

## FOR 8 MONTHS OF 2021, THE REVENUE OF THE WESTFALIKA MARKETPLACE EXCEEDED RUB 1.1 BLN

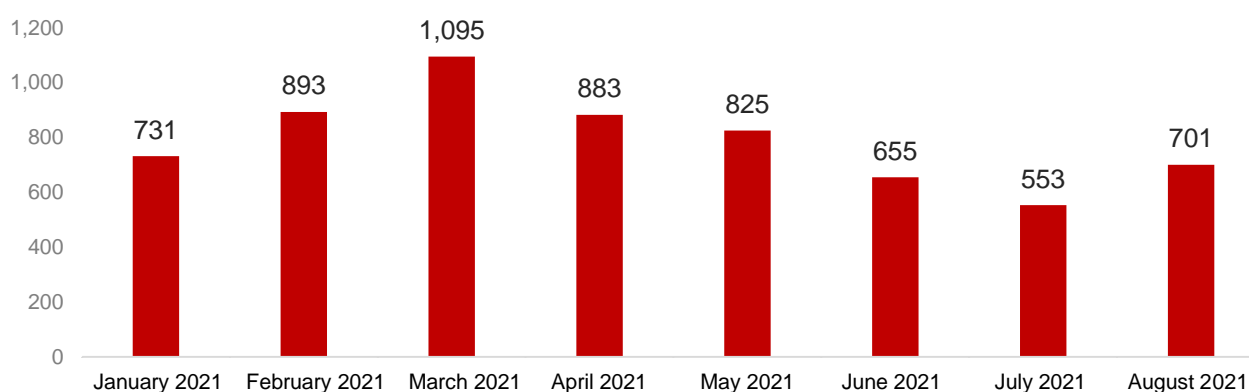


**30 September 2021, Novosibirsk, Russia:** OR GROUP (MOEX: ORUP/ here in after the «Company» or ORG PJSC, together with its subsidiary and dependent companies the «Group»), is a modern selling platform which comprises the westfalika.ru marketplace, an ecosystem of services and a network of 799<sup>1</sup> selling and service points in 318 cities and towns of Russia, presents its preliminary operating results for August 2021.

### KEY OPERATING HIGHLIGHTS OF AUGUST 2021:

- Gross merchandise value (GMV)<sup>2</sup> of OR GROUP in August 2021 amounted to RUB 701 mln.
- Unaudited revenue for August 2021 amounted to RUB 697 mln.
- In August 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 290 mln.
  - Including the westfalika.ru marketplace revenue which amounted to RUB 205 mln (70.8% of the westfalika.ru selling platform revenue), reaching its maximum value in 2021. The number of marketplace partners at the end of August exceeded 1,000 companies.
- In August 2021, wholesale revenue amounted to RUB 263 mln.
- In August 2021, online sales were RUB 50 mln. The share of online sales in the westfalika.ru selling platform revenue at the end of August 2021 amounted to 17.4%.
- In August 2021 more than 209 thousand parcels were issued.
- The Interest income from issuance of cash loans amounted to RUB 143 mln. At the end of August, the portfolio on cash loans reached RUB 2.688 bln. The average loan amount in August decreased to RUB 14,385.

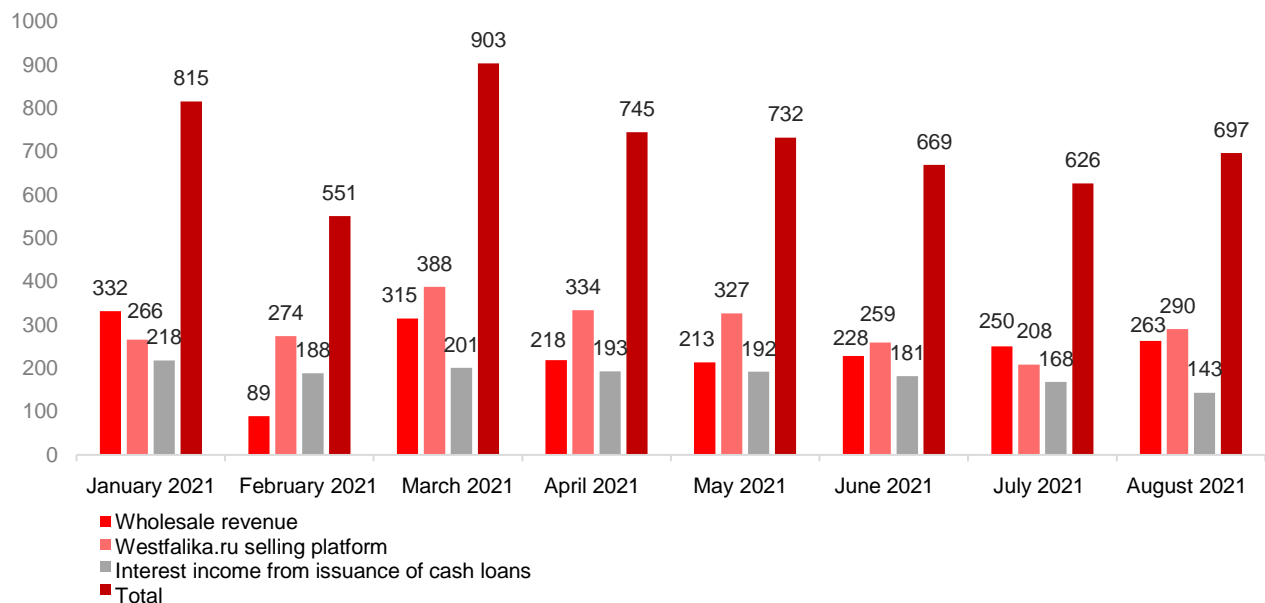
Monthly GMV of OR GROUP, RUB mln



<sup>1</sup> As of 30.09.2021.

<sup>2</sup> 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



OR GROUP is following an updated strategy, expands sales channels and develops an online platform. In August 2021, more than 291 thousand partners' products were sold through the westfalika.ru marketplace. As the new autumn-winter season has begun, there is an increased demand for fashion goods: customers are actively updating their stocks of clothes. For example, footwear were the most popular category in August (90% of sales).

The Group has recorded a 25% increase in visitors to the westfalika.ru website compared to July 2021, which is due to the revival of consumer demand ahead of the new school year and during the holiday season. The main traffic came from search queries.

In summer 2021, Pyatigorsk Fur Factory ALEF joined the pool of OR GROUP's suppliers. You can buy products from this manufacturer in retail stores and on the Westfalika online marketplace. Fur coats from Pyatigorsk Fur Factory arrived at retail outlets in the last week of August and became one of the best sellers in the outdoor clothing category.

Diversification of stock and work on the marketplace model allows the Group to smooth out the seasonality typical for fashion retail and get additional sales before the holidays when people buy gifts and prepare children for school. For example, like-for-like sales of stationery increased by 62% in the 1st half of August compared to the last week of July, and sales of children's shoes increased by 54%. The increase in like-for-like sales of children's shoes on a year-to-year basis was 18%, the sales of stationery which appeared on the OR GROUP selling platform only in summer 2020 increased by 300%.

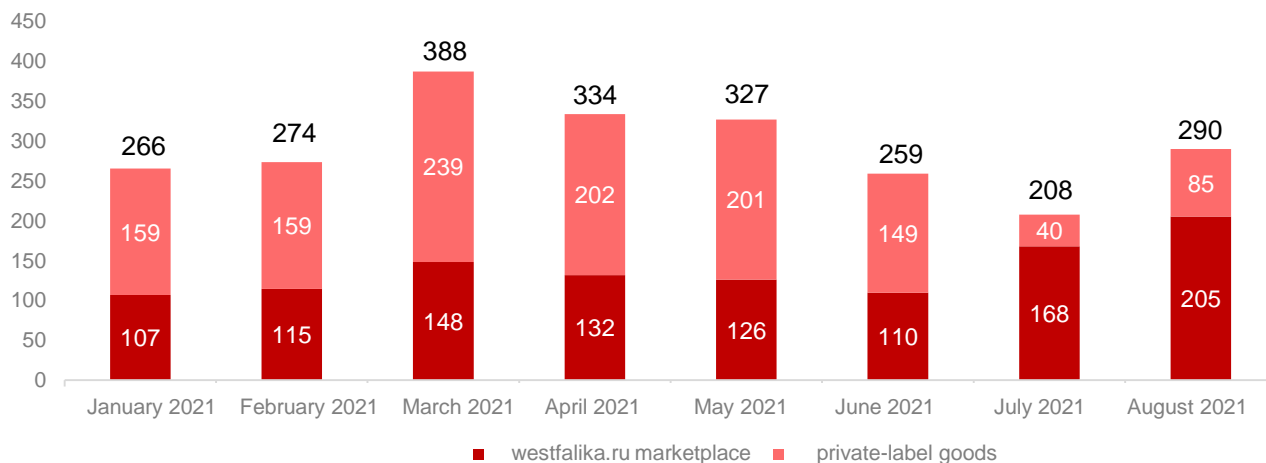
The company continues to develop last-mile services and is working to reduce delivery times. The Group is already actively using Yandex.Delivery service, which can significantly reduce the delivery time. In addition, OR GROUP reduces logistics costs: it regularly monitors logistics services and selects the most favourable delivery rates. In the near future the company intends to start cooperation with OZON.Delivery and Boxberry services.

In August, the company increased the number of partner pick-up points based on retail outlets by 1.9 times, compared to the same period in 2020 (to 3,457<sup>3</sup> pick-up points), and issued 209 thousand parcels. Since the beginning of the year, more than 1.6 million parcels have been issued, an increase in comparison with the same period last year amounted to 266%. At the end of August, the traffic of customers who come for online partner

<sup>3</sup> Several partner pickup points can operate in one outlet.

orders amounted to 17% of the total store traffic. Fee and commission income for August 2021 increased 3 times compared to the same period last year and amounted to RUB 12.1 mln.

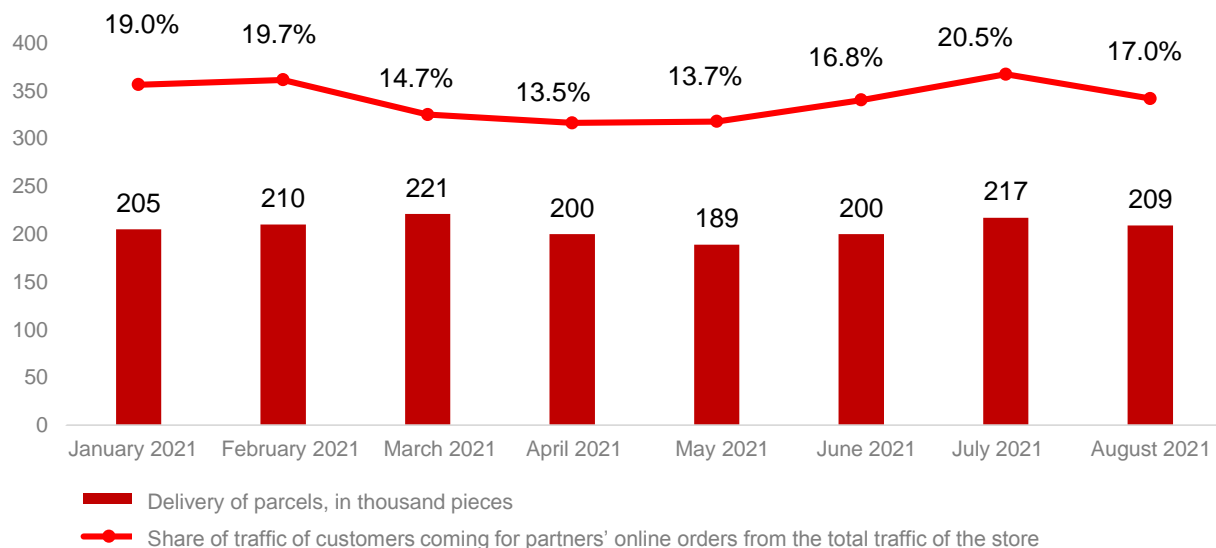
### Changes and structure of westfalika.ru selling platform revenue, RUB mln



In terms of cash loan activities, the popularity of telecommuting services is growing. Thus, the traffic to the Arifmetika website increased 8 times in August 2021 compared to the same period in 2020. The company is constantly increasing the volume of business in the field of additional services. At the end of August, the company's cash loan portfolio amounted to 2.688 billion rubles.

OR GROUP's loyal customer base continues to expand: the number of participants in the Arifmetika loyalty program increased by 7.1% to 2.932 million people within 12 months, compared to 2.737 million members at the end of August 2020. 61.1% of purchases in August 2021 were made using loyalty cards.

### Dynamics of issued parcels and traffic from pick-up points



## 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 799<sup>4</sup> outlets in 318 cities and towns of Russia.

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

In June 2021, the Expert RA rating agency confirmed a credit rating of OR GROUP at the ruBBB level and raised the rating forecast from «developing» to «stable».

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).

### Additional information:

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**Group's web-site:** [www.orgroup.ru](http://www.orgroup.ru)

**Marketplace:** [www.westfalika.ru](http://www.westfalika.ru)

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

**Web-platform for suppliers:** [www.продаем.рф](http://www.продаем.рф)