

# SEP TEMBER BER 2022

Monthly Trading Update



**850**  
stores

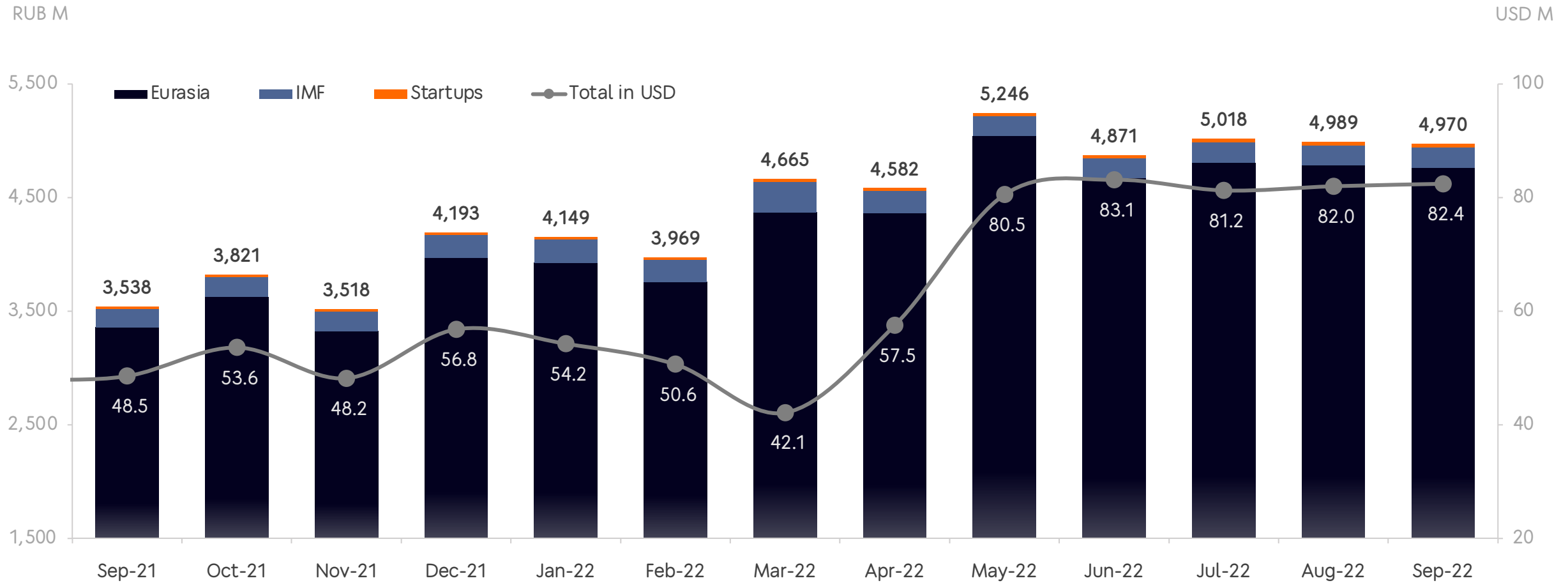
**+7**  
net new stores

**₹ 5.0 Bn**  
in system sales

**+40%**  
year-over-year  
change

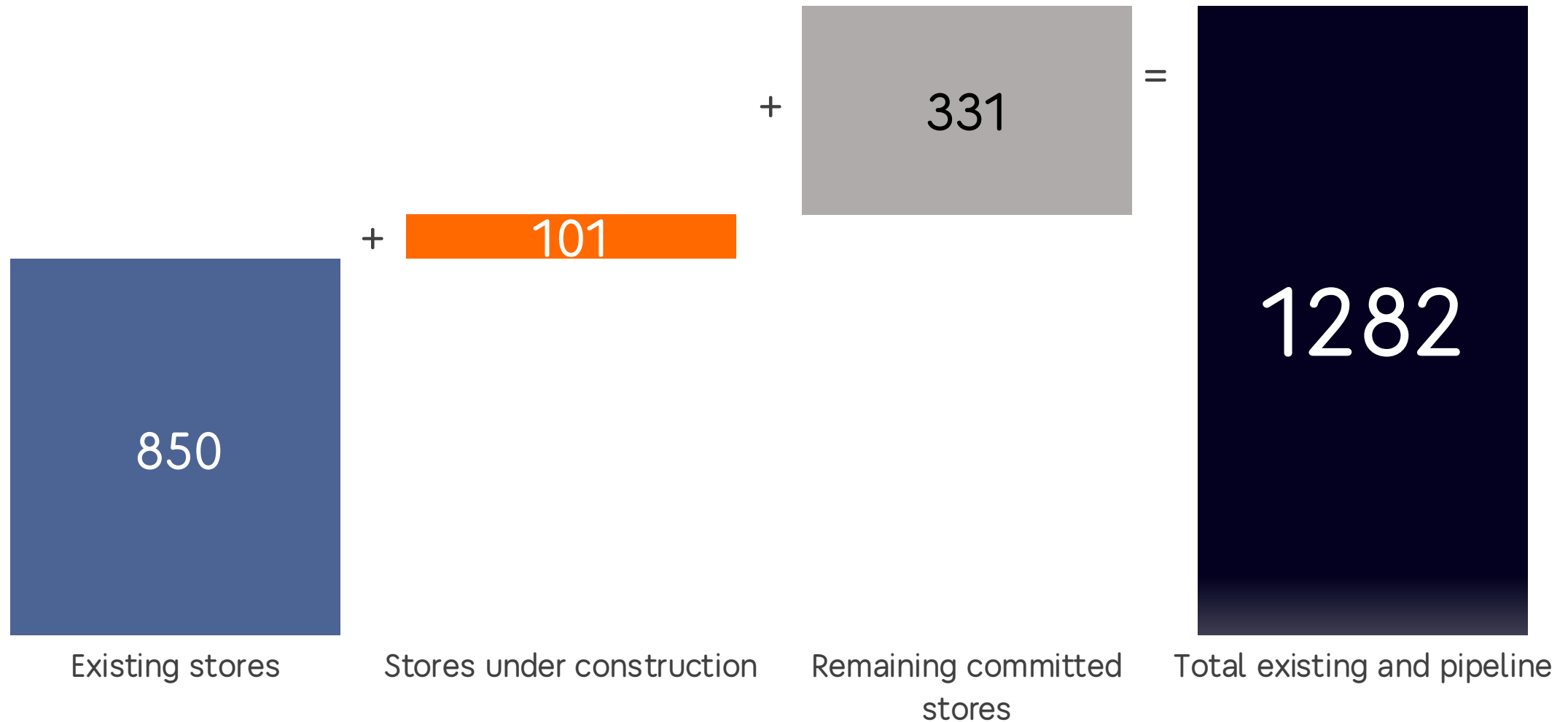
# System Sales

September: 4,970M RUB / 82.4M 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](#).

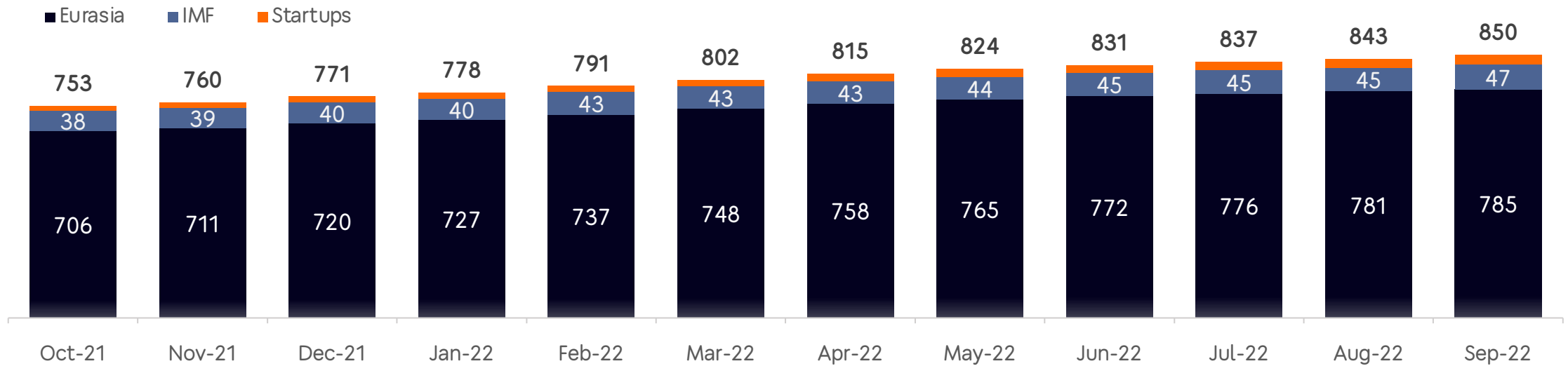
# Chain Growth Pipeline



Note: as of 30 September 2022.

# Store Count

September: 9 new stores, 2 stores closed, 850 total



## New stores

### RUSSIA:

Noyabrsk-2

Omsk-7

Tolyatti-5

Chita-2

Drinkit Moscow 0-5

### BELARUS:

Vitebsk-2

### KAZAKHSTAN:

Astana-11

### VIETNAM:

Ho Chi Minh-3

### SLOVENIA:

Ljubljana-2

## Closed stores

### RUSSIA:

Novoaltaisk-1

### KAZAKHSTAN:

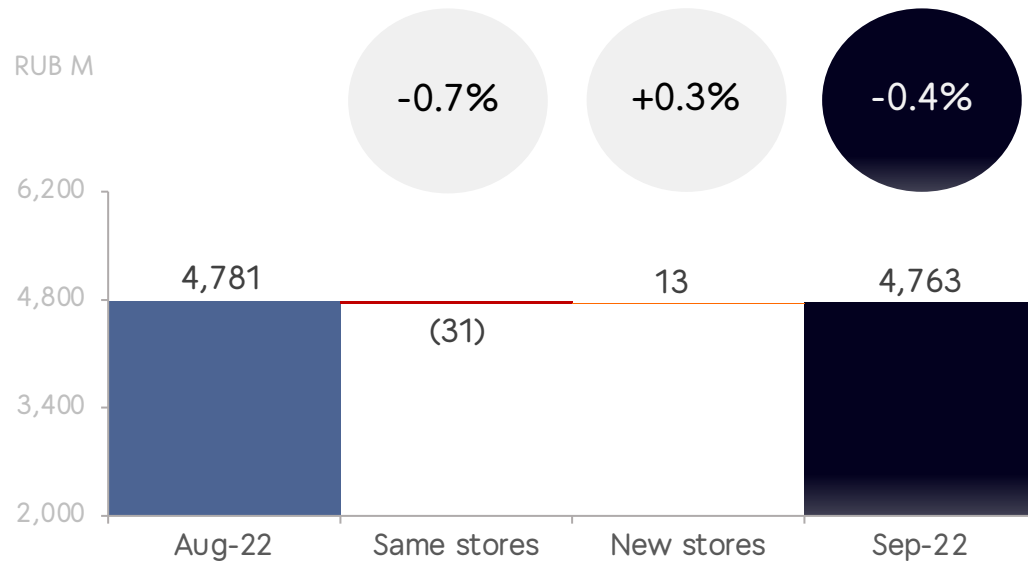
Talgar-1

EURASIA

# Eurasia: Sales Evolution

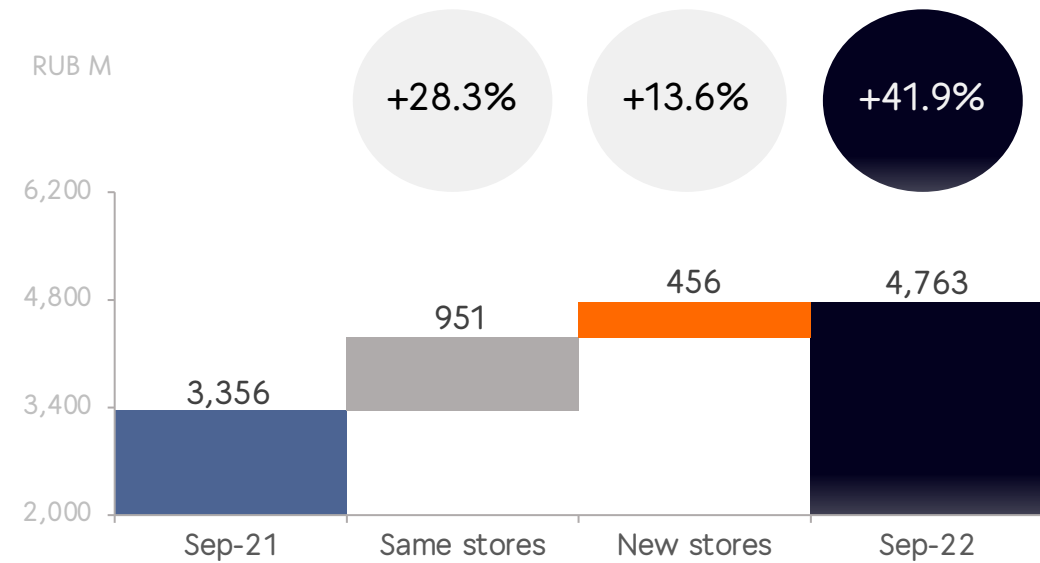
September: MoM -0.4%, YoY +41.9%

## Month over Month (MoM)



$$\begin{matrix} \text{Traffic} \\ -1.6\% \end{matrix} \times \begin{matrix} \text{Av. Ticket} \\ +1.0\% \end{matrix} = \begin{matrix} \Delta \text{ MoM} \\ -0.7\% \end{matrix}$$

## Year over Year (YoY)



$$\begin{matrix} \text{Traffic} \\ +18.0\% \end{matrix} \times \begin{matrix} \text{Av. Ticket} \\ +8.6\% \end{matrix} = \begin{matrix} \Delta \text{ YoY} \\ +28.3\% \end{matrix}$$

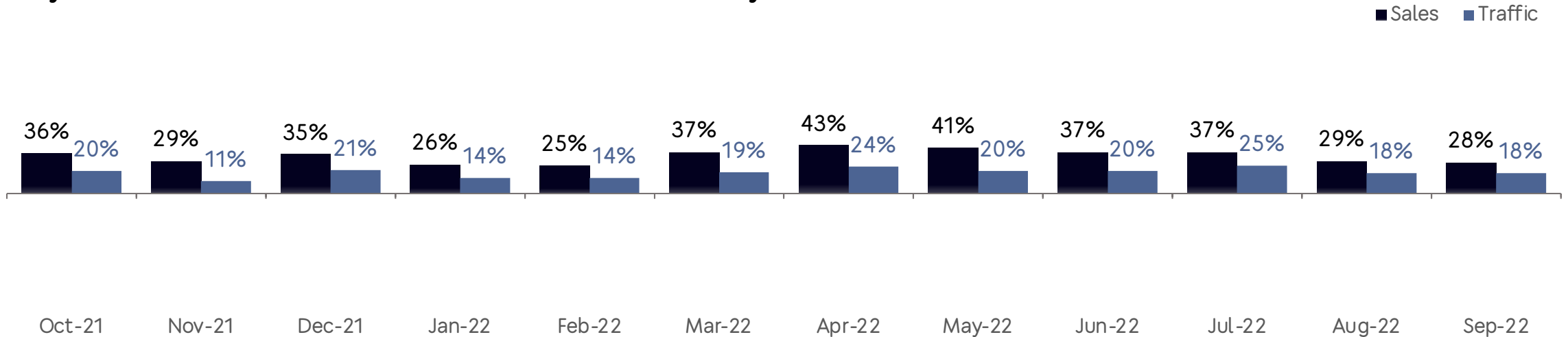
Note: gross sales including VAT where applicable. Traffic stands for order count.  
List of countries: Russia, Kazakhstan, Belarus.

# Eurasia: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of September 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	96	43.0%	42.4%	42.6%	35.7%	38.5%	36.8%	5.4%	2.9%	4.3%
> 2yrs old	110	18.2%	30.7%	25.3%	9.2%	25.7%	15.0%	8.2%	4.0%	9.0%
>3 yrs old	479	17.2%	30.9%	26.0%	7.8%	24.8%	15.2%	8.8%	4.9%	9.4%

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

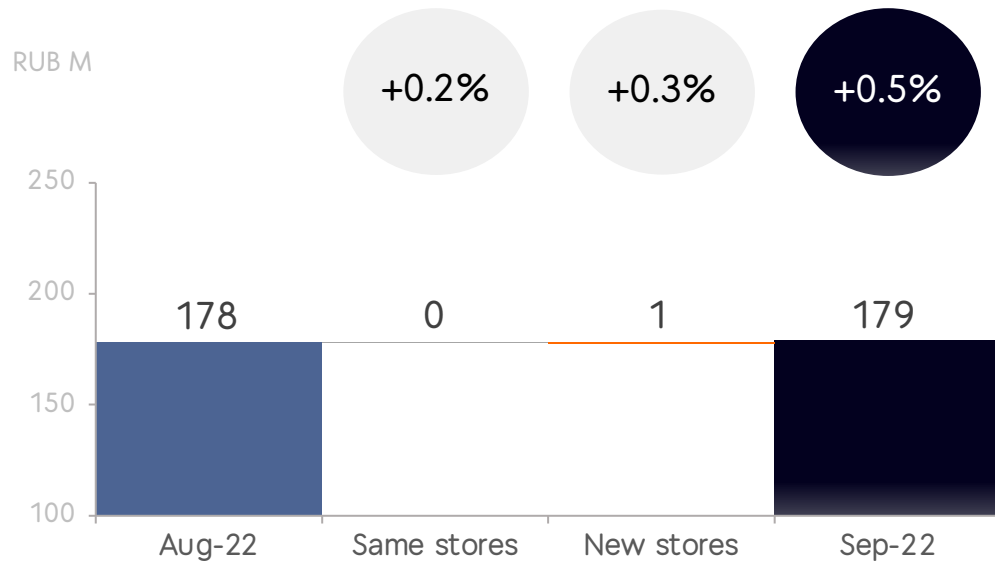


INTERNATIONAL  
MASTER-  
FRANCHISING

# IMF: Sales Evolution

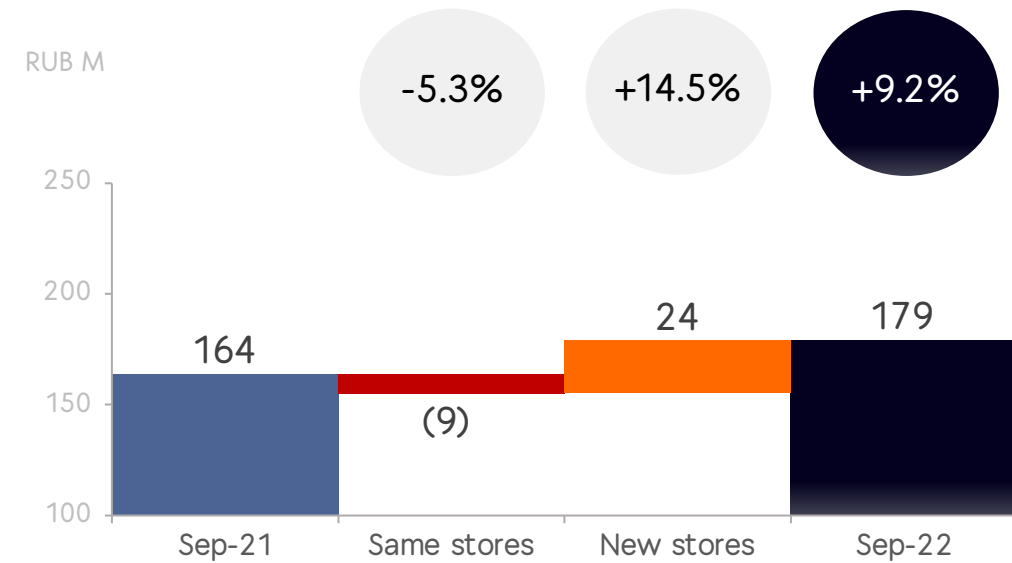
September: MoM +0.5%, YoY +9.2%

## Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
+3.0%	× -2.7%	= +0.2%

## Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+26.4%	× -25.3%	= -5.3%

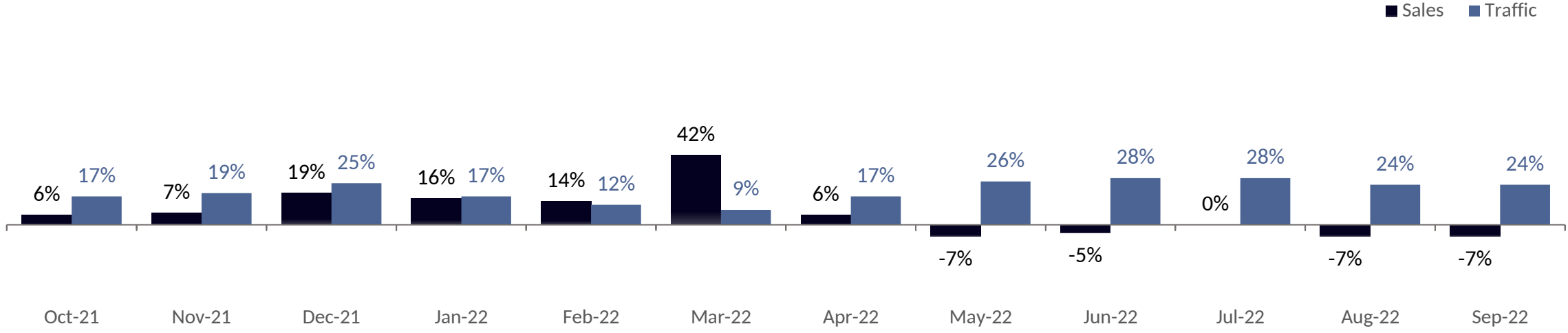
Note: gross sales including VAT where applicable. Traffic stands for order count.  
 Converted from local currencies at weighted average monthly FX rates as per [currencylayer.com](https://www.currencylayer.com).  
 List of countries: Germany, Estonia, Lithuania, Romania, Slovenia, Poland, Nigeria, Kyrgyzstan,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

# IMF: Like for Like Sales and Traffic

## YoY LFL – Detailed Review of September 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	9	33.4%	22.4%	28.0%	53.0%	32.4%	46.7%	-12.8%	-7.5%	-12.8%
> 2 yrs old	25	-8.1%	-17.6%	-13.6%	28.8%	5.3%	19.4%	-28.6%	-21.8%	-27.7%

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

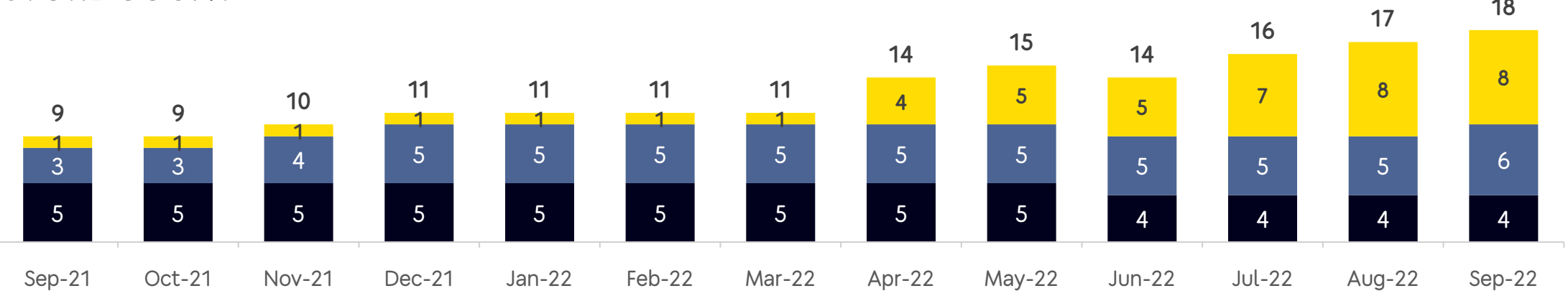


STARTUPS

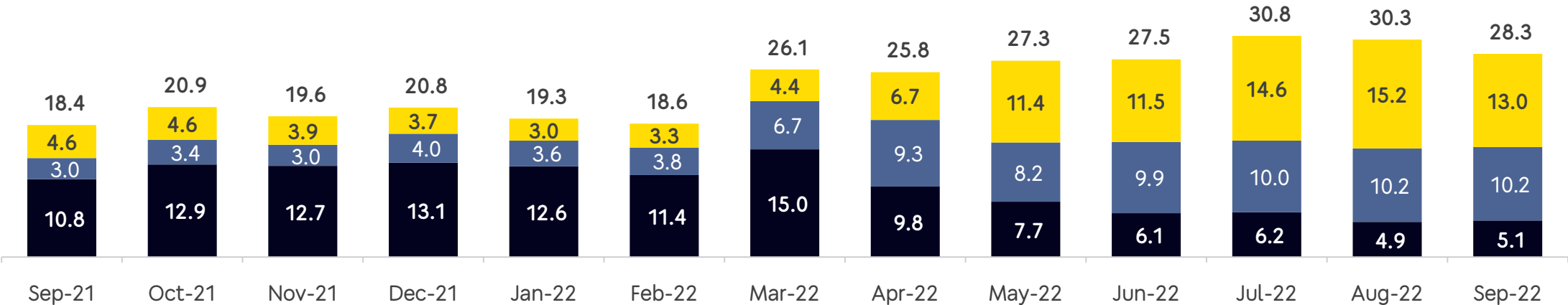
# Startups: store count and sales

## 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).