the winding-down of Rocketbank and sale of the SOVEST project.

certain selling, general and administrative expenses as well as personnel expenses primarily related to the divestitures of loss making projects, including

Adjusted EBITDA expected year-over-year increase at the midpoint of 43.3% was primarily driven by the net revenue growth as well as a decrease in

financial services market vertical due to temporary shutdown of our retail distribution partners resulting from lockdown restrictions.

numerous major sporting events, a drop in money remittance primarily due to a decline in various self-employed payment streams and a decline in

various countries around the world, including for example a temporary decline of revenues from our betting merchants due to the cancellation of

revenue growth in most of our categories was negatively affected by the outbreak of the COVID-19 strain of coronavirus and associated responses from

services net revenue yield resulting from a change in the product mix and offset by slight decrease of the payment volume. Payment volume and net

Payment services segment net revenue expected year-over-year increase at the midpoint of 3.7% was primarily driven by the increase in payment

revenue, Consumer Financial Services segment net revenue and corporate and other category net revenue.

program, which used to substantially increase the cost of revenue of the Rocketbank segment, as well as growth in payment services segment net

segment net revenue driven by the measures we took as part of the Rocketbank wind-down process, including the termination of the Rocketbank loyalty

Total net revenue expected year-over-year increase at the midpoint of 20.8% was primarily driven by the significant one-off increase in Rocketbank

accounts. We are unable to determine what the impact of various items subject to management judgment will be on such financial information.

adjusted EBITDA information presented below are not final because we are still in the process of verifying our internally collected data and closing our

this period are solely management estimates based on currently available information. The total net revenue, payment services segment net revenue and

an understanding of the trends that we experienced during the second quarter ended June 30, 2020. The following expectations regarding our results for

estimated financial results for the three months ending June 30, 2020. We believe that the preliminary operating segment data presented below provides

NICOSIA, Cyprus, July 21, 2020 ([GLOBE NEWSWIRE]) — QIWI plc (Nasdaq:QIWI) (“QIWI” or the “Company”) provided its preliminary

Qiwi Provides Preliminary

Financial Results for the Second Quarter of 2020

Class B shares may be obtained by visiting EDGAR on the SEC website at www.sec.gov.

preliminary prospectus supplement and the accompanying prospectus relating to the proposed offering of American depositary shares representing

with the preliminary prospectus supplement filed with the Securities and Exchange Commission (the “SEC”) on July 20, 2020. A copy of the

This free writing prospectus relates to the offering of American depositary shares representing Class B shares of QIWI Plc and should be read together

Issued July 21, 2020

Registration No. 333-235239

Filed pursuant to Rule 433

Relating to Preliminary

Prospectus Supplement dated July

20, 2020

Issuer Free Writing Prospectus

2

Financial Solutions, 1155 Long Island Avenue, Edgewood, NY 11717, by telephone at 866-803-9204 or by email at prospectus-eq\_fi@jpmchase.com.

electronic copies of the final prospectus supplement relating to the public offering may be obtained from J.P. Morgan Securities LLC, c/o Broadridge

supplement relating to the offering was filed with the SEC and is available for free on the SEC’s website at http://www.sec.gov. When available,

information about the Company and this offering. The offering will be made only by means of a prospectus supplement. A preliminary prospectus

registration statement and other documents the issuer has filed with the SEC including the preliminary prospectus supplement for more complete

Commission on November 25, 2019, and was declared effective on January 27, 2020. Before you invest, you should read the prospectus in that

A shelf registration statement, including a prospectus, relating to the shares being sold in this offering was filed with the U.S. Securities and Exchange

to review our financial information in its entirety and not rely on a single financial measure.

to varying calculations and may not be comparable to other similarly titled measures presented by other companies. We encourage investors and others

prepared in accordance with IFRS. Furthermore, because such non-IFRS financial measure is not determined in accordance with IFRS, it is susceptible

most directly comparable IFRS measure. You should not consider such non-IFRS financial measure as a substitute for or being superior to net profit, as

Adjusted EBITDA is not a financial measure calculated under IFRS. See the table above for a reconciliation of such non-IFRS financial measure to the

data and, accordingly, does not express an opinion or any other form of assurance with respect to these data.

Our independent registered public accounting firm has not audited, reviewed or performed any procedures with respect to these preliminary financial

Adjusted EBITDA

3,533

4,033

2,639

SOVEST portfolio for sale revaluation

755

555

—

Impairment of non-current assets

244

94

—

Interest income and expenses, net

38

28

(4)

Share of loss/(gain) of an associate and a joint venture

(129)

(84)

—

Foreign exchange gain/loss, net

317

277

58

Other income and expenses, net

37

(8)

(14)

Share-based payments expenses

—

(20)

157

Depreciation and amortization

351

321

344

IFRS Profit before tax

1,929

2,869

2,098

(Low)

(High)

2019

2020 Estimate

2020 Estimate

ended June 30,

ended June 30,

ended June 30,

Three months

Three months

Three months

Reconciliation of IFRS to Non-IFRS Operating Results

Adjusted EBITDA

3,533

4,033

2,639

Payment Services Segment Net Revenue

5,283

5,413

5,158

Total Net Revenue

6,581

6,861

5,563

Estimate (Low)

Estimate (High)

June 30, 2019

June 30, 2020

June 30, 2020

Three months ended

Three months ended

Three months ended

3

circumstances after the date of such statements or of anticipated or unanticipated events that alter any assumptions underlying such statements.

information as of the date of this release. QIWI undertakes no duty to update any forward-looking statements to reflect the occurrence of events or

looking statements as a result of many factors. There can be no assurance that QIWI will be able to complete the offering. QIWI providing this

statements reflect our current expectations concerning future events, our actual results could differ materially from those anticipated in these forward-

operations and in our annual report on Form 20-F for the fiscal year ended December 31, 2019 and in our other filings with the SEC. Because these

involve significant risks and uncertainties, including those discussed in the preliminary prospectus supplement related to the offering and our results of

Reform Act of 1995, including, without limitation, statements regarding the proposed public offering and future results of operations. These statements

This press release includes “forward-looking statements” within the meaning of, and subject to the protection of, the Private Securities Litigation

Forward-Looking Statements

order to pay for goods and services or transfer money across virtual or physical environments interchangeably.

39 million consumers using its network at least once a month. QIWI’s consumers can use cash, stored value and other electronic payment methods in

terminals, and enabled merchants and customers to accept and transfer over RUB 123 billion cash and electronic payments monthly connecting over

enables payment services across online, mobile and physical channels. It has deployed over 21.8 million virtual wallets, over 127,000 kiosks and

QIWI is a leading provider of next generation payment and financial services in Russia and the CIS. It has an integrated proprietary network that

About QIWI plc.

such state or jurisdiction.

any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any

This press release shall not constitute an offer to sell or the solicitation of an offer to buy these securities, nor shall there be any sale of these securities in