

IN JULY, THE REVENUE OF WESTFALIKA.RU MARKETPLACE REACHED MAXIMUM VALUE FOR 2021

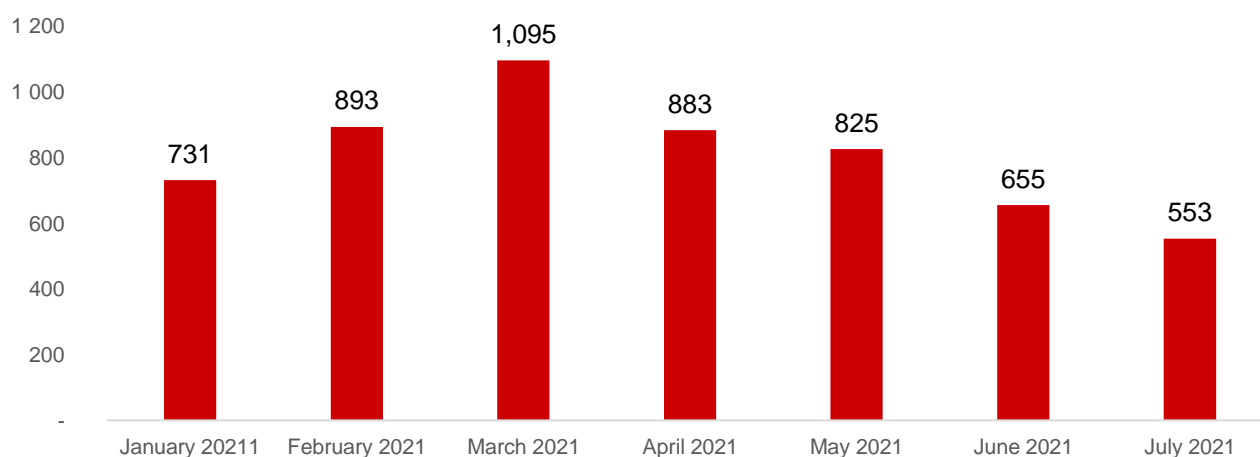
OR
GROUP

2 September 2021, Novosibirsk, Russia: OR GROUP (MOEX: ORUP/ here in after the «Company» or ORG PJSC, together with its subsidiary and dependent companies the «Group»), is a modern selling platform which comprises the westfalika.ru marketplace, an ecosystem of services and a network of 802¹ selling and service points in 319 cities and towns of Russia, presents its preliminary operating results for July 2021.

KEY OPERATING HIGHLIGHTS OF JULY 2021:

- Gross merchandise value (GMV)² of OR GROUP in July 2021 amounted to RUB 553 mln.
- Unaudited revenue for July 2021 amounted to RUB 626 mln.
- In July 2021, the revenue of the westfalika.ru selling platform (sales of private-label goods and partner products (marketplace) in the retail network and on the westfalika.ru online platform) made up RUB 208 mln.
 - Including the westfalika.ru marketplace revenue which amounted to RUB 168 mln (81% of the westfalika.ru selling platform revenue), reaching its maximum value in 2021. The number of marketplace partners at the end of July exceeded 1,000 companies.
- In July 2021, wholesale revenue amounted to RUB 250 mln.
- In July 2021, online sales were RUB 36 mln. The share of online sales in the westfalika.ru selling platform revenue at the end of July 2021 amounted to 17.3%.
- In July 2021 more than 217 thousand parcels were issued.
- The revenue from cash loans amounted to RUB 168 mln. At the end of July, the portfolio on cash loans reached RUB 2.816 bln. The average loan amount in July decreased to RUB 14,319.

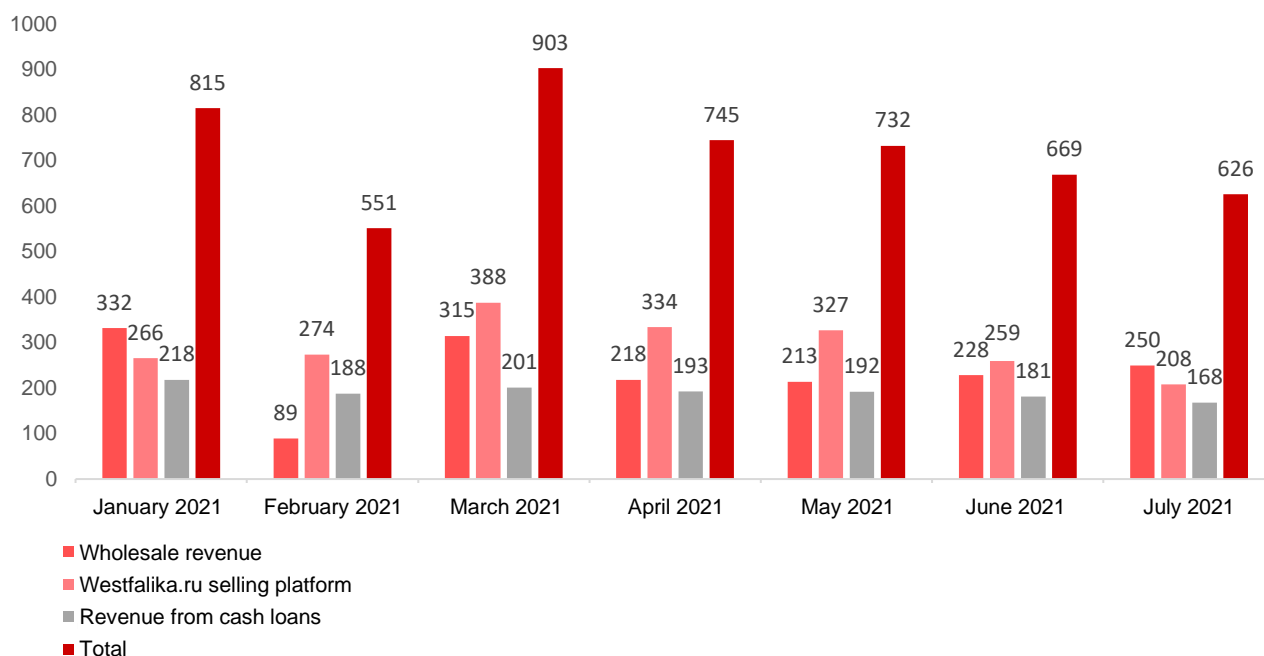
Monthly GMV of OR GROUP, RUB mln



¹ As of 02.09.2021.

² The gross merchandise value (GMV) is the total value of goods and orders sold via the OR Group selling platform, as well as VAT, instalment commission, the service turnover and other commission income.

Monthly unaudited revenue of OR GROUP, RUB mln



OR GROUP continues to develop its marketplace and online sales. In July 2021, the Company sold over 230 thousand partners' goods. Total, since the start of westfalika.ru marketplace operation, almost 4 mln wares have been sold. In July, the marketplace proceeds amounted to the maximum value in 2021 – RUB 168 mln. Middle layer clothing, household goods, sports clothes and other casual style goods are in stably high demand, which corresponds to the main trends of the past seasons.

OR GROUP is strengthening its presence in the e-commerce segment. By July 2021, the share of online sales in the revenue of the Westfalika selling platform increased to 17.3% compared to 12.7% in July 2020. The volume of online sales amounted to RUB 36 mln. The company is both improving its own marketplace and introducing new formats for cooperation with partner platforms. Thus, the Company launched sales on Wildberries using "marketplace" model (the scheme of shipping goods from the seller's warehouses). During the first month, the Group placed over 1,000 SKU on the platform. In the future, the number of items will be increased 4-5 times.

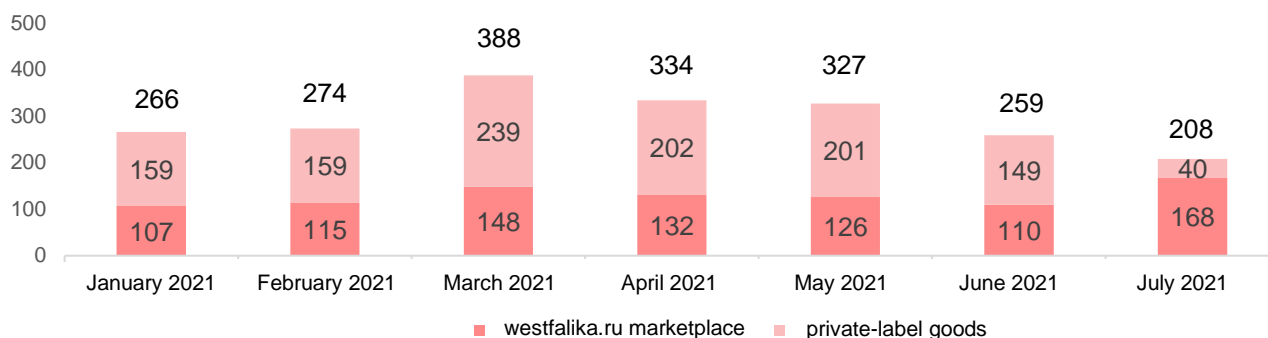
In July, OR GROUP announced cooperation with Universal Studios Limited and entry into the market of children's goods. The Company acquired a licence for the right to produce and sell footwear under the brands Minions, Jurassic World, Trolls, Spirit in Russia and the CIS countries for a period of 2.5 years. OBUV ROSSII Manufacture, part of OR GROUP, expects to produce up to 100 thousand pairs of children's shoes annually. The Company will sell the new assortment through its own retail network and selling platform. In addition, at the end of August or in September 2021, the shoe collection with Minions will appear on OZON and other marketplaces.

Development of "the last mile" service remains one of the priorities for OR GROUP. In July, the Company increased the number of partner pick-up points in retail outlets 2.2 times compared with the same period in 2020 — up to 3,322 pick-up points³, and issued 217 thousand parcels. In July, the traffic of the clients who come to

³ There may be several partner pick-up points in one sales outlet.

get partners' online orders made up 20.5% of the total traffic in stores. Fee and commission income for July 2021 almost tripled year-on-year and amounted to RUB 11.2 mln.

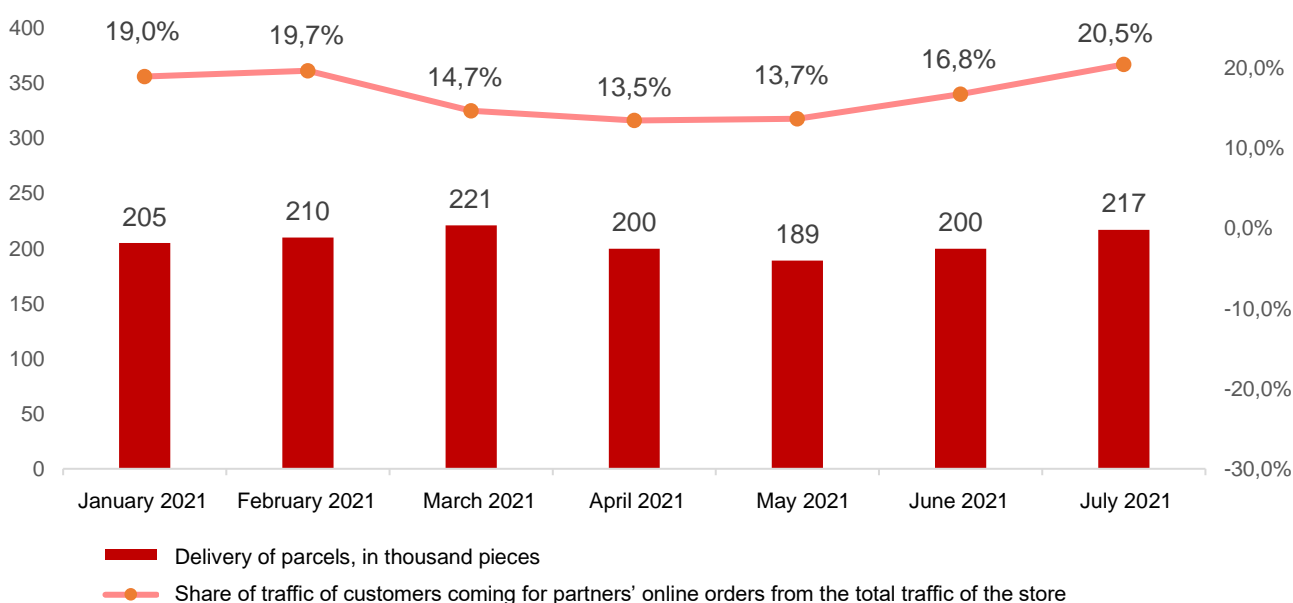
Changes and structure of westfalika.ru selling platform revenue, RUB mln



As of the end of July, the Company's cash loan portfolio made up RUB 2.816 bln, having grown by 8% year-on-year. The Company continues to increase the share of remote payments, which reached 24% of the total transaction volume in July. Such upward trend is explained by the growing popularity of payments through client's personal account, which was launched in 2020. In July 2021, there is an increase in the average purchase amount in installments by 17% up to RUB 6,583. The total amount of installment agreements decreased by 11% and made up RUB 117 mln due to the seasonal reduction of traffic in the stores during the holiday season.

The base of OR GROUP's loyal customers continues to expand. Over the 12 months, the number of the Arifmetika loyalty program participants increased by 8%, up to 2.921 mln people compared to 2.708 mln members at the end of July 2020. 59% of purchases in July 2021 were made with the use of loyalty cards.

Dynamics of issued parcels and traffic from pick-up points



COMPANY PROFILE:

OR GROUP (MOEX: ORUP), a modern selling platform comprising the westfalika.ru marketplace, an ecosystem of services and a network of retail and service outlets under the Westfalika brand, which has 802⁴ outlets in 319 cities and towns of Russia.

In October 2017, OR GROUP raised RUB 5.9 bln during an IPO on the Moscow Exchange; ORG PJSC is the issuer.

In June 2021, the Expert RA rating agency confirmed a credit rating of OR GROUP at the ruBBB level and raised the rating forecast from «developing» to «stable».

In 2020, revenue amounted to RUB 10.8 bln, net profit was RUB 0.6 bln and EBITDA was RUB 2.3 bln (according to the Group's audited financial results under IFRS).

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Marketplace: www.westfalika.ru

Telegram-channel: <https://t.me/obuvrossii>

Web-platform for suppliers: www.продает.рф