

GUVENC DONMEZ TO HEAD MAGNIT'S E-COMMERCE

Krasnodar, Russia (January 10, 2023): Magnit PJSC (MOEX: MGNT; the Company, Magnit), one of Russia's leading retailers, announced appointment of Guvenc Donmez to the position of Chief E-commerce Officer.

Mr. Donmez will be responsible for setting the strategy for digital sales channels, scaling these channels up, establishing and developing e-commerce infrastructure, as well as ensuring achievement of key financial targets set for e-commerce. He will report directly to the Company's President.

Mr. Donmez possesses extensive leadership experience and a proven track record in e-commerce, retail and FMCG. Since 2019 and before joining Magnit, Mr. Donmez served first as the CEO of Delivery Club, then as the CEO of foodtech at O2O Holding, where he successfully multiplied the size of Delivery Club's business, reducing delivery time to less than 30 minutes and helped the company become leading Food Aggregator in Russian e-commerce market. Prior to that, Mr. Donmez served as the CEO of the Russian branch of DP Eurasia N.V., the master franchisee of the Domino's Pizza brand, where he grew the company's sales eight-fold in 2.5 years and led it to a successful IPO at the London Stock Exchange. From 2012 to 2014, he was the Chief Marketing Officer for Russia, Ukraine, Belarus, and Kazakhstan at Samsung Electronics, and from 1999 to 2012, he worked at Procter & Gamble, where he rose from the position of Assistant Brand Manager to the role of the company's Marketing Director for Eastern Europe.

Mr. Donmez will assume the responsibilities of Magnit's Chief E-commerce Officer after obtaining a work permit.



Guvenc Donmez

Magnit's Chief E-commerce Officer

I am very happy to join Magnit. The Company aspires to become a leader in several e-commerce segments, and I support such an approach wholeheartedly. Magnit has the infrastructure and resources to succeed, so I am certain that we will be able to achieve great triumphs together.



Magnit is currently implementing several online projects related to delivery, both on its own and in cooperation with partners. As of the end of Q3, the Company's e-commerce services covered over 11,300 brick-and-mortar stores and 25 dark stores across 66 regions and 494 cities and towns, with around 70% of the current revenue generated outside Moscow and Saint Petersburg. The largest and fastest growing segment of Magnit's e-commerce is express delivery.

For further information, please contact:

Media Inquiries

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Note to editors

"Magnit" is one of Russia's leading retailers. Founded in 1994, the company is headquartered in the southern Russian city of Krasnodar. As of June 30, 2022, Magnit operated 45 distribution centers and 26,731 stores in 3,963 cities and towns throughout 7 federal regions of the Russian Federation and in the Republic of Uzbekistan.

In accordance with the reviewed IFRS 16 results for 1H 2022, Magnit had revenues of RUB 1,136.3 billion and an EBITDA of RUB 128.4 billion. Magnit's local shares are traded on the Moscow Exchange (MOEX: MGNT).

Forward-looking statements

This document contains or may contain forward-looking statements that may or may not prove accurate. For example, statements regarding expected sales growth rate and/or store openings are forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other important factors that could cause actual results to differ materially from what is expressed or implied by the statements. Any forward-looking statement is based on information available to Magnit as of the date of the statement. All written or oral forward-looking statements attributable to Magnit are qualified by this caution. Magnit does not undertake any obligation to update or revise any forward-looking statement to reflect any change in circumstances.