

THE GMV OF OR GROUP INCREASED BY 22% IN FEBRUARY.

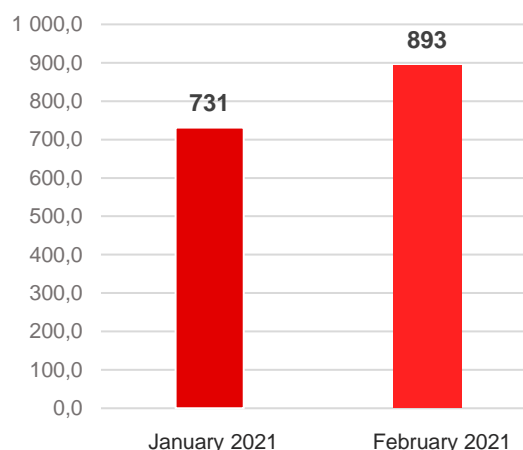


24 March 2021, Russia, Novosibirsk: OR GROUP (hereinafter referred to as the "Obuv Rossii Group", "Company" or "OR PJSC", jointly with affiliates and associated companies referred to as the "Group"; MOEX: OBUV/) is the modern trading platform, based on which the Company develops westfalika.ru marketplace and the services ecosystem, and manages retail and service outlets under the Westfalika brand, which has 836¹ outlets in 333 cities and towns of Russia, hereby presents preliminary operating results for February 2021.

KEY OPERATIONAL INDICATORS FOR FEBRUARY 2021:

- GMV² of OR GROUP was 893 million rubles in February 2021.
- Unaudited revenue for February 2021 was 551 million rubles.
- The company develops a westfalika.ru trading platform to sell goods of its trademark (OTM) and partner goods (marketplace) in the retail network and on the westfalika.ru online store. The number of the marketplace's partners was 809 companies at the end of February.
 - At the end of February 2021, the revenue of the westfalika.ru trading platform was 274 million rubles.
 - Revenue of westfalika.ru marketplace was 115 million rubles (42% of sales of westfalika.ru trading platform).
- In February 2021, wholesale revenue was 89 million rubles.
- The share of online sales in the revenue of westfalika.ru trading platform reached 28.6% at the end of February 2021.
- In February 2021, more than 210 thousand parcels were delivered.
- The revenue of Arifmetika MCC LLC which is a part of the Group and specializes in cash loans was 188 million rubles. At the end of February 2021, the cash loan portfolio reached 2,908 million rubles. The average loan amount in February reached 23,177 rubles.

GMV OR GROUP dynamics, million rubles



In February 2021 OR GROUP, as part of its online sales development strategy, transferred the westfalika.ru online marketplace to its server facilities located in Novosibirsk.

It allowed to significantly improve the website's speed, manageability and performance, to implement changes more flexibly and quickly, to gather and process analytics on the online marketplace performance, to organize a simpler and faster exchange with the Group's databases, to synchronize updates on the website and in the Westfalika mobile app.

¹ As of 24.03.2021

² Gross Merchandising Value (GMV) is the total value of goods and orders processed by the OR GROUP trading platform, plus VAT, instalment commission, service turnover and other commission income.

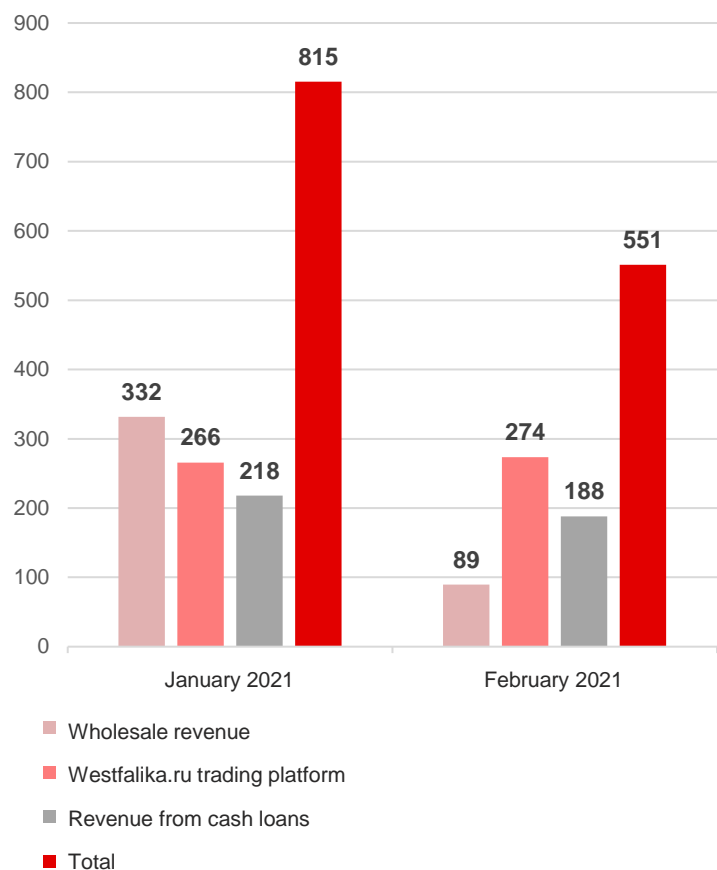
OR GROUP further improves the website's functionality. In January-February, the catalogue was significantly improved. Now it is more scalable and has unlimited expandability. In February 2021, the company sold more than 280 thousand partner products; more than 2.6 million products were sold during the existence of the westfalika.ru marketplace. At the end of February 2021, the share of online sales in the Westfalika trading platform's revenue increased to 28.6% compared to 16.6% in February 2020; the volume of online sales reached 78 million rubles.

The decrease in wholesale in February 2021 is related to the seasonality of the fashion business since the main wholesale shipments include footwear and related goods. February is always a quiet month for OR GROUP. Besides, demand from the Group's wholesale partners has not yet recovered, which has decreased due to the COVID-19 pandemic.

In February, OR GROUP launched a federal advertising campaign to promote the new Westfalika concept, which now represents universal retail and service outlets with a wide variety of stock. First of all, a video was created. The video shooting was at the end of February. The main task of the advertising campaign is to convey to the target audience the idea of the updated format, to tell about changes in the Westfalika positioning, which will allow the Group to increase the frequency of visits to retail outlets and online platforms by standing customers and attract new ones. The marketing program includes TV rental in all 333 cities of the network's presence and digital promotion.

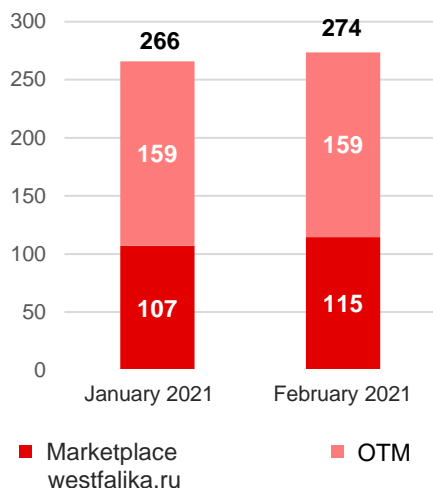
In February, OR GROUP and Yandex.Market entered into a partnership agreement, within the framework of which trial pick-up points for one of the leading players in the Russian e-commerce market were opened in the Group's outlets. Earlier, the Group began to cooperate with Cainiao international logistics operator (Cainiao Network is a part of Alibaba Group) on placing pick-up terminals. In February, OR GROUP increased the number of pick-up points in retail outlets by 39% compared to February 2020 (up to 2,470 pick-up points).³ The Group doubled the volume of parcel deliveries - more than 210 thousand (compared to February 2020 - 102 thousand parcels). At the end of February, the traffic of customers who come to pick up partners' online orders accounted for 19,7% of the total traffic.

OR GROUP unaudited revenue dynamics, million rubles



³ Several partner pick-up points can operate in one outlet.

westfalika.ru trading platform's dynamics and content, million rubles



OR GROUP's standing customer base continues to grow. In 12 months, the number of Arifmetika loyalty program participants increased by 9.8% (to 2.862 million persons, compared to 2.606 million persons at the end of February 2020). 53.9% of purchases were made using loyalty cards in February 2021.

INFORMATION ON THE COMPANY:

OR GROUP (previous "Obuv Rossii Group"; MOEX: OBUV) is the modern trading platform, based on which the Company develops westfalika.ru marketplace and the services ecosystem, and manages retail and service outlets under the Westfalika brand, which has 836⁴ outlets in 333 cities and towns of Russia.

In October 2017, OR GROUP raised 5.9 billion rubles in an IPO on the Moscow Exchange, OR PJSC was the issuer.

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

In 2019, revenue amounted to 13.7 billion rubles, net profit was 1.7 billion rubles and EBITDA was 3.6 billion rubles (according to the Group's audited financial results under IFRS).

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www.orgroup.ru

Online stores:

www.westfalika.ru,
www.westfalika-home.ru,
www.emilia-estra.ru,
www.rossita.com,
www.lisette.me

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

Web-based platform for suppliers:

www.продает.рф