



**JUNE  
2023**

Monthly Trading Update



**950**  
stores

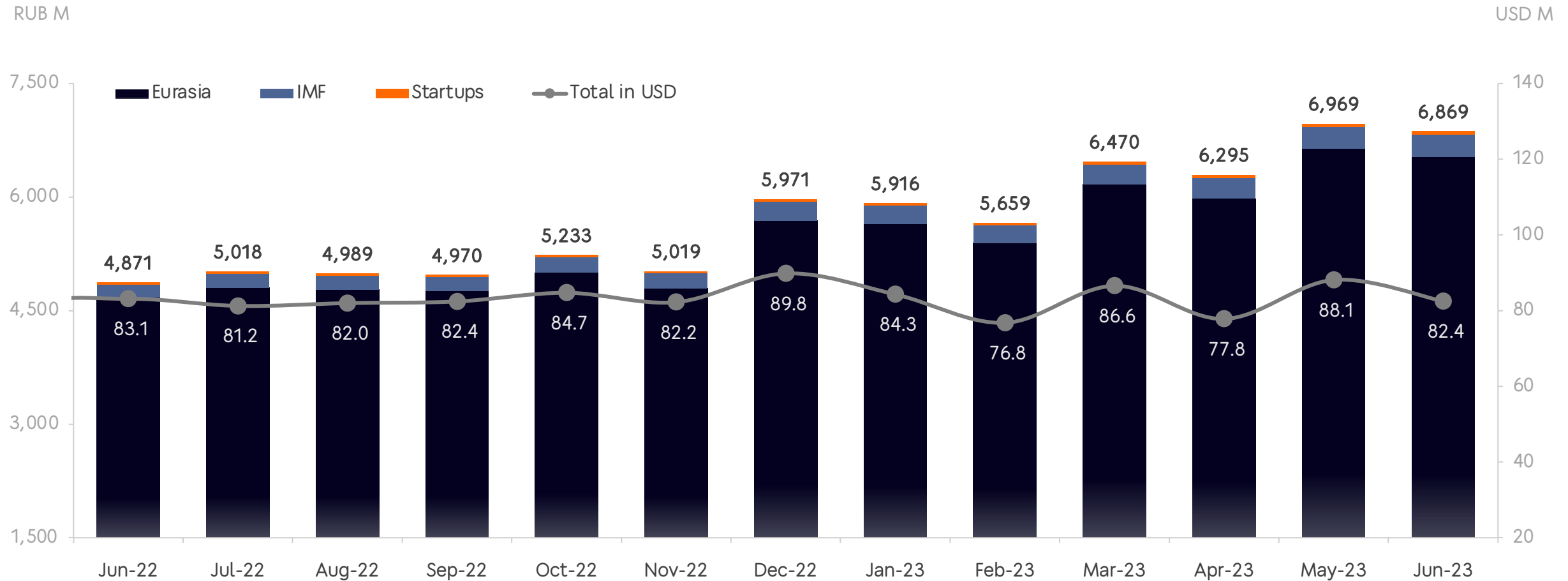
**+6**  
net new stores

**₹ 6.9 Bn**  
in system sales

**+41%**  
year-over-year  
change

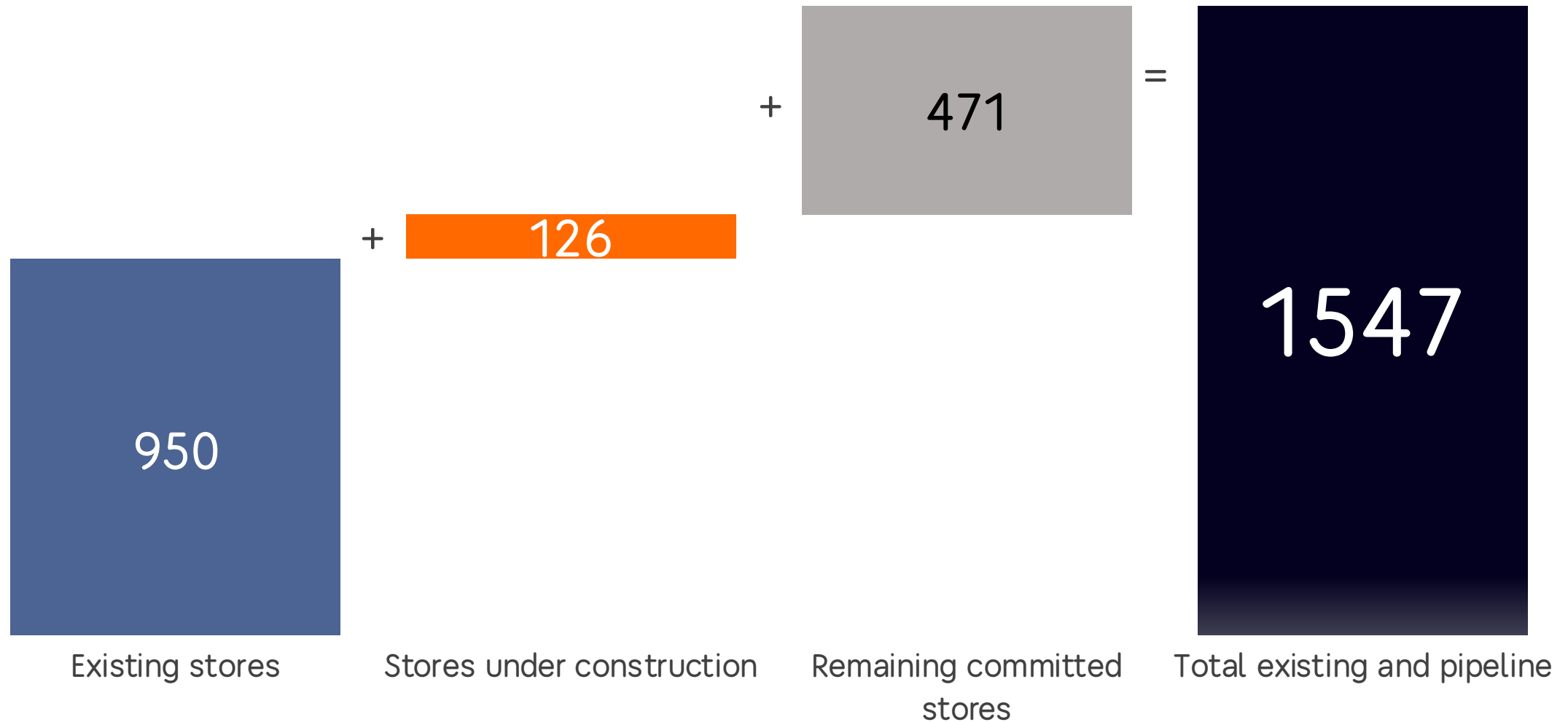
# System Sales

June: 6,869M RUB / 82.4M 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](#).

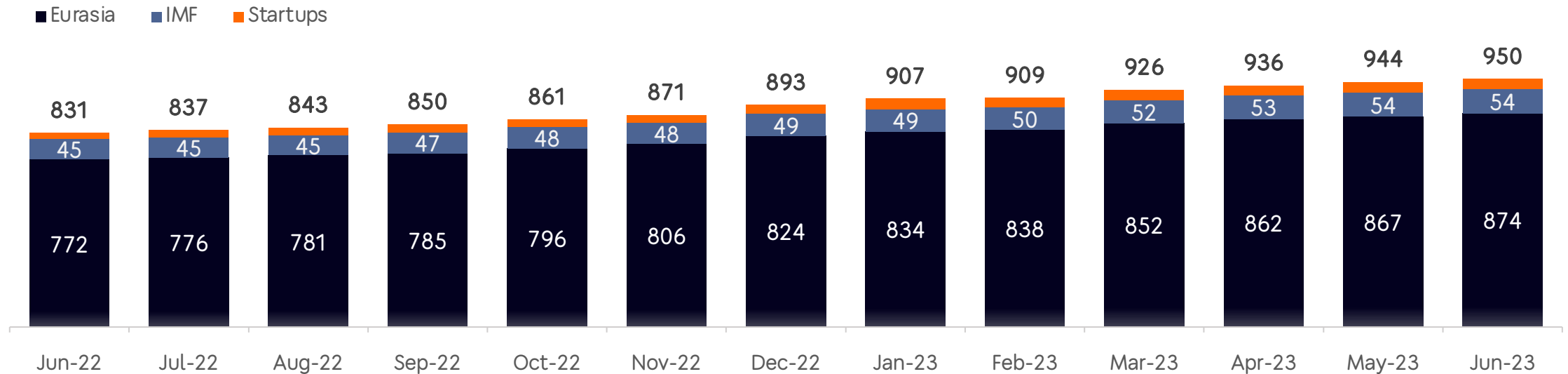
# Chain Growth Pipeline



Note: as of 30 June 2023

# Store Count

June: 7 new stores, 1 store closed, 950 total



## New stores

### RUSSIA:

Artyom-1  
Birobidzhan-1  
Gus-Khrustalny-1  
Krasnoyarsk-6  
Kumertau-1

### KAZAKHSTAN:

Almaty-11

### BELARUS:

Orsha-1

## Closed stores

### RUSSIA:

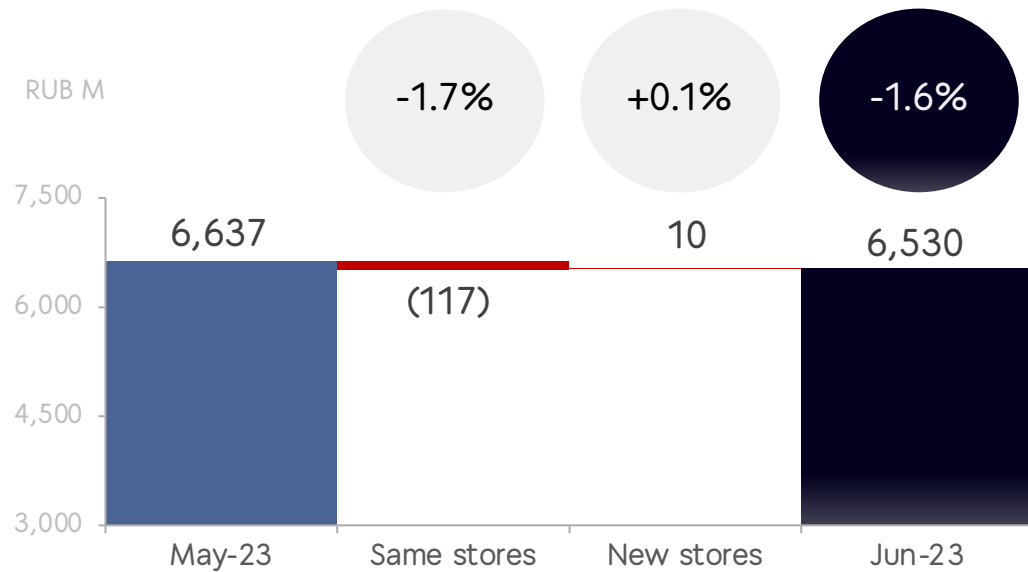
Doner Aksai 1-1

EURASIA

# Eurasia: Sales Evolution

June: MoM -1.6%, YoY +39.7%

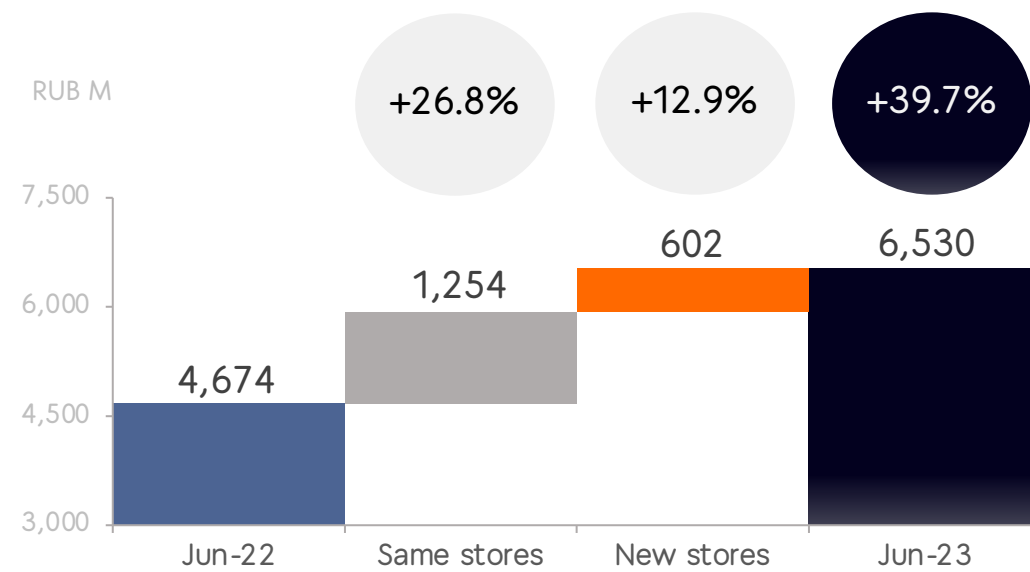
## Month over Month (MoM)



Traffic  $\times$  Av. Ticket  $=$   $\Delta$  MoM

$-2.1\% \times +0.4\% = -1.7\%$

## Year over Year (YoY)



Traffic  $\times$  Av. Ticket  $=$   $\Delta$  YoY

$+14.5\% \times +10.8\% = +26.8\%$

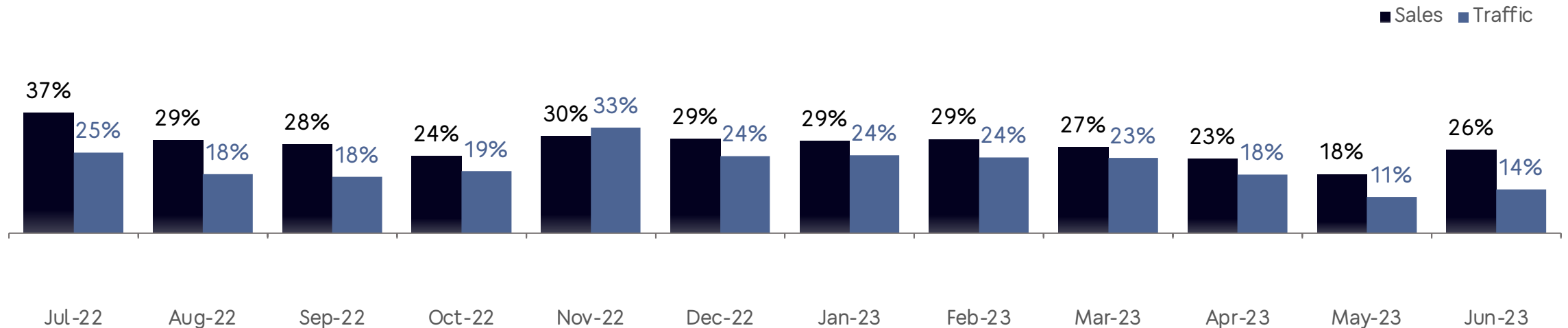
Note: gross sales including VAT where applicable. Traffic stands for order count.  
List of countries: Russia, Kazakhstan, Belarus.

# Eurasia: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of June 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	105	42.3%	41.7%	41.9%	28.0%	35.0%	30.6%	11.2%	5.0%	8.6%
>2 yrs old	93	23.7%	38.8%	32.2%	4.2%	27.7%	12.7%	18.8%	8.7%	17.3%
>3 yrs old	560	17.1%	26.1%	22.7%	5.1%	19.6%	11.3%	11.4%	5.4%	10.3%

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

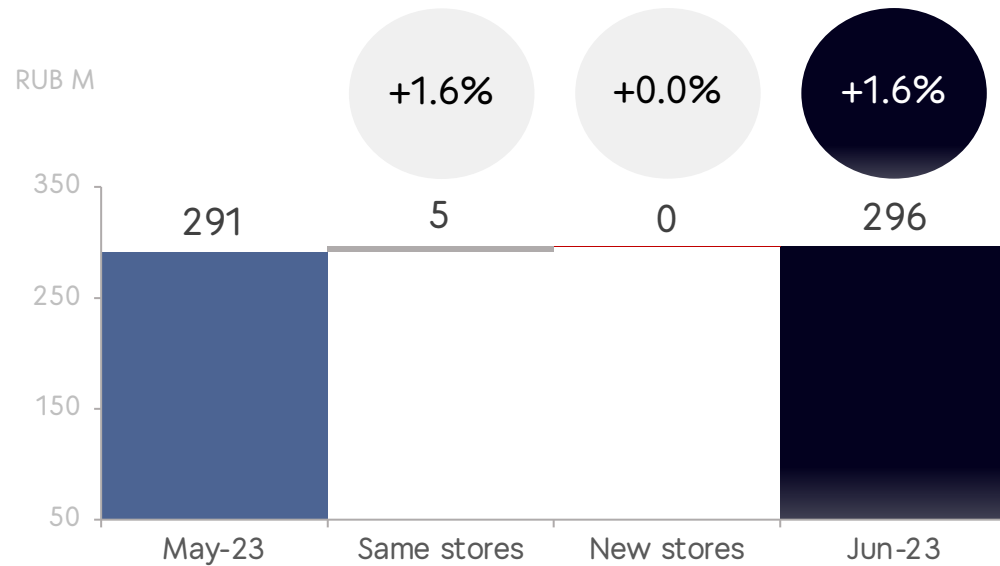


INTERNATIONAL  
MASTER-  
FRANCHISING

# IMF: Sales Evolution

June: MoM +1.6%, YoY +74.9%

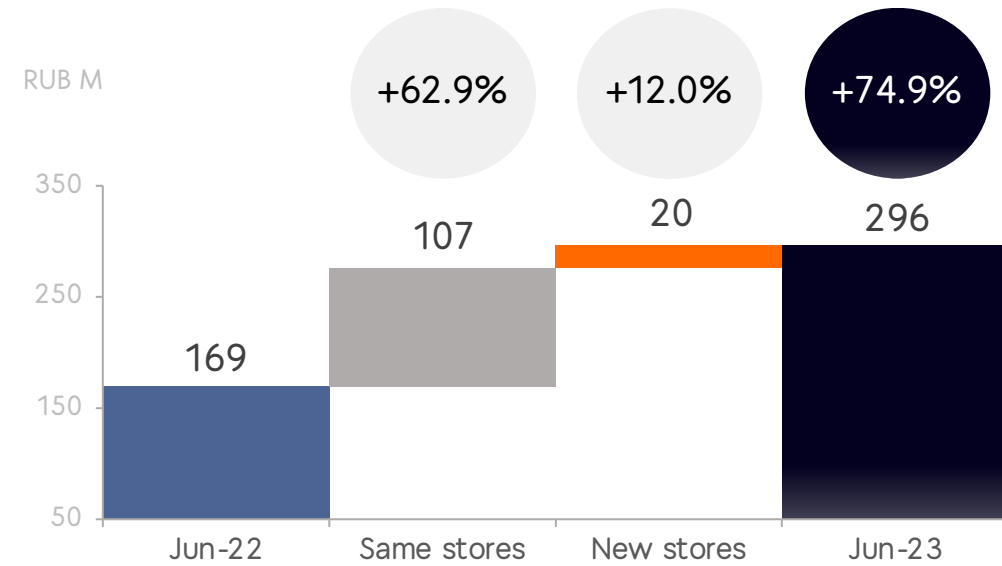
## Month over Month (MoM)



Traffic	Av. Ticket	$\Delta$ MoM
-2.5%	+4.2%	+1.6%

$-2.5\% \times +4.2\% = +1.6\%$

## Year over Year (YoY)



Traffic	Av. Ticket	$\Delta$ YoY
+11.1%	+48.1%	+74.9%

$+11.1\% \times +48.1\% = +74.9\%$

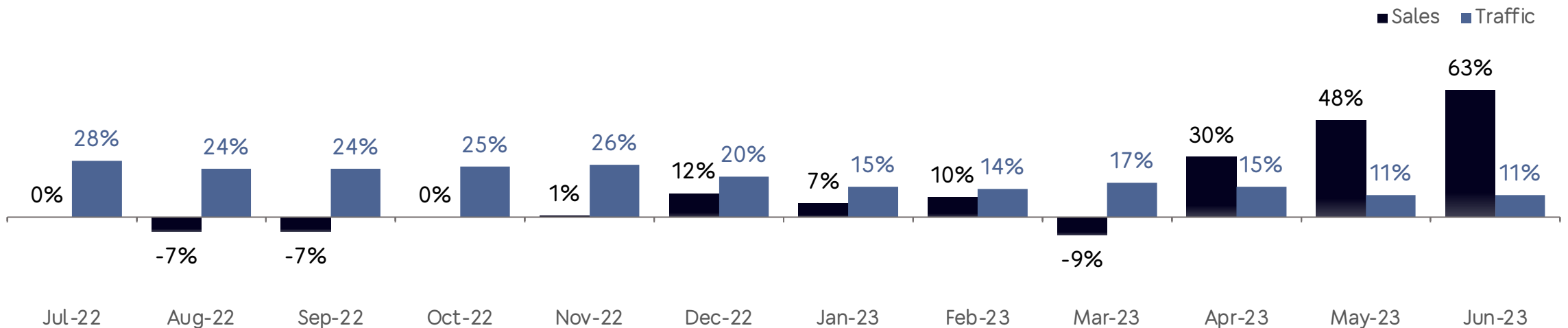
Note: gross sales including VAT where applicable. Traffic stands for order count.  
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).  
 List of countries: Germany, Estonia, Lithuania, Romania, Slovenia, Poland, Nigeria, Kyrgyzstan,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

# IMF: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of June 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	12	90.0%	86.5%	88.4%	19.3%	24.9%	21.1%	59.2%	49.3%	55.7%
> 2 yrs old	32	60.5%	55.9%	57.9%	10.3%	6.9%	9.1%	45.4%	45.9%	44.8%

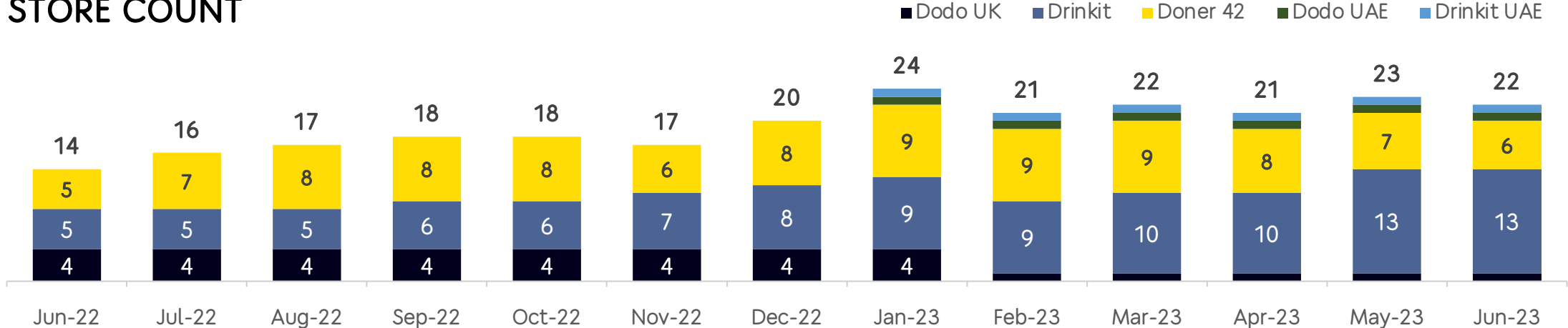
## Dynamics of YoY LFL for all stores older than 1 year



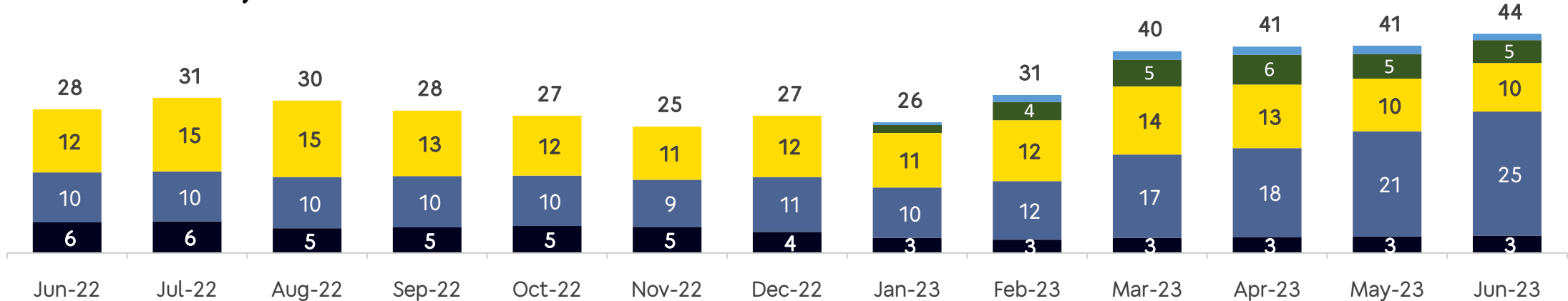
STARTUPS

# 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).