

Shareholder and investor engagement (continued)

Shareholder and investor engagement

Magnit is committed to strengthening its investment case, so we are constantly seeking ways to increase the openness and transparency of our activities. The Company looks to attract new and retain existing investors by maintaining a constant dialogue with the investment community and paying equal attention to all investor categories.

We use various engagement formats, including distributing press releases announcing operational and financial results; organising conference calls and face-to-face and virtual meetings; conducting road shows and site visits; and participating in investment conferences and other events.

On 17 February 2022, Magnit held its Capital Markets Day, reporting, in particular, on the accomplishment of its 2021 strategic commitments and progress of implementing its strategy until 2025.

The Company improved its information disclosure and transparency, including through changes to the corporate website:

- ▶ the section featuring the Company's reports was upgraded, with reports now grouped by type and available to be filtered by year, which makes user search quicker and more efficient;
- ▶ the Business Model section was updated and infographics improved to give users a better understanding of the Company's stakeholder engagement;
- ▶ a new Private Investors section was added, featuring the Company's operational and financial highlights over the past few years, aspects of its equity story, helpful and informative materials, and a FAQ page;
- ▶ Our Strategy, Investment Case, and Capital Markets Day sections were updated.

Key areas of interest for investors and analysts in 2022

- ▶ Consumer environment and trends in consumer behaviour
- ▶ Macroeconomic environment, inflation and promotional activity
- ▶ Competitive landscape, Magnit's strengths versus competitors
- ▶ Expansion plans and opportunities in the Russian market, the Company's redesign programme
- ▶ Status of DIXY's integration
- ▶ Geopolitical environment, the impact of sanctions on the Company's operations, including logistics, imports, on-shelf availability of products, payment processing and ability to find alternative suppliers
- ▶ Development of the discounter format
- ▶ IT infrastructure upgrade, digital transformation, transition to SAP
- ▶ E-grocery platform development
- ▶ Business sustainability and profitability
- ▶ Working capital improvements
- ▶ Leverage ratio and targets
- ▶ Dividend payments
- ▶ Management KPIs and incentive schemes
- ▶ Termination of the GDR programme and GDR conversion into ordinary shares

IR Department activities in 2022

Investor engagement activities	Number of activities
Financial and operational results releases	5
Conference call	1
Institutional investor events (conferences, forums, client days, etc.) where Magnit participated	4
Private investor events where Magnit participated	2
Institutional investors covered	86

Investor calendar

- 10–11 January 2022
Citi's GEMS Conference (Virtual)
- 18–20 January 2022
JP Morgan CEEMEA Opportunities Conference (Virtual)
- 25–26 January 2022
BofA EEMEA Conference 2022 (Virtual)
- 4 February 2022
FY 2021 Unaudited Financial Results Disclosure and Conference Call (Krasnodar)
- 9–11 February 2022
VTB Capital Russia Calling! Investment Forum (Virtual)
- 17 February 2022
Capital Markets Day (Virtual)
- 4 March 2022
FY 2021 Audited Financial Results Disclosure (Krasnodar)
- 29 April 2022
Q1 2022 Trading Update and Financial Highlights (Krasnodar)
- 25 June 2022
Smart-Lab Investor and Trader Conference (St Petersburg)
- 28 July 2022
Q2 2022 Trading Update (Krasnodar)
- 19 August 2022
1H 2022 Audited Financial Results Disclosure (Krasnodar)
- 29 October 2022
Smart-Lab Investor and Trader Conference (Moscow)