



PJSC “Magnit” launches a unified brand for its store family

Krasnodar, Russia (February 21 2019): Magnit PJSC, one of Russia’s leading retailers (MOEX and LSE: MGNT; Company, Group) has decided to unify all of its formats under single branding.

As Magnit is preparing to celebrate its 25th anniversary, the retail chain has introduced a new brand architecture for its ecosystem. Strong focus on the customer and their needs is at the heart of the chain’s development strategy across all formats. The company serves over 10 million people daily and plans to increase its share of the shopping basket to 70%. In order to achieve that, the company is developing a range of formats, both food and non-food, addressing a variety of customer needs. From now on, Magnit’s proximity stores, Family and Family+ supermarkets, drogerie and pharmacy stores will come together under single branding unified by the slogan “Let’s bring families together!”.

From March 2019, all new stores across Magnit’s retail chain geography will be rolled out under the new brand. The unified design is just the first stage in the creation of the holistic Magnit umbrella. Going forward, all formats will be unified not only by design, but also by a fully shared Magnit loyalty program.

At present, the retail chain operates six formats providing cost-effective and comfortable shopping experience for its customers: Proximity Stores, convenient and easily accessible stores for everyday shopping; Supermarkets, with a wider product assortment, Cash & Carry, for large quantity purchases; Ultra-small, focusing on most popular products; Drogerie, offering health and beauty products; and Pharmacies. All of them will be operating under the unified Magnit umbrella brand.

While the new logo retains its immediately recognizable color as well as its brand symbol, the letter “M”, it has received a more contemporary update. The re-vitalised shape refers to the hand gesture embodying care and attention. The new brand identity system will be used on the facades, signs in sales areas, private label product packaging, as well as informational and promotional materials. It resembles smartphone icons and follows the trend towards digitalisation that today touches all areas of customers’ life.

The new Magnit cross-format branding was developed with the help of the creative agencies More and the Suprematika.

Olga Naumova, Magnit’s Chief Executive Officer, said:

«We want to offer our customers not just attractive pricing and a wide range of products, but also focus on our care, and on providing interesting and necessary products, useful services as well as ready-made solutions for a wide range of needs. We are repositioning Magnit to truly serve every Russian family and so are creating a Magnit family of stores. This year is our 25th anniversary and in addition to the unified cross-format branding announced today, we are planning to launch a loyalty program, develop private label brands, widen the assortment, introduce new services and launch new channels of communication with customers»



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About Magnit:

Public Joint Stock Company “Magnit” is one of Russia’s leading retailers. Founded in 1994, the company is headquartered in the southern Russian city of Krasnodar. As of December 31, 2018, Magnit operated 37 distribution centers and 18,399 stores (13,427 convenience, 467 supermarkets and 4,505 drogerie stores) in 2,976 cities and towns throughout 7 federal regions of the Russian Federation.

In accordance with the unaudited IFRS management accounts for 2018, Magnit had revenues of RUB 1,237 billion and an EBITDA of RUB 90 billion. Magnit's local shares are traded on the Moscow Exchange (MOEX: MGNT) and its GDRs on the London Stock Exchange (LSE: MGNT) and it has a credit rating from Standard & Poor's of BB.