



**MAY
2021**

Monthly Trading Update



707
stores

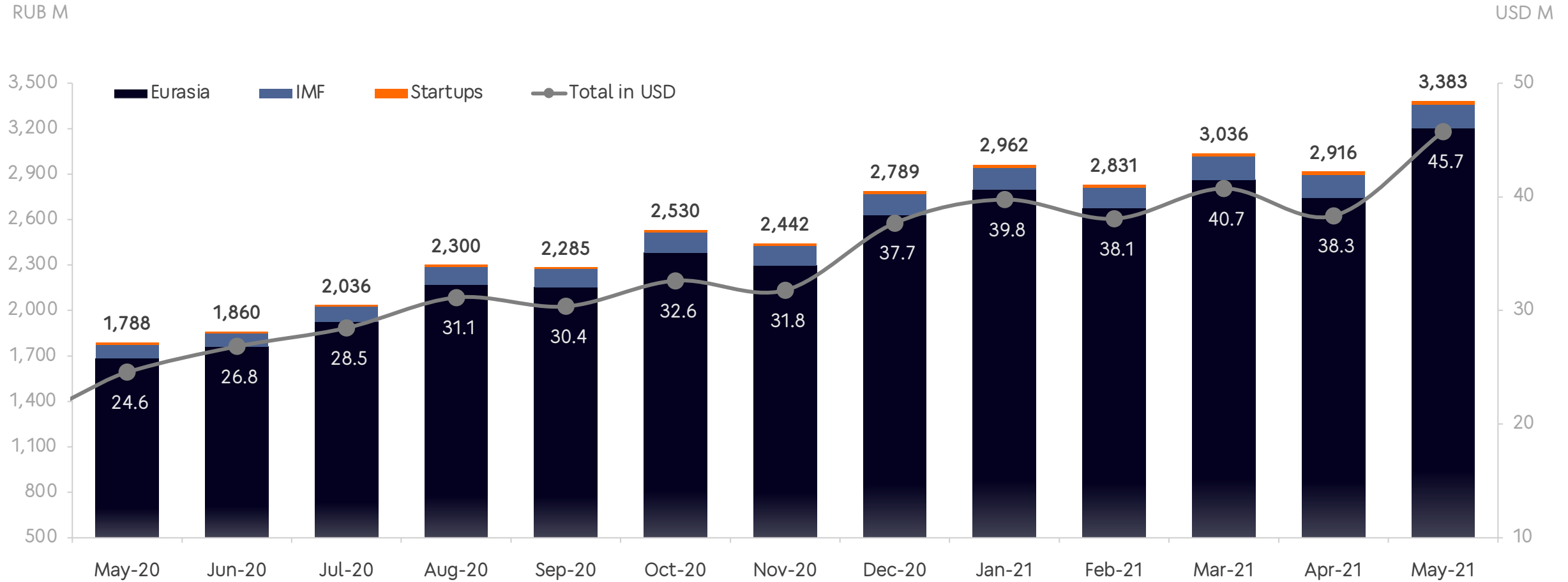
+6
net new stores

₹ 3.4 Bn
in system sales

+89%
year-over-year
change

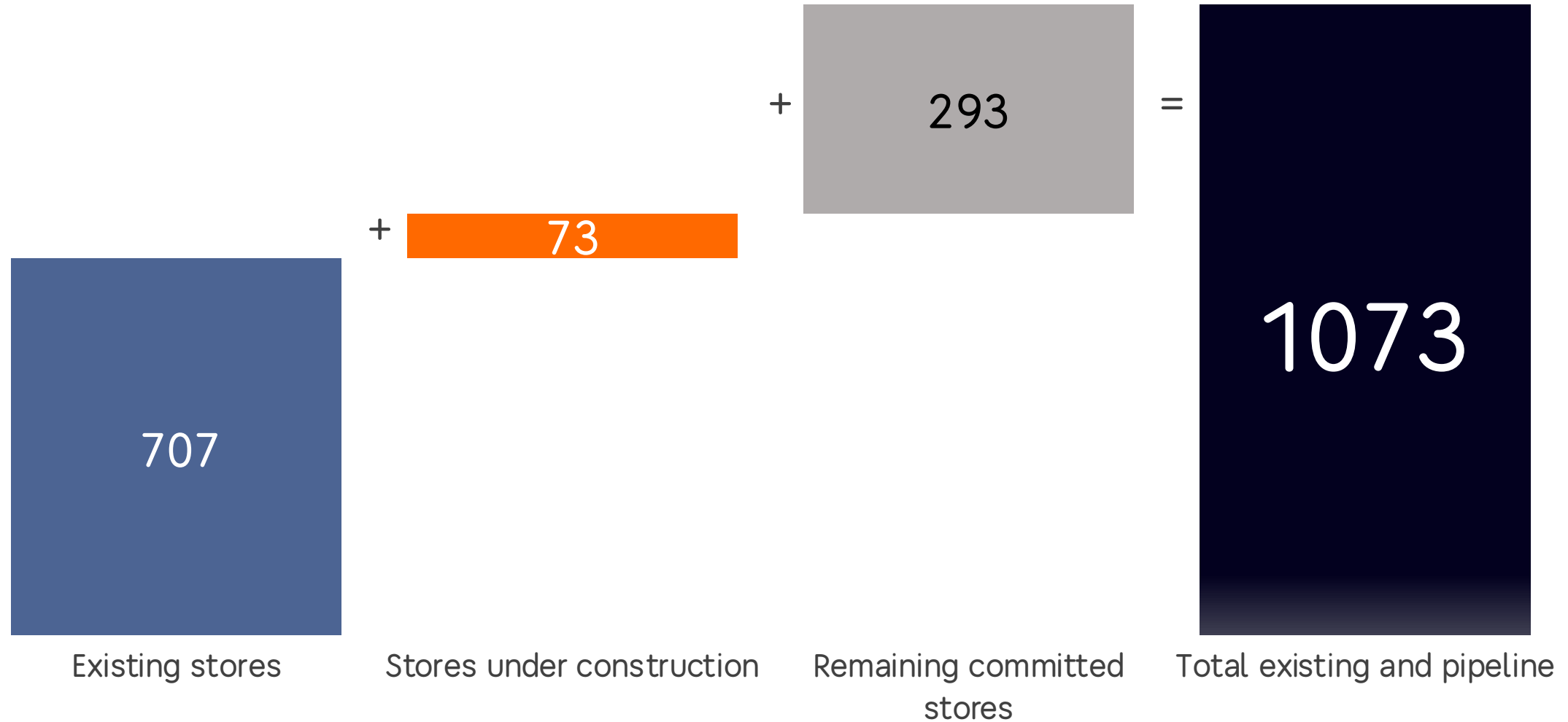
System Sales

May: 3,383M RUB / 45.7M 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](#).

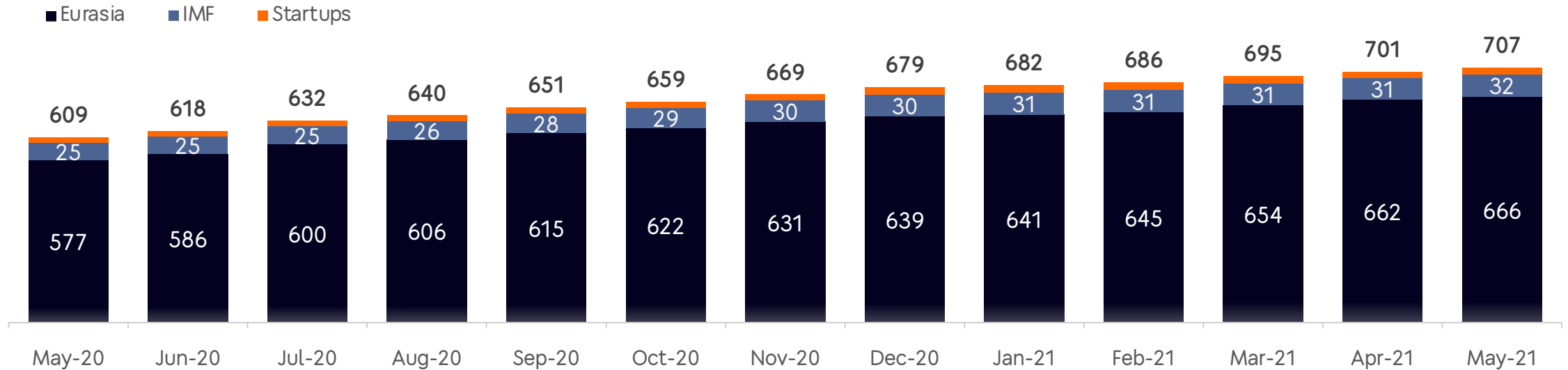
Chain Growth Pipeline



Note: as of 31 May 2021.

Store Count

May: 7 new stores, 1 store closed, 707 total



New stores

RUSSIA:

Drinkit Samara-1

Lytkarino-1

Moscow 18-4

Rostov-on-Don-7

Saint Petersburg 1-6

ROMANIA:

Bucharest-6

KYRGYZSTAN:

Bishkek-5

Closed stores

USA:

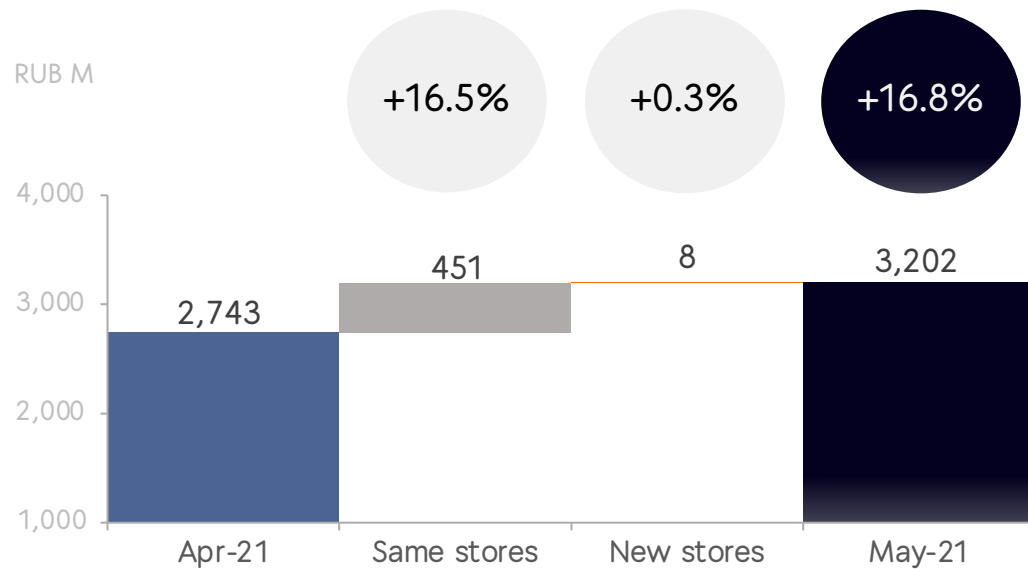
Oxford-1

EURASIA

Eurasia: Sales Evolution

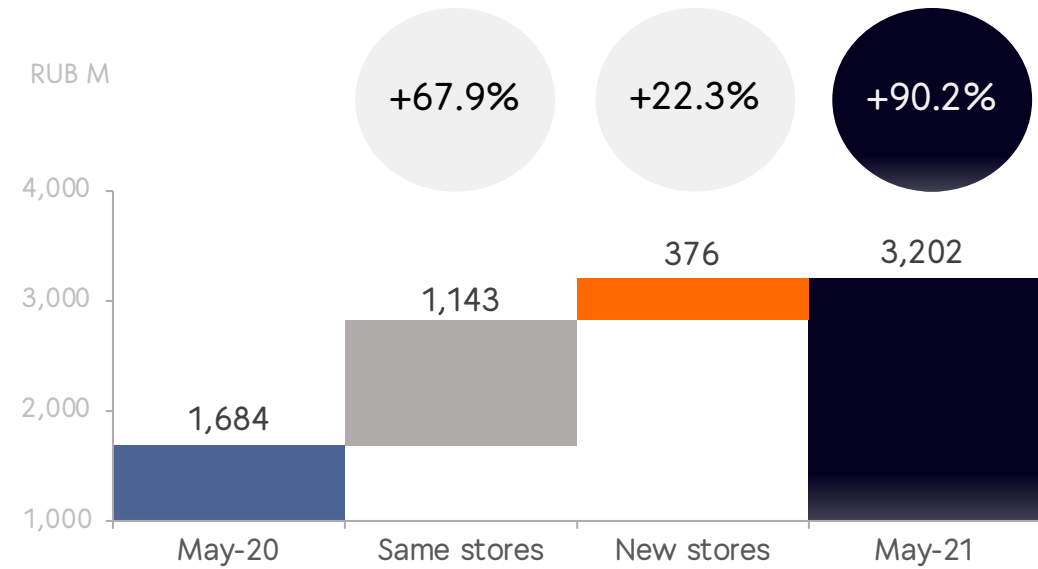
May: MoM +16.8%, YoY +90.2%

Month over Month (MoM)



$$\text{Traffic } +18.1\% \times \text{Av. Ticket } -1.4\% = \Delta \text{ MoM } +16.5\%$$

Year over Year (YoY)



$$\text{Traffic } +114.7\% \times \text{Av. Ticket } -21.8\% = \Delta \text{ YoY } +67.9\%$$

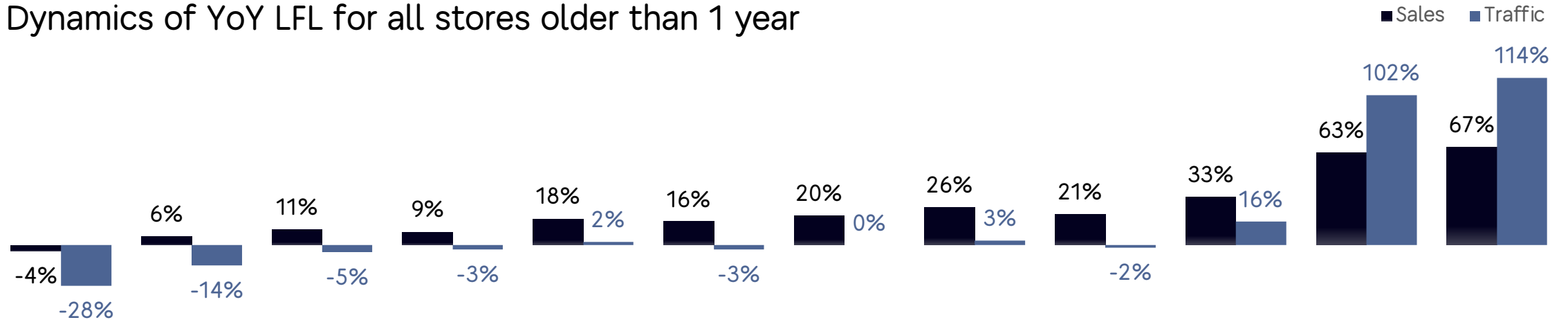
Note: gross sales including VAT where applicable. Traffic stands for order count.
List of countries: Russia, Kazakhstan, Belarus.

Eurasia: Like for Like Sales and Traffic

YoY LFL – Detailed Review of May 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	120	495.3%	37.0%	107.4%	688.3%	17.2%	176.3%	-24.5%	16.9%	-24.9%
2-3 yrs old	143	375.0%	28.5%	80.1%	524.5%	11.2%	130.5%	-23.9%	15.5%	-21.8%
>3 yrs old	304	388.4%	12.1%	53.8%	588.0%	-2.6%	93.3%	-29.0%	15.0%	-20.4%

Dynamics of YoY LFL for all stores older than 1 year

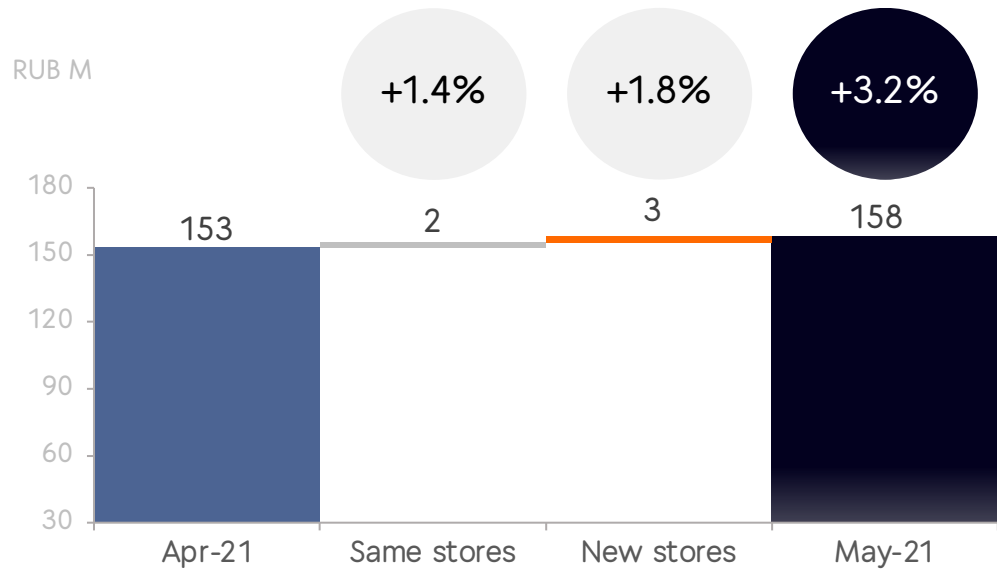


INTERNATIONAL
MASTER-
FRANCHISING

IMF: Sales Evolution

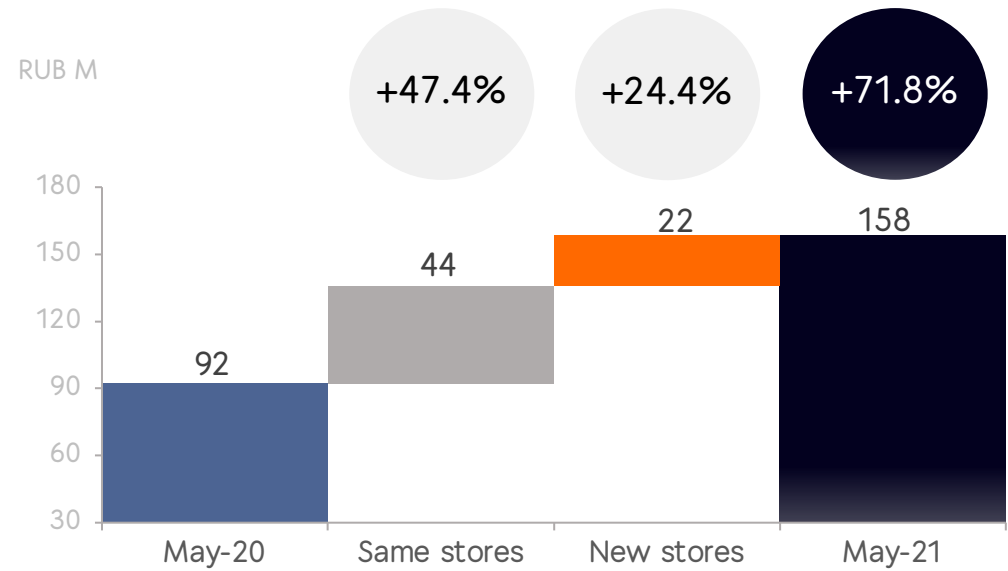
May: MoM +3.2%, YoY +71.8%

Month over Month (MoM)



$$\begin{matrix} \text{Traffic} & & \text{Av. Ticket} & & \Delta \text{ MoM} \\ +4.1\% & \times & -4.6\% & = & +1.4\% \end{matrix}$$

Year over Year (YoY)



$$\begin{matrix} \text{Traffic} & & \text{Av. Ticket} & & \Delta \text{ YoY} \\ +41.2\% & \times & +4.4\% & = & +47.4\% \end{matrix}$$

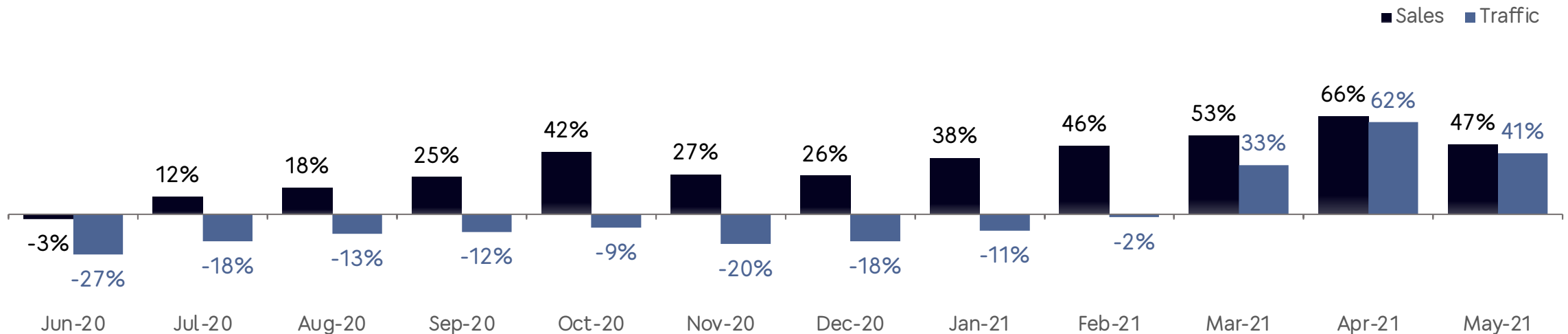
Note: gross sales including VAT where applicable. Traffic stands for order count.
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).
 List of countries: Germany, Estonia, Kyrgyzstan, Lithuania, Nigeria, Romania, Slovenia, Uzbekistan,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

IMF: Like for Like Sales and Traffic

YoY LFL – Detailed Review of May 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	33.1%	55.2%	46.6%	29.1%	38.8%	33.7%	3.1%	11.8%	9.7%
> 2 yrs old	18	82.8%	35.6%	47.8%	105.0%	14.4%	44.9%	-10.8%	18.5%	2.0%

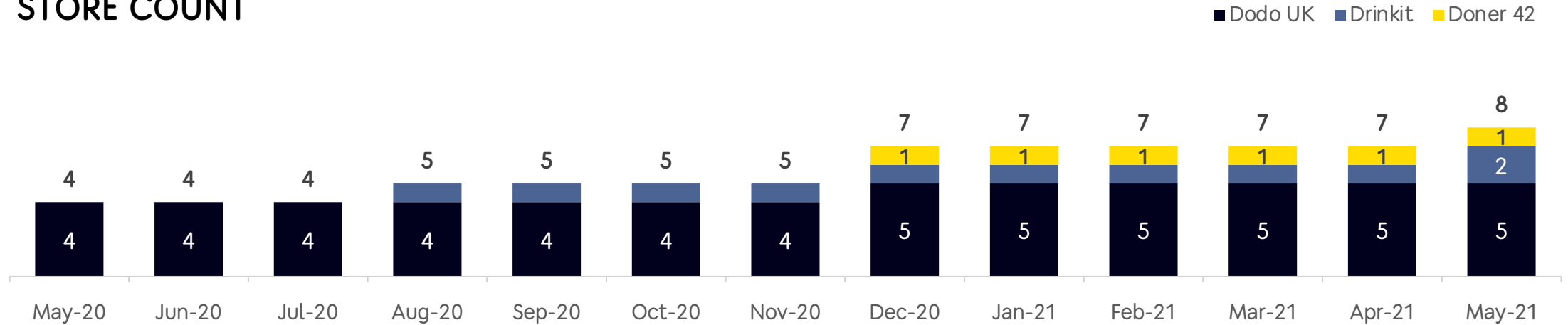
Dynamics of YoY LFL for all stores older than 1 year



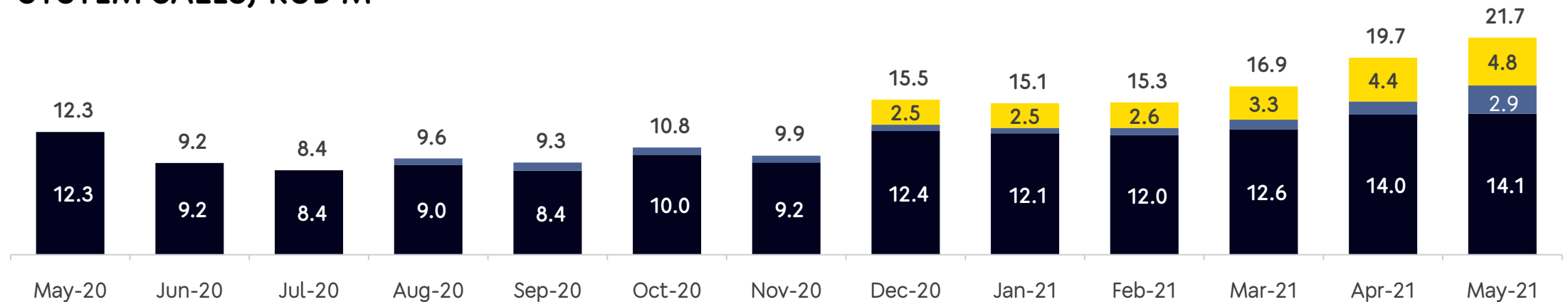
STARTUPS

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).

* The data has been updated since latest monthly presentation due to stores' transfer between segments.