



Press-Release | Krasnodar | September 27, 2019

## Magnit and Pepsi Make Russia Dance

Krasnodar, September 27, 2019: This summer Pepsi and Magnit conducted the joint massive campaign #танцуйвстилепепси (dance in Pepsi style) which gathered over 50,000 social media users, with the total number of views reaching the record 200 million. Magnit and Pepsi did not expect such success, and the top managers of these brands prepared a surprise for all participants.

This activation became a new challenge captured social media. Nowadays, this format is considered one of the most effective at producing a viral effect. TikTok and Instagram became the launching platforms for this campaign, with their general focus on video content they allowed reaching different age groups, i.e. under and over 20 years old correspondently. Anastasia Ivleeva, a TV presenter and blogger, was chosen the media personality of the entire campaign. She posted the announce on her Instagram account where she told about the launch of the campaign in social media and prizes for the best works. The possibility to get an individual tag from Ivleeva and wide support from other popular bloggers let the campaign to attract a large number of participants in the first days already. The new activation mechanics played its role as well: users were offered to find a creative approach and make a unique video clip. This led to increase in the engagement and emotional connection with the brands.

The total number of video clips used with #танцуйвстилепепси hashtag reached 108,000 over two months of the campaign which shows its grassroots support and proves its status of a virus challenge.

In addition to publication of contest video clips, users shared their pictures with Pepsi cans using this hashtag as well. Since the launch of the campaign and until its completion, 588,000 users have subscribed to the TikTok account of Anastasia Ivleeva created especially for this campaign, and the announce on her personal Instagram account got over 1,000,000 likes and reposts.

The achieved success could not go unnoticed by the management of both brands. Jan Dunning, the president and Chief Executive Officer of Magnit, and Neil Starrock, the President of PepsiCo in Russia, Ukraine, Belorussia, Caucasus and Central Asia, finished the campaign with a joint dance in Pepsi style, as Anastasia Ivleeva did, and shared their video clip on social media. By doing so, the companies thanked all users for active participation in the challenge and showed that dancing is a cool thing.

You can watch the video clip at:

<https://www.youtube.com/watch?v=p6xGZ7M1734&feature=youtu.be>



**Please contact us in case of any questions:**

#### Mass media contacts

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#### Information about Magnit:

Public Joint Stock Company "Magnit" (MOEX and LSE: MGNT, S&P – "BB") is a holding company of the group of companies (the Company) carrying out retail trade through Magnit retail chain. The Company's headquarters are in Krasnodar. Magnit retail chain is one of the leading grocery retailers in Russia. As of June 30, 2019, Magnit operated 19,884 stores (14,231 convenience stores, 466 Magnit Family supermarkets, and 5,187 drogerie stores) in 3,354 cities and towns across the Russian Federation.

Approximately two thirds of the Company's stores are opened in cities with population of less than 500,000 people. The majority of the Group's stores are located in the Southern, North Caucasian, Central, and Volga Federal Districts. Magnit stores also operate in the North-Western, Ural and Siberian Federal Districts.

The Company has its own logistics network which, as of June 30, 2019, includes 38 distribution centers, automated management system for inventory and for its motor fleet, which consists of 5,857 vehicles.

In accordance with the Company's reviewed IFRS statements, Magnit's revenues for 1H 2019 amounted to RUB 658 billion, with EBITDA of RUB 43 billion.

#### About PepsiCo in Russia:

PepsiCo is the largest producer of food products and beverages in Russia\*. The central and regional offices of the company, and its multiple production facilities employ about 19,000 people.

PepsiCo today is one of the leading producers in the segments of sparkling, still and energy drinks under Pepsi®, 7UP®, Mirinda®, Adrenaline Rush®, Russky Dar, etc. trademarks, in the market of chips and snacks (Lay's®, Cheetos®, KhrusTeam), in the segment of juices and nectars (Ya, Fruktovy Sad, J7®, Lyubimy, etc.), in the dairy product market (Domik V Derevne, Vesely Molochnik, Chudo, Bio Max®, Imunele), and in the baby food market (Agusha, Chudo Detki), as well as in the segment of bottled water (Aqua Minerale, Rodniki Rossii).

PepsiCo is the largest industrial potato processor and one of the largest raw milk processors in Russia. The company invests a lot of moneys in implementation of programs aimed at increase in the performance efficiency of potato and milk suppliers, at the quality improvement, and at securing growth of raw material supplies.

You can find additional information about this company by visiting [www.pepsico.ru](http://www.pepsico.ru).

\*According to the rating of the largest companies by product sales volumes prepared by Expert RA rating agency, RAEX-600-2018.