# **Business model**

GRI 2-6 FB-FR-000.C

### Focus on caring for our customers

### Our stakeholders

Customers

~17 million

customers daily



**Employees** 



**357.2** thous.

employees1

Suppliers



>5 thous.

of suppliers

Magnit's strategic sustainability framework establishes an ambitious goal to integrate sustainability principles into all aspects of the Company's operations and processes in five key areas.

Employer No. 1 in the industry

Leadership in reducing

Building a completely

17 \*\*\*\*\*\*

Positive impact on the quality of life in the country

Improving the quality of life of consumers and local communities







~300 thous.

investors

Government and regulators

The Company builds relations with executive and legislative authorities at the federal and regional level in accordance with the legislation requirements and as industry leading expert

Local communities

Magnit strives to integrate sustainability principles into all aspects of its business

## **Our advantages**

Multi-format and omni-channel retail chain

>29 thous.

stores, including convenience stores, supermarkets, drogeries, discounters and pharmacies

42%

of customers visit stores of two or more formats

76.4 million

participants loyalty programme

>12 million

MAU of the Magnit mobile application

Recognised for supreme quality and breadth of range

~5,5 thous. private labels

20% share in sales

175

quality control

3.590

laboratory tests per



Own production capabilities and private labels

>50

facilities

One of Russia's largest logistics chains

1.9 million sq. m 5.7 thous.

### Value for stakeholders

### **Caring for our customers**

- · Adaptation and creation of store formats that meet the needs of customers in specific localities
- Implementation of CVM tools
- Development of online sales and delivery services
- Improving availability of goods by leveraging new technology and communications development

### RUB 7 billion

as discounts received by senior people in 2023

1,078 Magnit stores

were redesigned in 2023

# Rewarding our employees

• A comprehensive system

of benefits and social support

Professional and career growth

opportunities for employees





### Supplier engagement



- Engaging local suppliers
- Work of supplier representatives at Magnit offices
- Special terms of cooperation for farms

### 38 hours

• Stable wages

at all levels

of training at Magnit Corporate Academy per employee per year

81%

employee satisfaction

### 86

business events for suppliers

>2.5 thous. >170

local suppliers

partner farms

RUB 42 billion

42%

**Delivering returns** 

to our shareholders

Strict discipline in capital

investment decisions

management with a focus

on profitability when making

amount of dividends declared in 2023 and paid after the reporting date

# **Economic contribution**

- · Supporting social and economic development in the regions of operation
- · Hosting regional procurement
- Making timely tax payments

### Supporting local communities





- Social and charitable programmes in the regions where we operate
- Mitigation of environmental impact

# RUB 172 billion

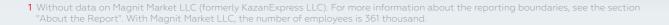
taxes paid in 2023

RUB 598.5 million invested in social and charity projects

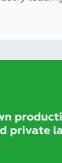
1,530 tonnes 31%

of products – volume of in-kind donations

CO<sub>2</sub> emission reduction against 2019









private labels

14

production facilities

of warehouse space

45

