

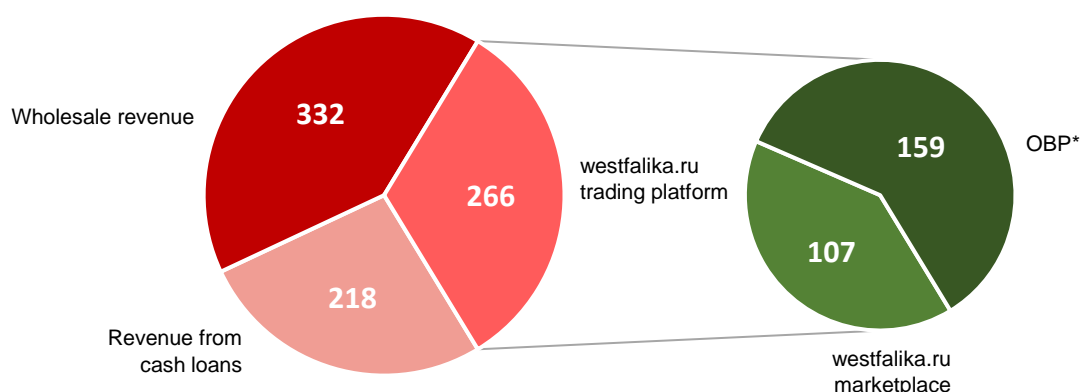
IN JANUARY, THE SHARE OF ONLINE SALES IN THE REVENUE OF WESTFALIKA.RU TRADING PLATFORM REACHED 23.4%

25 February 2021, Russia, Novosibirsk: OR GROUP (previously Obuv Rossii Group; MOEX: OBUV/hereinafter Company or OR PJSC, or jointly with subsidiaries and affiliates – Group), a modern trading platform which comprises the westfalika.ru marketplace, an ecosystem of services and a network of 838 sales and service outlets under the Westfalika brand presented in 333 towns in Russia, announces its preliminary operating results for January 2021.

KEY OPERATING HIGHLIGHTS:

- Gross merchandising value (GMV)¹ of OR GROUP in January 2021 made up RUB 731 mln.
- Unaudited revenue for January 2021 was RUB 815 mln.
- The company is developing the westfalika.ru trading platform selling own-brand products as well as partners' products (marketplace) in the retail chain and on the westfalika.ru platform. The number of marketplace partners as of the end of January was 775 companies.
 - The revenue of the westfalika.ru trading platform according to the results of January 2021 amounted to RUB 266 mln.
 - Including the westfalika.ru marketplace revenue RUB 107 mln. (40% of the westfalika.ru platform sales).
- In January 2021, the wholesale proceeds were RUB 332 mln.
- The share of online sales in the Westfalika.ru trading platform proceeds according to the results of January 2021 was 23.4%.
- In January 2021, over 205 thousand parcels were issued.
- The proceeds of Arifmetika Microcredit Company, LLC which is a part of the Group specialising in cash loans made up RUB 218 mln. As of the end of January, the loan portfolio accounted for RUB 2,919 mln. The average loan amount in January increased up to RUB 22,674.

OR GROUP REVENUE STRUCTURE, MILLION RUBLES



¹ Gross merchandising value (GMV) is the total price of goods and orders processed by OR GROUP trading platform, as well as VAT, instalments commission, service turnover and other commission proceeds.

* OBP — own-brand products.



OR GROUP is increasing the number of marketplace partners offering them a possibility to sell products both via stores and on the online platform. In January 2021, the company sold more than 210 thousand partners' products. The westfalika.ru marketplace sold over 2.3 million products since the launch of the project. Since 2020, OR GROUP has rotated the stock in stores including fashion collections more often. Presently, the company forms a stock matrix for every month which allows it to trace seasonal fluctuations, short-time extraordinary demand for certain products and, as a result, to increase its sales.

Development of the store concept as a service point yields good results too, add-on services contributing significantly to the company's performance growth. Proceeds of Arifmetika Microcredit Company, a part of the Group specialising in extending cash loans, was RUB 218 mln. At the end of January, the loan portfolio made up RUB 2,919 mln. An average loan amount increased in January up to RUB 22,674.

In December 2020, an updated westfalika.ru site was launched in the marketplace format. Now the online platform offers a variety of stock of both private labels and partners' ones. It allows the Company to further increase the share of online sales in the revenue of the westfalika.ru trading platform. At the end of January 2021, the share increased to 23.4%, compared to 15.5% in January 2020; online sales reached RUB 62 mln.

The company's stores are becoming full-fledged logistics units in the structure of the Russian e-commerce market. OR GROUP continues to expand its pool of partners dealing with leading players: in January, the company started cooperating with one of the world's largest IT and logistics operators, Cainiao (Cainiao Network is part of Alibaba Group). As part of the partnership, parcel terminals were placed at 98 OR GROUP outlets where AliExpress orders can be received. It is planned to double the number of parcel terminals by the end of the year. Currently, more than 2,380 pickup points² operate at OR GROUP outlets, which is 34% more than in the previous year. In January 2021, more than 205 thousand parcels were issued, which is 2.5 times more than the volume of issues in the same period last year (80 thousand parcels). At the end of January, the traffic of customers who come to pick up partners' online orders accounted for 19% of the total traffic.

The number of participants in the Arifmetika loyalty program continues to grow: it increased by 11% — up to 2.851 million people in 12 months compared with 2.575 million participants at the end of January 2020. 60% of purchases were made using loyalty cards in January 2020.

² Several partners' pickup-points can operate in one outlet.

COMPANY PROFILE:

OR GROUP (former Obuv Rossii Group; MOEX: OBUV), a modern trading platform comprising the westfalika.ru marketplace, an ecosystem of services and a network of retail and service outlets under the Westfalika brand which has 838 objects in 333 cities and towns of Russia.

In October 2017, OR GROUP raised 5.9 RUB bln during an IPO on the Moscow Exchange, PJSC OR was the issuer.

In December 2020, the Expert RA rating agency assigned a credit rating at the ruBBB level. The rating forecast is "developing".

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

Additional information:

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www.emilia-estra.ru,
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www.lisette.me

Telegram:

<https://t.me/obuvrossii>

Web-platform for suppliers:

www.продаем.pdf