

OZON

Entry to Russian
e-commerce with Ozon.ru

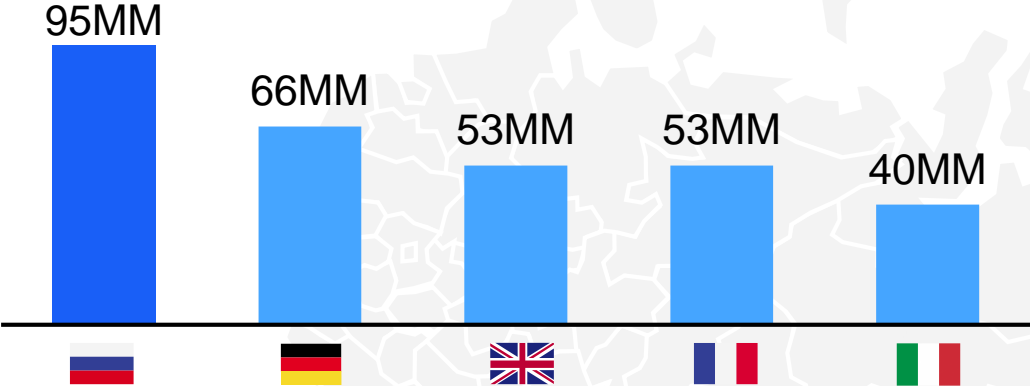
February 2020

Agenda:

- **Russian e-commerce key facts**
- **Ozon marketplace overview**
- **Attitudes towards Italian goods**
- **Co-operation with Ozon**

Internet usage: no barriers for e-commerce growth

The Largest Internet Audience in Europe



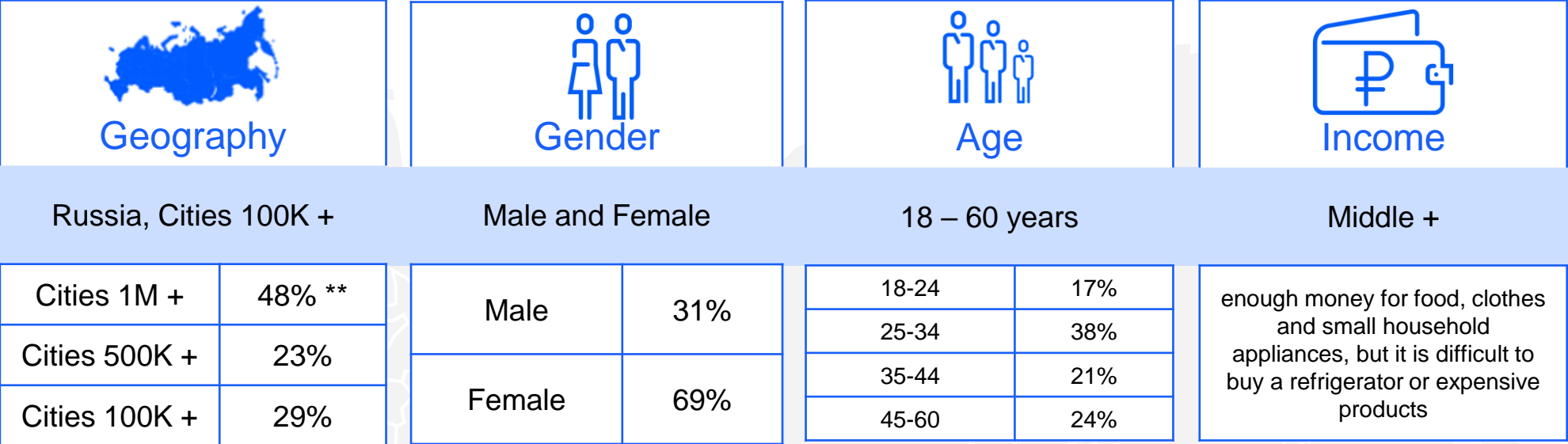
Key facts:

- 78% of population 12+
- 90% uses internet everyday

Devices:

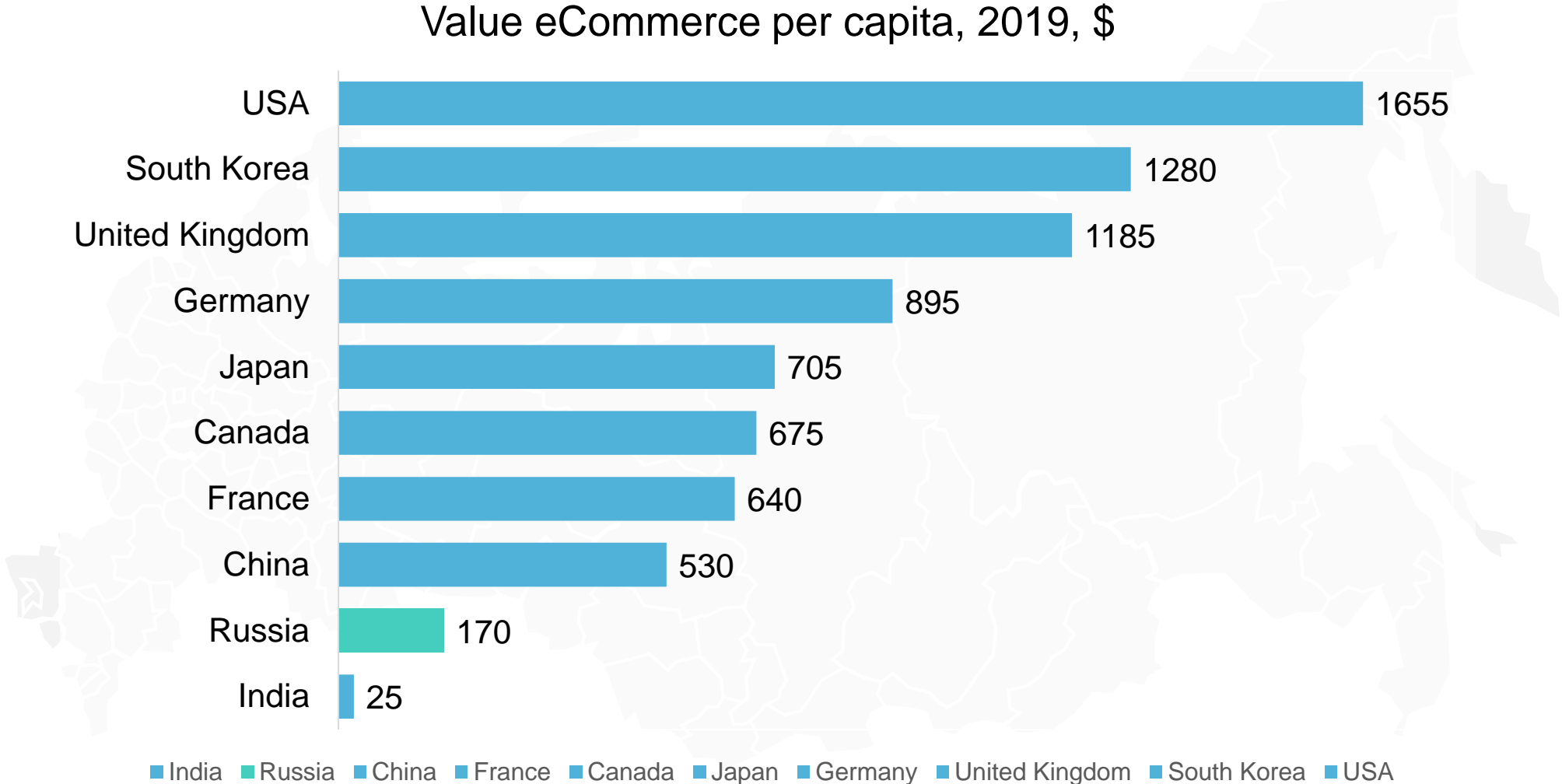
- 69% mobile
- 51% desktop
- 15% smart TV

38MM Russians buy on-line



Source: Brand Heath Tracker Ozon

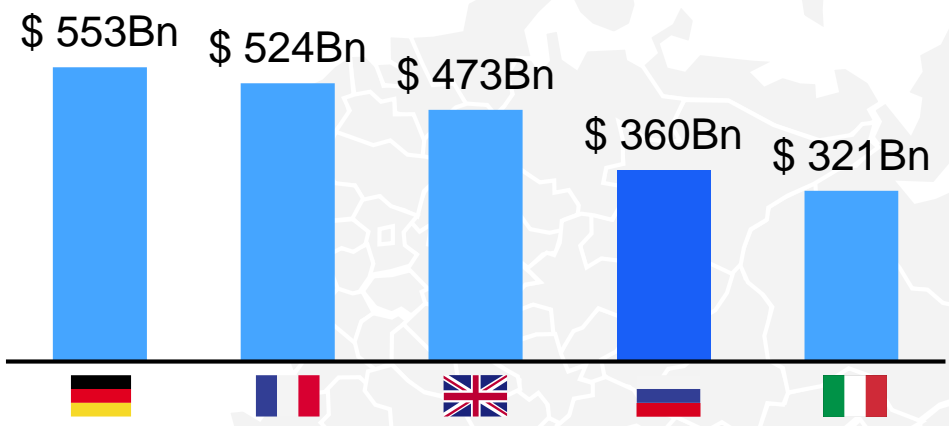
Way to meet the leading markets e-commerce spending levels



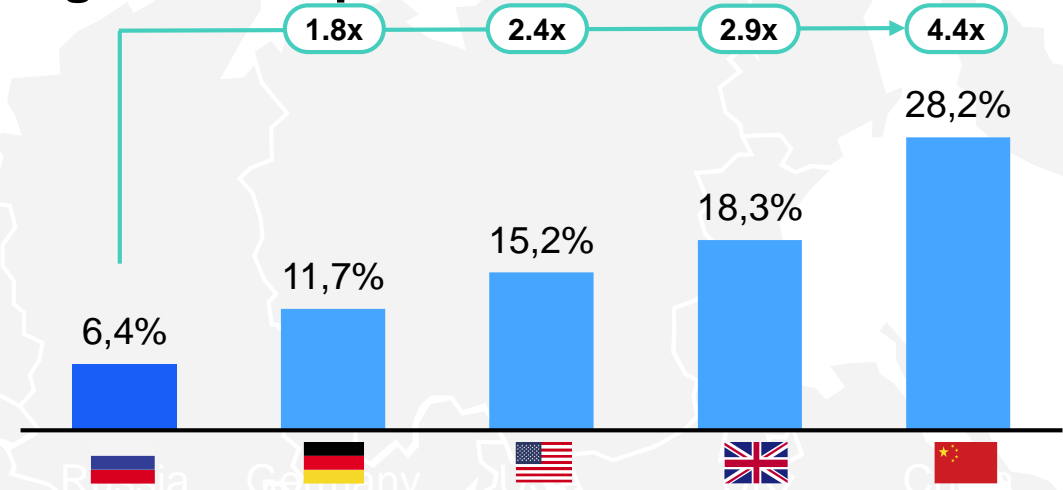
Source: Data Insight Report

4th European retail market with just 6,4% e-commerce penetration

4th Largest Retail Market in Europe



Significant Upside in E-commerce Penetration



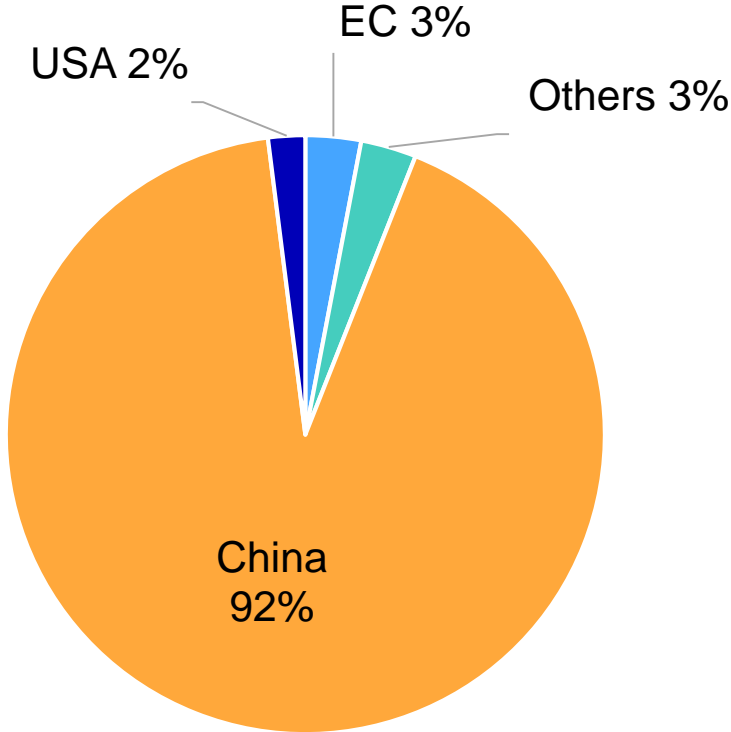
Domestic B2C e-commerce 2019:

- 24,9BN USD (+20% YOY)
- 425MM parcels (+41%YOY)
- 57 USD AOV (-14% YOY)

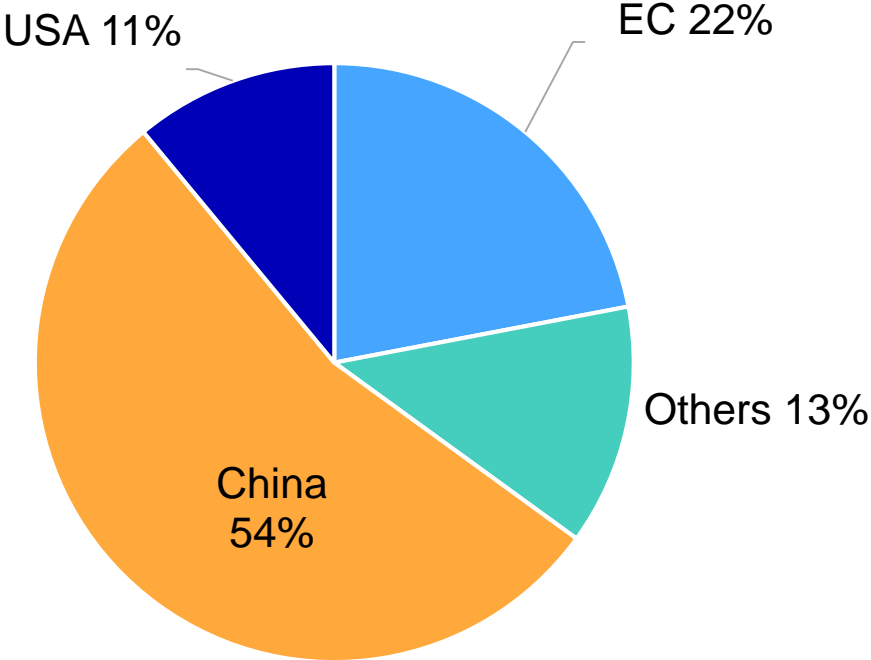
Source: Data Insight, Euromonitor, OZON Estimates
 Notes: Converted from RUB assuming flat exchange rate of 66 RUB per 1 USD

Cross-border e-commerce takes between 20% (5BN USD) to 30% (7BN USD) of domestic e-commerce

Parcel volume distribution by country



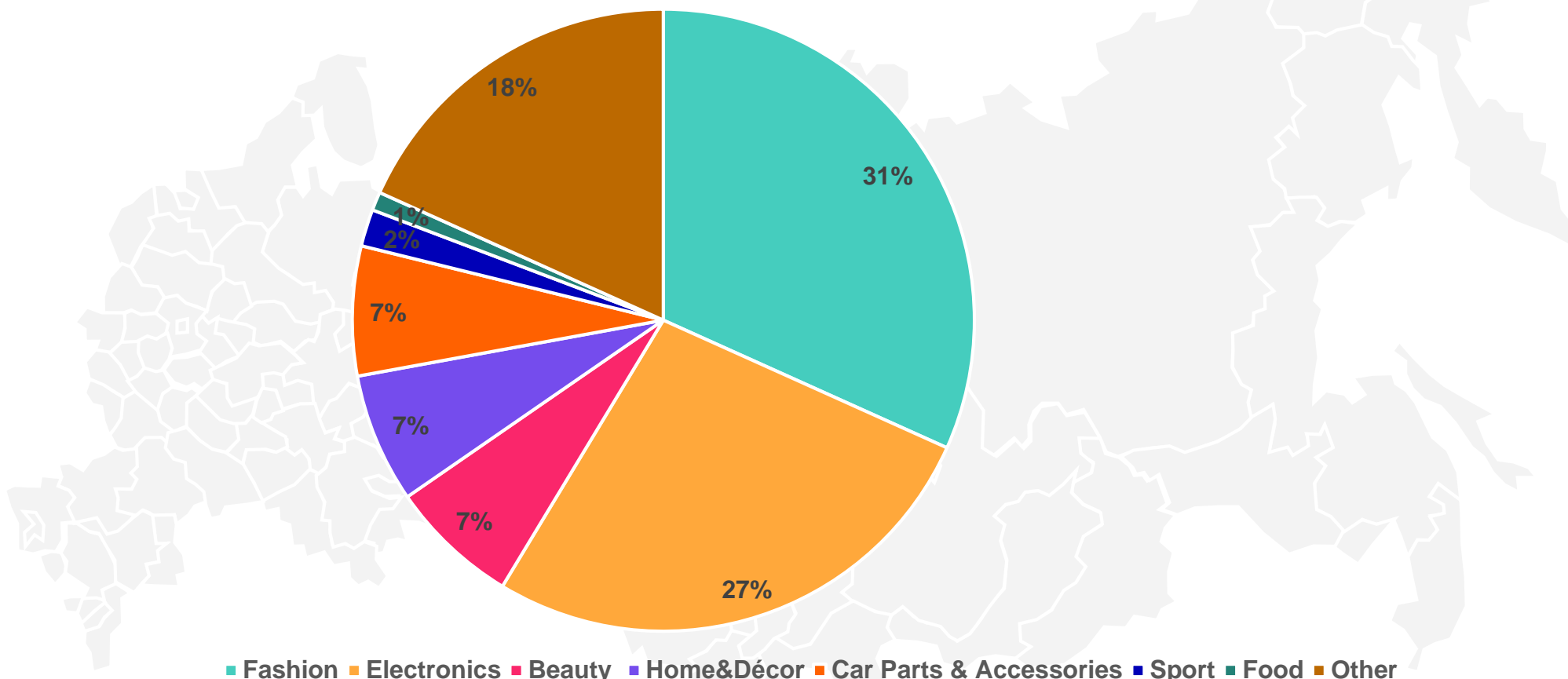
Expenses of Russians by country



Source: Data Insight, AKIT

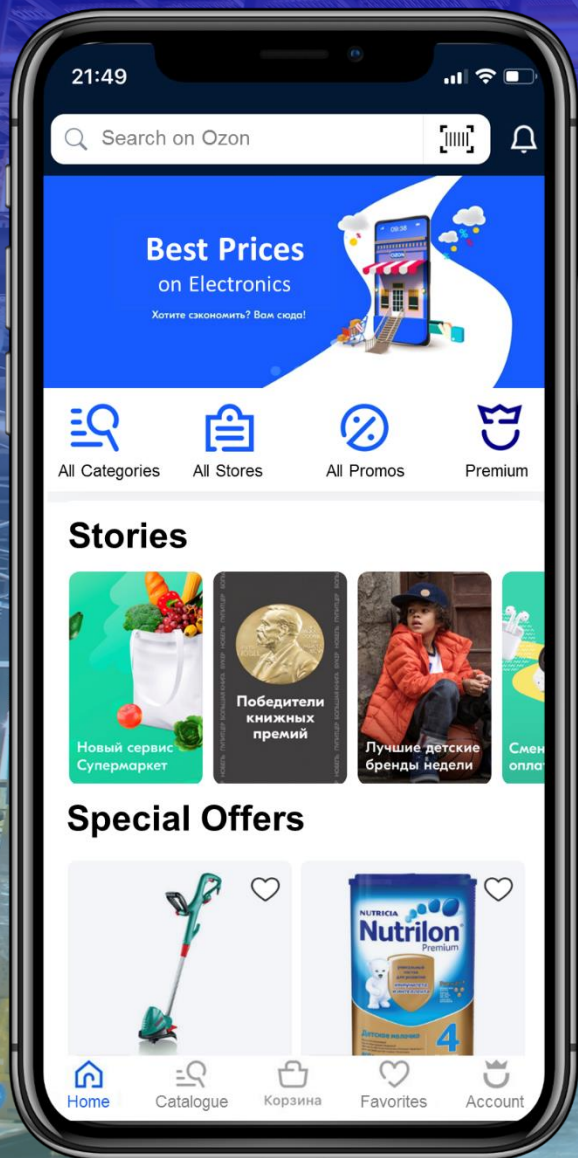
Customers are used to ordering almost all categories which gives broad access for foreign sellers

Cross-border categories share



Source: Data Insight, AKIT

OZON Highlights



Diversified Consumer Ecosystem

\$ 1Bn

GMV in 2019⁽¹⁾
3X growth in 2 years

240MM

Items sold run rate⁽¹⁾

>3MM

SKU assortment⁽²⁾

Loyal Customer Base

>38MM

MAU
in Dec-19

9.4MM

Unique customers in the last 12 months

>2.5MM

Customers buy every quarter

Scalable Logistics

40%

of population covered with the next day delivery

13,250

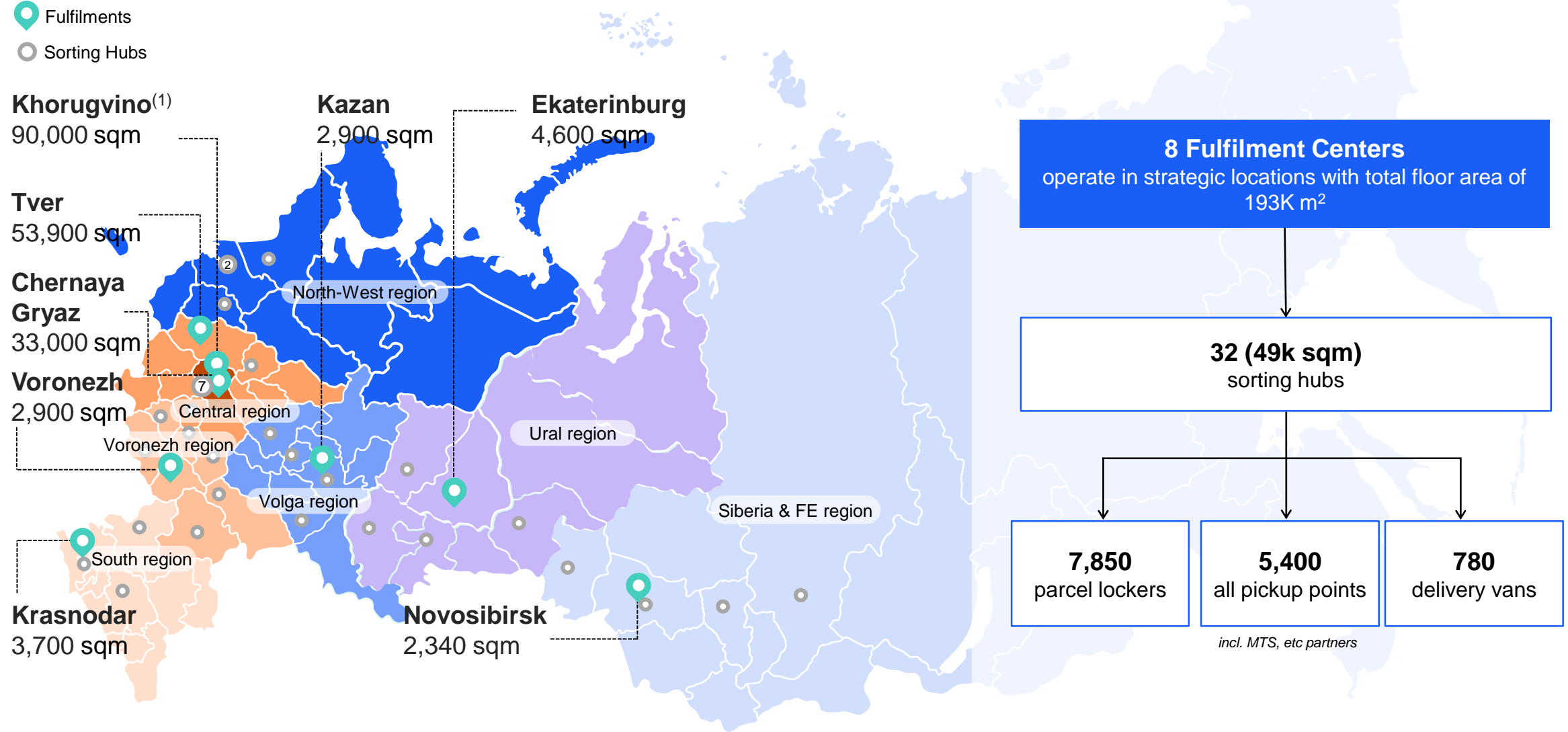
Offline pickup points

3,100

Delivery couriers

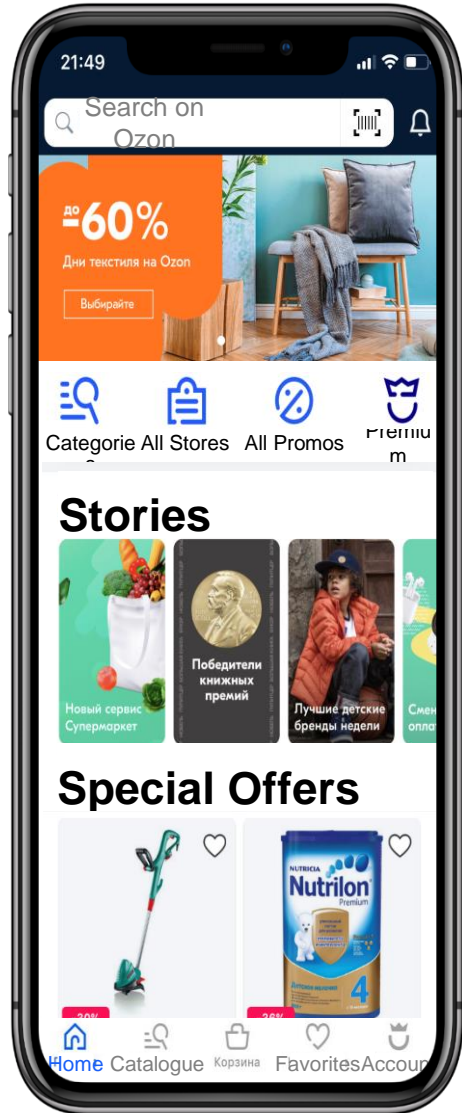
Notes:
¹After returns
²Excluding print-on-demand books

Best-in-class Supply Chain Solution

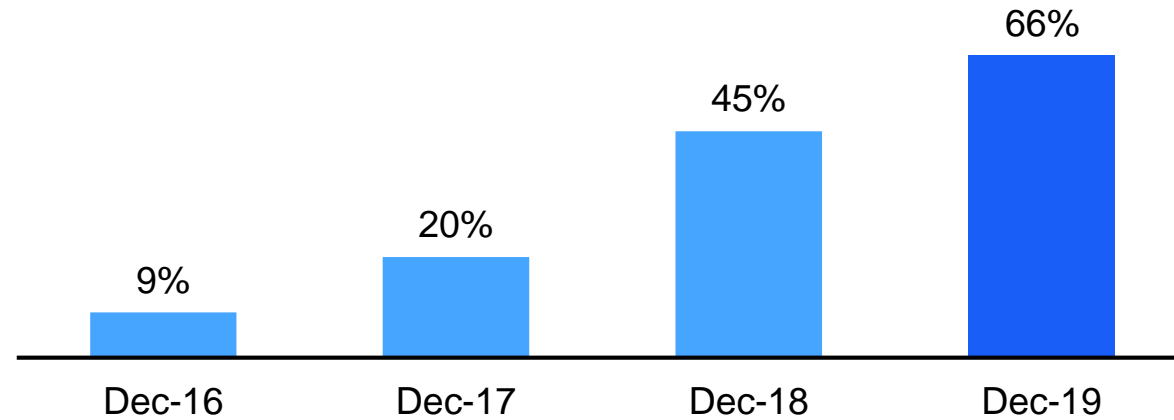


Notes: ¹Including 30K m2 under construction

Step-change to be mobile first



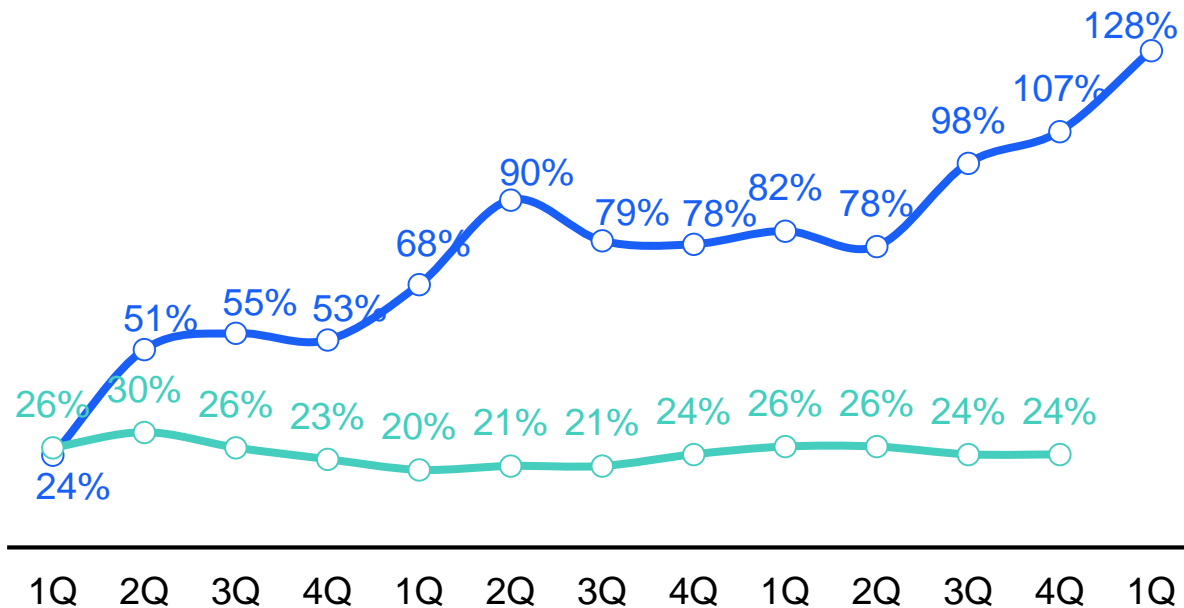
Share of Mobile App Orders



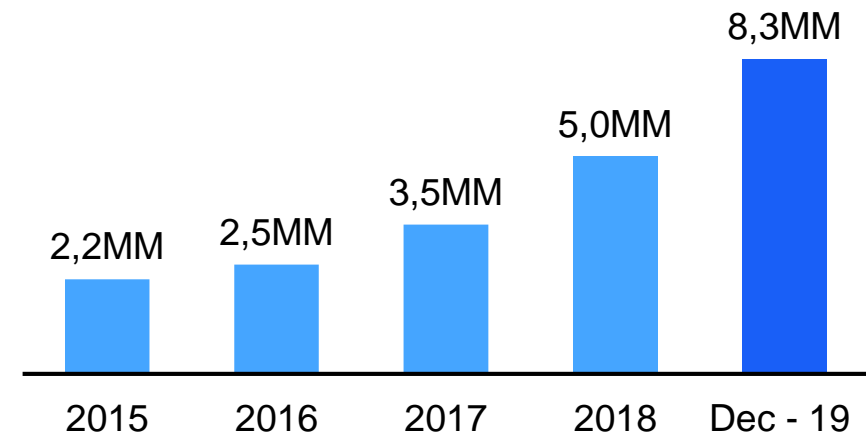
Ozon grows faster than market driven by step growth of customer base

Since Early 2017 OZON.ru Has Been Growing Significantly Faster than the Market

YoY Growth, %



OZON.ru Unique Buyers



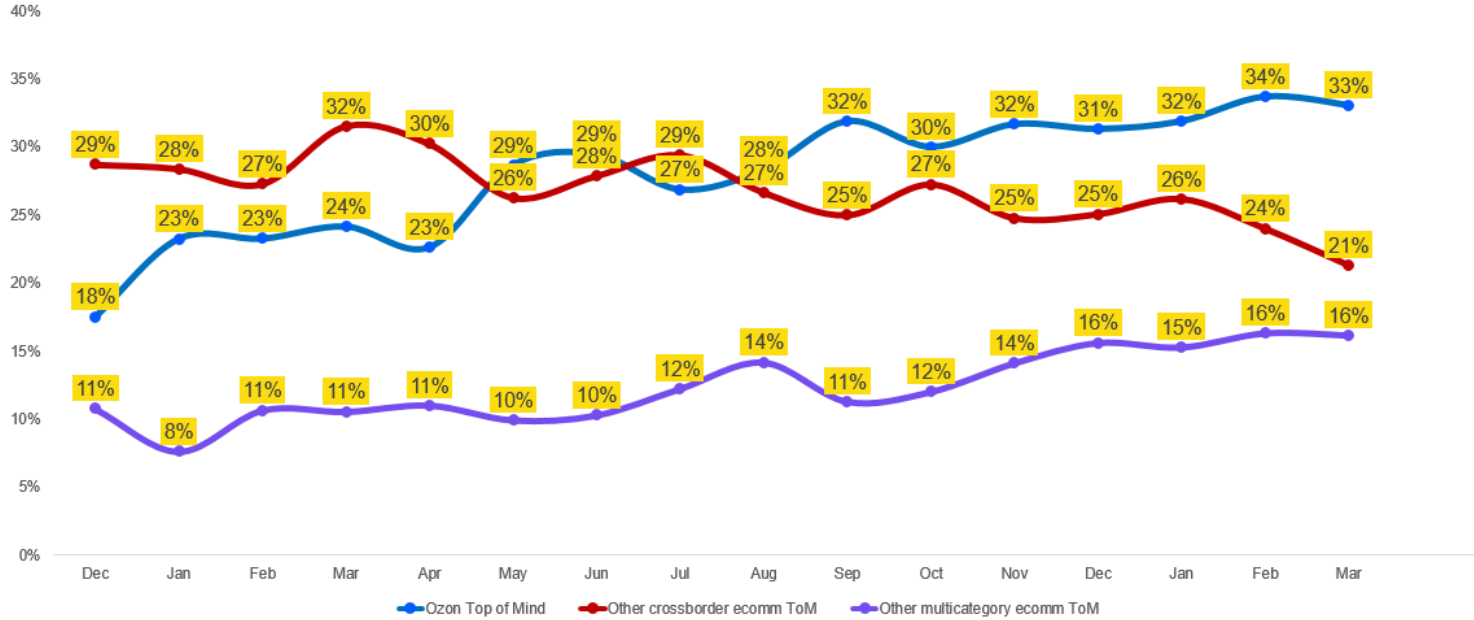
—○— OZON.ru Goods GMV
—○— Domestic Segment of the Russian E-commerce Market

Strong brand: #1 Top of mind working with all media channels

Our media channels:

- TV
- WEB: Google, Yandex
- Social media
- Bloggers
- Youtube
- Direct marketing outdoor digital advertising
- Outdoor advertising

Spontaneous Top of Mind Brand Awareness Ozon vs main competitors



Source: Ozon Brand Health Tracker Q1 2020

Ozon marketplace sales share skyrocketed with COVID-19. Known off-line retailers on-board.



2020 YTD marketplace status

- 50% share of sales
- 11 000 Sellers
- 60% growth April vs March

New “more time at home” habits boost orders of home and self care categories



Home repair

+216 %

Sport&fitness

+200%

Health&Beauty

+165%

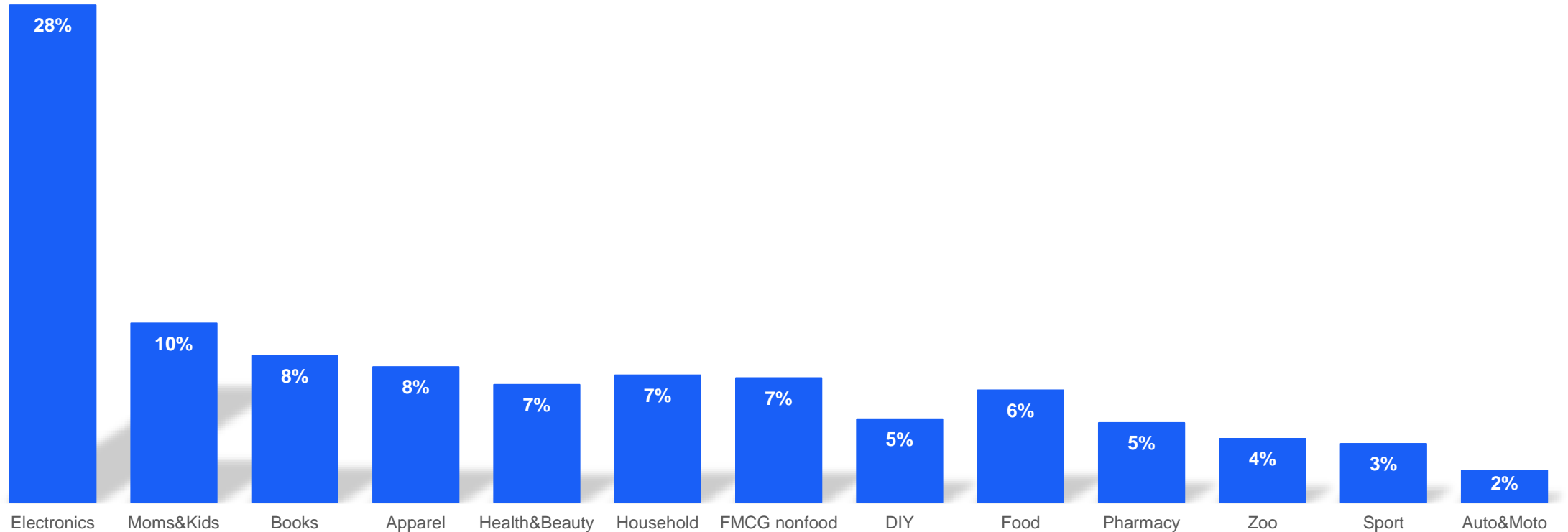




Italian goods – survey results (up to 3 slides)

**Ozon is all categories encompassing marketplace.
Seller has wide choice to start business.**

Ozon categories split



CrossBorder: legal framework

Cross-border import rules:

- No custom to to 200 Euro/parcel or 31 kg
- Above limit 15% custom
- Unlimited number of custom free parcels
- No VAT
- No product certifications (except for BAD)

Key categories prohibited for cross-border:

- Alcohol
- Tobacco
- E-cigarettes
- Jewelry
- Arms
- Pharmacy except for BADs
- Plants and seeds
- Food that requires refrigerated regime

Co-operation with Ozon key highlights

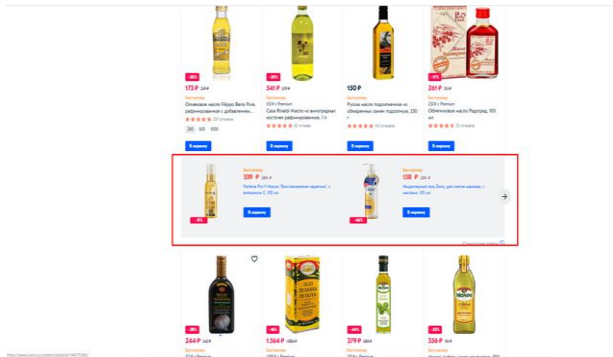
- Help with content creation
- Recommendation with delivery service
- Access to promotions
- Advertising platform with different ad formats
- Commissions 5-15% category depending
- Dedicated account manager

Marketing support

Welcome package for each seller

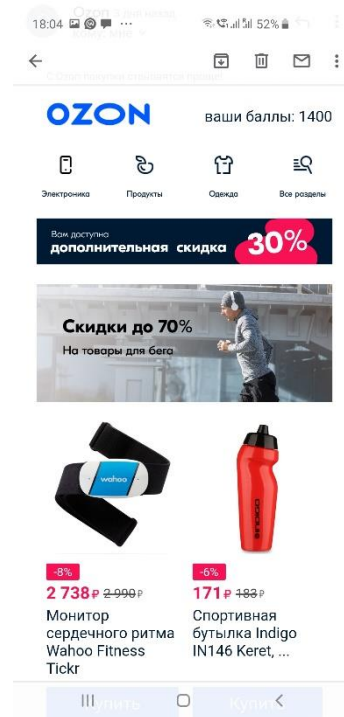
1 000 USD on Ozon advertising platform

E-mail and push with seller goods



Placements:

- Search
- Banners
- Product Detailed Page



“Made in Italy” storefront

