

**50**  
YEARS

# METRO CASH & CARRY RUSSIA

MOSCOW  
OCTOBER 01, 2015

**YOU & METRO**

# LEADING CASH & CARRY STORE CHAIN IN RUSSIA

## Key Highlights

**METRO GROUP**

**METRO  
makro**

**real**

**MediaMarkt  
SATURN**

**GALERIA  
KAUFHILFE**

- Start of operation in Russia in 2001
- 80 stores across 45 regions
- ~20,000 employees
- 209.5bn RUB total sales in 2014
- Strong METRO brand reputation
- Robust procurement and logistics platform to support growth
- Sustainable support of local producers and communities

## Nationwide Presence



## Business Model Targeted at Professional Customers



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# SERVING A HIGHLY DEMANDING PROFESSIONAL CUSTOMER BASE

## HoReCa



- Hotels
- Restaurants
- Caterers

## Traders



- Small and medium-sized food retailers
- Regional wholesalers and distributors

## SCO



- Service providers
- Institutions and offices
- Non-food traders

**Professional and Complementary Demand**

# DIFFERENTIATED BUSINESS MODEL TARGETED AT PROFESSIONAL CUSTOMERS

## Successful Business Model Offering Strong Value Proposition...

### Products



- High quality products across various price points
- Wide product range
- High stock availability
- Compelling prices
- Private label solutions
- 35,000 to 60,000 articles

### Store



- Warehouse-style layout
- Variety of packaging sizes
- Convenient location of stores
- Open 24/7
- 5,000-11,500 sqm. net selling area

### Service



- Customer managers
- Product delivery
- Transaction documentation (e.g. VAT)
- Customer-specific consulting services

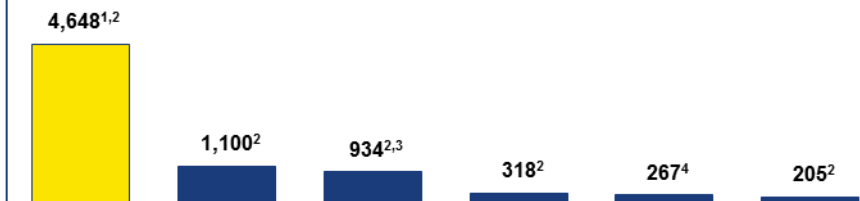
## ...to a Dedicated Customer Base...



- Card-based entry system
- Issued only to business owners and/or representatives of registered businesses
- Up to five cards per legal entity or entrepreneur
- ~3 million buying customers
- High visibility on purchasing patterns
- Allows customised interactions

## ...which Translates into Higher Average Ticket Compared to Food Retailers

RUB



Source: Latest available data of each respective company

(1) For MCCR sales per visit is calculated as net sales divided by number of customer visits. (2) For full year 2013. (3) For hypermarkets only. (4) Based on 9M2013.

# WE ARE WHOLESALER: OUR SUPPLIERS AND CUSTOMERS ARE LOCAL INDEPENDENT ENTERPRISES



- Quality assurance standards
- Customer needs expertise
- Local production support
- Distribution

- 700 dedicated customer managers
- 60 000 customers served directly
- 120 own delivery trucks
- School of Trade,
- Executive trainings and Master classes

**We grow with the success of our suppliers and professional customers – Therefore we need to make them as competitive as possible.**

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# WE CONTINUE TO PROVIDE FURTHER SOLUTIONS TO OUR PROFESSIONAL CUSTOMERS WHICH WILL SUPPORT SALES GROWTH

## HoReCa



### Food Service Delivery

- Opened in June 2014
- Serving HoReCa customers in Moscow and Moscow Region from our delivery platform in Noginsk

## Trader



### Fasol

- Convenience store franchise programme
- Targeted at small independent traders

## SCO



### E-Commerce

- Launched in September 2013
- Simplified sourcing for SCO customers

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**THANK YOU!**



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