



**OBUV  
ROSSII**

Leader of Russian  
footwear retail  
in middle-price segment

# Financial results of the 1st quarter of 2014

 **WESTFALIKA**

**PESHEKHOD**  
FABRIKA OBUVI

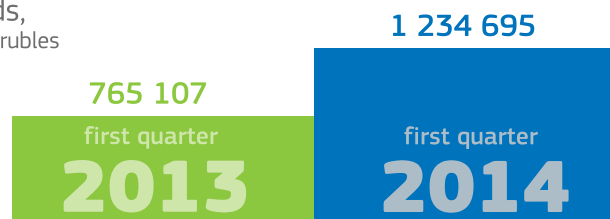
**EMILIA ESTRA**

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May 2014 г.

# Financial results of the 1st quarter of 2014

Proceeds,  
thousand rubles



**Proceeds** of the company increase by **61%** for the reporting period and made up **1,23 bln rubles**.

Net profit,  
thousand rubles



The net profit is **116 mln rubles** (**104 mln rubles** in the 1st quarter of 2014).

EBITDA,  
thousand rubles



**EBITDA** is **234 mln rubles**, the increase as related to 2013 — **48,5%**.

EBITDA,  
profitability,%



**EBITDA profitability**— **18,9%**.

# Dynamics of main financial activities

	1 quarter 2013	1 quarter 2014	gain, %	times
<b>proceeds</b> , thousand rubles	765 107	1 234 695	61	1,61
<b>EBITDA</b> , thousand rubles	157 421	233 783	48,51	1,49
<b>EBITDA profitability</b> , %	20,58	18,93	-7,97	0,92
<b>Quantity of the shops</b>	209	287	37	1,37
<b>net profit</b> , thousand rubles	103 883	115 555	11,24	1,11
<b>net profit profitability</b> , %	13,6	9,4	- 31,07	0,69

# Net development

Over **20** shops  
have been opened  
in the 1st quarter  
of 2014

**9** new cities  
the company entered  
in the 1st quarter  
of 2014



**Obuv Rossii**  
develops net in large  
regional centers as  
well as in small cities  
with population over  
**80 thousand  
people**

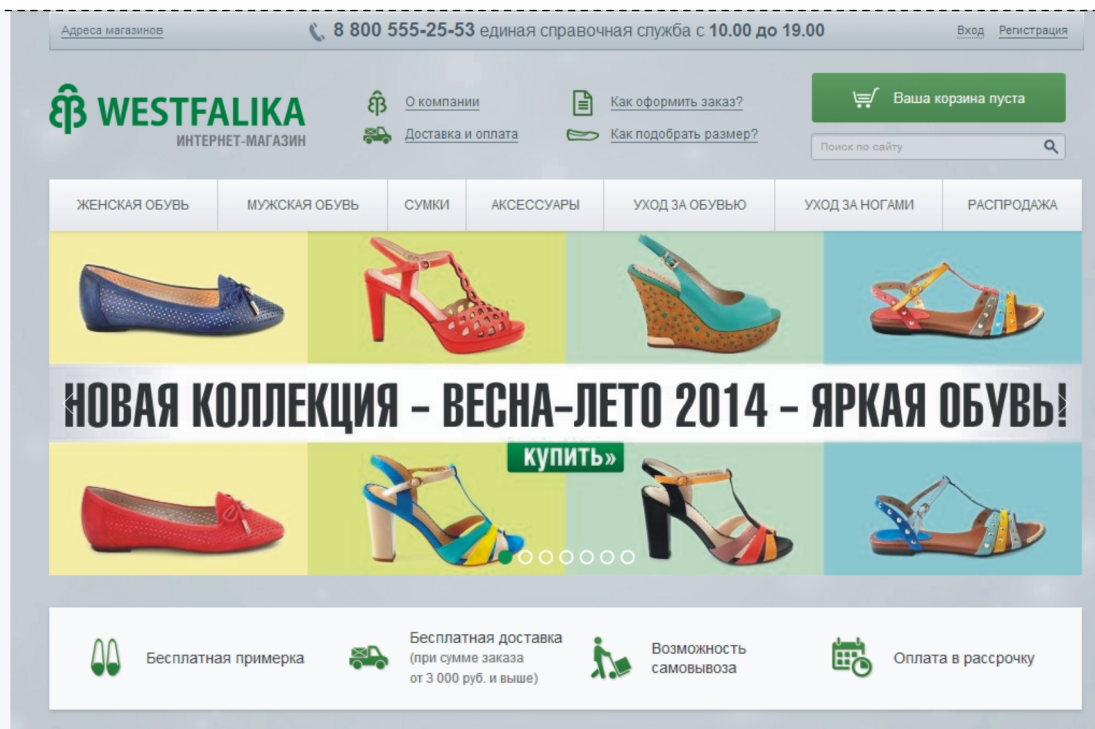


**The company opens** mainly Westfalika shops in the **shopping centers**, further the company is planning to increase the share of TC in revenue up to **50%**.

# E-commerce

**10**  
thousand  
per month in a year

The company plans to increase the number of the orders via the online orders



In early **March 2014 Obuv Rossii** entered the **e-commerce market** and opened its own online shop **www.westfalika.ru**. The main goal of the project is to offer a new additional service regular customers network **Westfalika** as well as to expand the geography of sales and consumer audience.

# New brands

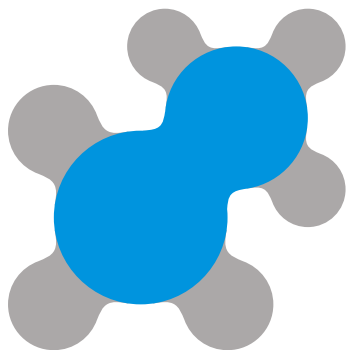


In February Obuv Rossii launched a new casual brand **All.go**. **All.go** presents garden and beach shoes made of **EVA material**.

The shoes are produced in our own factory **Obuv Rossii** in **Novosibirsk**.

The collection consists of **60 SKU**, **sales plan** is **30 million rubles** for this year.

In the future the company plans to expand the assortment of **All.go** by launching **casual and sport shoes**.



## Modified Polymers

research centre

# Related Products

more than

**1000** SKU  
— range of the related products

Sales of the related products in Obuv Rossii retail chains increased twice and amounted

**197** million rubles  
in the 1st quarter of 2014

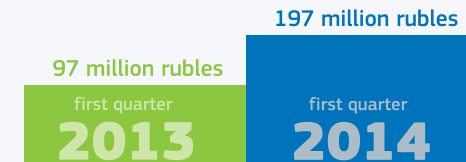
**50** %  
proceeds  
of the related products — bags

**16,7** %  
— share of retail revenue for the 1st quarter of 2014

(compared to the 1st quarter of 2013 - 14.8%)



Dynamics of sales of the related products (the 1st quarter of 2013 and 2014)



# Sales on installments

**105 thousand**  
agreements of sales  
on installment were  
registered in the 1st  
quarter of 2014.

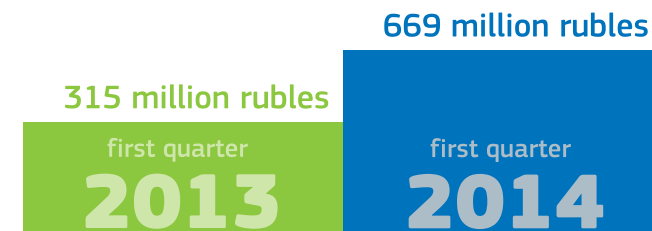
**669 mln  
rubles**  
– the volume  
of sales on installments  
in the 1st quarter of 2014.

**500 thousand  
people**  
have already purchased  
footwear on installments  
since the start of the project  
in August 2009.

**60 %**  
have purchased  
footwear  
on instalments  
two and more times.



Dynamics of the growth of sales on installments,  
the 1st quarter of 2013 –the 1st quarter of 2014





# Investment programme of 2014

120

shops

– the company plans to open

1,5

bln rubles

– investments of the company in the net development in 2014.

In summer-autumn season the main volume of the **development will be made.**



# Financial activities of Obuv Rossii GC

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	1st quarter 2013	1st quarter 2014
Proceeds, thousand rubles	207 595	302 048	582 072	1 235 759	1 623 398	1 328 644	1 586 732	2 203 355	3 334 523	4 966 692	765 107	1 234 695
Growth to the previous period		45,50	92,71	112,30	31,37	-18,16	19,42	38,86	51,34	48,95	40,55	61,38
EBITDA, thousand rubles	47 529	33 944	89 698	215 112	202 518	177 595	184 419	287 692	529 288	912 174	157 421	233 783
EBITDA profitability	22,90	11,24	15,41	17,41	12,47	13,37	11,62	13,06	15,87	18,37	20,58	18,93
Owned capital	46 751	76 239	253 867	418 635	535 535	677 830	778 025	1 140 692	2 216 161	2 837 493	2 322 838	2 952 753
Assets	202 298	209 014	530 124	1 407 314	1 157 153	1 326 859	1 419 712	2 353 856	4 139 958	5 655 185	4 332 962	6 077 434

Thank you for your attention!