



**MAY  
2022**

Monthly Trading Update



**824**  
stores

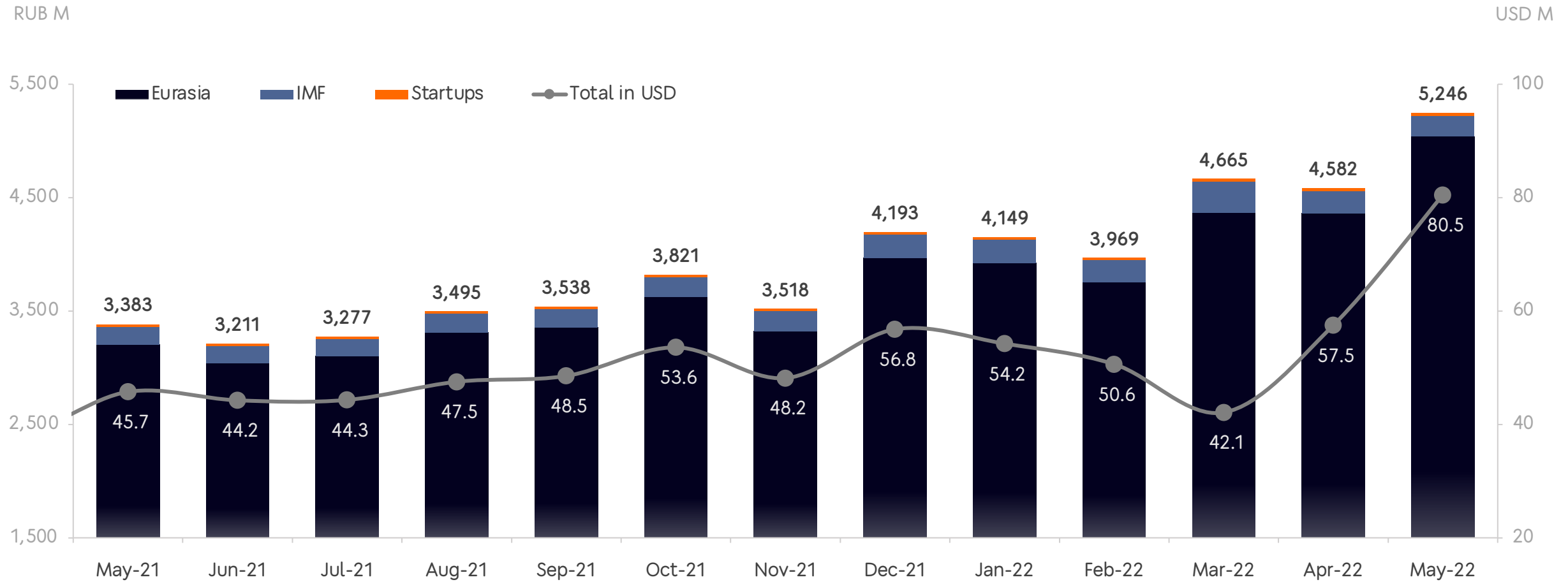
**+9**  
net new stores

**₹ 5.2 Bn**  
in system sales

**+55%**  
year-over-year  
change

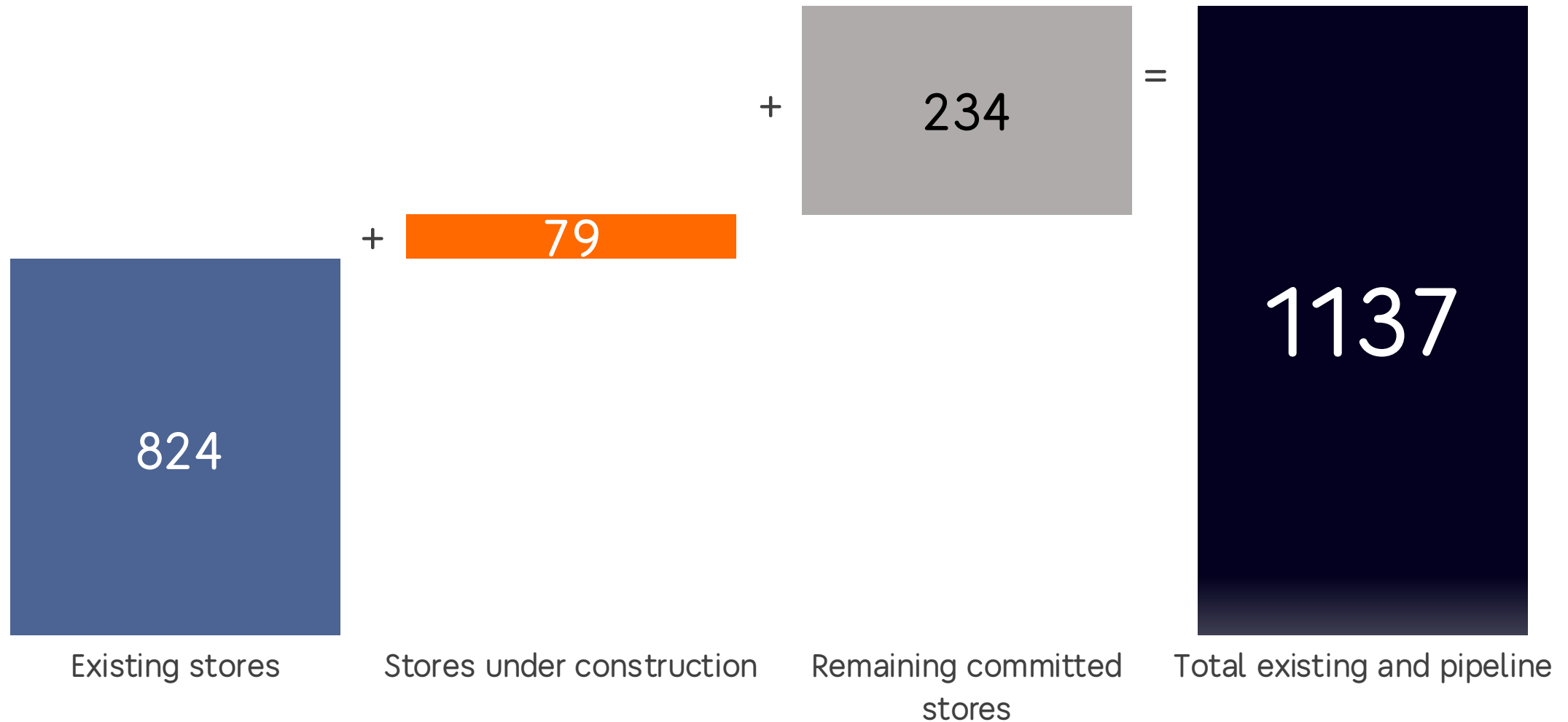
# System Sales

May: 5,246M RUB / 80.5M 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](#).

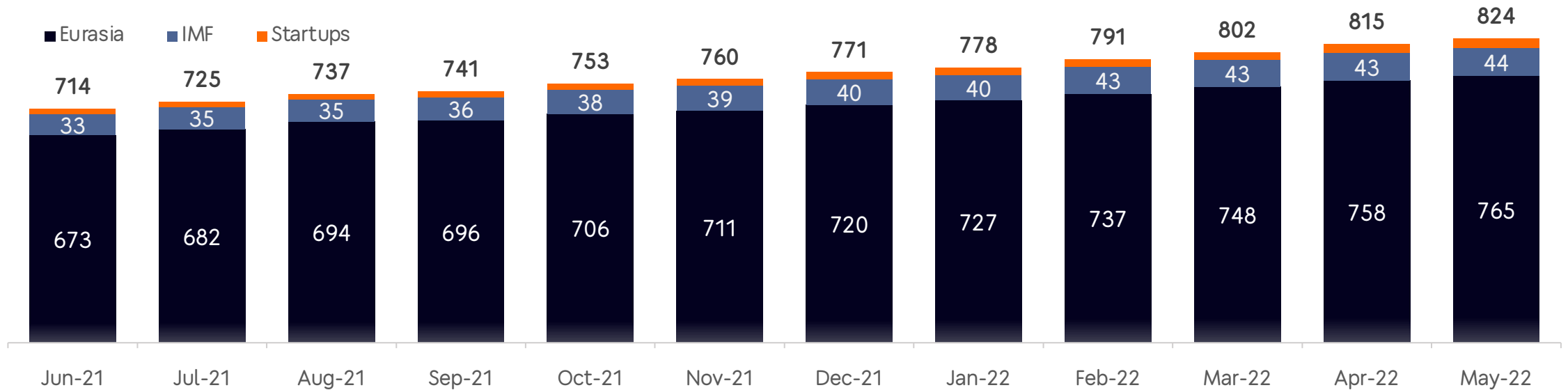
# Chain Growth Pipeline



Note: as of 31 May 2022.

# Store Count

May: 9 new stores, 824 total



## New stores

### RUSSIA:

Volokolamsk-1

Kazan-8

Kirov-3

Kostomuksha-1

Krasnoe Selo-2

Misaylovo-1

Novokuznetsk-3

Doner 42 Kazan 1-1

### NIGERIA:

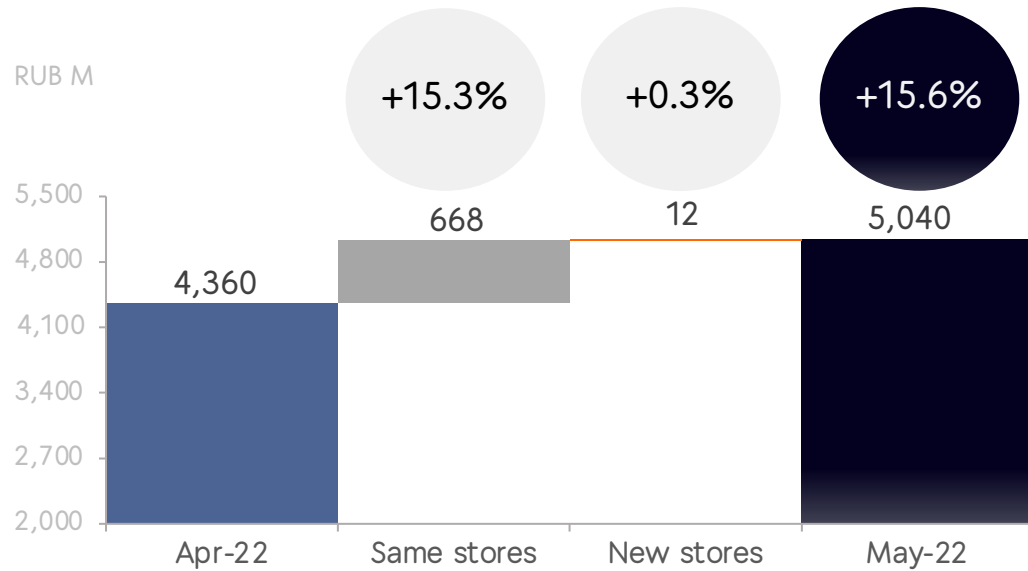
Abuja-1

EURASIA

# Eurasia: Sales Evolution

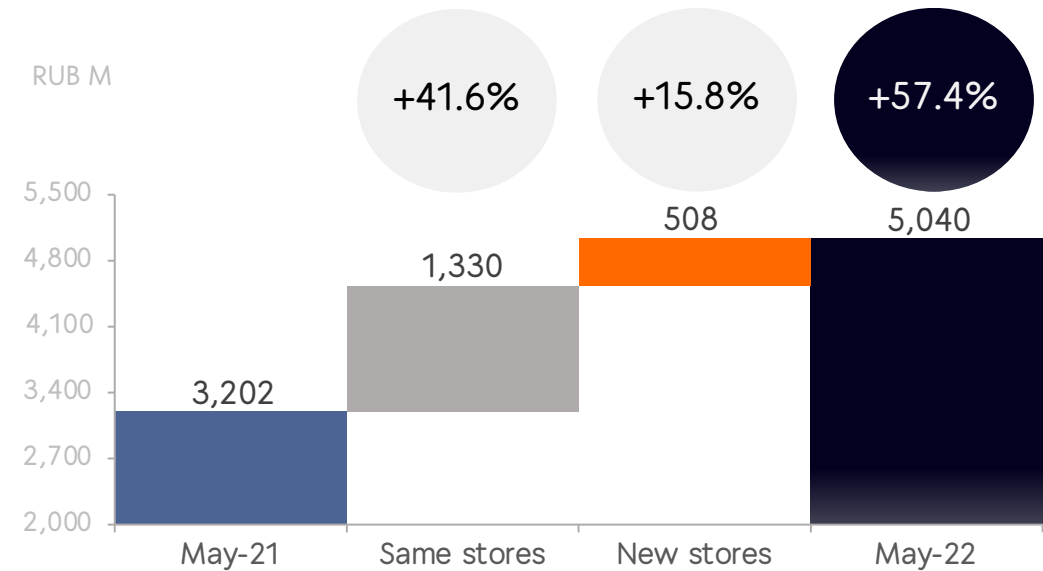
May: MoM +15.6%, YoY +57.4%

## Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
+15.0%	+0.4%	+15.3%

## Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+20.5%	+17.4%	+41.6%

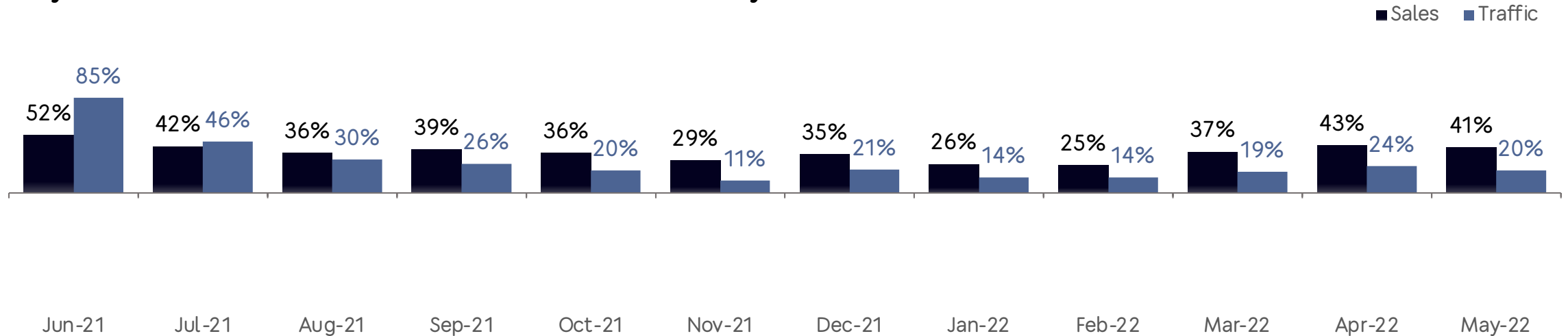
Note: gross sales including VAT where applicable. Traffic stands for order count.  
List of countries: Russia, Kazakhstan, Belarus.

# Eurasia: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of May 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	49.7%	55.8%	53.2%	25.9%	48.0%	33.4%	18.8%	5.3%	14.8%
2-3 yrs old	120	34.9%	49.5%	43.0%	12.0%	39.8%	21.0%	20.4%	6.9%	18.2%
>3 yrs old	443	32.2%	42.2%	38.6%	8.0%	31.4%	17.5%	22.4%	8.2%	17.9%

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

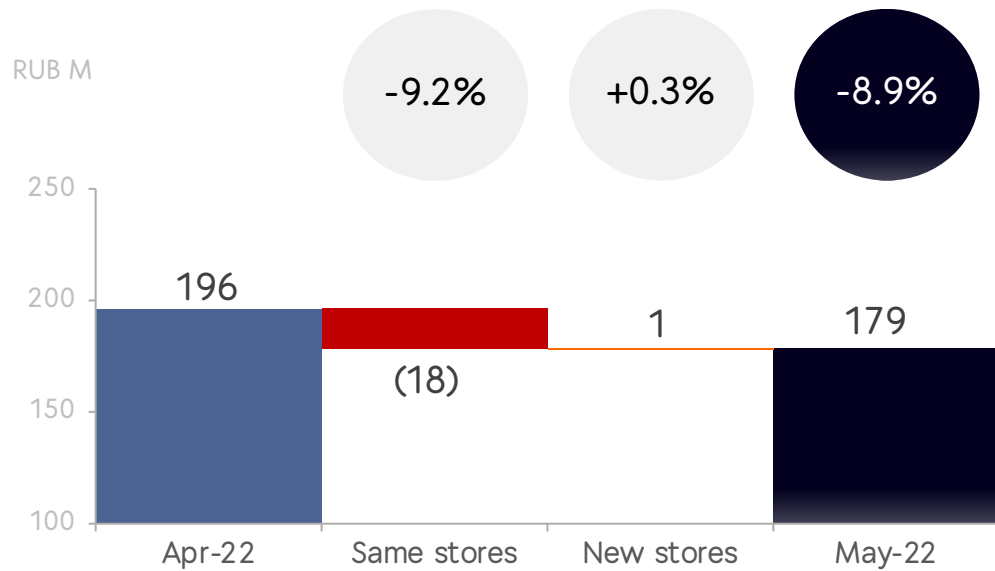


INTERNATIONAL  
MASTER-  
FRANCHISING

# IMF: Sales Evolution

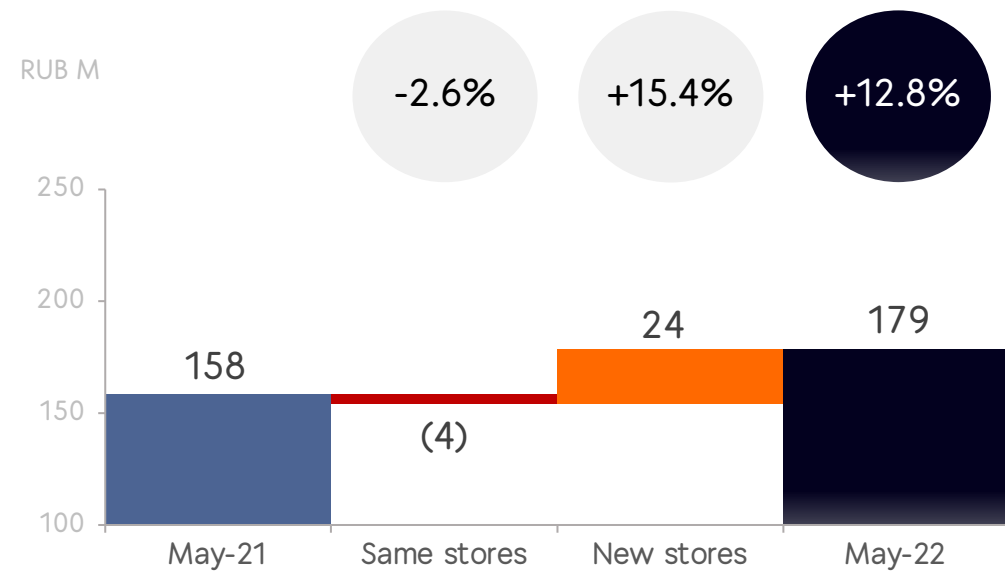
May: MoM -8.9%, YoY +12.8%

## Month over Month (MoM)



Traffic	Av. Ticket	$\Delta$ MoM
+13.2%	$\times$ -19.7%	= -9.2%

## Year over Year (YoY)



Traffic	Av. Ticket	$\Delta$ YoY
+34.6%	$\times$ -23.9%	= -2.6%

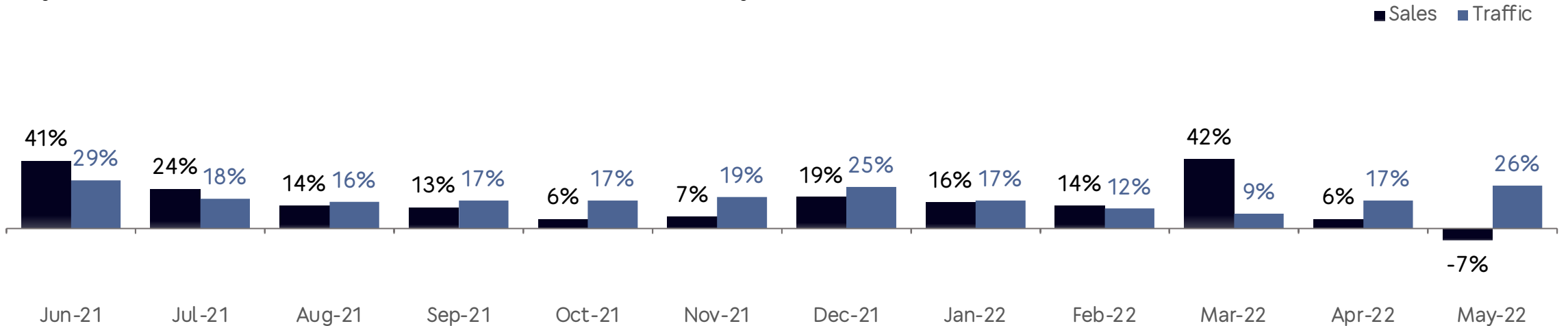
Note: gross sales including VAT where applicable. Traffic stands for order count.  
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).  
 List of countries: Germany, Estonia, Lithuania, Romania, Slovenia, Poland, Nigeria, Kyrgyzstan,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

# IMF: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of May 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	6	68.2%	14.3%	36.3%	71.6%	23.3%	55.2%	-2.0%	-7.3%	-12.2%
> 2 yrs old	24	12.8%	-25.3%	-12.7%	46.7%	-6.9%	19.2%	-23.1%	-19.8%	-26.8%

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

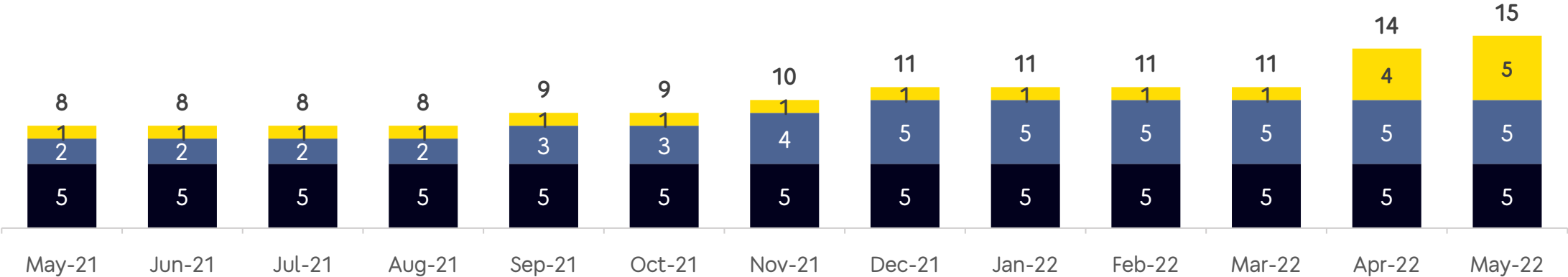


STARTUPS

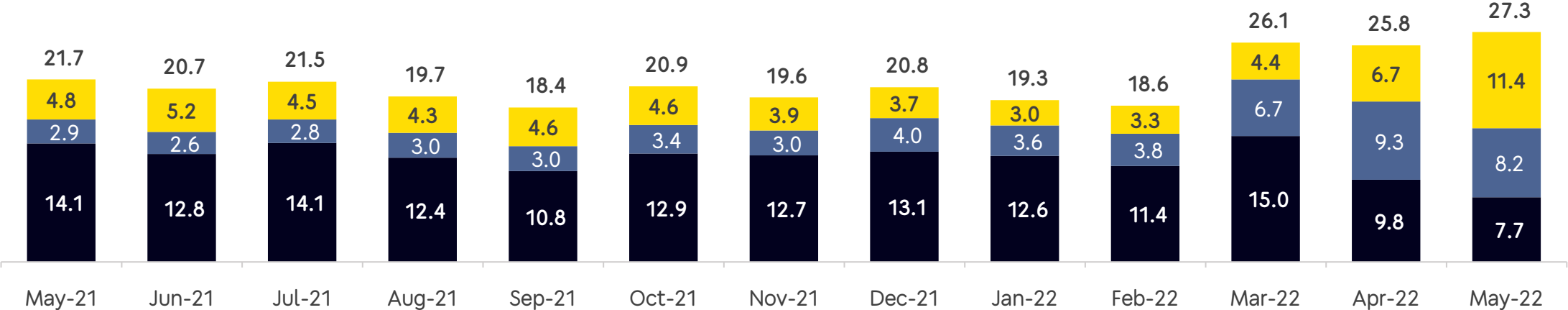
# Startups: store count and sales

## 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](http://currencylayer.com).