contacting Credit Suisse Securities (USA) LLC, Prospectus Department, One Madison Avenue, New York, NY 10010, (800) 221-1037.

for free by visiting EDGAR on the SEC web site at www.sec.gov. Copies of the prospectus relating to this offering may also be obtained by

other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents

“SEC”) for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and

The issuer has filed a registration statement (including a prospectus) dated June 9, 2014 with the Securities and Exchange Commission (the

United States. Any offers and sales of ADSs in the United States will be made through one or more U.S. registered broker-dealers.

(2)

Atonline Limited and GPB-Financial Services Ltd are not U.S. registered broker-dealers and are not making offers or sales of ADSs in the

Inc.

(1)

Any offers and sales of ADSs by VTB Capital plc in the United States will be made through its U.S. registered broker-dealer, VTB Capital

Atonline Limited (2)

239,200

GPB-Financial Services Ltd (2)

159,467

William Blair & Company, L.L.C.

398,666

VTB Capital plc (1)

877,066

Credit Suisse Securities (USA) LLC

6,298,931

Name

No. of ADSs

Underwriters:

CUSIP:

74735M108

Closing Date:

June 20, 2014

Trade Date:

June 17, 2014

Offering Expenses):

shares is exercised)

Discount and Estimated Net

$76.1 million (or approximately $87.7 million if the underwriters’ option to purchase additional class B

Deducting the Underwriting

Net Proceeds to the Company (After

shares is exercised)

Underwriting Discount:

$9.6 million (or approximately $11.0 million if the underwriters’ option to purchase additional class B

ADSs:

1,196,000 ADSs (299,000 ADSs from the Company and 897,000 ADSs from the selling shareholders)

Option to Purchase Additional

Immediately After This Offering:

Ordinary shares comprising (i) 23,118,646 class A shares, and (ii) 31,080,360 class B shares

Ordinary Shares Outstanding

After This Offering:

31,034,245 ADSs

ADSs Outstanding Immediately

By the Selling Shareholders

5,980,000 ADSs

By the Company

1,993,330 ADSs

ADSs Offered:

ADSs:

Each ADS represents one class B share

Price to Public:

$40.00 per ADS

Stock Symbol / Exchange:

QIWI / Nasdaq Global Select Market and MICEX

Issuer:

QIWI plc

American Depositary Receipts Evidencing American Depositary Shares

7,973,330 Class B Shares Represented by

Pricing Term Sheet—June 16, 2014

QIWI plc

Registration Statement No. 333-196626

Supplementing the Preliminary Prospectus dated June 9, 2014

Issuer Free Writing Prospectus dated June 16, 2014

2

of any such state or jurisdiction.

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

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