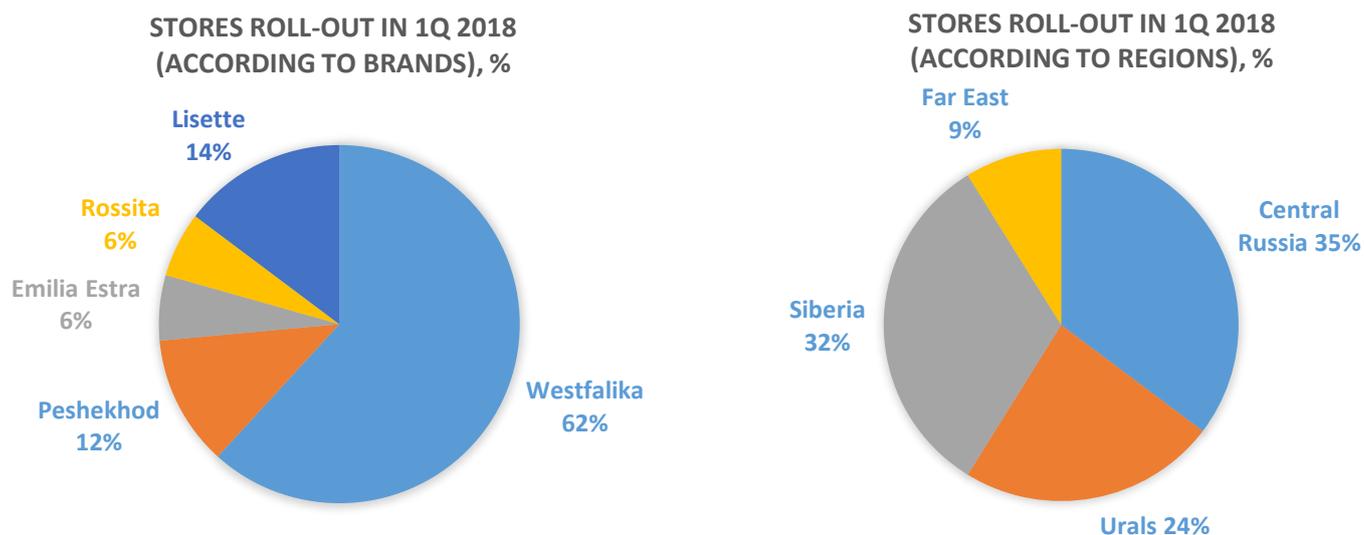


## In 1Q 2018 Obuv Rossii launched 34 new stores

**Novosibirsk, 05 April 2018:** Obuv Rossii Group, the first publicly traded company in the Russian fashion retail, reports the results of its retail chain development programme in the first quarter 2018. In the first three months, the Company opened 34 new stores in 30 cities all over Russia. The Group significantly expanded its retail sales geography entering 10 new cities. Obuv Rossii launched directly operated stores mostly under the Westfalika brand. As a result, the Group's retail chain increased by 6% to 569 stores, 113 of them are franchising ones, in 163 Russian cities as of 31.03.2018.

«We are fulfilling the announced plans and actively expanding our geographic footprint: in 2018 we plan to launch 100 new stores. We intend to open 60 stores in the 1H 2018, 34 of them we launched in 1Q 2018. We roll out stores all over Russia, step up our retail chain presence in all the regions — in Siberia, in the Urals, in the Russian Far East and in Central Russia. — Anton Titov, CEO of Obuv Rossii Group, comments. — One of our strategic goals is to present in all the cities with population of more than 100 thousand people and to considerably gain our market share».

In 1Q Obuv Rossii launched 21 stores of it's main brand Westfalika, 5 — Lisette, 4 — Peshekhod, and by 2 Emilia Estra and Rossita. Regarding network expansion geography: most openings were in Central Russia — 35%, in Siberia — 32%, in the Urals and in the Far East — 24 % and 9% respectively.



### Company background:

Obuv Rossii is a nationwide footwear company, the first publicly traded company in the Russian fashion retail. Obuv Rossii was established in 2003, it is headquartered in Novosibirsk and has a representative office in Moscow. The main Group business line is the production and sale of footwear and related goods. The Company manages 569 stores (113 operate as a franchise) under the brands of Westfalika (a monobrand store of classic footwear), Peshekhod ("Pedestrian") (a multibrand footwear supermarket), Rossita (a store for the whole family), Emilia Estra and Lisette (salons of fashionable footwear), in addition to developing brands of clothes and footwear for the active lifestyle brands of S-tep, All.go and Snow Guard. Furthermore, the Group also owns two manufacturing facilities in the Novosibirsk region.

In December 2017, RAEX (Expert PA) upgraded the creditworthiness rating of Obuv Rossii Group to ruBBB+ level, a "stable" forecast. In October 2017, Obuv Rossii raised 5.9 billion rubles in an IPO on the Moscow Exchange (ticker: OBUV), the issuer being OR PJSC, and in doing so became the first publicly listed company within the Russian footwear and fashion market.

In accordance with the audited Financial Statements under the IFRS Group, revenue amounted to RUB 10.8 billion for the full year of 2017, net profit was RUB 1.31 billion, and EBITDA was RUB 2.74 billion.

Website of the Group: [www.obuvrus.ru](http://www.obuvrus.ru); Internet stores: [www.westfalika.ru](http://www.westfalika.ru), [www.westfalika-home.ru](http://www.westfalika-home.ru), [www.emilia-estra.ru](http://www.emilia-estra.ru), [www.rossita.com](http://www.rossita.com), [www.lisette.me](http://www.lisette.me)



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**Disclaimer:**

Some information in this document may contain prospective estimates and other representations of a predictive nature concerning future events and the future financial and operating activity of Obuv Rossii. One can determine, whether a representation is of a predictive nature, on the basis of the use of such words and expressions as "expect", "believe", "estimate", "intend/plan", "would/would be", "could", "can", including negative forms of these verbs, as well as on the basis of other similar expressions. The Group cautions that these representations are only forecasts, and actual events and results of Obuv Rossii activity can substantially differ from them. Obuv Rossii does not intend to update these representations in order to reflect events and circumstances that occur after this document is published, or in order to reflect the fact of the occurrence of unexpected events. There are many factors as a result of which the actual results of Obuv Rossii activity will substantially differ from the predicted results contained in the representations of a forecast nature, including such factors as the general conditions of economic activity, competitive environment, risks related to the performance of activity in the Russian Federation, rapid technological changes, and changes of the market situation in the industries in which Obuv Rossii performs its activity as well as other risks related in particular to Obuv Rossii and its activity.