

# OCTOBER 2022

Monthly Trading Update



**862**  
stores

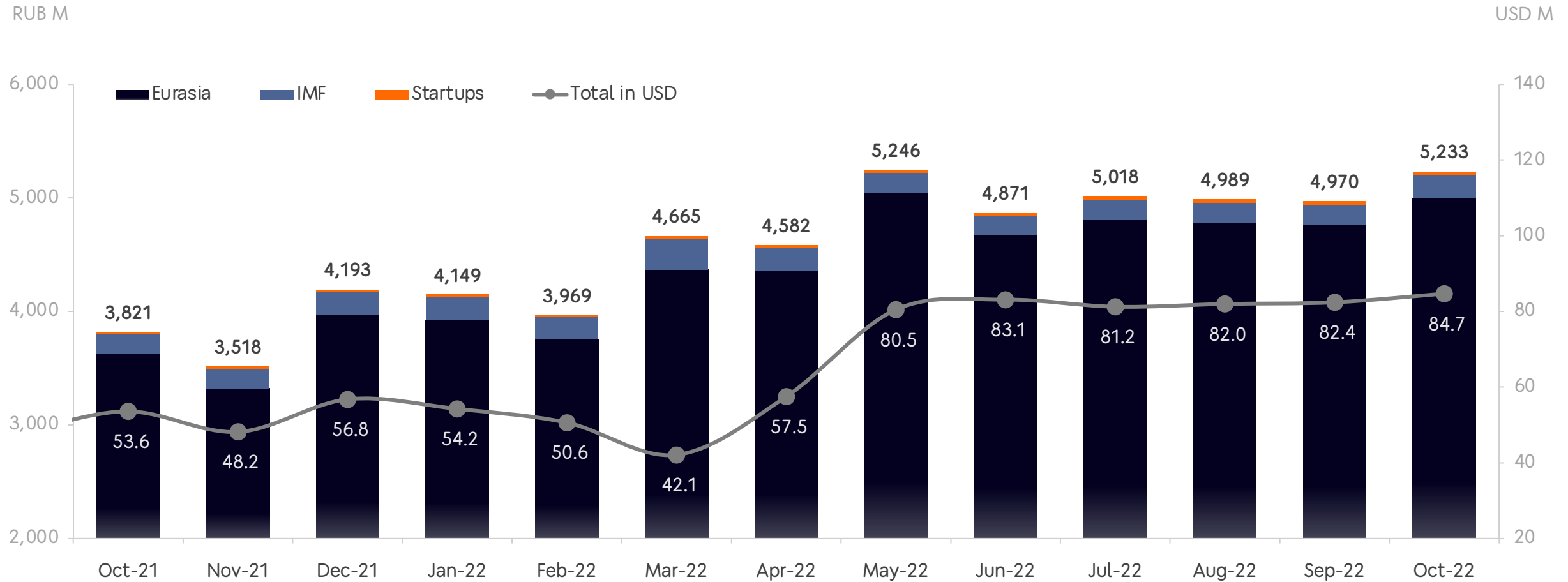
**+12**  
net new stores

**₹ 5.2 Bn**  
in system sales

**+37%**  
year-over-year  
change

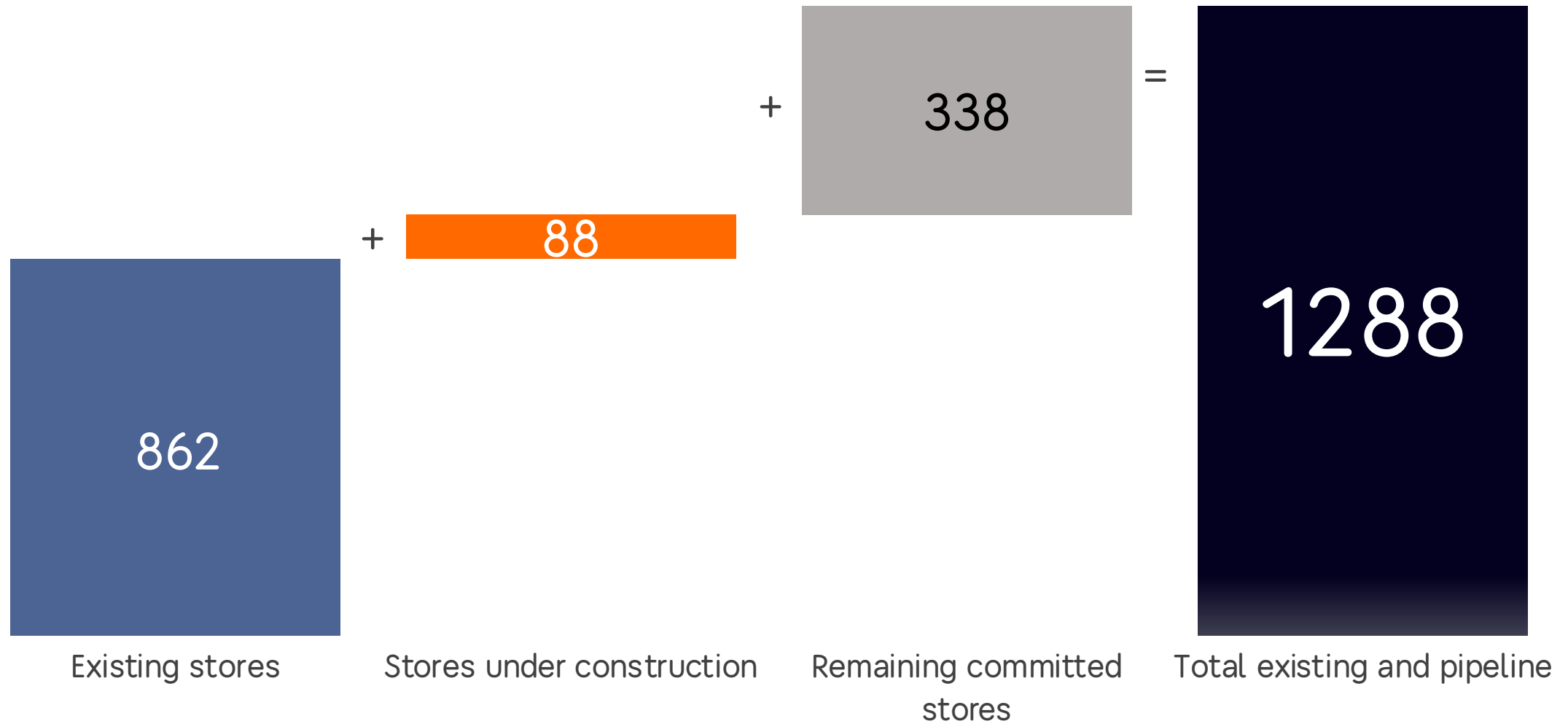
# System Sales

October: 5,233M RUB / 84.7M 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](#).

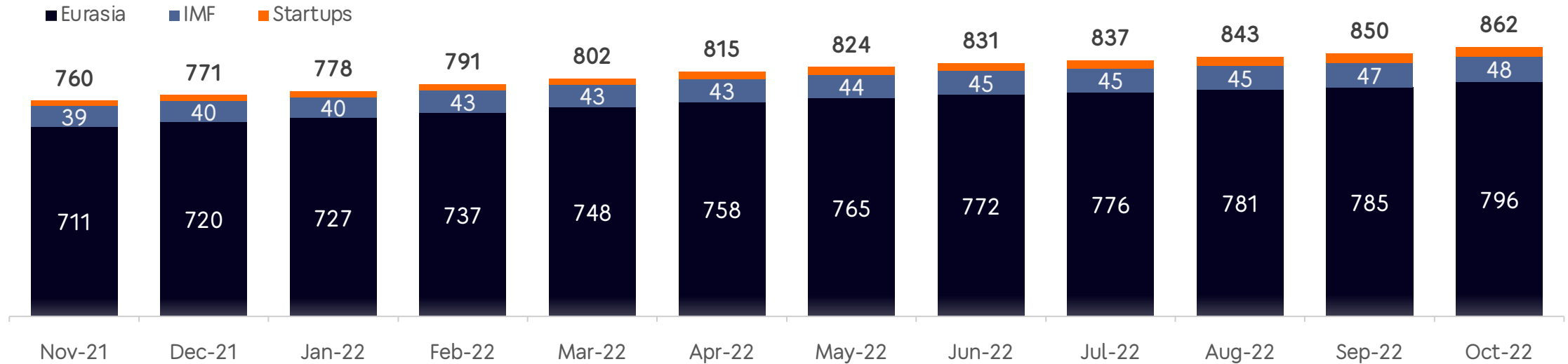
# Chain Growth Pipeline



Note: as of 31 October 2022.

# Store Count

October: 13 new stores, 1 store closed, 862 total



## New stores

### RUSSIA:

Balashikha-3

Kaluga-3

Nariyan-Mar-1

Saint Petersburg 1-7

Safonovo-1

Syktvykar-8

Tomsk-4

Yakutsk-4

Doner Irkutsk-1

### BELARUS:

Zhodino-1

Minsk-20

### KAZAKHSTAN:

Kokshetau-2

### NIGERIA:

Abuja-2

## Closed stores

### RUSSIA:

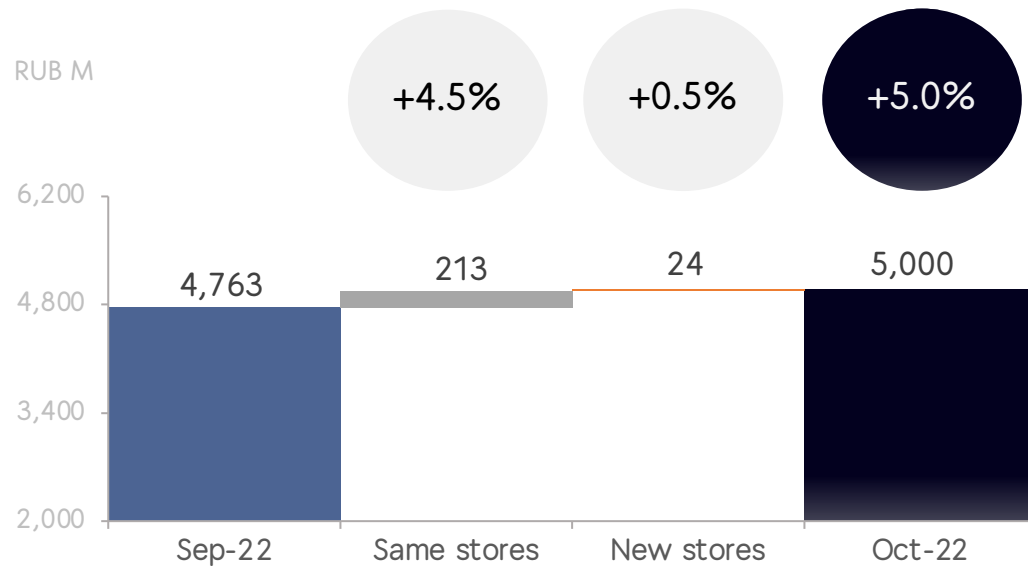
Doner Kazan 1-1

EURASIA

# Eurasia: Sales Evolution

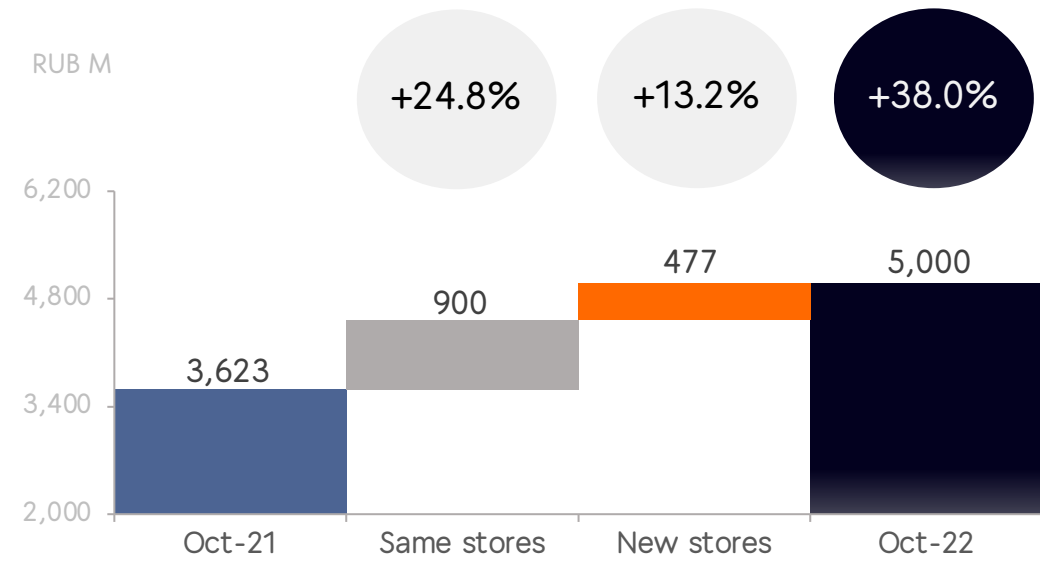
October: MoM +5.0%, YoY +38.0%

## Month over Month (MoM)



$$\begin{matrix} \text{Traffic} \\ +4.5\% \end{matrix} \times \begin{matrix} \text{Av. Ticket} \\ +0.0\% \end{matrix} = \begin{matrix} \Delta \text{ MoM} \\ +4.5\% \end{matrix}$$

## Year over Year (YoY)



$$\begin{matrix} \text{Traffic} \\ +20.1\% \end{matrix} \times \begin{matrix} \text{Av. Ticket} \\ +4.1\% \end{matrix} = \begin{matrix} \Delta \text{ YoY} \\ +38.0\% \end{matrix}$$

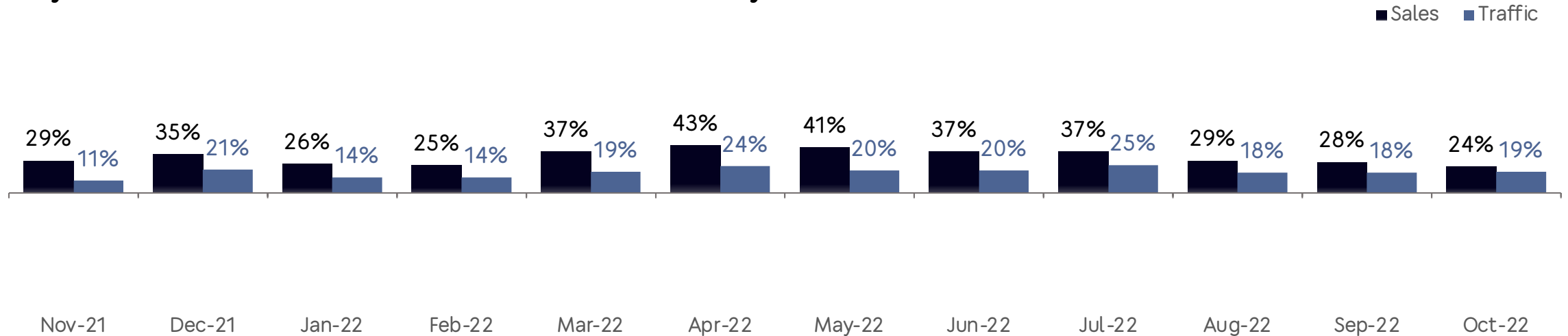
Note: gross sales including VAT where applicable. Traffic stands for order count.  
List of countries: Russia, Kazakhstan, Belarus.

# Eurasia: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of October 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	90	35.4%	39.2%	37.7%	30.9%	38.2%	33.9%	3.4%	0.8%	2.9%
> 2yrs old	113	21.9%	21.6%	21.7%	14.2%	20.2%	16.5%	6.7%	1.2%	4.5%
>3 yrs old	483	24.2%	22.2%	22.6%	16.8%	19.1%	17.5%	6.3%	2.6%	4.3%

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

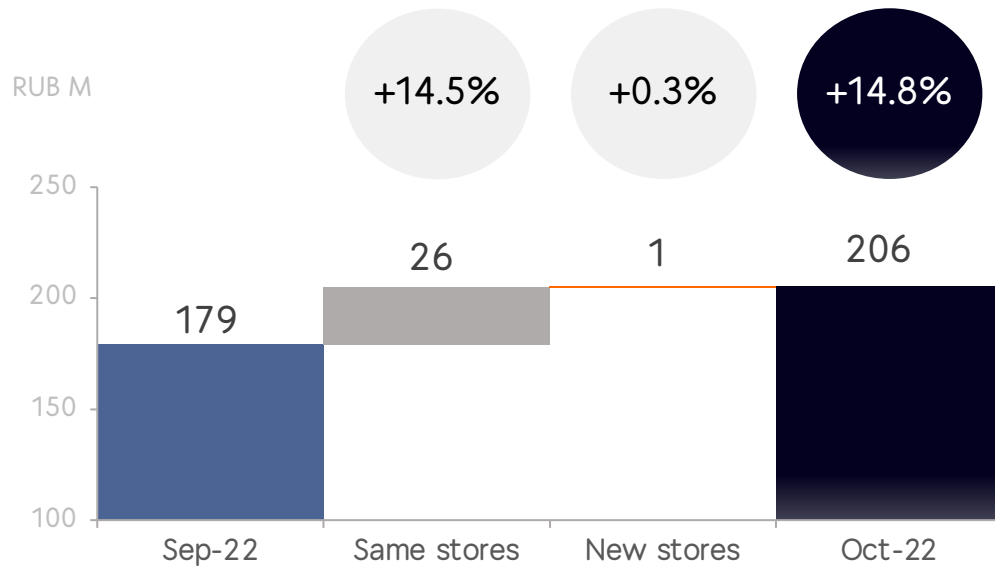


INTERNATIONAL  
MASTER-  
FRANCHISING

# IMF: Sales Evolution

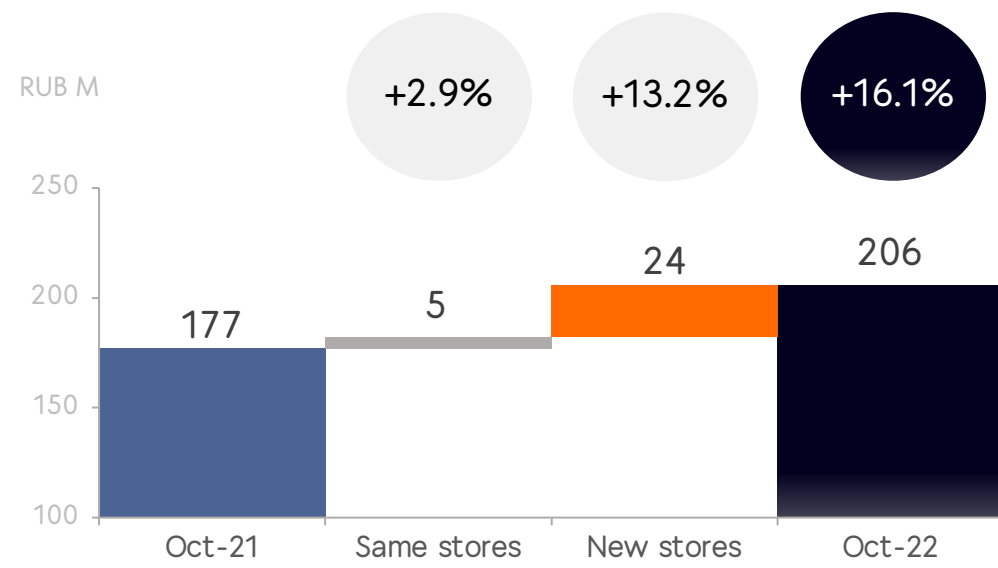
October: MoM +14.8%, YoY +16.1%

## Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
+7.7%	× +6.3%	= +14.5%

## Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+27.5%	× -20.3%	= +2.9%

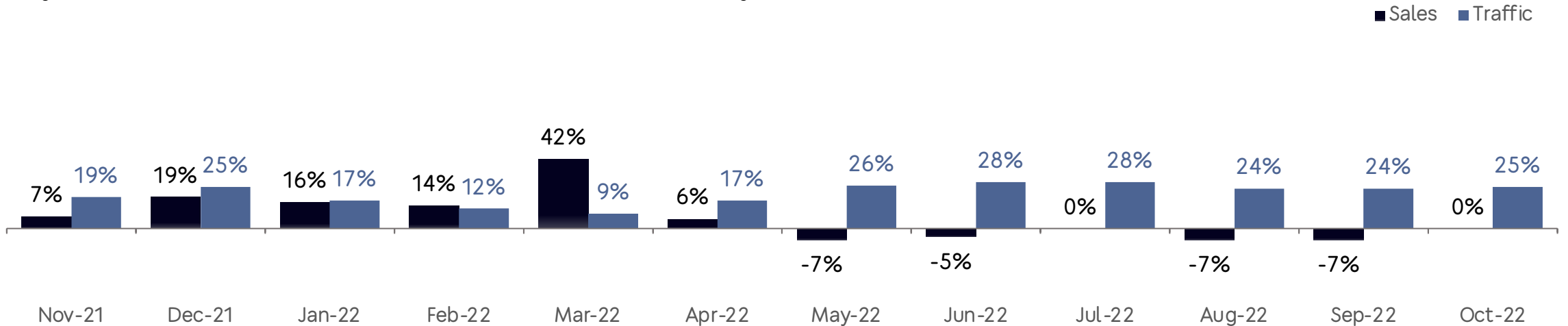
Note: gross sales including VAT where applicable. Traffic stands for order count.  
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).  
 List of countries: Germany, Estonia, Lithuania, Romania, Slovenia, Poland, Nigeria, Kyrgyzstan,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

# IMF: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of October 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	10	28.6%	43.0%	35.2%	43.5%	42.2%	43.1%	-10.4%	0.6%	-5.5%
> 2 yrs old	26	5.6%	-15.0%	-6.9%	35.7%	0.2%	20.2%	-22.2%	-15.1%	-22.6%

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

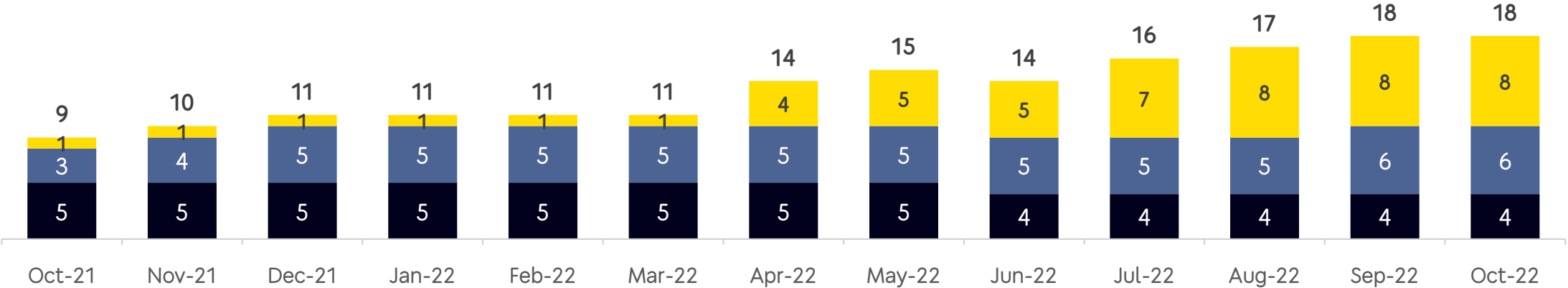


STARTUPS

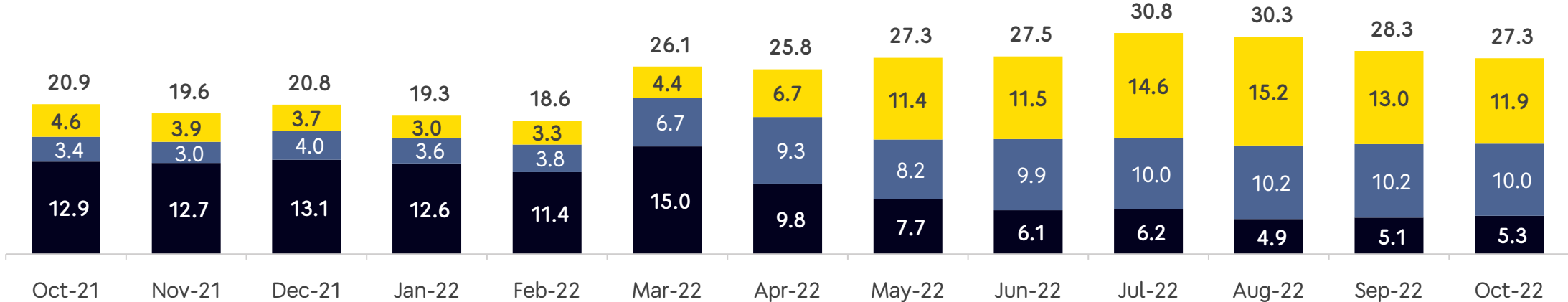
# Startups: store count and sales

## 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).