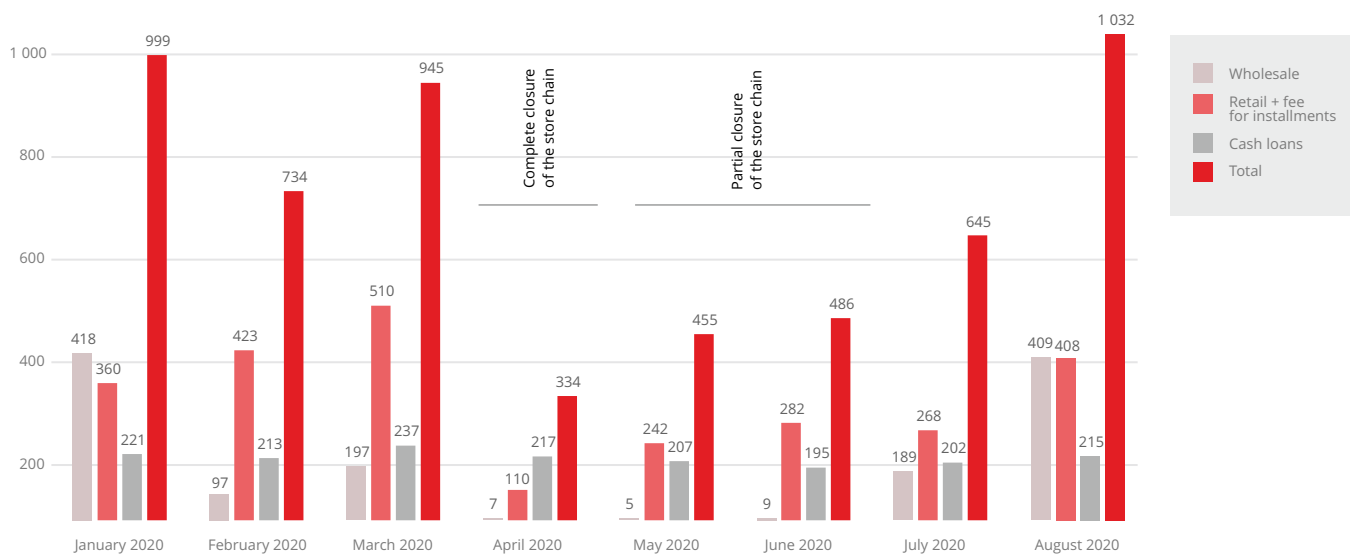


In August, the revenue of Obuv Rossii increased by 1.5 times compared to July and exceeded 1 billion rubles, achieving the maximum monthly level in 2020

15 September 2020, Russia, Novosibirsk: Obuv Rossii (MOEX: OBUV/ hereinafter referred to as the "Company" or OR PJSC, or jointly referred with affiliated and associated companies to as "Obuv Rossii" or "Group") is the first public company in Russian fashion retail, which includes 850* outlets in 341 towns and cities of Russia and two manufacturing facilities. The Group presents preliminary operating results for August 2020.

The Company continues recovering sales and increasing revenue following the lift of restrictions stemmed from COVID-19 pandemic. The unaudited revenue in August increased by 1.5 times compared to July (RUB 659 mln) and reached RUB 1,032 mln (exclusive of VAT) which is the maximum monthly level in 2020. The Group's total revenue in August exceeded the average monthly revenue in the pre-crisis first quarter of the year of 2020 by 16% and reached 80% of the total revenue of August 2019.

Monthly unaudited proceeds of Obuv Rossii Group, bln RUB



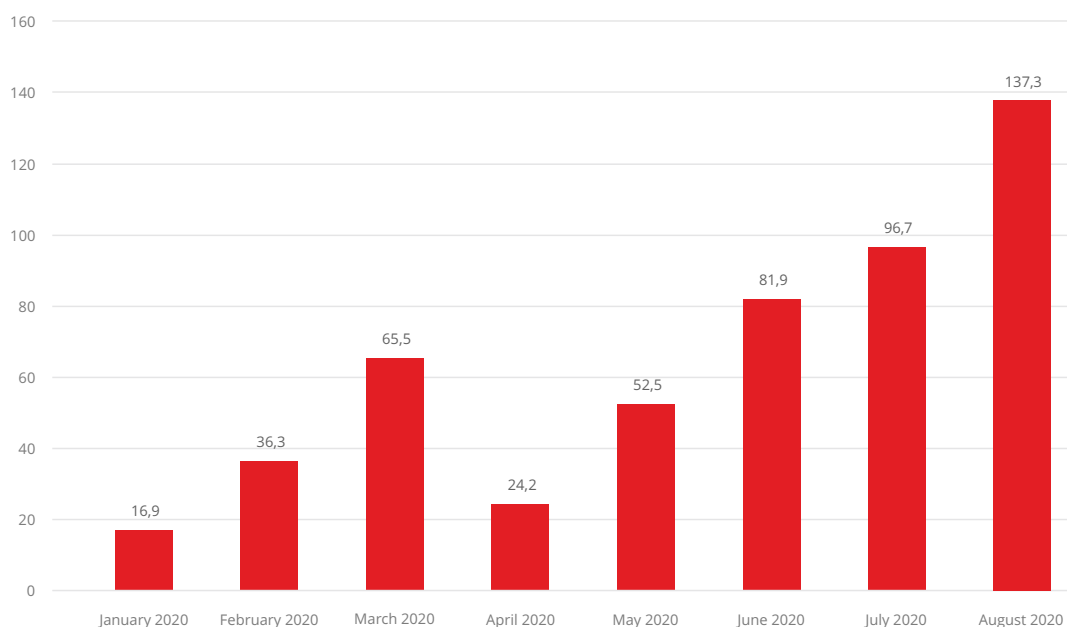
The financial services business is showing even higher growth rates and is already ahead of values of the previous year. The revenue of Arifmetika LLC, a member of the Group, which specializes in consumer loans, exceeded the revenue of August 2019 by 10% and amounted to RUB 215 mln. At the end of August, the cash loans portfolio increased by 32% year-on-year to 2.760 billion rubles. The average loan amount in August increased by 28% (up to 26,111 rubles) due to the increase in the number of repeated applications with higher limits.

* As of 15.09.2020

Wholesale revenue continues recovering at a faster pace. The August values already exceeded the average monthly revenue of the first quarter by 73% and amounted to 409 million rubles. Wholesale revenue includes sales to the Company's franchise partners, sales of goods on third-party marketplaces and orders from large corporate clients, which purchase footwear of the Group's own production.

The Prodaem project (the sale of partners' goods based on the marketplace model in the retail network and on the westfalika.ru online platform) is actively developing: the number of platform partners reached 600 companies at the end of August, the revenue from this project increased by 42% compared to July 2020 and amounted to 137.3 million rubles (35% of retail sales).

Monthly proceeds of the Prodayom Platform, bln RUB



The Group delivered more than 62 thousand parcels in August 2020 within the project of partner's pickup points. This value exceeded 486 thousand parcels for 8 months of 2020. The Group attracts new customers: the traffic of clients who come for partners' online orders amounted to 4% of the total store traffic, the conversion to purchase of such customers reached 4% at the end of August. By the end of the year the Company is going to involve new partners to the project and increase the average monthly parcel delivery volume to 200 thousand.

The number of members of the Arifmetika loyalty program, which is valid in the Company's stores, increased by 13.1% in 12 months (to 2.737 million people), compared to 2.419 million members at the end of August 2019. During this period, 64% of purchases were made using loyalty cards.

Company profile:

Obuv Rossii (MOEX: OBUV) (the parent company is OR PJSC) is the first publicly traded company in the Russian fashion retail. Obuv Rossii was established in 2003, it is headquartered in Novosibirsk and has a representative office in Moscow. The main Group business line is the production and sale of footwear and related goods. The Company manages 850* stores (175 operate as a franchise) under the brands of Westfalika, Peshekhod ("Pedestrian"), Rossita, Emilia Estra and Lisette, in addition to developing brands of clothes and footwear for the active lifestyle brands of S-TEP, all.go and Snow Guard. Furthermore, the Group also owns two manufacturing facilities in the Novosibirsk region.

In October 2017, Obuv Rossii raised 5.9 billion rubles in an IPO on the Moscow Exchange (ticker: OBUV), the issuer being OR PJSC, and in doing so became the first publicly listed company within the Russian footwear and fashion market.

In September 2020, RAEX (Expert PA) confirmed the creditworthiness rating to Obuv Rossii Group at ruBBB+ level, a "stable" forecast.

In accordance with the audited Financial Statements under the IFRS Group, revenue amounted to RUB 13.7 billion for the full year of 2019, net profit was RUB 1.7 billion, and EBITDA was RUB 3.6 billion.

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www.obuvrus.ru

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