

## Our mission, culture and values

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

At Magnit, we are committed to continuous operational improvement and professionalism in all areas of activity, while aiming to deliver exceptional quality and customer service.

We highly value the principles of teamwork and respect for each other and our customers, and encourage open and constructive dialogue and effective cross-functional cooperation.

We implement best practices and innovative technologies in our operations and strive to build a better future for all.

Our sustainability strategy to 2025, "Retail with Purpose", sets ambitious goals, promotes a sustainable corporate culture and focuses on embedding sustainability principles into all aspects and facets of our business.



## Our values

Customers at the heart of everything we do.

### Caring for our customers

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

### Stronger together

We achieve success through teamwork, incorporating the views of our employees

### Focusing on results

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

### Taking responsibility

We scrupulously follow the Company's principles and we take responsibility for our decisions

## Investment case

### Market potential

We offer exposure to a sizeable market with potential for further organic expansion and consolidation.



Sizeable market with increasing penetration of modern food retail and opportunities for organic expansion



Growing market share of major players

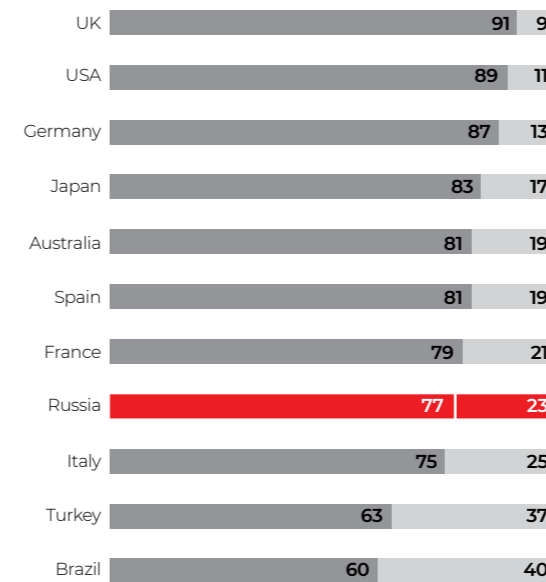


Fragmented market with high potential for further consolidation



New niches and growth opportunities coming along in the consistently growing e-grocery segment

### Share of modern and traditional retail in 2022, %



● Modern retail ● Traditional retail

Source: Euromonitor, 2022

### Share of top 5 players in grocery retail in 2022, %

