

IN APRIL, ONLINE SALES REACHED 20% OF THE WESTFALIKA SELLING PLATFORM REVENUE

OR
GROUP

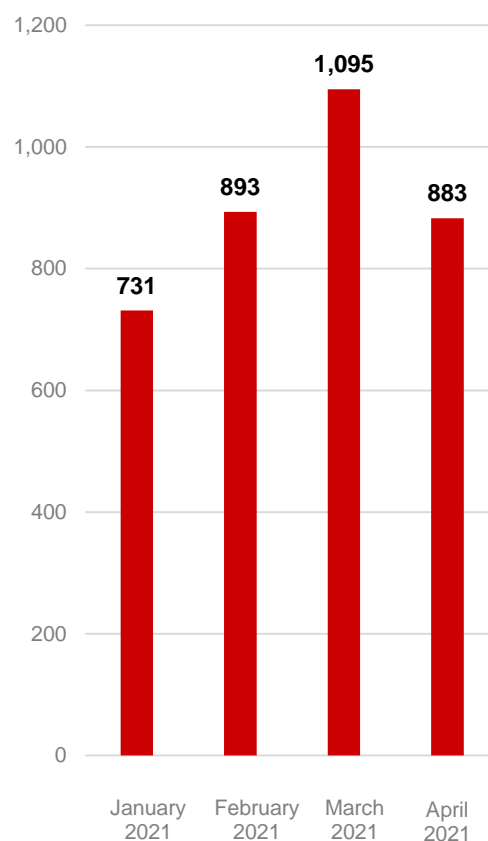


28 May 2021., Novosibirsk, Russia: OR GROUP (MOEX: ORUP/ here in after the «Company» or OR PJSC, together with its subsidiary and dependent companies the «Group»), is a modern selling platform which comprises the westfalika.ru marketplace, an ecosystem of services and a network of 829¹ selling and service points in 332 cities and towns of Russia, presents its preliminary operating results for April 2021.

KEY OPERATING HIGHLIGHTS OF APRIL 2021:

- Gross merchandise Value (GMV)² of OR GROUP in April 2021 amounted to RUB 883 mln.
- Unaudited revenue for April 2021 amounted to RUB 745 mln.
- At the end of April 2021, the revenue of the westfalika.ru selling platform (sales of private-label goods and partner products (marketplace) in the retail network and on the westfalika.ru online platform) made up RUB 334 mln
 - Including the westfalika.ru marketplace revenue which amounted to RUB 132 mln (39% of the westfalika.ru selling platform revenue). The number of marketplace partners at the end of April exceeded 1,000 companies.
- In April 2021, wholesale revenue amounted to RUB 218 mln.
- In April 2021, online sales were RUB 67 mln. The share of online sales in the westfalika.ru selling platform revenue at the end of April 2021 amounted to 20%.
- In April 2021 more than 200 thousand parcels were issued.
- The revenue from cash loans amounted to RUB 193 mln. At the end of April, the portfolio on cash loans reached RUB 3.059 bln. The average loan amount in April increased to RUB 27,814.

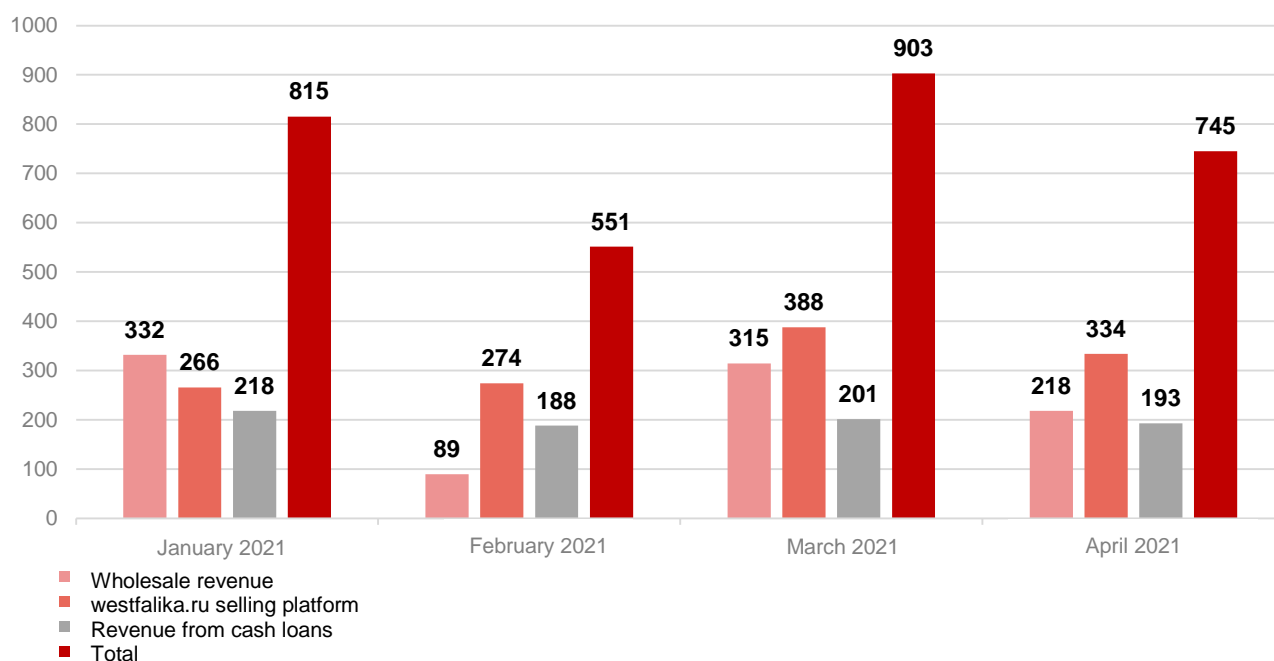
Monthly GMV OR GROUP,
RUB mln



¹ As of 28.05.2021.

² The gross merchandise value (GMV) is the total value of goods and orders sold via the OR Group selling platform, as well as VAT, instalment commission, the service turnover and other commission income.

Monthly unaudited revenue of OR GROUP, RUB mln



In March-April, OR GROUP observed an increase in traffic in sales outlets by 12-15% due to the advertising campaign launched at the end of March and the high spring season when clients were actively buying new shoes, clothes and accessories. In like-for-like stores, the sales were at the level of 2019. In general, the market and demand are restoring slowly which stems from the high uncertainty level, decreased real disposable income and tight economic situation in the country. The company expects the next wave of growing consumer activity in August when clients start getting ready for the autumn-winter season. The market may recover entirely in 2022-2023.

OR GROUP continues to develop the omnichannel sales model, the marketplace and online sales. In April 2021, the company sold over 280 thousand partner's goods; since the launch of the westfalika.ru marketplace over 3.2 million goods have been sold. OR GROUP is observing an uplift in sales of household goods, and products that are in demand due to the casual-style trend and healthy living — socks and sports apparel, the latter was introduced to the Westfalika marketplace last year. The company will continue to expand its stock with the consideration of customers' buying preferences, involving new suppliers in the marketplace project.

According to the results of April 2021, the share of online sales in the proceeds of the Westfalika platform increased to 20% as compared with 14% in April 2020. The online sales volume achieved RUB 67 mln. OR GROUP improves the functions of the Westfalika.ru marketplace by introducing new instruments that allow increase sales conversion. The functions include a smart search that corrects customer's mistakes when entering a request and makes it possible to have a selection of the most popular items on the website. The company also improves its logistics — in April, the Group expanded the structure of regional warehouses for the online store, which made it possible to reduce the shipment interval and make the period of delivery to the Ural region and the Far East 3-4 days shorter.

In April, OR GROUP increased 1.5 times the number of its pickup point at sales outlets as compared with the same period in 2020 — up to 2,713 pickup points³, and issued 200 thousand parcels. Currently, the company cooperates with 15 partners. In April, the traffic of customer who come to get partner online orders was 13.5% of the total traffic in stores.

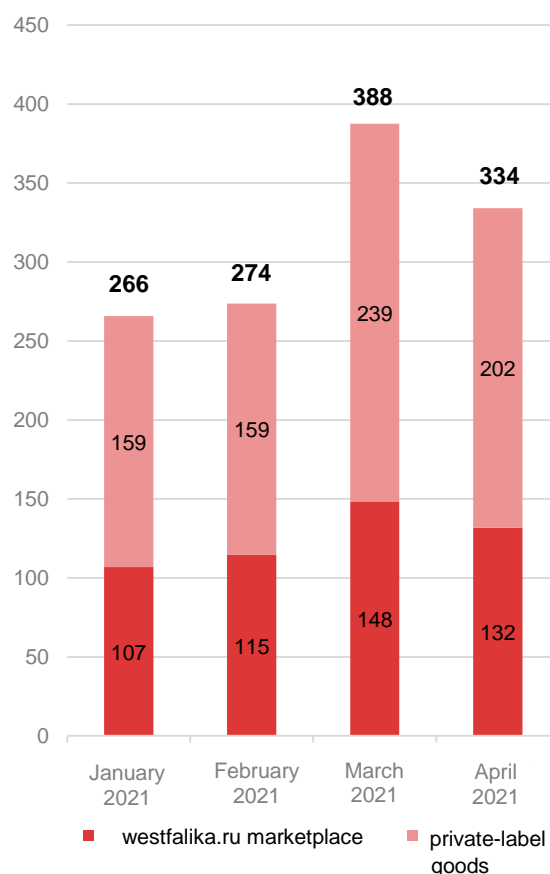
The Company's financial services continue to enjoy particular demand — by the end of April, the company's cash loan portfolio exceeded RUB 3 bln; the year-to-year growth was 21%. The average loan amount increased by 29% due to the rise in reissued loans to clients with higher limits. The database of regular clients of OR GROUP also continues to enlarge — in the twelve months, the number of Arifmetika loyalty program members increased by 9% up to 2,889 mln people as compared with 2,646 mln participants as of April 2020. 58% of purchases in April 2021 were made using loyalty cards.

In the middle of April the rating agency "Expert" published rankings of microfinance organizations for 2020⁴. MFC «Arifmetika» LLC, a part of OR GROUP, took the 3rd place in Russia among MFIs by the volume of issued consumer loans (Installments) and the net profit value in 2020. According to the results of the year the volume of long consumer loans issued exceeded 5 billion rubles, the net profit of the microcredit company amounted to 695 million rubles.

In April 2021, OR GROUP successfully completed an offer of bonds, series 001P-01 and 001P-02, placed under the program of listed bonds, series 001P. The company fulfilled 13 notices of call from bondholders for a total of RUB 31.34 mln. The insignificant called bond volume is evidence of a high level of investors' trust in OR GROUP and the efficiency of the renewed business model.

The company is implementing a program aimed at a reduction of net debt / EBITDA. In April, VTB bank wrote off the RUB324 mln indebtedness connected with preferential credits extended to OR LLC and OBUV ROSSIII LLC that are members of the Group. Credits were extended to OR GROUP as a systemic company as part of the support for organizations operating in sectors that suffered most from COVID-19.

Dynamics and composition of westfalika.ru selling platform



³ There may be several partner pick-up points in one sales outlet.
⁴ "Expert" rankings of microfinance organizations for 2020: <https://raexpert.ru/rankings/mfi/2020/>

COMPANY PROFILE:

OR GROUP (MOEX: ORUP), a modern selling platform comprising the westfalika.ru marketplace, an ecosystem of services and a network of retail and service outlets under the Westfalika brand, which has 829⁵ outlets in 332 cities and towns of Russia.

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

In December 2020, the Expert RA rating agency assigned a credit rating of OR GROUP at the ruBBB level. The rating forecast is «developing».

In 2020, revenue amounted to RUB 10.8 bln, net profit was RUB 0.6 bln and EBITDA was RUB 2.3 bln (according to the Group's audited financial results under IFRS).

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Group's web-site:

www.orgroup.ru

Marketplace: www.westfalika.ru

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

Web-platform for suppliers:

www.продаем.рф