

## Eldorado becomes online sales leader of Russia's largest household appliance and consumer electronics retailers

*The company announces second quarter and first half 2014 results*

**Moscow, 24 July 2014.** Eldorado, the largest Russian retail chain selling household appliances and consumer electronics, reports sustainable growth in all areas of its business as it announces first half 2014 sales.

### **Key figures for the first half of 2014:**

- Sales increased 8.5% to 52.6 billion roubles (incl. VAT);
- Like for like (LfL) sales up 7.4%;
- Online sales up 97.1% to 6.836 billion roubles (incl. VAT);
- Revenues from retail shops per square metre of floor area up 13.5%;
- Revenues per shop up 7.4%.

### **Key figures for the second quarter of 2014:**

- Sales were 24.3 billion roubles (incl. VAT);
- Like for like (LfL) sales up 3.9%;
- Online sales up 76.2% to 3.082 billion roubles (incl. VAT).

Ondřej Frydrych, Eldorado CEO, commented on the results:

“Eldorado has posted exceedingly good growth in sales over the first half, particularly in the online segment. This performance was mainly due to successful promotions. In terms of a number of ratios such as shopper traffic, total receipts, and like-for-like sales growth in the second quarter slowed slightly compared to the first quarter in light of the difficult market conditions. Our second quarter results however show that positive momentum continues as a result of our profitable growth strategy in all areas of our business. Thanks to this, we have become the leader in online sales among the largest national retailers of household appliances and consumer electronics in Russia.”

As at 24 July 2014, the Eldorado chain comprised 373 retail hypermarkets, 129 internet order and pick-up points and 14 internet hypermarkets.

The chain's total sales area was 554,000 square metres out of a total area of 733,000 square metres.

### ***Eldorado is the largest consumer electronics and domestic appliances retail chain in Russia.***

*Geographically, the company operates in more than 200 cities in different regions of Russia. Eldorado is actively developing the multichannel sales approach and has more than 500 shops all over the country. The retail chain's operation takes both the traditional and innovative forms, including internet hypermarkets and internet shopping points.*

*Eldorado has won the National Brand 2012, Company of the Year 2012, and HR Brand 2013 awards and is a three-time winner of the Consumer Rights and Service Quality Award.*

*Eldorado is a company of the PPF Group, one of the largest investment companies in Central and Eastern Europe.*

*For details on the company please visit [www.eldorado.ru](http://www.eldorado.ru).*

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