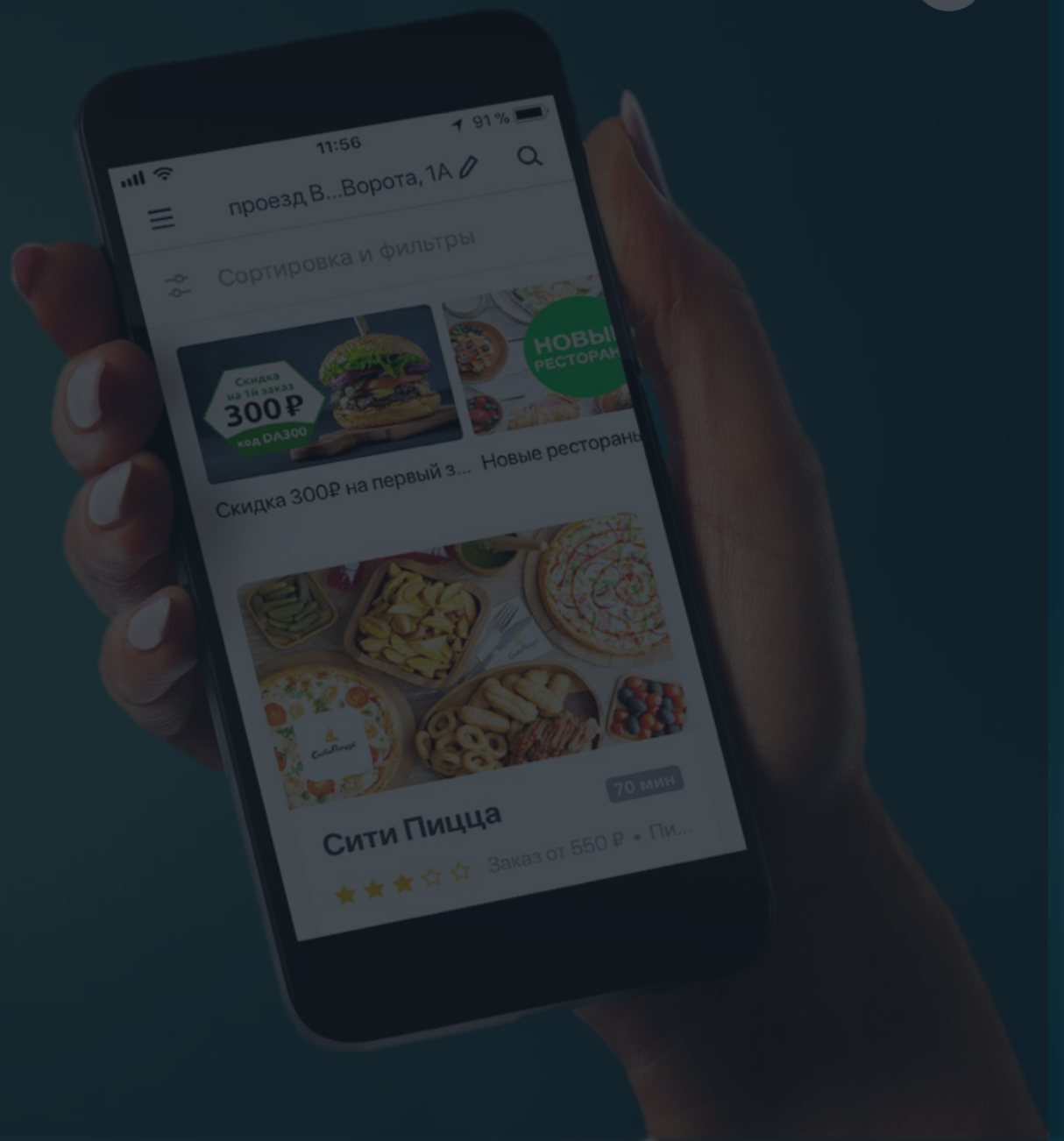
Delivery Club

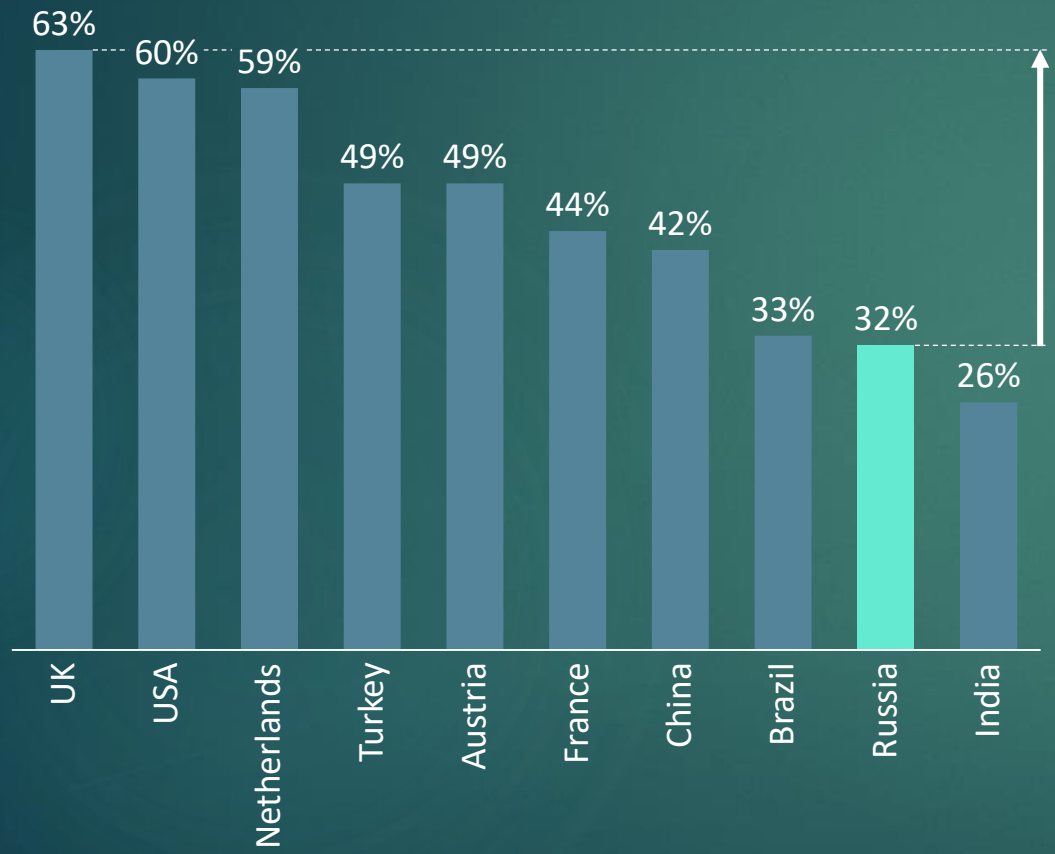
Guvenc Donmez

- Delivery Club



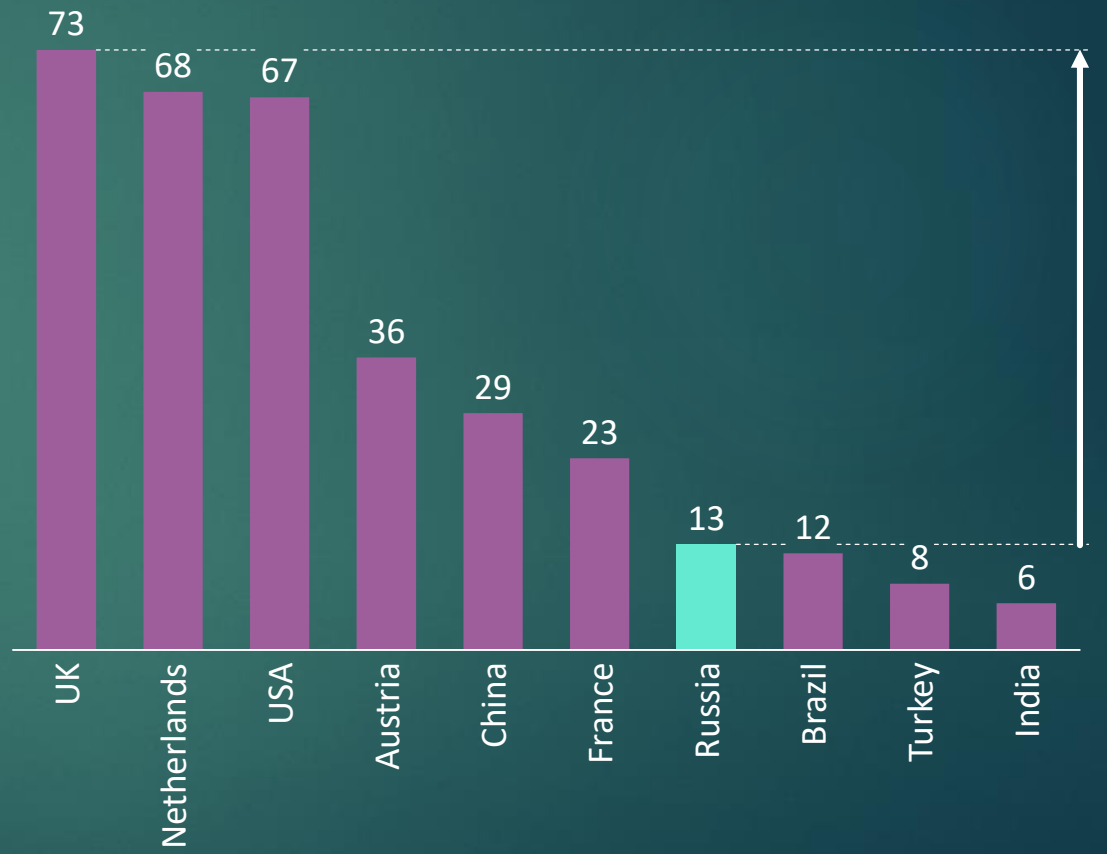
Russian food delivery market remains underdeveloped

Share of online food delivery users in 2019 (% of employed population)



Source: Statista, tradingeconomics.com

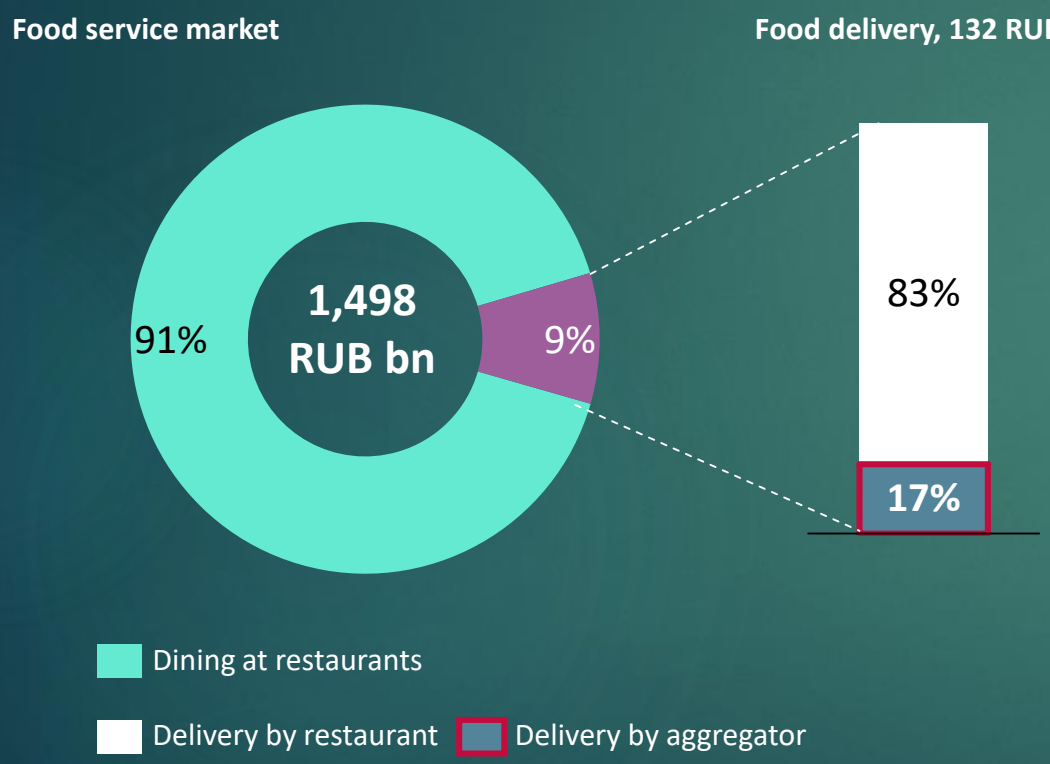
Online food delivery market per capita in 2019, USD



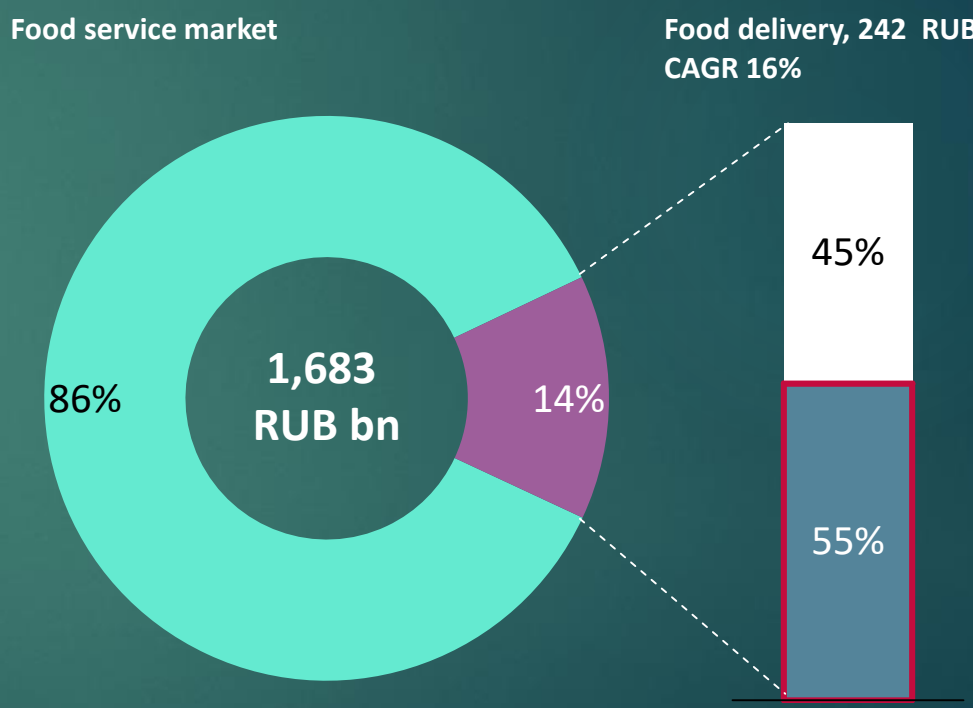
Source: Statista, tradingeconomics.com

Food delivery market is expected to show strong growth, driven by online aggregators, where DC is the leader

Russian food services market in 2018…

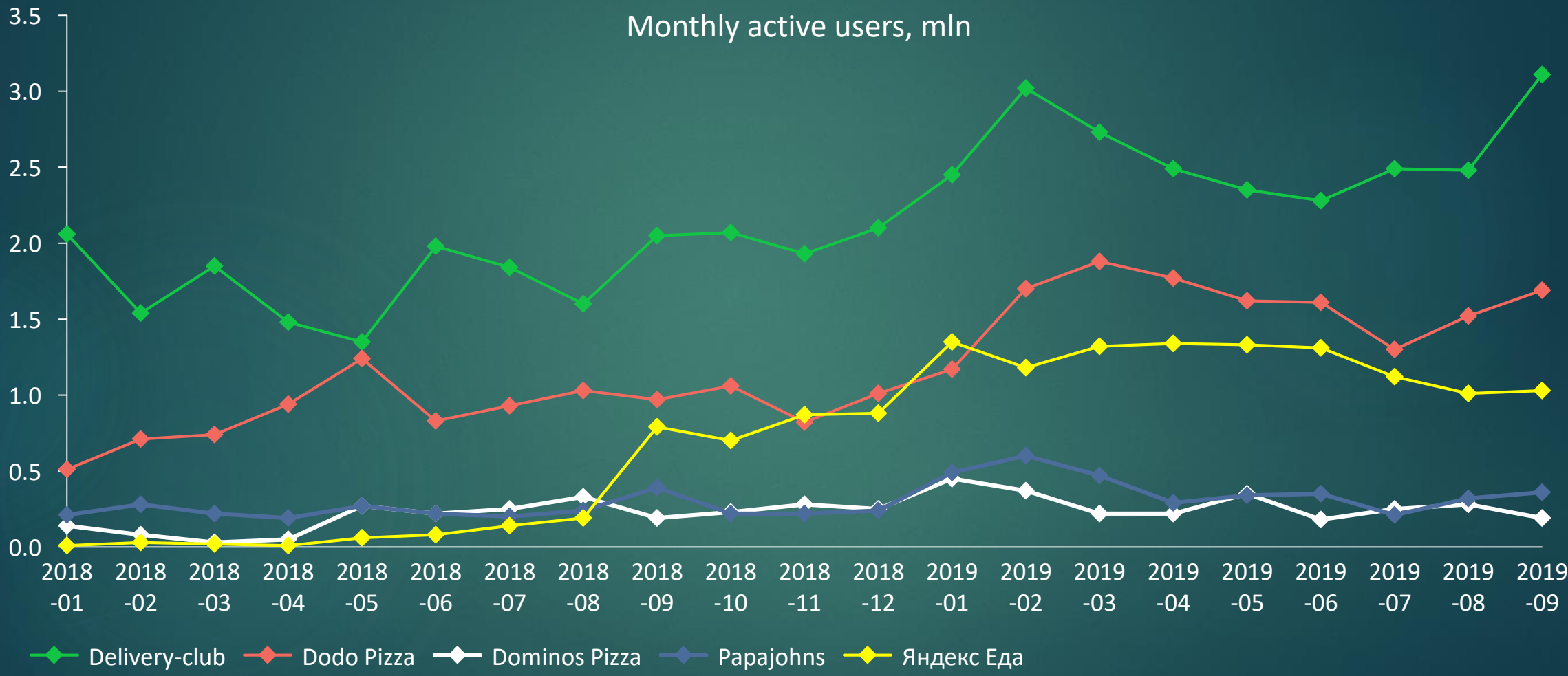


…and in 2022E



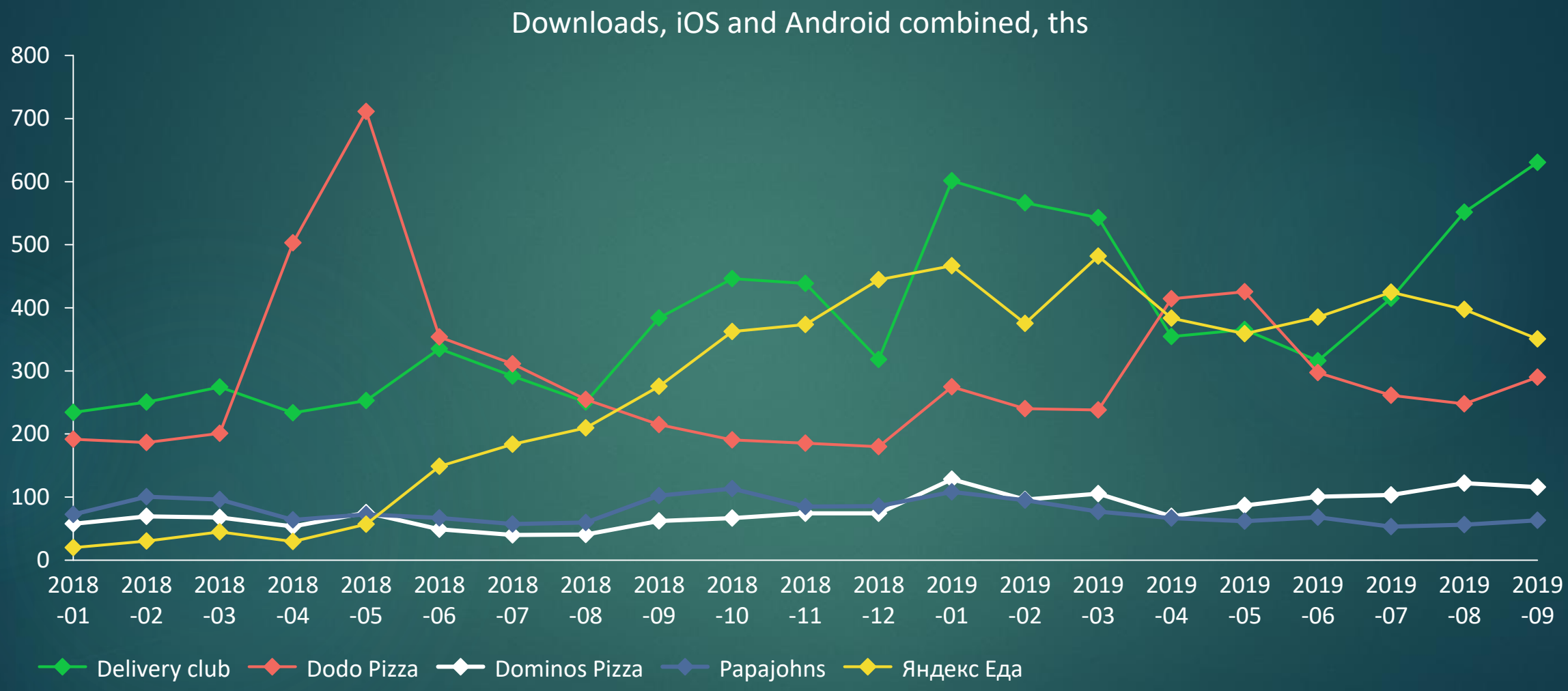
Source: Sberbank CIB

Delivery Club is the food delivery market leader in terms of users…



Source: Mediascope, Russia, desktop and mobile, cities 100k+, age 12-64.

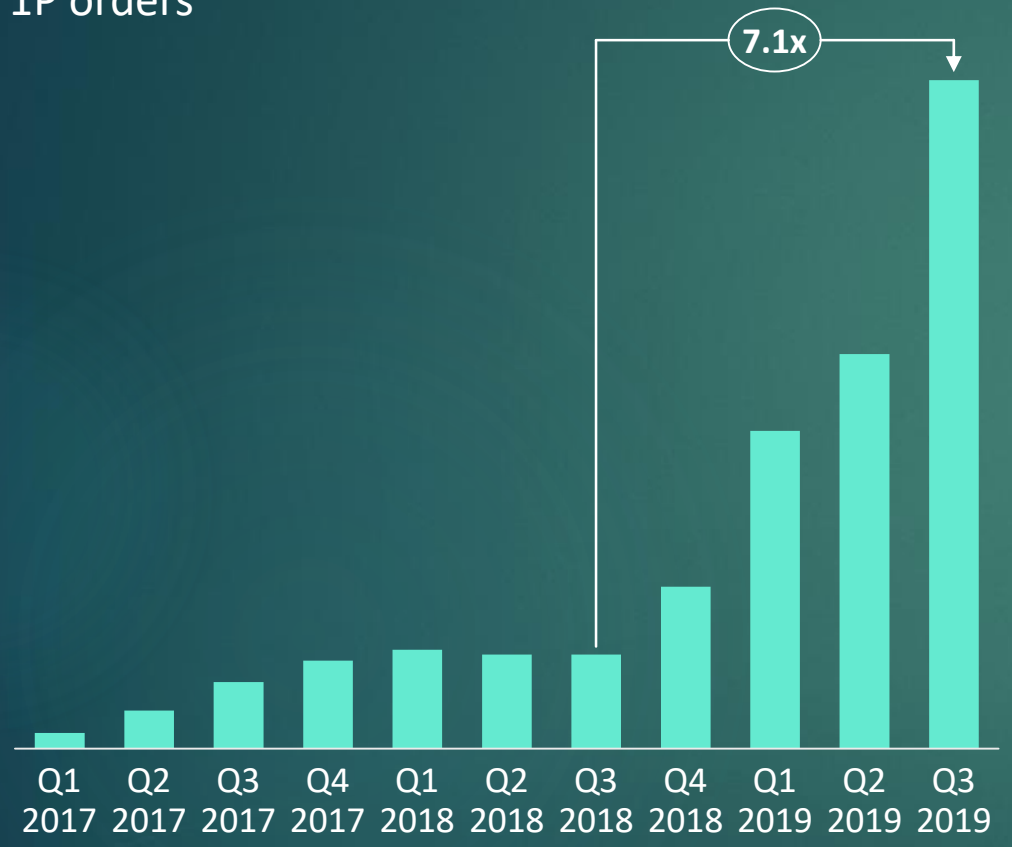
…and downloads



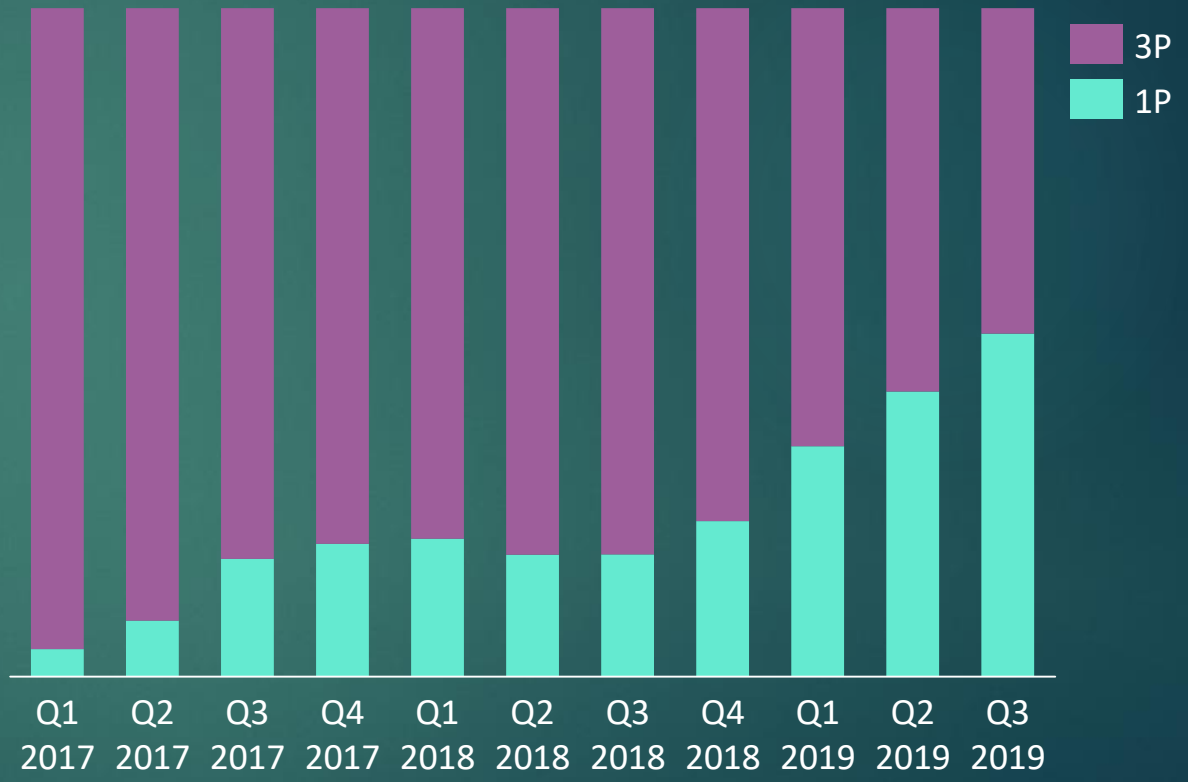
Source: AppAnnie. Delivery Club includes ZakaZaka.

New benchmark of 3m monthly orders achieved in September, with a balance between 3P and 1P

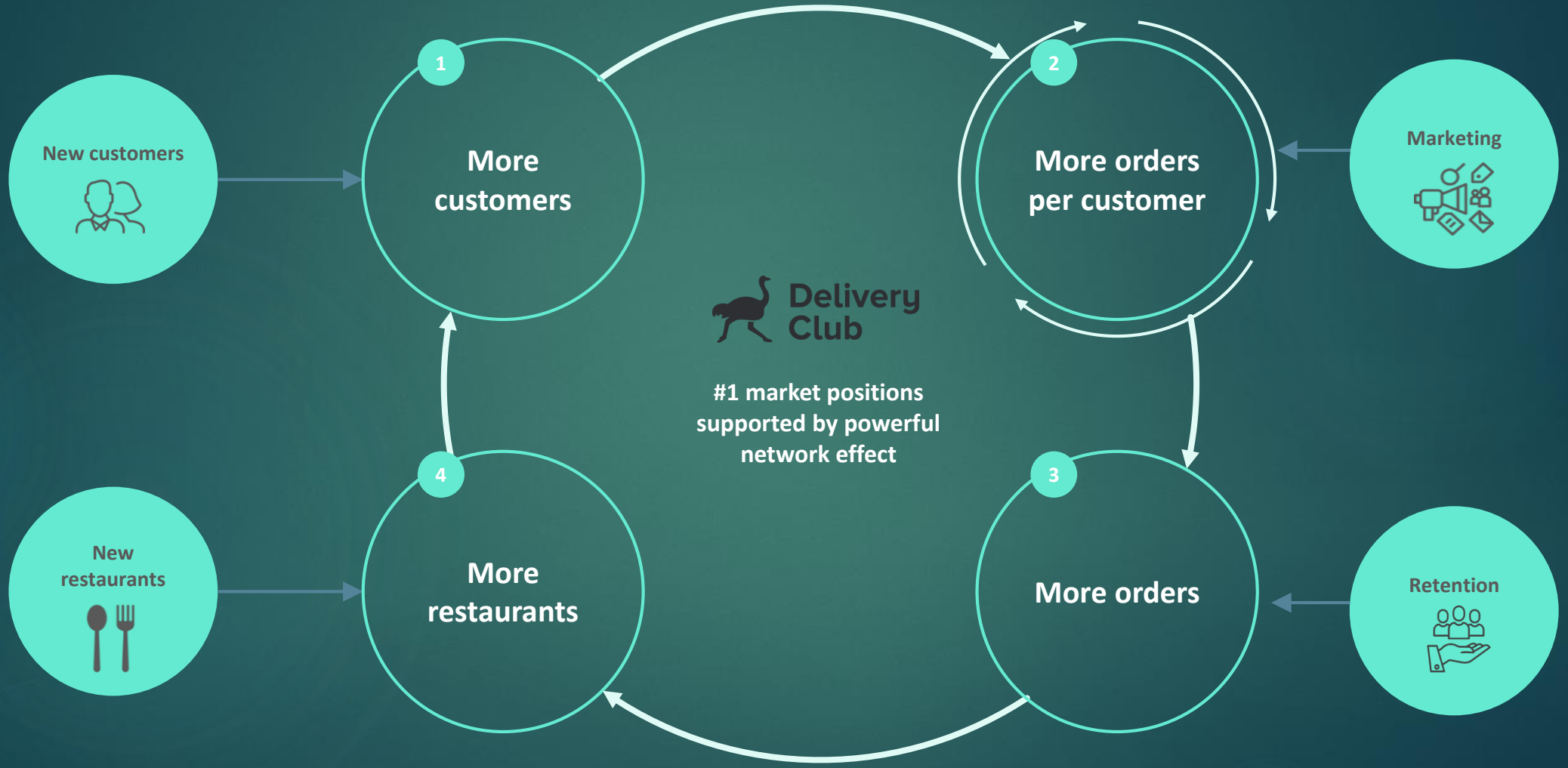
1P orders



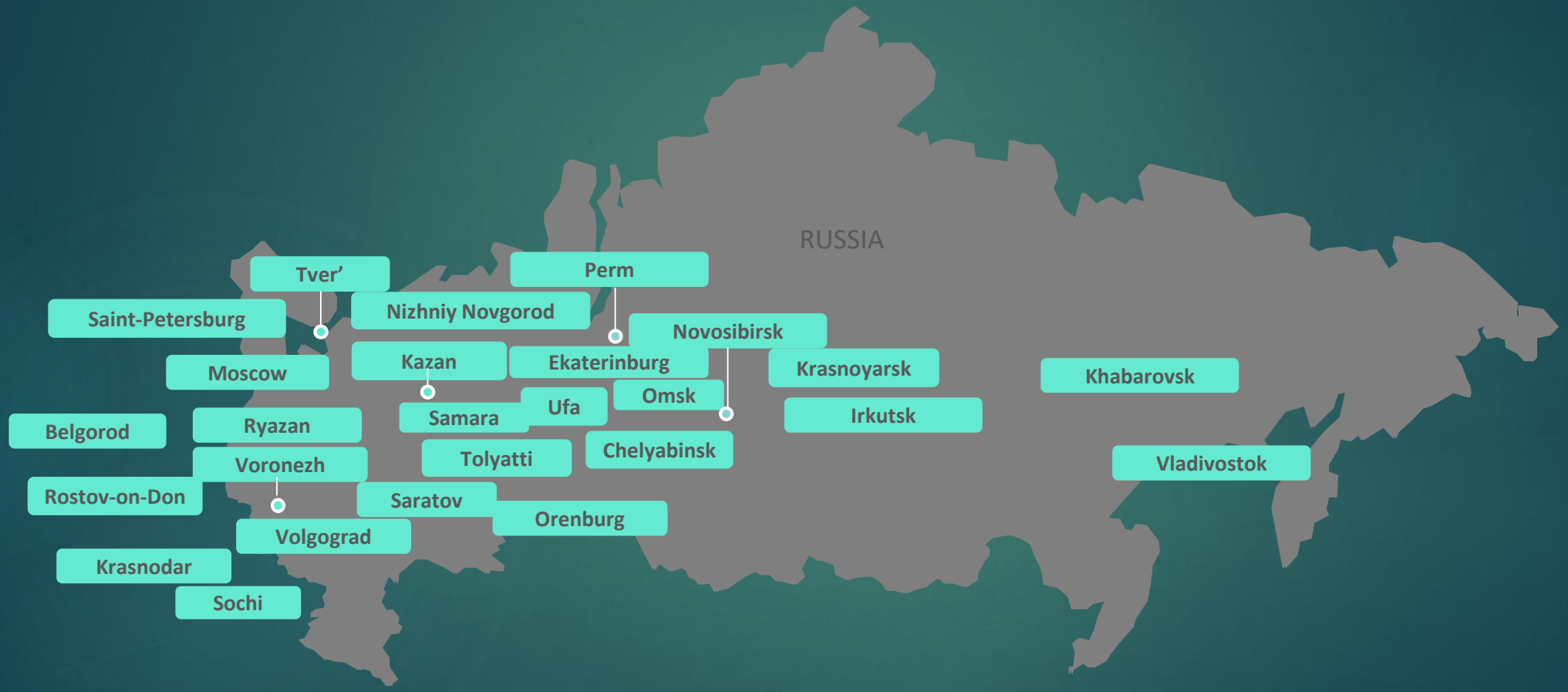
1P/3P orders split



Strong network effect



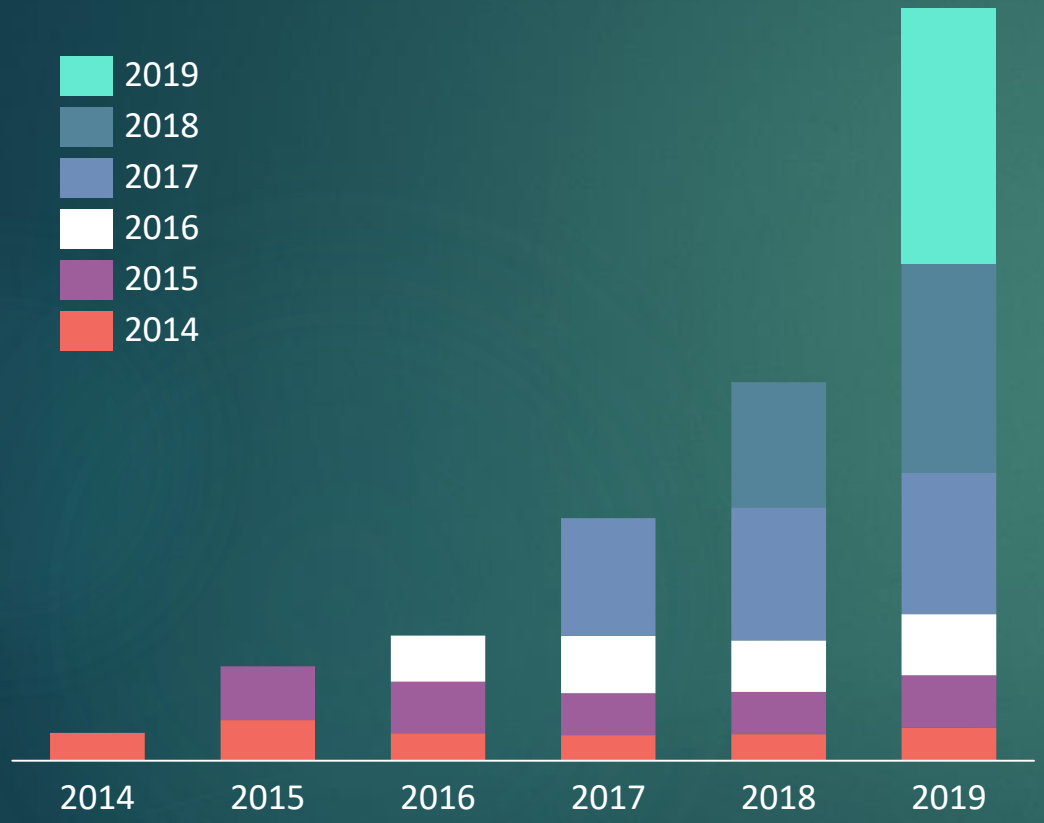
Available in 120+ cities. 1P covers 30 cities with a combined population of 42m (30% of RU total)



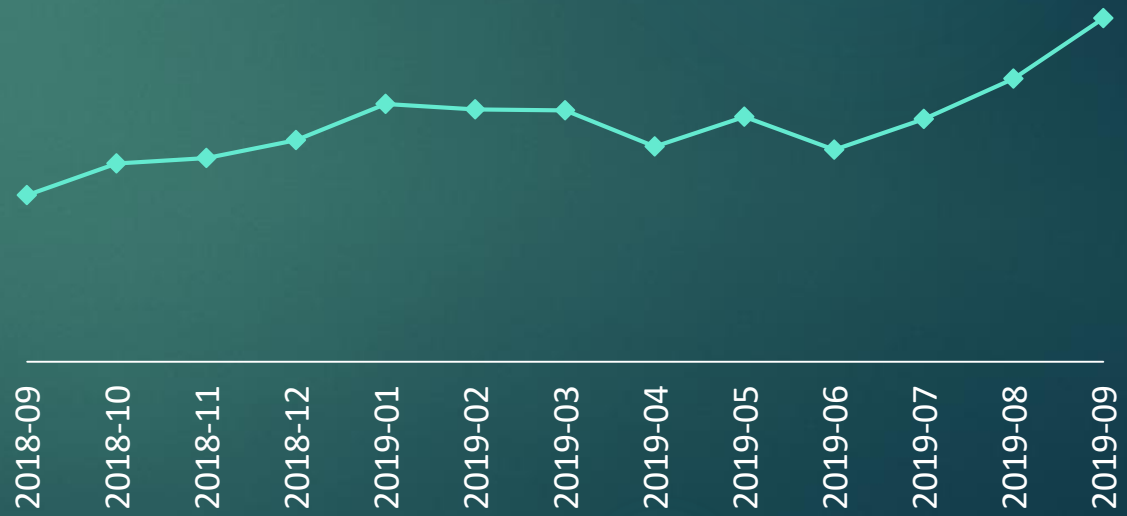
Note: as of September 2019

Orders are driven by new customers as well as improving previous years' cohorts

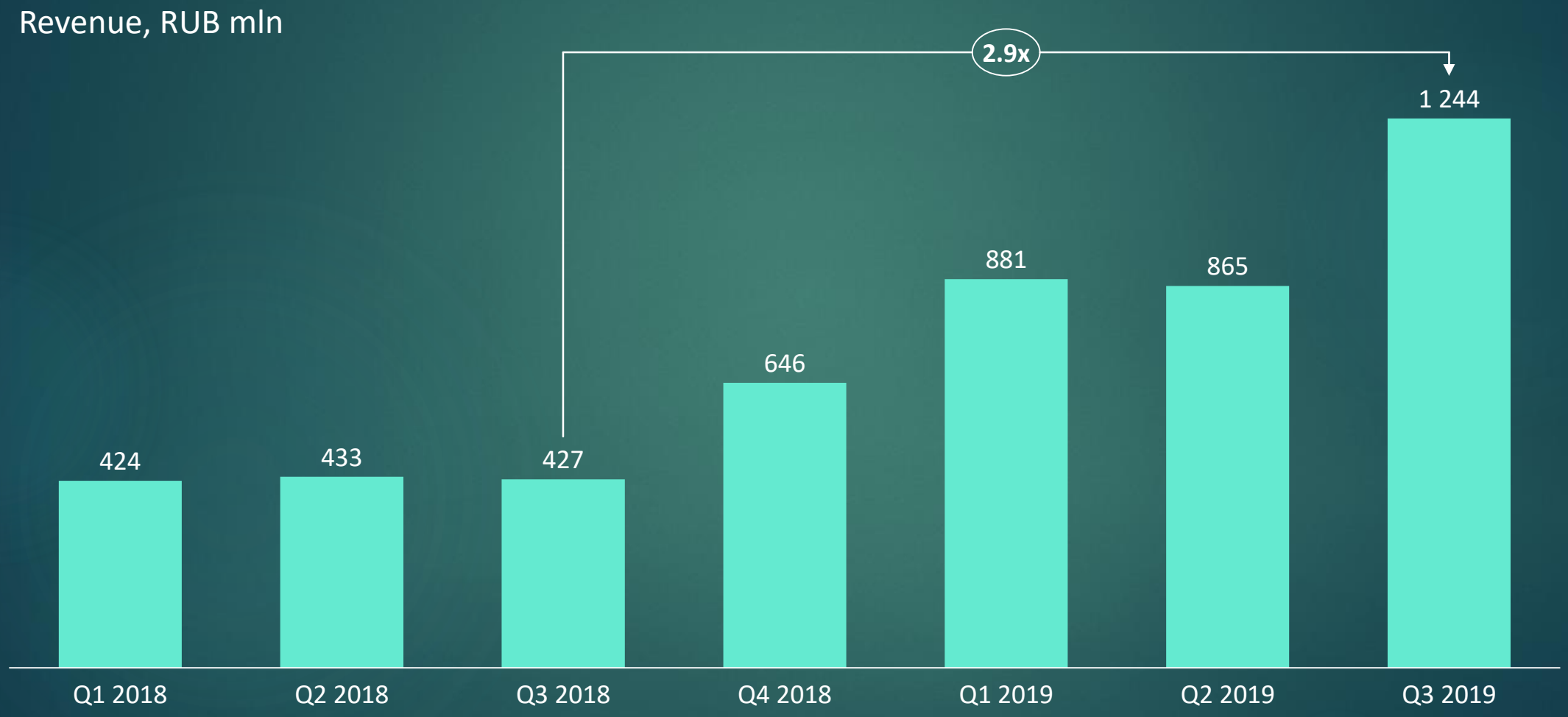
Orders by year of customer acquisition



12-month retention rate



With further acceleration in Q3 2019 business is firmly on track to more than double revenues in 2019

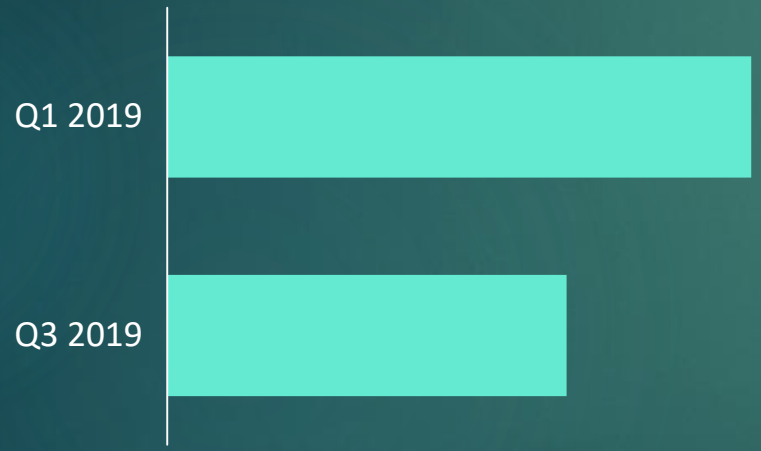


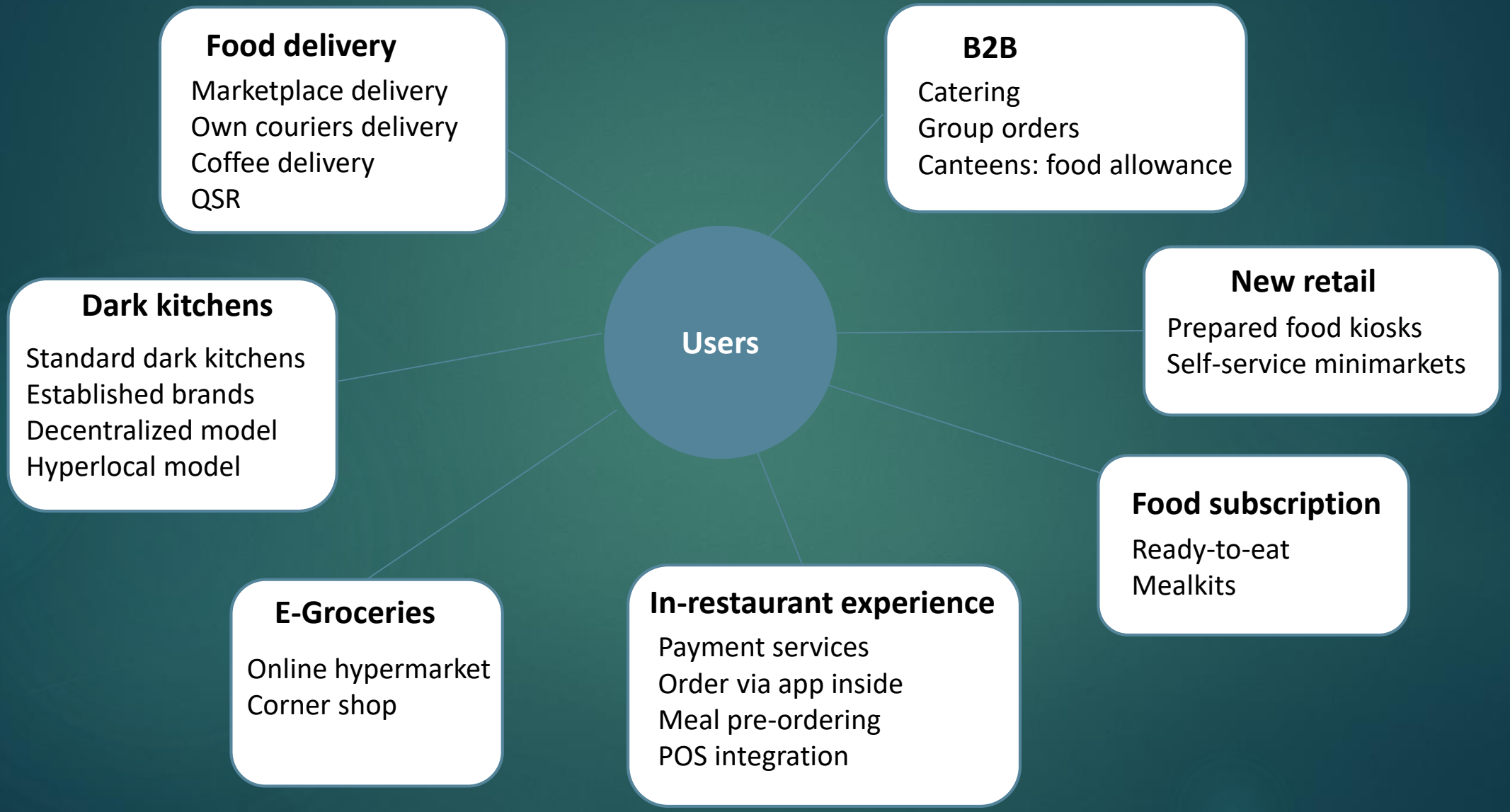
1P unit economics improvement

Balance 1P and 3P models for sustainable growth

- 1P for better service and better choice
- 3P for better margins

↘ Optimization of logistic costs per order



↗ Auto-assigned orders share

Addressing food needs of customers 24/7