

SEP TEMBER BER 2023

Monthly Trading Update



981
stores

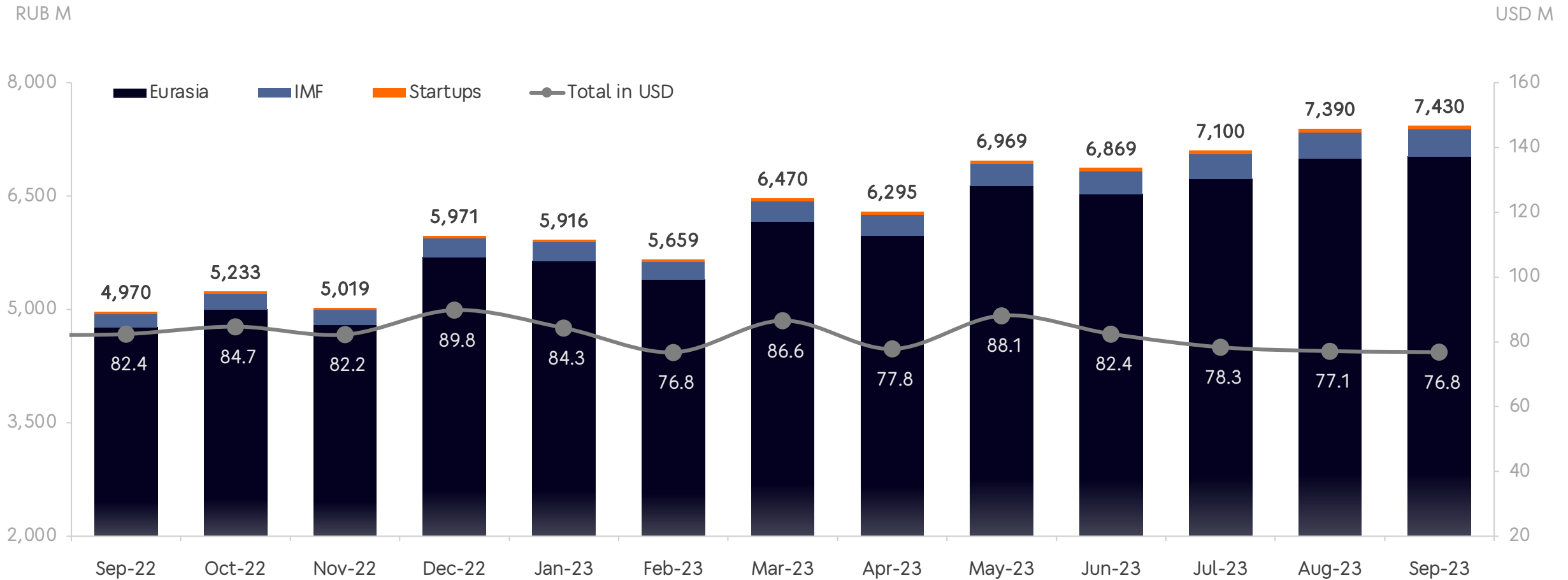
+15
net new stores

₹ 7.4 Bn
in system sales

+49%
year-over-year
change

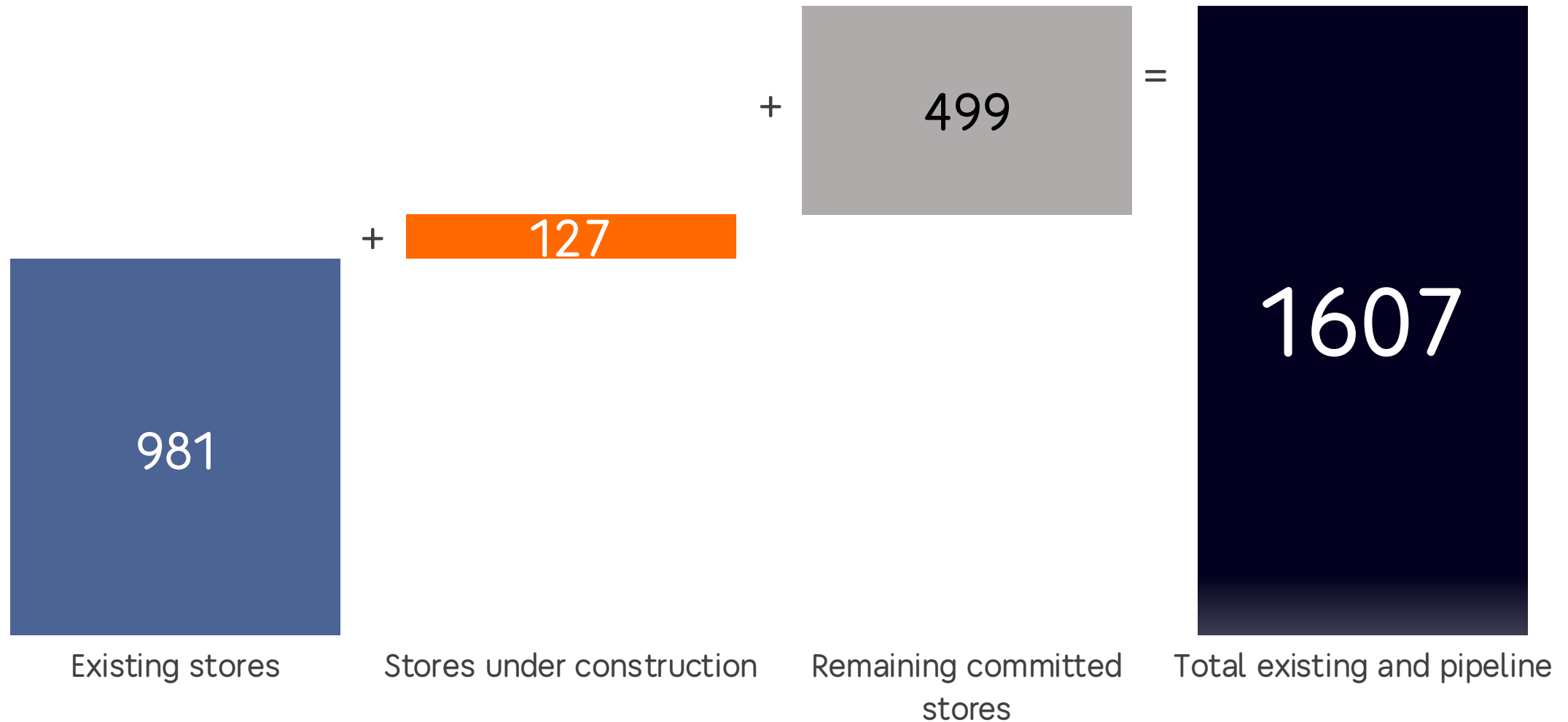
System Sales

September: 7,430M RUB / 76.8M 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](#).

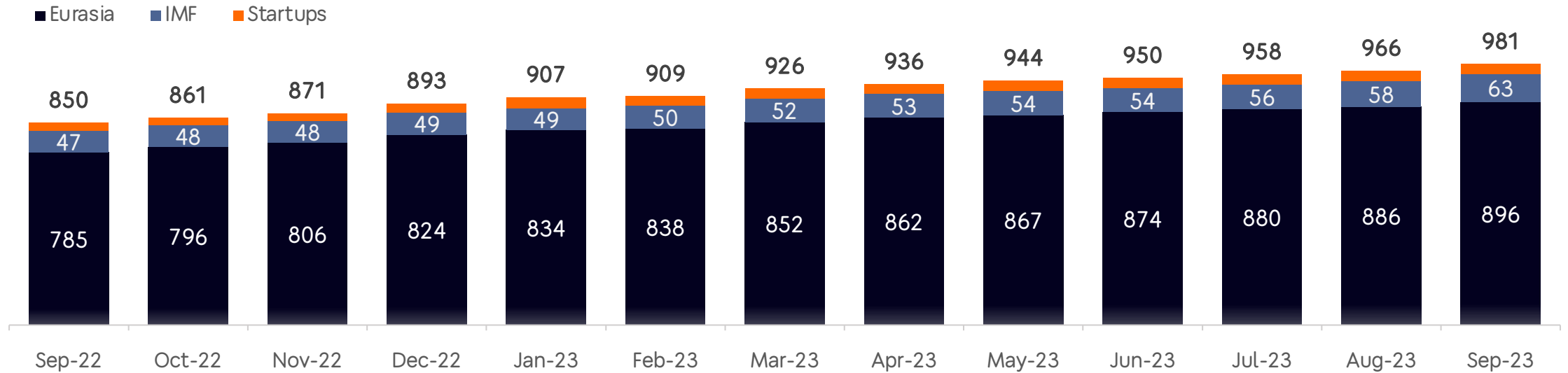
Chain Growth Pipeline



Note: as of 30 September 2023

Store Count

September: 16 new stores, 1 store closed, 981 total



New stores

RUSSIA:

Kanevskaya-1

Kazan-11

Kemerovo-4

Kirovsk Murmanskaya-1

Lesnoy-1

Meleuz-1

Moscow 0-28

Omsk-11

Pskov-2

Sertolovo-2

Yaroslavl-5

KYRGYZSTAN:

Bishkek-7

NIGERIA:

Lagos-7

Lagos-1

TURKIYE:

Antalya-1

Mersin-1

Closed stores

RUSSIA:

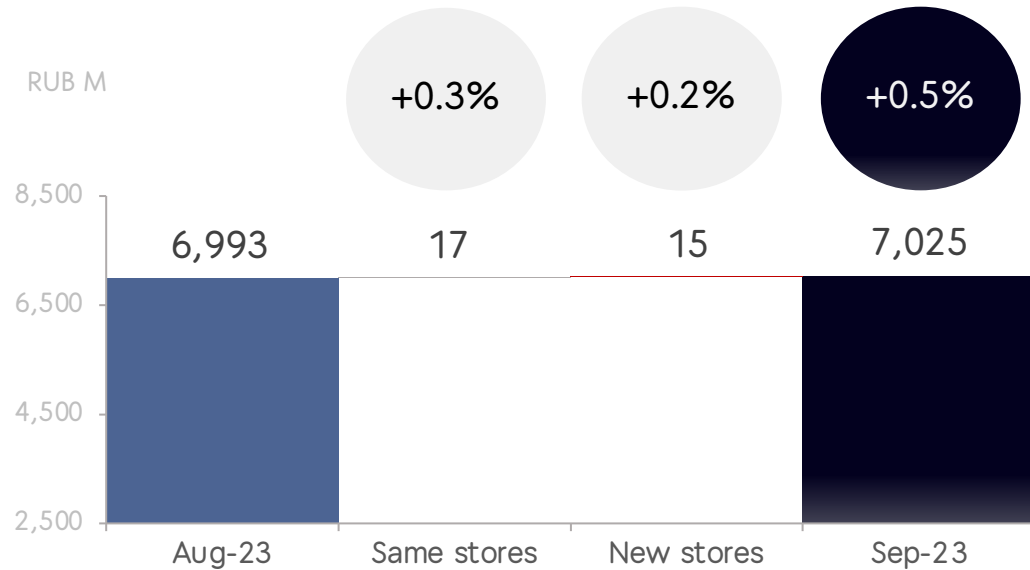
Barnaul-2

EURASIA

Eurasia: Sales Evolution

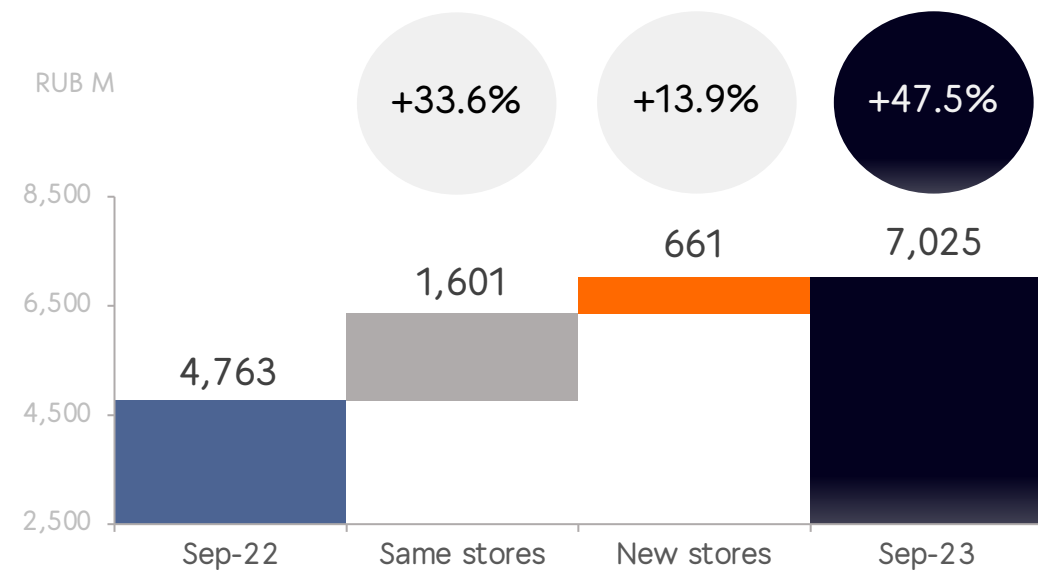
September: MoM +0.5%, YoY +47.5%

Month over Month (MoM)



$$\text{Traffic} \quad \text{Av. Ticket} \quad \Delta \text{ MoM}$$
$$-0.6\% \times +0.8\% = +0.3\%$$

Year over Year (YoY)



$$\text{Traffic} \quad \text{Av. Ticket} \quad \Delta \text{ YoY}$$
$$+20.7\% \times +10.7\% = +33.6\%$$

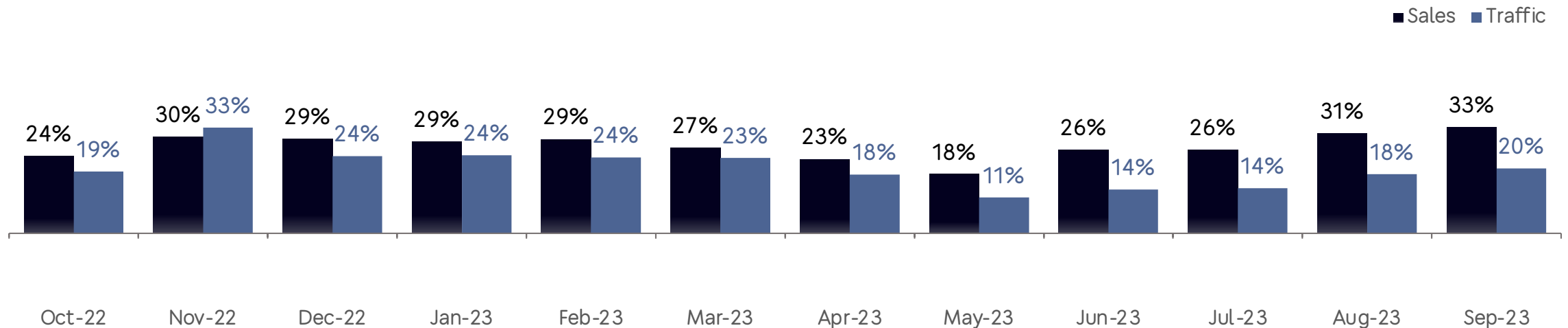
Note: gross sales including VAT where applicable. Traffic stands for order count.
List of countries: Russia, Kazakhstan, Belarus.

Eurasia: Like for Like Sales and Traffic

YoY LFL – Detailed Review of September 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	94	50.4%	46.7%	48.2%	31.3%	35.2%	32.9%	14.5%	8.5%	11.5%
2-3 yrs old	96	44.0%	46.1%	45.3%	20.9%	31.3%	25.1%	19.1%	11.3%	16.1%
> 3 yrs old	583	36.8%	25.3%	29.3%	18.6%	16.4%	17.6%	15.3%	7.6%	9.9%

Dynamics of YoY LFL for all stores older than 1 year

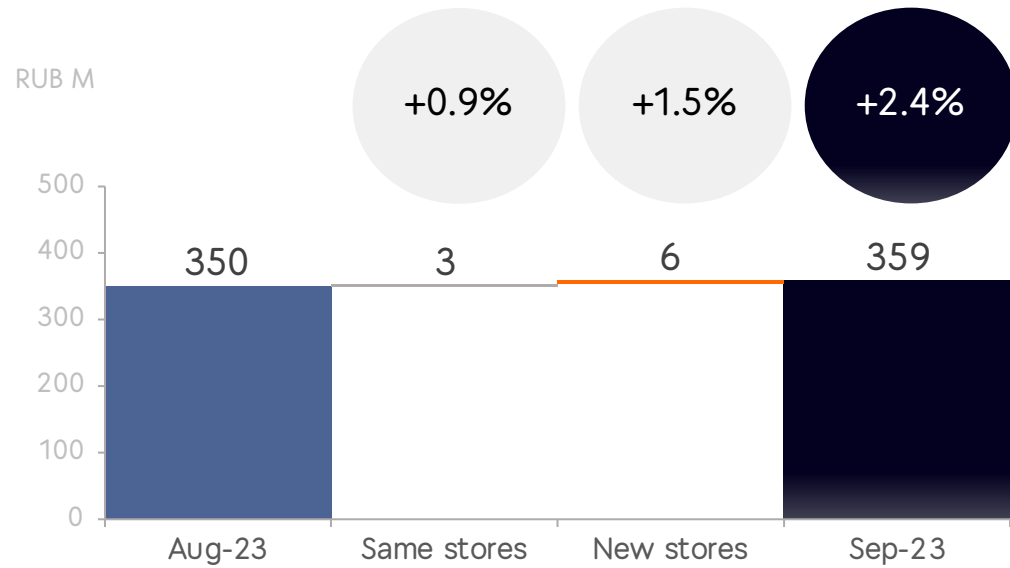


INTERNATIONAL
MASTER-
FRANCHISING

IMF: Sales Evolution

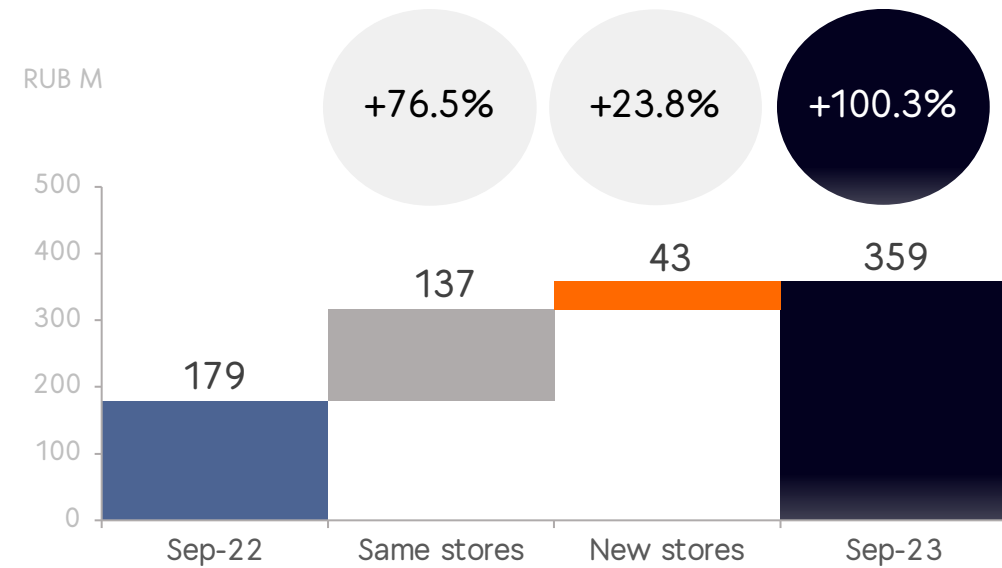
September: MoM +2.4%, YoY +100.3%

Month over Month (MoM)



Traffic	Av. Ticket	Δ MoM
+3.7%	\times -2.8%	= +0.9%

Year over Year (YoY)



Traffic	Av. Ticket	Δ YoY
+7.6%	\times +62.9%	= +76.5%

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).

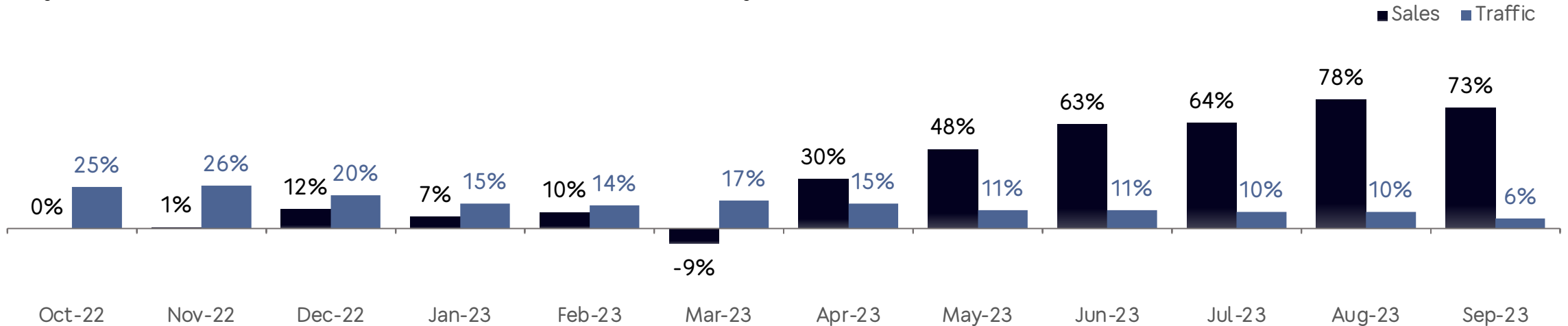
List of countries: Armenia, Kyrgyzstan, Tajikistan, Uzbekistan, Estonia, Germany, Lithuania, Romania, Poland, Slovenia, Turkiye, Nigeria, Vietnam, China.

IMF: Like for Like Sales and Traffic

YoY LFL – Detailed Review of September 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	78.7%	83.8%	80.9%	18.1%	15.0%	17.1%	51.3%	59.9%	54.5%
> 2 yrs old	33	77.1%	67.7%	72.1%	7.0%	0.3%	4.7%	65.5%	67.2%	64.3%

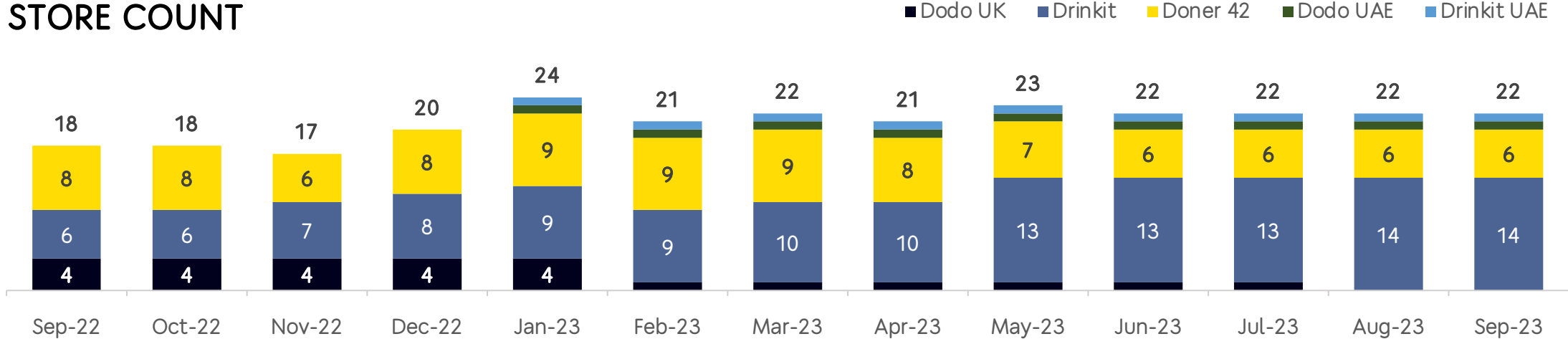
Dynamics of YoY LFL for all stores older than 1 year



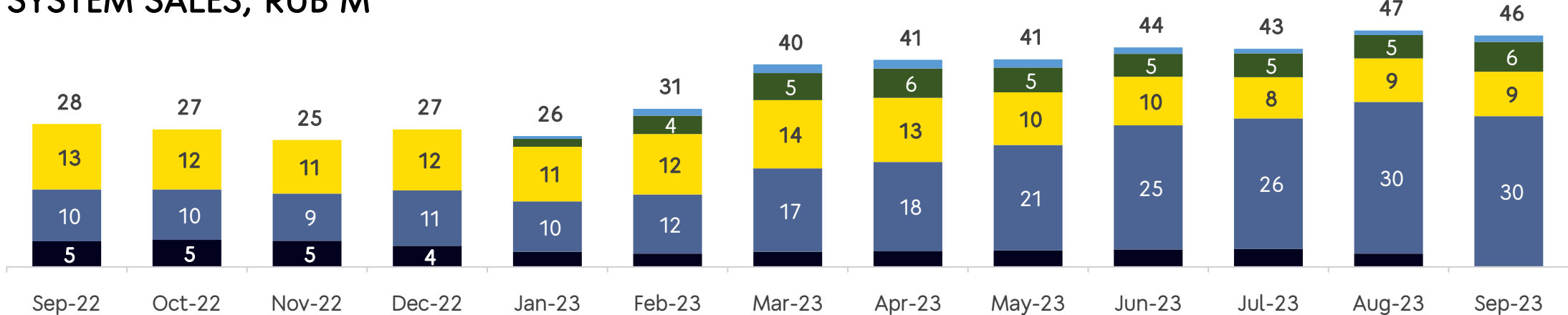
STARTUPS

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).