



DIXY GROUP DEMONSTRATES 12.1% RETAIL REVENUE GROWTH IN AUGUST 2016

Moscow, Russia, September 14, 2016

DIXY Group (MOEX: DIXY) – one of Russia’s leading retailers of foods and everyday products – today announced retail revenue growth of 12.1% in Russian rubles in August 2016, and retail revenue growth of 19.2% in Russian rubles for the first eight months of 2016.

Organic expansion

During first 8M 2016 DIXY Group opened 98 stores and closed 44 stores delivering 54 net openings.

As of August 31, 2016, the Group had 2,762 stores under operation, including 2,610 DIXY neighborhood stores, 113 Victoria stores, 1 CASH store, and 38 compact hypermarkets MegaMart and MiniMart.

As of August 31, 2016, the Group increased its selling space by 9% year-on-year to 936,915 square meters.

Retail revenue growth

In August 2016, DIXY Group retail revenue increased to RUR 24.5 bln by 12.1% year-on-year.

- Retail revenue of DIXY Division neighborhood stores increased to RUR 20.0 bln by 12.3% year-on-year in August 2016.
- Retail revenue of Victoria Division increased to RUR 2.9 bln by 13.3% year-on-year in August 2016.
- Retail revenue of Megamart Division increased to RUR 1.6 bln by 8.0% year-on-year in August 2016.

For the first 8M 2016, DIXY Group retail revenue increased to RUR 208.2 bln by 19.2% year-on-year.

In August, the Company continued the process of its business turnaround by conducting active assortment optimization and new planogram implementation. Company revised the major product categories; slow moving items were delisted and replaced by products which are in-demand of our customers; in addition we optimized our offer proposition of temporally offers. During this process, the Company continued its efforts to improve in-store operations and to increase the efficiency of supply chain and working capital optimization. This operational transformation of the store layout and optimization of store cover led to some short-term volatility in Company’s LFLs. Nevertheless, average basket and number of tickets dynamics continue to be positive.

Since the beginning of 2016 year, the Company’s existing store base was under deep analysis, which resulted in year-on-year selling space growth deterioration, and this weighted on revenue growth figures significantly. Despite this, retail revenue growth rate continues to exceed the growth of selling space.

DIXY Group retail revenue by division in August and 8M 2016, year-on-year

in RUR thousand	August 2016	August 2015	Δ%	8M 2016	8M 2015	Δ%
DIXY division	19,998,405	17,810,390	12.3%	171,163,575	141,187,869	21.2%
Victoria division	2,932,700	2,587,735	13.3%	24,558,229	21,488,943	14.3%
Supermarkets	2,376,960	2,054,130	15.7%	20,082,106	17,233,533	16.5%
Neighborhood stores	448,857	440,179	2.0%	3,656,305	3,529,603	3.6%
CASH	106,883	93,427	14.4%	819,819	725,807	13.0%
Megamart division	1,571,106	1,455,396	8.0%	12,467,359	11,910,500	4.7%
MegaMart	1,240,199	1,150,711	7.8%	9,813,164	9,395,434	4.4%
MiniMart	330,907	304,685	8.6%	2,654,195	2,515,066	5.5%
DIXY Group retail revenue	24,502,210	21,853,521	12.1%	208,189,164	174,587,312	19.2%

in USD thousand	August 2016	August 2015	Δ%	8M 2016	8M 2015	Δ%
DIXY division	308,003	273,148	12.8%	2,486,773	2,419,581	2.8%
Victoria division	45,168	39,687	13.8%	356,798	368,263	(3.1%)
Supermarkets	36,608	31,503	16.2%	291,766	295,336	(1.2%)
Neighborhood stores	6,913	6,751	2.4%	53,121	60,488	(12.2%)
CASH	1,646	1,433	14.9%	11,911	12,438	(4.2%)
Megamart division	24,197	22,321	8.4%	181,134	204,114	(11.3%)
MegaMart	19,101	17,648	8.2%	142,572	161,013	(11.5%)
MiniMart	5,096	4,673	9.1%	38,562	43,101	(10.5%)
DIXY Group retail revenue	377,368	335,156	12.6%	3,024,704	2,991,958	1.1%

Revenue Disclosure Annotations:

- Please note, that there were 28 days in February 2015, compared to 29 days in February 2016. The one-day difference resulted in +0.4% effect on the Company's retail revenue growth for the first eight months of 2016 vs. the first eight months of 2015.
- Revenue numbers disclosed in the press release are based on internal management reports and have not been audited.
- Revenue numbers do not include VAT.
- Change in Victoria division selling space is due to change in calculation methodology.
- The following official exchange rates of The Central Bank of the Russian Federation were used to convert Russian Rubles to US dollars:

	2015	2016
Average August, RUR/USD	65.2041	64.9293
Average first eight months, RUR/USD	58.3522	68.8296

Stores Statistics for August and 8M 2016, year-on-year

1. Number of Stores

	as of 31.08.2016	as of 31.08.2015
DIXY division	2,610	2,427
Victoria division	114	101
Supermarkets	66	54
Neighborhood stores	47	46
CASH	1	1
Megamart division	38	35
MegaMart	25	22
MiniMart	13	13
DIXY Group total	2,762	2,563

2. Selling Space

	as of 31.08.2016	as of 31.08.2015	Δ%
	762,142	706,351	8%
	99,998	88,328	13%
	83,049	70,712	17%
	13,897	14,565	(5%)
	3,051	3,051	-
	74,775	62,515	20%
	64,367	52,609	22%
	10,408	9,907	5%
	936,915	857,194	9%

3. Store Openings for 8M 2016 vs.8M 2015

	Opened		Closed		Opened (net)	
	8M 2016	8M 2015	8M 2016	8M 2015	8M 2016	8M 2015
DIXY division	90	385	43	23	47	362
Victoria division	6	8	1	2	5	6
Supermarkets	5	7	-	1	5	6
Neighborhood stores	1	1	1	1	-	-
CASH	-	-	-	-	-	-
Megamart division	2	-	-	-	2	-
MegaMart	1	-	-	-	1	-
MiniMart	1	-	-	-	1	-
DIXY Group total	98	393	44	25	54	368

4. Store Openings in August 2016 vs. August 2015

	Opened		Closed		Opened NET	
	Aug 2016	Aug 2015	Aug 2016	Aug 2015	Aug 2016	Aug 2015
DIXY division	2	55	1	3	1	52
Victoria division	-	2	-	-	-	2
Supermarkets	-	2	-	-	-	2
Neighborhood stores	-	-	-	-	-	-
CASH	-	-	-	-	-	-
Megamart division	-	-	-	-	-	-
MegaMart	-	-	-	-	-	-
MiniMart	-	-	-	-	-	-
DIXY Group Total	2	57	1	3	1	54



PJSC DIXY Group (MOEX: DIXY) is one of Russia's leading retailers of foods and everyday products.

The first DIXY store was opened in Moscow in 1999, and after that the Company has been experiencing the period of the intensive organic development, followed by the major acquisition of Victoria Group in June 2011.

As of August 31, 2016, the Company operated 2,762 stores, including 2,610 DIXY neighborhood stores, 113 Victoria stores, 1 CASH store, and 38 compact hypermarkets MegaMart and MiniMart.

The Company operates in Central, Northwestern, Volga and Urals federal districts of Russia, and in Kaliningrad and Kaliningrad region.

As of August 31, 2016, the Company had a total of 936,915 square meters of selling space.

In 2015, the Company's total revenue amounted to RUR 272 bln (USD 4.5 bln).

The Company is the third largest national food retailer by revenue, selling area, and number of stores.

The Company employs more than 60,000 people.

In May 2007, the Company raised USD 360 mln in its IPO on the RTS and MICEX.

The Russian business magazine Expert rates DIXY Group as one of the Top-100 largest Russian companies.

For further enquiries, please, contact:

Irina Karacharskova

DIXY Group IR Team

PJSC DIXY Group

Tel.: + 7 495 223-3337 ext. 2146

E-mail: I.Karacharskova@hq.dixy.ru

<http://www.dixygroup.com/>

Anton Panteleev

Press office

PJSC DIXY Group

Tel.: +7 495 933 1450 ext. 2386

Mob.: +7 905 510 35 76

E-mail: A.Panteleev@hq.dixy.ru

pr@hq.dixy.ru

<http://www.dixygroup.com/>