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GlobalCollect and QIWI partner to connect international merchants to over 70 million consumers in Russia and CIS

Strong demand for QIWI led by digital goods and gaming merchants

MOSCOW, RUSSIA - July 3, 2014 - QIWI plc (NASDAQ: QIWI; MOEX: QIWI) announced today that it has signed a partnership agreement with GlobalCollect, the world's most knowledgeable payments service provider. As part of the deal, GlobalCollect has integrated QIWI into its portfolio of payment products.

"Russia and the CIS countries are hugely strategic markets for many of our clients. In order to successfully tap into these rapidly expanding eCommerce markets, merchants must understand and leverage the region's unique payments preferences and infrastructure," said David Jimenez, Chief Revenue Officer at GlobalCollect. "With QIWI, we further expand our payment product coverage in Russia and can connect our clients to one of the region's most popular and fast growing payment products, allowing them to accept payments from millions of new customers."

By adding QIWI to their payment mix, GlobalCollect merchants gain access to over 70 million consumers in Russia and the CIS. The company is already seeing strong demand across all industries, with gaming and digital media companies among the first to start accepting QIWI payments through GlobalCollect.

"At QIWI, we enable our customers to engage with the best selection of merchants and providers available. GlobalCollect represents some of the world's largest eCommerce companies, so this partnership is a natural fit that creates a win for both our and GlobalCollect's customers," said Alexey Kolychev, Managing Director at QIWI plc. "We're excited to see so many major companies immediately activating QIWI on GlobalCollect's platform. GlobalCollect's full service model connects very well with our infrastructure to remove complexity for merchants."

Russia's online population in particular is rapidly growing. According to the Association of Internet Commerce Companies (AKIT), there were 60 million internet users in Russia in 2013, with 50% making purchases online. eMarketer estimates the number of internet users in Russia to grow to 86.3 million by 2016 - the largest online community in Europe. The Russian eCommerce market is forecasted to grow at 30% CAGR until 2018 (AKIT). QIWI is extremely well-positioned in this fast growing market, with over 100,000 self-service kiosks and more than 15,5 million users of its virtual wallet service.

About QIWI plc.

QIWI is a leading provider of next generation payment services in Russia and the CIS. It has an integrated proprietary network that enables payment services across physical, online and mobile channels. It has deployed over 15.5 million virtual wallets, over 167,000 kiosks and terminals, and enabled merchants to accept over RUB 49 billion cash and electronic payments monthly from over 70 million consumers using its network at least once a month. QIWI's consumers can use cash, stored value and other electronic payment methods to order and pay for goods and services across physical or online environments interchangeably.

About GlobalCollect

GlobalCollect is the most knowledgeable global Payment Service Provider in the world, processing international eCommerce payments for more than 600 of the world's most recognized eCommerce brands in the digital goods and services, travel, retail and video gaming industries, among many others.

With two decades of payments experience, we enable our clients to efficiently and securely accept payments from more than 170 countries in more than 150 currencies. We offer in excess of 150 local payment methods, including all major credit cards, debit cards and alternative payment methods, giving unparalleled coverage throughout all global regions. Our robust and redundant systems guarantee our customers high availability and reliability. GlobalCollect's business intelligence tools, Managed Fraud Services and more than 400 payments experts help our clients elevate their payment strategies to become a strategic asset to their companies.

Headquartered in Amsterdam, GlobalCollect has regional offices in North America, Asia Pacific, South America and the EU

focused on bringing local presence with global reach and services to our clients. For more information please visit: <http://www.globalcollect.com> <http://www.globalcollect.com> and follow us on: <http://www.linkedin.com/company/globalcollect>, http://www.twitter.com/Global_Collect and <http://www.facebook.com/globalcollect>.

Forward Looking Statements

This press release includes "forward-looking statements" within the meaning of, and subject to the protection of, the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties, and other factors that may cause the actual results, performance or achievements of QIWI plc. to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. Various factors that could cause actual future results and other future events to differ materially from those estimated by management include, but are not limited to, competition, a decline in average net revenue yield, fees levied on QIWI's consumers, regulation, QIWI's ability to grow Visa QIWI Wallet, QIWI's ability to expand geographically and other risks identified under the Caption "Risk Factors" in QIWI's Registration Statement on Form F-3 and in reports QIWI files with the U.S. Securities and Exchange Commission. QIWI undertakes no obligation to release publicly any revisions to any forward-looking statements, to report events or to report the occurrence of unanticipated events that may affect such forward-looking statements unless QIWI is required to do so by law.

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