

Magnit at a Glance

Who we are

Magnit is one of Russia's leading food retail chains and the country's largest by number of stores and geographical coverage. The Company was founded in 1994 in Krasnodar, the South of Russia, where it is still headquartered today.

As of 31 December 2021, Magnit had a total of 26,077 stores across 67 regions of Russia and about 360 thous. employees. We operate a multi-format and omni-channel model which includes convenience and drogerie stores, supermarkets and pharmacies under the Magnit and Dixy brands. Our significant scale and reach attract 15 million customers to our stores each day, and our cross-format loyalty programme boasts about 59 million loyalty card holders. Magnit offers its customers online options in both express and regular delivery.

Magnit's business model is unique in the Russian retail market as we are the only food retailer to operate our own private-label food production business. The Company owns and manages 17 production facilities, including 4 agricultural complexes and 13 plants for the production of dry food and confectionery, with an output of more than 360,000 tonnes of produce in 2021. Our advanced logistics and supply chain infrastructure comprises 45 distribution centres and more than 5 thous. trucks, one of the largest own truck fleets in Russia.

26,077 stores
across **67 regions** of Russia

~360 thous. employees

15 mln customers
daily footfall

17 production facilities

45 distribution centres

>5 thous. trucks

Our mission, culture and values

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Our mission is to become the store of choice for every Russian family.

A focus on sustainability underpins every aspect of our business, and our mission is to become the store of choice for every Russian family. We have a strong corporate culture of continuing operational improvement and focus on delivering exceptional quality and customer service. This is supported by our commitment to professionalism, teamwork and respect for each other and our customers.

We encourage open and constructive dialogue, ownership of responsibilities, effective cross-functional cooperation and commitment to innovation to ensure we achieve our goals.

Our five-year sustainability strategy to 2025, "Retail with Purpose", recognises the significant opportunity we have in building a better future for everyone. The ambitious goals we set for ourselves help to embed sustainability throughout the business, enhancing our corporate culture further.

Our values

Underpinning our mission and culture is our set of values which places our customers at the heart of everything we do.



Caring for our customers

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



Achieving results

We always achieve our goals and strive to do so in the most efficient manner



Stronger together

We achieve our goals through joint concerted actions, incorporating the views of our employees



Taking responsibility

We know what we stand for and we take responsibility for our decisions

