

INDUSTRY REVIEW

RUSSIAN CONSUMER MARKET
AND FMCG RETAIL CHAINS
RATING

Demo version

- Retail business statistics in Russia and regions
- Retail indicators in Russia
- Review of retail market of Russia in 2020-2021
- Rating of FMCG retailers by stores number, selling space in 2016-2021, net sales in 2016-2020
- Dynamics of development and key events of the TOP-200

FMCG chains

Агентство INFOline занимается разработкой и реализацией информационных и аналитических продуктов, консультированием и поддержкой деловых форумов и мероприятий в сфере строительства и инвестиций, ритейла и потребительского рынка, топливно-энергетического комплекса, транспорта, машиностроения и др. На постоянной основе мы оказываем поддержку более 3000 компаний России и мира. В соответствии с правилами ассоциации ESOMAR все продукты агентства INFOline сертифицируются по общеевропейским стандартам.

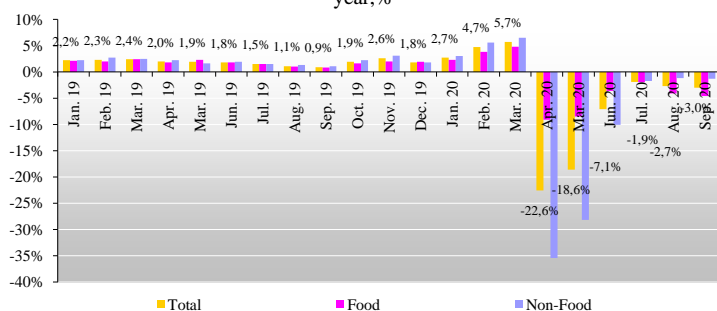
Key events in FMCG retail and consumer market in the reporting month

Macroeconomic indicators of retail

Indicator	Q1 2020	Q2 2020	Q3 2020
Retail turnover, RUB bn	8186,2	7041,4	8697,9
Food retail turnover, RUB bn	3959,5	3793,2	4076,8
Food retail turnover, %	3,7%	-7%	-3,6%
Non-Food retail turnover, %	5,1%	-24,4%	-1,4%
Food service retail turnover, %	3,1%	-48,9%	-
CPI, % by dec. prev. year	1,3%	2,6%	2,9%
CPI Food, % by dec. prev. year	2,2%	4,3%	3,1%
Real wages, % ¹	6,2%	-0,1%	- ²
Real income of population, %	1,2%	-8,0%	-4,8%
The share of TOP-10 FMCG chains, %	34,7%	36,0%	-

Source: FSSS, INFOLine estimations (retail market dynamics in rubles)

Dynamics of retail trade turnover in 2019-2020 to the same period of the previous year, %



Source: FSSS

year-on-year (in Q2 2020, the growth was 3.8% (8.0% in Q2 2020), and by the end of 9 months of 2020 - to 3.5%.

Financial results of the largest FMCG chains for Q3 2020

Financial results (without VAT) of the largest FMCG for Q3 2020.³

Index	X5 Retail Group	Magnit	Lenta	METRO ⁴	O'KEY
Total revenue, RUB bln	486,641	383,189	104,397	-	-
Net retail revenue, RUB bln ⁵	485,552	370,952	102,26	46,33	39,463
Dynamics of net retail revenue, %	15,4%	11,4%	4,6%	8,4%	3,6%
LFL (revenue), %	6,9%	6,9%	3%	8,2%	2,8%
LFL (average check), %	8,8%	12,4%	9,2%	-	14,2%
LFL (traffic), %	-1,8%	-4,9%	-5,7%	-	-10,0%

Source: company data, INFOLine estimates

Perekrestok turned out to be higher, mainly due to the opening of the acquired supermarkets Rait, and amounted to 18.7% (for Pyaterochka - 18.4%). The dynamics of revenue of stores "near the house" Magnit slowed down to 11.9%, and at supermarkets and hypermarkets "Magnit Family" it decreased by -1.2%. Retail sales of O'KEY hypermarkets decreased by -1.6%, while hard discounter DA! - grew by 45.7%. Retail revenue of the Lenta network in the supermarket channel increased by 9.5%, and in hypermarkets - by 4.2%, while wholesale revenue continued to decline (-19.3%).

The largest FMCG chains in the Q3 2020 continued the accelerated development of online sales, for example, the revenue of the online hypermarket Perekrestok Vprok increased by 218.1% in 9 months of 2020, and X5 Retail Group announced plans to launch a restaurant food delivery service in 2021 on the basis of a single platform Okolo. Lenta's online sales, including sales through delivery services, increased by 395%, while METRO, including sales through delivery services, rose more than in 3 times, and the share of online sales increased to 6% of the company's total revenue in Russia. In the context of a pandemic, retail chains have reduced

In Q3 2020 food retail turnover grew by 1% in monetary terms, and non-food retail turnover - by 2.2% (by Q2 2020, non-food retail turnover grew by 42.3%, which is associated with the removal of restrictions). In September-October 2020, the dynamics of the retail trade turnover slowed down. In September 2020 food retail turnover decreased by 4.6% in physical terms, which is worse by 0.5 percentage points than in August. In monetary terms, retail turnover food in September increased by 0.2% compared to 0.4% in August.

On October 23, 2020, the Central Bank decided to keep the key rate at 4.25%, and adjusted downward the forecast of consumer and investment demand in 2020. Central bank is also increased the forecast of the net capital outflow from Russia from \$ 25 to \$ 53 billion, which is close to the anti-record of 2018 (\$ 67 billion). In September 2020, annual inflation accelerated to 3.7% (3.6% in August) and, as of October 19, amounted to 3.8%.

By the end of 2020, the Central Bank predicts inflation in the Russian Federation in the range of 3.9-4.2% (previously 3.7-4.2%). In Q3 2020, the growth of annual food inflation increased to 4.3% (3.6%). Decrease in GDP in Q3 2020 slowed down to 3.8% (8.0% in Q2 2020), and by the end of 9 months of 2020 - to 3.5%.

The largest FMCG chains in Q3 2020, despite the stagnation of food retail turnover in August-September, continued to demonstrate positive dynamic revenue growth due to the same driver as in Q2 2020: the average bill, while the traffic remains in the negative zone.

Small formats showed the highest growth rates: Pyaterochka made the largest contribution to the growth of X5 Retail Group, demonstrating 8.5% growth in LFL sales versus 1.4% for Perekrestok supermarkets, although the overall growth rate of the

¹ Dynamics to the same period of 2019.

² Real wages in July 2020 increased by 2.3%, in August - by 0.1%. Data for September and Q3 2020 FSSS has not yet been published.

³ Dynamics by Q3 2019.

⁴ INFOLine calculation at the average rate of the Central Bank of the Russian Federation in Q4 (fin). 2019/2020 - 85.9553 rubles / euro.

⁵ Net retail sales represent operating proceeds from stores excluding VAT. This figure differs from total revenue, which includes franchise and other revenue.

redesign programs: in Q3 2020 155 convenience stores Pyaterochka were opened after reconstruction (in Q2 2020 - 418) and Magnit in 3Q 2020 resumed organic growth (187 convenience stores opened and 69 closed, 1 supermarket opened and 4 closed), but only 3 convenience stores and 3 supermarkets were renovated (in Q2 2020 - 12 convenience stores, 4 supermarkets and 3 - drogerie).

Impact of the economic meltdown and the spread of COVID-19 and anti-crisis measures of the Government of the Russian Federation

At the congress of the Russian Union of Industrialists and Entrepreneurs held on October 21, 2020, Vladimir Putin said that the authorities did not plan to introduce harsh restrictive measures amid the coronavirus pandemic. However, the number of new cases continues to grow.

Retail and consumer market regulation

In October 2020, mandatory labeling of dairy products was postponed to May 2021, and participation in the program will be voluntary from January 2021. Labeling of dairy products was supposed to become mandatory from June 1, 2020, but on March 30, 2020, the Government of the Russian Federation signed Executive Order No. 806-r to postpone mandatory labeling of dairy products to 2021, and it will be introduced no later than October 1, 2021.

On October 6, 2020, the Ministry of Finance of Russia developed simplified rules for the manufacture, acquisition and destruction of federal special marks for alcohol. The simplified procedure for issuing marks for alcoholic beverages requires only an application submitted via USAIS (Unified State Automated Information System). The rules also provides for unifying mark types for imported and domestic alcohol, so now federal special marks will be used for any alcohol subject to labeling

On October 15, 2020, Vladimir Putin signed Federal Law No. 321-FZ dated October 15, 2020 "On Amendments to Part Two of the Tax Code of the Russian Federation..." to increase excise rates on cigarettes and other tobacco products in Russia by 20% in 2021.

By the decree of the Chief State Sanitary Doctor of the Russian Federation dated October 28, 2020, a mask mandate was introduced in crowded places, in transport, in elevators and in parking lots throughout the Russian Federation.

On November 13, 2020, the Central Bank of the Russian Federation (CBR) published amendments to the regulation "On the Payment System of the Bank of Russia". From October 1, 2021, all systemically important banks will have to provide their customers with an option to pay for goods, works and services using a QR code via Faster Payments System (FPS). For banks with universal licenses, the deadline is April 1, 2022.

Key events of retail chains in October 2020



X5 RETAIL GROUP

X5 Retail Group opened the first hard discounter under the Chizhik brand on October 29, 2020 in Moscow at ul. Dolgoprudnaya, 11a. The trading area of Chizhik discounter is 200-250 sq. m., assortment is about 800 SKU. The share of private label goods in the assortment in the future will be up to 60%. X5 Retail Group plans to open up to 45-50 discounters in 2021.



X5 Retail Group has opened the first store without staff Pyaterochka #na letu. The new store was opened in pilot mode in Moscow, the retail area is 80 sq. m. Service is carried out through the application Pyaterochka #na letu and registration using X5 ID. X5 is exploring the possibility of opening Pyaterochka #na letu in Krasnodar.



Magnit opened a convenience store with a new concept for large cities. The 665 sq.m facility in Moscow is adapted for residents of megacities to offer them its special interior space, atmosphere, range and digital services added.



On October 28, 2020, Lenta opened a new DC in the M10 industrial park in the Tosno district of the Leningrad region with a total area of 70 thousand sq. m. The volume of investments in the project amounted to 3.5 billion rubles excluding VAT



Auchan has decided to sell a controlling stake (70.94%) of Sun Art's Chinese division to Alibaba for \$ 3.6 billion. Thus, the Chinese corporation will own 72% of the hypermarket chain. In total, Sun Art operates 484 hypermarkets in China.



Spar Middle Volga has opened a Spar supermarket in Moscow at 3 Smolenskaya Square, Smolensky Passage TDK with a total area of 2.61 thousand sq. m. in a "unique concept" with expanded categories of fresh and ultra fresh products.

Key events of online activities of retail chains in October 2020



On November 2, 2020, Magnit launched in Moscow a pilot of its own online ordering service (so far from 12 stores with an assortment of 5 thousand SKUs) and product delivery in partnership with the Yandex.Eda service. The service is available in the new application Magnit





Key supplier events



Delivery, which will become a platform for the development of the company's e-commerce projects.

Perekrestok launched a new version of the mobile application, fully integrating the Perekrestok.Bystro express delivery service into it.

X5 Retail Group announced the decision to withdraw from the capital of LLC CTB and terminate cooperation with Sovcombank on the Halva project for the development of a chain of postamats. As a result of the deal, 1,112 out of more than 3,000 postamats will become the property of X5 Retail Group and will be rebranded under 5Post. Due to this deal, 5Post will become one of the market leaders in terms of the number of its own postamats, expanding it to 4000 devices

Perekrestok Vprok has moved to a new domain - vprok.ru. All user sessions and purchase history are seamlessly transferred to the new site. The design and navigation of the site remain the same. Perekrestok Vprok has appointed a new chief operating officer. This is Andrey Pavlovich, who since 2015 held the position of Logistics Director of Coca-Cola HBC Russia, and since 2018 held the position of Supply Chain Director at Ozon

X5 Retail Group plans to launch delivery from restaurants on the basis of a single platform Okolo in 2021. Executive Director of the company Igor Shekhterman noted that Okolo will deliver orders from restaurants and cafes with a lower commission than services of Yandex, Sber and Mail.ru Group

Utkonos launched delivery in St. Petersburg and launched the Kubinka FC with an area of about 9.5 thousand sq. m. At the first stage, delivery is available inside the ring road. Investments in the launch amounted to RUB 250 million. The range of goods is represented by 15 thousand SKU

VkusVill closed the VkusVill Express delivery application due to the integration of delivery functions into the VkusVill application. Also VkusVill stopped supporting the Telegram bot. In Q3 2020, the revenue of the VkusVill online store amounted to RUB 3.5 billion, which corresponds to the indicator of the entire first half of the year.

Svetofor has launched online sales in the Central and Northwestern Federal regions and delivery is being carried out within a 5 km radius from the nearest network facility.

Yandex.Eda has launched delivery from farmers' markets in Moscow. At the first stage, the partnership was concluded with Danilovsky, Usachevsky, Moskvoretsky and Leninsky markets. In the future, the service may be available for 50 objects throughout the country.

International companies are preparing to cut their range. Coca-Cola announced plans to reduce the number of its brands by 50%. Mondelez decided to reduce its number of SKUs by 25%. Danone announced that they will conduct a full strategic analysis and optimization of their portfolio of brands and assets.

the regime of investment protection and promotion agreements (IPPA): construction of a distribution center in Domodedovo (Moscow Region) with an investment volume of RUB 10 bn, expansion of a meat processing complex in the Kaliningrad Region with a volume of about RUB 5 bn, and the construction of an oil extraction plant in the Orel Region with an investment of RUB 3.6 bn.

The tenth production line was launched at the PepsiCo enterprise in the city of Kashira, Moscow Region, to produce Lay's chips. Investment in the project amounted to over RUB 650 mln.

From January 1, 2021, the Baltika PC will be headed by Denis Sherstennikov. In this position, he will replace Lars Lehmann, the current president of Baltika and the executive vice president of the Carlsberg Group for the Eastern Europe region. In 2021, Lars Lehmann will lead a new region in the structure of the Carlsberg Group - Central and Eastern Europe

Mareven Food Central (part of the international holding Mareven Food Holdings Ltd., which manages Rollton, BIGBON brands) has entered the beverage market. The company has launched the sales of energy drinks and plans to occupy up to 2% of this market in Russia in 2021.

This section presents the key events for the reporting month of 2021

Contents

Key events in FMCG retail and consumer market.....	2
About Russian consumer market and FMCG retail chains rating	7
Rating of FMCG retail chains of Russia	9
<i>TOP 200 FMCG chains performance.....</i>	9
<i>Rating of Russia's FMCG retail chains by number of outlets.....</i>	15
<i>Rating of Russia's FMCG retail chains by retail space volume</i>	18
Financial performance of the largest FMCG chains in 2019-2020	20
Financial performance of the largest FMCG chains in 2015-2019	23
<i>TOP 200 FMCG retail chains development</i>	26
Performance for 2015-2019	26
Performance in 9 months of 2020	29
Section I. Retail trends and development in Russia	32
<i>Macroeconomic indicators of retail trade</i>	32
<i>Structure of retail turnover by the category of products</i>	37
<i>Structure of retail turnover by the category of retailer</i>	38
<i>Regional structure of retail turnover.....</i>	40
<i>Food market inflation.....</i>	42
<i>Consumer incomes and expenditures</i>	44
<i>Banking sector, personal loans & deposits</i>	49
<i>Consumer expectations and public confidence.....</i>	50
Section II. State regulation of retail trade.....	52
<i>Coronavirus Impact and Anti-Crisis Measures of the Government of the Russian Federation</i>	52
<i>Measures of support of population.....</i>	55
<i>State regulation of trade.....</i>	55
<i>Alcohol Beverage Market Regulation.....</i>	56
<i>Tobacco Market Regulation</i>	57
<i>Regulation of online trade.....</i>	57
<i>Product's quality regulation</i>	58
<i>Organic products.....</i>	59
<i>Marking the products.....</i>	59
<i>Faster Payment System.....</i>	63
<i>Customs regulation.....</i>	63
<i>Terms of the resumption of work of organizations in the restrictions removals.....</i>	64
<i>Amendments to the Constitution of the Russian Federation.....</i>	64
Section III. Key events in FMCG retail trade.....	65
<i>Product quality and labeling systems</i>	65
<i>Key events in the e-commerce and FMCG delivery.....</i>	66
Section IV. Key events and plans of major FMCG chains.....	67
<i>X5 Retail Group N.V. (TH Perekrestok, JSC) / Pyaterochka, Perekrestok, Karusel</i>	67
X5 Retail Group N. V. / Pyaterochka.....	81
X5 Retail Group N.V. (TH Perekrestok, JSC) / Perekrestok	87
X5 Retail Group N.V. (TH Perekrestok, JSC) / Perekrestok Vprok online-hypermarket	94
X5 Retail Group N.V. (TH Perekrestok, JSC) / Karusel	97
5POST (IKS 5 OMNI, LLC).....	100
<i>Magnit, PC / Magnit, Magnit Family, Magnit Cosmetic, Magnit Apteka</i>	102
Magnit, PJSC / Magnit, Magnit Family	102
<i>DKBR Mega Retail Group Limited / Krasnoe&Beloe, Krasnoe&Beloe plus, Bristol, Bristol Express, Sem pyatnits, Smart-express, DIXY, Megamart, Minimart, Victoria-kvartal, Victoria, My Victoria, Cash</i>	122
Krasnoe&Beloe, GC / Krasnoe&Beloe	122
Megapolis, GK (DIXY, JSC, DIXY Yug, JSC, Victoria Baltiya, LLC) / Dixy, Megamart, Minimart, Victoria-kvartal, Victoria, My Victoria, Cash	125
Megapolis, GK (Albion-2002, LLC) / Bristol, Bristol Express, Sem pyatnits, Smart-express	129
<i>Severgroup, LLC / Lenta, Utkonos</i>	130
Lenta, LLC / Lenta.....	130
Novy Impuls – 50, LLC / Utkonos.....	140
<i>Auchan Retail Russia / AUCHAN, AUCHAN Supermarket, AUCHAN-City, ATAK, My AUCHAN</i>	143
<i>Metro AG / METRO, METRO Punct, real,-</i>	149
METRO Cash and Carry, LLC / METRO, METRO Punct, real,-.....	149
METRO Cash and Carry, LLC / Fasol, Fasol-express	156
<i>O'KEY, GK / O'KEY, O'KEY-Express, DA!</i>	157
O'KEY, LLC / O'KEY, O'KEY-Express	157
Fresh Market LLC / DA! retail chain	162
<i>Hyperglobus LLC / Globus retail chain</i>	163
<i>VkusVill LLC / VkusVill retail chain</i>	165

Appendix 1. Retail turnover by subjects of the Russian Federation in 2015-2020.....	172
Appendix 2. List of systemic companies of wholesale and retail trade in the Russian Federation	178
Appendix 3. Methodology of Review Russian consumer market and FMCG retail chains rating.....	179
About INFOLine products.....	182



About Russian consumer market and FMCG retail chains rating

The industry review **Russian consumer market and FMCG retail chains rating** contains actual and structured information about development of retail chains and retail trade as well as the review of events on the Russian retail market in the accounting period, data on operational, financial and investment activity, as well as **rating of major FMCG retail chains in Russia.**

The product consists of twelve editions in 2021:

Industry Report №1 - January 2021 Results (Release Date: February 26, 2021)
Industry Report №2 - February 2021 Results (Release Date: March 26, 2021)
Industry Report №3 - March 2021 Results (Release Date: April 27, 2021)
Industry Report №4 - April 2021 Results (Release Date: May 28, 2021)
Industry Report №5 - May 2021 Results (Release Date: June 28, 2021)
Industry Report №6 - June 2021 Results (Release Date: July 27, 2021)
Industry Report №7 - July 2021 Results (Release Date: August 25, 2021)
Industry Report №8 - August 2021 Results (Release Date: September 27, 2021)
Industry Report №9 - September 2021 Results (Release Date: October 26, 2021)
Industry Report №10 - October 2021 Results (Release Date: November 29, 2021)
Industry Report №11 - November 2021 Results (Release Date: December 27, 2021)
Industry Report №12 - December 2021 Results (Release Date: January 17, 2022)

Objective: analysis of development and characteristics of events in retail and on the Russian consumer market, including monitoring the situation with the coronavirus pandemic and the economic crisis in 2020, 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: In September 2020, sales of food products in comparable prices decreased by 3%, which is worse than in August, when the decrease was 2.7%. In monetary terms, sales in September increased by 1.4%, the same as in August 2020. The number of retail facilities of the TOP-200 FMCG chains in January-October 2020 increased by more than 2,700 and exceeded 71.1 thousand, and the total retail space increased by more than 680 thousand sq. m. and exceeded 27.9 million sq. m.

Relevancy: the 200 largest retail chains FMCG (including specialized chains and shops at gas stations) described in the survey form more than 46% of the retail turnover of food products in Russia, the share of the top 10 FMCG largest retail chains – more than 34% (in 2018 – 32%). In H1 2020 the share of the top 10 FMCG largest retail chains increased by more than 4 pp to almost 38%.

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 2015 (market capacity and dynamics) and 2016 (operational and financial indicators of largest FMCG chains, structured indicators of FMCG retail market), the rating on revenue in 2019 (TOP-50 with revenue over RUB 13 bn) and operating performance following the results of January-July 2020, trends of 2020 and forecasts for 2020-2022 (market capacity and retail trade dynamics, consumer incomes, strategies and plans of the largest FMCG chains).

Research advantages: monthly analysis and structured description of the consumer market and key events capable to influence food retail, including governmental regulation (new legislative acts and initiatives), monthly monitoring of more than 200 largest FMCG chains (corporate events, operational, financial and investment activity).

Terms of sending the review: 7-8th working day of the month following the reporting (Russian version), 14-16th working day of the month following the reporting (English version).

Formats described in the review: hypermarket, supermarket, discounter, convenience store (universal and specialized chains). The classification of modern trade objects is given in the section Methodology of the Review.

Research methods and data sources

- regular monthly expert surveys and interviews with representatives of more than 200 FMCG retail chains in Russia;
- survey of 200 largest FMCG retail chains, and monitoring and analysis of operational and financial indicators of more than 700 retail chains presented in the analytical database "**700 FMCG retail chains**";
- Research "**Food Retail and Consumer market of Russia №2 2020**"
- Research "**Food Retail and Consumer market of Russia. Results of 2019 and trends of 2020. Development prospects till 2022**" in **Russian** and "**Food Retail and Consumer market of Russia. Results of 2018 and trends of 2019. Development prospects till 2021**" in **English**.

- Research "Non-Food Retail and Consumer market of Russia. Results of 2019. Development prospects till 2022" "Non-Food Retail and Consumer market of Russia. Results of 2018 and trends of 2019. Development prospects till 2021" in Russian and English.
- Research "INFOLine Retail Russia TOP 100. The results of 2018. Trends of 2019. Forecast till 2022".
- Industry review "Foodtech: online-trade and delivery services. Rating INFOLine Russia TOP online food retail №2 2020";
- Monitoring of over 2000 mass media sources and highlighting of landmark events on the FMCG retail market, carried out by INFOLine since 2002 as part of its services. "Thematic news: Food retail and retail chains FMCG RF", "Thematic news: Food industry and food market of the Russian Federation" and "Thematic news: Retail trade of the Russian Federation".

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

- Methodology of Review and Classification of formats used by INFOLine
- **Rating of FMCG retail chains of Russia.** Operational results of 200 largest FMCG chains by formats: stores number and selling space dynamics (hypermarket, supermarket, discounter, convenience store), change of average retail space of objects, the most significant openings and closings of stores. Ratings by number, selling space, revenue of TOP-50 largest FMCG chains in Russia (with revenue over RUB 13 bn), financial indicators of public companies, selling space growth structure and dynamics by chains and formats. Rating of fast-growing chains, shares of largest FMCG retail chains on the Russian food retail market.
- **Section I. Retail trends and development in Russia.** Coronavirus Impact and Anti-Crisis Measures of the Government of the Russian Federation. Macroeconomic indicators of retail: turnover and money supply dynamics, turnover forecast. Structure of retail turnover by types of goods and business. Regional structure of retail turnover. Food market inflation. Incomes and expenditures of population. Monetary policy. Consumer expectations and confidence of population.
- **Section II. Government regulation of retailing.** Governmental regulation of retail, online trade, regulation of alcohol, tobacco markets, tax regulation, regulation of products quality, non-cash payments in retail trade, marking of products, Faster payments system.
- **Section III. Key events for FMCG retail in Russia.** Events on online and FMCG delivery market. Important events for FMCG retailers in Russia. Activities of INFOLine's specialists.
- **Section IV. Key events and plans of major FMCG chains.** Current information on development of largest FMCG retail chains in Russia: strategy and plans, results and forecasts, investment activity, stores opening and closing, openings planned for 2020-2021, regional presence of chains, new formats development, development of online and omnichannel model, M&A, appointments and resignations, logistics, private label, interaction with consumers and suppliers, corporate events, top management and contact information.
- **Appendix 1. Retail trade turnover by RF subjects in 2015-2020.**
- **Appendix 2. List of backbone companies wholesale and retail trade in the Russian Federation as of October 2020.**
- **Appendix 3. Methodology of Review Russian consumer market and FMCG retail chains rating.**

Information about INFOLine agency



INFOLine information agency was established in 1999 to provide information and advisory services to commercial organizations. The agency renders permanent information support to more than 1150 companies in Russia and world-wide. On daily basis INFOLine monitors publications in more than 5 000 MSM and carries out analytical research according to 80 subjects of RF economy.

The research reports and surveys of INFOLine are used in their activities by the **largest FMCG retailers** (X5 Retail Group, Magnit, Auchan, METRO Cash & Carry, Lenta, O'KEY, DIXY, Globus, Azbuka Vkusa), **producers** (Procter&Gamble, Coca-Cola, PepsiCo, Baltika, SABMiller, Fazer, Mars, Colgate-Palmolive, United Confectioners etc.), **distributors** (Megapolis GC), **financial** (Sberbank, VTB, etc.) and **service** companies (Microsoft, ATOL, GC Servis-plus), online-retailers (Utkonos, Ozon).

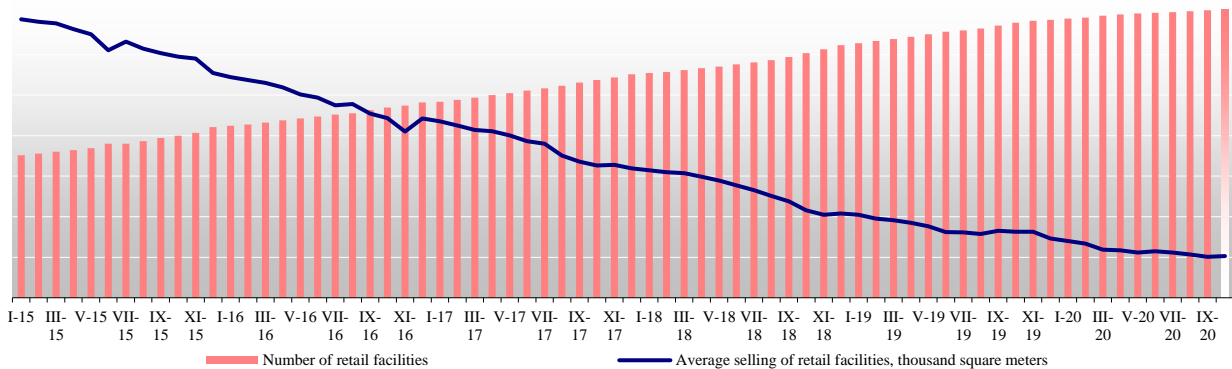
For additional information you are welcome to visit our sites at www.infoline.spb.ru and www.advis.ru

Rating of FMCG retail chains of Russia in the reporting month

TOP 200 FMCG chains performance

The number of retail facilities of the TOP-200 FMCG chains in October 2020 increased by * (hereinafter, excluding changes in the number of facilities at X5 Retail Group and Magnit in October 2020), and the total retail space - by * thousand sq. m. The number of TOP-200 objects of FMCG chains in January-October 2020 increased by *, and the total retail space - by * thousand sq. m. *

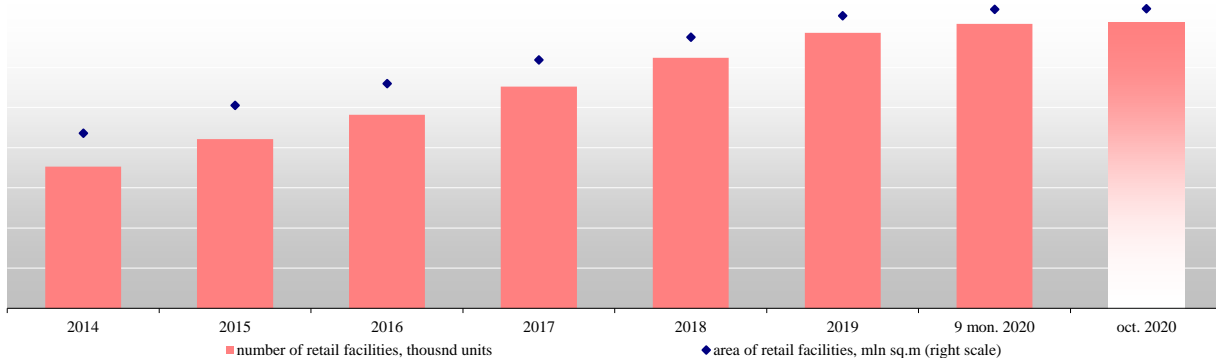
Figure 1. Dynamics of number of stores and their selling space of 200 largest retailers of Russia in 2015-2020 (at the end of the period)



Source: INFOLine

The total number of retail facilities of the TOP-200 FMCG chains as of October 31, 2020 exceeded * thousand, and their total trading area is * million sq. m.

Figure 2. The number and retail space of TOP-200 FMCG chains in Russia in 2014-2020. (at the end of the period)



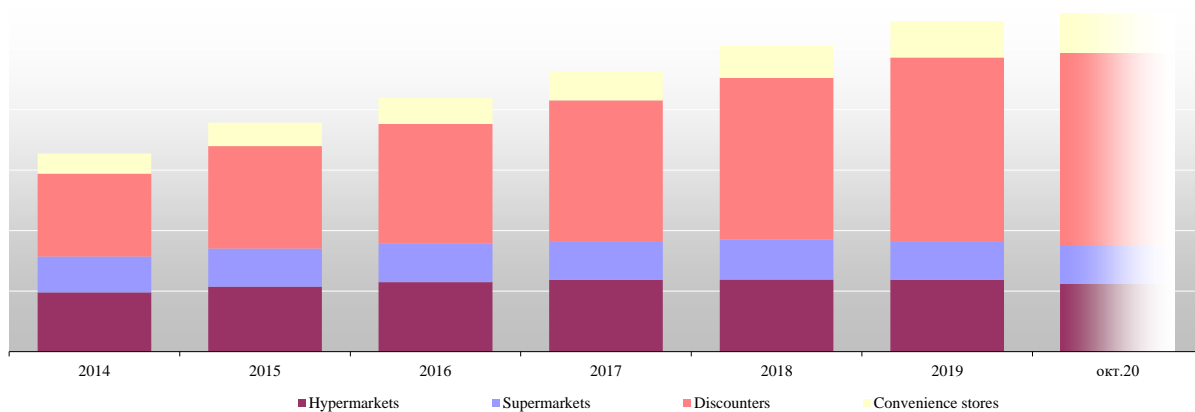
Source: INFOLine

During the coronavirus pandemic and self-isolation regime conditions, online trade has accelerated development, which is why FMCG retail chains have accelerated the launch of their own online stores. Magnit launched online drug sales from pharmacies. On November 2, 2020, Magnit launched a pilot of its own online ordering and product delivery service in partnership with the Yandex.Eda service. The service is available in the new application Magnit Delivery, which will become a platform for the development of the company's e-commerce projects. The company plans to launch delivery from its own network of pharmacies and drogerie stores Magnit Cosmetic. X5 Retail Group on November 10, 2020 launched a single express delivery aggregator from retail chains Okolo in Moscow. The entire range of online sales from X5 stores is presented in a single mobile application. In the near future, the company plans to connect delivery from restaurants, cafes and third-party FMCG retail facilities.

According to the **INFOLine Russia TOP online food retail rating**, based on the results of 9 months of 2020, X5 Retail Group became the leader in online food sales in Russia, which develops 3 online projects: the online supermarket Perekrestok Vprok, express delivery Perekrestok.Bystro and delivery Pyaterochka. Utkonos took the second place, and the third place was taken by the delivery service SberMarket, which became the first federal company on the FMCG market, and also SberMarket is already represented in all regions of Russia (except of Crimea). The rating of online retailers for the third quarter of 2020 was prepared by INFOLine as part of the formation of the

quarterly periodic review **Foodtech: online trading and delivery services. INFOLine Russia TOP online food retail rating.**

Figure 2. The structure of selling space of 200 largest retailers of Russia by formats in 2014-2020, thousand sq. m.⁶



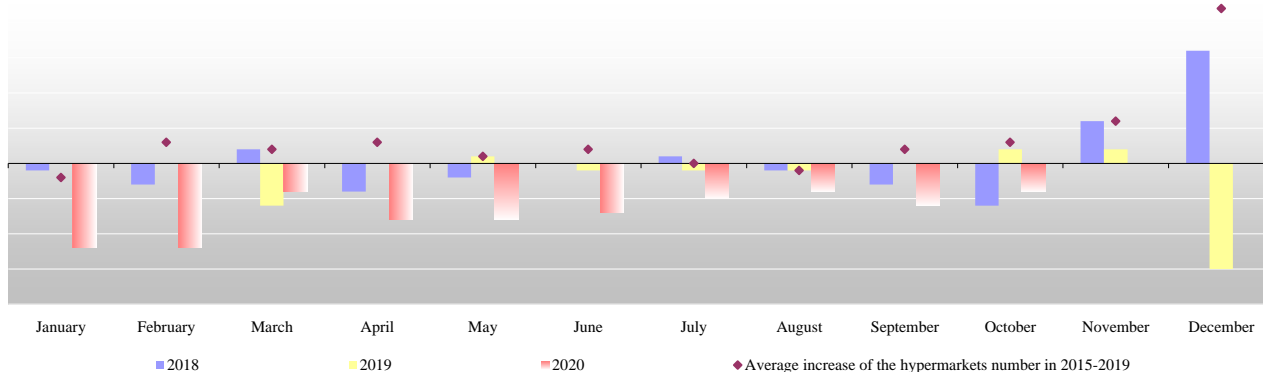
Source: INFOLine

In 2020, the share of discounters in the structure of space continued to grow: for example, in January-October, the area of discounters (hereinafter, excluding changes in the number of facilities at X5 Retail Group and Magnit in October 2020) increased by * (by * thousand sq. m), and their share in the total retail space - by * p.p. before *. Growth of discounter area <...>

Hypermarket Format Development

In October 2020, the number of TOP-200 hypermarkets of FMCG chains (excluding changes in the results of X5 Retail Group and Magnit in October 2020) decreased by * facilities, and the retail space - by * thousand sq. M. m.

Figure 3. Dynamics of hypermarkets number of 200 largest retailers of Russia in 2018-2020 on monthly basis, number of outlets (data on public companies X5 Retail Group, Magnit are presented on 30.09.2020 and updated quarterly)⁷



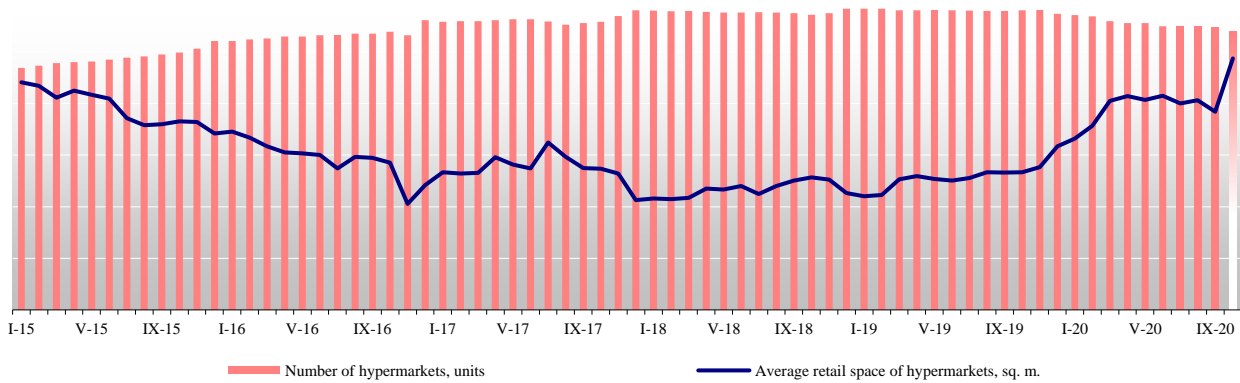
Source: INFOLine

In January-October 2020 (excluding the dynamics of X5 Retail Group and Magnit in October 2020), the number of TOP-200 hypermarkets of FMCG chains decreased by *, and retail space - by * thousand sq. M. m

⁶ Data on public companies are provided quarterly, according to company policy. Data for July-September 2020 do not include data on openings of X5 Retail Group, Magnit, DIXY Group.

⁷ Data on public companies are provided on a quarterly basis as they are officially published. The data for July-September 2020 does not include data on the openings of X5 Retail Group, Magnit. September 2020 data - does not include DIXY Group openings and closings (excluding Megamart, Minimart, Deshevo, Kvartal, Victoria, Cash & Carry brands).

Figure 4. Dynamics of number and retail space of hypermarkets of 200 largest retailers of Russia in 2015-2020 (at the end of the period)



Source: INFOLine

The total number of TOP-200 hypermarkets of FMCG chains as of October 31, 2020 was *, and their total sales area was about * million sq. m.

***** DEMO VERSION*****

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

The section was supplemented by the retail space structure by formats of the 200 largest retailers in Russia, the charts were supplemented by the dynamics of the average retail space by formats and the average growth of objects over the past 5 years

***** DEMO VERSION*****



Rating of Russia's FMCG retail chains by number of outlets

INFOLine *monthly* collects information regarding stores number about 200 major FMCG retailers

Expansion dynamics by number of stores

The table shows data as of the end of 2015-2018 and as of the end of October 2019. Dynamics of stores number is given for the reporting month and for the period from the beginning of 2019. The dynamics of number of stores belonging to the largest retailers in 2015-2019 is given in the table below.

Table 1. Number of stores of the largest⁸ FMCG chains in 2015-2019

Legal name	Brand	Formats ⁹	Type ¹⁰	Number of stores as of period end						Dynamics of stores number									
				2016	2017	2018	2019	Oct. 19	Oct. 20	Oct. 20	9M 2019	9H 2020	Jan.-Oct. 2019	Jan.-Oct. 2020					
X5 Retail Group (TD Perekrestok, JSC) ¹¹	Pyaterochka	D	U	8363	11225	13522	15354	14850	16385	-	-	*	*	*	*	-	-	-	-
	Perekrestok	S	U	539	638	760	852	811	910	-	-	*	*	*	*	-	-	-	-
	Karusel	H	U	91	93	94	91	91	57	-	-	*	*	*	*	-	-	-	-
	all brands	all formats¹²	U	9187	12121	14431	16297	15752	17352	-	-	*	*	*	*	-	-	-	-
Magnit, PC (Tander, JSC) ¹³	Magnit hypermarket	H	U	237	243	241	238	238	238	-	-	*	*	*	*	-	-	-	-
	Magnit	D	U	10521	12125	13427	14622	14507	14699	-	-	*	*	*	*	-	-	-	-
	Magnit Family, Magnit-OPT	S	U	194	208	226	235	229	231	-	-	*	*	*	*	-	-	-	-
	Magnit-Cosmetic	C	U	3107	3722	4454	5630	5523	5986	-	-	*	*	*	*	-	-	-	-
	all brands¹⁴	all formats	U	14059	16298	18348	20725	20497	21154	-	-	*	*	*	*	-	-	-	-
Krasnoe&Beloe, GC	Krasnoe&Beloe	C	U	3930	5268	7347	8320	8220	8753	*	*	*	*	*	*	-	-	-	-
	DIXY	D	U	2646	2534	2537	2508	2504	2610	*	*	*	*	*	*	-	-	-	-
DIXY Yug, JSC ¹⁵	Minimart	S	U	14	15	15	18	18	18	-	-	*	*	*	*	-	-	-	-
	Megamart	H	U	26	26	26	22	22	21	-	-	*	*	*	*	-	-	-	-
	Deshevo, Kvartal	C	U	48	49	49	50	50	50	-	-	*	*	*	*	-	-	-	-
	Victoria, My Victoria	S	U	67	78	79	60	62	74	-	-	*	*	*	*	-	-	-	-

Source: data of companies, INFOLine

Rating of Russia's FMCG retail chains by retail space volume

INFOLine *monthly* collects information regarding retail space of 200 major FMCG retailers

Dynamics of retail space of the largest retailers

The table shows data on the total retail space of the largest retailers as of the end of 2016-2019 and as of the end of October 2020, as well as retail space dynamics for the reporting month, the previous quarter and for the period from the beginning of the year in comparison with the same periods of the previous year.

Table 2. The total retail space¹⁶ of the largest FMCG chains of Russia in 2016-2020, thousand sq. m

Legal name	Brand	Formats ¹⁷	Type ¹⁸	Retail space at the end of the period						Dynamics of retail space									
				2016	2017	2018	2019	Oct. 19	Oct. 20	Oct. 20	9M. 2019	9M. 2020	Jan.-Oct. 2019	Jan.-Oct. 2020					
X5 Retail Group (TD Perekrestok, JSC) ¹⁹	Pyaterochka	D	U	3329,3	4426,8	5291,4	5975,1	5788,7	6414,9	-	-	*	*	*	*	-	-	-	-
	Perekrestok	S	U	548,5	637,2	781,5	899,9	853,5	1039,5	-	-	*	*	*	*	-	-	-	-
	Karusel	H	U	386,9	385,3	382,0	364,1	366,4	225,3	-	-	*	*	*	*	-	-	-	-
	all brands	all formats²⁰	U	4301,8	5479,7	6463,7	7239,1	7008,6	7679,7	-	-	*	*	*	*	-	-	-	-

⁸ Includes chains with revenue of over RUB 11.4 bn in 2018.

⁹ H – hypermarket, S – supermarket, D – discounter, C – convenience store.

¹⁰ U – universal, S – specialized

¹¹ The number of stores as of August 31, 2020 has not been presented, since the official disclosure of X5 Retail Group indicators for Q2 2020 comes later than the review release date.

¹² In the Q1 2019, X5 Retail Group stopped developing the Perekrestok-Express format.

¹³ The number of stores as of August 31, 2020 has not been presented, since the official disclosure of Magnit indicators for Q2 2020 comes later than the review release date.

¹⁴ Data excluding pharmacies (1,159 at the end of 2019) and objects located on the territory of the Russian Post offices (800 at the end of 2019).

¹⁵ INFOLine provides data on the company once a quarter: as of the release date of the review, Dixy Group indicators as of June 30, 2020 are not available.

¹⁶ Taking into account shops temporarily closed for the period of restrictions associated with the coronavirus pandemic.

¹⁷ H – hypermarket, S – supermarket, D – discounter, C – convenience store.

¹⁸ U – universal, S – specialized

¹⁹ The total retail space as of August 31, 2020 has not been presented, since the official disclosure of X5 Retail Group indicators for Q2 2020 comes later than the review release date.

²⁰ In the Q1 2019, X5 Retail Group stopped developing the Perekrestok-Express format.

Legal name	Brand	Formats ¹⁷	Type ¹⁸	Retail space at the end of the period						Dynamics of retail space									
				2016	2017	2018	2019	Oct. 19	Oct. 20	Oct. 20	9M. 2019	9M. 2020	Jan.-Oct. 2019	Jan.-Oct. 2020					
Magnit, PC (Tander, JSC) ²¹	Magnit hypermarket, Magnit Family, Magnit Opt	H, S	U	683,7	701,6	694,6	686,1	941,0	940,0	-	-	*	*	*	*	-	-	-	-
	Magnit	D	U	3452,4	3958,1	4444,0	4952,0	4900,0	5005,0	-	-	*	*	*	*	-	-	-	-
	Magnit-Cosmetic	C	U	718,8	864,3	1036,0	1302,0	1280,0	1384,0	-	-	*	*	*	*	-	-	-	-
	all brands²²	all formats	U	5067,7	5753,0	6422,0	7202,0	7121,0	7329,0	-	-	*	*	*	*	-	-	-	-
Krasnoe&Beloe, GC	Krasnoe&Beloe	C	U	314,4	421,4	587,8	665,6	653,0	697,4	*	*	*	*	*	*	*	*	*	*

Source: data of companies, INFOLine

Rating of Russia's FMCG retail chains by revenue

Financial performance of the largest FMCG chains in 2019-2020

In Q3 2020, most public FMCG chains showed an acceleration in LFL sales growth rates compared to Q3 2019 this was largely due to the growth in the average check due to increased demand: for example, the growth of LFL sales of Magnit, Lenta, O'KEY turned out to be positive in all formats. The financial indicators of public companies are presented in the table below

Table 3. Financial indicators (excluding VAT, IFRS 16) of the largest FMCG retail chains for 2020, RUB bn.

Legal name	Brand	Main formats ²³	Revenue for the 9m 2020	9m 2020 vs 9m 2019, %	LFL 9m 2020,%	Revenue in Q3 2020	Q3 2020 vs. Q3 2019, %	LFL Q3 2020, %
X5 Retail Group N.V.	Pyaterochka	D	*	*	*	*	*	*
	Perekrestok	S	*	*	*	*	*	*
	Karusel	H	*	*	*	*	*	*
	Total retail revenue	C, D, S, H	*	*	*	*	*	*
	Wholesale revenue	-	*	*	*	*	*	*
	Total for the company²⁴	C, D, S, H	*	*	*	*	*	*
Magnit, PC (Tander, JSC)	Magnit	D	*	*	*	*	*	*
	Magnit Family, Magnit OPT, Magnit Hypermarket	S, H	*	*	*	*	*	*
	Magnit-Cosmetic	C	*	*	*	*	*	*
	Other	-	*	*	*	*	*	*
	Total retail revenue	D, H, C	*	*	*	*	*	*
	Wholesale revenue	-	*	*	*	*	*	*
Total for the company²⁵	D, H, C	*	*	*	*	*	*	
Lenta, LLC	Lenta	H	*	*	*	*	*	*
	Lenta	S	*	*	*	*	*	*
	Total retail revenue	S, H	*	*	*	*	*	*
	Wholesale revenue	-	*	*	*	*	*	*
Total for the company	S, H	*	*	*	*	*	*	
METRO Cash and Carry, LLC	METRO, METRO Punct	S, H	*	*	*	*	*	*
O'KEY, LLC ²⁶	O'KEY	H	*	*	*	*	*	*
	DA!	D	*	*	*	*	*	*
	Total retail revenue	D, H	*	*	*	*	*	*

Source: company's data

The growth of LFL sales in the X5 Retail Group formats turned out to be multidirectional: for example, in the Pyaterochka chain it accelerated by * pp. to * %, the Perekrestok network slowed down by * pp. to * %, the Karusel network slowed down by * pp. before * %. <...>.

The diagram shows the quarterly dynamics of retail revenue of major FMCG chains in Russia, carrying out official disclosure of revenue.

²¹ The total retail space as of August 31, 2020 has not been presented, since the official disclosure of Magnit for Q2 2020 comes later than the review release date.

²² Data excluding pharmacies (1,159 at the end of 2019) and objects located on the territory of the Russian Post offices (800 at the end of 2019).

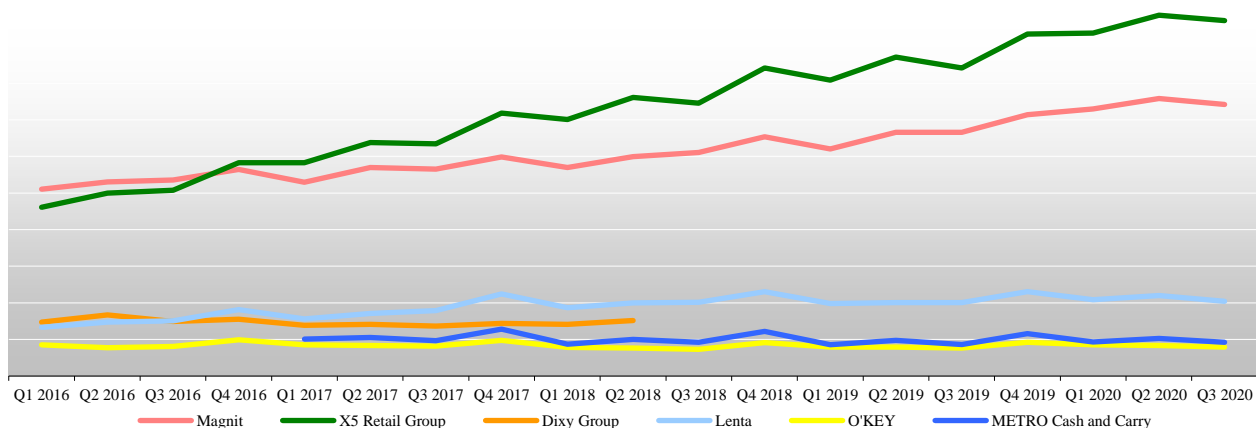
²³ Conventions: D – Discounter, H – Hypermarket, S – Supermarket, C – Convenience store

²⁴ Retail revenue according to IFRS.

²⁵ Retail revenue according to unaudited accounts.

²⁶ The data on revenue and dynamics is given adjusted for the effect of supermarket sale (according to the company's reports).

Figure 5. Quarterly dynamics of retail revenue among major FMCG chains in 2016-2020, RUB bln²⁷



Source: corporate data, information on Lenta includes wholesale

***** DEMO VERSION*****

Research (full version) also includes financial results and the year and quarter, diagrams with LFL indicator by revenue, average ticket, traffic of public retail chains

***** DEMO VERSION*****

TOP 200 FMCG retail chains development

Performance for 2015-2019

As of December 31, 2019 the aggregate selling space of TOP 200 FMCG retail chains (excluding Magnit Cosmetic drogeries and Magnit Apteka chains) was more than * million sq. m. In 2019 the net increase of retail space of 200 major chains reached about * million sq. m. or * %. At the same time the share of TOP-10 in the retail space growth in 2019 decreased by * pp to *% (* % in 2018). <...>

Table 4. Dynamics of selling space growth among TOP 200 Russian retailers in 2015-2019

Dynamics	2015		2016		2017		2018		2019	
	Number of chains	Change in space, thousand sq. m	Number of chains	Change in space, thousand sq. m	Number of chains	Change in space, thousand sq. m	Number of chains	Change in space, thousand sq. m	Number of chains	Change in space, thousand sq. m
Chains, which increased their selling space	*	*	*	*	*	*	*	*	*	*
Chains with invariable selling space	*	*	*	*	*	*	*	*	*	*
Chains, which decreased their selling space	*	*	*	*	*	*	*	*	*	*
Total selling space for TOP 200, million sq. m		*		*		*		*		*

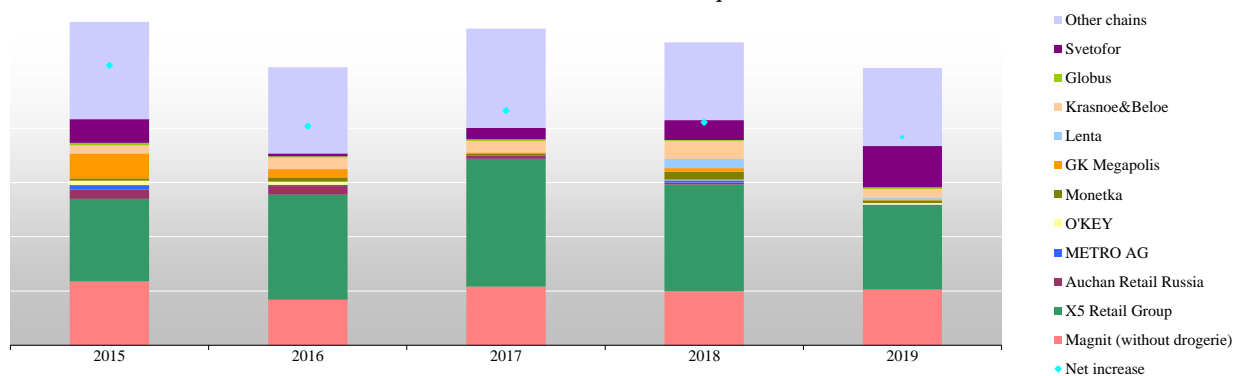
Source: INFOLine FMCG Retail Russia TOP

In 2019, Magnit increased its retail space (including drogerie) by * thousand sq. m.²⁸ (* %) against 669 thousand sq. m. in 2018. The development of the chain was mainly due to the small formats of Magnit: the increase was 1195 Magnit discounters (* opened and * closed), 1176 Magnit Cosmetics drogeri (* opened and 26 closed) and only 6 Magnit Family and Magnit-OPT supermarkets (* opened and * closed).

²⁷ DIXY has ceased to disclose data in connection with the reorganization of PJSC to JSC (joint stock company).

²⁸ Data including drogerie, but excluding pharmacies and stores located on the territory of Russian Post offices.

Figure 6. Dynamics of selling space growth of TOP 200 retailers of Russia (excluding retailers that reduced retail space)²⁹ in 2015-2019, thousand sq. m



Source: INFOLine

***** DEMO VERSION *****

Research (full version) also includes financial results and the year and quarter, diagrams with LFL indicator by revenue, average ticket, traffic of public retail chains

***** DEMO VERSION *****

Section I. Retail trends and development in Russia in the reporting month

Macroeconomic retail trade indicators

Macroeconomic indicators

According to the first FSSS estimate, GDP in Q2 2020 in current prices amounted to RUB * trln, the GDP physical volume index was *%. GDP in H1 2020 in current prices amounted to RUB * trln. In Q2 2020, value added in wholesale and retail trade decreased by *%, in H1 2020 - by *%. According to the Bank of Russia, in the third quarter, easing restrictions both in foreign countries and in Russia will create conditions for the expansion of economic activity mainly due to domestic demand recovery. <...>

Retail trade indicators

In September 2020, retail trade turnover amounted to RUB * billion, and in the mass of commodities it decreased by *% compared to September 2019 (in September 2019 - an increase of *%, in August 2020 - a decrease of *%), including food products - by *% (in September 2019 - an increase of *%, in August 2020 - a decrease of *%) and non-food products - by *% (in September 2019 - an increase of *%, in August 2020 - a decrease of *%). Public catering turnover (OP) in September 2020 decreased by *% (in September 2019 - an increase of *%, in August 2020 - a decrease of *%).

***** DEMO VERSION *****

The full version of the section includes retail trade indicators, the structure of retail trade turnover by types of goods and organizations, the regional structure of retail trade, information on income and expenses of the population, the state of the banking system, dynamics of loans and deposits of

²⁹ INFOLine does not include opening of Lenta stores and selling space as of the first day of the month, however, they are included in the official records of the chain.



the population, as well as consumer expectations and confidence of the population.

***** DEMO VERSION *****

Section II. State regulation of retail trade in the reporting month

Coronavirus Impact and Anti-Crisis Measures of the Government of the Russian Federation

In the fall of 2020, the regions began to restore some restrictions (e.g. on the opening hours of catering establishments) and introduce new ones due to the rising incidence. For instance, in Moscow, visitors must scan a QR code or send SMS messages to the special number 7377 to enter nightclubs and bars at night

On October 27, 2020, the Government of the Russian Federation published a new version of the Plan for overcoming the economic consequences of the new coronavirus infection. The first version was prepared on April 20, 2020. <...>

Macroeconomic

On August 10, 2020, the Bank of Russia decided to extend a number of regulatory relaxations, implement a range of new countercyclical measures to support the economy, and terminate a range of temporary measures launched due to the pandemic. In order to help households recover financially, the Bank of Russia gives the following recommendations:

- through 31 December 2020, credit institutions and microfinance organizations should continue to restructure loans to individuals facing a material decline in their incomes and/or affected by the coronavirus, within their in-house programmes; and through 31 December 2020, they should not charge any penalties and fines on restructured loans;
- through 31 December 2020, credit institutions should restructure loans by converting them from foreign currency to rubles if relevant applications are received from borrowers;
- while using borrower assessment models, creditors and credit history bureaus should not take into account loan restructuring events associated with the coronavirus outbreak, including loan restructuring under creditors' in-house programmes completed in 2020 Q4.

Concurrently, the Bank of Russia allows creditors to employ the following regulatory relaxations: loss provisioning for loans restructured before or on December 31, 2020 (including over the period from March 1 through September 30, 2020) should be completed by July 1, 2021. <...>

Systemic companies

On May 10, 2020, the Government of the Russian Federation signed Regulation No. 651 to ensure that systemic companies affected by the consequences of the coronavirus can receive state support. The list of measures and rules for their provision are approved by the Government. On April 28, 2020, the Ministry of Industry and Trade of the Russian Federation included * wholesale and retail companies in the list of systemic companies. <...>

In total, as of July 31, 2020, the list includes * enterprises (13 FMCG retail chains and 27 non-food retail chains). The main support tool is Regulation No. 651 dated May 10, 2020 providing <...>

Measures of support of population

On September 2, 2020, Mikhail Mishustin signed an Executive Order to allocate RUB * bn for payments to children aged 3 to 7 years. More than RUB * bn will be additionally allocated to the regions to pay monthly benefits for children aged 3 to 7 years. The need for additional funding is related to an increase in the number of children whose parents are eligible for payment. There are already more than * mln of them in

Russia. Monthly benefits for children aged 3 to 7 years were introduced by the Presidential Decree dated January 1, 2020. Low-income families started to receive these payments on June 1. The benefit size is * of the regional subsistence minimum per child. This is approximately RUB * thousand a month depending on the region. <...>

State regulation of trade

In July 2020, the Ministry of Finance prepared a draft of large-scale amendments to the Tax Code of the Russian Federation aimed at tightening control over the use of cash register equipment and improvement of the inspection procedure in this area. In fact, all the current norms of Federal Law No. 54-FZ dated May 22, 2003 "On Using Cash Registers in Settlements <...>

Alcohol Beverage Market Regulation

On May 27, 2020, Moscow City Duma deputies adopted Law No. 9 "On Amendments to Law No. 29 of the City of Moscow dated December 9, 1998 "On Trading Activities in the City of Moscow" to prohibit the retail sale of alcohol in bars and cafes with an area of less than 20 sq. m, located in residential buildings. The amendments to the law "On Trading Activities in the City of Moscow" are based on the federal law provisions. <...>

On June 27, 2020, the Government of the Russian Federation signed Regulation No. 942 to approve the rules for using confiscated alcohol in antiseptic production. The confiscated ethyl alcohol as well as counterfeit alcohol with an alcohol content above 75% will be transferred to the regions for the manufacture of antiseptics. <...>

Tobacco Market Regulation

On July 31, 2020, Federal Law No. 303-FZ "On Amendments to Certain Legislative Acts of the Russian Federation on the Protection of Citizens' Health from the Consequences of Nicotine-Containing Products Consumption" was signed, according to which the anti-smoking law now covers all nicotine-containing products, and the sale of such products to minors is prohibited. Such products now include electronic cigarettes, vape, nicpacks, snus and naswar. <...>

Regulation of online trade

On July 31, 2020, Russian President Vladimir Putin signed Federal Law No. 290-FZ dated July 31, 2020 "On Amendments to the Law of the Russian Federation "On Protection of Consumers' Rights" to oblige major shopping aggregator websites to accept Mir payment cards. <...>

On August 10, 2020, the Bank of Russia decided to terminate the restrictions on the amount of acquiring fees for online purchases of food, medicines, other medical products, clothing, everyday goods, as well as when paying for medical services. This measure was appropriate at the beginning of the pandemic and contributed to a significant increase in online trading <...>

Section III. Key events in FMCG retail trade in the reporting month

Product quality and labeling systems

Roskachestvo activities



On April 30, 2015, the Government of the Russian Federation signed the **order on the establishment of the autonomous non-commercial organization ANO Russian Quality System**. 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. The organization was established to ensure the quality of Russian commodities, increase their competitiveness and resolve import substitution tasks. The **strategic directions of the activity of the Russian Quality System** were identified. The objective of the Russian Quality System is promotion of Russian high-quality products at the national and foreign markets and enhancing confidence towards the Russian products. The tasks of the Russian Quality System are:

- Creation of incentives for boosting up sales of products manufactured in Russia at the national and foreign markets.
- Improving the quality of Russian products.
- Shaping of persistent consumer preferences in relation to Russian products and their quality. <...>

Key events in the e-commerce and FMCG delivery



In October 2020, Delivery Club, together with the All Pharmacies service, launched a test project for the delivery of non-prescription drugs from pharmacies in Moscow and St. Petersburg, later the geography of the service is planned to be expanded. "At the test stage, drug delivery will be available in Moscow and St. Petersburg from four pharmacy chains: Doctor Stoletov, Ozerki, Samson Pharma and Superapteka. In the future, the geography of the project and the number of pharmacy chains may be increased due to the service's capabilities. <...>



In October 2020, it became known that Ozon is preparing for an initial public offering (IPO) in the US in late 2020 - early 2021. The company has submitted a draft petition to the US Securities and Exchange Commission (SEC). <...>

Section IV. Key events and plans of major FMCG chains in the reporting month

X5 Retail Group N.V. (TH Perekrestok, JSC) / Pyaterochka, Perekrestok, Karusel



Company's name: X5 Retail Group N. V. (TH Perekrestok, JSC) Address: 119049, Moscow, Koroviy Val, 5, BC Oasis, 109029, Moscow, Srednyaya Kalitnikovskaya str., 28 Phones: +7(495)6628888, (495)7899595. Fax: +7(495)6628888 ext. 61-145 E-mail: info@x5.ru

Web: www.x5.ru Social nets: www.facebook.com/X5RetailGroup, www.vk.com/x5retailgroup, www.youtube.com/user/x5retailgroup, www.zen.yandex.ru/x5retailgroup

Executive officer: *Stephan DuCharme, Chairman of the Supervisory Board of X5 Retail Group N.V.; managing partner of L1 Retail (retail subdivision of LetterOne); Igor Shekhterman, X5 CEO, Chairman and Member of the Management Board*

Regional presence

As of September 30, 2020, X5 Retail Group managed * shops with a total selling space of * thousand sq. m. The chain included * Pyaterochka discounters, * Perekrestok supermarkets, * Karusel hypermarkets.

As of 9m 2019 X5 Retail Group was present in * of * regions of Russia. Regional presence of X5 Retail Group's outlets is shown in the table.

Table 5. Regional presence of X5 Retail Group's outlets as of 30.09.2019³⁰

Federal District	Region	Format in region ³¹
North-Western	Arkhangelsk Region	D
	Vologda Region	S, D
	Leningrad Region	S, H, D
	Murmansk Region	D
	Novgorod Region	S, H, D
	Pskov Region	D
	Karelia Republic	S, D
	Komi Republic	D
	Saint Petersburg	S, H, D
...

Source: the company's data, mass media, INFOline estimations

<...>

Chain development

In the III quarter 2020, the increase in the retail area of X5 Retail Group facilities amounted to * thousand sq. m., while the indicator decreased by * % compared to the III quarter. 2019 (growth amounted to * thousand sq. M.). At the end of 9 months of 2020, the increase amounted to * thousand sq. m., which is *% less than in 2019 - * thousand sq. m.

Share capital

As of September 30, 2020, the shareholders of X5 Retail Group are: CTF Holdings S.A. - *%, Intertrust Trustees Ltd (Axon Trust) - *%, X5 directors - *%, treasury shares - *%, shareholders with less than *% - *% ownership.

Results of activities and forecasts

<...> amounted to *% due to: an increase in comparable (LFL) sales by *% and an increase in selling space by *% (contribution to revenue growth + *%).

Retirements and appointments

On September 28, 2020, X5 Retail Group announced the decision of the Supervisory Board to recommend the extension of the contract of CEO and Member of the Management Board Igor Shekhterman for a new two-year term, ending on the day of the AGM in 2023. The current CEO contract ends in May 2021. Igor Shekhterman will lead the implementation of the Company's Strategy until 2023, approved at a meeting of the Supervisory Board in June 2020. <...>

Investment activities

According to the presentation on the results of Q3 2020, published in October 2020, capital expenditures of X5 Retail Group for Q3 2020 amounted to RUB * billion. (RUB * billion in Q3 2019). *% was directed to the opening of new facilities <...>

M&A Deals

In August 2020, X5 Retail Group closed the deal for the sale of the Milya mall on 22 General Kuznetsov Street, in the southeast of Moscow (launched in 2018). The total area of the complex is * thousand sq.m including * thousand sq.m of leasable area. <...>

New formats

In April 2020, Igor Shekhterman spoke in an interview about testing the hard discounter format: "This idea came up a long time ago. Back in 2017-2018, when discussing the strategy, we said that X5 might like to see the hard discounter format in its portfolio. <...>

Online: results

In Q2 2020, X5 Retail Group demonstrated significant growth while the situation with COVID-19 was unfolding. Revenue from online sales at Perekrestok Vprok and express delivery from Pyaterochka and Perekrestok retail chains amounted to

³⁰ The data is updated every quarter.

³¹ The classification of modern trade objects is given in [Appendix 1](#).

RUB * bn reaching a peak of RUB * bn in May, when both online platforms achieved a positive EBITDA level. X5 Retail Group became the leading player in the online food retail segment turnover in Russia in Q2 2020. <...>

Online: strategy and plans

X5 Retail Group expects *% of its revenue to come from digital channels in 2029, Igor Shekhterman said at the company's investor day in London. Digital channels include personalized promo, express delivery, digital channels, 5Post service and new businesses (first of all Perekrestok Vprok and express delivery). The share of new businesses in revenue should be about *% by 2029. X5's plans to develop online channels include: <...>

Online: aggregator Okolo

On October 27, 2020, X5 Retail Group announced plans to launch a restaurant food delivery service in 2021. The delivery service should work on the basis of a single platform Okolo. <...>

Logistics: data

In Q3 2020 X5 Retail Group opened a new distribution center for the Pyaterochka retail chain in the Republic of Tatarstan with a total area of * thousand sq. m. As of September 30, 2020, X5 Retail Group manages * shopping centers with a total area of * million square meters. As of September 30, 2020, X5 Retail Group's vehicle fleet consisted of * trucks. <...>

Logistics: plans

In June 2020, X5 Retail Group and Orientir development company signed an agreement on the lease agreement (about 43 thousand sq. m.) in the warehouse complex under construction Orientir Sever - 4 near the village Litvinovo near Solnechnogorsk in the Moscow Region. <...>

Interaction with consumers

As of September 2020, a total of 44.5 million active loyalty card users were registered in the three X5 retail formats, while sales penetration in September 2020 reached *% in Pyaterochka, *% in Perekrestok and *% in Karusel.

According to the presentation of the commercial director of Perekrestok, presented in October 2020, at the Dialog X5 conference, a total of more than * million <...>

Interaction with suppliers

In July 2020, Advantage demonstrated the results of a survey of manufacturers, according to which the Perekrestok retail chain was recognized as the best partner for suppliers among the 15 leading food chains, Pyaterochka ranked third in the rating, and Karusel ranked fifth. The result was obtained based on the survey of *employees from the central offices of * manufacturers. The survey was conducted in April 2020. Retail chains were evaluated according to * criteria, covering category management, supply chains, <...>

Corporate events

At the end of 2020, X5 Retail Group plans to approve a new long-term incentive program (LTI) for management. "We will announce all the goals of the new LTI program in March next year, after it is finally approved by the Supervisory Board", Igor Shekhterman said during the Investor Day of X5 Retail Group on October 27, 2020. The new program will be finalized in December this year at the supervisory board meeting. <...>

IT-technologies

In Q1 2020, the X5 budget for IT, technology and innovation amounted to about *% of all capital expenditures. As of the end of 2019, the company's IT division has * employees, and their number will grow. It also comprises a separate Big Data directorate (which deals with complex data-based analytics) and an Information Technology Directorate (which is responsible for everything related to business process automation, the technology platform, infrastructure, etc.).

The IT strategy consists of 3 areas:

1. Processes. From classic project management to Agile management.
2. Technologies. Transition to a dynamic, micro-service infrastructure.

<...>

***** DEMO VERSION*****

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

X5 Retail Group N.V. (Pyaterochka, Perekrestok, Karusel); Magnit, PJSC (Magnit, Magnit Family, Magnit Cosmetic, Magnit Apteka); DKBR Mega Retail Group Limited (Krasnoe&Beloe, Krasnoe&Beloe plus, Bristol, Bristol Express, Sem pyatnits, Smart-express, DIXY, Megamart, Minimart, Victoria-kvartal, Victoria, Cash); Severgroup, LLC (Lenta, Utkonos); Auchan Retail Russia (Auchan, Auchan-City, Nasha Raduga, Kazhdy Den, Kazhdy den.Hypermarket, Atak, V shage ot Vas, Auchan Supermarket, Moy Auchan); Metro AG (METRO, METRO Punct, real,-); O'KEY, GK (O'KEY, DA!); Hyperglobus LLC (Globus).

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

- Chain development (operational results, plans of further development);
- Performance and expectations (key financial indicators and plans);
- Investment projects;
- New formats (launch and/or plans to launch new formats);
- Store openings (during the last month);
- Store closures (during the last month);
- M&A deals;
- Appointments and resignations;
- Online (development, and/or plans of development of own internet shops);
- Collaboration with external delivery services;
- Private label (key private label of the chain, their development and plans to the future expansion);
- Own production;
- Logistics (opening new distribution centers, the level of supply centralisation, etc.);
- Interaction with consumers (actions, loyalty programs, etc.);
- Interaction with suppliers (working conditions with suppliers, new partners, etc.);
- Corporate events (other news by the chain (judicial proceedings, labor relations, etc.).
- IT projects

Product subscription includes 12 monthly reviews from January to December 2021.

***** DEMO VERSION*****

Appendix 1. Classification of FMCG retail chains outlets used by INFOLine

Table 6. Classification of FMCG retail chains outlets used by INFOLine

Format	Hypermarket	Supermarket	Convenience store	Soft discounter	Hard discounter
Retail space, sq. m	From 2500	500-2500	50-500	350-1500	250-2000
Price level	Low, medium	Medium+	Medium	Low	Low
Range, thousand	30-60	5-30	0.6-13	2-7	0.5-3
Share of Non-Food in assortment, %	15-40%	10-25%	<10%	<15%	<15%
Logistics features	Mostly goods are stored directly in trading floors	-	-	Centralization level of supplies is over 80%	Mostly goods are stored directly in trading floors
Average share of PL in SKU, %	from 10%	from 10%	from 5%	from 15%	from 20%

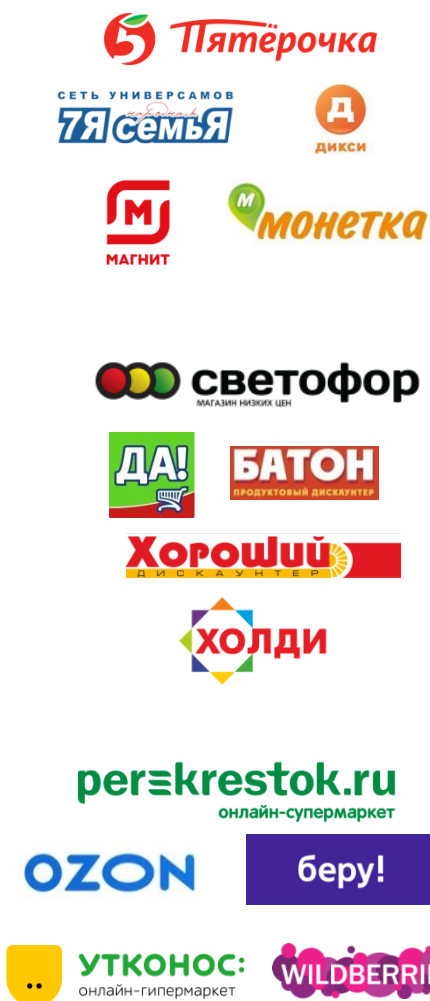
For The base "700 FMCG retail chains" INFOLine uses the following classification of retail objects of modern formats:

- Hypermarket** – a large-format self-service store located in a detached building or in a shopping center. The retail space of such object is over 2500 sq. m. The product range - 30-60 thousand items. The average ticket in the format - RUB 900-5000 depending on the chain and the store, average revenue per 1 retail outlet - RUB 900 mln without VAT per year. A special feature of the format is that stock reserves are also kept at the territory of the retail outlet³².
- Supermarket**– a large self-service store located in a detached building, shopping center, on the first floors of residential buildings. The retail space of objects varies from 500 to 2500 sq. m., the product range includes from 5 thousand items (supermarket) to 30 thousand items (large-format supermarket), and has a relatively high share of non-food products (10%-25%), the share of PL in SKU - from 10%. The average check in the format in 2019 is about RUB 600, depending on the retail chain and the store, the average revenue per 1 retail outlet is RUB 250 mln without VAT per year. The format mainly has higher level of trade margins than hypermarkets and convenience stores, and a greater share of fresh goods in the range. Supermarkets target middle-class shoppers³³. Also the supermarket format includes freshmarkets and shopping facilities integrated with HORECA.
- Convenience store (Minimarket)** - a small-format self-service store or a store with significant prevalence of self-service, located on the first floors of residential buildings, in basements, in detached objects. The retail space of the objects varies from 50 to 500 sq. m. The range includes from 0.6 to 13 thousand items. In 2019 the average check in the format is about RUB 300, depending on the retail chain and the store, the average revenue per 1 retail outlet is RUB 50 mln without VAT per year. The "minimarket" format also includes specialized retail chains and stores at filling stations, which are operated by retail companies, which include more than 5 stores at filling stations. Some specialized chains in the course of work have transformed into universal ones due to expansion of the product range (for example, Krasnoe&Beloe, earlier liquor store).
- Specialized convenience store (Specialized minimarket)** - a small-format convenience store focused on one or more key product categories. The main specialization areas of food retail chains in Russia are meat, alcohol, bakery products, tea/coffee, etc. A number of specialized chains are developed by large manufacturers and distributors. The main characteristics of specialized chain stores are deep and rich assortment within the key product groups, small retail space (mainly up to 150 sq. m.), the trade is mainly over the counter or



³² INFOLine refers to the format of "hypermarket" large-format objects under the Magnit brand, positioned by the company as a supermarket format (previously, these stores were classified by the company as Magnit Hypermarkets), because the retail area of these retail objects exceeds 2.5 thousand square m. In addition, the hypermarket format includes objects like Megamart (GC Dixy), Lenta, etc., the retail space of which may be less than 2.5 thousand square meters, but they are positioned by the company as hypermarkets.

³³ INFOLine also refers to the format "supermarket" the objects of retail chains Atak and Auchan-supermarket (positioned as supermarkets-discounters). All objects of "Azbuka Vkusa" retail chain, as well as objects under the SPAR brand are referred to the "supermarket" format (even if the retail space of objects is less than 500 sq. m).



mixed (over the counter and self-service). It should be noted that the product range of these chains is not completely highly specialized and includes a limited list of everyday goods.³⁴

- **Soft discounter** - a chain of self-service stores from 20 retail outlets located on the first floors of residential buildings, in basements, in detached objects. The retail space varies from 350 to 1500 sq.m., the product range consists of 2-7 thousand items, the share of non-food in SKUs of soft discounter is less than 15%, the share of PL in SKUs – more than 15%. In 2019 the average check in the format is RUB 250-350, depending on the chain and the store, the average revenue per 1 retail outlet is RUB 110 mln without VAT per year. The peculiarity of the format is low level of trade margins, developed logistics system (presence of DC/warehouse) with a high level of supplies centralization (80%).³⁵
- **Hard discounter** - a chain of self-service stores of a warehouse format (minimum of commercial equipment, sale is carried out from pallets or boxes, there are practically no racks), from 15 retail facilities located on first floors of residential buildings, in basements, in detached objects. The retail space varies from 250 to 3000 sq.m., the product range consists of 0.5-3 thousand items, the share of non-food in SKUs of hard discounter is less than 15%, the share of PL in SKUs – more than 20%. In 2019 the average ticket in the format is about RUB 250 depending on the chain and the store, the average revenue per 1 trade facility is RUB 150 mln without VAT per year. The peculiarity of the format is the low level of trade margin, the minimum number of personnel, which is interchangeable. The product range is dominated by either private labels or little-known brands. The number of well-known brands in each product category is limited, a significant part of the product range consists of products with a long shelf life. The pricing policy of the format assumes a minimum margin³⁶.
- **Online** - online stores and marketplaces that sell food products without using traditional formats of FMCG retail facilities. This channel includes the following online shops: Wildberries.ru (uses delivery points and courier delivery), Ozon.ru (uses delivery points, postmates and courier delivery), Utkonos (uses courier delivery from a warehouse) and www.perekrestok.ru (uses courier delivery from dark-store) as well as marketplaces Goods.ru, Beru! etc. Sales of chains, developing both traditional offline formats and online stores, belong to the main format of a retail chain.

Traditional trade formats include counter shops, pavilions, kiosks, points in the markets:

- **Kiosk (stall)** - a free-standing non-stationary trading object designed for small-scale trade (for the purposes of the study, the results of sample measurements adopted an average area of about 4 square meters. m);
- **Pavilion** - a free-standing shopping facility (non-capital structure), including kiosks converted for the sale of cigarettes as a result of the allocation of the inner zone and the organization of the entrance door. Also, INFOLine refers to the minimarket format the retail chains, consisting of over 5 stores at filling stations, managed by retail companies.
- **Counter shop** – various types of retail objects performing trade over the counter or mainly over the counter (for the purposes of the Study, according to the results of sample measurements, an average area of about 80 square meters was adopted), including the majority of consumer cooperation stores and objects of the "Railway trading company", etc.

³⁴ The specialized stores comprise such chains as the retail chain of liquor stores Bristol, chains selling meat products - "Velikoluksky meat processing plant", "Myasnov", a chain of fixed prices stores Fix Price, etc.

³⁵ INFOLine refers to the "soft discounter" format a number of Russian majors, such as Pyaterochka, Dixy, Magnit, Monетка, Maria-RA, Narodnaya 7YA, Verry, etc.

³⁶ Experts of INFOLine refer to the "hard discounter" format such chains as Svetofor (GC Torgservis), Holdi (GC Holiday), Horoshy (GC Komandor), DA! (GK O'KEY (Fresh Market, LLC)), Nizkotsen (Hollifood, LLC), Pobeda (Gulliver, JSC), Khleb-Sol (Slata, LLC), Baton (GK Krasny Yar), Radius (TD Fresh-25, LLC), Nakhodka (Elite, LLC), Horoshy (Prodtorg, LLC), Matryoshka (Sakhtorg65, LLC; Amurtorg28, LLC; Habtorg27, LLC) etc.



About INFOLine products

Amid economic instability, rapid market consolidation and increased price competition, the issue of monitoring and analysis of retail trade, consumer and industrial markets is particularly acute. An effective solution of this problem is possible only in the presence of a professional and highly effective information Department. INFOLine agency is your information department that works for the benefit and development of your business; moreover, all employees will be able to use the services of this department. INFOLine is an independent company. It has been working on the industry research market of Russia since 2001. The market researches on different fields of Russia's industry, construction and real estate market, logistics and FMCG, DIY&Household, conducted by INFOLine specialists in 2005-2020 are the best on market. This was acknowledged by many of our customers and partners. The information is prepared basing on analysis and inquiry of over 1000 largest retail chains in Russia.



"INFOLine Retail Russia TOP 100. The results of 2019. Tendencies of 2019. Forecast until 2022".

Research "**INFOLine Retail Russia TOP 100. The results of 2019. Tendencies of 2019. Forecast until 2022**" contains:

- A unique rating of retail chains INFOLine Retail Russia TOP-100
- A comprehensive analysis of the retail trade industry and particular segments (FMCG, DIY&Household, furniture, baby products, fashion, appliances and computer equipment, mobile devices, cosmetics and drogerie, pharmacy segment and online retail)
- Expectations of consumer market dynamics in 2020-2021
- Analysis of success stories of the fastest growing and efficient retail chains in Russia
- Description of sales channels and omni-channel strategies of the TOP 100 retail chains
- Analysis of M&A deals, appointments and resignations
- **NEW! Key strategies of retailers**
- 100 business profiles on retail chains included in INFOLine Retail Russia TOP 100
- Analysis and forecast of retail trade indicators in Russia



Publication date	June 2020
Method of provision:	Printed and electronic
Standard version	RUB 60,000
Extended version	RUB 100,000
Language	Russian English – on request

Research "**INFOLine Retail Russia TOP 100. The results of 2019. Tendencies of 2019. Forecast until 2022**" contains the following sections:

- **PART I. Indicators of retail trade in Russia** – dynamics of macroeconomic indicators, retail trade turnover, financial condition of households, market structure and level of consolidation of retail trade.
- **PART II. Rating of the largest retailers INFOLine Retail Russia TOP-100** – the structure of the retail market in Russia and the forecast for 2022. INFOLine Retail Russia TOP-100 rating indicators: dynamics of profit and revenue per 1 sq. m. by rating segments, net increase of retail space of TOP-100 retail chains. INFOLine Retail Russia TOP-100 Rating by revenue, rank rating, ratings by number of stores and retail space, net revenue, sales density, the fastest growing and fastest-falling chains.
- **PART III. Market survey of DIY and FMCG suppliers** – sales dynamics of the largest FMCG and DIY suppliers, the share of sales of the largest suppliers through chains segment, sales of the largest suppliers through the Internet, the interaction of the largest suppliers with retail chains, development of companies and state regulation, barriers to suppliers development, etc.
- **PART IV. The largest M&A deals on the retail market** – analysis of consolidation processes and description of M&A deals realized in 2018-2019 by segments.
- **PART V. Appointments and resignations at the retail market** – appointments and resignations of key executive managers in retail companies by segments, as well as in regulative bodies
- **PART VI. Development of online trade** – rating of chains by online sales, key events in the development of online trade in 2019-2020, which can have an impact on the development of offline chains, state regulation of online trade.
- **PART VII. TOP-100 largest chains in Russia** – business profiles include a standardized structured description of operational indicators (number of objects, retail space), financial indicators and performance indicators, key events of the chain, the main formats of trade, investment activity, regional presence, development of logistics and private labels, information about TOP management and beneficiaries, as well as plans and development prospects, descriptions of online shops of chains, description of key strategies of retailers.

Extended version of the research "**INFOLine Retail Russia TOP 100. The results of 2019. Tendencies of 2020. Forecast till 2022**" is available in two formats: the main format is **MS Power Point** or **PDF** and additionally a **MS Excel table** with operational, financial indicators and contact data on chains.

A VARIETY OF INDUSTRY REVIEWS IN A SINGLE INNOVATIVE FORMAT

"Food retail and the consumer market of Russia. The results of the 2019 and trends of 2020. Development prospects up to 2022"

The review contains:

- Structured description and analysis of FMCG market trends and prospects
- **NEW! Stages of retail trade development**
- Scenario forecasts of industry development up to 2021, developed by INFOLine specialists
- Market survey of the largest FMCG suppliers results of 2019, forecast for 2020
- FMCG retail chains (TOP-10) ratings by financial and operational indicators
- FMCG retail chains (TOP-5) ratings in the context of trade formats (hypermarket, supermarket, discounter, convenience store, specialized chains (segments "alcohol" and "meat products"))
- **NEW! Capitalization of public chains**
- Development of online and foodtech retail networks and interaction with delivery services
- Indicators of the commercial real estate market, Rating of shopping centers owners, the largest completed projects, projects under construction, investment plans of the largest developers
- Business profiles on the largest FMCG companies in Russia: X5 Retail Group, Magnit, Lenta, Auchan Retail Russia, DKBR Mega Retail Group Limited (Dixy GC, Krasnoe&Beloe, Bristol), Metro AG, O'KEY Group, Globus, Monetka GC and two segment leaders: VkusVill – natural products, Svetofor – hard discounters.
- **NEW! Key strategies for companies development**

The product is released in 3 stages:

- **DECEMBER 2019 – STAGE I. Analytical presentation "Food retail and the consumer market of Russia. Preliminary results of 2019."** The presentation contains data on the results of 9m 2019 and INFOLine forecasts as of the end of 2019. The analytical presentation contains 8 sections: Indicators of retail trade and consumer market. Key events of the retail trade. Indicators of FMCG retail trade. Indicators of the largest FMCG retailers. Online&Foodtech. Russia's largest FMCG retail chains. Regional development of FMCG retail. The condition of the shopping centers market.
- **APRIL 2020 – STAGE II. Analytical presentation "Food retail and the consumer market of Russia. Operational results of 2019. Tendencies of 2020."** The analytical presentation contains 8 section. Updated macroeconomic indicators, financial and operational indicators of the largest chains in 2019; market development trends for 2020 are described. Ratings by formats (hypermarket, supermarket, discounter, convenience store, specialized chains) updated at the end of 2019. Ratings of retail chains on federal districts markets are updated by the end of 2019. The review also presents the largest investment projects for the construction of shopping centers, hypermarkets and shopping centers.
- **JULY 2020 – STAGE III. Industry review "Food retail and consumer market of Russia. The results of 2019. Tendencies of 2020. Development prospects up to 2022"** The analytical presentation contains 10 sections: Market survey of the largest FMCG suppliers Forecast for the development of FMCG retail trade.



Publication date	July 2020
Price	RUB 150,000
Language	RUS, ENG
	PPT, PDF + Excel

NEW! Industry review "Food retail and consumer market of Russia.

INFOLine has developed a new quarterly Industry review "Retail Food and consumer market in Russia".

The quarterly review contains:

- Structured information about the development of FMCG retail in Russia
- Overview of key events that occurred on the Russian FMCG retail market
- Description of new concepts and formats
- Development of TOP-200 FMCG retailers in Russia
- Ratings of the largest FMCG retailers by revenue, number of retail facilities, volume of retail space at the end of the quarter.



Publication date	Every quarter
Price	RUB 50,000
Language	RUS, ENG
	PPT, PDF + Excel

COMPLETED RESEARCHES IN THE AREA "RETAIL TRADE OF THE RF"

Name	Content	Publication date	Price
Industry review "<u>Food retail and the consumer market of Russia. The results of the 2019 and trends for 2020</u>". Development prospects up to 2022" PDF+PPT	Overview of the development of the food retail industry. Analysis of consumer behavior of the population and state regulation. FMCG retail industry performance overview. Ratings of FMCG segment retailers by revenue, number of retail outlets, retail space, formats. Description of online trade development in the FMCG segment. Forecasting of the main indicators of the industry development.	September 2020	RUB 150,000
Industry review "<u>Non-Food retail and the consumer market of Russia. The results of the 2019 and trends for 2020</u>". Development prospects up to 2022" PDF+PPT	Overview of indicators of the consumer goods retail industry as a whole and each segment separately: DIY, Household and furniture, household and computer equipment and mobile devices, fashion and children's products, cosmetics and drogeri, pharmacies, online-trade. The review includes ratings of FMCG segment retailers by revenue, number of retail outlets, retail space, formats. Overview of the vector of development of the industry by describing the most important events. Forecasting of the main indicators of the industry development.	August 2020	RUB 150,000
Industry review "<u>Production of food and beverages in Russia. The results of the 2019 and trends for 2020. Development prospects up to 2022</u>" PDF+PPT	Analysis of the state of the food industry as a whole and individual segments (meat, fish, oil and fat, dairy, flour, confectionery, cereals, pasta, sugar, tobacco, etc.). Review of the dynamics of food production, consumption and sales. Analysis of indicators of export, import of products and international activities of companies. Analysis of current trends in the food market. Formation of the rating of the largest food industry companies in Russia.	July 2020	RUB 150,000
Research "<u>INFOLine Retail Russia TOP 100. The results of 2018. Tendencies of 2019. Forecast until 2022</u>" .	Ranking and comparative analysis of operational and financial indicators of the 100 largest retail chains in Russia in the following segments: FMCG, fashion, DIY&Household and furniture, household and computer equipment and mobile devices, pharmacies, cosmetics, perfumes and drogeri, children's products, and online. Structured description of the 100 largest retail chains in the format of business profiles, as well as analysis of M&A transactions in retail. Analysis of trends in online trade and omnichannel strategy of TOP-100 retailers in Russia.	June 2019 / Update 2020	RUB 100,000
HIT! Research "<u>DIY Market in Russia. The results of 2019. Tendencies of 2020. Forecast until 2022</u>" . PDF+PPT+Excel TOP 50 retail chains	Analysis of the state of retail trade in construction (Hard DIY) and finish materials (Soft DIY), analysis of key trends of DIY market development. Comparative analysis of operational and financial indicators of the largest universal and specialized DIY retail chains. Analysis of the development of the main formats of DIY retail chains, description of trends in the development of online trade. Description of regional development of retail and wholesale-retail DIY trade in Russia. Description of the largest DIY retail chains businesses	June 2020	from RUB 50,000
Industry review "<u>Current trends in the food market of Russia and the world: 2018-2019</u>" PDF+PPT	Description of global and Russian trends in the production and promotion of food. Analysis of the activities of key industry participants. The best world and Russian practices in product development in the form of examples and descriptions. TOP-250 Russian novelties in different categories of food.	March 2019	RUB 70,000

The periodic industry report "Russian consumer market and FMCG retail chains rating"

Contains structured information on retail chains development, new stores openings, new formats, merges and acquisitions, corporate events, logistics, results and expectations, investment plans and interaction with suppliers of the leading FMCG chains. The review also contains: macroeconomic indicators, statistic data and analytic information on retail trade and retail chains in Russia in the reporting period.

The periodic industry report "Russian consumer market and FMCG retail chains rating" contains:

Rating of FMCG retail chains in Russia

- Operational results of TOP 200 FMCG chains
- Rating of Russia's FMCG retail chains by number of outlets
- Rating of Russia's FMCG retail chains by retail space volume
- Rating of Russia's FMCG retail chains by revenue

Section I. Development of retail trade in Russia

- Macroeconomic retail trade indicators
- Structure of retail turnover by categories of products and organizations.
- Regional structure of retail trade turnover.
- Food market inflation.
- Consumer incomes and expenditures
- The state of the banking system and the dynamics of loans and deposits of the population
- Consumer expectations and confidence index.

Section II. Government regulation of retail trade

Section III. Major developments in the FMCG retail trade

- Marking of products
- Events in the market of online sales and FMCG delivery
- The most important events that can have an impact on FMCG retail trade in Russia
- Activity of INFOLine

Section IV. Cases on the Russian retail development

Section V. FMCG retail chain development events and plans (TOP-200)

Appendix 1. Retail turnover by subjects of the Russian Federation in 2015-2020.

Appendix 2. Methodology of Review Russian consumer market and FMCG retail chains rating



Publication date:	on monthly basis
Number of pages:	From 150
Method of provision:	electronic version
Price of single purchase	20,000
Price of year (12 months) subscription, RUB	120,000 / 150,000
Language of provision	RUS, ENG

Periodic quarterly review "Foodtech: online trade and delivery services. INFOLine Russia TOP online food retail Rating"

Contains analysis and structured description of the consumer market and the most important events that can affect the online trade in food products, including state regulation of trade activities of online stores (adoption of laws, legislative initiatives), quarterly monitoring of the largest online stores and delivery services (information on key events, operational, financial and investment activities).

Periodic quarterly review " Foodtech: online trade and delivery services. INFOLine Russia TOP online food retail Rating" contains:

- Availability of online stores of the largest FMCG chains
- Rating of FMCG online stores, marketplaces and delivery services
- Traffic statistics of websites of online stores, marketplaces and delivery services

Section I. Regulation of online trade. The most important events that can have an impact on online trade in Russia, news in the field of regulation of online trade in alcohol, consumer goods and medicines.

Section II. Events and trends in the online trade industry

Section III. Cases on the development of online trade (*in the review for the first quarter of 2020 The case "The development of the Express food delivery market in 2020" is presented*).

Section IV. Delivery service indicators and key events. Characteristics and operational information about the largest food delivery service's development in the Russian Federation: the company's strategy and development plans, results and forecasts, investment activities, new project's development, mergers and acquisitions, resignations and appointments, logistics, interaction with consumers and retailers, etc.

Section V. Indicators and main events of online stores of the largest FMCG chains

Section VI. The largest marketplaces and online retailers in the Food market

Section VII. The largest online grocery stores. Characteristics and operational information about the development of the largest online grocery stores: the company's strategy and development plans, business results and forecasts, investment activities, development of new projects, and so on.

Section VIII. Projects of Yandex and Mail.ru Group



Publication date:	every quarter
Number of pages:	From 70
Method of provision:	electronic version
Price of single purchase	50,000
Price with year subscription (4 quarters), RUB	100,000
Language of provision	Russian



PERIODIC PRODUCTS

Name	Content	Periodicity	Price
<p>HIT! "<u>Russian consumer market and FMCG retail chains rating</u>"</p> <p>PDF + Excel Available in English!</p>	<p>The monthly analytical report contains analysis of development and characterization of events in retail trade and consumer market of Russia, structured description, comparative analysis, monitoring of investment activity and dynamics of organic growth, ranking of operational and financial indicators of more than 200 largest FMCG retail chains in Russia.</p>	On monthly basis	RUB 20,000 (RUB 10,000 When subscribing for a year)
<p>NEW! "<u>Foodtech: online trade and delivery services. INFOLine Russia TOP online food retail Rating</u>"</p> <p>PDF</p>	<p>Analysis of trends in the development and state regulation of online trade in food and related products in Russia. Consumer behavior within the omnichannel shopping model. Structured description, comparative analysis, monitoring of operational, investment and financial activities of FMCG online stores, online supermarkets, marketplaces and delivery services. Rating of online stores and delivery services INFOLine Russia TOP online food retail.</p>	Every quarter	RUB 50,000 (RUB 25,000 – when subscribing for a year)
<p>NEW! "<u>Food retail and the consumer market of Russia.</u>"</p>	<p>Structured information about development of Russian FMCG retail, an overview of the key events on the Russian FMCG market, description of new concepts and formats, the development of the TOP-200 retailers FMCG of Russia, ratings of the largest retailers FMCG by revenue, the number of commercial properties, retail space.</p>	Every quarter	RUB 50,000 (RUB 25,000 – when subscribing for a year)
<p><u>Bank of novelties on food market</u>":</p> <ul style="list-style-type: none"> - milk and dairy products - confectionery - frozen food - oils, fats and sauces - meat products, etc. <p>PDF</p>	<p>Review of novelties produced by manufacturers of food and consumer goods. The description of the new products contains: product image, list of ingredients (for foreign novelties also in the original language), the date of market launch, the website of the manufacturer, the characteristics of the implementation, the type of packaging and other necessary information about the competitive product.</p>	On monthly basis	RUB 10,000
<p>HIT! Thematic news Retail trade of the Russian Federation:</p> <ul style="list-style-type: none"> - FMCG chains - DIY market - industry news (meat, dairy, bakery industries, etc.) - commercial real estate <p>HTML+PDF+Word</p>	<p>Thematic news is operative and periodic information about the branch of the Russian economy you are interested in, prepared by monitoring the activities of Russian and foreign companies, thousands of business and industry media, news agencies, federal ministries and local authorities.</p>	Daily/ Weekly	from RUB 5,000
<p><u>INFOLine Summary Retail trade of the Russian Federation</u></p> <p>HTML+PDF+Word</p>	<p>A digest of the most relevant events in the industry according to individual criteria. You can order translation of INFOLine Summary into foreign languages. An ideal solution for operational daily informing of TOP managers of the company about the situation in the market.</p>	Individually	from RUB 10,000

ANALYTICAL DATABASES ON RETAIL TRADE CHAINS

Analytical databases provide opportunities to analyze, evaluate and forecast the development of retail trade and consumer market in Russia. Includes structured description, comparative analysis and ranking of operational and financial indicators of FMCG, DIY&Household, furniture segment chains in Russia. Also includes information on logistics, distribution centers of chains are described, the description of the main formats of trade in the retail market.

INFOLine analytical databases contain contact information, information on TOP management (General Director, Director for purchases, Financial Director, IT Director), the total number of stores, total retail space and financial indicators of chains, regional presence, the number of distribution centers, etc.

Name	Content	Publication date	Price
HIT! Analytical database " 300 universal DIY chains of Russia. 2019 " PDF, Excel bonus	The database contains a description of the largest players in the DIY market, the Top ranking of the largest DIY operators in Russia, which includes net revenue, revenue per area unit, financial indicators, EBITDA dynamics and debt burden, and more.	July 2019	RUB 35,000
Analytical database 300 universal DIY chains of Russia. 2019 PDF, Excel bonus	The database contains comparative analysis and ranking of operational and financial indicators of more than 50 largest specialized DIY chains. Ratings of specialized DIY chains by areas: doors, insulation and roofing materials, ceramic tiles, fasteners, paints, flooring, Wallpaper, plumbing, power tools.	October 2019	RUB 35,000
NEW! Analytical base 200 retail chains Household and home furniture of the Russian Federation. 2019 PDF, Excel bonus	The database contains a comparative analysis and ranking of operational and financial indicators of the largest retail chains Household and home furniture chains. A structured description of the largest players in the Household and home furniture market.	December 2019	RUB 60,000

Periodical products for the food industry, agriculture and retail trade, etc.

Product name	Product description	Periodicity	Price, RUB per month
Thematic news Retail trade of the Russian Federation	Operational and periodic information about the branch of the Russian economy you are interested in	Daily	5,000
Thematic news Food Market (more than 15 areas of the food industry!)	Operational and periodic information about the branch of the Russian economy you are interested in	2 times a week	6,000
Periodic monthly review Bank of novelties in the food industry market	Overview of new products in the food market of the Russian Federation and abroad	1 time per month	12,500

Attention! *The above set of products and directions is not complete.*

In addition to initiative ready-made products, INFOLine allows customers to receive a range of individual information services to solve specific problems arising in the course of the company's activities. These are custom-made researches, compilation of databases, assortment and price monitoring, individual monitoring at the request of clients, etc.

