

OCTOBER 2023

Monthly Trading Update



996
stores

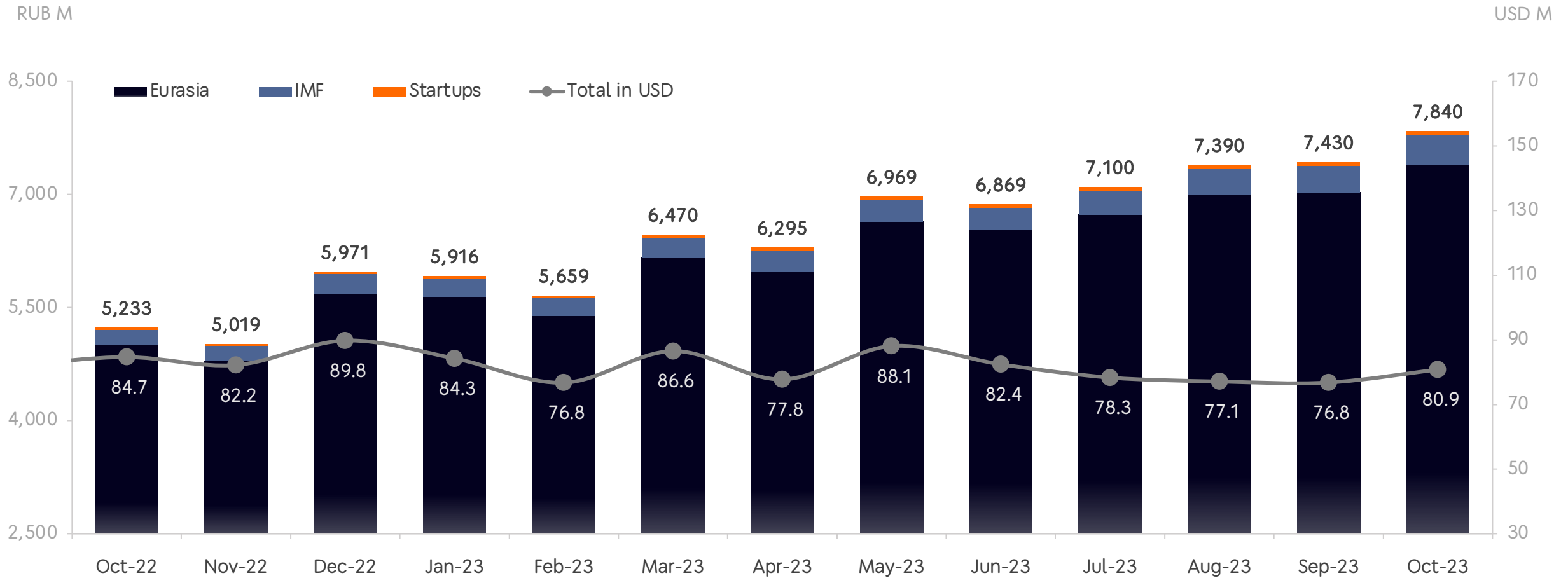
+15
net new stores

₹ 7.8 Bn
in system sales

+50%
year-over-year
change

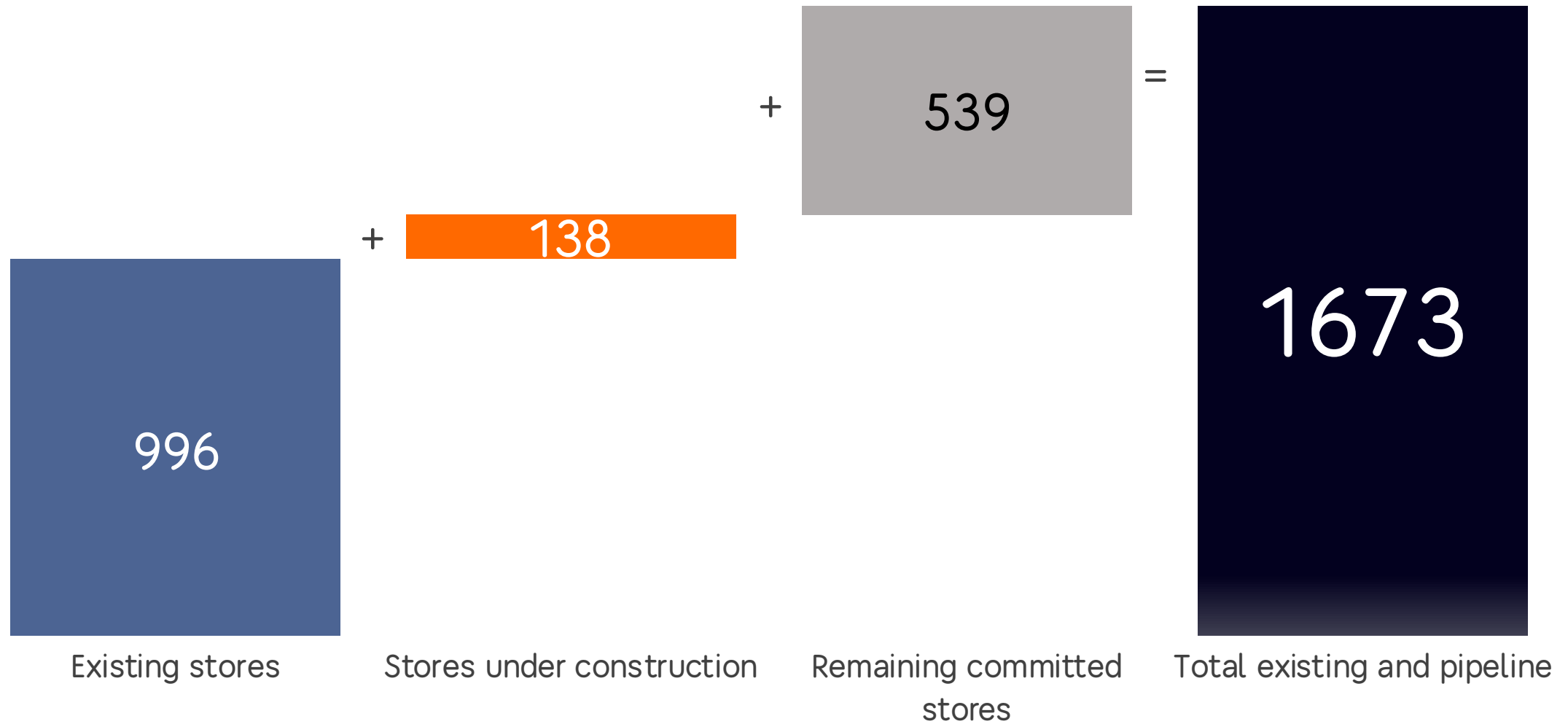
System Sales

October: 7,840M RUB / 80.9M 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](#).

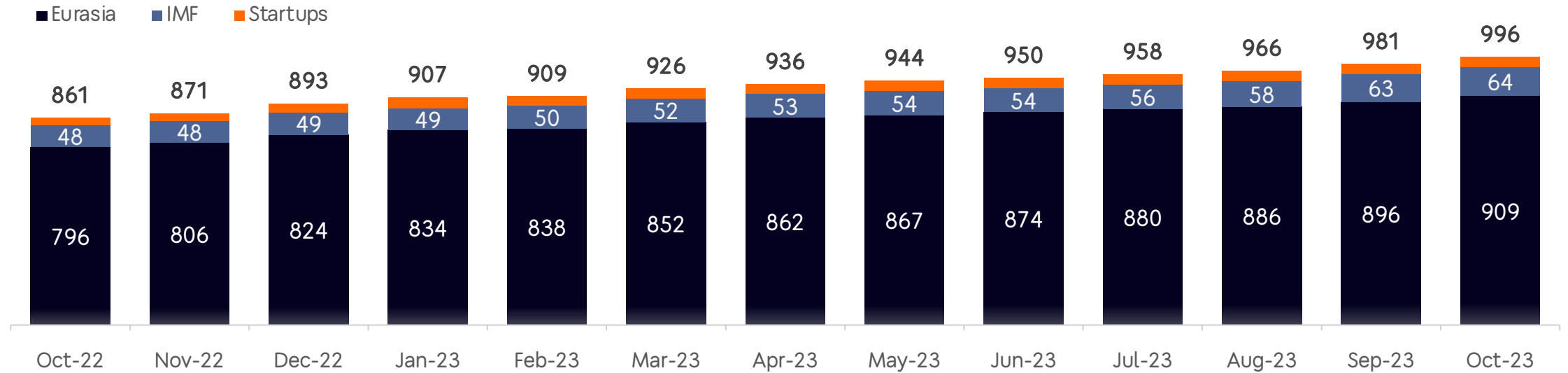
Chain Growth Pipeline



Note: as of 31 October 2023

Store Count

October: 17 new stores, 2 stores closed, 996 total



New stores

RUSSIA:

Almetyevsk-2

Barnaul-2

Bugry-1

Chernyakhovsk-1

Ekaterinburg-6

Ermolino-1

Ivanovo-3

Kungur-1

Moscow 23-4

Novoshakhtinsk-1

Perm-6

Surgut-5

Drinkit Moscow 0-11

KAZAKHSTAN:

Aktobe-4

Almaty-20

BELARUS:

Gomel-2

CYPRUS:

Limassol-1

Closed stores

RUSSIA:

Moscow 0-24

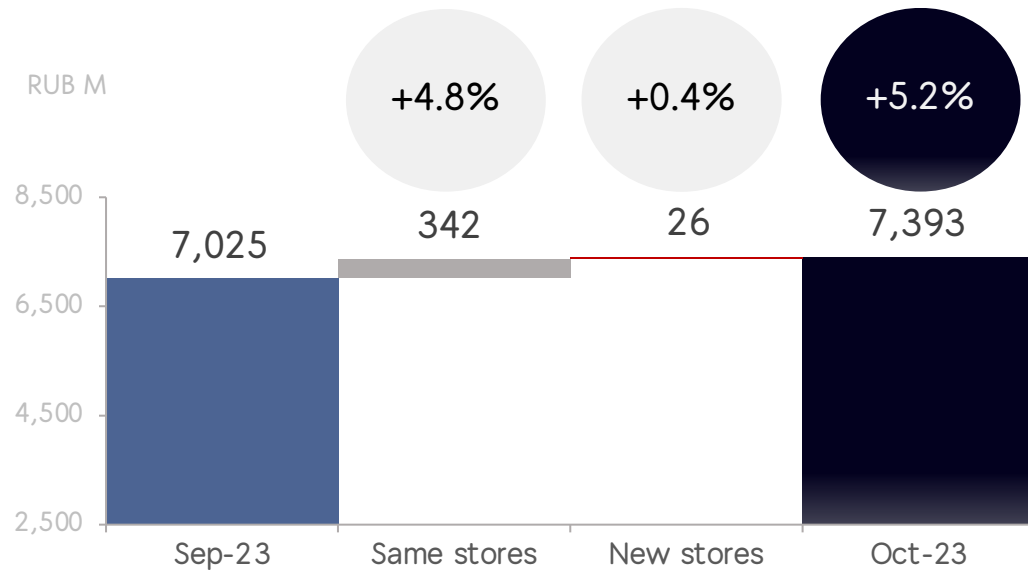
Nizhny Tagil-1

EURASIA

Eurasia: Sales Evolution

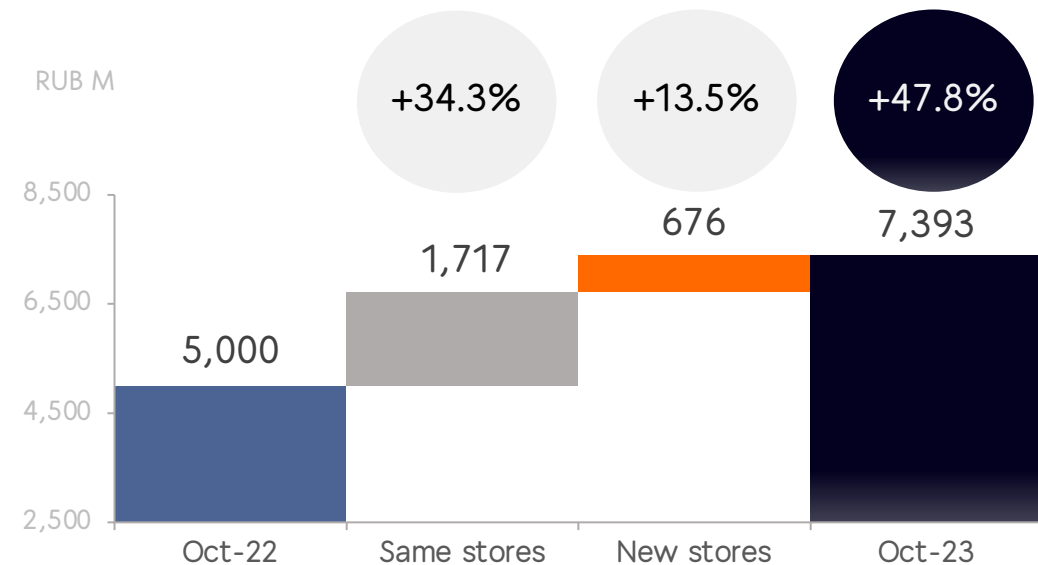
October: MoM +5.2%, YoY +47.8%

Month over Month (MoM)



$$\begin{matrix} \text{Traffic} & & \text{Av. Ticket} & & \Delta \text{ MoM} \\ +2.2\% & \times & +2.6\% & = & +4.8\% \end{matrix}$$

Year over Year (YoY)



$$\begin{matrix} \text{Traffic} & & \text{Av. Ticket} & & \Delta \text{ YoY} \\ +18.3\% & \times & +13.6\% & = & +47.8\% \end{matrix}$$

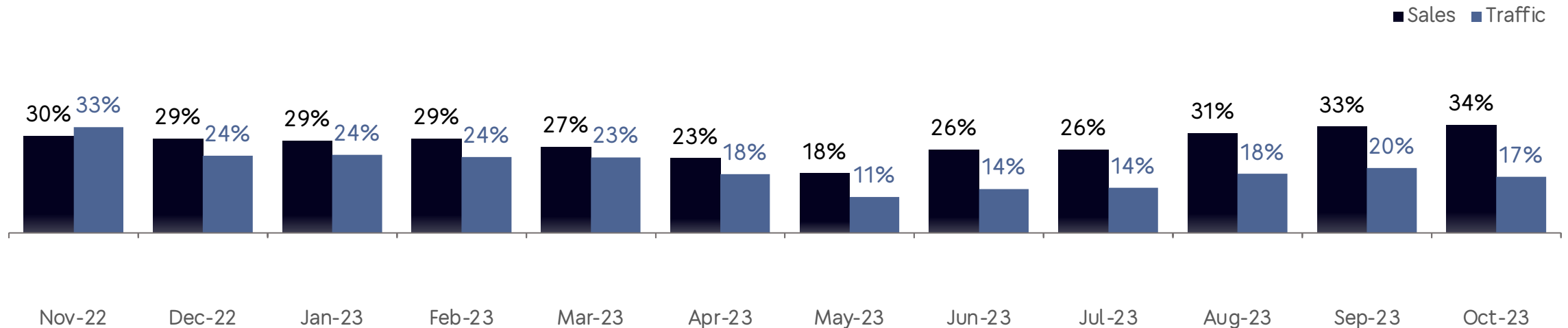
Note: gross sales including VAT where applicable. Traffic stands for order count.
List of countries: Russia, Kazakhstan, Belarus.

Eurasia: Like for Like Sales and Traffic

YoY LFL – Detailed Review of October 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	98	45.0%	48.9%	47.3%	23.6%	36.9%	29.0%	17.3%	8.8%	14.2%
2-3 yrs old	90	36.1%	43.5%	40.7%	13.7%	29.9%	20.5%	19.7%	10.5%	16.7%
> 3 yrs old	591	31.5%	30.5%	30.8%	11.6%	20.0%	15.5%	17.8%	8.7%	13.3%

Dynamics of YoY LFL for all stores older than 1 year

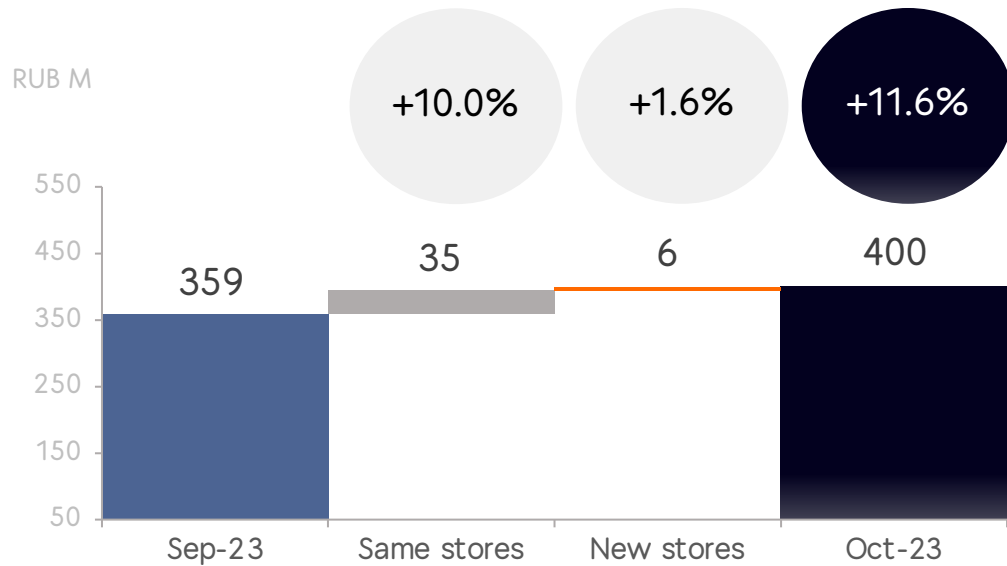


INTERNATIONAL
MASTER-
FRANCHISING

IMF: Sales Evolution

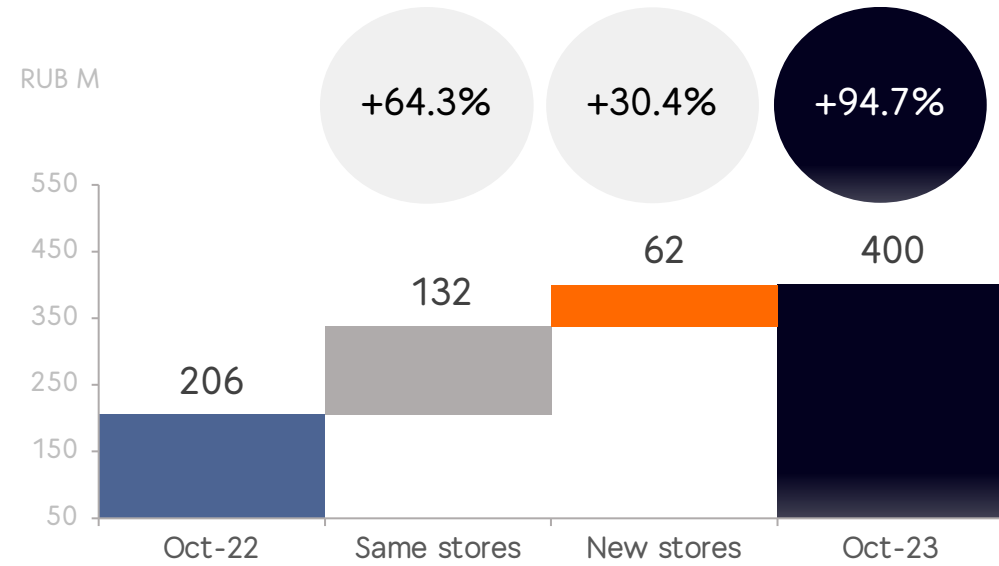
October: MoM +11.6%, YoY +94.7%

Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
+11.5%	\times -0.7%	= +10.0%

Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+4.1%	\times +57.9%	= +64.3%

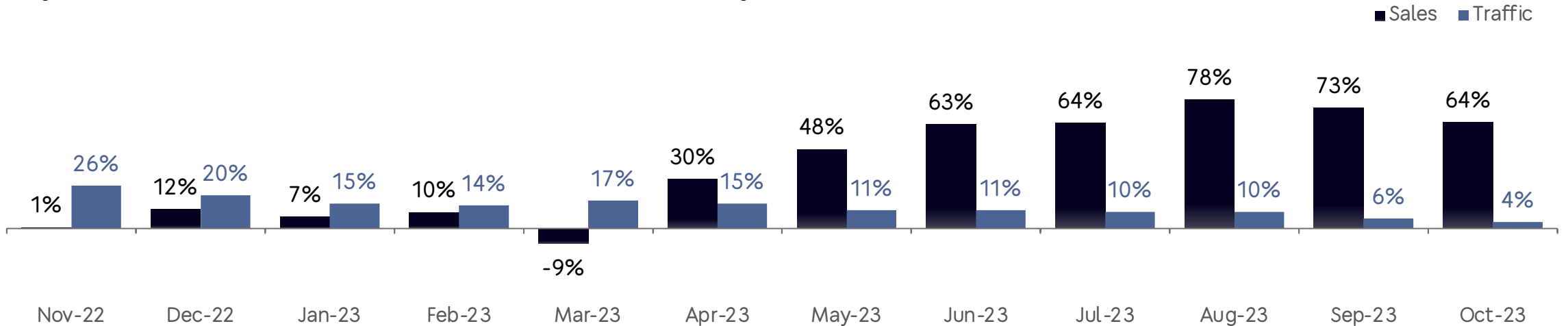
Note: gross sales including VAT where applicable. Traffic stands for order count.
 Converted into RUB from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).
 List of countries: Armenia, Kyrgyzstan, Tajikistan, Uzbekistan, Cyprus, Estonia,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

IMF: Like for Like Sales and Traffic

YoY LFL – Detailed Review of October 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	11	81.6%	86.6%	83.8%	11.6%	18.7%	13.8%	62.7%	57.2%	61.6%
> 2 yrs old	35	64.1%	58.0%	60.8%	3.6%	-0.2%	2.3%	58.5%	58.2%	57.2%

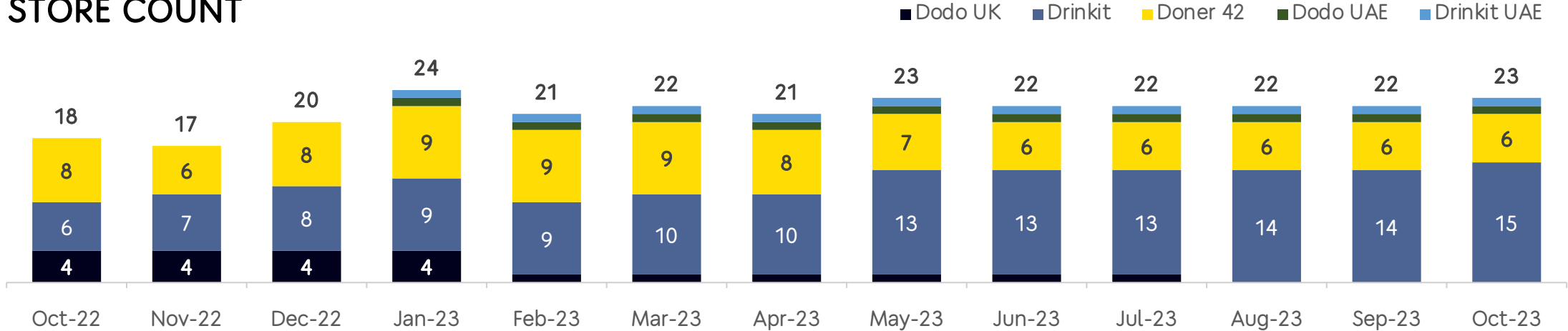
Dynamics of YoY LFL for all stores older than 1 year



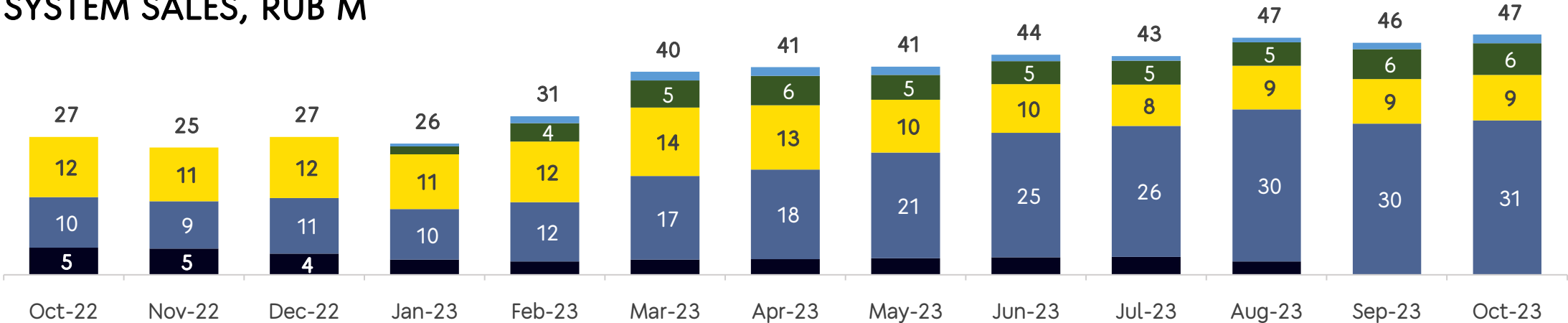
STARTUPS

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.