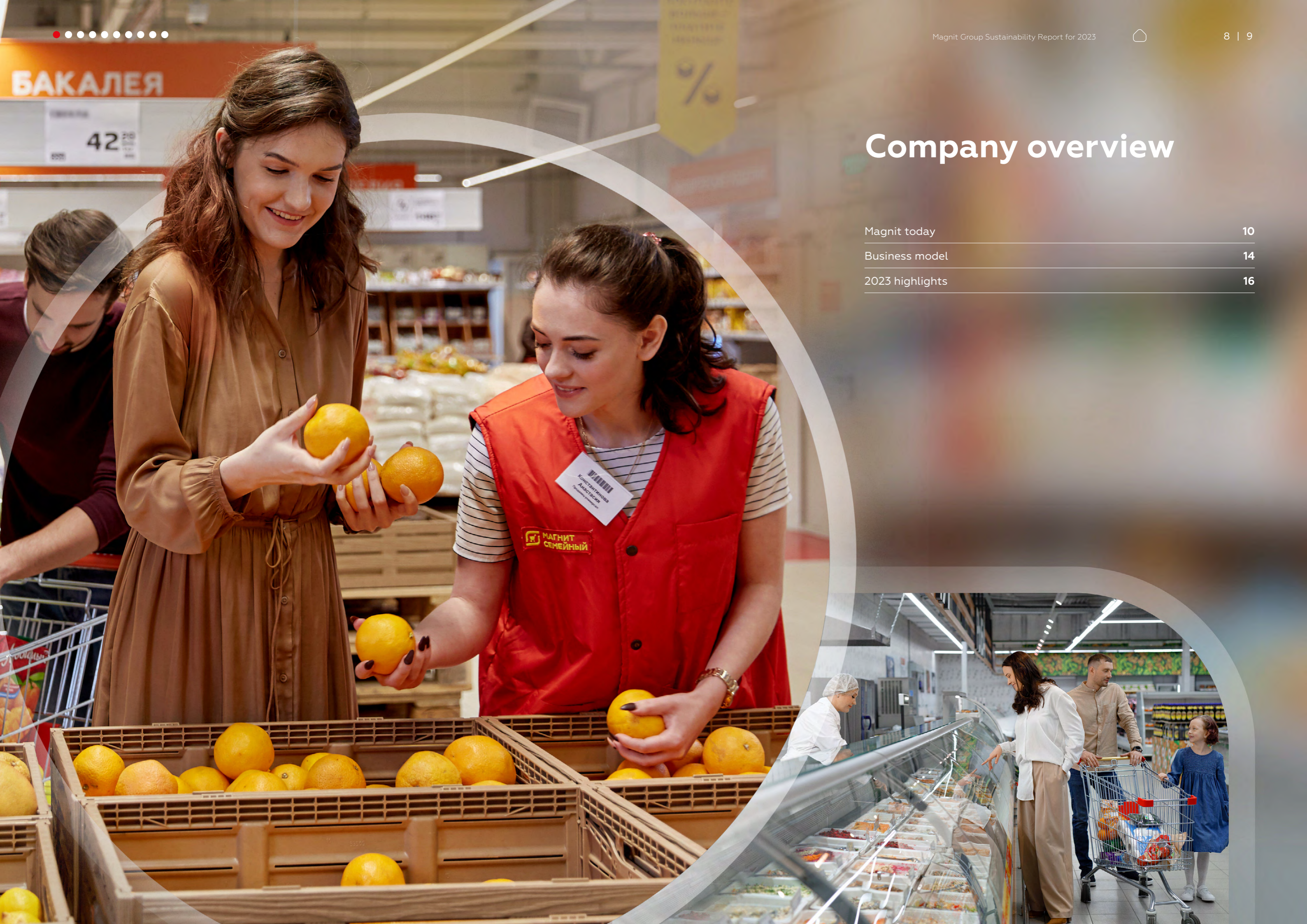


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Company overview

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Magnit today

GRI 2-1 FB-FR-000.A

Magnit is one of the Russia’s major retail chains. Today, our Company is the leader among domestic retailers by number of stores and geographical coverage and the largest private employer in Russia.

Our multi-format and multi-channel model includes convenience and drogerie store, supermarkets and pharmacies. Moreover, Magnit is the only vertically integrated retailer that produces food and agricultural products.

Key facts

29,165 stores

in 67 Russian regions and Uzbekistan

20

production facilities

357.2 thous.

employees¹

10,053 thous. sq. m

of retail space

~17 million

customers visit Magnit stores daily

76.4 million

customers use Magnit loyalty cards

300 thous. tonnes

of products were produced in 2023

¹ Without data on Magnit Market LLC (formerly KazanExpress LLC). For more information about the reporting boundaries, see the section "About the Report". With Magnit Market LLC, the number of employees is 361 thousand.

Our mission, culture and values

We continuously improve our operations, follow a professional approach and strive to offer the highest quality and level of service to our customers.

Magnit adheres to the principles of effective teamwork and respect for each other and customers, welcomes an open and constructive dialogue and effective cross-functional cooperation.

We implement best practices and innovative technologies and strive to build a better future for all.

Our Sustainability Strategy to 2025, "Retail with Purpose", sets ambitious goals and encourages embedding sustainability principles into all aspects of our business.

Our values

Customers at the heart of everything we do

Caring for our customers

We build long-lasting connections with our customers. Our team members can easily relate to customers because they also shop in Magnit.



Stronger together

We achieve success through teamwork, incorporating the views of our employees.



Focusing on results

We strive for efficiency and always accomplish our goals.



Taking responsibility

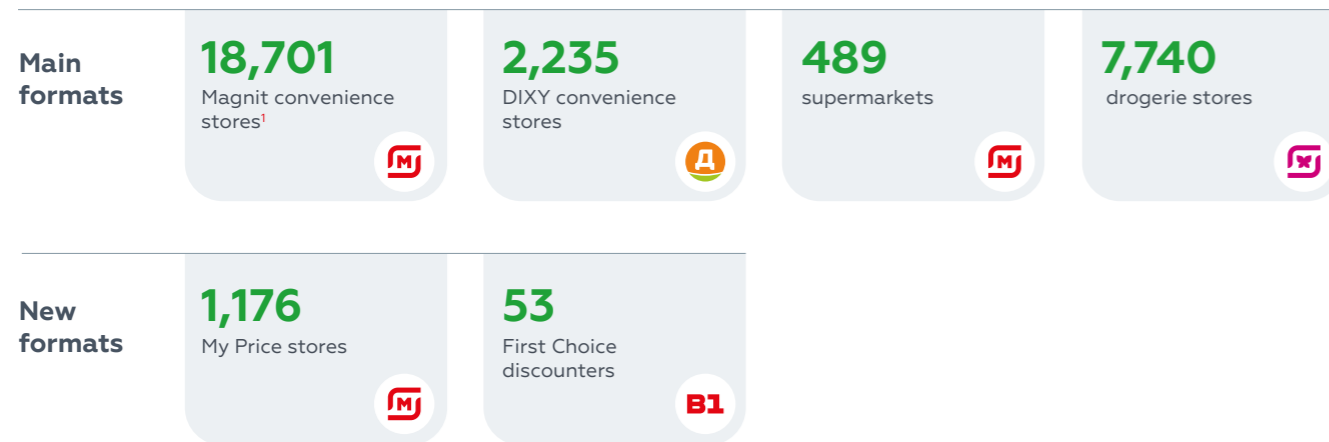
We scrupulously follow the Company's principles and we take responsibility for our decisions.



Our shops

We are a multi-format brand. We offer our customers exactly what they need, maintain a wide product range and high quality of goods and ensure affordable prices and a single loyalty program.

Magnit comprises convenience stores and supermarkets, discounters, cosmetics stores, pharmacies, and e-commerce.



Geography of presence

FB-FR-000.B

	Convenience stores ²	Supermarkets ³	Drogerie stores	Convenience stores	Distribution centres	Agricultural facilities	Production facilities
North Caucasian	603	19	272		1		
Southern	2,904	123	1,363		8	4	8
Central	4,921	83	1,988	1,770	15	2	2
Volga	4,885	123	1,928		10		4
Northwestern	2,170	35	749	465	4		
Urals	1,958	82	873		4		
Siberian	1,260	24	497		3		
Total	18,701	489	7,740	2,235	45	6	14
	Magnit			DIXY			

29,165 Magnit stores

4,287 localities

7 federal districts of Russia⁴

- ¹ Including convenience stores, Magnit City stores, My Price soft discounters and First Choice hard discounters.
- ² Magnit convenience stores include Magnit City, My Price, First Choice.
- ³ Magnit supermarkets include Magnit Family and superstores.
- ⁴ 70 drogerie stores operate in Uzbekistan.

Investment case

Market potential

We offer investors access to a sizeable retail market with potential for further organic expansion and consolidation.

Leading player

Magnit is one of the largest food retailers in Russia with mature infrastructure, strong loyal customer base, recognisable brand, and growing market share.

Growth ambitions

We are accelerating the Company's growth with a focus on increasing profitability to further expand our market share.

38%¹

share of top 5 retailers in Russia in 2023

29,165 stores

4,287 localities, 7 federal districts

12.8%²

market share in food retail

6.1%

growth in retail space YoY in 2023

Efficiency gains

We consistently achieve the Company's huge potential for business development and improve our customer value proposition (CVP) focusing on expanding the private label, farm and healthy lifestyle products.

Financial value creation

We maintain strict discipline in capital management with a focus on profitability when making investment decisions.

1.0x

level of debt burden as at 31 December 2023

¹ Source: INFOLine, Company analysis.
² Source: Company analysis.

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. employees ¹	 Suppliers >5 thous. of suppliers
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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 environmental impact 	Building a completely responsible supply chain 	Positive impact on the quality of life in the country 	Improving the quality of life of consumers and local communities
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 Shareholders ~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
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Our advantages

Multi-format and omni-channel retail chain

>29 thous. stores, including convenience stores, supermarkets, drogeries, discounters and pharmacies	76.4 million participants in the cross-format loyalty programme	Recognised for supreme quality and breadth of range ~5,5 thous. private labels	20% share in sales
42% of customers visit stores of two or more formats	>12 million MAU of the Magnit mobile application	175 quality control laboratories	3,590 laboratory tests per year



Own production capabilities and private labels

6 agricultural facilities	>50 private labels	1.9 million sq.m of warehouse space	5.7 thous. trucks
14 production facilities	45 distribution centres	in 7 federal districts	

Value for stakeholders

 Caring for our customers	 Rewarding our employees	 Supplier engagement	 Delivering returns to our shareholders	 Economic contribution	 Supporting local communities
<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Stable wages A comprehensive system of benefits and social support Professional and career growth opportunities for employees at all levels 	<ul style="list-style-type: none"> Engaging local suppliers Work of supplier representatives at Magnit offices Special terms of cooperation for farms 	<ul style="list-style-type: none"> Strict discipline in capital management with a focus on profitability when making investment decisions 	<ul style="list-style-type: none"> Supporting social and economic development in the regions of operation Hosting regional procurement sessions Making timely tax payments 	<ul style="list-style-type: none"> New jobs Social and charitable programmes in the regions where we operate Mitigation of environmental impact
RUB 7 billion as discounts received by senior people in 2023 1,078 Magnit stores were redesigned in 2023	38 hours of training at Magnit Corporate Academy per employee per year 81% employee satisfaction	86 business events for suppliers >2.5 thous. local suppliers >170 partner farms	42% ROI RUB 42 billion amount of dividends declared in 2023 and paid after the reporting date	RUB 172 billion taxes paid in 2023	RUB 598.5 million invested in social and charity projects 1,530 tonnes of products – volume of in-kind donations 31% CO ₂ emission reduction against 2019

¹ Without data on Magnit Market LLC (formerly KazanExpress LLC). For more information about the reporting boundaries, see the section "About the Report". With Magnit Market LLC, the number of employees is 361 thousand.

2023 highlights

Financial and operating performance



RUB 2,545 billion
Revenue

2,352 in 2022

6.5%
EBITDA margin

6.8% in 2022

2.7%
Net profit margin

1.4% in 2022

6,190 million
Receipts

5,932 in 2022

10,053 thous. sq. m
Retail space

9,472 in 2022

76.4 million
Loyalty card holders

68 in 2022



Mitigation of environmental impact



2.1 tonnes of CO2-eq/RUB
Specific GHG emissions

2.3 in 2022
-31% against 2019

1,636.8 kW per hour/RUB
Specific electricity consumption

1 690.6 in 2022
-18% against 2019

by 7%
Specific heat consumption reduced YoY

27% in 2022

126.9 kg/RUB million
Specific food waste generation

147.0 in 2022
-59% against 2019

100%
Plastic sent for processing

>99% in 2022

2.2 m³/RUB million
Specific water consumption

2.3 in 2022
-58% against 2019



Supporting employees and local communities



86%
Engagement rate

84.9% in 2022

81,1%
Level of personnel satisfaction

79.8% in 2022

RUB 598.5 million
Invested in social and charity projects

205.6 in 2022

28%
Share of healthy products in private labels

27% in 2022



Development of management practices



>95%
Share of Russian food products in chain stores

95% in 2022

9%
Increase in turnover for local suppliers

22%
Increase in product supplies under agricultural contracts

100%
of information security incidents were successfully resolved



% against 2019

Indicator of Sustainability Strategy to 2025