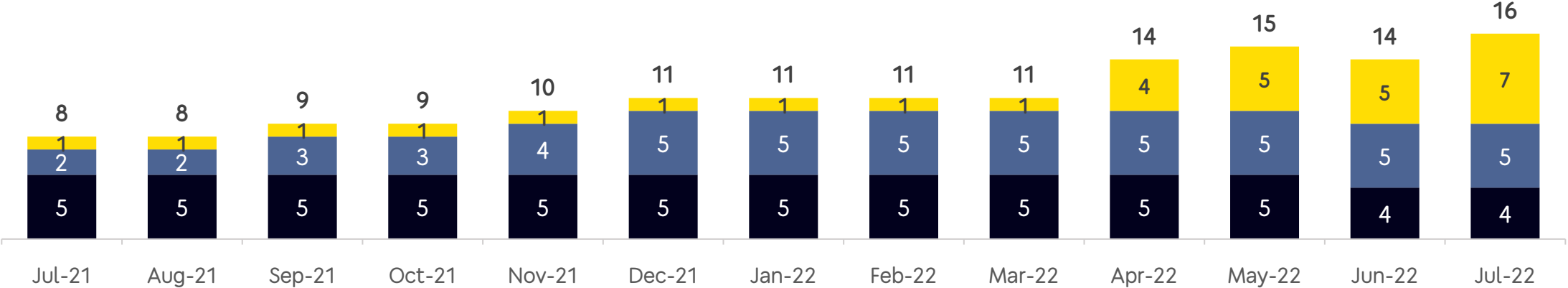


STARTUPS

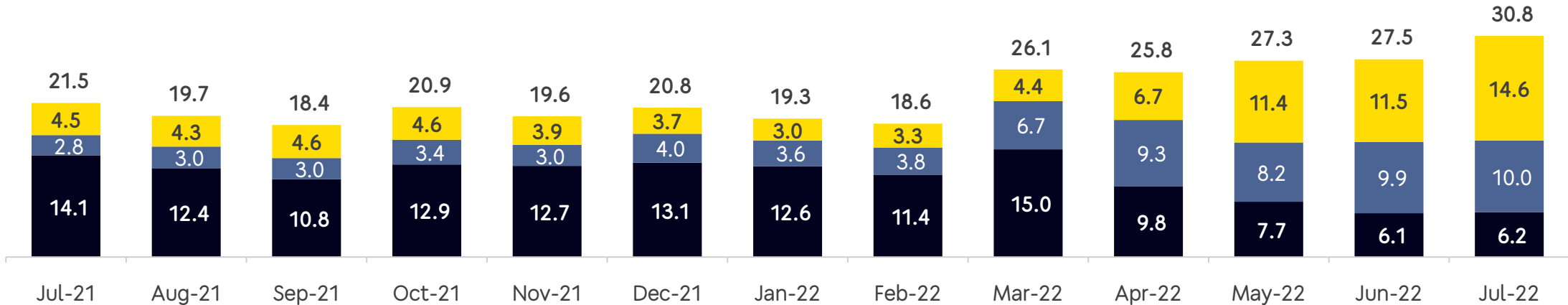
Startups: store count and sales

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.