

X5 RETAIL GROUP



Customer Focus: Supermarket Format

Mikhail Susov
General Director of Supermarket Format

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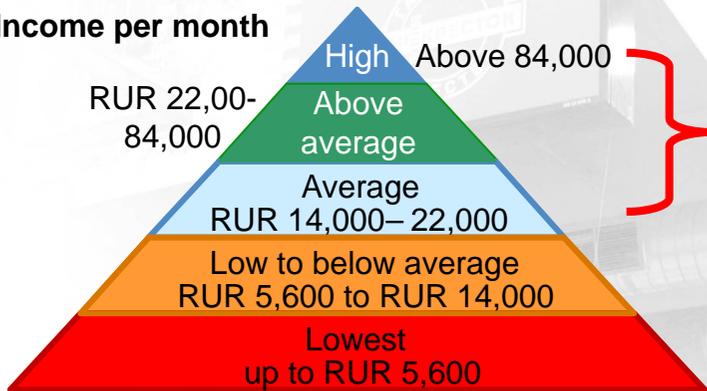
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Target Customer Base

Income per month



- ~30 million Russians
- Look for
 - quality assortment
 - quality service
- Highly value
 - convenience
 - time
- Shop several times a week



Value Proposition

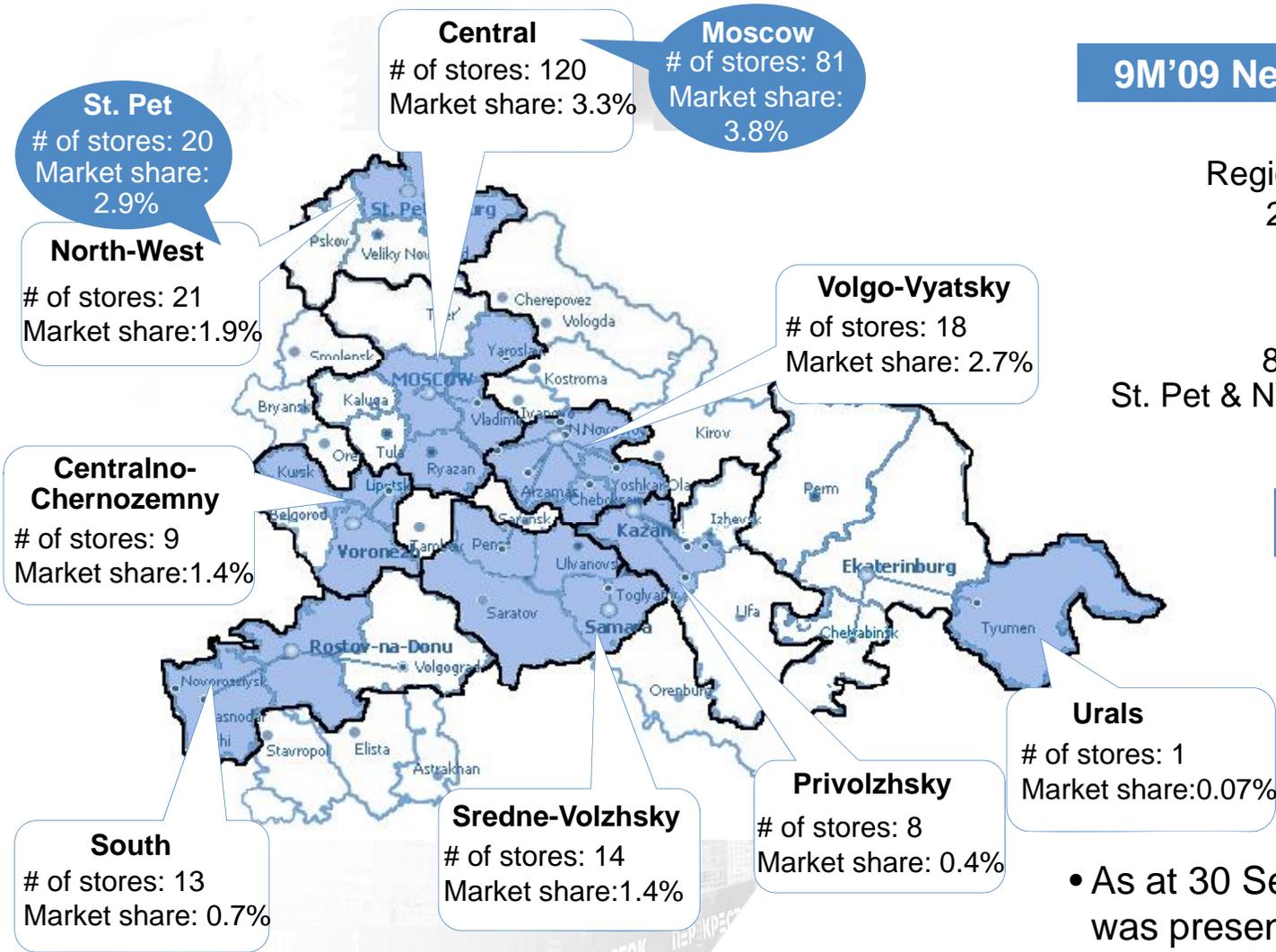
BEST IN FRESH

BEST IN SERVICE

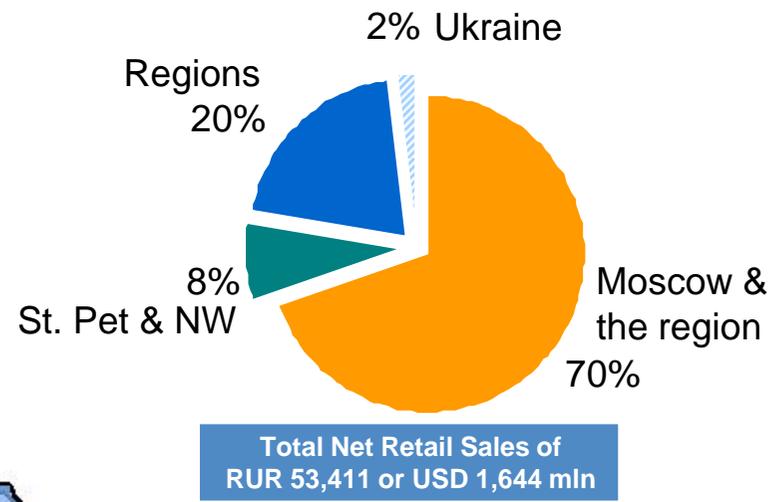
Perekrestok is a national chain of supermarkets for people that are looking for excellent product choice, quality service and shopping comfort.
 People that highly value their time.
 People that believe that overpaying for food is ridiculous.

- Perekrestok's net retail sales for 2008 surged 35% to RUR 67,154 mln (USD 2,702 mln)
- Net retail sales for 9M 2009 were up 11% and totaled RUR 53,411 mln (USD 1,644 mln)
- Perekrestok's share in total X5 Sales for 9M 2009 was 27%

As at 30 September 2009	Total	Average per Store
Selling Space, sq.m.	226,766	1,080
Number of stores		210
Assortment, # of SKUs		from 8,000 to 15,000
Number of check-out transactions per day	Over 600,000	~ 3,000
	All Stores	LFL Stores
Average check, RUR	355	361
Sales per square meter (RUR/year)	372,229	397,563



9M'09 Net Retail Sales by Region



As at 30 September 2009

• As at 30 September 2009, Perekrestok was present in 25 cities of European Russia, the Urals and Ukraine

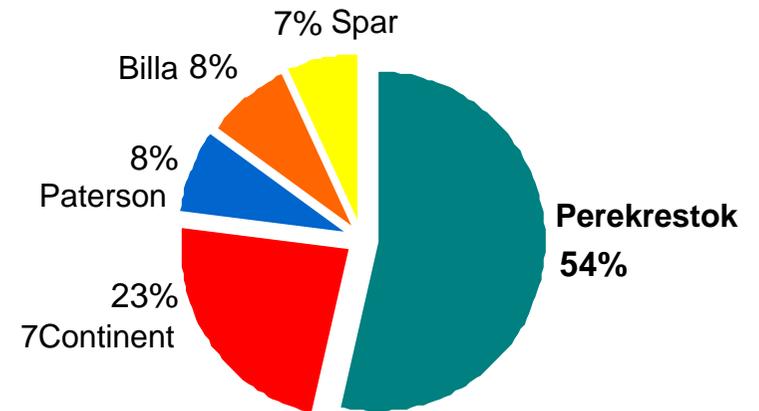
National Competitors



Competition by Region

REGION	CITY	COMPETITORS
Central region	Moscow	7th Continent, Paterson, SPAR, Billa, Viktoria
Yaroslavl	Yaroslavl	Dom Egi
	Nizhny Novgorod	SPAR, Andreivsky, Raiycenter, Assorti, Narodny, 7th Continent
	Yoshkar-Ola	NASH, Kuvshinka, Savaria, Raduga
Nizhny Novgorod	Cheboksary	Rosinka
	Penza	Paterson, SPAR
	Arzamas	Altin-Bazar, SPAR
	Vladimir	SPAR
Kazan	Kazan	Paterson, Bahettle, Edelveys
	Lipetsk	Vester
Centralno-Chernozemny	Voronezh	Vester
	Kursk	Europe
Urals	Tumen	Monetka Super
North-West	St. Petersburg	Paterson, O'key Express
South	Krasnodar	Tabris
	Rostov-on-Don	Solnechy krug, Alex plus
Samara	Samara	Ostal, Lubimiy, Paterson, Tander
	Toljati	Mindal

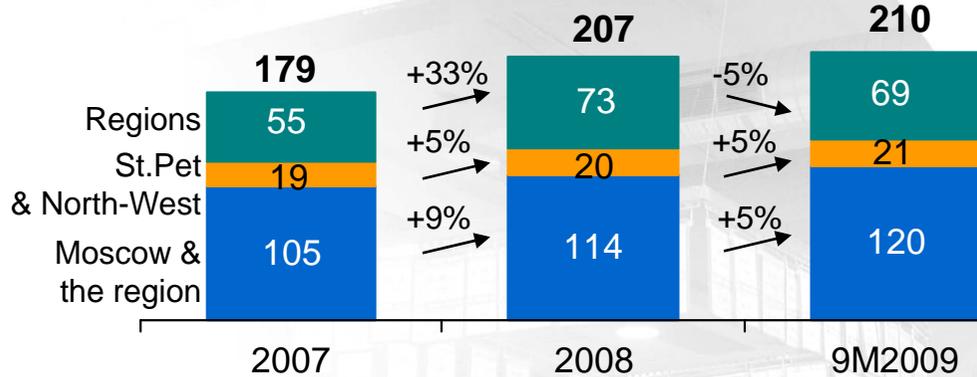
Share in Top-5 Sales



...is a Fair Reflection of Russia's Macroeconomic Situation

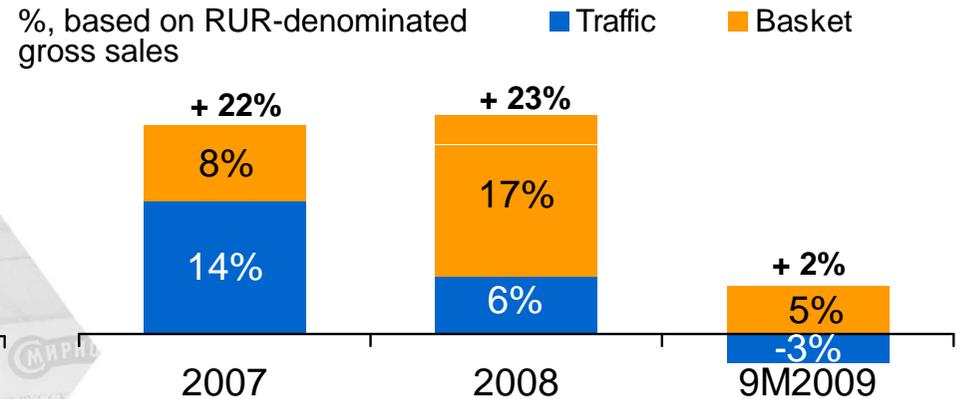
Strong Pre-Crisis Growth and Selective Expansion in 2009

Number Of Stores, EoP

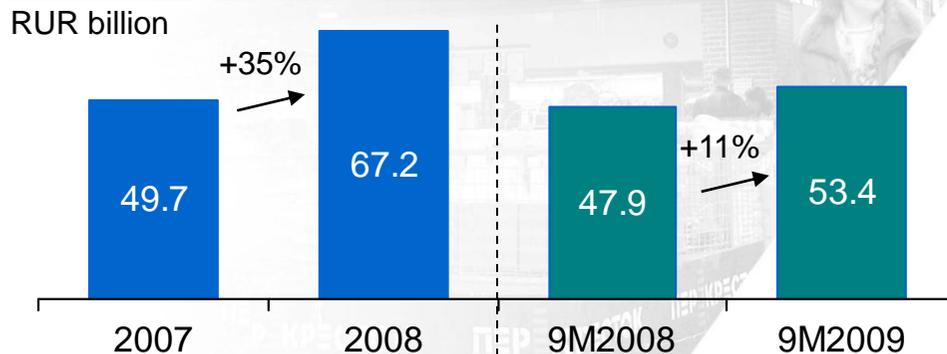


Visible Trading Down Trends since the Beginning of 2009

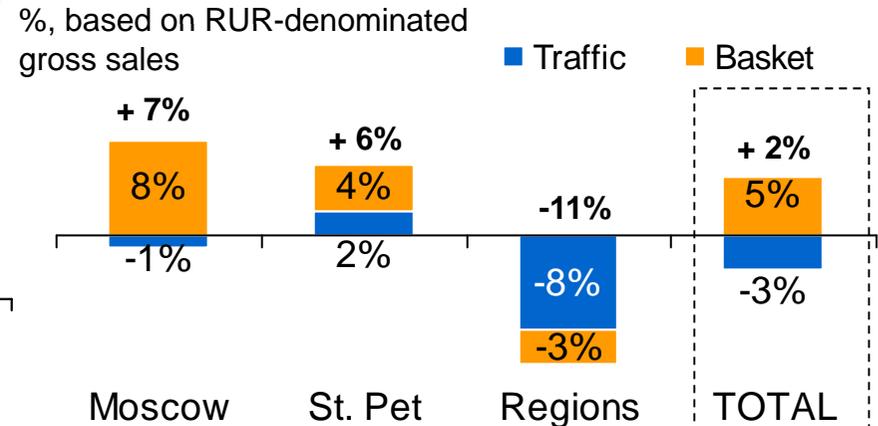
LFL Sales Growth



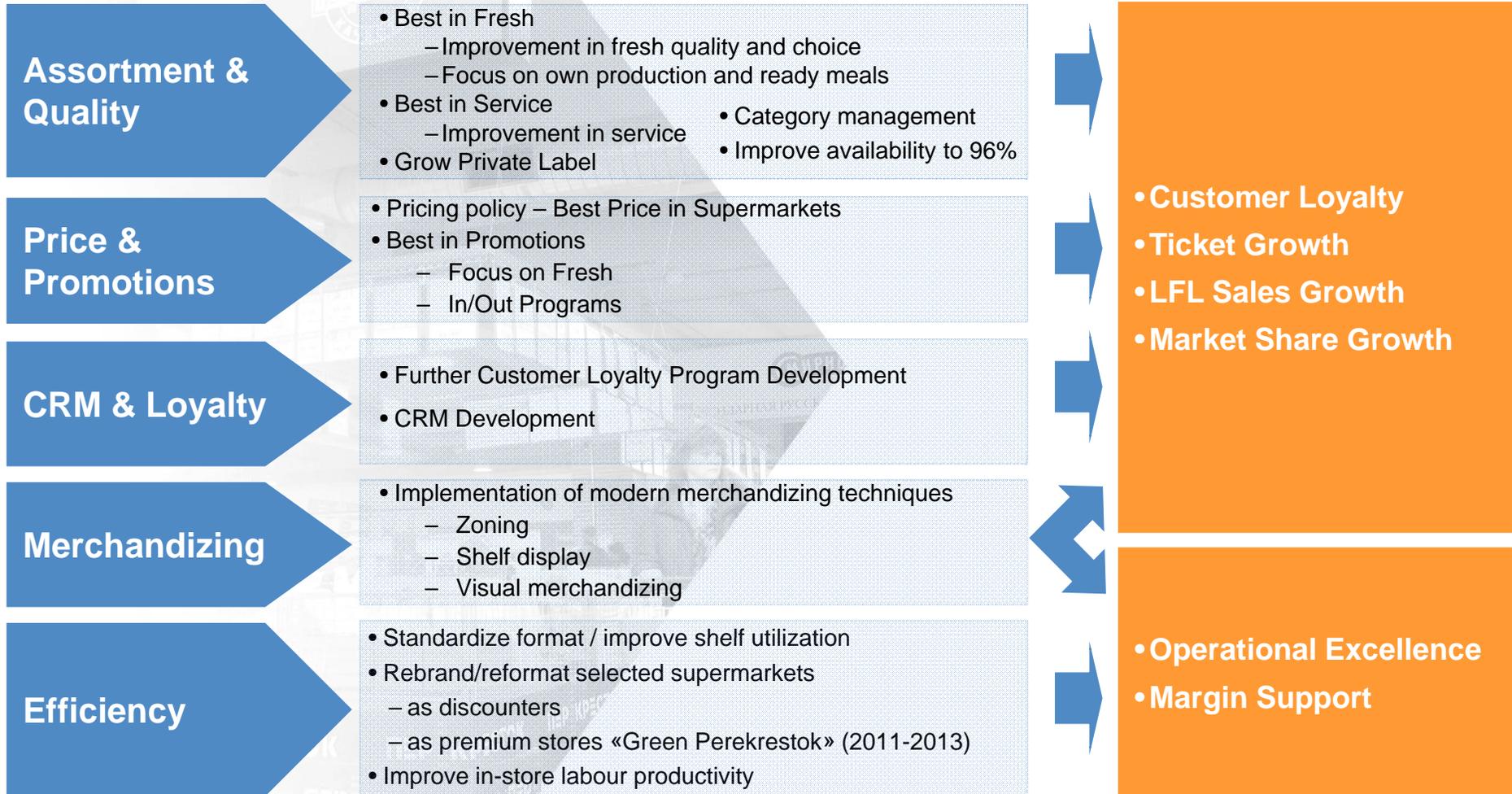
Net Retail Sales



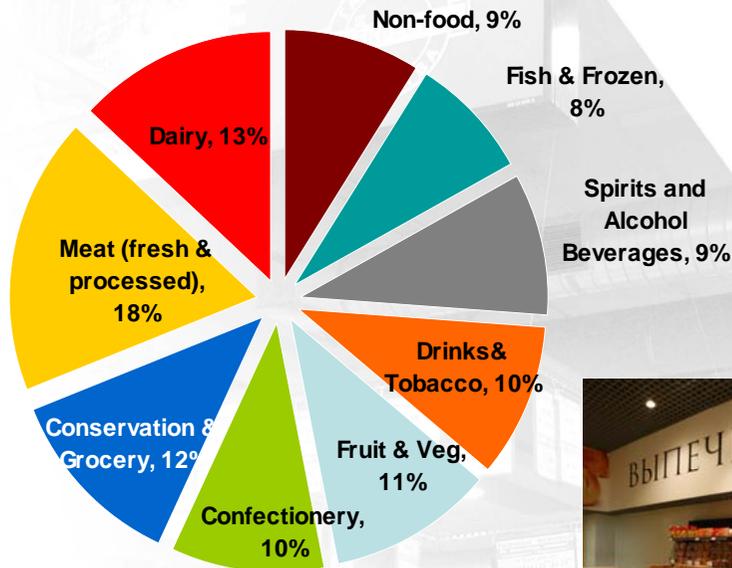
9M 2009 LFL Performance by Region



Key Medium-Term Objectives



Key Product Categories, 2009 YTD



Assortment Principles

- Assortment matrix based on target customer preferences
- 60-65% national and 35-40% locally sourced assortment
- Private label to reach 30% of SKUs in 2011

Target Categories

- Own production (ready meals, salads, bread)
- Fruits and vegetables
- Meat and fish (fresh & processed)
- Cheese





Regular Promotions

Timing: every two weeks (26 promos per year)
 # of SKUs: 50-80
 Assortment: Fresh - 50% of promo
 Price Reduction: 10-30%
 Card Holders: additional bonus points



"Save and Get"

Timing: twice a year
 Mechanism: special presents/products as a bonus for large purchases
 Purpose: to increase average purchase size

Special Programs for Club Members

Timing: throughout the year, on various occasions (football games, holidays, etc)
 Mechanism: special offers for Club members

PR & Advertising Support

- External
 - TV, printed media, SMS
- In-store
 - at the entrance and in-store (POS)
 - guide-boards and guide-signs
 - stoppers
 - catalogues

Если рыба на столе...

100% 100%	89 ⁰⁰	180 ⁰⁰	19 ⁹⁰	25 ⁹⁰	209 ⁰⁰	399 ⁰⁰
219 ⁰⁰	46 ⁹⁰	27 ⁹⁰	105 ⁰⁰	319 ⁰⁰	649 ⁰⁰	
299 ⁰⁰	129 ⁰⁰	23 ⁹⁰	41 ⁹⁰	29 ⁹⁰	59 ⁰⁰	
109 ⁰⁰	41 ⁹⁰	69 ⁹⁰	149 ⁰⁰	34 ⁹⁰	89 ⁹⁰	





THANK YOU!

