



OR GROUP ACCOMPLISHED ITS REBRANDING PROGRAM

28 June 2021, Russia, Novosibirsk: OR GROUP (MOEX: ORUP/ hereinafter referred to as the "Company" or "ORG PJSC, jointly with affiliates and subsidiaries — "Group") is a modern selling platform which comprises the westfalika.ru marketplace, an ecosystem of services and a network of 824¹ selling and service points in 331 cities and towns of Russia, announces the renaming of the parent company, the issuer of OR PJSC shares. The new full name is OR GROUP Public Joint-Stock Company, and the abbreviated name is ORG PJSC.

The renaming was the last stage of the rebranding program which has been implemented by the Group since November 2020. Earlier that year, OR GROUP renamed its main operation company (the issuer of bonds of Obuv Rossii LLC) Obuv Rossii LLC to OR LLC and changed the ticker on the MOEX to ORUP.

The rebranding was due to a change in the Group positioning: the Company came beyond the fashion segment, and now OR GROUP is the universal retailer which develops a modern selling platform, an online marketplace, integrates into the logistics infrastructure of the Russian online trading market and develops financial services (the Group includes Arifmetika MCC LLC, which specializes in issuing cash loans).

The new positioning has a positive effect upon the Group's business results: the share of online sales in the westfalika.ru revenue increased to 16.9% in May 2021, compared to 11.3% in May 2020. More than 3.5 million products have been sold since the launch of the westfalika.ru marketplace; now OR GROUP cooperates with more than 1,000 suppliers.

The Company has demonstrated high performance in other key areas as well: in May 2021, OR GROUP increased the number of pickup points in retail outlets by 1.7 times year-on-year up to 3,007 pickup points, and issued 189 thousand parcels². The Group is observing an increase in the demand for its financial services: in May 2021, the volume of cash loans issued rose by 13% year-on-year to RUB 317 mln.

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 824³ outlets in 331 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).

¹ As of 28.06.2021.

² Several partner pickup points can operate in one retail outlet.

³ As of 28.06.2021.

Additional information:

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Group's web-site: www.orgroup.ru

Marketplace: www.westfalika.ru

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

Web-platform for suppliers:

www.продает.рф