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Discounts for QIWI's Consumers on AliExpress in Honor of 11/11 Shopping Day

MOSCOW, Nov. 5, 2014 (GLOBE NEWSWIRE) -- QIWI plc (Nasdaq:QIWI) (MOEX:QIWI) announced today that on November 11th Visa QIWI Wallet will be joining global retail marketplace AliExpress to offer its users the chance to get involved in a huge annual sale for the first time ever. Online shopping fans can order whatever they want from more than one million products available on AliExpress with discounts of up to 50% in the world's biggest 24-hour sale. By paying for their shopping using Visa QIWI Wallet, shoppers will get cashback on their e-wallet account. New users who register a Visa QIWI Wallet during the promotion will get an extra bonus.

November 11th is a day of online shopping frenzy in China - sale day! On November 11th, 2013, Alibaba Group's retail marketplaces generated a Gross Merchandise Value (GMV) of RMB 36.2 billion (US\$5.8 billion) settled through its online payment service, Alipay, within a 24-hour period, making the event the largest 24-hour online shopping binge in the world.

"QIWI was AliExpress' first payment partner in Russia and we are pleased to offer our users the chance to join the shopping celebration on November 11th for the first time. This sale will be unique for Visa QIWI Wallet users because, on top of discounts of AliExpress, they will also get some cashback as a gift from QIWI. This promotion will allow us to attract new users and significantly increase the number of online shopping transactions through Visa QIWI Wallet," said Anna Stoklitskaya, Managing Director at QIWI Group.

For AliExpress transactions exceeding 500 rubles, QIWI users will be awarded a bonus of 50 rubles on their Visa QIWI Wallet account. For transactions over 1,000 rubles - 100 rubles, and for those exceeding 1,500 rubles, the bonus will be 150 rubles. New users registering Visa QIWI Wallet between 5th and 11th of November will get an extra bonus of 50 rubles once the first purchase on AliExpress on November 11th is made.

"We entered the Russian market in 2012 and now the AliExpress site is one of the top ten most visited sites in Russia according to TNS," said Mark Zavadsky, business development director for AliExpress in Russia and the CIS. *"Russian market is a priority for us. Together with QIWI Group, we can offer Russians the best conditions for shopping. This is a very important step in the development of Russia's e-commerce market."*

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 15.8 million virtual wallets, over 171,000 kiosks and terminals, and enabled merchants to accept over RUB 50 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 AliExpress

Launched in April 2010, AliExpress (www.aliexpress.com) is a global retail marketplace targeted at consumers worldwide, many of them located in Russia, Brazil and the United States. The platform enables consumers from around the world to buy directly from wholesalers and manufacturers in China and have access to a wide variety of products at wholesale prices. AliExpress is a business within Alibaba Group.

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