



2Q2018 Trading Update  
Investor Presentation

24 July, 2018



## 2Q2018 Highlights

*Total sales growth in 2Q2018 of 16.6%, reaching Rub 99.8bn  
(2Q2017 sales growth of 16.3%, reaching Rub 85.6bn)*

*LFL sales growth in 2Q2018 of 3.5%, incl. 1.5% LFL traffic and 2.0% LFL ticket growth*

*8 new supermarkets and 1 new hypermarket were opened in 2Q2018  
Total store count reached 233 hypermarkets and 113 supermarkets*

*Total selling space of 1,403,145 sqm as of 30 June 2018 (19.6% y-o-y growth)*

*Lenta issued 91,302 new ordinary shares (456,510 GDRs) under MIP<sub>1</sub> and LTIP<sub>2</sub>. Share capital increased to 97,508,265 shares (487,541,325 GDRs)*

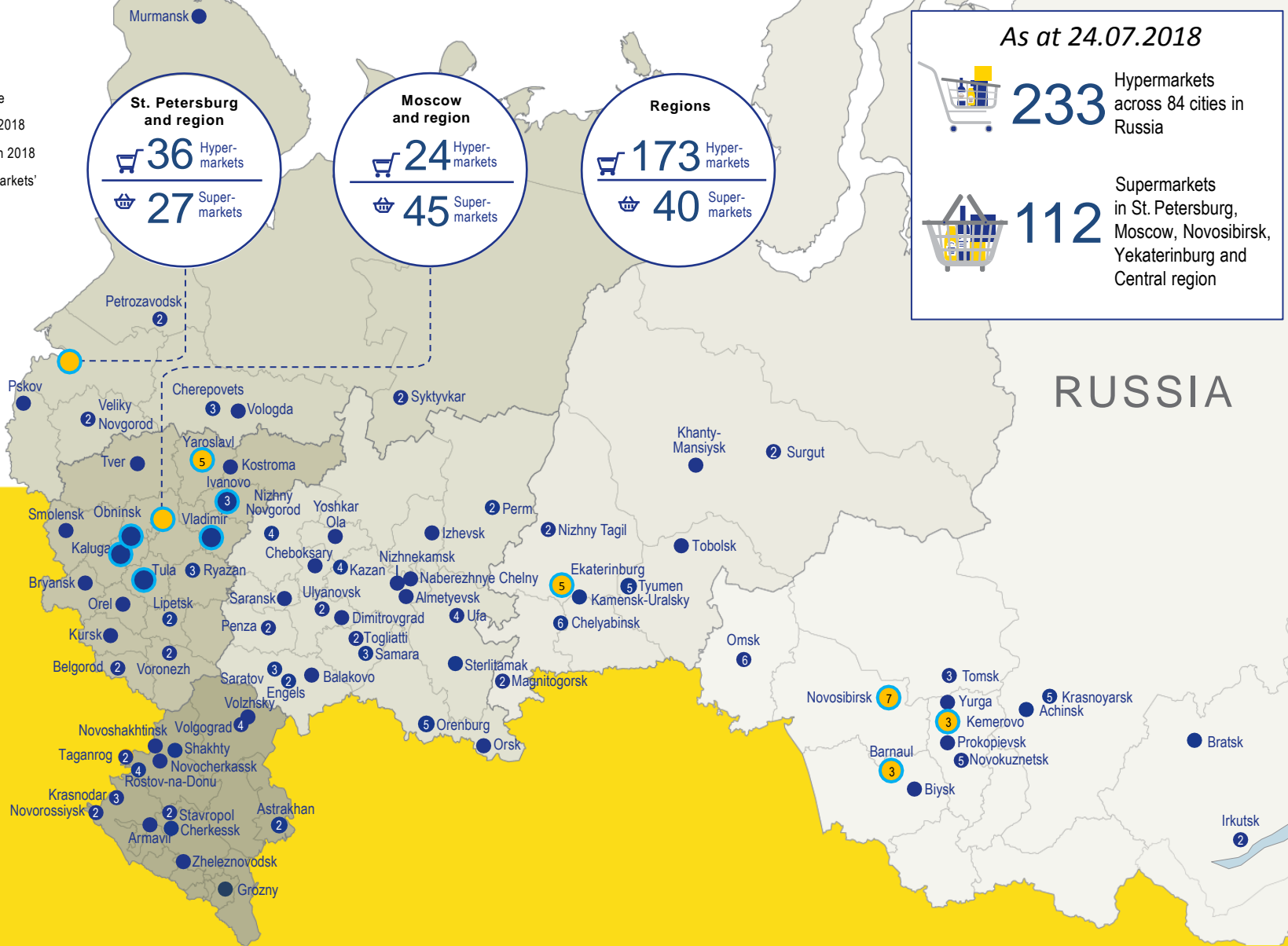
*2018 store opening guidance remains **unchanged** as well as Capex guidance of **Rub 30-35bn***

*Number of active cardholders increased to 13.4m (16% y-o-y growth)*

# BUSINESS GEOGRAPHY

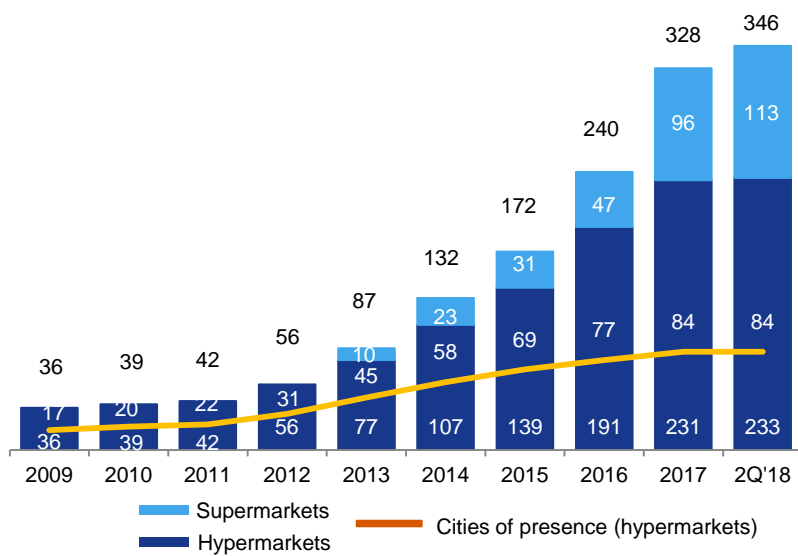
## NUMBER OF STORES

- One store
- ② More than one store
- Stores opened in 2018
- New city entered in 2018
- Cities with supermarkets' presence

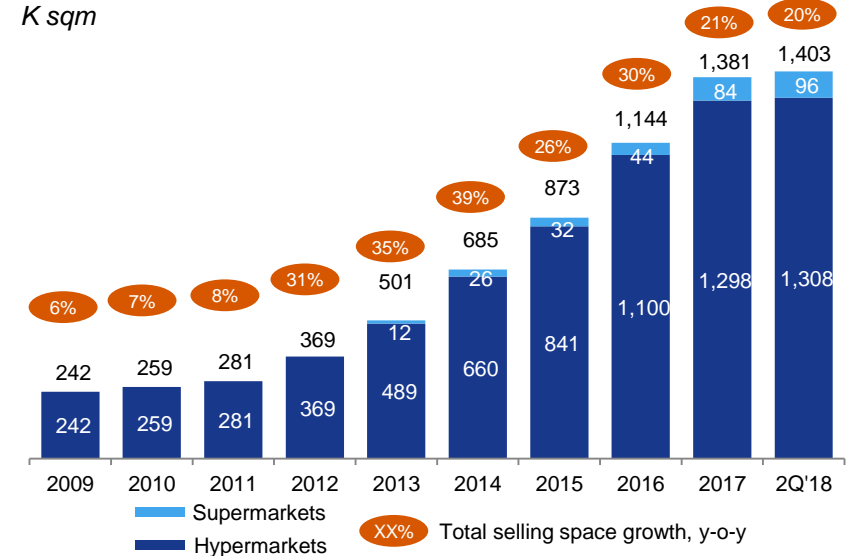


# 2Q2018 Store network development

## Store network development

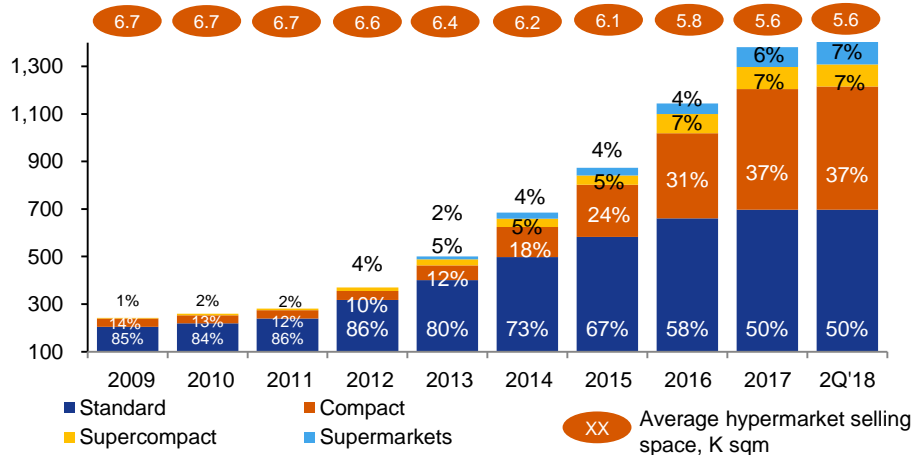


## Selling space development



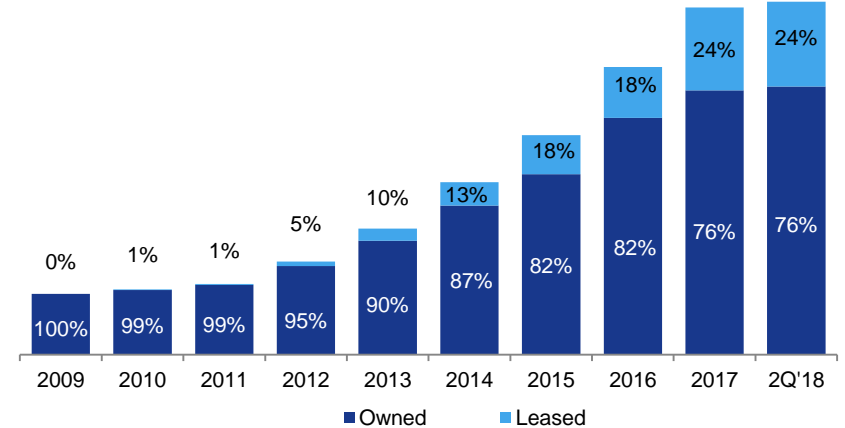
## Format development

as % of total selling space



## Selling space ownership

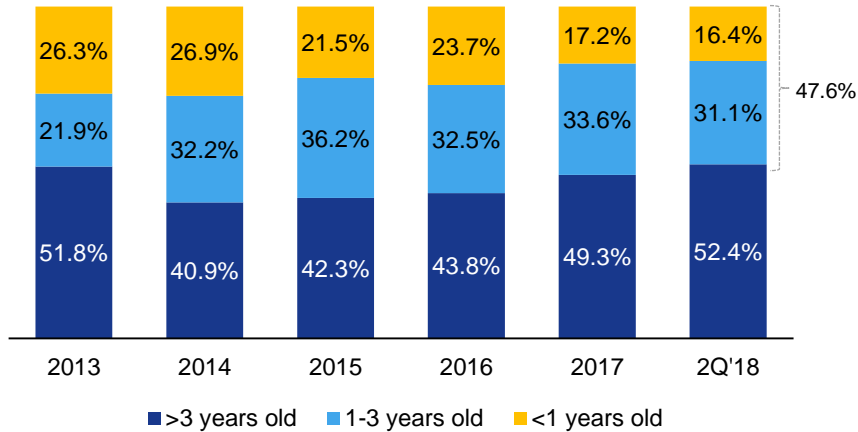
as % of total selling space



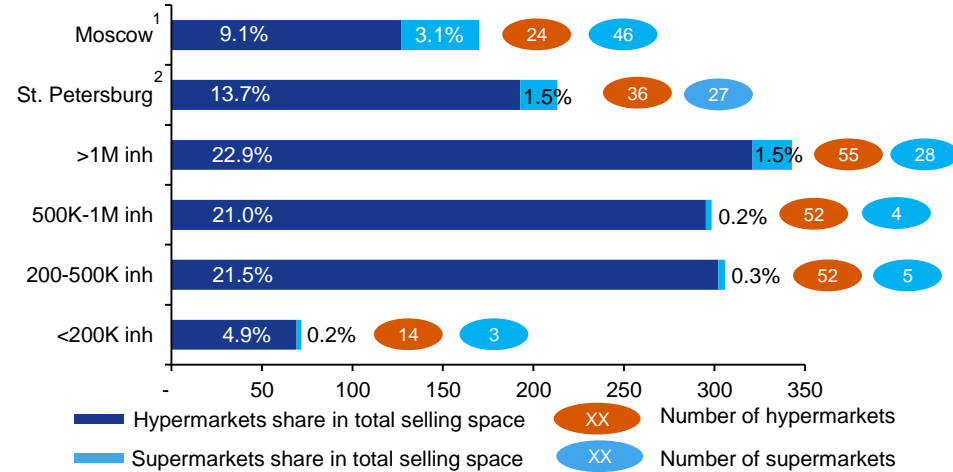
# 2Q2018 Selling space development

## Lenta total selling space age split

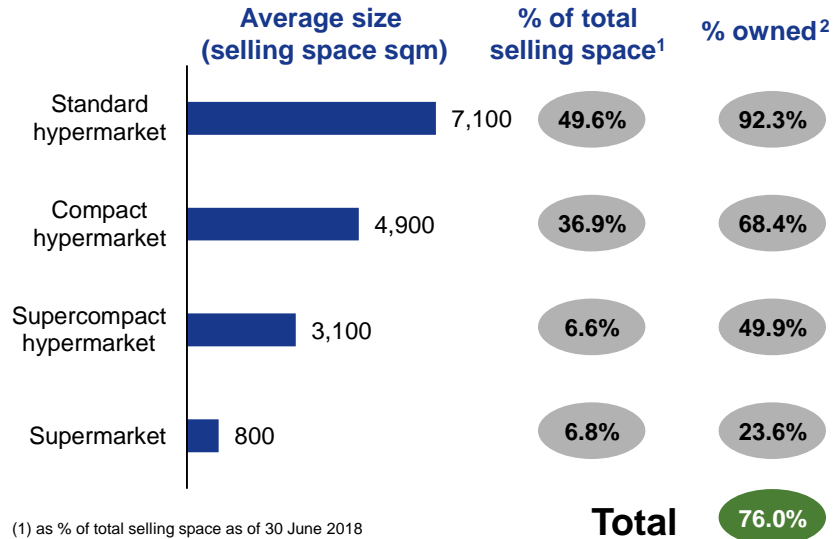
as % of total selling space



## Selling space by city population

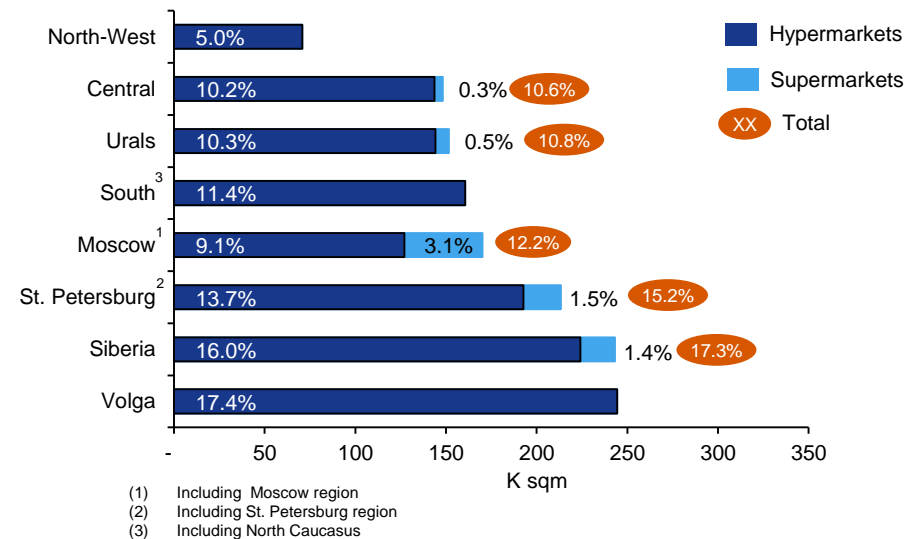


## Lenta formats



(1) as % of total selling space as of 30 June 2018  
(2) as % of total selling space of the format as of 30 June 2018

## Selling space by region



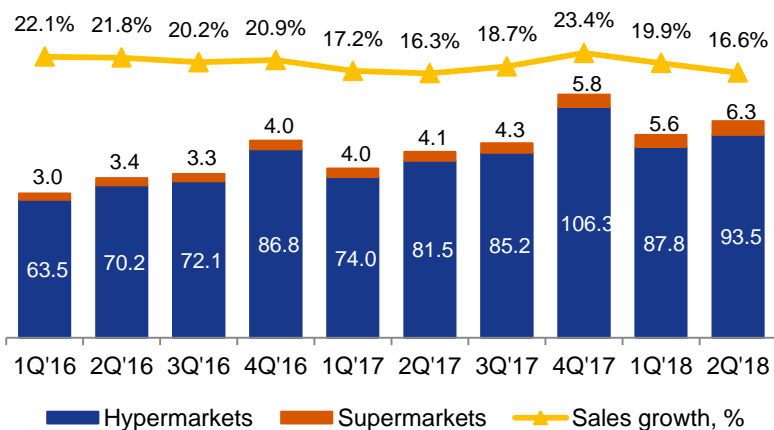
# 2Q2018 Sales growth

## Sales growth 2Q2018

	Sales	Traffic	Ticket
<b>Total</b>	<b>+ 16.6%</b>	<b>+ 20.8%</b>	<b>- 3.5%</b>
Hypermarket	+ 14.8%	+ 15.5%	- 0.6%
Supermarket	+ 51.5%	+ 69.8%	- 10.8%
<b>LFL</b>	<b>+ 3.5%</b>	<b>+ 1.5%</b>	<b>+ 2.0%</b>
Hypermarket	+ 3.7%	+ 1.5%	+ 2.1%
Supermarket	+ 0.5%	+ 1.0%	- 0.5%

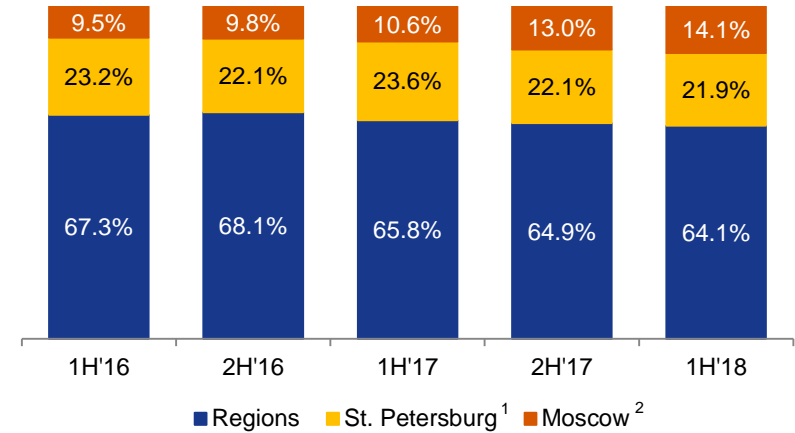
## Total Sales growth

Quarterly sales, Rub bn



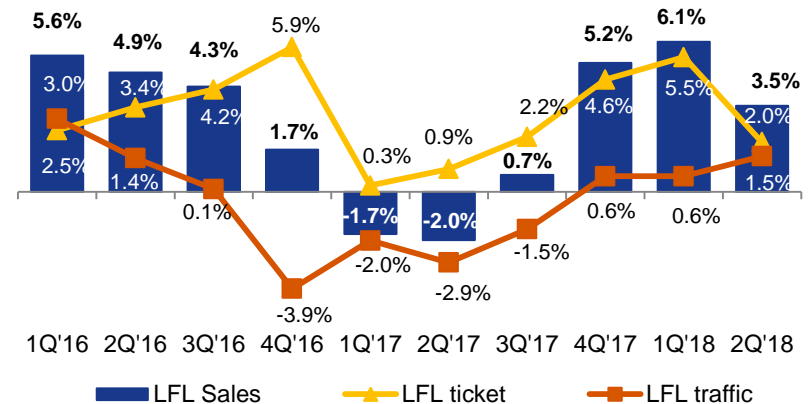
## Sales split – St. Petersburg and Moscow vs. regions

Rub sales breakdown



## LFL Sales growth

LFL growth, %

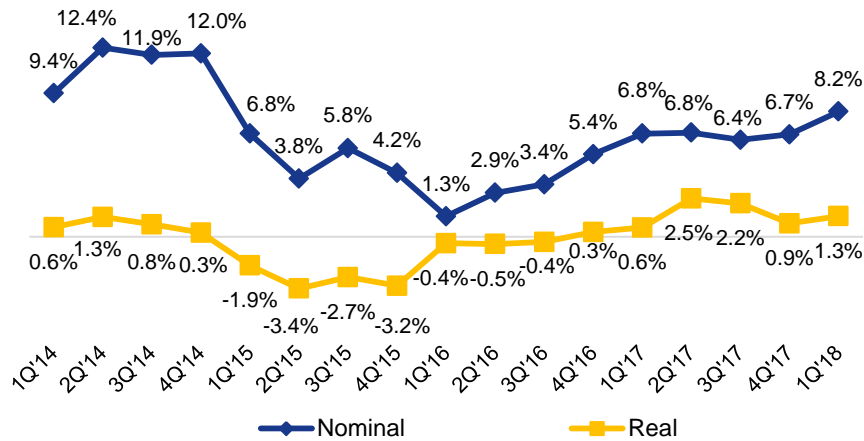


(1) Including St. Petersburg region  
(2) Including Moscow region

# Market – inflation and income trends

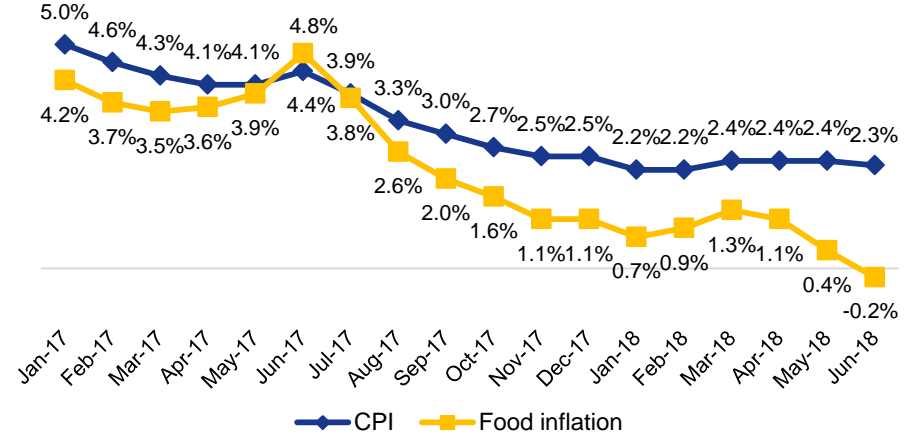
## Nominal and real GDP in 2014-2018

### Quarterly growth y-o-y, %



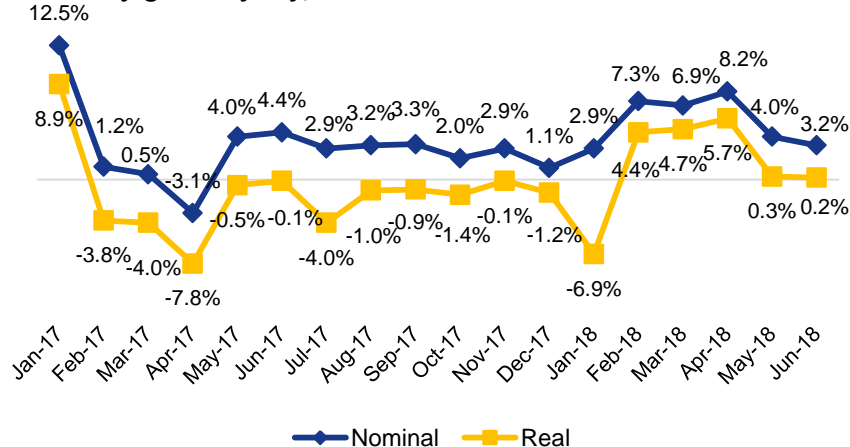
## CPI in 2017-2018

### Monthly growth y-o-y, %



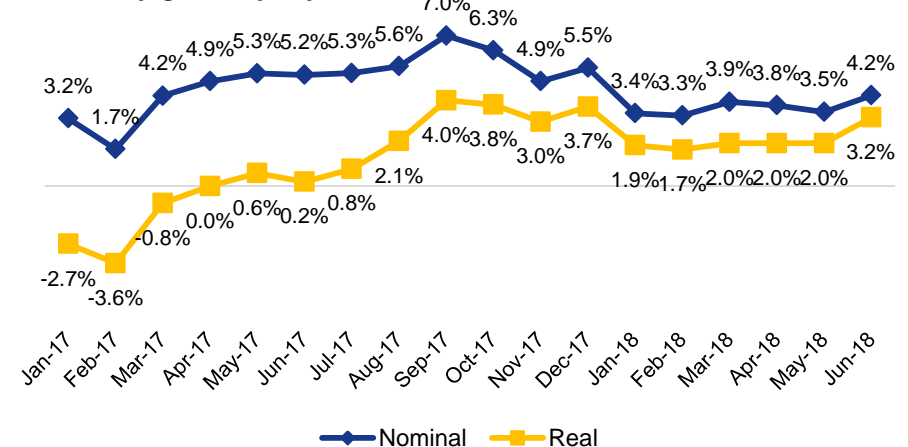
## Nominal and real disposable income in 2017-2018

### Monthly growth y-o-y, %



## Nominal and real food retail sales in 2017-2018

### Monthly growth y-o-y, %



## Appendix – Quarterly operational data

	1Q'16	2Q'16	3Q'16	4Q'16	FY'16	1Q'17	2Q'17	3Q'17	4Q'17	FY'17	1Q'18	2Q'18
<b>Sales total, Rub bn</b>	<b>66.5</b>	<b>73.6</b>	<b>75.4</b>	<b>90.8</b>	<b>306.4</b>	<b>77.9</b>	<b>85.6</b>	<b>89.6</b>	<b>112.1</b>	<b>365.2</b>	<b>93.4</b>	<b>99.8</b>
Total sales growth	22.1%	21.8%	20.2%	20.9%	21.2%	17.2%	16.3%	18.7%	23.4%	19.2%	19.9%	16.6%
<i>Hypermarkets</i>	63.5	70.2	72.1	86.8	292.6	74.0	81.5	85.2	106.3	347.0	87.8	93.5
<i>Supermarkets</i>	3.0	3.4	3.3	4.0	13.7	4.0	4.1	4.3	5.8	18.2	5.6	6.3
<b>Number of stores</b>	<b>180</b>	<b>189</b>	<b>197</b>	<b>240</b>	<b>240</b>	<b>247</b>	<b>254</b>	<b>265</b>	<b>328</b>	<b>328</b>	<b>338</b>	<b>346</b>
<i>Hypermarkets</i>	142	147	155	191	191	195	195	201	231	231	232	233
<i>Supermarkets</i>	38	42	42	49	49	52	59	64	97	97	106	113
<b>Selling space, K sqm</b>	<b>896</b>	<b>922</b>	<b>963</b>	<b>1,146</b>	<b>1,146</b>	<b>1,167</b>	<b>1,173</b>	<b>1,203</b>	<b>1,382</b>	<b>1,382</b>	<b>1,393</b>	<b>1,403</b>
<i>Hypermarkets</i>	857	882	923	1,100	1,100	1,119	1,119	1,144	1,298	1,298	1,303	1,308
<i>Supermarkets</i>	38	40	40	46	46	49	54	58	85	85	90	96
<b>LFL Sales growth</b>	<b>5.6%</b>	<b>4.9%</b>	<b>4.3%</b>	<b>1.7%</b>	<b>3.9%</b>	<b>-1.7%</b>	<b>-2.0%</b>	<b>0.7%</b>	<b>5.2%</b>	<b>0.9%</b>	<b>6.1%</b>	<b>3.5%</b>
<i>Hypermarkets</i>	5.5%	4.9%	4.3%	1.6%	3.9%	-1.8%	-2.1%	0.5%	5.4%	0.8%	6.7%	3.7%
<i>Supermarkets</i>	7.9%	3.5%	4.4%	6.1%	5.5%	0.9%	0.4%	5.0%	1.4%	1.9%	-4.0%	0.5%
<b>LFL Traffic growth</b>	<b>3.0%</b>	<b>1.4%</b>	<b>0.1%</b>	<b>-3.9%</b>	<b>-0.1%</b>	<b>-2.0%</b>	<b>-2.9%</b>	<b>-1.5%</b>	<b>0.6%</b>	<b>-1.4%</b>	<b>0.6%</b>	<b>1.5%</b>
<i>Hypermarkets</i>	2.8%	1.3%	0.0%	-4.2%	-0.2%	-2.2%	-2.8%	-1.7%	0.9%	-1.4%	1.3%	1.5%
<i>Supermarkets</i>	5.2%	2.7%	1.0%	-0.7%	1.9%	0.2%	-3.4%	0.6%	-1.7%	-1.1%	-5.4%	1.0%
<b>LFL Ticket growth</b>	<b>2.5%</b>	<b>3.4%</b>	<b>4.2%</b>	<b>5.9%</b>	<b>4.0%</b>	<b>0.3%</b>	<b>0.9%</b>	<b>2.2%</b>	<b>4.6%</b>	<b>2.3%</b>	<b>5.5%</b>	<b>2.0%</b>
<i>Hypermarkets</i>	2.6%	3.6%	4.2%	6.0%	4.1%	0.3%	0.8%	2.3%	4.5%	2.2%	5.4%	2.1%
<i>Supermarkets</i>	2.5%	0.8%	3.4%	6.9%	3.5%	0.7%	4.0%	4.4%	3.2%	3.1%	1.5%	-0.5%





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