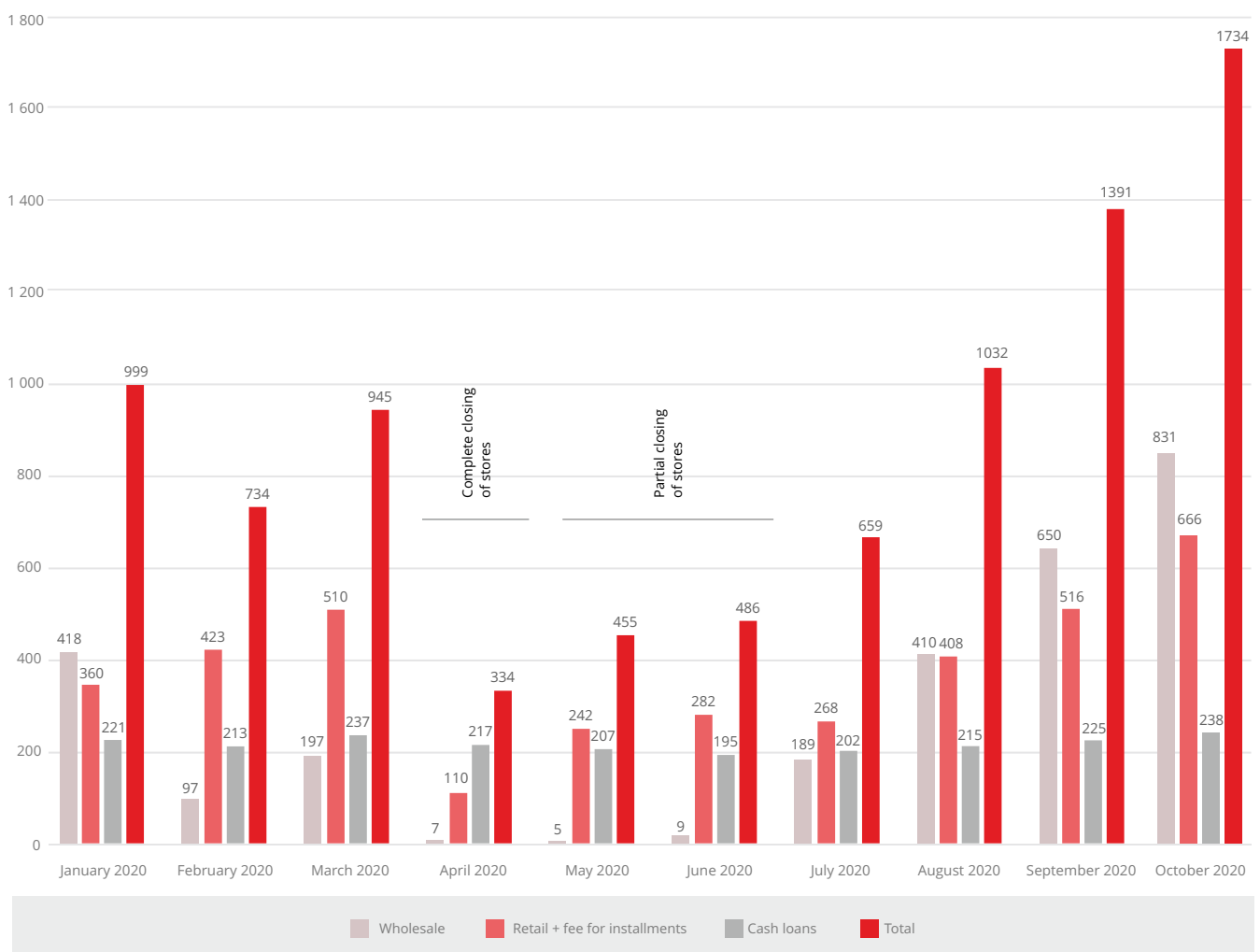


**IN OCTOBER, OBUV ROSSII'S REVENUE EXCEEDED LAST YEAR'S FIGURES
AMOUNTING TO OVER RUB 1.7 BLN**

24 November 2020, Russia, Novosibirsk: Obuv Rossii (MOEX: OBUV/ hereinafter «Company» or OR PJSC, or jointly with subsidiaries and affiliated companies — «Obuv Rossii» or «Group»), a nationwide retailer running a network of department stores with 843* sales outlets in 336 cities and towns in Russia, operating a marketplace and developing financial services, announces its preliminary operating results for October 2020.

Unaudited revenue for October grew by 6% year-on-year and made up RUB 1,734 mln. As a result, the Company not only achieved but also outperformed the pre-crisis monthly earnings, it is for the first time after the lockdown was lifted. Such growth resulted from the implementation of a renewed Company's business model which is based on the development of offline/online marketplace, integration in the logistic infrastructure of the e-commerce market and the development of financial services for the customers. Compared with September 2020, the proceeds grew by 25%.

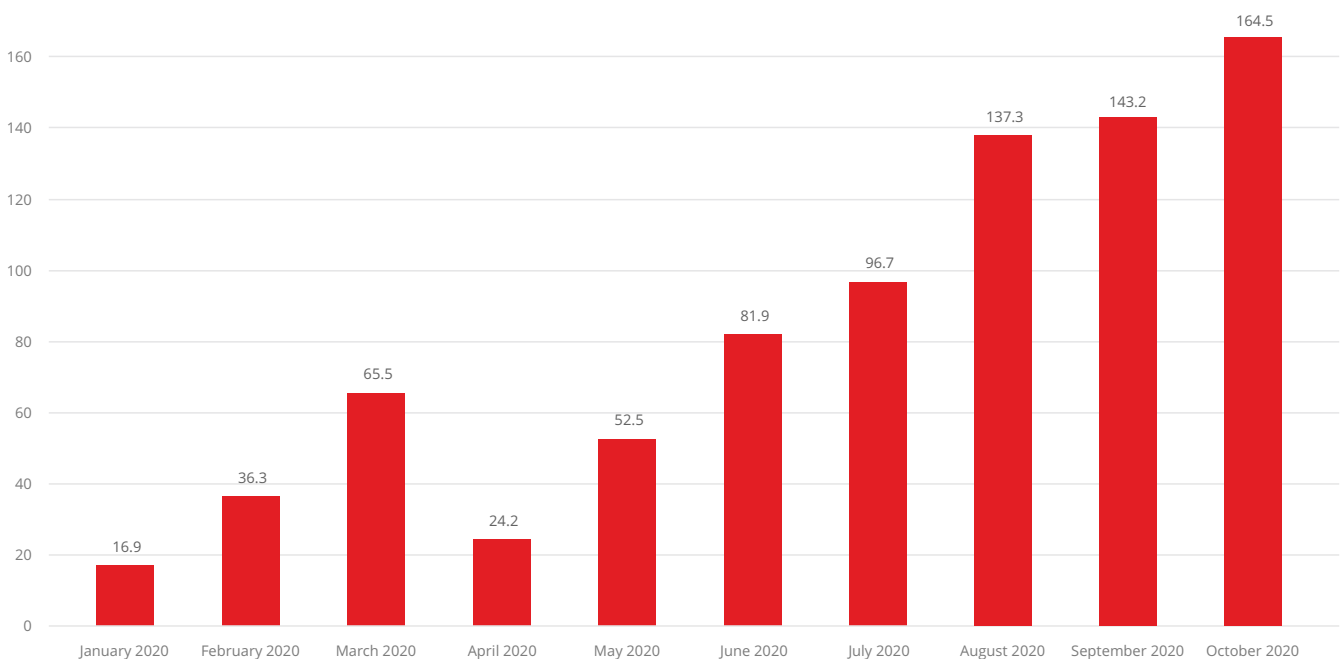
Monthly unaudited revenue of Obuv Rossii Group, mln RUB



* As of 24 November 2020.

In October, the revenue from the Prodayom project (sales of partners' products using the marketplace model in the retail network and on the westfalika.ru online store) grew by 15% as compared with September 2020 amounting to RUB 164 mln (25% of the retail sales). The number of website's partners as of the end of October 2020 exceeded 650 companies. In general, over the ten months of 2020, the Company sold more than 1.5 million partners' products. In October 2020, the Group launched an updated Westfalika mobile application, which will enhance the conversion growth from the mobile traffic and, as a result, the marketplace sales, with a positive effect on the target audience loyalty due to an accelerated process of product choice and order placement.

Monthly revenue of the Prodayom Platform, mln RUB



In September, the Group became the first network partner of Wildberries to open pickup points; in October it started to cooperate with the IML logistic operator. As a result, the number of partners in the pick-up point project reached 10. Connecting new big partners made it possible for the Group to increase the monthly parcel release volumes significantly — in October 2020 this number exceeded 162 thousand parcels, which is 80% higher than the dispatch volume in September (91 thousand parcels). Over the ten months of 2020, the Company delivered more than 740 thousand parcels through its stores. As a consequence, the traffic increased — according to the results of October, the traffic of clients who come to get partner online orders amounted to 9.3% of the total traffic in the stores, with the conversion to sales amounting to 2.1% for such clients.

Cash loans are still one of the primary growth drivers. The proceeds of Arifmetika Microcredit Company LLC exceeded the proceeds of October 2019 by 16% making up RUB 238 mln. As of the end of October, the cash loan portfolio increased by 24% up to RUB 2,958 mln. In October the average loan amount increased by 31% up to RUB 28,543. The Company is testing remote technologies — extending cash loans online. The project will be launched in early 2021 to trigger the further development of this line.

Wholesales show high performance. The revenue includes the sales to Company's franchising partners, sale of products at other marketplaces, and orders from big corporate clients purchasing footwear produced by the Company. In October, the wholesale revenue increased by 72% year-on-year and amounted to RUB 831 mln due to the effect of pent-up demand formed during the previous months.

Most of Obuv Rossii's customers are regular, which is confirmed by the growing number of Arifmetika loyalty program participants — for the last 12 months it increased by 13% to 2.794 mln people as compared with 2.482 mln people at the end of October 2019. 54% of purchases in October 2020 were made using loyalty cards.

Company profile:

Obuv Rossii (MOEX: OBUV) (the parent company is OR PJSC) is a nationwide retail company. Obuv Rossii was established in 2003, it is headquartered in Novosibirsk and has a representative office in Moscow. The Company manages 843* 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, Expert PA confirmed the creditworthiness rating to Obuv Rossii Group at ruBBB+ level, a «stable» forecast.

In accordance with the audited Financial Statements under IFRS, the Group's 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.

Website of the Group:

www.obuvrus.ru

Telegram:

<https://t.me/obuvrossii>

Additional information:

Contact for mass media:

Natalia Pauli,
PR Director,

+7 913 750-81-37
n.pauli@obuvrus.ru

Contact for investors:

Kirill Streblyanskiy,
Director of Capital Markets
of Obuv Rossii Group,
+7 383 280-80-21
k.streblyanskiy@obuvrus.ru