

**JULY
2023**

Monthly Trading Update



958
stores

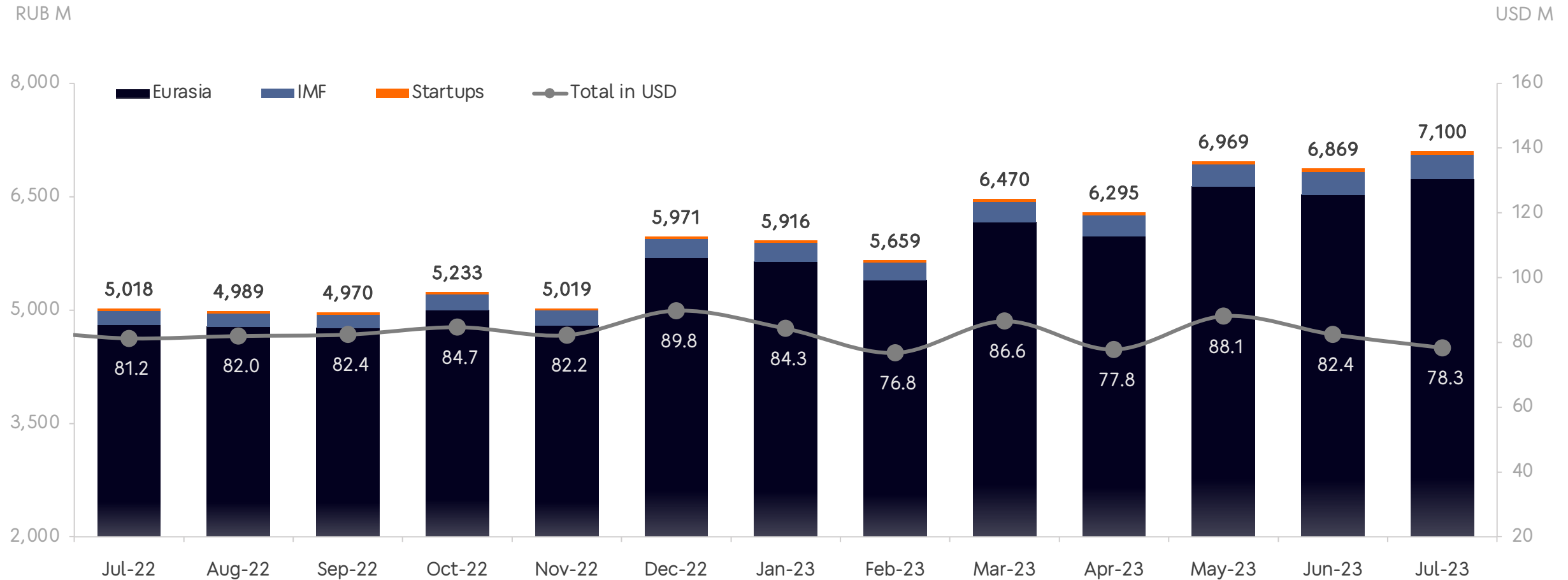
+8
net new stores

₹ 7.1 Bn
in system sales

+41%
year-over-year
change

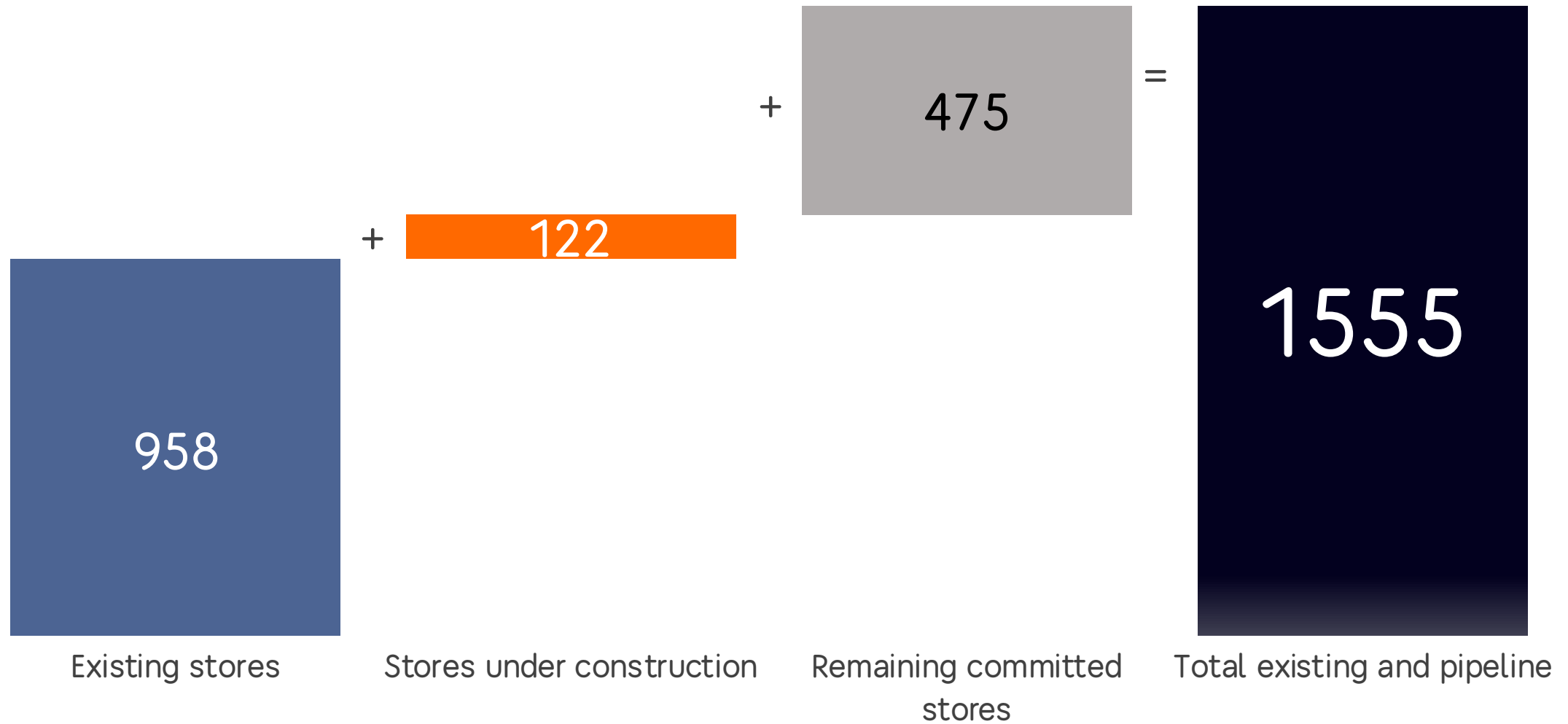
System Sales

July: 7,100M RUB / 78.3M 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](#).

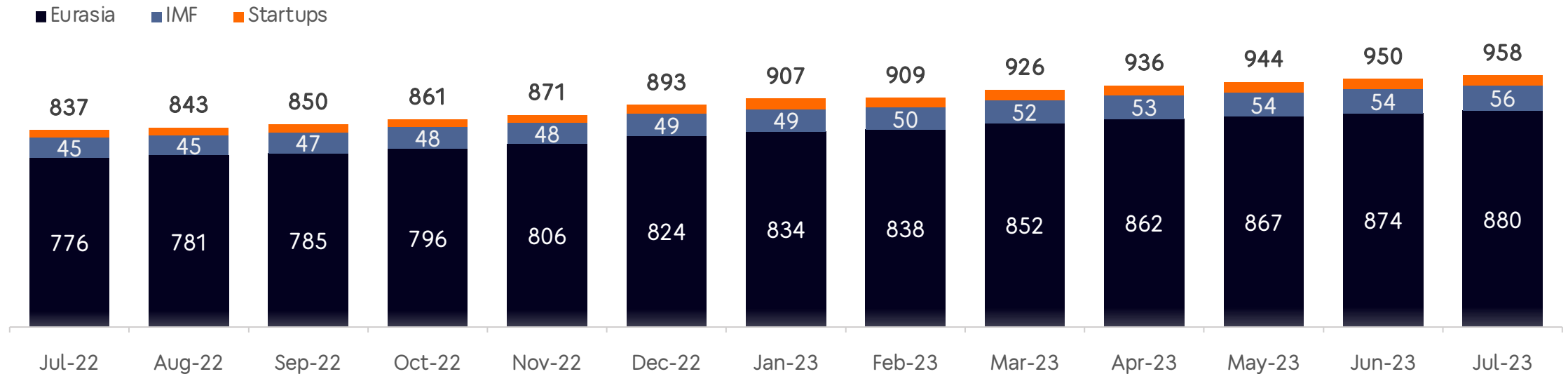
Chain Growth Pipeline



Note: as of 31 July 2023

Store Count

July: 11 new stores, 3 stores closed, 958 total



New stores

RUSSIA:

Kazan-10

Omsk-10

Severomorsk-1

Selyatino-1

Tolyatti-4

Troitsk-2

Yanino-1

Doner Moscow 0-2

KAZAKHSTAN:

Shymkent-5

UZBEKISTAN:

Tashkent-7

ARMENIA:

Yerevan-1

Closed stores

RUSSIA:

Lobnya-1

Novorossiysk-9

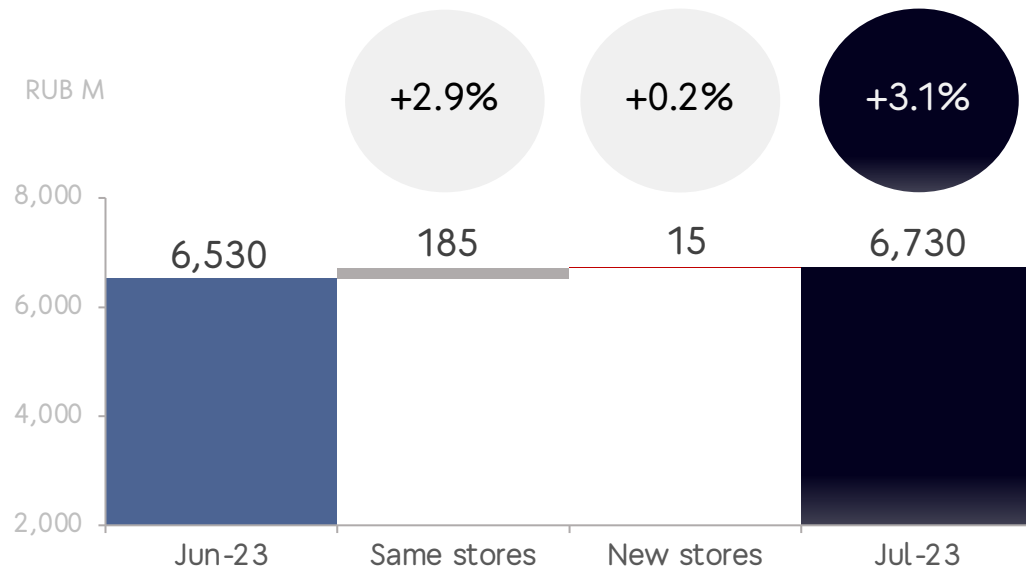
Doner Cheboksary 1-1

EURASIA

Eurasia: Sales Evolution

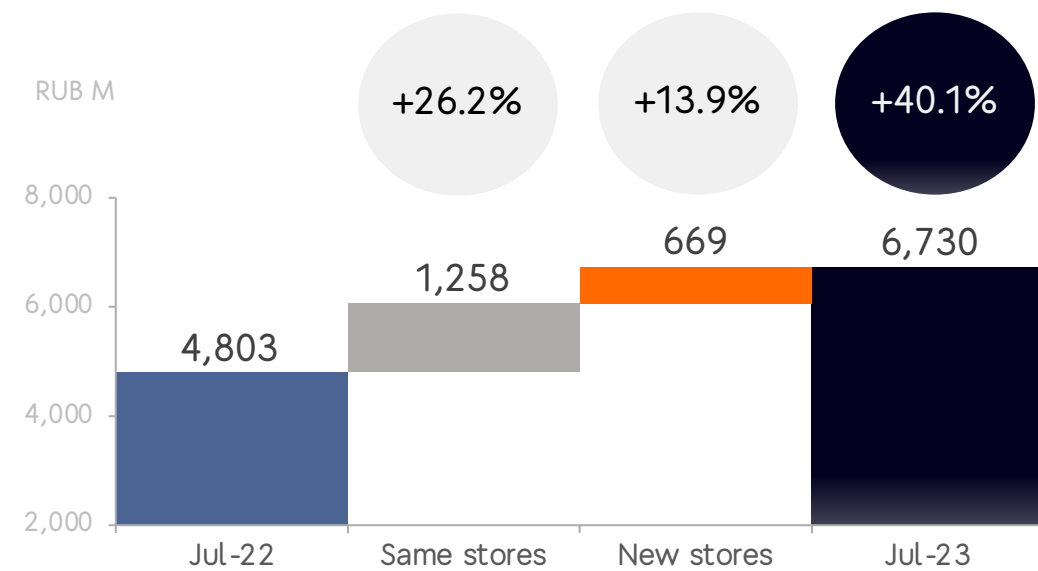
July: MoM +3.1%, YoY +40.1%

Month over Month (MoM)



$$\text{Traffic} \quad \text{Av. Ticket} \quad \Delta \text{ MoM}$$
$$+0.4\% \times +2.4\% = +2.9\%$$

Year over Year (YoY)



$$\text{Traffic} \quad \text{Av. Ticket} \quad \Delta \text{ YoY}$$
$$+14.2\% \times +10.5\% = +26.2\%$$

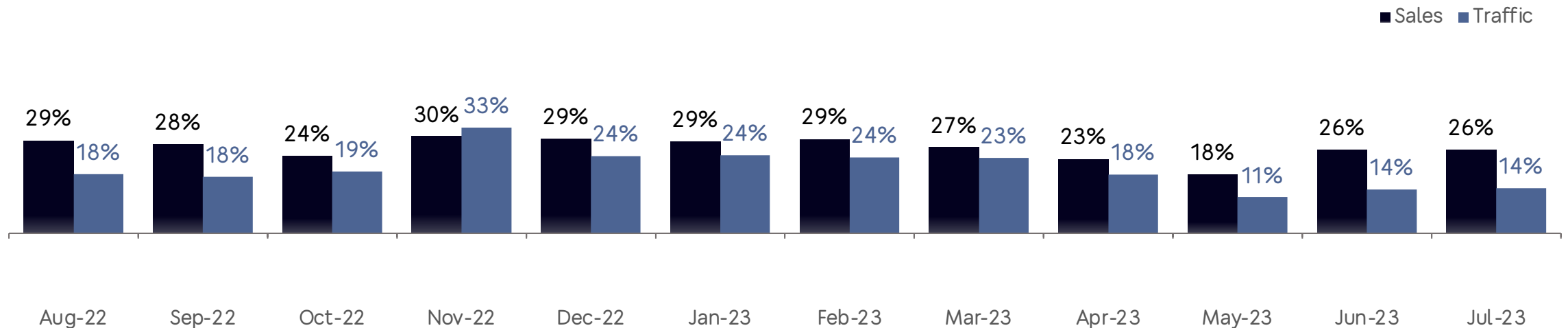
Note: gross sales including VAT where applicable. Traffic stands for order count.
List of countries: Russia, Kazakhstan, Belarus.

Eurasia: Like for Like Sales and Traffic

YoY LFL – Detailed Review of July 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	106	41.2%	40.9%	41.0%	26.3%	33.6%	29.1%	11.8%	5.5%	9.3%
>2 yrs old	92	26.7%	35.8%	31.7%	7.8%	23.7%	13.8%	17.5%	9.8%	15.8%
>3 yrs old	566	20.9%	24.0%	22.8%	7.8%	16.9%	11.7%	12.2%	6.0%	9.9%

Dynamics of YoY LFL for all stores older than 1 year

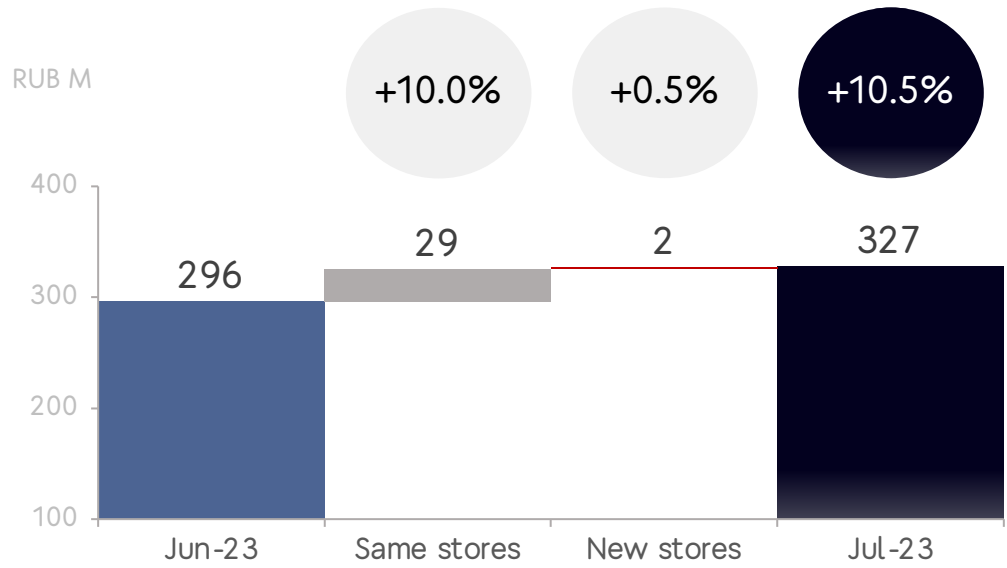


INTERNATIONAL
MASTER-
FRANCHISING

IMF: Sales Evolution

July: MoM +10.5%, YoY +77.3%

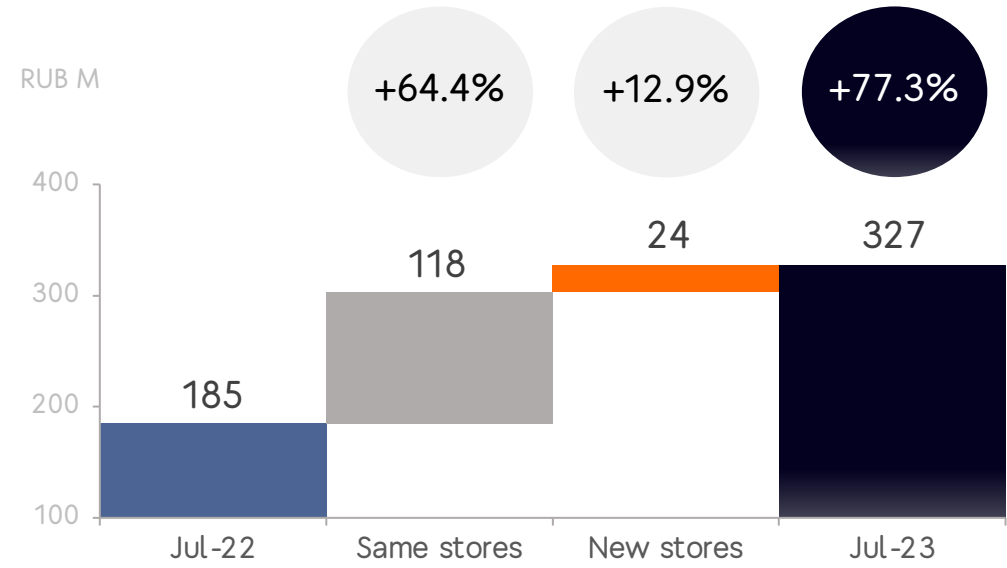
Month over Month (MoM)



Traffic \times Av. Ticket $=$ Δ MoM

+1.1% \times +8.8% = +10.0%

Year over Year (YoY)



Traffic \times Av. Ticket $=$ Δ YoY

+10.4% \times +48.8% = +64.4%

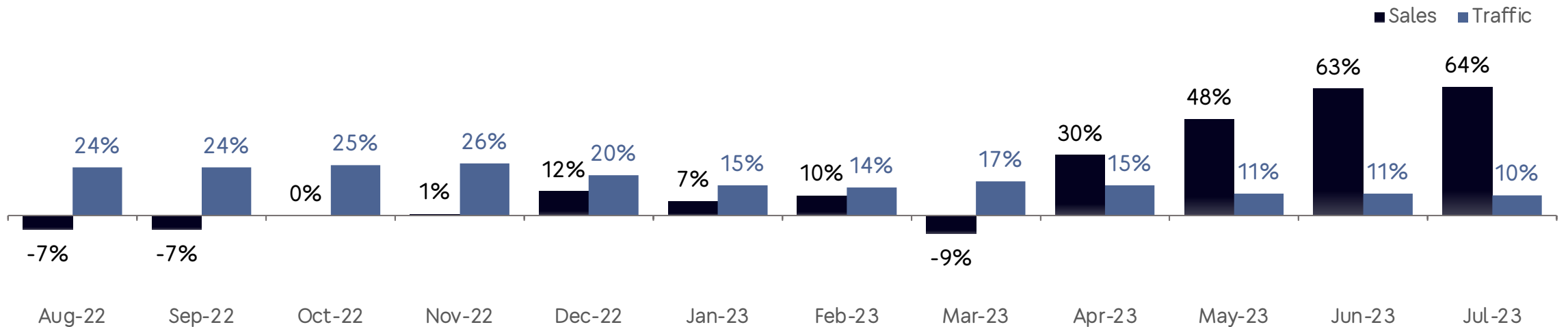
Note: gross sales including VAT where applicable. Traffic stands for order count.
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).
 List of countries: Armenia, Kyrgyzstan, Tajikistan, Uzbekistan, Estonia, Germany, Lithuania,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

IMF: Like for Like Sales and Traffic

YoY LFL – Detailed Review of July 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	13	87.6%	96.6%	91.5%	22.1%	32.2%	25.1%	53.6%	48.8%	53.0%
> 2 yrs old	32	62.2%	55.6%	58.5%	9.7%	3.5%	7.4%	47.9%	50.3%	47.6%

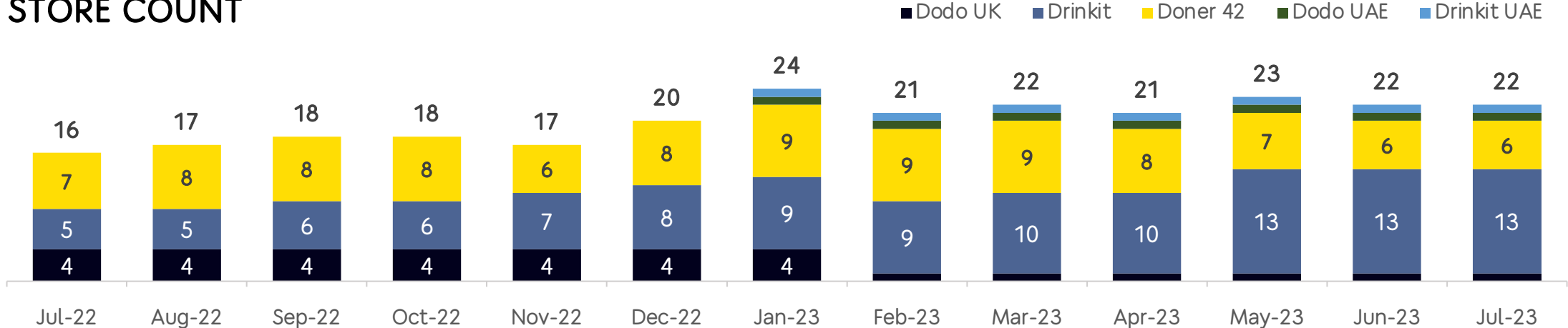
Dynamics of YoY LFL for all stores older than 1 year



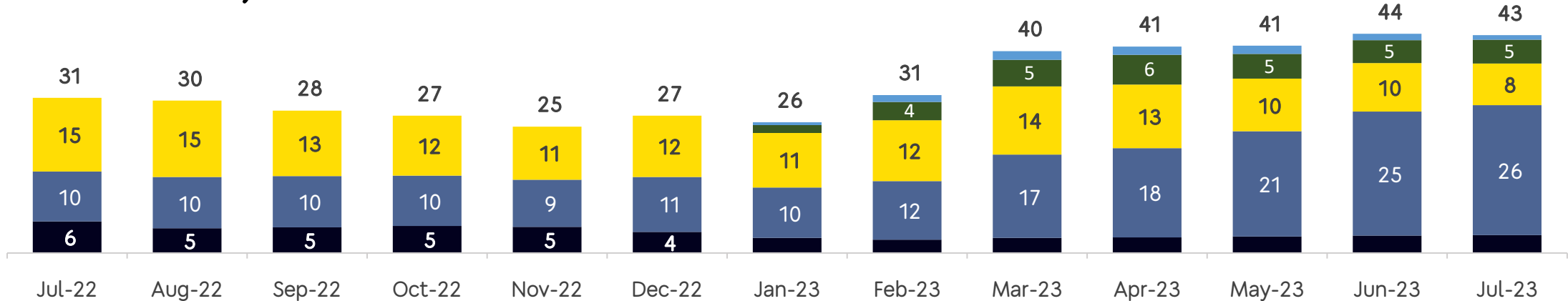
STARTUPS

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).