



May 2, 2013

## QIWI Announces Pricing of Initial Public Offering

MOSCOW, May 2, 2013 (GLOBE NEWSWIRE) -- QIWI plc, a leading provider of next generation payment services in Russia and the CIS, today announced the pricing of its initial public offering of 12,500,000 Class B Shares in the form of American Depositary Shares (ADS) at a price of \$17 per ADS. All of the ADSs are being offered by selling shareholders. Each ADS represents one class B share of the Company. The selling shareholders have granted the underwriters a 30-day option to purchase up to 1,875,000 ADSs to cover over-allotments, if any. The ADSs will begin trading on the NASDAQ Global Select Market on May 3, 2013 under the symbol "QIWI."

J.P. Morgan Securities LLC and Credit Suisse Securities (USA) LLC are the joint bookrunning managers for the offering, and Robert W. Baird & Co. Incorporated, Renaissance Securities (Cyprus) Limited and William Blair & Company L.L.C. are the co-managers for the offering. A copy of the final prospectus related to the offering may be obtained when available from J.P. Morgan Securities LLC, via telephone at (866) 803-9204 or by mail at Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, New York 11717; or Credit Suisse Securities (USA) LLC, via telephone at (800) 221-1037, by mail at Prospectus Department, One Madison Avenue, New York, NY, 10010 or [newyork.prospectus@credit-suisse.com](mailto:newyork.prospectus@credit-suisse.com).

A registration statement relating to these securities has been declared effective by the United States Securities and Exchange Commission. This press release shall not constitute an offer to sell or a solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

### About QIWI

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 11 million virtual wallets, over 169,000 kiosks and terminals, and enabled over 40,000 merchants to accept over RUB 39 billion cash and electronic payments monthly from over 65 million consumers using our 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.

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