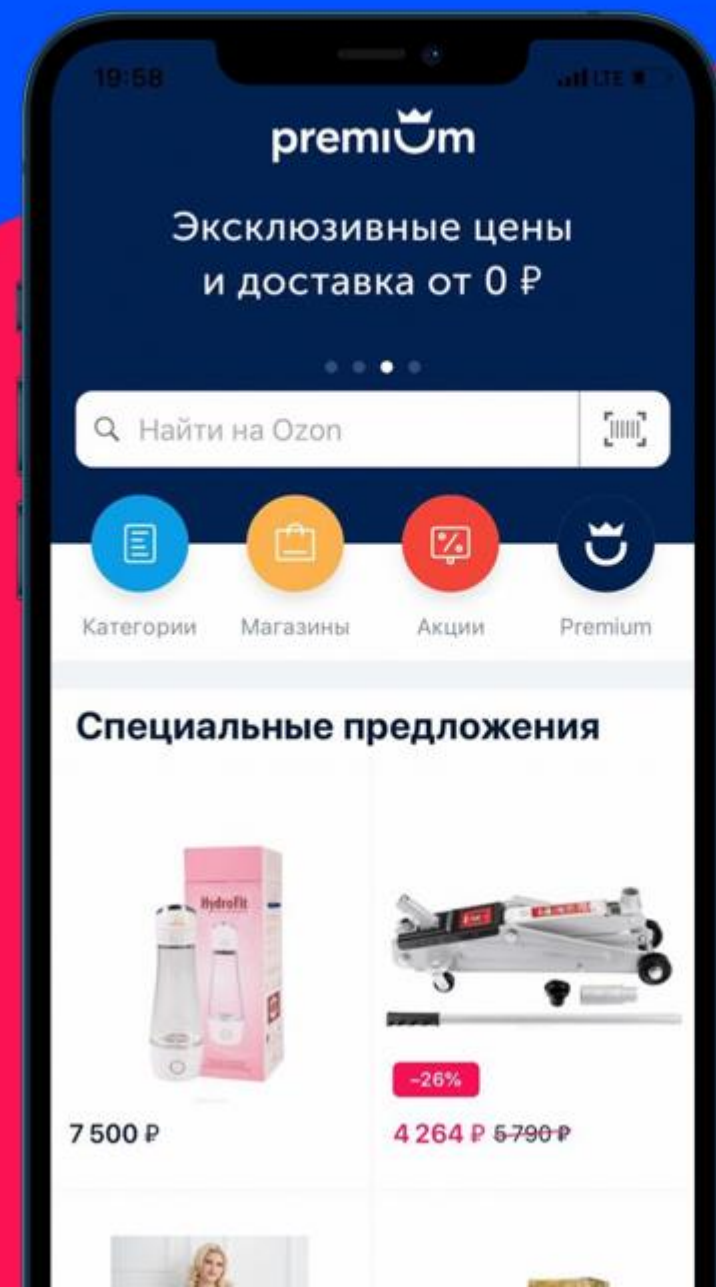


OZON

Leading E-commerce platform in Russia



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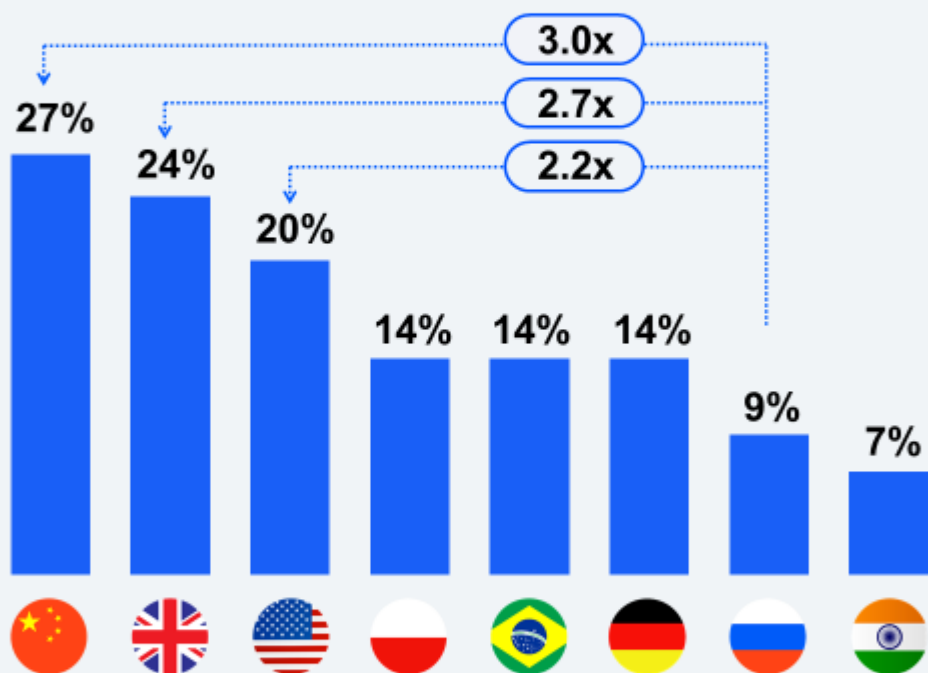
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Russian Retail Market and Consumer Audience

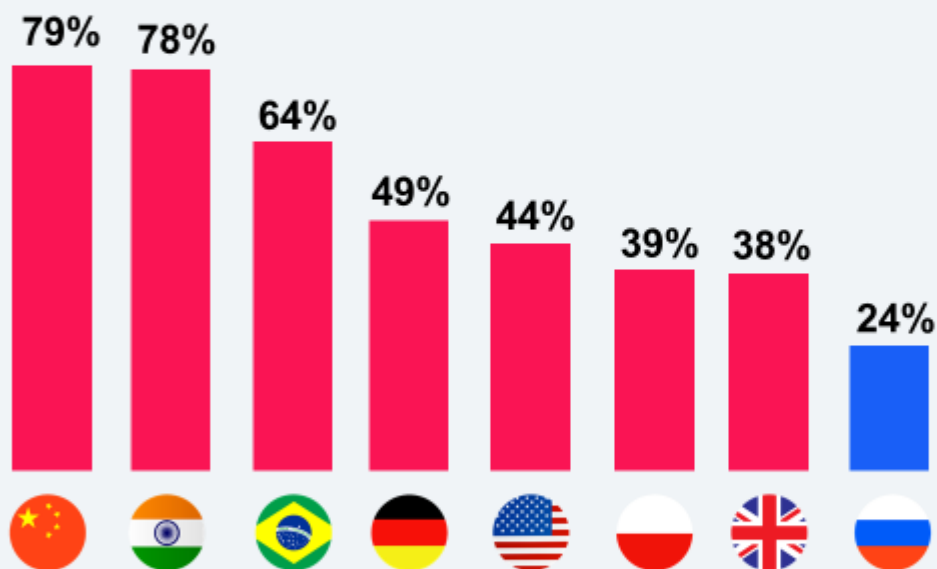
Russian E-commerce Market is Underpenetrated ...

E-commerce Penetration in 2020, %



... and Highly Fragmented

Top 3 Domestic Players Share of Total E-commerce Market in 2020, %



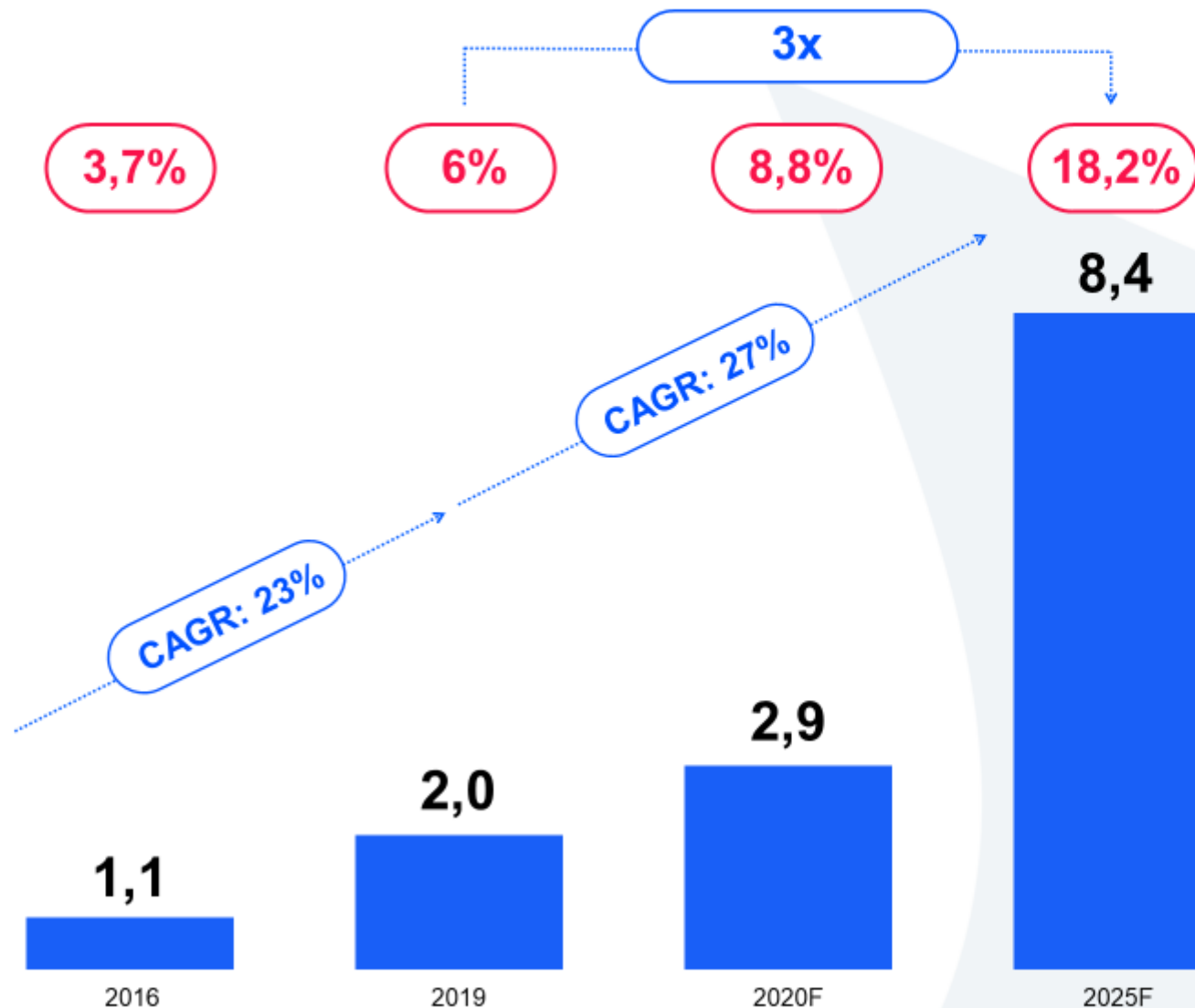
41 BN \$

total Russian
e-commerce market in
2020

Russian E-commerce Market: Significant Growth

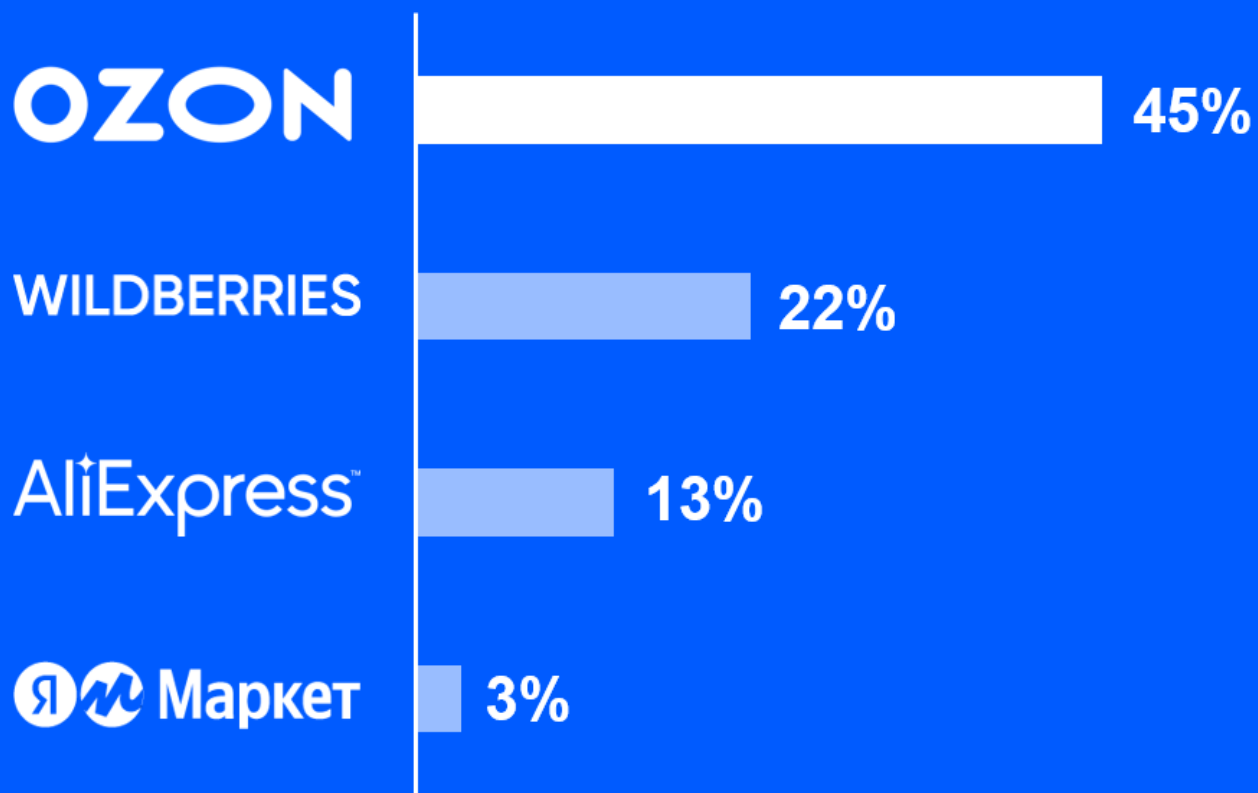
Russian E-commerce Market Size and Penetration (Rub trn)

- Russian E-commerce Market Size (Rub trn)
- Russian E-commerce Market Penetration (%)



Source: INFOLine Analytics, Ozon estimation

The most recognizable e-commerce brand in Russia



No 1

Top-of-mind Brand Awareness*

Source: BrandScience.

* Market share in top-of-mind September 2021

E-commerce trends in Russia

- Sustainable growth of e-commerce
- Mobile shopping will continue to gradually replace desktops
- High competition rate
- Delivery — your competitive advantage
- Omnichannel sales
- The most important - simplicity and convenience

«EkoNiva» launches Ozon



The largest milk producer in Russia, EkoNiva Group of Companies, and the Ozon marketplace have announced a partnership. Since September, an expanded assortment of dairy products has appeared on the of the showcase Ozon Express fast delivery service.

LG entered the Ozon marketplace



LG has launched a separate showcase on the Ozon marketplace, the online platform said in its message. Here are about 400 items: refrigerators, washing and drying machines, vacuum cleaners and much more.

Amway will be released on Ozon



Amway, one of the largest direct selling companies in the Russian market, has launched its store on the Ozon marketplace. Through cooperation, clients will be able to get the best service, the company believes.

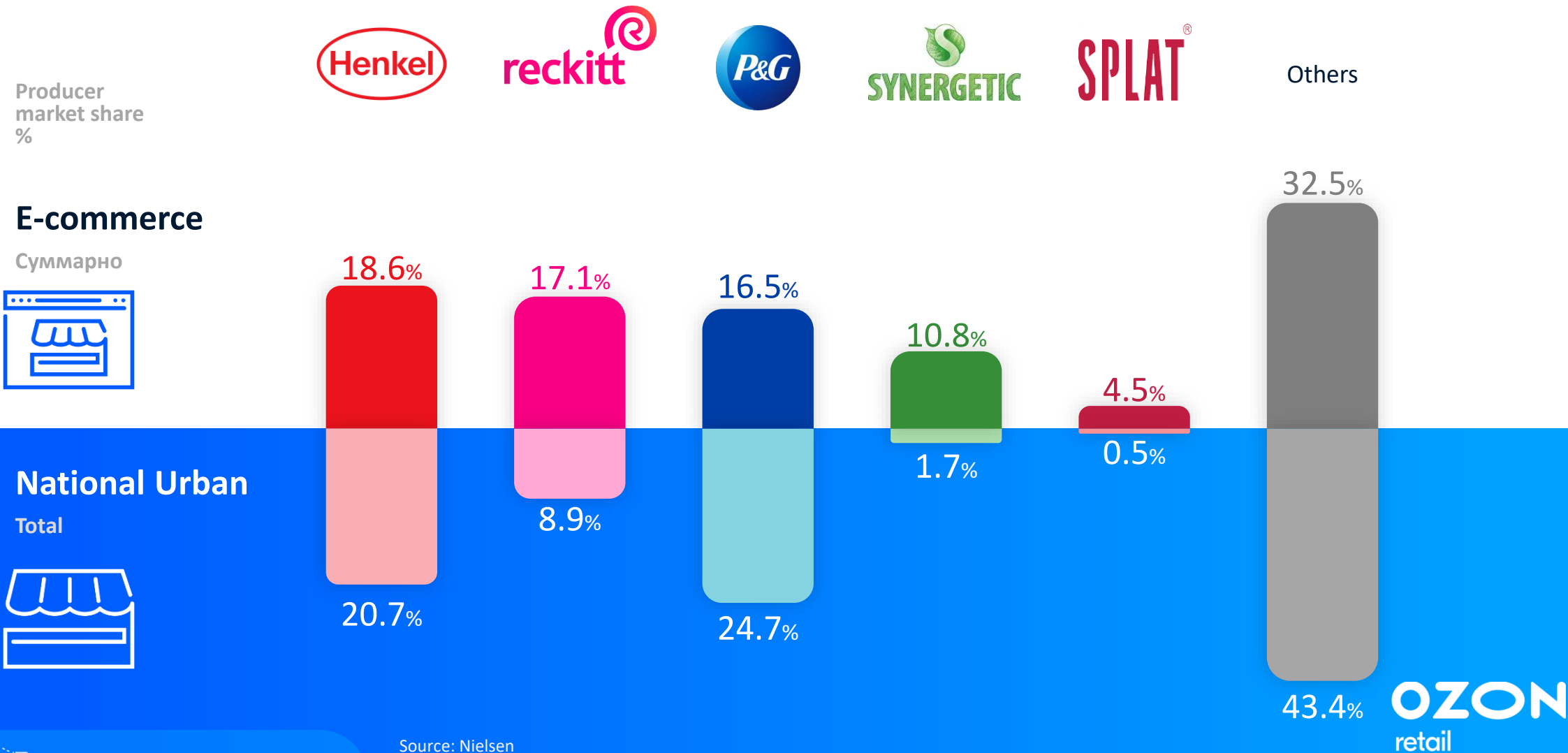
Perekrestok, Ozon and Wildberries are the Top 10 FMCG online players in Russia

Top 10 FMCG E-Commerce players

July 2021, turnover



The Internet offers unlimited opportunities for suppliers to compete for market share and even launch new brands.



The image features the Ozon logo in white text on a blue background. A large, stylized red letter 'R' is positioned on the right side, partially overlapping the blue background. The text 'Thank you!' is located in the lower-left area, also in white.

OZON

Thank you!