

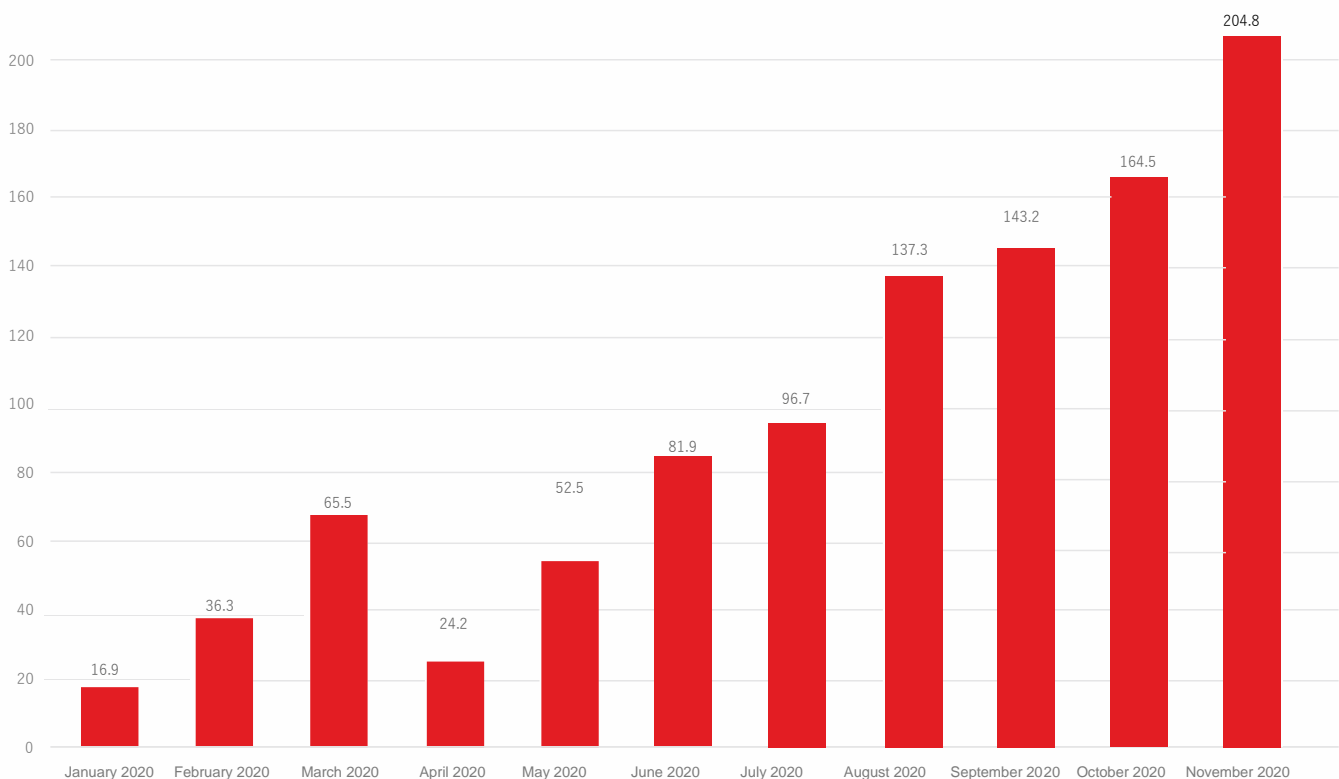
OR GROUP CONTINUES TO INCREASE REVENUE FROM PRODAEM PROJECT IN NOVEMBER

14 January 2021, Russia, Novosibirsk: OR GROUP (Obuv Rossii Group; MOEX: OBUV/ hereinafter referred to as the «Company» or «OR PJSC», jointly with its subsidiaries and affiliates referred to as the «Group»), the nationwide retailer which manages a chain of 839* general stores in 335 cities and towns of Russia and a marketplace, and develops financial services. The company hereby presents its preliminary operating results for November 2020.

OR GROUP's GMV increased by 3% in November 2020 (up to RUB 1.44 bln) compared to RUB 1.4 bln in October 2020.

OR GROUP continues to improve its business model and increase sales of partners' products in the retail chain and on westfalika.ru online platform. In November, the revenue from Prodaem project (sales of partner's products under the marketplace model) grew by 25% compared to October 2020 and amounted to RUB 205 mln (31% of retail sales). The number of platform partners exceeded 705 companies as of the end of November. In total, the Company sold more than 1.8 million partners' products within 11 months of 2020. Household goods are the most marginal, fast-growing and popular of the new categories, 80% of revenue comes from tableware, textiles and small household appliances.

Monthly revenue of Prodaem platform, RUB mln



In November, the Group witnesses a further increase in the share of online sales in net sales: at the end of November 2020, the share rose to 24% compared to 20% in October 2020; online sales reached RUB 160 mln. An updated version of Westfalika.ru mobile app was launched at the end of October 2020. Modern and convenient functionality helps to speed up the product selection and order, which has a positive effect on mobile traffic and sales: for example, the number of app downloads soared by 4.5 times, and the number of orders increased by 2.5 times in November.

* As of 14.01.2021.

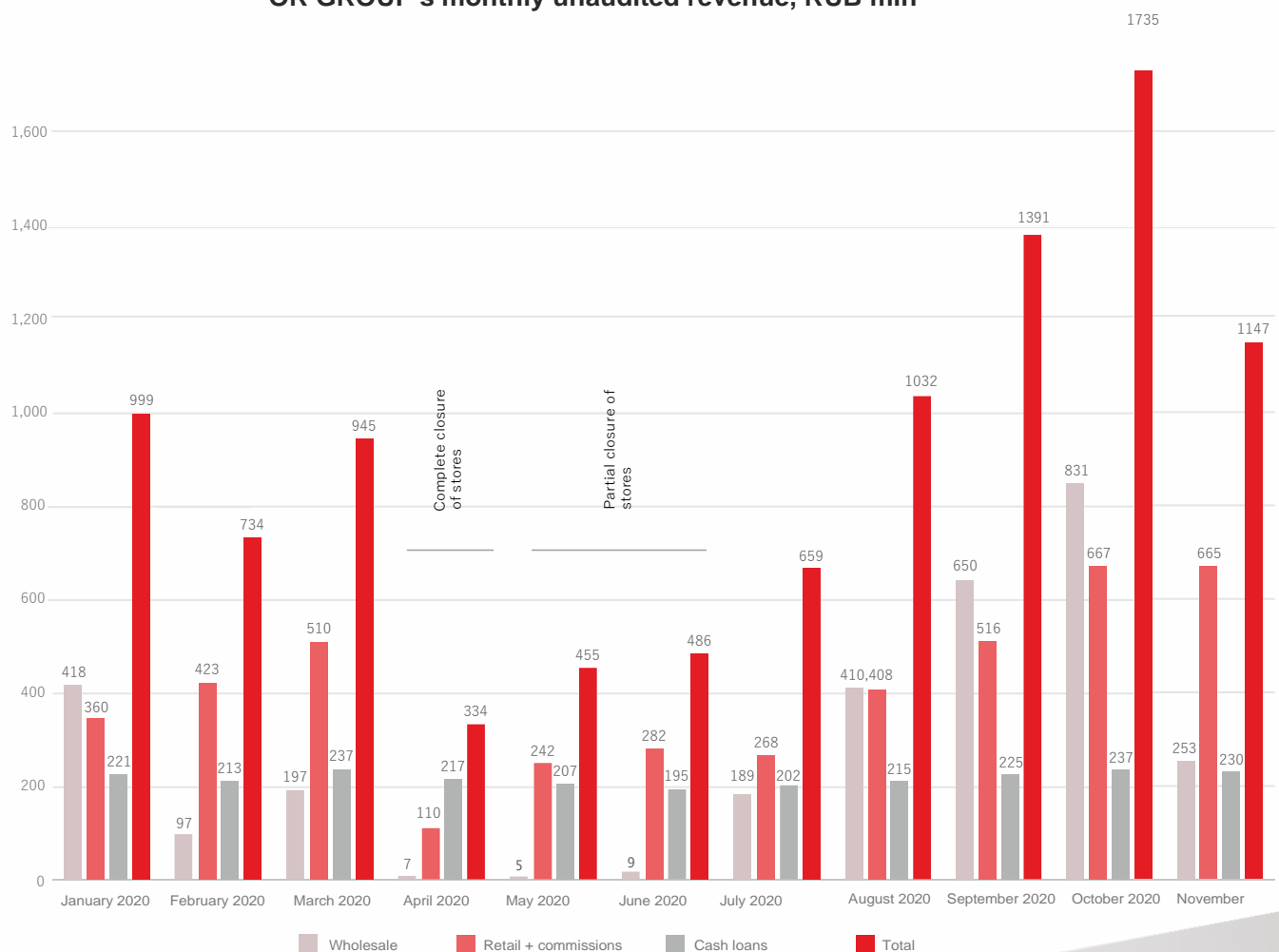
** GMV is the total value of goods and orders processed by OR GROUP trading platform, plus VAT, instalment commission, service turnover and other commission income.

The Company continues to increase volumes on the partners' pickup points project, which is facilitated by the active growth of online trading. More than 1240 pickup points are operating in OR GROUP's stores.* In November 2020, more than 215 thousand parcels were issued, which is 33% more than in October (162 thousand parcels). The Company delivered more than 957 thousand parcels through stores within 11 months of 2020. At the end of November, the traffic of customers who pick up partners' online orders amounted to 14% of the total store traffic, the conversion to the purchase of such customers reached 2.1%. OR GROUP plans to grow the volume of delivery of parcels to 300 thousand per month by the end of 2020.

OR GROUP strengthens the service component of the business and raises its revenue from cash loans, which accounted for RUB 230 mln at the end of November, a year-on-year increase is 14%. The cash loan portfolio grew by 24.7% on a year-to-year basis (up to RUB 3.009 mln) at the end of November. The average cash loan amount increased by 30.8% (up to 28,745 rubles) in November. The positive dynamics is related to the growth of loans in the 3rd quarter of 2020, which generated revenue in November 2020, and the lengthening of the terms of loans. The company continues to improve the functionality of the user account and develop remote services by attracting new customers using Partnerstvo program (recommendations of regular customers).

Unaudited revenue for November 2020 amounted to RUB 1,147 mln, and retail revenue reached RUB 665 mln; there was a slight decrease related to October 2020 (by 0.3% (RUB 667 mln in October)). In November, wholesale revenue decreased by 53% compared to November 2019 and made up RUB 253 mln. The decline is explained by the fact that franchising partners reduced their purchases in autumn and winter since the spring collections had not been sold out due to the closure of non-food stores under pandemic restrictions.

OR GROUP's monthly unaudited revenue, RUB mln



* Several partners' pickup points may operate in one outlet.

The number of participants in Arifmetika loyalty program continues to grow: it amounted to 12.1% in 12 months — up to 2.821 million people compared to 2.518 million participants at the end of November 2019. 54% of purchases in November 2020 were made using loyalty cards.

Company profile:

OR GROUP (Obuv Rossii Group, Moscow Stock Exchange ticker — OBUV) is a nationwide retail company, the parent company is OR PJSC. The Group was established in 2003; the main office is located in Novosibirsk, it also has an office in Moscow. The Company manages 839* stores (175 of them operate under a franchise) of Westfalika, Peshekhod, Rossita, Emilia Estra and Lisette brand, develops S-TEP, all.go and Snow Guard footwear and active wear brands and owns two footwear factories in the Novosibirsk region. In November 2017, Obuv Rossii raised RUB 5.9 bln during an IPO on the Moscow Exchange, the issuer is PJSC OR.

In December 2020, the Expert RA rating agency assigned a ruBBB rating to Obuv Rossii with the developing outlook.

In November 2020, the Group decide to launch rebranding project. The new name is OR GROUP. The company is changing its positioning: it goes beyond the fashion segment and becomes a universal retailer developing a modern trading platform and online marketplace.

According to the audited financial results of the Group under IFRS, revenue in 2019 amounted to 13.7 billion rubles, net profit — 1.7 billion rubles, EBITDA — 3.6 billion rubles.

The Group's site: www.obuvrus.ru.

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

Trading platform for suppliers: продаем.рф.

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