



# Company Presentation

May 2023

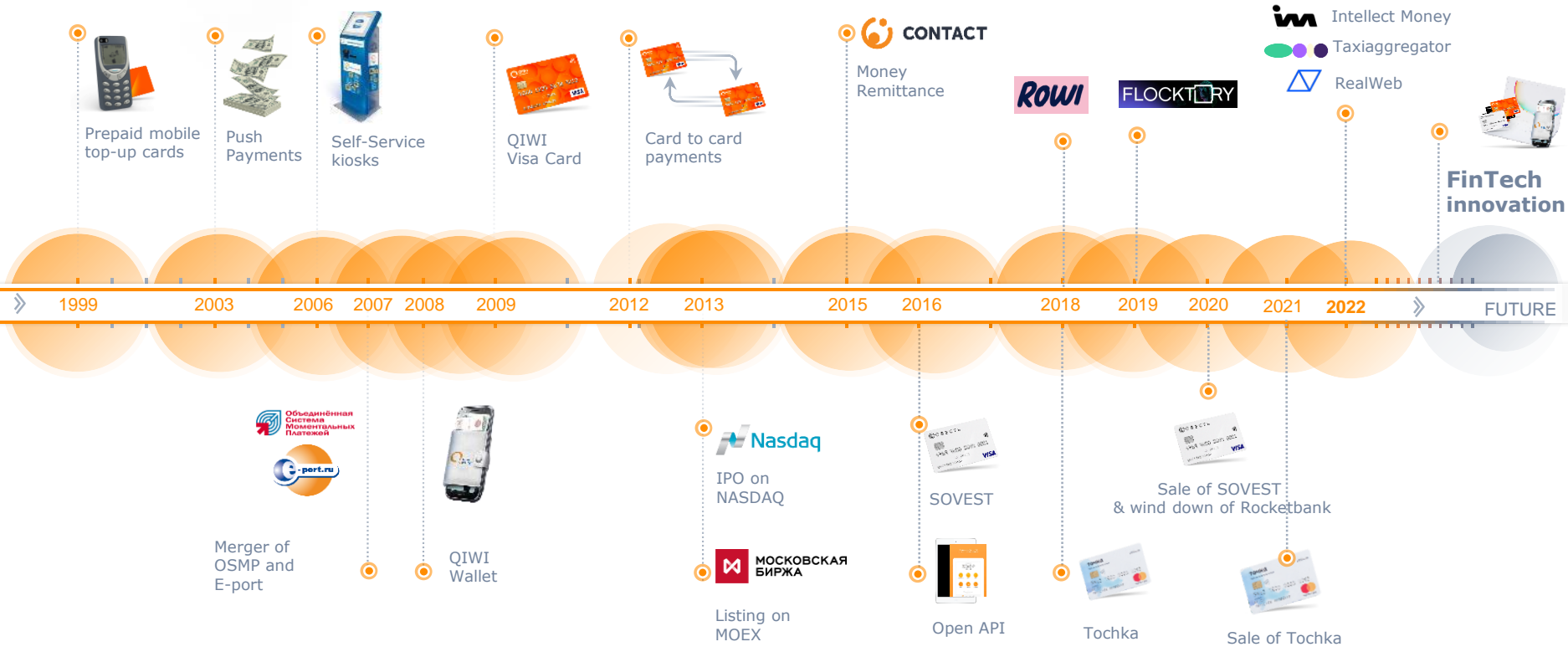


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# QIWI IS A LEADING PROVIDER OF NEXT GENERATION PAYMENT AND FINANCIAL SERVICES WITH A PROVEN TRACK-RECORD OF INNOVATION

# TODAY QIWI IS AN INTEGRATED OMNI-CHANNEL ECOSYSTEM WITH EXTENSIVE ADOPTION AND UBIQUITOUS PRESENCE...



Leading provider of next-gen payment and financial services in Russia and the CIS

## Key facts<sup>1</sup>


over 1.9 tn RUB

LTM Payment volume

**Core focus on specialized high growth markets** lacking convenient digital solutions


- ⦿ Digital entertainment
- ⦿ Digital commerce
- ⦿ Self-employed
- ⦿ Money Remittance

Digital Marketing



FLOCKTORY

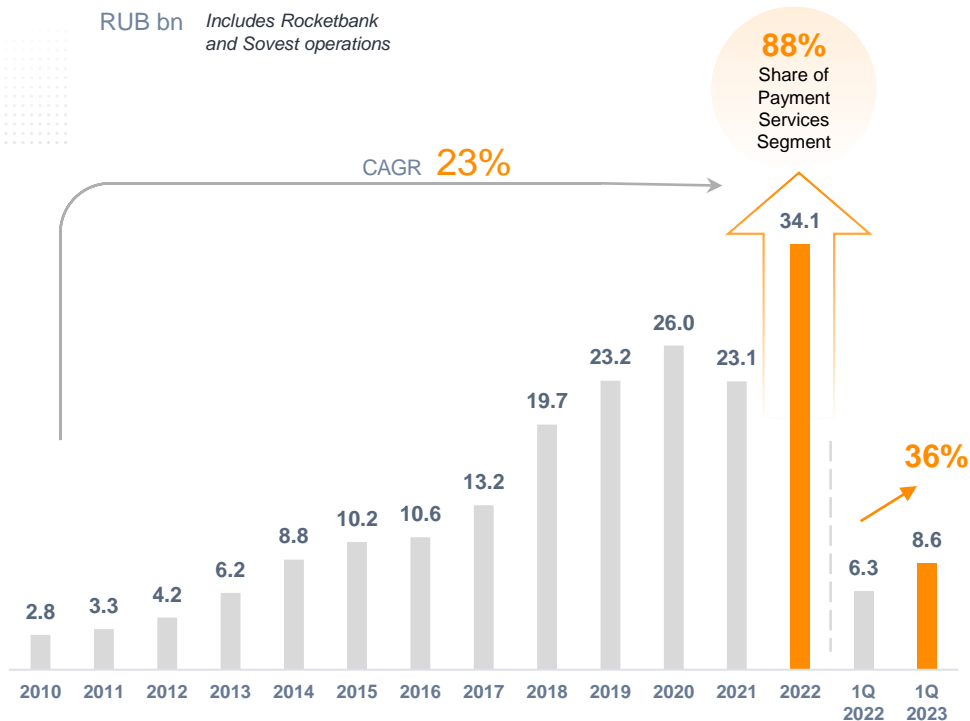
Portfolio of B2B & B2C services



QIWI startups & ventures

## Total Net Revenue<sup>2</sup>

RUB bn *Includes Rocketbank and Sovest operations*



Note: <sup>1</sup> As of March 31, 2023 if not stated otherwise, for additional details, please see QIWI's Earnings Report on Form 6-K filed with the Securities and Exchange Commission on May 26, 2023, QIWI's latest annual report on Form 20-F filed with the Securities and Exchange Commission on March 31, 2023; <sup>2</sup> Including Contact and Rapida financial results starting from June 2015. Including Flocktory financial results starting from December 2019.

# PAYMENT SERVICES



... WITH CORE EXPERTISE IN OFFERING A BROAD RANGE OF NEXT GENERATION MULTI USE-CASE PAYMENT SERVICES



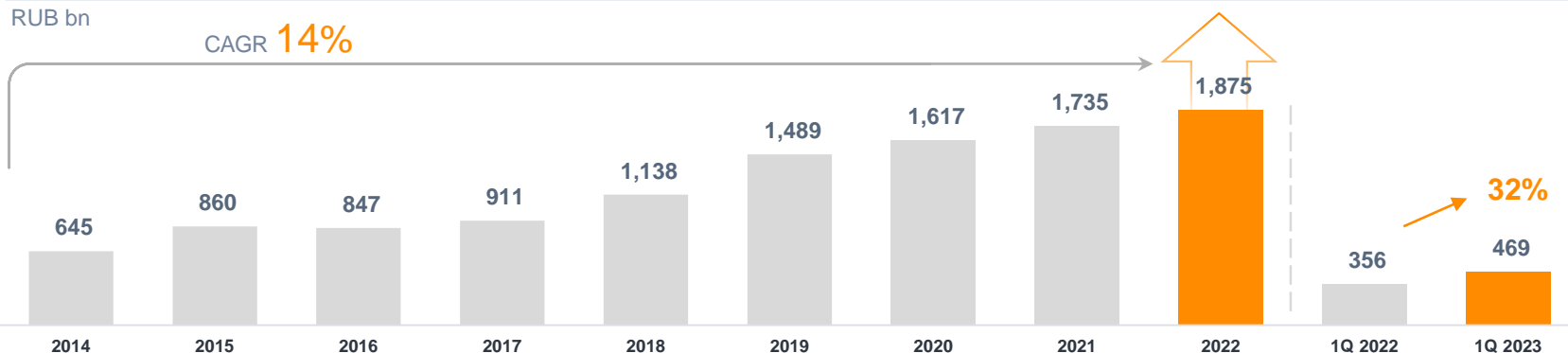
## Payment services



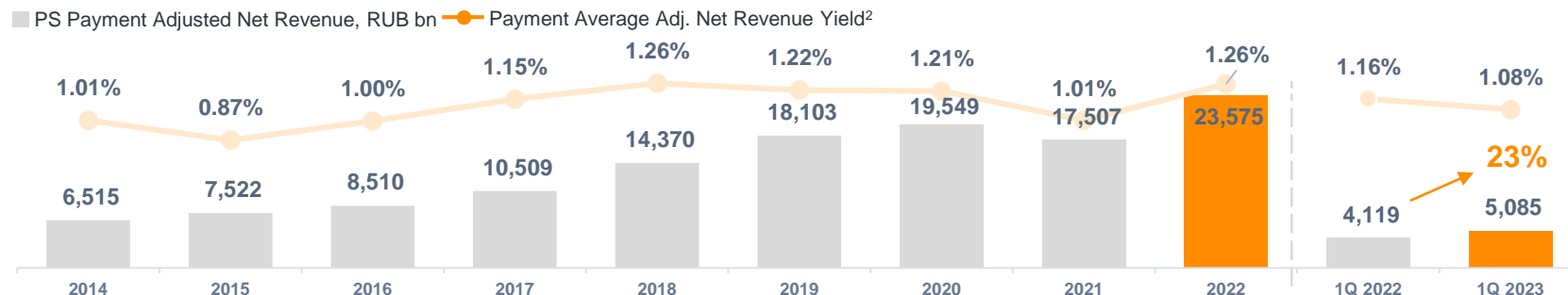
# SERVICING A WIDE AND GROWING RANGE OF MARKETS AND USE-CASES



## Payment Services Payment Volume<sup>1</sup>



## PS Payment Adjusted Net Revenue and Average Adjusted Net Revenue Yield<sup>1</sup>






Note: <sup>1</sup> As of March 31, 2023 if not stated otherwise, for additional details, please see QIWI's Earnings Report on Form 6-K filed with the Securities and Exchange Commission on May 26, 2023, QIWI's latest annual report on Form 20-F filed with the Securities and Exchange Commission on March 31, 2023; <sup>2</sup> Defined as Payment Services Segment Payment Adjusted Net Revenue divided by Payment Services segment payment volume



# SERVICING SPECIALIZED HIGH GROWTH MARKETS THAT LACK CONVENIENT DIGITAL SOLUTIONS



## Fintech solutions for specific niches covering their needs

 <h3>Digital entertainment &amp; Commerce</h3>	 <h3>Self-employed</h3>	<h3>Digital marketing and advertising</h3>
<ul style="list-style-type: none"> <li>• QW is a leading payment method in betting top-ups and withdrawals</li> <li>• Cross border payment acceptance &amp; pay-out solutions for merchants, incl. entertainment categories: On-line, Skins, cybersport, etc</li> <li>• Internet acquiring, payment gateways for online merchants (e-com, etc)</li> <li>• Wide range of options for online payments (QIWI Wallet, banking cards)</li> </ul>	<p><b>B2B stream</b></p> <ul style="list-style-type: none"> <li>• Specialized integrated solutions for various industries, that lack digital solutions for payments: interfaces, payment projects, gateways</li> <li>• Services for SE: interaction with the state authorities and tailor-made payment instruments</li> </ul> <p><b>B2C stream</b></p> <p>QW is a tool for doing business: p2p settlement services, payment acceptance, open API, etc.</p> <p><b>Money remittance</b></p> <p> Classic money remittance system</p>	<ul style="list-style-type: none"> <li>• context and media advertising management services, social network presence, programmatic, CPA and mobile marketing type of services</li> <li>• customer lifecycle management and automated marketing solutions</li> </ul> <p><b>Other growth areas</b></p> <p><b>Financial services for SME</b></p> <ul style="list-style-type: none"> <li>• Factoring &amp; bank guarantees</li> <li>• loans for participants in government contracts</li> <li>• specialized financing service for marketplace suppliers</li> </ul> <p><b>Other projects</b></p> <p>QIWI Data      Billing online      Other</p>

## Supporting infrastructure

 <p>Omnichannel system for QW top-ups and payments with high network coverage in Russia</p>	 <p>Banking license allows us to offer various financial products (bank guarantees, loans, cash and settlement services)</p>
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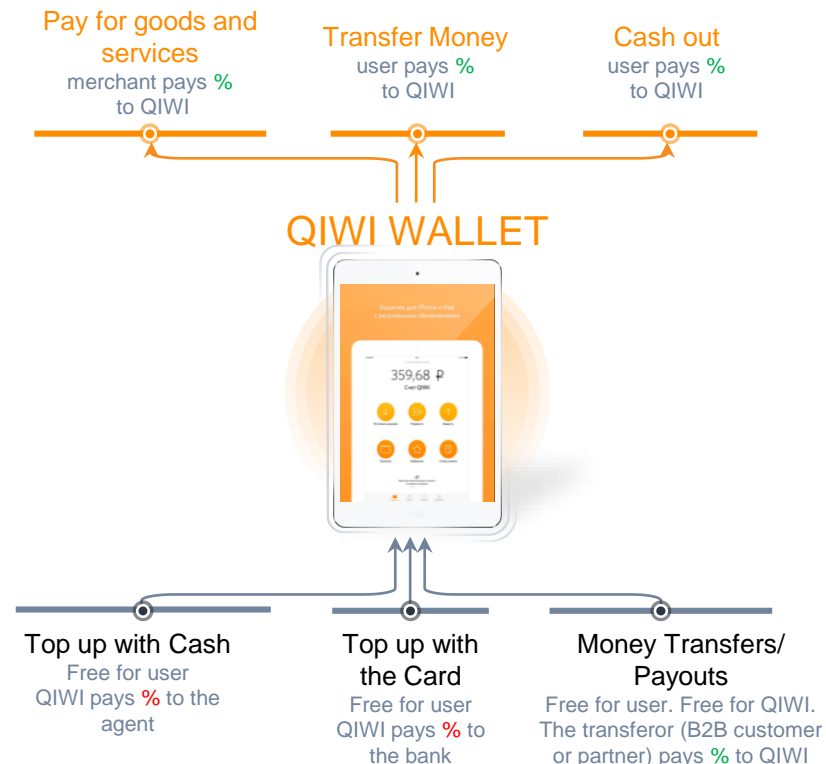


## Competitive advantages of QIWI's services

- Convenient digital solutions
- High level of customization
- Single and intuitive interface, easy access
- Multi-service platform with fast and seamless onboarding
- Cash digitalization for high cash use population
- Privacy
- High quality and reliable services, fast customer response
- Automation of payments via open API
- Instant payouts to hundreds of customers

Strong track record in market segments with demand for cash acceptance, payment digitalization, technological solutions and higher transparency of transactions

## Efficient transactional monetization model



# DIGITAL MARKETING



## RealWeb

context and media advertising management services, social network presence, programmatic, CPA and mobile marketing type of services

### Centra

marketplace of advertising products and services

The platform allows to connect to over 180 advertising websites and services, manage effectively advertising campaigns through a single interface and enables access to a wide base of vendors and service providers for collaboration

### META

complex, end-to-end, customized business applications

It gathers information from over 30 external CRM, ERP, API, and Databases and automates business processes in the digital agency resulting in higher operational efficiency of operations and superior quality of customer service

### GARPUN

automated system for managing context advertising that enables the creation of adaptive and efficient marketing campaigns of any complexity

### & other projects in HR, Consulting and education

## FLOCKTORY

SaaS platform for customer lifecycle management and personalization



### Signals

a customer's data base



### Exchange

a Partner Network for an active inflow of clients



### PushRewards

a module for smart PUSH notifications



### Pre-Checkout

a module for personalization of users' web experience



### Post-Checkout

a referral marketing module



### Workflow

a module that helps to personalize communication content



### Xmail/XPush

Module for cross-sale and retargeting



### Feedback

a module for collecting, analyzing and managing feedbacks



Second Party Data Exchange

Sponsored Push Notification

First Party Data

# OTHER PROJECTS



**ROWI**

*Digital factoring solutions, online loans and bank guarantees for SME*

## **Factoring**

account receivable financing

Factoring financing for SMEs with high credit quality Debtors

Totally digital on-boarding and services

100% electronic document workflow

Instant scoring, fast decision and issue of funding

## **Digital Bank Guarantees**

Performance and tender bonds

Guarantees for contractors (mostly for public procurement)

Totally digital on-boarding and services

100% electronic document workflow

Instant scoring, fast decision and issue of funding

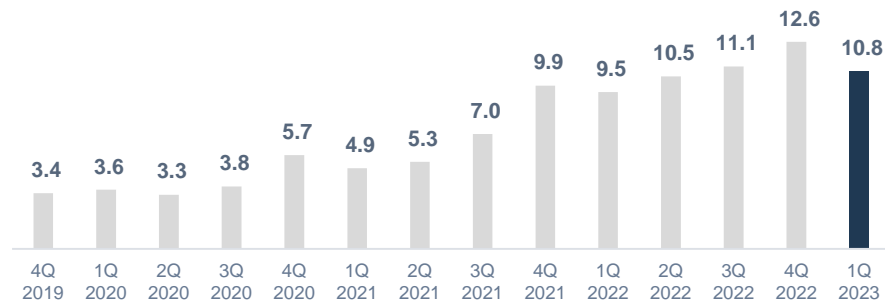
## **Online loans**

for government contracts execution

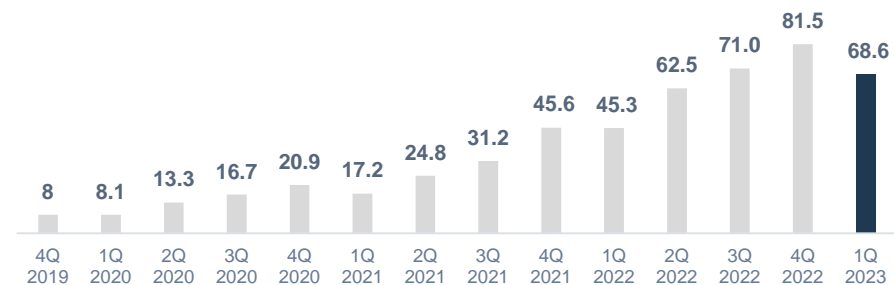
## **Loans for marketplaces suppliers**

based on sales analytics

### Factoring portfolio, bn



### Digital bank guarantees portfolio, bn



### Key facts<sup>1</sup>

**670+ acc**

Factoring active clients

**1.2%**

NPL of factoring portfolio

**<21%**

of factoring operations concentrated in a single industry

**#2**

In terms of number of new clients involved in factoring<sup>2</sup>

**#2**

In terms of number of active SME clients using factoring<sup>2</sup>

#### Factoring operations' key industries:

- Non-grocery goods
- Food-products
- Pharmaceuticals
- Real estate and construction materials
- Metallurgy

**15.8+ k**

Guarantees' active clients

**650+ days**

Average guarantees' lifetime

**0.5%**

NPL of guarantees portfolio

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<sup>2</sup>As of March 31, 2022

# FINANCIAL UPDATE

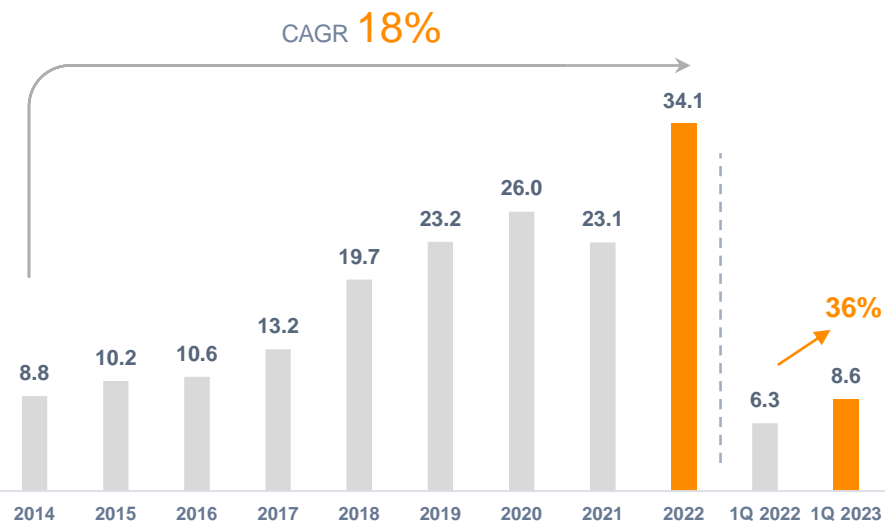


# STRONG TRACK RECORD OF GROWTH IN NET REVENUE DRIVEN BY PAYMENT SERVICES



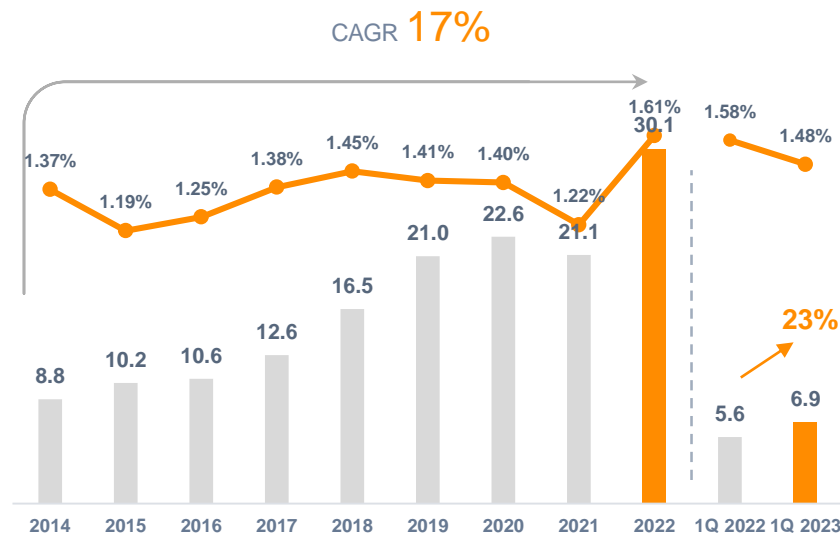
## Group's Total Net Revenue<sup>1,2</sup>

RUB bn *Includes Rocketbank and Sovest operations*



## Payment Services Segment Total Net Revenue and Yield<sup>1,2</sup>

RUB bn ■ PS Segment Total Net Revenue  
● PS Segment Net Revenue Yield

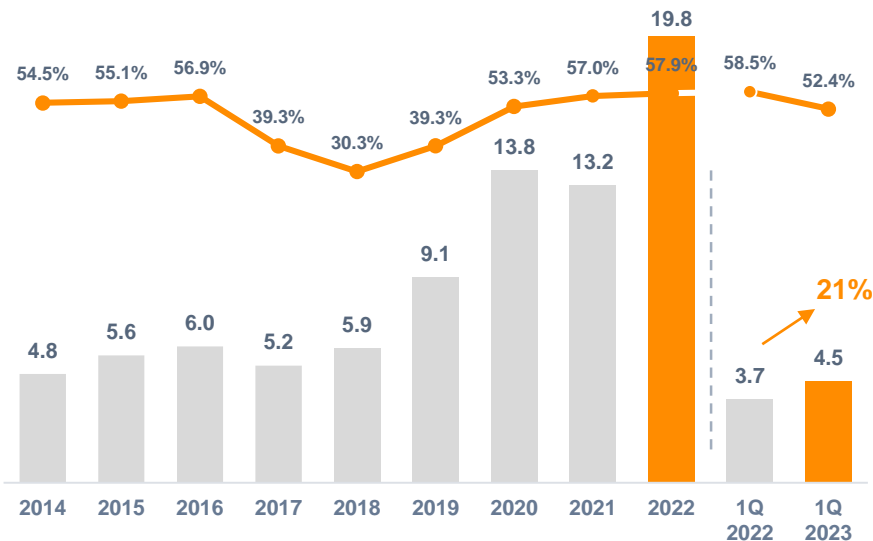


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## Adjusted EBITDA<sup>1,2</sup>

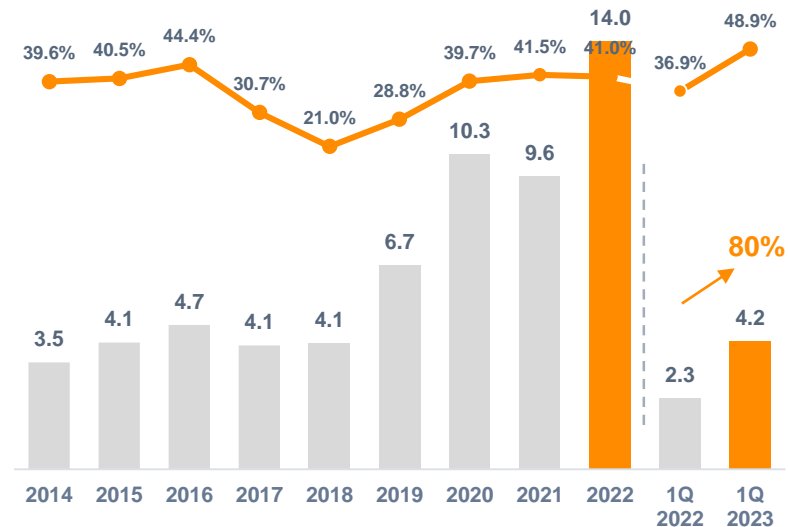
RUB bn Includes Rocketbank and Sovest operations —●— Adjusted EBITDA margin



## Adjusted Net Profit<sup>1,2</sup>

RUB bn Includes Rocketbank and Sovest operations

■ PS Segment Adjusted Net Profit ■ Adjusted Net Profit<sup>2</sup>  
—●— Adjusted Net Profit margin<sup>2</sup>



Note: <sup>1</sup> For additional details, please see QIWI's Earnings Report on Form 6-K filed with the Securities and Exchange Commission on May 26, 2023, QIWI's latest annual report on Form 20-F filed with the Securities and Exchange Commission on March 31, 2023; <sup>2</sup> Including Flocktory financial results starting from December 2019

## 01 TRACK RECORD OF INNOVATION

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## 02 INTEGRATED OMNI-CHANNEL ECOSYSTEM OFFERING A BROAD RANGE OF NEXT GENERATION MULTI USE-CASE PAYMENT SERVICES

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## 03 SERVICING SPECIALIZED HIGH GROWTH MARKETS THAT LACK CONVENIENT DIGITAL SOLUTIONS

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## 04 SIGNIFICANT GROWTH POTENTIAL OF CORE PAYMENT SERVICES SEGMENT DRIVEN BY POSITIVE SECULAR TRENDS IN KEY UNDERLYING MARKETS

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## 05 PROPRIETARY PAYMENT CAPABILITIES ALLOWING QIWI TO DIFFERENTIATE ITSELF

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## 06 ATTRACTIVE FINANCIAL PROFILE WITH ROBUST PROFITABILITY

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RUB mln

	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	1Q 2023	
<b>Consolidated Group results</b>	Revenue	29,593	35,941	40,622	41,135	51,502	17,872
	Total Net Revenue	19,657	23,176	25,978	23,113	34,137	8,552
	Adjusted EBITDA	5,948	9,099	13,837	13,167	19,779	4,479
	<i>Adjusted EBITDA margin</i>	<i>30.3%</i>	<i>39.3%</i>	<i>53.3%</i>	<i>57.0%</i>	<i>57.9%</i>	<i>52.4%</i>
	Profit for the period	3,626	4,887	8,938	17,536	13,755	4,499
	Adjusted Net profit	4,137	6,679	10,304	9,594	13,996	4,180
	<i>Adjusted Net profit margin</i>	<i>21.0%</i>	<i>28.8%</i>	<i>39.7%</i>	<i>41.5%</i>	<i>41.0%</i>	<i>48.9%</i>
<b>Payment Services (PS)</b>	PS Net Revenue	16,497	20,965	22,637	21,100	30,103	6,944
	PS Payment Net Revenue	14,370	18,103	19,549	17,507	23,575	5,085
	<i>PS Payment Volume, billion</i>	<i>1,138</i>	<i>1,489</i>	<i>1,617</i>	<i>1,735</i>	<i>1,875</i>	<i>469</i>
	<i>PS Payment Net Revenue Yield</i>	<i>1.26%</i>	<i>1.22%</i>	<i>1.21%</i>	<i>1.01%</i>	<i>1.26%</i>	<i>1.08%</i>
	PS Other Net Revenue	2,127	2,862	3,088	3,593	6,528	1,859
	Adjusted Net profit	9,529	12,105	12,608	10,971	15,799	3,536
	<i>Adjusted Net profit margin</i>	<i>57.8%</i>	<i>57.7%</i>	<i>55.7%</i>	<i>52.0%</i>	<i>52.5%</i>	<i>50.9%</i>



# QIWI Investor Relations

Contacts:

[ir@qiwi.com](mailto:ir@qiwi.com)