

# MARCH RCH 2023

Monthly Trading Update



**926**  
stores

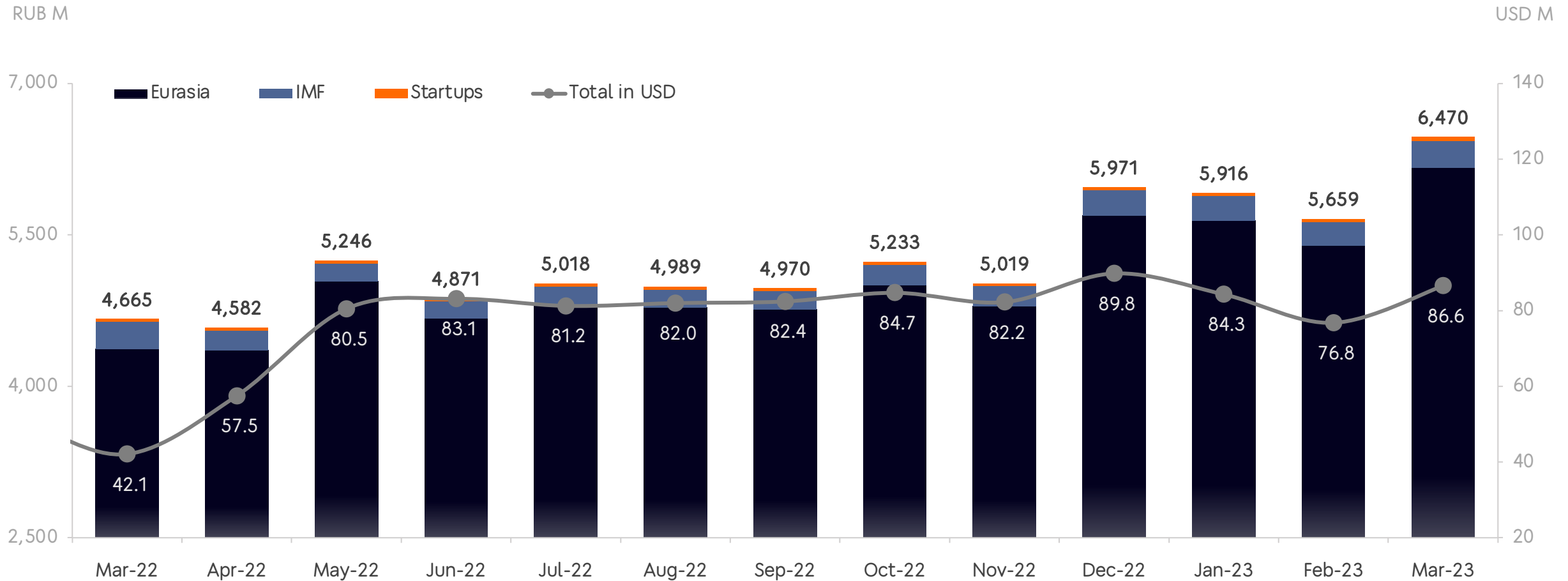
**+17**  
net new stores

**₹ 6.5 Bn**  
in system sales

**+39%**  
year-over-year  
change

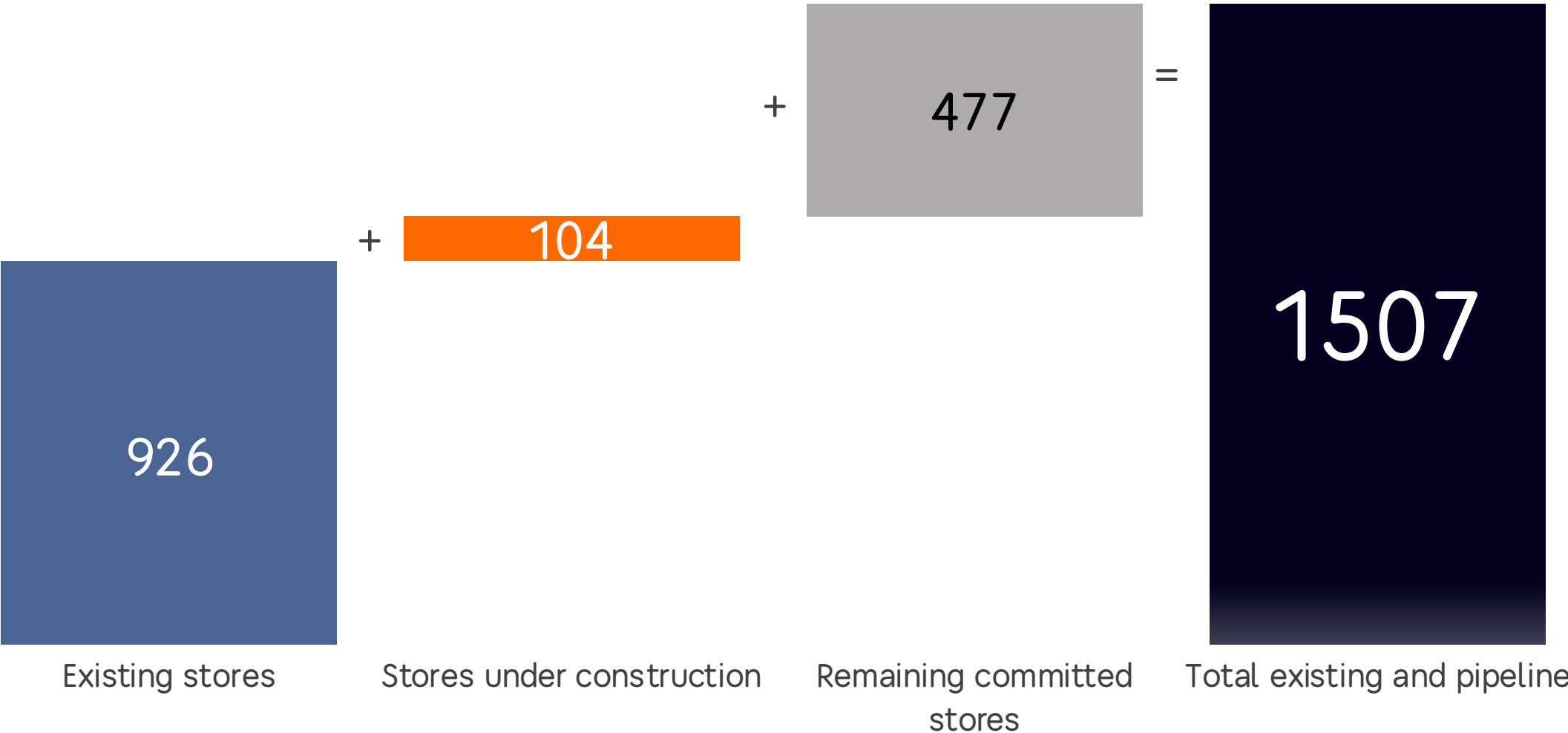
# System Sales

March: 6,470M RUB / 86.6M 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](#).

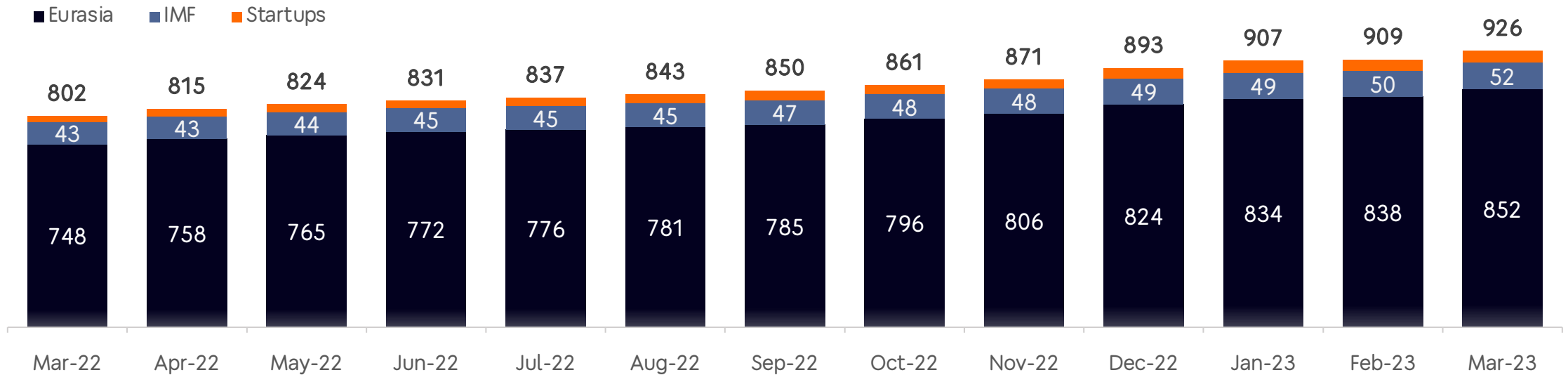
# Chain Growth Pipeline



Note: as of 31 March 2023

# Store Count

March: 18 new stores, 1 store closed, 926 total



## New stores

### RUSSIA:

Bryansk-4  
Grozny-2  
Kokoshkino-1  
Krasnodar-14  
Saint Petersburg 12-6  
Saint Petersburg 13-2

Shcherbinka-3  
Tver-4  
Voronezh-4  
Zheleznodorozhny-3  
Drinkit Moscow 2-1

### KAZAKHSTAN:

Almaty-17  
Atyrau-2  
Kostanay-4

### BELARUS:

Minsk-16  
Rechitsa-1

### NIGERIA:

Abuja-3  
Lagos-9

## Closed stores

### RUSSIA:

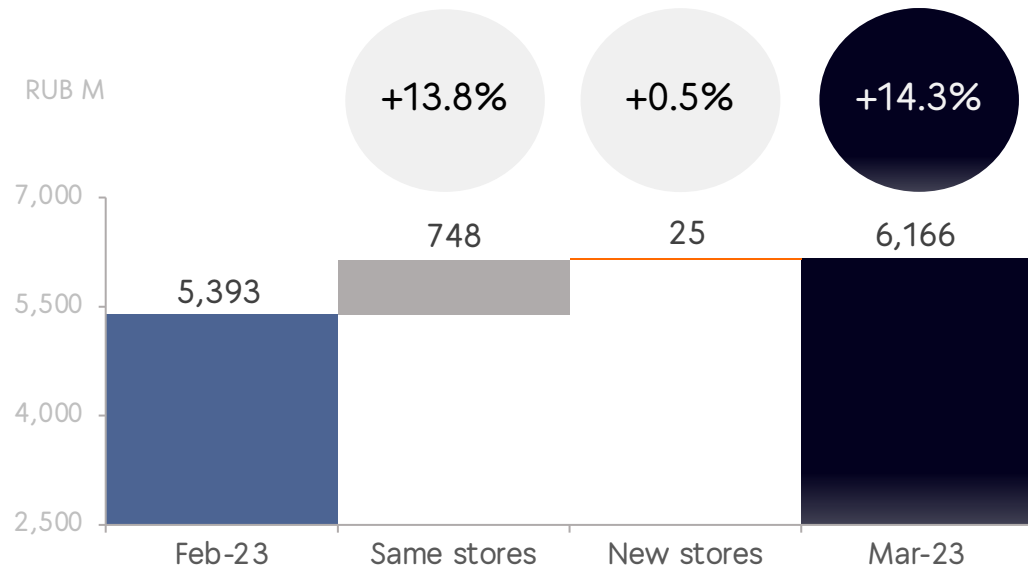
Moscow 0-22

EURASIA

# Eurasia: Sales Evolution

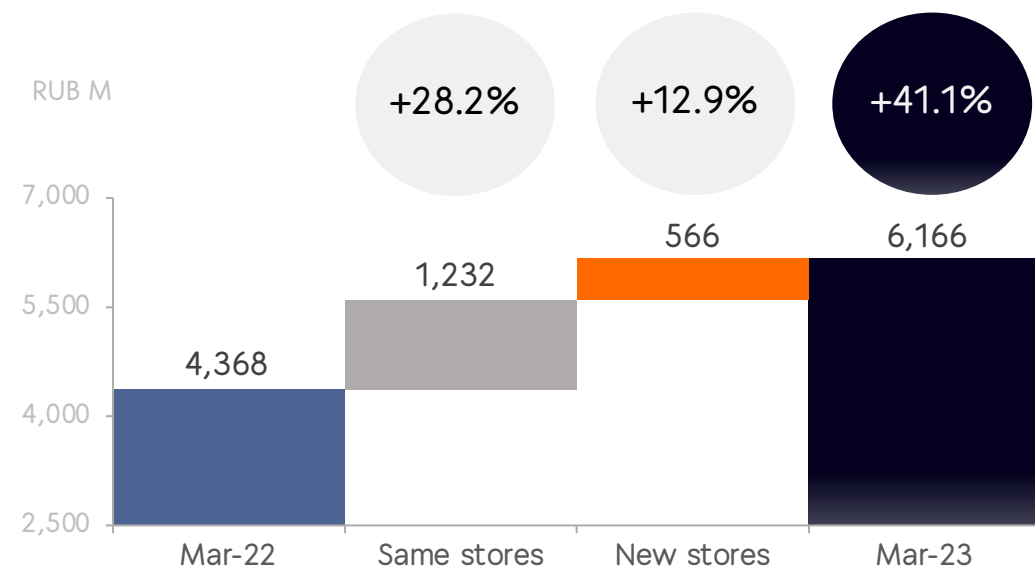
March: MoM +14.3%, YoY +41.1%

## Month over Month (MoM)



$$\text{Traffic } +16.1\% \times \text{Av. Ticket } -1.9\% = \Delta \text{ MoM } +13.8\%$$

## Year over Year (YoY)



$$\text{Traffic } +25.0\% \times \text{Av. Ticket } +2.6\% = \Delta \text{ YoY } +41.1\%$$

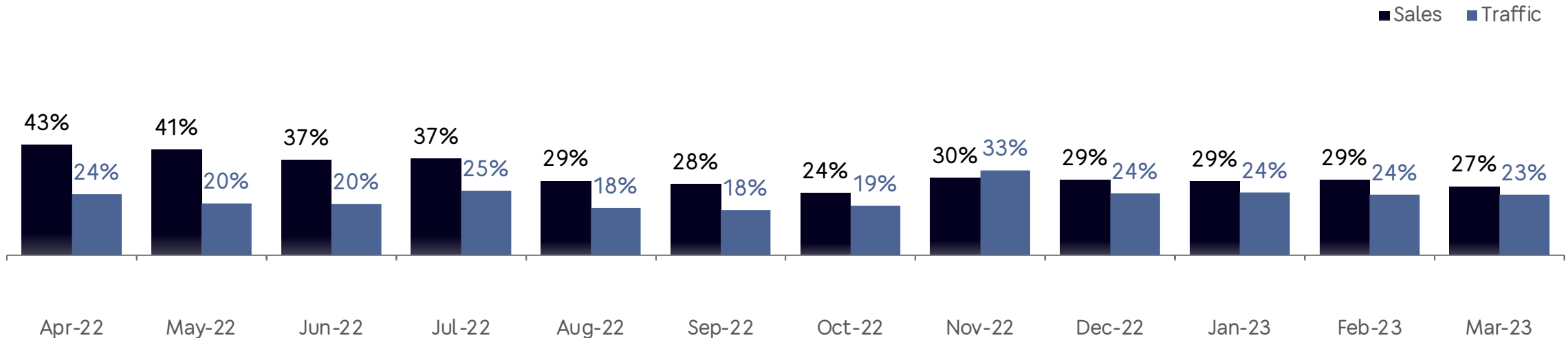
Note: gross sales including VAT where applicable. Traffic stands for order count.  
List of countries: Russia, Kazakhstan, Belarus.

# Eurasia: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of March 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	100	36.2%	47.1%	42.9%	38.3%	46.9%	41.8%	-1.5%	0.1%	0.7%
>2 yrs old	88	14.9%	32.8%	26.0%	13.5%	32.5%	21.3%	1.3%	0.2%	3.8%
>3 yrs old	543	17.2%	28.1%	24.6%	15.5%	27.3%	21.1%	1.4%	0.6%	2.9%

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

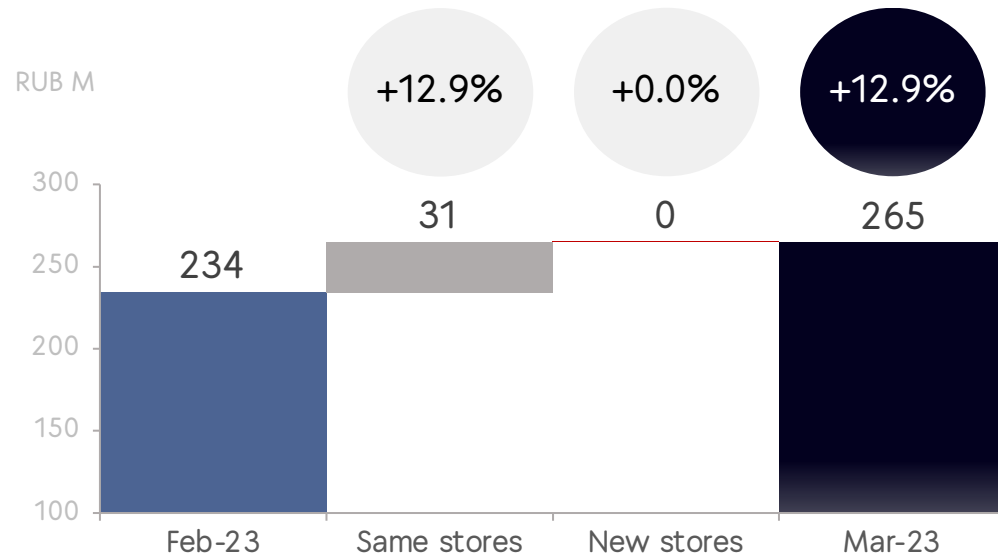


INTERNATIONAL  
MASTER-  
FRANCHISING

# IMF: Sales Evolution

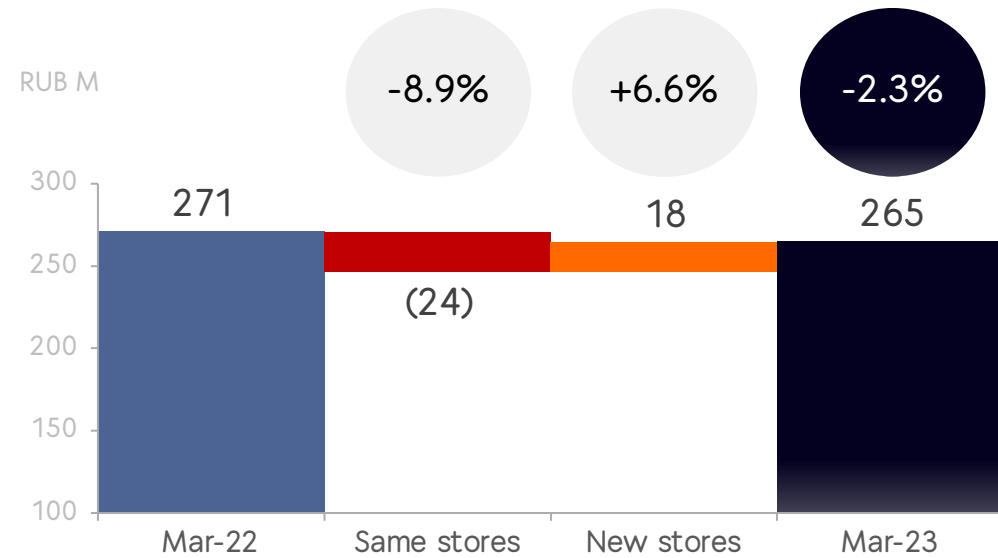
March: MoM +12.9%, YoY -2.3%

## Month over Month (MoM)



Traffic	Av. Ticket	$\Delta$ MoM
+10.6%	$\times$ +2.1%	= +12.9%

## Year over Year (YoY)



Traffic	Av. Ticket	$\Delta$ YoY
+16.8%	$\times$ -22.0%	= -8.9%

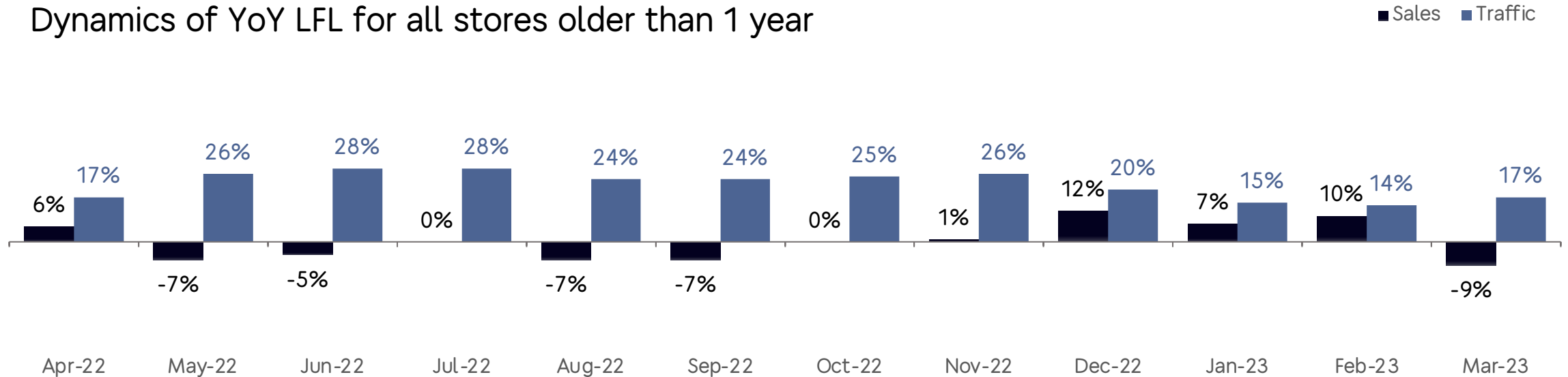
Note: gross sales including VAT where applicable. Traffic stands for order count.  
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).  
 List of countries: Germany, Estonia, Lithuania, Romania, Slovenia, Poland, Nigeria, Kyrgyzstan,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

# IMF: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of March 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	14	17.1%	7.6%	12.3%	24.0%	39.2%	28.4%	-5.6%	-22.7%	-12.6%
> 2 yrs old	29	-10.6%	-15.8%	-13.7%	16.1%	9.2%	13.4%	-23.0%	-22.9%	-23.9%

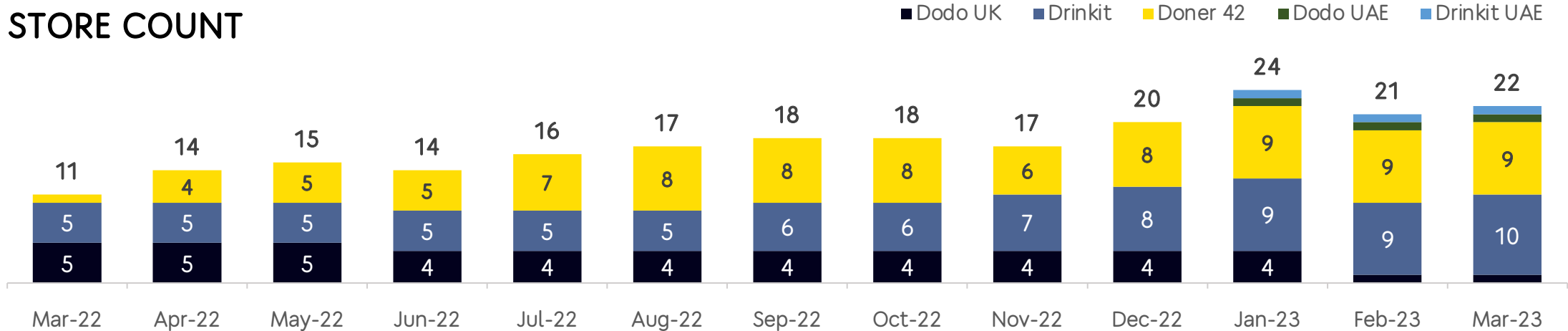
## Dynamics of YoY LFL for all stores older than 1 year



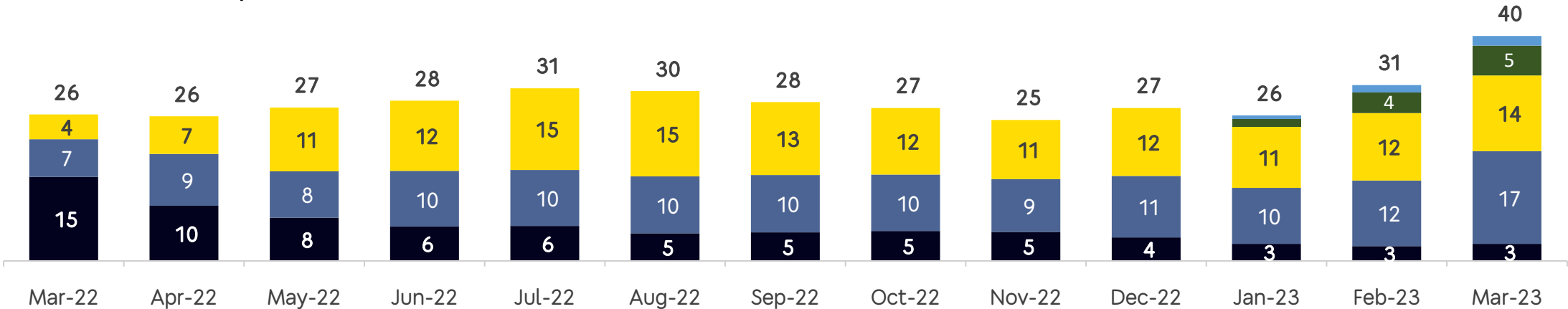
STARTUPS

# 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).