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ITDUSTRY REVIEW

Russian consumer market and FMCG retail chains rating

Demo-version

May 2016

- Retail business statistics in Russia and regions
- Retail indicators in Russia
- Review of retail market of Russia in May 2016
- Rating of FMCG retailers by stores number, selling space in May 2016, net sales in 2013-2015

INFOLine информационное агентство information agency

Contents

About Russian consumer market and FMCG retail chains rating

The industry review contains structured information about Russian retail market in the accounting period (**May 2016**), operational, financial and investment activity, as well as **rating of major FMCG retail chains in Russia**.

Objective: analysis of trends in retailing and in the consumer market, structured description, comparative analysis, monitoring of investments and organic growth dynamics, ranking of operational and financial indicators of more than 200 major FMCG chains in Russia.

Key market figures: the retail market capacity in Russia in 2015 exceeded RUB 27.5 tn (inclusive of VAT). The food products sales reached RUB 13.4 tn (inclusive of VAT). 700 described FMCG retail chains (including specialized ones and stores at gas filling stations), account for 50% of food retail turnover in Russia. The share of 10 FMCG largest retail chains comes to more than 24% of food retail.

Relevancy: as was forecasted by INFOLine's specialists, in 2015 the consumer market shifted to a new development paradigm. In 2015, retail turnover in the RF, in physical terms, decreased by 10%, food products sales (including beverages) and tobacco – by 9.2%. In 2016 retail turnover dynamics, in physical terms, will remain negative. However, due to food products prices growth the market capacity will continue to grow in rouble terms.

Research use: benchmarking, analysis of competitors and partners, marketing and strategic planning, searching for customers and partners, preparation for negotiations with retail chains.

Time framework: Dynamics from 2007 (market capacity and dynamics). Operational and financial indicators of largest FMCG chains from 2011. Results of 2014-2015. Forecast for 2016 (retail market capacity and dynamics, consumer incomes, strategy and plans of the largest FMCG chains).

Research preferences: Monthly analysis and structured description of the consumer market. Most important events in food retail, including governmental regulation (new legislative acts and initiatives). Monthly monitoring of more than 200 largest FMCG chains (corporative events, operational, financial and investment activity).

Research methods and data sources

- Monthly expert polling and interviews of more than 200 Russian retail FMCG chains
- Questionnaire survey of more than 100 FMCG retail chains, monitoring and analysis of Operational and financial results of more than **700 FMCG Retail Chains**
- Monitoring in **commercial real estate** market, including **1800 Shopping Centres in 30 Largest Cities** base. Monitoring of investment projects and commercial real estate commissioning **"FMCG and DIY Shopping Centres and Hypermarkets in Moscow and Moscow Region**, **St. Petersburg and Leningrad region**. Comparative analysis **Shopping Centres Market in 27 Cities and Regions of the RF**
- Monitoring of over 2000 mass media. Exposure of key events on retail FMCG market since 2002 as part of **Industry News: Food Retail and FMCG Retail Chains of the RF**, **Industry News: Food Industry and Food Market of the RF** and **Industry News: Retail in th RF**.

Russian consumer market and FMCG retail chains rating consists of the following sections:

- **Rating of FMCG retail chains of Russia.** Operational results of 130 largest FMCG chains by formats: stores number and selling space dynamics (hypermarket, supermarket, discounter, convenience store). The most significant stores opening and closing. Ratings by number, selling space, revenue of TOP 50 FMCG chains in Russia (with over RUB 6 bn in revenue), selling space growth structure and dynamics by chains and formats.
- **Section I. Retail trends and development in Russia.** Macroeconomic retail: turnover and money supply dynamics, turnover forecast. Leading indicator of retail development. Governmental regulation of retail. Structure of retail turnover by businesses types. Regional structure of retail turnover. Food market inflation. Incomes and expenditures of population. Monetary policy. Consumer expectations and confidence of population
- **Section II. Key events for FMCG retail in Russia.** Important events for FMCG retailers in Russia. Expert assessment of the Russian market by INFOLine's specialists. Case – operational and analytical information on vital questions.

- **Section III. Key events and plans of major FMCG chains.** Current information on largest FMCG retail chains in Russia: strategy and plans, results and forecasts, investments, stores opening and closing, stores opening in 2015, new formats development, A&M, resignations and appointments, logistics, private label , interaction with consumers and suppliers, corporative events, top management and contact information.

The principle objective of the Rating of FMCG Retail Chains in Russia survey is to meet the demand for immediate, statistical and analytical information regarding the Russian retail market and FMCG chains for the above mentioned specialists. To be able to receive the forthcoming issues of the research, please, forward **your request** to INFOLine IA, E-mail: mail@advis.ru or by fax + 7 495 772 76 40 and +7 812 322 68 48 and **conclude a contract** for our information services.

Please, pay attention, that since 2016 year changes in the conditions of purchase of the monthly industry survey «Russian consumer market and FMCG retail chains rating»:

The cost of a one-time purchase of the industry survey: **20 000 RUB** (without VAT)

The cost of subscription for 12 months: **90 000** RUB (without VAT)

If customer will issue the subscription up for at least 12 months, he will be given a **SPECIAL BONUS** Analytical note **"Changes at the FMCG retail market due to entry into a force of the Federal Law № 273 dated 03.07.2016 "About the changes into the Federal Law "The basis of state regulation of the commercial activities in the Russian Federation" and into the Code of administrative Offences in Russian Federation."**

Information about INFOLine agency

INFOLine information agency was established in 1999, its aim was to render information and advisory services to commercial organizations. The agency renders permanent information support to more than 1000 companies in Russia and world-wide. On daily basis INFOLine IA monitors publications in more than 5 000 MSM and carries out analytical research according to 80 subjects of RF economy. Since 2003 INFOLine IA has been conducting various desk researches of the markets both on the customer's request and on the Agency's own initiative. When working on a market research, the Agency's analysts make extensive use of their unique data support and their years-long experience of operating various data flows.

The research reports and surveys of INFOLine IA are used in their activities by the **largest FMCG retailers** (X5 Retail Group, Magnit, Auchan, Metro Cash&Carry, Lenta, O'Key), **producers** (Procter&Gamble, Coca-Cola, Pepsi, SABMiller, Fazer, Mars), **distributors** (Megapolis GC), **financial** (Uralsib FC, MDM-Bank) and **service** companies (GC Servis-plus, Wincor-Nixdorf).

For additional information you are welcome to visit our sites at www.infoline.spb.ru and www.advis.ru

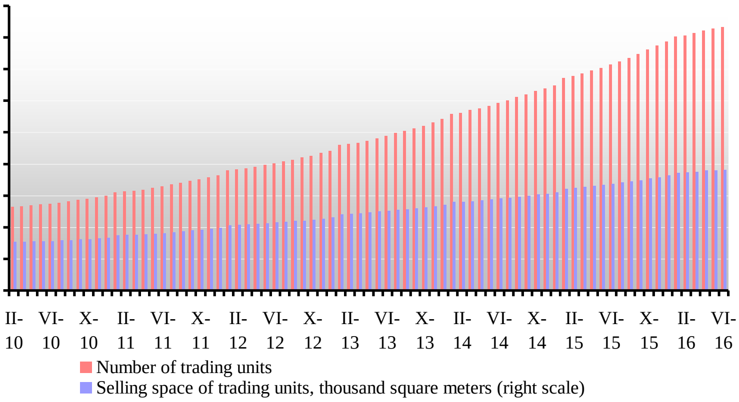
Rating of FMCG retail chains of Russia

TOP 150 FMCG chains performance [1]

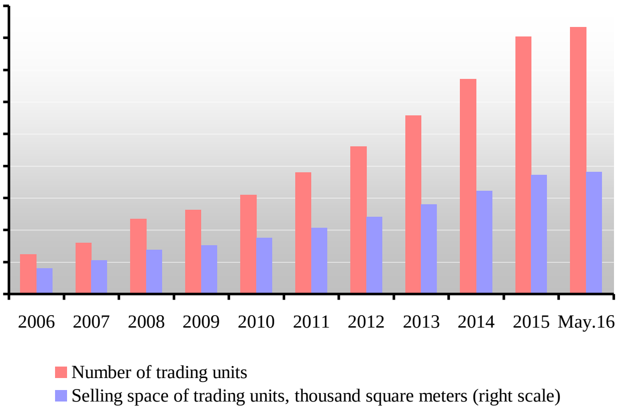
TOP 150 FMCG chains in Russia

In **May 2016** the number of selling points of TOP-150 FMCG retailers (excluding X5 Retail Group, GK DIXY, Magnit) increased by * units, growth of the total selling space was about * thousand sq. m**.** In **January-May 2016** the number of selling points of TOP-150 FMCG retailers increased by * units, growth of the total selling space was about * thousand sq. m**.**

Picture 1. Dynamics of number of stores and their selling space of 150 largest retailers of Russia in 2010-2016 (at the beginning of the period)



Picture 2. Dynamics of number of stores and their selling space of 150 largest retailers of Russia in 2006-2016 (to the end of the period)



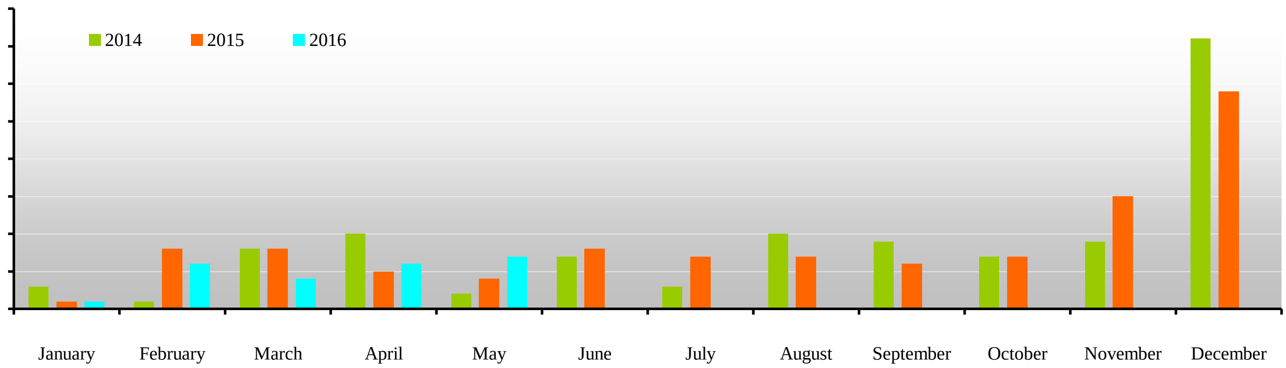
Data source: IA INFOLine

The total number of stores among TOP-150 FMCG retailers as of **01 June 2016** was *with total selling space of *million sq. m.

Hypermarket format[2]

In **May 2016** the number of hypermarkets among TOP 150 FMCG retailers FMCG increased by ***,** the selling space grew by *thousand sq. m. In **January-May 2016** the number of hypermarkets among TOP 150 FMCG retailers FMCG increased by ***,** the selling space grew by * thousand sq. m.

Picture 3. Dynamics of the net hypermarkets number increase among of 150 largest retailers of Russia in 2014-2016 on monthly basis, number of selling points



Data source: IA INFOLine

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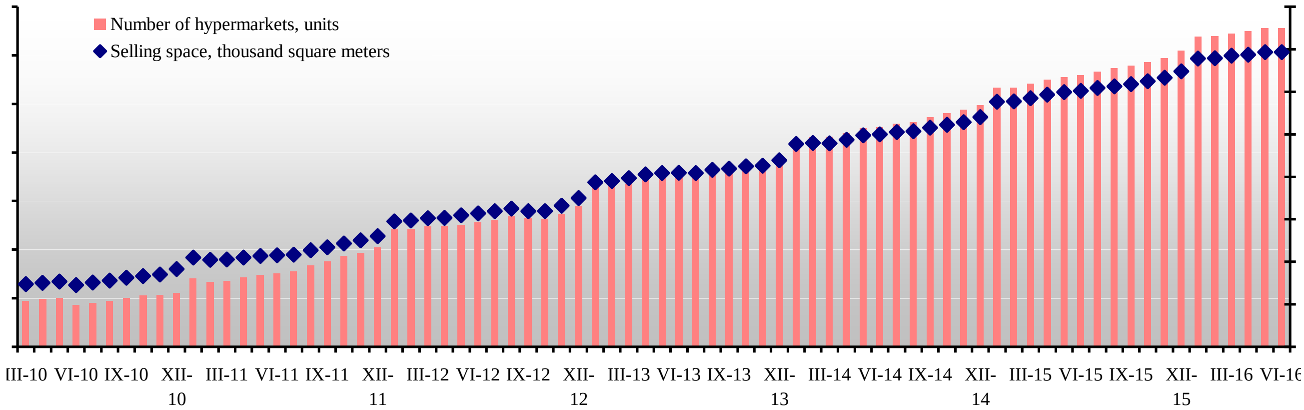
[1] Data was corrected according to the result November 2015. Hereinafter the data for X5 Retail Group, Magnit and DIXY is presented as it was available at the date of this survey's preparation: Magnit – March 2016, DIXY – March 2016, X5 Retail Group – March 2016. Drugstore chain "Magnet Cosmetic" is not included

[2] INFOLine-Analytics defines the hypermarket format as stores with more than 2.5 thousand sq. m. of selling space. Magnit Semeiniy is not included into the format, though Tander CJSC positions them as hypermarkets. We position them as supermarkets.

In **May 2016** the following hypermarkets was **opened** a Lenta hypermarket in Samara and **was closed** Moi Mir hypermarket (Dimart, LLC) in St. Petersburg.

Picture 4. Dynamics of number of hypermarkets and their floorspace of 150 largest retailers of Russia in 2010-2016



Data source: IA INFOLine

The total number of hypermarkets among TOP-130 FMCG retailers as of **01 June 2016** was *, with total selling space of *million sq. m.

Research (full version) also includes the description of development of supermarket format, discounter[3] format and convenience store format

Rating of FMCG retail chains by number of stores

*INFOLine IA **monthly** collects information regarding stores number among more than 150 major FMCG retailers*

Expansion dynamics by number of stores

Major retailers' stores number dynamics in 2015-2016 are presented in the table.

Table 1. Number of stores of the largest FMCG chains during in 2015-2016

Legal name	Brand	Main formats	Number of stores as of period's end			Stores number dynamics during the period							
			2015	May.15	May.16	May.15		May.16		Jan.-May.15		Jan.-May.16	
Magnit, PC (Tander, CLSC)	Magnit hypermarket	H	*	*	*	*	*	*	*	*	*	*	*
	Magnit	D	*	*	*	*	*	*	*	*	*	*	*
	Magnit Semeiniy	H	*	*	*	*	*	*	*	*	*	*	*
	Magnit-Cosmetic	C	*	*	*	*	*	*	*	*	*	*	*
	All formats	**All formats**	*	*	*	*	*	*	*	*	*	*	*
X5 Retail Group	Karusel, Perekrestok Hyper	H	*	*	*	*	*	*	*	*	*	*	*
	Perekrestok	S	*	*	*	*	*	*	*	*	*	*	*
	Pyaterochka	D	*	*	*	*	*	*	*	*	*	*	*
	Perekrestok Expres, Kopeika	C	*	*	*	*	*	*	*	*	*	*	*
	Kopeyka, Kopeyka Super	C, S	*	*	*	*	*	*	*	*	*	*	*
	All formats	**All formats**	*	*	*	*	*	*	*	*	*	*	*
Auchan Groupe (Auchan, LLC)	Auchan, Auchan-City, Nasha Raduga, Kazhdy Den	H, C	*	*	*	*	*	*	*	*	*	*	*
DIXY Ug, SC	Dixy, Megamart, Minimart, Kvartal, Victoriya, Cash	H, S, C	*	*	*	*	*	*	*	*	*	*	*
Lenta, LLC	Lenta	H	*	*	*	*	*	*	*	*	*	*	*
Metro Group (METRO Cash and Carry LLC)	METRO, METRO Punct	H	*	*	*	*	*	*	*	*	*	*	*
	real,-	H	*	*	*	*	*	*	*	*	*	*	*
	All formats	**All formats**	*	*	*	*	*	*	*	*	*	*	*
O'KEY LLC	O'KEY, O'KEY-Express	H, S	*	*	*	*	*	*	*	*	*	*	*
Fresh Market, LLC	DA!	C	*	*	*	*	*	*	*	*	*	*	*
O'KEY, GK	**All formats**	**All formats**	*	*	*	*	*	*	*	*	*	*	*

[3] As it has come to be generally accepted by the international retailers the format of discounter should meet the "one commodity - one demand" requirement. But it is important to emphasise that in Russia the discounter format doesn't exist. At the same time the specialists of INFOLine IA would like to distinguish two subformats of the convenience store format: soft discounters, the formats of the number of the largest Russian players, such as Pyaterochka, Diksi, Magnit, Monetka, Kopeika, Maria-Ra and others, and convenience stores.

Legal name	Brand	Main formats	Number of stores as of period's end			Stores number dynamics during the period							
			2015	May.15	May.16	May.15		May.16		Jan.-May.15		Jan.-May.16	
SPS Holding	Krasnoe&Beloe	C	*	*	*	*	*	*	*	*	*	*	*
Spar (all legal entities)	***SPAR, SPAR Express, EUROSPAR, INTERSPAR***	***S, H, C***	*	*	*	*	*	*	*	*	*	*	*
Auchan Groupe (Atac, LLC)	Atac, V shage ot Vas	S, C	*	*	*	*	*	*	*	*	*	*	*
Monetka, GK (Element -Trade, LLC)	Monetka, Monetka Super, Rayt	C, S, H	*	*	*	*	*	*	*	*	*	*	*
Giperglobus, LLC	Globus	H	*	*	*	*	*	*	*	*	*	*	*
Maria-Ra GC	Maria-Ra	S, C	*	*	*	*	*	*	*	*	*	*	*
Intertorg TH, LLC	Narodnaya 7Ya, Ideya, Norma, SPAR (franchising)	S, D, C	*	*	*	*	*	*	*	*	*	*	*
Holiday GC	Holiday Classic, Holdi, Sibiriada, Kora, Palata, Turne, Holdi Plus, Chervonets	H, S, C	*	*	*	*	*	*	*	*	*	*	*
Gorodskoy Supermarket, LLC	Azbuka Vkusa, AV Daily, AV Market	S, C	*	*	*	*	*	*	*	*	*	*	*

Data source: INFOLine IA, according to the companies' data

Rating of FMCG retail chains by selling space

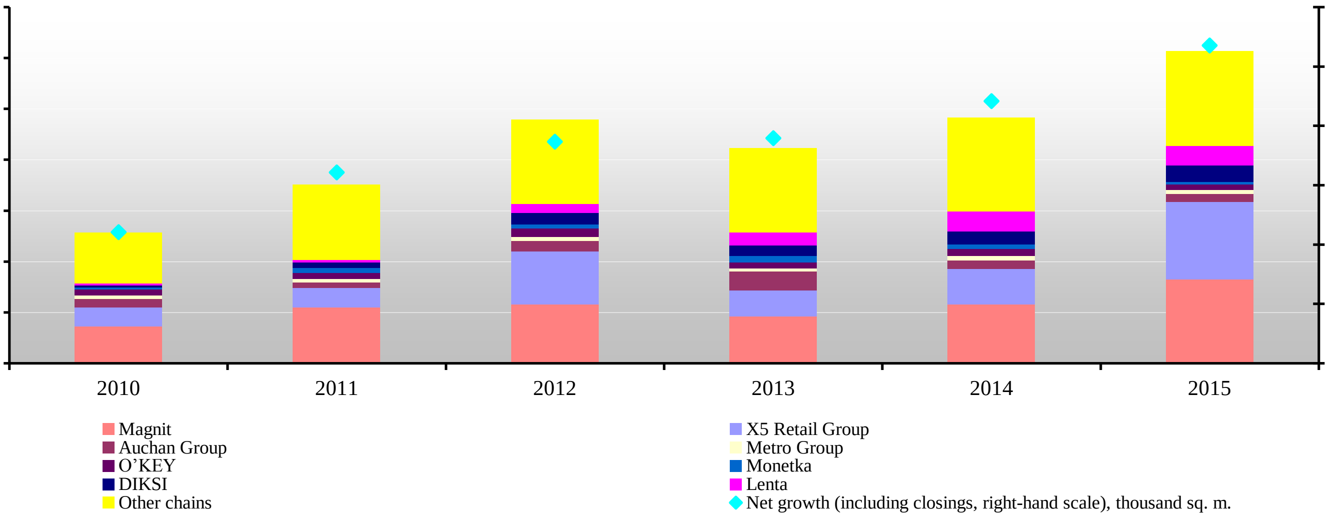
*INFOLine IA **monthly** collects information about selling space dynamics for more than 150 major FMCG retailers of Russia.*

Performance for 2011-2015 and forecast 2016

According to results of 2015 the increment of selling space among 150 major chains came to more than * thousand sq. m. (2014 – *thousand sq. m., in 2013 – *, in 2012 – *thousand sq. m., in 2011– *thousand sq. m.) or *% (in 2014 – *%, in 2013 – *%, in 2012 – *%, in 2011 – *%). Therefore, as of 01 January 2016 the aggregate selling space of TOP 150 FMCG retail chains was more than * m sq. m.

<…>

Picture 5. 150 major retailers' selling space growth (exclusively of retailers with decreased space) in 2010-2015, thousand sq. m.



Data source: INFOLine IA

<…>

Selling space dynamics of major retailers

Selling space dynamics of major retailers in 2015-2016 are presented in the table.

Table 2. Total selling space of major FMCG chains of Russia in 2015-2016, thousand sq. m.

Legal name	Brand	Main formats	Total selling floorspace as of period's end			Dynamics of aggregate sales space for the period							
			2015	May.15	May.16	May.15		May.16		Jan.-May.15		Jan.-May.16	
Magnit, PC (Tander, CLSC)	Magnit hypermarket	H	*	*	*	*	*	*	*	*	*	*	*
	Magnit	D	*	*	*	*	*	*	*	*	*	*	*
	Magnit Semeiniy	H	*	*	*	*	*	*	*	*	*	*	*
	Magnit-Cosmetic	C	*	*	*	*	*	*	*	*	*	*	*
	All formats	**All formats**	*	*	*	*	*	*	*	*	*	*	*
X5 Retail Group	Karusel, Perekrestok Hyper	H	*	*	*	*	*	*	*	*	*	*	*
	Perekrestok	S	*	*	*	*	*	*	*	*	*	*	*
	Pyaterochka	D	*	*	*	*	*	*	*	*	*	*	*
	Perekrestok Expres, Kopeika	C	*	*	*	*	*	*	*	*	*	*	*
	Kopeyka, Kopeyka Super	C, S	*	*	*	*	*	*	*	*	*	*	*
	All formats	**All formats**	*	*	*	*	*	*	*	*	*	*	*
Auchan Groupe (Auchan, LLC)	Auchan, Auchan-City, Nasha Raduga, Kazhdy Den	H, C	*	*	*	*	*	*	*	*	*	*	*
DIXY Ug, SC	Dixy, Megamart, Minimart, Kvartal, Victoriya, Cash	H, S, C	*	*	*	*	*	*	*	*	*	*	*
Lenta, LLC	Lenta	H	*	*	*	*	*	*	*	*	*	*	*
Metro Group (METRO Cash and Carry LLC)	METRO, METRO Punct	H	*	*	*	*	*	*	*	*	*	*	*
	real,-	H	*	*	*	*	*	*	*	*	*	*	*
	All formats	**All formats**	*	*	*	*	*	*	*	*	*	*	*
O'KEY LLC	O'KEY, O'KEY-Express	H, S	*	*	*	*	*	*	*	*	*	*	*
Fresh Market, LLC	DA!	C	*	*	*	*	*	*	*	*	*	*	*
O'KEY, GK	**All formats**	**All formats**	*	*	*	*	*	*	*	*	*	*	*
SPS Holding	Krasnoe&Beloe	C	*	*	*	*	*	*	*	*	*	*	*
Spar (all legal entities)	***SPAR, SPAR Express, EUROSPAR, INTERSPAR***	***S, H, C***	*	*	*	*	*	*	*	*	*	*	*
Auchan Groupe (Atac, LLC)	Atac, V shage ot Vas	S, C	*	*	*	*	*	*	*	*	*	*	*
Monetka, GK (Element -Trade, LLC)	Monetka, Monetka Super, Rayt	C, S, H	*	*	*	*	*	*	*	*	*	*	*
Giperglobus, LLC	Globus	H	*	*	*	*	*	*	*	*	*	*	*
Maria-Ra GC	Maria-Ra	S, C	*	*	*	*	*	*	*	*	*	*	*
Intertorg TH, LLC	Narodnaya 7Ya, Ideya, Norma, SPAR (franchising)	S, D, C	*	*	*	*	*	*	*	*	*	*	*
Holiday GC	Holiday Classic, Holdi, Sibiriada, Kora, Palata, Turne, Holdi Plus, Chervonets	H, S, C	*	*	*	*	*	*	*	*	*	*	*
Gorodskoy Supermarket, LLC	Azbuka Vkusa, AV Daily, AV Market	S, C	*	*	*	*	*	*	*	*	*	*	*

Data source: INFOLine IA, according to the companies' data

Rating of FMCG retail chains by net sales

Financial indicators of public companies, published as of May 2016 are presented in the in the table (negative indicators in brackets).

Table 3. Financial indicators (exclusive of VAT) of major FMCG chains during 2015-2016, bn RUB

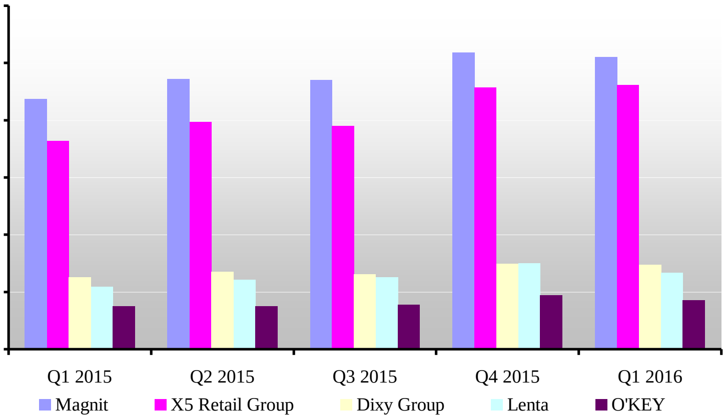
Legal name	Brand	Main formats[4]	Revenue in Q1 2016	Q1 2016 vs Q1 2015, %	LfL in Q1 2016,%	Revenue in May 2016	May 2016 vs May 2015, %	Revenue in Jan.-May. 2016	Jan.-May 2016 vs Jan.-May 2015, %
Magnit, PC (Tander, CLSC)	Magnit	D	*	*	*	*	*	*	*
	Magnit Hypermarket	H	*	*	*	*	*	*	*
	Magnit Semeiniy	H	*	*	*	*	*	*	*
	Magnit-Cosmetic	C	*	*	*	*	*	*	*
	Total for company[5]	D, H	*	*	*	*	*	*	*
X5 Retail Group N.V. TH Perekrestok, CJSC	Pyaterochka	D	*	*	*	*	*	*	*
	Perekrestok	S	*	*	*	*	*	*	*
	Karusel	H	*	*	*	*	*	*	*
	Perekrestok Express,	C	*	*	*	*	*	*	*
	Total for X5+ Kopeika[6]	C, D, S, H	*	*	*	*	*	*	*
Dixy Group, JSC	Dixy	C	*	*	*	*	*	*	*
	Kvartal / Deshevo	C	*	*	*	*	*	*	*
	Victoria	S	*	*	*	*	*	*	*
	Cash	H	*	*	*	*	*	*	*
	Megamart	H	*	*	*	*	*	*	*
	Minimart	S	*	*	*	*	*	*	*
	Total for company[7]	C, D, S, H	*	*	*	*	*	*	*

[4] Legend: D - discounter, H - hypermarket, S - supermarket, C – convenience store
[5] Retail revenue
[6] Company's retail revenue.

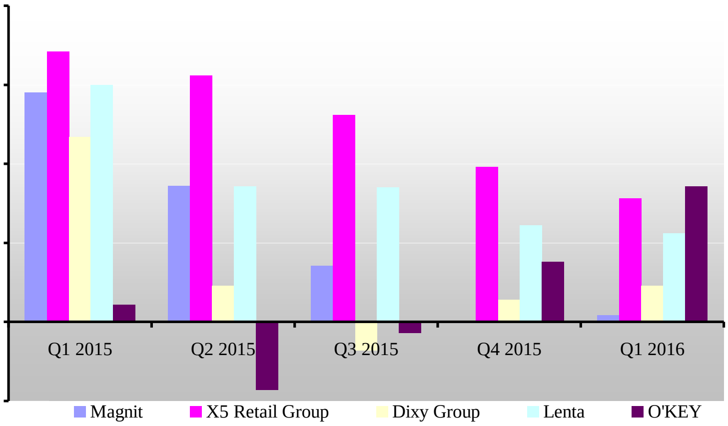
Legal name	Brand	Main formats[4]	Revenue in Q1 2016	Q1 2016 vs Q1 2015, %	LfL in Q1 2016,%	Revenue in May 2016	May 2016 vs May 2015, %	Revenue in Jan.-May. 2016	Jan.-May 2016 vs Jan.-May 2015, %
Lenta, LLC	Lenta	H	*	*	*	*	*	*	*
		S	*	*	*	*	*	*	*
		S, H	*	*	*	*	*	*	*
O'KEY LLC	O'KEY, O'KEY-Express	S, H	*	*	*	*	*	*	*

Data source: INFOLine IA data

Picture22. Quarterly dynamics of retail revenue among major FMCG chains in 2015-2016, RUB bln



Picture 23. Quarterly dynamics of LFL (revenue) among major FMCG chains in 2015-2016, %



<…>

TOP 20 retailers' revenue dynamics in 2013-2015 are presented in the table.

Table 6. Net sales dynamics (excluding VAT) of the major FMCG chains in 2013-2015, bn RUB

Legal name	Brand	Main formats	Data	2013	2014	2015
Magnit, PC (Tander, CLSC)	Magnit hypermarket	H	IFRS, 2015 - management accounting	*	*	*
	Magnit	D		*	*	*
	Magnit Semeiniy	H		*	*	*
	Magnit-Cosmetic	C		*	*	*
	All formats	**All formats**	IFRS	*	*	*
X5 Retail Group[8]	Karusel, Perekrestok Hyper	H	IFRS, 2015 - management accounting	*	*	*
	Perekrestok	S		*	*	*
	Pyaterochka	D		*	*	*
	Perekrestok Expres, Kopeika	C		*	*	*
	All formats	**All formats**	IFRS	*	*	*
Auchan Groupe (Auchan, LLC)	Auchan, Auchan-City, Nasha Raduga	H	management accounting, estimation	*	*	*
DIXY Ug, SC[9]	Dixy, Megamart, Minimart, Kvartal, Victoriya, Cash	H, S, C	IFRS (retail sales), 2015 - management accounting	*	*	*
Lenta, LLC	Lenta	H	management accounting, IFRS (common sales)	*	*	*
Metro Group (METRO Cash and Carry LLC)	METRO, METRO Punct, real,-	**H**	IFRS, RAS	*	*	*
O'KEY LLC	O'KEY, O'KEY-Express	H, S	IFRS (common sales)	*	*	*
SPS Holding	Krasnoe&Beloe	C	estimation	*	*	*
Spar (all legal entities)	***SPAR, SPAR Express, EUROSPAR, INTERSPAR***	***S, H, C***	***management accounting***	*	*	*
Auchan Groupe (Atac, LLC)	Atac	S	RAS	*	*	*
Monetka, GK (Element -Trade, LLC)	Monetka, Monetka Super, Rayt	C, S, H	RAS, management accounting	*	*	*
Giperglobus, LLC	Globus	H	RAS, management accounting	*	*	*
Maria-Ra GC	Maria-Ra	S, C	management accounting	*	*	*
Intertorg TH, LLC	Narodnaya 7Ya, Ideya, Norma, SPAR (franchising)	S, D, C	RAS, management accounting, estimation	*	*	*
Holiday GC	Holiday Classic, Holdi, Sibiriada, Kora, Palata, Turne, Holdi Plus, Chervonets	H, S, C	RAS, management accounting, estimation	*	*	*

[7] Company's retail revenue.
[8] In connection with information disclosure policy the company made available data for May 2015.
[9] In connection with information disclosure policy the company made available data for May 2015.

Legal name	Brand	Main formats	Data	2013	2014	2015
Gorodskoy Supermarket, LLC	Azbuka Vkusa, AV Daily, AV Market	S, C	IFRS, management accounting	*	*	*

Data source: INFOLine IA data

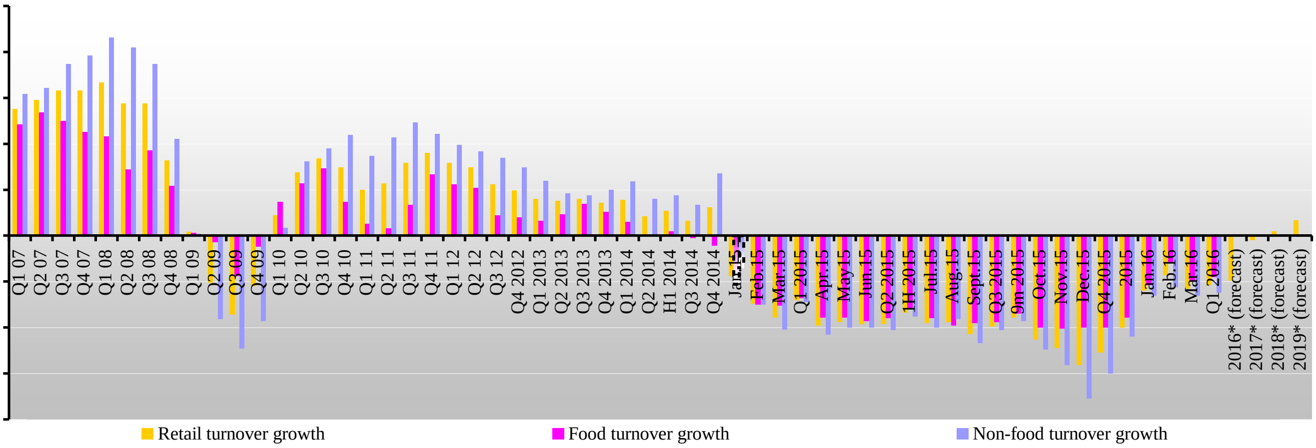
Full version also includes the description of the aggregated financial performance for 2015 and May2016 for the largest chains with revenue of more than 10 billion rubles.

Section I. Retail trends and development in Russia

Macroeconomic retail indicators

In 2015, the retail turnover was *billion Rubles and declined by *% compared to 2014 in the merchandise mass (in 2014, a *% growth was noted). The foodstuffs retail turnover has declined by *% in 2015 vs. 2014. The non-food goods retail turnover went down by *% in 2015. **<…>**

Picture 62. Main consumer market indicators 2007-2016 and forecast till 2016-2019, % against the same period of previous year.



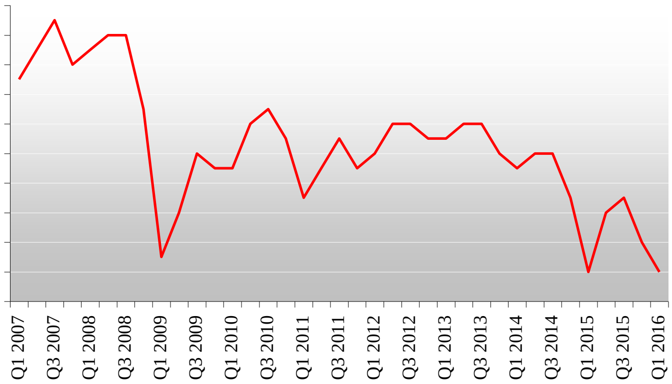
Data source: FSSS

Main indicators of retail development[10]

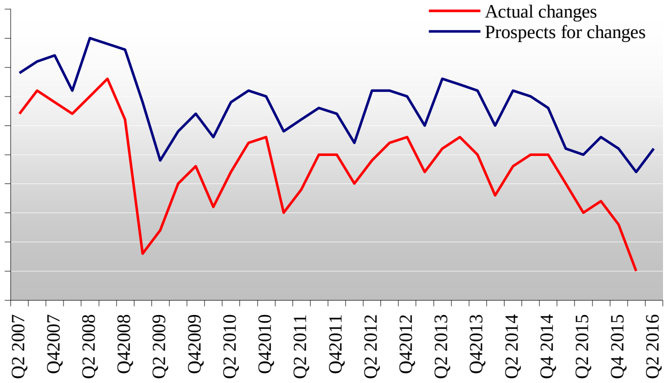
Businessmen's evaluations of the factual and expected economic situation give evidence of a serious destabilization. As early as in Q3 2014 chief executives of 51 retail companies gave pessimistic forecasts. However, retail dynamics of recent years did not give grounds to expect such dramatic indicators' decline. The business climate degraded accordingly. According to FSSS (the Federal State Statistics Service), in Q4 2015 the business confidence index came to 0 pp, decreasing by 3 pp vs. Q3 2015 and decreasing by 3 pp. vs. Q4 2014. The evaluation of the overall economic situation, according to results of Q4 2015, is by 5 pp better than in the recessional Q1 2009. At that time the actual changes in economic situation evaluation came to -12 pp. The economic situation evaluation index lowered to * pp in Q1 2014. In Q1 2016 came up to * pp, decreasing by * pp vs. Q4 2015 and didn't changed vs. Q1 2014. **<…>**

[10] The index of entrepreneurial confidence in retail is calculated as the arithmetic mean value of evaluation balances for the level of storage stock (with the opposite sign), changes in economic situation during the current quarter as compared with the previous one and expected changes in economic situation during the coming quarter (in percentage points). The seasonal component in time series of the index is not excluded.
Balance of indicators changes estimations (actual turnover changes; actual employees number changes; stock reserves actual changes of product mix; selling prices; average margin level; actual changes of investments into business expansion, repair and modernization; prospective changes in storage space; actual changes in provision with own financial resources; profit), which is determined as difference between respondents' share with "positive" and "negative" assessments of changes in comparison with the previous quarter (%).The seasonal component in time series of the index is not excluded.

Picture 24. Entrepreneur confidence index in Russia in 2007-2016



Picture 25.Assessment of economic situation in Russia in 2007-2016



Data source: FSSS

<…>

Government regulation of retail

The Trade Act

On April 14, 2016, during the live phone-in broadcast, Vladimir Putin said, "I see that a definite procrastination is taking place: on the one part, there are acting retail chains' lobbyists, that's clear, represented by the Ministry of commerce, and on the other part, the Ministry of agriculture must lobby the interests of agricultural producers. A fair price of the so-called bonus for a place on the shelf must be understood and determined. There are various suggestions ranging from zero to quite a lot. As far as I understand, I was told that a compromise had been reached somewhere near 5% of the product cost". He also pointed out, "What most definitely must be done, in my opinion, is to expand the powers of FAS in this sphere, because FAS hardly works at all in this economy sector. It should also be reflected in the law. And surely, there should be no holding back here. I count on the government to finish these clearances and the State Duma will consider it all at its spring session". **<…>**

Research (full version) includes information on the key events in the government regulation of Russian retail market

Structure of retail turnover by the category of products

<…>

In April 2016 the food sales share sharply increased by *pp vs. April 2015.

Table 4. Structure of retail turnover in terms of product groups in 2010-2016[11]

Indicator	2010	2011	2012	2013	2014	2015	Q1 2015	Q1 2016	Apr.15	Apr.16	Jan.-Apr. 2015	Jan.-Apr. 2016
Retail turnover	*	*	*	*	*	*	*	*	*	*	*	*
Food	*	*	*	*	*	*	*	*	*	*	*	*
Non-food	*	*	*	*	*	*	*	*	*	*	*	*
Food share, %	*	*	*	*	*	*	*	*	*	*	*	*
Non-food share, %	*	*	*	*	*	*	*	*	*	*	*	*

Data source: FSSS

<…>

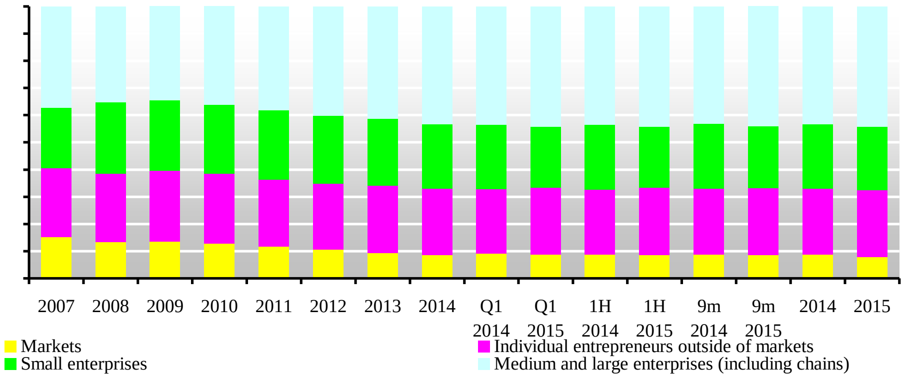
Research (full version) also includes sales dynamics of the major food and non-food retailers

[11] For comparison with 2009-2011 the turnover and food share in it are provided for 2002-2008, taking into account tobacco products.

Structure of retail turnover by the category of retailer

The share of markets in the retail structure continued to decrease in 2015 (*pp vs. 2014). The share of small enterprises is also decreasing – by * pp vs. 2014 and the share of medium-size businesses decreased by *pp vs. 2014. The share of large businesses (largely, retail chains) increased by * pp vs. 2014. The share of individual entrepreneurs increased by * pp vs. 2014 and came to *%.

Picture 45. Retail turnover structure by business types in 2007-2015, %



Data source: FSSS

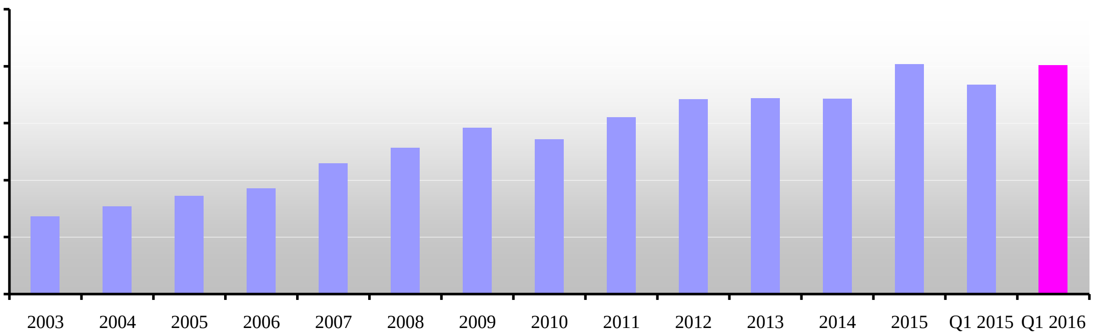
<...>

Research (full version) also contains information on structure of sales in the markets and at fairs, detailed information on unorganized trade: number of markets, trading places, market structure and the managing subjects and other.

Regional structure of retail turnover

Regional retail turnover structure in Russia is not uniform: *% of the turnover in January-March 2016 fell on 11 subjects (Moscow, Moscow region, St. Petersburg, Sverdlovsk region, Krasnodar territory, Samara region, Republics of Tatarstan and Bashkortostan, Tyumen region, Chelyabinsk and Rostov regions).

Picture 497. Retail turnover share of 69 regions of Russia (except the largest 11 regions) in 2003-2016



Data source: FSSS

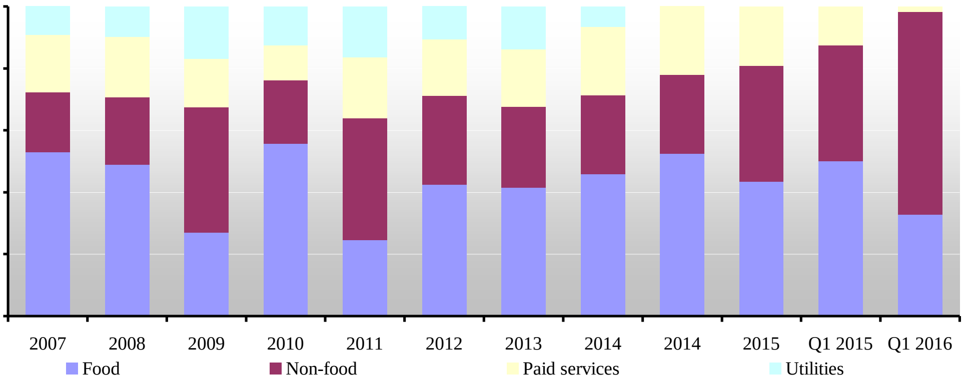
<...>

Food market inflation

<...>

In May 2016 the consumer prices index came to *% (May 2015 – *%), the food prices index – *% (May 2015 – *), for non-food – to *% (May 2015 – *%), for services – *% (May 2015 – *%). <…>

Picture 57. Contribution to inflation in 2007-2016, pp



Data source: FSSS

Research (full version) also contains the information on dynamics of price changes for consumer products in Russia and 8 regions of Russia

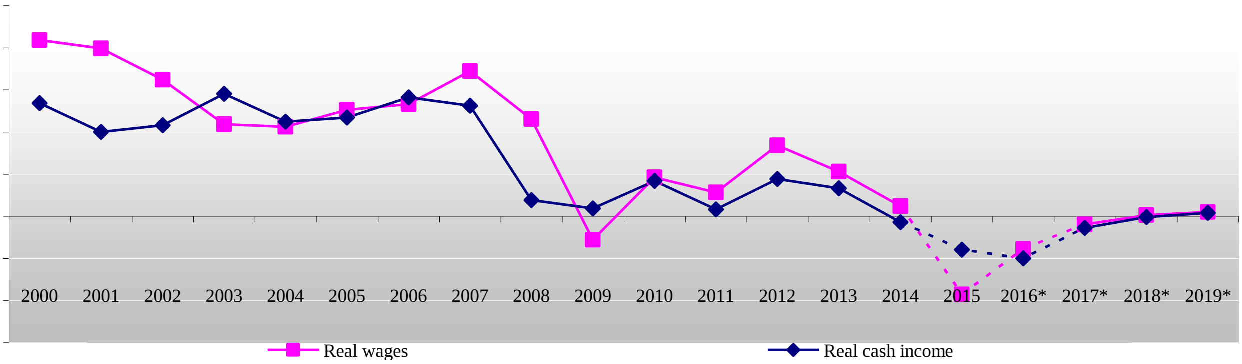
Consumer incomes and expenditures

In 2015 the population's real incomes growth happened to be negative and came to *%). The real wages decreased by *% vs. the growth by *% in 2014. It needs to be reminded that according to the forecast of the Ministry of Economic Development the observed consumer dynamics was negative in 2015. The population's real wages were to decrease by *% and real disposable income – by *%.

On December 14, 2015, the President of the Russian Federation signed Federal Law No. 376-FZ on Amending Art. 1 of the Federal Law on Minimum Wage Size. According to this law, since January 1, 2016 the minimum wage shall amount to RUR *per month (while in 2015, it amounted to RUR *per month).

According to the updated forecast of the Ministry of Economic Development as of 06 May 2016, personal incomes will shrink by *% in 2016, grow by *% in 2017, by *% and by *% in 2019.

Picture 60. Real salary and real income dynamics in 2000-2015, forecast for 2016-2019 (conservative forecast), %



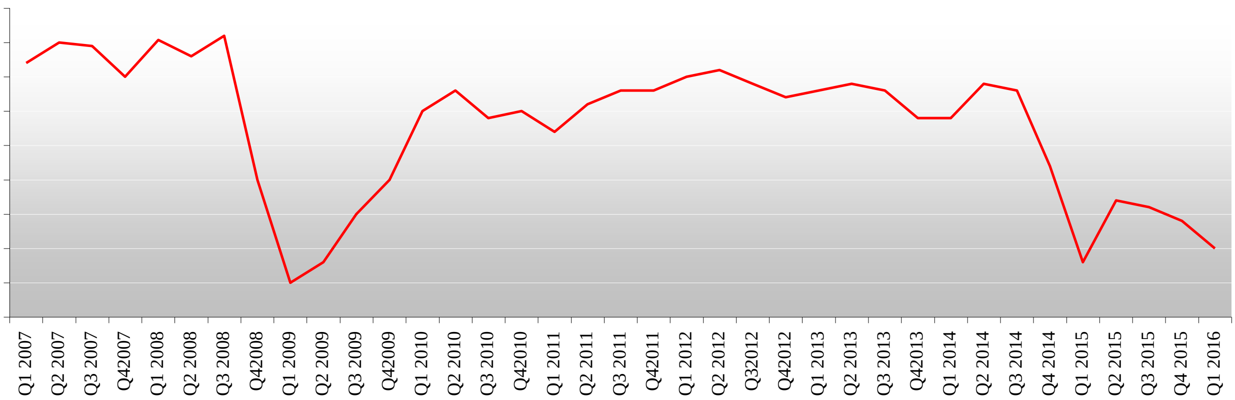
Data source: FSSS

Thus, from 2017, real incomes and salaries will resume growth, though by the early 2020, they will be lower than in 2014 by *% and *%. The Ministry of Economic Development previously assumed that in the coming years pensions will be adjusted according to the target inflation of the Central Bank of Russia - by *%, i.e., below the actual inflation, as in 2016.<…>

Consumer expectations and confidence index

The geopolitical tension continues. People fear possible negative consequences of sanctions and countersanctions. They suspend buying certain goods and services or limit their usage. This creates uncertainty of future. Households conventionally react to possibly approaching social and economic crisis. The model has been changed from consumption to saving. The consumer demand shrinks, retail turnover and paid services growth slows down. Obviously, sound consumer demand experiences the growth sources shortage. Slowing cash income growth is aggravated by increasing credit debt load and national currency devaluation.

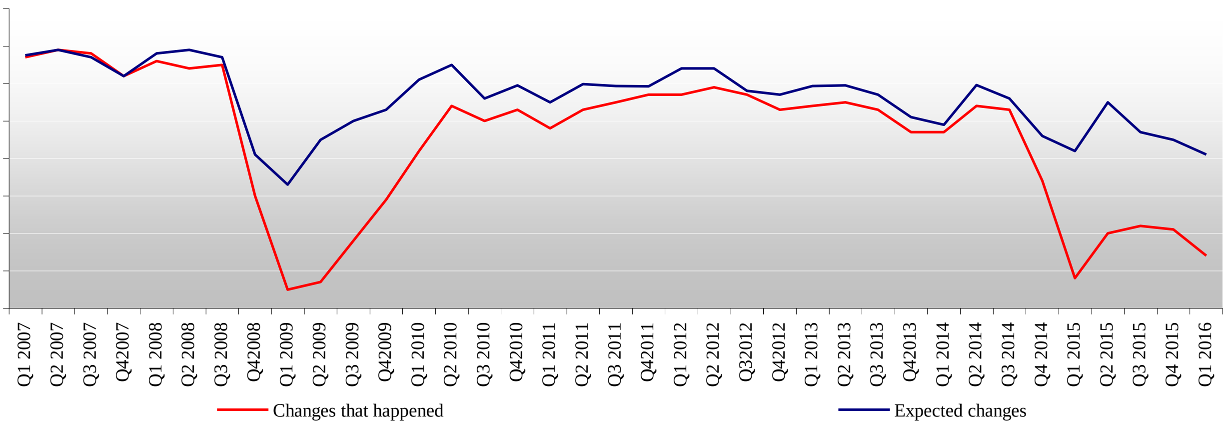
Picture 65. Consumer confidence index in Russia 2007-2016



Data source: FSSS

<…> The index of expected changes in short-term decreased by 4 pp in Q1 2016 in comparison with Q4 2015 and came to *. * of responds expect positive economic changes during next 12 months (in Q4 2015 – *%). Share of negative responses increased to *% (in Q4 2015 – *%). *% of respondents do not think the situation will change (in Q4 2015 – *%).

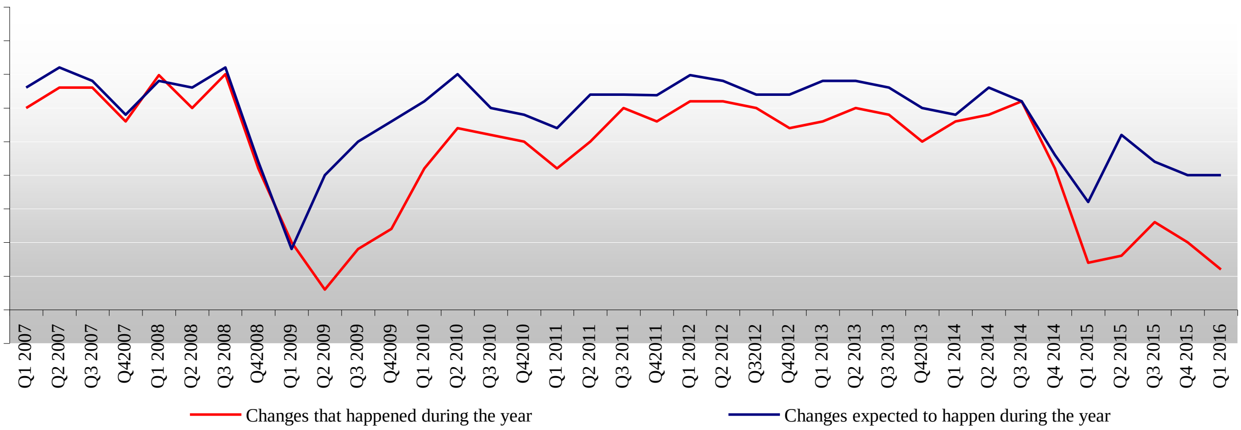
Picture 66. Consumers' assessment of economic situation in Russia in 2007-2016



Data source: FSSS

Index of actual changes in the economics of Russia decreased by * pp and came to (*%) against (*%) in Q4 2015. The share of respondents which positively appraise the changes decreased to *% (in Q4 2015 – *%). Furthermore, the share of negative assessments increased to *% vs. *% in Q4 2015. <…>

Picture 66. Consumers' assessment of personal financial situation in Russia 2007-2016



Data source: FSSS

<…>

Research (full version) also includes the structure of consumer income and expenses, credit and monetary policy, results of the household panel following the results of the complete period, average ticket value analysis, consumer expectations and confidence indexes and etc.

Section II. Key events for FMCG retail in Russia

On Prolongation of Counter-Sanctions Restricting Food Product Supplies from the EU, the USA and Some Other Countries

June 25, 2015, Vladimir Putin signed the **Decree No. 320** on prolongation of counter-sanctions imposed by the Russian Federation until August 5, 2016. He commissioned the Prime-Minister Dmitriy Medvedev to timely prepare necessary documents for implementation of this decree. He specified that in line with the suggestion made by the Head of the Government, Dmitriy Medvedev, "we prolong our counter-sanctions for the next year starting as of today". Vladimir Putin expressed his certitude that counter-sanctions being taken will become a good guideline for national manufacturers of agricultural commodities.

<…>

Mutual relations with Turkey

On November 28, 2015, the President of Russia Vladimir Putin signed a Decree on the national security protection measures and on the application of special economic measures regarding Turkey. The Decree imposes a prohibition or restrictions on the activities of organizations that operate in Russia under Turkish jurisdiction. These refer to a prohibition for them to perform particular works and services, whose list the government is yet to determine. Vladimir Putin has also forbade employers to hire workforce from among Turkish citizens and this restriction shall come into force starting January 1, 2016. Judging from the decree text, this restriction will not apply to the citizens of Turkey whose labor relations will have been executed as of December 31, 2015.

<…>

Roskachestvo activities

June 4, 2015, the first organizational meeting of the Autonomous Non-Commercial Organization Russian Quality System (Roskachestvo) (www.rskrf.ru) was held where Maksim Protasov was appointed as the Head of the Organization. He declared that first products having the Russian Quality Mark could appear in stores before the end of 2015. Let us remind that on April 30, 2015, the Government of the Russian Federation signed the **order on the establishment of the autonomus non-commercial organization ANO Russian Quality System**. The organization was established to ensure the quality of Russian commodities, increase their competitiveness and resolve import substitution tasks.

<…>

Section III. Events and plans of FMCG chains

Magnit, PC / Magnit, Magnit Semeiniy, Magnit Cosmetic

Magnit, PC / Magnit, Magnit Semeiniy, Magnit Cosmetic chains

Company's name: *Magnit, PC (Tander, CJSC/ Magnit, Magnit Semeiniy retail chains)* Address: *350072, g. Krasnodar, ul. Solnechnaya, 15 / 5* Phones: *+7 861 2109810* Hot line: *+7 880 02009002* Fax: *+7 861 2109810. E-Mail: info@gw.tander.ru* Web: *www.magnit-info.ru.* Executive: *Sergey Galitskiy, CEO, Hachatur Pombuhchan, chairman of board of directors;*

Chain development

As of 01 June 2016 the total number of Magnit's stores came up to 12 787 (9 870 convenience stores, 227 Magnit hypermarkets, 167 Magnit Semeiniy supermarkets and 2 523 Magnit-Cosmetic). The chain's total selling space is 4 643.26 thousand sq. m. In 2015 the net increment of company's stores came to 2 378 stores (1 250 convenience stores, 29 Magnit hypermarkets, 58 Magnit Semeiniy, 1 041 Magnit Cosmetic). The selling space increased by 823.08 thousand sq. m. Magnit company forecast for 2015 was: to open 1350 convenience stores, 90 hypermarkets and Magnit Semeiniy stores, 950 drogerie stores. In January-May 2016 the net increment of company's stores came to 698 stores (276 convenience stores, 8 Magnit hypermarkets, 12 Magnit Semeiniy, 402 Magnit Cosmetic). The selling space increased by 229.54 thousand sq. m. In May 2016 the net increment of company's stores came to 210 stores (99 convenience stores, 6 Magnit Cosmetic, 105 Magnit Cosmetic).The selling space increased by 68.92 housand sq. m.

<…>

Results and expectations

<…>

Magnit's key financial indicators (by formats), as of 9 months, Q4 and 2014-2015 and March and Q1 2015-2016 (managerial accounting) are presented in the table (negative results – in brackets).

Table 5. Magnit's key financial indicators (by formats) in 2014-2016

Indicator	Format	2014	2015	Q1 2015	Q1 2016	Apr.15	Apr.16	Jan.-Apr.15	Jan.-Apr.16	May.15	May.16	Jan.-May.15	Jan.-May.16
Net revenue, bn RUB	Magnit	577.776	701.275	162.596	187.51	57.448	65.549	220.044	253.059	59.823	65.592	279.867	318.651
	Hypermarket Magnit	139.655	161.579	38.731	39.473	13.454	13.462	52.185	52.935	13.879	12.993	66.064	65.928
	Magnit Semeiniy	25.534	44.825	9.602	13.515	3.499	4.697	13.101	18.213	3.68	4.617	16.781	22.829
	Magnit-Cosmetic	19.757	40.122	7.303	13.937	2.48	4.448	9.783	18.386	2.683	4.544	12.466	22.929
	Retail revenue	**762.721**	**947.8**	**218.756**	**255.303**	**76.882**	**88.157**	**295.114**	**342.592**	**80.064**	**87.746**	**375.178**	**430.337**
	Wholesale sales	0.806	2.812	0.524	0.868	-	-	-	-	-	-	-	-
	Total revenue	**763.527**	**950.613**	219.28	256.171	-	-	-	-	-	-	-	-
Net revenue growth, %	Magnit	28.17%	21.37%	29.02%	15.32%	25.78%	14.1%	28.16%	15%	26.39%	9.64%	27.78%	13.86%
	Hypermarket Magnit	31.53%	15.7%	30.89%	1.92%	21.26%	0.06%	28.27%	1.44%	18.71%	(6.38%)	26.13%	(0.2%)
	Magnit Semeiniy	139.12%	75.55%	115.6%	40.75%	95.39%	34.24%	109.8%	39.01%	94.87%	25.45%	106.34%	36.04%
	Magnit-Cosmetic	66.4%	103.08%	87.83%	90.84%	112.74%	79.33%	93.58%	87.93%	108.98%	69.37%	96.69%	83.93%
	Retail revenue	**31.61%**	**24.27%**	**33.4%**	**16.71%**	**28.73%**	**14.67%**	**31.94%**	**16.09%**	**28.73%**	**9.59%**	**31.24%**	**14.7%**
	Wholesale sales	-	-	-	10.01%	-	-	-	-	-	-	-	-
	Total revenue	31.71%	24.5%	**33.7%**	**16.82%**	-	-	-	-	-	-	-	-
LfL (revenue), %	Magnit	13.85%	7.29%	14.06%	2.67%	-	-	-	-	-	-	-	-
	Hypermarket Magnit	14.05%	1.51%	14.91%	(9.07%)	-	-	-	-	-	-	-	-
	Magnit Semeiniy	18.97%	0.62%	17.29%	(4.76%)	-	-	-	-	-	-	-	-
	Magnit-Cosmetic	40.79%	19.61%	23.86%	8.66%	-	-	-	-	-	-	-	-
	Company in total	**14.47%**	**6.21%**	**14.53%**	**0.44%**	-	-	-	-	-	-	-	-
LfL (average ticket),%	Magnit	9.81%	8.14%	13.87%	0.32%	-	-	-	-	-	-	-	-
	Hypermarket Magnit	7.98%	5.53%	14.38%	(3.9%)	-	-	-	-	-	-	-	-
	Magnit Semeiniy	9.28%	4.33%	15.23%	(3.79%)	-	-	-	-	-	-	-	-
	Magnit-Cosmetic	3.76%	13.24%	9.97%	11.51%	-	-	-	-	-	-	-	-
	Company in total	**9.58%**	**7.23%**	**13.97%**	**(1.01%)**	-	-	-	-	-	-	-	-
LfL (traffic), %	Magnit	3.68%	(0.79%)	0.17%	2.34%	-	-	-	-	-	-	-	-
	Hypermarket Magnit	5.63%	(3.8%)	0.47%	(5.32%)	-	-	-	-	-	-	-	-
	Magnit Semeiniy	8.87%	(3.55%)	1.79%	(1.0%)	-	-	-	-	-	-	-	-
	Magnit-Cosmetic	35.69%	5.62%	12.63%	(2.56%)	-	-	-	-	-	-	-	-
	Company in total	**4.47%**	**(0.96%)**	**0.49%**	**1.46%**	-	-	-	-	-	-	-	-
Gross profit, bn RUB	Company in total	220.521	270.821	59.116	65.036	-	-	-	-	-	-	-	-
Gross margin, %	Company in total	28.88%	28.49%	27.02%	25.47%	-	-	-	-	-	-	-	-

Indicator	Format	2014	2015	Q1 2015	Q1 2016	Apr.15	Apr.16	Jan.-Apr.15	Jan.-Apr.16	May.15	May.16	Jan.-May.15	Jan.-May.16
Net profit, bn RUB	Company in total	47.686	59.061	9.478	8.243	-	-	-	-	-	-	-	-
Net profit margin, %	Company in total	6.25%	6.21%	4.33%	3.23%	-	-	-	-	-	-	-	-
EbitDA, bn RUB	Company in total	85.91	103.973	20.395	19.789	-	-	-	-	-	-	-	-
EbitDA profitability, %	Company in total	11.25%	10.94%	9.32%	7.75%	-	-	-	-	-	-	-	-

Data source: Magnit

<…>

Plan for hypermarket openings

In Q2 2016 a Magnit hypermarket is to be opened in Barnaul: Industrialniy district. **<…>**

Plan for supermarket openings

In Q2 2016 a Magnit Semeiniy supermarket is to be opened in Chelyabinsk regions at the following address: g. Magnitogorsk, r-n Ordzhonikidzevskiy, shopping centre. Its space will come to 2.048 thousand sq. m. **<…>**

New supermarkets[12] openings

On 12 May 2016 was opened a supermarket Magnit Family in Pskov region at the following address: Velikie Luki, Oktyabskiy eve., 2, Almaz shopping center. The product mix includes about 9.7 thousand items, the food products share comes to about 87%. The selling floor is equipped with 17 POS-terminals. The retail facility is under lease. **<…>**

Resignation and appointments

On April 7, 2016, the BoD of Magnit PJSC approved Andrey Arutyunyan’s dismissal. The today’s board, including Sergey Galitsky and Mr. Arutyunyan himself, unanimously approved this recommendation for the Annual General Meeting (AGM) of shareholders scheduled on the early summer of 2016. Andrey will be replaced with Vladimir Gordeychuk owning 2.54% shares of the company. Andrey Arutyunyan was on the BoD since 2008. Moreover, since 2003 he has been the CEO's First Deputy of Magnit and owned 0.21% shares. Mr. Galitsky, CFO Khachatur Pombukhchan, Alexander Aleksandrov, Alexander Zayonts, Alexey Pshenichny and Aslan Shkhachemukov will keep their positions in the BoD.

Online

In July 2014 it became known that Magnit is working on its own online store. In Q3 2015 an online store was launched in the test mode on the basis of a hypermarket in Krasnodar Territory. About 100 employees of Magnit are trying to place orders. A decision as to the project’s future will be made in mid-2016 at the earliest.

New formats

On April 7, 2016, the BoD of Magnit PJSC approved Andrey Arutyunyan’s dismissal. The today’s board, including Sergey Galitsky and Mr. Arutyunyan himself, unanimously approved this recommendation for the Annual General Meeting (AGM) of shareholders scheduled on the early summer of 2016. Andrey will be replaced with Vladimir Gordeychuk owning 2.54% shares of the company. Andrey Arutyunyan was on the BoD since 2008. Moreover, since 2003 he has been the CEO's First Deputy of Magnit and owned 0.21% shares. Mr. Galitsky, CFO Khachatur Pombukhchan, Alexander Aleksandrov, Alexander Zayonts, Alexey Pshenichny and Aslan Shkhachemukov will keep their positions in the BoD.

Logistics: data

As of 31 March 2016, Magnit (Tander JSC) managed 34 distribution centres with aggregate floor space of 1350 ths sq m. The centralization level of supplying to convenience stores came to 90% in Q1 2016, and to hypermarkets – to 73%. In the long-term it is planned to bring it to 92% for convenience stores and to 80% for hypermarkets. The truck fleet, as of 31 March 2016, included 5861 vehicles.**<…>**

[12] INFOLine IA considers Magnit Semeiniy closer to the supermarket format.

Logistics: plans

By 2018, Magnit is planning to open 8 DCs in Russia. Project investments equal about RUR 16 billion. Warehouse Logistics Department Deputy Director for Development of Tander CJSC, Andrey Krivenko, said that there are a lot of potential regions for building DCs: "They include Kemerovo, Moscow, central Russia. Investment for each site is different, and it depends on many factors." **<…>**

Private label

PL sales share decreased to 11% from 11.2% in the middle of 2015 after its growth in the 1st half of 2015. Magnit's PL still includes 596 commodity items, 84% of them are food products. As of August 2015, the area of the greenhouse complex in Dinskoy District had increased to 83 hectares and thus, it became the largest in Eastern Europe. **<…>**

Co-operation with consumers

In May 2016, it became known that some 2000 self-service checkouts will be installed in most of Magnit hypermarkets over two years. The checkouts will be installed in specially allocated self-service areas. The project contractor is NCR. The project utilizes NCR Fastlane SelfServ Checkouts using appropriate software, fiscal printers by Shtrih, a NCR partner, as well as integration support by New Vision.

Corporate events

On May 13, 2016, Magnit PJSC fulfilled its obligations to pay the 2nd coupon on bonds series 02 and 03, spending 301,650,000 RUR / 301,650,000 RUR, respectively, effectively redeeming the nominal value of bonds. On May 16, 2016, bonds series 02 and 03 were excluded from the Third Level of securities lists allowed for trading at FB MMVB CJSC due to early redemption thereof.

On May 27, 2016, Magnit PJSC held a Board of Directors meeting with the following agenda:

1. Adopt the Provision on the Corporate Management Department of Magnit PJSC. The Provision adopted.

<…>

Research (full version) contains the description of 8 largest FMCG chains in Russia:

X5 Retail Group N.V. (Pyaterochka, Perekrestok, Karusel and Perekrestok-express); Magnit, PJSC (Magnit, Magnit Semeiny, Magnit-Cosmetic, Rouge retail chains); Auchan Groupe (Auchan, Auchan-City, Nasha Raduga, real,- and Atac retail chains); Metro Group (METRO, METRO Punct and real- retail chains); GC DIXY JSC (Dixy trading chain, Megamart, Minimart, Viktoria-kvartal, Deshevo, Semeynaya Kopilka, Viktoria, Kesh) ; O'KEY, LTD. (O'KEY, O'KEY-Express retail chain); Lenta, LTD. (Lenta retail chain); Sedmoi Kontinent, JSC (Sedmoi Kontinent, Nash)

The description of each chan includes news according to the sections:

- **Chain development (operational results, plans of further development);**
- **Performance and expectations (key financial idicators and plans);**
- **Investment projects;**
- **Private label (key private label of the chain, their development and plans to the future expansion);**
- **Resignations and appointments;**
- **M&A;**
- **New formats (introduce and/or plans on introduce new formats to the market);**
- **Logistics (opening new distribution centers, the level of supply centralisation, etc.);**
- **Store openings (during the last month);**
- **Store closures (during the last month);**
- **Co-operation with consumers (actions, loyalty programs, etc.);**
- **Co-operation with suppliers (working conditions with suppliers, new partners, etc.);**
- **Corporate events (other news by the chain (judicial proceedings, labor relations, etc.).**

![iNFOLine]

About INFOLine IA products

Currently the most topical issue for the companies is monitoring and analysis of industry and general business events in Russia and the world. It is impossible to solve this problem without a professional and highly efficient information department. INFOLine IA is exactly such department. It will work for the benefit of your business. All your colleague and employees are welcome to make use of our services. INFOLine IA is an independent company. It has been working on the industry research market of Russia since 2001. The retail industry study conducted by INFOLine during 2005-2014 is the best on the market. This was acknowledged by many of our customers and partners.

There is a range of information products especially prepared for FMCG retail companies:

Russian consumer market and FMCG retail chains rating, Industry review

It contains structured information regarding the development of retail chains, commissioning of new stores, new formats, M&A transactions, corporate events, logistics, operational results and expectations, investment plans and interaction with suppliers regarding the leading FMCG chains. The review also contains: macroeconomic figures, statistic data and analytical information regarding the development of retail and chains in Russia during the month under report.

Russian consumer market and FMCG retail chains rating contains:

TOP 150 FMCG chains performance
- Rating of FMCG chains by number of stores
- Rating of FMCG chains by selling space
- Rating of FMCG chains by net sales

Section I. Development of retailing in Russia
- Macroeconomic retail indicators
- Government regulation of retailing
- Structure of retail turnover by the category of product
- Structure of retail turnover by the category of retailer
- Regional structure of retail sales
- Inflation and the food market
- Consumer incomes and expenses
- Consumer expectations and confidence index

Section II. Key events for FMCG retail in Russia
- Important events for FMCG retailers
- Activities of INFOLine IA specialists
- Case –The effects of price increases on consumer behavior

Section III. Key events and plans of major FMCG retailers

Supplement 1. Structure of retail turnover by subjects of Russia in 2009-2016

Publication date:	**monthly**
Thhe number of pages:	**From 150**
Method:	**Elictronic**
Price when subscribing for a year, rub.	**Spacial offer!**
IN FORMATE Power Point rub./mes.	**From 20 000**

Complete research reports on retail

Title	Contents	Publication date	Price, roubles
Analytical Database of **700 FMCG retail chains of the RF**	It contains the following sections: Conditions of the FMCG retail market in Russia; Business reference data on TOP 100 retailers; Data base of 700 chains and 600 DCs that includes the following entries: the Retail chain's operator, Brands, Contacts, Management (CEO, procurement director, financial director, IT director), total number of stores, total selling space, revenue, presence in regions, number of distribution centres	June 2016/July 2016	50 000 / 70 000 roubles
FMCG Hypermarkets in Russia, Results of 2014 and Forecast for 2017	The standard version of the industry review presents analysis of FMCG and Non-Food retail market (macroeconomic indicators, structure and dynamics of retail turnover, number, selling space, net sales of stores by sales channels); TOP-50 ratings and business reports on 30 largest retailers developing hypermarkets; history and key features of hypermarket format; forecast for hypermarkets for 2015-2017. Extended version of the industry review contains also analysis of hypermarket segment in 30 largest regions by food retail turnover by 7 federal districts of Russia (exc. Crimean) and data on 1000 operating hypermarkets.	December 2015	40 000/70 000 roubles
NEW! DIY Market, Results of 2015 and Forecast for 2017	Rating of the largest retail and wholesale-retail DIY chains by their financial efficiency (gross margin and net profit margin) and the average purchase size; by selling/gross floorspace, number of stores, revenue per one square meter of selling/gross floorspace Development of online retailing on the DIY market; regional development of the largest DIY operators; business reference data on TOP 50 DIY operators; prospects for development of the largest players on the DIY market NEW! *Description of TOP 50 players on the DIY market; debt load; development strategy;*	May 2015/refresh Q2 2016	50 000 roubles

Title	Contents	Publication date	Price, roubles
	preferences of DIY consumers in Russia; description of the largest players among "specialized chains".		
NEW! Analytical Database of DIY chains	Database contains operational and financial indicators, contact information on TOP management of 300 DIY chains of Russia: legal name; chain's brand; chain's management **NEW!** *Development director, marketing director*; Factual address; phone; fax; e-mail; Web-site; developed formats; total number of stores as of 01 January 2015; selling/gross floor space; revenue (excluding VAT) in 2011-2013, billion roubles; regional presence; number of DCs as of 01.01.2015.	June 2015/refresh Q2 2016	50 000 roubles

Periodical information products on food industry, food market, retail etc.

Title	Description of the product	Periodicity	Price in roubles per month
Macroeconomics of Russia and Condition of Processing Industry	Monthly macroeconomic survey of the situation in various branches of RF industry	Once per month	5 000
News of Retail in RF	Latest and periodic information about RF industry of your interest	Daily	5 000
News of Logistics and Warehousing		Once per week	5 000
News of Food Industry and Food Market (more than 15 segments of food industry!)		Twice per week	6 000
News of Advertising and Marketing		Once per week	4 000
Bank of Innovations on Food Market	Monthly review of new products on the food market of the RF and abroad	Once per month	12 500

Please, take note! *The above-mentioned selection of our products is not complete.*

Besides the completed pilot products INFOLine IA offers its customers a package of individual information services for solution of specific problems that might arise in the process of the company's operation. These are custom-made research reports, compilation of data bases, product mix and prices monitoring, special monitoring on our customer's request etc.

We are always glad to be of assistance to you! To obtain demo-versions and presentations of Reports or if you have any questions do not hesitate to contact our manager, +7 (812) 322 68 48, +7 (495) 772 76 40 или почте: retail@infoline.spb.ru