333-190918) OF QIWI PLC AND IN THE OUTSTANDING PROSPECTUS CONTAINED IN SUCH REGISTRATION STATEMENT.

REGISTRATION STATEMENT ON FORM F-3 (FILE NO. 333-204728), THE REGISTRATION STATEMENT ON FORM S-8 (FILE NO.

STATEMENT ON FORM S-8 (FILE NO. 333-212441), THE REGISTRATION STATEMENT ON FORM F-3 (FILE NO. 333-205489), THE

THIS REPORT ON FORM 6-K IS INCORPORATED BY REFERENCE IN THE REGISTRATION STATEMENT ON THE REGISTRATION

If ‘‘Yes’’ is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):

Yes ☐ No ☒

the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to

Form 20-F ☒ Form 40-F ☐

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

(Address of principal executive offices)

P.C. 1087, Nicosia, Cyprus

Kennedy

Business Centre, 2nd Floor,

Kennedy 12,

QIWI plc

For November 22, 2016

OF THE SECURITIES EXCHANGE ACT OF 1934

PURSUANT TO RULE 13A-16 OR 15D-16

REPORT OF A FOREIGN ISSUER

FORM 6-K

Washington, D.C. 20549

SECURITIES AND EXCHANGE COMMISSION

99.2

“QIWI Corporate Overview” presentation dated November 22, 2016

99.1

“QIWI Announces Third Quarter 2016 Financial Results” press release dated November 22, 2016

Exhibits

Chief Financial Officer

Alexander Karavaev

Date: November 22, 2016

By:

/s/ Alexander Karavaev

QIWI PLC (Registrant)

the undersigned, thereunto duly authorized.

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by

SIGNATURES

provided to agents, revenue from rent of space for kiosks, cash

Other Adjusted Net Revenue, which is principally composed of revenue from inactivity fees, interest revenue including revenue on overdrafts

volumes in the Telecom, Money Remittances, Financial Services and Other market verticals.

optimization and shift in product mix as well as volume growth in the E-commerce market vertical partially offset by a decrease in payment

Payment Adjusted Net Revenue growth was predominantly driven by an improvement in yields across all market verticals resulting from pricing

Payment Adjusted Net Revenue was RUB 2,105 million ($33.3 million), an increase of 15% compared with RUB 1,836 million in the prior year.

compared with RUB 2,529 million in the prior year.

Revenues: Total Adjusted Net Revenue for the quarter ended September 30, 2016 was RUB 2,662 million ($42.1 million), an increase of 5%

Third Quarter 2016 Results

our strategy, widen our scope of services and enrich current payment landscape with new innovative solutions.”

targeted at a wide range of customers. I believe that although current environment pressures our core growth, we are firmly positioned to execute

well as adjusted net profit. Further, I’m glad to introduce our new project SOVEST – an incredibly convenient and beneficial financial instrument

Solonin, QIWI’s chief executive officer. “Notwithstanding the challenging market, we managed to increase our payment adjusted net revenue as

factors by the macroeconomic slowdown in Russia, I’m happy to provide some important updates on our strategy and development,” said Sergey

“Although in the third quarter we continued to face challenges across most market verticals in our core business that were triggered among other

•

Total payment volume decreased 19% to RUB 214.5 billion ($3.4 billion)

• Adjusted Net Profit increased 12% to RUB 1,271 million ($20.1 million), or RUB 20.90 per diluted share

•

Adjusted EBITDA increased 25% to RUB 1,669 million ($26.4 million)

•

Total Adjusted Net Revenue increased 5% to RUB 2,662 million ($42.1 million)

Third Quarter 2016 Operating and Financial Highlights

results for the third quarter ended September 30, 2016.

NICOSIA, CYPRUS – November 22, 2016 – QIWI plc, (NASDAQ: QIWI) (MOEX: QIWI) (“QIWI” or the “Company”) today announced

Board of Directors Approves Dividend of 22 cents per share

QIWI reiterates 2016 Guidance

QIWI announces its new project SOVEST

Increases 12% to RUB 1,271 Million or RUB 20.90 per diluted share

Third Quarter Total Adjusted Net Revenue Increased 5% to RUB 2,662 Million and Adjusted Net Profit

QIWI Announces Third Quarter 2016 Financial Results

Exhibit 99.1

excluding the effect of foreign exchange gain/loss on June 2014 offering proceed

1

Foreign exchange gain/loss is calculated as total foreign exchange gain/loss, net recognized in the statement of comprehensive income

at the end of 2015 and first half of 2016 as

million in the third quarter of 2015. The decrease was driven mainly by the lower marketing expenses aimed at the acquisition of new consumers

active Visa Qiwi Wallet accounts was 16.5 million as of the end third quarter of 2016, a decrease of 0.2 million, or 1%, as compared with 16.7

with the prior year, primarily resulting from enhanced controls that the Central Bank of Russia has implemented over the agents. The number of

The number of active kiosks and terminals was 163,049 including Contact and Rapida physical points of service, a decrease of 6% compared

excluding the effect of inactivity fees was 1.08%, an increase of 25 bps as compared with the same period in the prior year.

Total average Net Revenue Yield was 1.24%, an increase of 29 bps as compared with 0.95% in the prior year. Total average Net Revenue Yield

services.

of 29 bps compared with 0.69% in the prior year primarily due to the optimization of pricing and shift of the revenue mix towards higher yielding

growth in E-commerce offset by declining volumes across all other market verticals. Payment average net revenue yield was 0.98%, an increase

19% compared with RUB 265.1 billion in the prior year. Dynamics of payment volume was driven by mixed trends across market verticals with

Other Operating Data: For the quarter ended September 30, 2016, total payment volume was RUB 214.5 billion ($3.4 billion), a decrease of

Adjusted Net Profit excluding inactivity fees (net of tax) increased 13% compared with the same period in the prior year.

Adjusted EBITDA offset by a decrease of foreign exchange gain1 generated in the third quarter 2016 as compared to the third quarter of 2015.

compared with RUB 1,133 million in the prior year. The increase in Adjusted Net Profit was primarily driven by the same factors impacting

Adjusted Net Profit: For the quarter ended September 30, 2016, Adjusted Net Profit was RUB 1,271 million ($20.1 million), an increase of 12%

1,019 million in the prior year. Adjusted EBITDA margin excluding inactivity fees was 57.1% compared with 46.2% in the prior year.

prior year. Adjusted EBITDA excluding inactivity fees was RUB 1,321 million ($20.9 million), an increase of 30% compared with RUB

year. Adjusted EBITDA margin (Adjusted EBITDA as a percentage of Total Adjusted Net Revenue) was 62.7% compared with 53.0% in the

and lower personnel (excluding the effect of share-based payments) and office maintenance expenses as compared to the same period in the prior

as the immaterial bad debt expense in the third quarter 2016 as opposed to the bad debt expense of RUB 90 million in the third quarter of 2015

compared with RUB 1,340 million in the prior year. Adjusted EBITDA increase was largely due to the increase in Adjusted Net Revenue as well

Adjusted EBITDA: For the quarter ended September 30, 2016, Adjusted EBITDA was RUB 1,669 million ($26.4 million), an increase of 25%

Total Adjusted Net Revenue excluding revenue from fees for inactive accounts increased 5% compared with the same period in the prior year.

prior year.

off policy. Other Adjusted Net Revenue excluding revenue from fees for inactive accounts decreased 44% compared with the same period in the

September 30, 2016 were RUB 348 million ($5.5 million) compared with RUB 321 million in the prior year as a result of changes to the write-

year. The decline in the third quarter was mainly due to decrease in cash and settlement services. Inactivity fees for the third quarter ended

and settlement services and advertising, was RUB 557 million ($8.8 million), a decrease of 20% compared with RUB 693 million in the prior

2

Guidance is provided in Russian rubles

chief executive officer, Alexander Karavaev, chief financial

QIWI will host a conference call to discuss third quarter 2016 financial results today at 8:30 a.m. ET. Hosting the call will be Sergey Solonin,

Earnings Conference Call and Audio Webcast

weaker demand for money remittance services can negatively affect our volumes and revenues in this category.

We have also noted negative trends in Money Remittance market due to shifting migration trends. We anticipate that downward trends and

pressure on the disposable income. This in turn leads to the overall decrease in consumer spending and consequently our payment volumes.

The overall macroeconomic conditions continue to adversely affect the purchasing power of Russian population as decreasing real wages put

•

Adjusted Net Profit is expected to increase by 5% to 10% over 2015

•

Total Adjusted Net Revenue is expected to increase by 2% to 5% over 2015

QIWI reiterates its guidance in respect of 2016 Adjusted Net Revenue and Adjusted Net Profit outlook:

2016 Guidance2

most beneficial way.

developed to help customers get easy, convenient and transparent access to funds and purchase goods and services from partner merchants in the

SOVEST: today QIWI announced its new project SOVEST. SOVEST is a new consumer oriented payment-by installments card product

to improve our market share in the future and strengthen our competitive advantages.

of our network, we continue to believe that increased transparency in the kiosk market has already improved our market share and will allow us

Although this adversely affects the availability and convenience of our services to consumers in the short-term through the reduction of the size

in our Form 6-K filed on November 2, 2015.

has implemented to ensure compliance by the agents with legislation that requires them to remit their proceeds to special accounts, as disclosed

Regulation by the Central Bank of Russia: Our kiosk network in Russia was affected by the enhanced controls that the Central Bank of Russia

our new projects or otherwise.

Dividend distributions for the remainder of 2016 are subject to our future cash flow needs, including our cash requirements in connection with

will receive the dividend shortly thereafter.

share. The dividend record date is December 5, 2016, and the Company intends to pay the dividend on December 6, 2016. The holders of ADSs

Dividend: Following the determination of third quarter 2016 financial results our Board of Directors approved a dividend of USD 22 cents per

Recent Developments

affecting consumer activity.

compared to a prior year, as well as the decrease in the kiosk network in Russia in the second half of 2015 and overall economic downturn

and services across physical or online environments interchangeably.

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

terminals, and enabled merchants to accept over RUB 71 billion cash and electronic payments monthly from over 58 million consumers using its

payment services across physical, online and mobile channels. It has deployed over 16.5 million virtual wallets, over 163,000 kiosks and

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

About QIWI plc.

http://investor.qiwi.com/.

call will be webcast live from the Company’s website at https://www.qiwi.ru under the Corporate Investor Relations section or directly at

or +1 (412) 317-6671 for international callers; the pin number is 13649855. The replay will be available until Tuesday, November 29, 2016. The

international callers by dialing +1 (201) 493-6780. A replay will be available at 11:30 a.m. ET and can be accessed by dialing +1 (844) 512-2921

officer, and Oleg Ryazhenov-Sims, Project CEO. The conference call can be accessed live over the phone by dialing +1 (877) 407-3982 or for

ir@qiwi.com

+357.25028091

Investor Relations

Varvara Kiseleva

Contact

so by law.

to revise any forward-looking statements or to report future events that may affect such forward-looking statements unless QIWI is required to do

Annual Report on Form 20-F and in other reports QIWI files with the U.S. Securities and Exchange Commission. QIWI undertakes no obligation

virtual distribution channels, QIWI’s ability to expand geographically and other risks identified under the Caption “Risk Factors” in QIWI’s

international markets in which we operate, competition, a decline in average net revenue yield, regulation, QIWI’s ability to grow physical and

estimated by management include, but are not limited to, the macroeconomic conditions of the Russian Federation and in each of the

such forward-looking statements. Various factors that could cause actual future results and other future events to differ materially from those

performance or achievements of QIWI plc. to be materially different from future results, performance or achievements expressed or implied by

verticals. Such forward-looking statements involve known and unknown risks, uncertainties, and other factors that may cause the actual results,

yield, dividend payments, payment volume growth, growth of physical and virtual distribution channels and trends in each of our market

Reform Act of 1995, including, without limitation, statements regarding expected total adjusted net revenue, adjusted net profit and net revenue

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

Forward-Looking Statements

Central Bank of the Russian Federation as of September 30, 2016.

(1)

Calculated using a ruble to U.S. dollar exchange rate of RUB 63.158 to U.S. $1.00, which was the official exchange rate quoted by the

Total equityand liabilities

41,577

36,424

577

Total current liabilities

18,000

14,471

229

Other current liabilities

9

12

0

VAT and other taxes payable

119

108

2

Income tax payable

334

313

5

Amounts due to customers and amounts due to banks

2,243

1,590

25

Trade and other payables

15,295

12,448

197

Current liabilities

Total non-current liabilities

1,141

1,024

16

Deferred tax liabilities

1,138

1,022

16

Other non-current liabilities

3

2

0

Non-current liabilities

Total equity

22,436

20,929

331

Non-controlling interest

13

16

0

Total equityattributable to equityholders of the parent

22,423

20,913

331

Translation reserve

461

186

3

Retained earnings

7,177

5,806

92

Other reserve

840

976

15

Share premium

12,068

12,068

191

Additional paid-in capital

1,876

1,876

30

Share capital

1

1

0

Equity

attributable to equity

holders of the parent

Equity

and liabilities

Total assets

41,577

36,424

577

Total current assets

27,015

23,099

366

Other current assets

759

802

13

Cash and cash equivalents

19,363

16,695

264

VAT and other taxes receivable

26

43

1

Prepaid income tax

97

105

2

Short-term debt instruments

1,338

1,785

28

Short-term loans

340

45

1

Trade and other receivables

5,092

3,624

57

Current assets

Total non-current assets

14,562

13,325

211

Deferred tax assets

304

228

4

Other non-current assets

52

59

1

Long-term loans

23

134

2

Long-term debt instruments

1,563

397

6

Goodwill and other intangible assets

12,254

11,993

190

Property and equipment

366

514

8

Non-current assets

Assets

RUB

RUB

USD(1)

2015 (audited)

2016 (unaudited)

2016 (unaudited)

As of December 31,

As of September 30,

As of September 30,

(in millions)

Consolidated Statement of Financial Position

QIWI plc.

Central Bank of the Russian Federation as of September 30, 2016.

(1)

Calculated using a ruble to U.S. dollar exchange rate of RUB 63.158 to U.S. $1.00, which was the official exchange rate quoted by the

parent

32.74

16.05

0.25

Diluted profit attributable to ordinary equity holders of the

Basic profit attributable to ordinary equity holders of the parent

32.79

16.14

0.26

Earnings per share:

Non-controlling interests

3

4

0

Equity holders of the parent

2,051

956

15

attributable to:

Total comprehensive income net of tax

2,054

960

15

Differences arising during the year

72

(26)

(0)

Exchange differences on translation of foreign operations

Other comprehensive income

Non-controlling interests

2

4

0

Equity holders of the parent

1,980

982

16

Attributable to:

Net profit

1,982

986

16

Income tax expense

(186)

(243)

(4)

Profit before tax

2,168

1,229

19

Interest expense

(37)

(12)

(0)

Interest income

1

5

0

Foreign exchange loss

(586)

(135)

(2)

Foreign exchange gain

1,667

80

1

Other expenses

—

(50)

(1)

Other income

7

3

0

Profit from operations

1,116

1,338

21

Depreciation and amortization

209

195

3

Selling general and administrative expenses

878

784

12

Cost of revenue (exclusive of depreciation and amortization)

2,488

2,095

33

Operating costs and expenses:

Revenue

4,691

4,412

70

RUB

RUB

USD(1)

September 30, 2015

September 30, 2016

September 30, 2016

Three months ended (unaudited)

(in millions, except per share data)

Consolidated Statement of Comprehensive Income

QIWI plc.

Central Bank of the Russian Federation as of September 30, 2016.

(1)

Calculated using a ruble to U.S. dollar exchange rate of RUB 63.158 to U.S. $1.00, which was the official exchange rate quoted by the

parent

68.61

43.17

0.68

Diluted profit attributable to ordinary equity holders of the

Basic profit attributable to ordinary equity holders of the parent

68.84

43.25

0.68

Earnings per share:

Non-controlling interests

112

10

0

Equity holders of the parent

4,035

2,345

37

attributable to:

Total comprehensive income net of tax

4,147

2,355

37

upon disposal of foreign operations

56

—

—

Accumulated exchange differences reclassified to earnings

Differences arising during the year

87

(275)

(4)

Exchange differences on translation of foreign operations

Other comprehensive income

Non-controlling interests

84

10

0

Equity holders of the parent

3,920

2,620

41

Attributable to:

Net profit

4,004

2,630

42

Income tax expense

(738)

(652)

(10)

Profit before tax

4,742

3,282

52

Interest expense

(78)

(52)

(1)

Interest income

3

29

0

Foreign exchange loss

(915)

(1,485)

(24)

Foreign exchange gain

1,801

775

12

Other expenses

(11)

(58)

(1)

Other income

15

6

0

Gain from disposal of subsidiaries

33

—

—

Profit from operations

3,894

4,067

64

Depreciation and amortization

468

572

9

Selling general and administrative expenses

2,323

2,197

35

Cost of revenue (exclusive of depreciation and amortization)

6,175

6,152

97

Operating costs and expenses:

Revenue

12,859

12,988

206

RUB

RUB

USD(1)

September 30, 2015

September 30, 2016

September 30, 2016

Nine months ended (unaudited)

(in millions, except per share data)

Consolidated Statement of Comprehensive Income

QIWI plc.

Central Bank of the Russian Federation as of September 30, 2016.

(1)

Calculated using a ruble to U.S. dollar exchange rate of RUB 63.158 to U.S. $1.00, which was the official exchange rate quoted by the

Cash and cash equivalents at the end of the period

15,169

16,695

264

Cash and cash equivalents at the beginning of the period

17,095

19,363

307

Net decrease in cash and cash equivalents

(1,926)

(2,668)

(42)

Effect of exchange rate changes on cash and cash equivalents

935

(1,169)

(19)

Net cash flow used in financing activities

(1,128)

(3,785)

(60)

Dividends paid to non-controlling shareholders

—

(7)

(0)

Dividends paid to owners of the Group

(699)

(3,776)

(60)

Repayment of borrowings

(484)

(4)

(0)

Proceeds from borrowings

55

2

0

Cash flows used in financing activities

Net cash flow generated from investing activities

3,932

413

7

Proceeds from settlement of debt instruments

2,045

1,326

21

Purchase of debt instruments

(982)

(549)

(9)

Repayment of loans issued

—

762

12

Loans issued

(43)

(659)

(10)

Net cash outflow on disposal of subsidiaries

(16)

—

—

Purchase of intangible assets

(192)

(198)

(3)

Purchase of property and equipment

(82)

(259)

(4)

Proceeds from sale of investments

8

—

—

Purchase of available-for-sale investments

(6)

—

—

Cash acquired/(spent) upon business combination

3,200

(10)

(0)

Cash flows generated from investing activities

Net cash flow (used in)/ generated from operating activities

(5,665)

1,873

30

Income tax paid

(585)

(721)

(11)

Interest paid

(84)

(80)

(1)

Interest received

545

591

9

Cash (used in)/ generated from operations

(5,541)

2,083

33

Decrease in loans issued from banking operations

12

7

0

Decrease in accounts payable and accruals

(12,219)

(2,928)

(46)

Decrease in amounts due to customers and amounts due to banks

(869)

(653)

(10)

Decrease in other assets

134

27

0

Decrease in trade and other receivables

3,442

1,475

23

Operating profit before changes in working capital

3,959

4,155

66

Other

(12)

36

1

Gain from disposal of subsidiaries

(33)

—

—

Share-based payments

62

136

2

Bad debt expense, net

73

11

0

Interest income, net

(455)

(592)

(9)

Foreign exchange loss/(gain), net

(886)

710

11

Depreciation and amortization

468

572

9

in)/generated from operating activities

Adjustments to reconcile profit before income tax to net cash flow (used

Profit before tax

4,742

3,282

52

Cash flows from operating activities

RUB

RUB

USD(1)

2015

2016

2016

September 30,

September 30,

September 30,

Nine months ended (unaudited)

(in millions)

Consolidated Statement of Cash Flows

QIWI plc.

to agents, revenue from rent of space for kiosks and sale of kiosks, cash and settlement services and advertising.

Adjusted Net Revenue primarily consists of revenue from inactivity fees, interest revenue and gain from currency swaps and overdrafts provided

charged for a variety of payments including multi-level-marketing, utility bills, government payments, education services and many others. Other

MNOs, internet services providers and pay television providers. Other payment adjusted net revenue consists of consumer and merchant fees

transferring funds via money remittance companies. Telecom payment adjusted net revenue primarily consists of fees charged for payments to

of our bank partners and microfinance companies. Money Remittances payment adjusted net revenue primarily consists of fees charged for

numerous other merchants. Financial Services payment adjusted net revenue primarily consists of fees charged for payments accepted on behalf

services online, including online games, social networks, online stores, game developers, software producers, coupon websites, tickets and

transactions. E-commerce payment adjusted net revenue consists of fees charged to customers and merchants that buy and sell products and

Payment Adjusted Net Revenue is the Adjusted Net Revenue consisting of the merchant and consumer fees collected for the payment

EBITDA and Adjusted Net Profit, see Reconciliation of IFRS to Non-IFRS Operating Results in this earnings release.

the case of Payment Adjusted Net Revenue, other revenue in the case of Other Adjusted Net Revenue and net profit in the case of Adjusted

most directly comparable IFRS financial performance measure, which is revenue in the case of Total Adjusted Net Revenue, payment revenue in

Total Adjusted Net Revenue, Payment Adjusted Net Revenue, Other Adjusted Net Revenue, Adjusted EBITDA and Adjusted Net Profit to the

Adjusted EBITDA, Adjusted EBITDA margin, Adjusted Net Profit, and Adjusted Net Profit per share, including a quantitative reconciliation of

financial measure. For more information regarding Total Adjusted Net Revenue, Payment Adjusted Net Revenue, Other Adjusted Net Revenue,

presented by other companies. QIWI encourages investors and others to review our financial information in its entirety and not rely on a single

determined in accordance with IFRS, they are susceptible to varying calculations and may not be comparable to other similarly titled measures

case of Adjusted Net Profit per share, each prepared in accordance with IFRS. Furthermore, because these non-IFRS financial measures are not

Revenue and Other Adjusted Net Revenue; Net Profit, in the case of Adjusted EBITDA; and Adjusted Net Profit, or earnings per share, in the

non-IFRS financial measures as substitutes for or superior to revenue, in the case of Total Adjusted Net Revenue, Payment Adjusted Net

EBITDA margin, Adjusted Net Profit and Adjusted Net Profit per share, which are non-IFRS financial measures. You should not consider these

This release presents Total Adjusted Net Revenue, Payment Adjusted Net Revenue, Other Adjusted Net Revenue, Adjusted EBITDA, Adjusted

Non-IFRS Financial Measures and Supplemental Financial Information

Diluted

60,467

60,797

60,797

Basic

60,373

60,477

60,477

Shares used in computing Adjusted Net Profit per share

Diluted

18.74

20.90

0.33

Basic

18.77

21.01

0.33

Adjusted Net Profit per share:

Adjusted Net Profit

1,133

1,271

20.1

proceeds(8)

(950)

76

1.2

Foreign Exchange loss/(gain) on June 2014 offering

Effect of taxation of the above items

(20)

(19)

(0.3)

Share-based payments expenses

15

136

2.2

Amortization of fair value adjustments(7)

106

92

1.5

Net profit

1,982

986

15.6

Adjusted EBITDA margin

53.0%

62.7%

62.7%

Adjusted EBITDA

1,340

1,669

26.4

Share-based payments expenses

15

136

2.2

Income tax expenses

186

243

3.8

Interest expenses

37

12

0.2

Interest income

(1)

(5)

(0.1)

Foreign exchange loss

586

135

2.1

Foreign exchange gain

(1,667)

(80)

(1.3)

Other expenses

—

50

0.8

Other income

(7)

(3)

(0.0)

Depreciation and amortization

209

195

3.1

Plus:

Net Profit

1,982

986

15.6

Total Adjusted Net Revenue

2,529

2,662

42.1

Other Adjusted Net Revenue

693

557

8.8

Other

117

96

1.5

Telecom

262

202

3.2

Money remittances

546

587

9.3

Financial services

233

357

5.7

E-commerce

678

863

13.7

Payment Adjusted Net Revenue

1,836

2,105

33.3

Other Adjusted Net Revenue

693

557

8.8

to other revenue(4)

69

57

0.9

Plus: Compensation to employees and related taxes allocated

amortization)(6)

366

238

3.8

Minus: Cost of other revenue (exclusive of depreciation and

Other Revenue(5)

990

738

11.7

Payment Adjusted Net Revenue

1,836

2,105

33.3

to payment revenue(4)

258

288

4.6

Plus: Compensation to employees and related taxes allocated

and amortization)(3)

2,123

1,857

29.4

Minus: Cost of payment revenue (exclusive of depreciation

Payment Revenue(2)

3,701

3,674

58.2

Total Adjusted Net Revenue

2,529

2,662

42.1

Plus: Compensation to employees and related taxes

326

345

5.5

amortization)

2,488

2,095

33.2

Minus: Cost of revenue (exclusive of depreciation and

Revenue

4,691

4,412

69.9

RUB

RUB

USD(1)

September 30, 2015

September 30, 2016

September 30, 2016

Three months ended (unaudited)

(in millions, except per share data)

Reconciliation of IFRS to Non-IFRS Operating Results

QIWI plc.

SPO.

losses/(gains) for the period, while the former only include the foreign exchange loss/(gain) on the US dollar amount, which we received at

and Foreign exchange gain in the reconciliation of Net Profit to Adjusted EBITDA as the latter includes all the foreign exchange

(8)

The Forex loss on SPO funds as presented in the reconciliation of Net Profit to Adjusted Net Profit differs from the Foreign exchange loss

(7)

Amortization of fair value adjustments primarily includes the effect of the acquisition of control in Contact and Rapida.

advertising commissions.

costs, including but not limited to: compensation to employees and related taxes allocated to other revenue, costs of call-centers and

(6)

Cost of other revenue (exclusive of depreciation and amortization) primarily consists of direct costs associated with other revenue and other

agents, revenue from rent of space for kiosks and sale of kiosks, cash and settlement services and advertising.

(5)

Other Revenue primarily consists of revenue from inactivity fees, interest revenue and gain from currency swaps and overdrafts provided to

the purposes of the reconciliation presented above.

other revenue, therefore it has been allocated between payment revenue and other revenue in proportion to the relevant revenue amounts for

(4)

The Company does not record the compensation to employees and related taxes within cost of revenue separately for payment revenue and

customers payable to agents, mobile operators, international payment systems and other parties.

(3)

Cost of payment revenue (exclusive of depreciation and amortization) primarily consists of transaction costs to acquire payments from our

(2)

Payment revenue primarily consists of the merchant and consumer fees charged for the payment transactions.

Central Bank of the Russian Federation as of September 30, 2016.

(1)

Calculated using a ruble to U.S. dollar exchange rate of RUB 63.158 to U.S. $1.00, which was the official exchange rate quoted by the

Diluted

57,139

60,547

60,547

Basic

56,943

60,442

60,442

Shares used in computing Adjusted Net Profit per share

Diluted

57.46

62.33

0.99

Basic

57.65

62.44

0.99

Adjusted Net Profit per share:

Adjusted Net Profit

3,283

3,774

59.8

proceeds(8)

(885)

786

12.4

Foreign Exchange loss/(gain) on June 2014 offering

Gain from disposal of subsidiaries

(33)

—

—

Effect of taxation of the above items

(32)

(54)

(0.9)

Share-based payments expenses

62

136

2.2

Amortization of fair value adjustments(7)

167

276

4.4

Net profit

4,004

2,630

41.6

Adjusted EBITDA margin

58.4%

61.3%

61.3%

Adjusted EBITDA

4,424

4,775

75.6

Gain from disposal of subsidiaries

(33)

—

—

Share-based payments expenses

62

136

2.2

Income tax expenses

738

652

10.3

Interest expenses

78

52

0.8

Interest income

(3)

(29)

(0.5)

Foreign exchange loss

915

1,485

23.5

Foreign exchange gain

(1,801)

(775)

(12.3)

Other expenses

11

58

0.9

Other income

(15)

(6)

(0.1)

Depreciation and amortization

468

572

9.1

Plus:

Net Profit

4,004

2,630

41.6

Total Adjusted Net Revenue

7,569

7,790

123.3

Other Adjusted Net Revenue

2,018

1,669

26.4

Other

382

296

4.7

Telecom

768

615

9.7

Money remittances

1,279

1,594

25.2

Financial services

1,034

1,093

17.3

E-commerce

2,089

2,523

39.9

Payment Adjusted Net Revenue

5,551

6,121

96.9

Other Adjusted Net Revenue

2,018

1,669

26.4

to other revenue(4)

200

166

2.6

Plus: Compensation to employees and related taxes allocated

amortization)(6)

1,097

755

12.0

Minus: Cost of other revenue (exclusive of depreciation and

Other Revenue(5)

2,915

2,258

35.7

Payment Adjusted Net Revenue

5,551

6,121

96.9

to payment revenue(4)

684

788

12.5

Plus: Compensation to employees and related taxes allocated

and amortization)(3)

5,077

5,397

85.5

Minus: Cost of payment revenue (exclusive of depreciation

Payment Revenue(2)

9,945

10,730

169.9

Total Adjusted Net Revenue

7,569

7,790

123.3

Plus: Compensation to employees and related taxes

884

954

15.1

amortization)

6,175

6,152

97.4

Minus: Cost of revenue (exclusive of depreciation and

Revenue

12,859

12,988

205.6

RUB

RUB

USD(1)

September 30, 2015

September 30, 2016

September 30, 2016

Nine months ended

(in millions, except per share data)

Reconciliation of IFRS to Non-IFRS Operating Results

QIWI plc.

SPO.

losses/(gains) for the period, while the former only include the foreign exchange loss/(gain) on the US dollar amount, which we received at

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(5)

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(2)

Payment revenue primarily consists of the merchant and consumer fees charged for the payment transactions.

Central Bank of the Russian Federation as of September 30, 2016.

(1)

Calculated using a ruble to U.S. dollar exchange rate of RUB 63.158 to U.S. $1.00, which was the official exchange rate quoted by the

Active Qiwi Wallet accounts (million)(8)

16.7

16.5

16.5

Active kiosks and terminals (units)(6)(7)

172,696

163,049

163,049

Total average Net Revenue Yield

0.95%

1.24%

1.24%

Other

0.50%

0.60%

0.60%

Telecom

0.38%

0.40%

0.40%

Money remittances

0.87%

1.26%

1.26%

Financial services

0.29%

0.53%

0.53%

E-commerce

2.17%

2.46%

2.46%

Payment average net revenue yield

0.69%

0.98%

0.98%

Other

116.8

96.3

1.5

Telecom

261.8

201.5

3.2

Money remittances

546.5

586.7

9.3

Financial services

233.1

357.5

5.7

E-commerce

677.8

863.5

13.7

Payment adjusted net revenue (million)(5)

1,835.9

2,105.4

33.3

Other

23.5

15.9

0.3

Telecom

68.4

49.8

0.8

Money remittances

62.5

46.7

0.7

Financial services

79.6

67.0

1.1

E-commerce

31.2

35.1

0.6

Pay

ment volume (billion)(3)(4)

265.1

214.5

3.4

RUB

RUB

USD (2)

September 30, 2015(1)

September 30, 2016

September 30, 2016

Three months ended

Other Operating Data

QIWI plc.

the last 12 months from the reporting date.

(8)

Active Visa Qiwi Wallet accounts calculated on a yearly basis, i.e. an active account is an account that had at least one transaction within

nine months ended September 30, 2015 and reflect adjustments made to include Contact and Rapida physical points of service.

(7)

The number of active kiosk and terminals for 3 months ended September 30, 2015 shown here differs from the financial statements for the

respective reporting period.

numbers of our kiosks and terminals are calculated as an average of the amount of active kiosks and terminals for the last 30 days of the

through which at least one payment has been processed during the day, which we refer to as active kiosks and terminals. The period end

(6)

We measure the numbers of our kiosks and terminals on a daily basis, with only those kiosks and terminals being taken into calculation

consumer fees. Cost of payment revenue primarily consists of commission to agents.

plus compensation to employees and related taxes allocated to payment revenue. Payment Revenue primarily consists of merchant and

(5)

Payment Adjusted Net Revenue is calculated as the difference between Payment Revenue and Cost of payment revenue (excluding D&A)

methodology used by QIWI.

volumes, net revenues and net revenue yields data in case the methodology of Contact and Rapida will be brought in conformity with the

verticals in Contact and Rapida may differ from the methodology used by QIWI. We therefore retain the right to restate the presented

in each of those market verticals less intra-group eliminations. The methodology of payment volumes allocation between different market

(4)

Payment volume by market verticals and consolidated payment volume consist of the amounts paid by our customers to merchants included

international operations will be brought in conformity with the methodology used in QIWI’s Russian operations.

We therefore retain the right to restate the presented volumes, net revenues and net revenue yields data in case the methodology of QIWI’s

verticals in QIWI’s international operations (including Kazakhstan) may differ from the methodology used by QIWI’s Russian operations.

in each of those market verticals less intra-group eliminations. The methodology of payment volumes allocation between different market

(3)

Payment volume by market verticals and consolidated payment volume consist of the amounts paid by our customers to merchants included

Central Bank of the Russian Federation as of September 30, 2016.

(2)

Calculated using a ruble to U.S. dollar exchange rate of RUB 63.158 to U.S. $1.00, which was the official exchange rate quoted by the

verticals shall be reflected in future earnings releases.

by approximately RUB 13.8 billion and RUB 6.5 billion, respectively. Besides, certain reallocation of volumes between different market

adjustments made reduce total volumes for the period starting June 2, 2015 to December 31, 2015 and January 1, 2016 to March 31, 2016

ongoing effort to bring Contact and Rapida methodology in line with QIWI’s processes and procedures (see also Note (4) below). The

payment volumes recognition and allocation between different market verticals in Contact and Rapida starting June 2015 as a result of our

published, including as presented in our 20-F and our quarterly earnings releases, and reflect adjustments made to the methodology of

(1)

Payment volumes and payment average net revenue yields presented for the respective period in 2015 differ from the data previously

the last 12 months from the reporting date.

(8)

Active Visa Qiwi Wallet accounts calculated on a yearly basis, i.e. an active account is an account that had at least one transaction within

nine months ended September 30, 2015 and reflect adjustments made to include Contact and Rapida physical points of service.

(7)

The number of active kiosk and terminals for 3 months ended September 30, 2015 shown here differs from the financial statements for the

respective reporting period.

numbers of our kiosks and terminals are calculated as an average of the amount of active kiosks and terminals for the last 30 days of the

through which at least one payment has been processed during the day, which we refer to as active kiosks and terminals. The period end

(6)

We measure the numbers of our kiosks and terminals on a daily basis, with only those kiosks and terminals being taken into calculation

consumer fees. Cost of payment revenue primarily consists of commission to agents.

plus compensation to employees and related taxes allocated to payment revenue. Payment Revenue primarily consists of merchant and

(5)

Payment Adjusted Net Revenue is calculated as the difference between Payment Revenue and Cost of payment revenue (excluding D&A)

methodology used by QIWI.

volumes, net revenues and net revenue yields data in case the methodology of Contact and Rapida will be brought in conformity with the

verticals in Contact and Rapida may differ from the methodology used by QIWI. We therefore retain the right to restate the presented

in each of those market verticals less intra-group eliminations. The methodology of payment volumes allocation between different market

(4)

Payment volume by market verticals and consolidated payment volume consist of the amounts paid by our customers to merchants included

international operations will be brought in conformity with the methodology used in QIWI’s Russian operations.

We therefore retain the right to restate the presented volumes, net revenues and net revenue yields data in case the methodology of QIWI’s

verticals in QIWI’s international operations (including Kazakhstan) may differ from the methodology used by QIWI’s Russian operations.

in each of those market verticals less intra-group eliminations. The methodology of payment volumes allocation between different market

(3)

Payment volume by market verticals and consolidated payment volume consist of the amounts paid by our customers to merchants included

Central Bank of the Russian Federation as of September 30, 2016.

(2)

Calculated using a ruble to U.S. dollar exchange rate of RUB 63.158 to U.S. $1.00, which was the official exchange rate quoted by the

different market verticals shall be future earnings releases.

March 31, 2016 by approximately RUB 13.8 billion and RUB 6.5 billion respectively. Besides, certain reallocation of volumes between

(4) below). The adjustments made reduce total volumes for the period starting June 2, 2015 to December 31, 2015 and January 1, 2016 to

as a result of our ongoing effort to bring Contact and Rapida methodology in line with QIWI’s processes and procedures (see also Note

methodology of payment volumes recognition and allocation between different market verticals in Contact and Rapida starting June 2015

published, including as presented in our 20-F and our quarterly earnings releases or otherwise and reflect adjustments made to the

(1)

Payment volumes and payment average net revenue yields presented for the respective period in 2015 differ from the data previously

Active Qiwi Wallet accounts (million)(8)

16.7

16.5

16.5

Active kiosks and terminals (units)(6)(?)

172,696

163,049

163,049

Total average Net Revenue Yield

1.21%

1.28%

1.28%

Other

0.56%

0.56%

0.56%

Telecom

0.39%

0.41%

0.41%

Money remittances

1.10%

1.34%

1.34%

Financial services

0.61%

0.57%

0.57%

E-commerce

2.67%

2.64%

2.64%

Payment average net revenue yield

0.89%

1.01%

1.01%

Other

381.7

296.0

4.7

Telecom

768.2

615.4

9.7

Money remittances

1,278.9

1,594.1

25.2

Financial services

1,033.7

1,093.0

17.3

E-commerce

2,089.0

2,523.0

39.9

Payment adjusted net revenue (million)(5)

5,551.4

6,121.5

96.9

Other

67.8

53.2

0.8

Telecom

195.3

149.1

2.4

Money remittances

116.4

118.9

1.9

Financial services

168.6

191.1

3.0

E-commerce

78.2

95.5

1.5

Pay

ment volume (billion)(3)(4)

626.2

607.8

9.6

RUB

RUB

USD (2)

September 30, 2015(1)

September 30, 2016(1)

September 30, 2016

Nine months ended

Other Operating Data

QIWI plc.

November 2016

Corporate Overview

Exhibit 99.2

Exhibit 99.2

forward-looking statements, to report events or to report the occurrence of unanticipated events unless QIWI is required to do so by law.

Registration Statement on Form F-1 and in other reports QIWI files with the U.S. Securities and Exchange Commission. QIWI undertakes no obligation to release publicly any revisions to any

“Risk Factors” in QIWI’s

The foregoing risk factors are not exhaustive. You should carefully consider the foregoing factors and other risks and uncertainties that affect the business of QIWI described under the caption

changes in regulation, QIWI’s ability to grow Visa QIWI Wallet, and QIWI’s ability to expand geographically.

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,

materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Various factors that could cause actual future results and

These forward looking statements are subject to known and unknown risks, uncertainties, and other factors that may cause the actual results, performance or achievements of QIWI plc. to be

limitation, statements regarding our business strategy, expected growth of Visa QIWI Wallet, payment volume growth, and growth in the Company’s distribution network.

“Safe Harbor” Statement under the U.S. Private Securities Litigation Reform Act of 1995: the matters discussed in this document may include forward-looking statements, including, without

Looking Statements

Cautionary Statement Regarding Forward

2015 QIWI Card 2014 issued 2013 QIWI brand 2012 established 2011 2010 2009 2008 2007

QIWI reaches Launch of 15 mln active SOVEST QIWI Bank VQW users joins the Acquisition of Contact and QIWI Mobil Group QIWI IPO on Rapida Wallet Nasdaq launched First Visa 2016

Key milestones of QIWI development

1999 2003 2006 Service 2008 2016+ SOVEST Future top-up Payments Wallet disruption kiosks cards

Self-mobile Push QIWI FinTech

Prepaid

QIWI has been leading payments innovation in Russia and the CIS

QIWI’s Key Milestones and Track-record of Innovation

Media Payments Gifts Pay in online games Many More…

Pay Bills Top Up Mobile Phone Shop Online/Via Get and Load a Mobile Prepaid Card Send Money Pay with Mobile Phone Multi Level Marketing Repay Loans Make Utility Send Social

QIWI Enables Consumers and Merchants to Use and Accept Electronic Payments via highly synergetic omni channel infrastructure

Convert Cash Transfer Cash or Access and Pay with Electronic into “Electronic Money” Electronic Money Money Online

Self-Service Kiosks Money Remittance Electronic Wallet

Next Generation Payment Services

QIWI is an Integrated Multi-channel Network Providing

1 On a 1 months basis 2 On a 12 months basis

Over RUB71 billion cash and electronic payments going through our system monthly

58+ million customers using our network at least once a month

Kiosks and Terminals1 Active Wallet Accounts2 Merchants1 Agents1

163k+ 12k+ 6k+ million

16+

With Massive Adoption, Brand Recognition and Ubiquitous Presence

Send Money Tie up cards and bank accounts platforms In messenger apps with Qiwi Settle invoices PayBoard

the location channels Use our Priority Qiwi Transfer convenient package app cabinet Top Up the Pay in retail with Wallet HCE technology From Wallet to Advertise Wallet through our

for goods app or web anywhere Visa companies broad customer and services cards are base offline in a Send Money Via card to card accepted convenient through various transfers and Use

Ubiquitous Pay for goods Pay for any Send money Accept market presence and services goods and through money electronic online – mobile services remittance payment from a Pay

Kiosks and Visa Qiwi Qiwi Visa Money Merchant Terminals Wallet Card Remittance check out

Offering a Broad Range of Channels and Interfaces

Forecast

1Central Bank of Russia data as of 30.06.2016 3 As of 2015, Spring 2015 Global Attitudes Survey; Q71, Q72 2Source: Statista; data as of June 2016 4 ZenithOptimedia’s annual New Media

QIWI is Well-Positioned to Continue to Benefit from High Growth Secular Trends in the Markets it Serves

- By 2018 smartphone penetration in Russia is forecasted to reach 54%4

45%, compared to the geographies like the US where mobile devices tomorrow mobile penetration is as high as 72%3

Mass adoption of

- Smartphone penetration in Russia was estimated to reach

Increasing smartphone penetration promotes usage of e-services

- volume to double by 2020 online payments today and reach 10% of consumer expenditures in Russia2 and e-commerce

Rapid growth in online payments Fast Growth of Digital payment transaction

- c. 80 % Payments are and the need to yesterday digitize cash - 72% of card transactions are cash withdrawals1

Russia and the CIS are primarily cash economies High Cash Usage

Favorable Secular Trends

Benefiting from Favorable Secular Trends

2013 2014 2015 9M 2016

38% 41% 28% 31%

Money remittances Telecom

30% 18% 23%

18%

7% 6% 7% 5% 10% 18% 13% 31% 26% 15% 24% 10%

e-Commerce Financial services

Adjusted net revenue mix

merchants and customers

2013 2014 2015 9M 2016

more diversified service offerings to

11% 12% 13% 16%

Opportunities to increase market share 27% 30% 28% in current verticals through better and

31%

products 6% 10%

19%

Innovation-driven highly technological 20%

29% 39% 47%

Adaptive monetization strategies 25%

base 8% 9% 11% 9%

E-Commerce Financial service money remittances Telecom other

Highly resilient and diversified volume Payment volume mix

Resilient business model Diversified payment volume and net revenue mix

We Services a Wide and Growing Range of Markets

Pay for goods and Pay for goods and Remit money Pay Bills Invest Funds services online services Offline

Innovative OUT Service Platform

IN

Top up with Tie Bank Get 3rd party Use Installment Accept P2P Receive Gains Cash accounts and loans Products transfers debit cards

©

Access, Obtain and Use Funds in an affordable, convenient and transparent way

QIWI is Focused on Disrupting the Market with Omni Channel Infrastructure

One-stop credit approval Merchant gets 100% revenue at a time of transaction, paying back the commission later

Accepted in all major retail segments exposure as part of our marketing efforts

Advantages compared to payment-by-installments: Free marketing – partners will get additional marketing

and Single-time credit limit setup with multiple usage petrol stations to provide their customers with a credit Easy to understand installment usage opportunity

No interest on customer side, no overpayments Solution for under credited retail segments - our product Revolving credit limit allows segments such as fast moving consumer goods

Advantages compared to traditional credit cards: RFM factors

customers will lead to impulse purchases and increase

Accessible credit card proxy – funds for necessary goods, New customers packaged in a solution that excels all current market Incremental purchases – easily available credit for offerings

Customer case Merchant case

Lender carries all non-payment risks an installment partnered 12 equal card merchant installments

Shops with the Repays in 1 to

SOVEST business model presumes that the Lender earns money from the retail partners sharing their sales profits with SOVEST and not from the customers paying interest, while Customer gets

services they need

SOVEST is a first large-scale payment-by installments card system in Russia developed to help consumers to get easy and transparent access to funds and purchase a wide range of goods and

PRODUCT

SOVEST

Consumer Electronics Appliances & Fashion and Apparel Restaurants and Gas Consumer Staples Stations

Partnered Merchants - large retailers and retail chains including:

presents card

Earning interest on own Shopping more without Accidental shopping : funds in deposit while overpaying banks on credit necessities replacement, paying with an installment cards gifts and

Savers Smart Shoppers Unscheduled

Expected customers behavior types

1 – 12 50k ₱ Moscow 3 200 ₱ average basket months/installments 35k ₱ Regions across partners pool

Short-term credit Lower credit limits Average ticket

Potential estimated market size – over 7 million users by 2025

USE CASE

SOVEST

2 Demographic Policy of the Russian Federation until 2025 4Company Estimates

1 NRU-HSE Development Center Consensus Forecast, August 2016 3Demoscope

Bank Itaú YapiKredi Bank HSBC Singapore, OCBC Finansbank Bradesco Bank Respublika ANX Bank Philippines, Citibank İş Bankasĺ Caixa

MTBank Unibank Komercijalna banka Latitude Group Saudi Arabia, SABB Gencallar Banco do Brazil VTB Belarus Bank of Baku ad Beograd (ex-GE Money) Hong Kong, HSBC Garanti

Key players

cards in which may (but not offers» other benefits amounts debt merchants circulation necessarily) be used

free installment account for 35% of have been or still share of sales at for 80% of total additional service, as «Promotional options in line with total credit card are in installment partnered credit

Installment cards Installment cards Installments 0% installment Banks offer interest- Installment cards 60% of Brazilians account for 25% currently account represents an plans are formalized

Belarus Azerbaijan Serbia Australia Turkey Brazil Asia

Interest funded by both Interest funded by merchant consumer and merchant Mid & SE

great success in Our target 4 8 Belarus, Kazakhstan and Latin America

available market) prefer zero cost credit, which is the 4 cheapest way to maintain their Reachable clients 44 47 49 consumption level Share of reachable audience 9% 15% Alike products have

to maintain turnover Economically active population3 82 80 78 Customers are in need of low cost funding Creditable population4 57 58 58 and don’t trust the banking system thus (total

Russian market shows pessimistic macro GDP dynamic1 -3.7% 1.9% 3.8% trends: stagnating GDP, shrinking 2 consumer disposable income Total population (mm) 146 148 150 Retailers strive

Market Potential 2015 2020F 2025F

MARKET OPPORTUNITY & INTERNATIONAL PEERS

SOVEST

1 Target Adjusted EBITDA margin is calculated based on Net Revenue

Net Income Effect 2017, (RUB bn) -1.4 experience in customer focused payment solutions (mobile app, web, processing, etc.)

Technology and Payments expertise –

QIWI Wallet and/or kiosk network Expected Cost 2016, (RUB mm) 200

Synergies with existing business –installment payments can be made via

(RUB bn) 15-20 amassing initial client base faster Target Adjusted EBITDA1 margin 30-35%

Well known brand name, existing Cost of Risk 10% – 12% consumer base – marketing for clients Target Net Commission 6-7% already familiar with QIWI will make Target Net Revenue,

3 issuing bank) POS transactions volume, (RUB bn) 250-300

Forecast 2020 project is made on the QIWI bank infrastructure decreasing time-to- Credit portfolio, (RUB bn), EOP 35-40 market (QIWI Bank serves as the Average credit duration, months 2 –

Existing banking infrastructure – the

Why QIWI?

KEY FIGURES

SOVEST

Financial Overview

3 Calculated by subtracting cost of revenue (exclusive of depreciation and amortization) from revenue and adding back compensation to employees and related taxes.

2 Defined as adjusted net revenue divided by total payment volume. Other net revenue

1 Including Contact and Rapida financial results starting June 2015. Payment net revenue

2013 2014 2015 9M 2015 9M 2016 2013 2014 2015 9M 2015 9M 2016 2013 2014 2015 9M 2015 9M 2016

4 320

5 551

6 121

6 515

7 522

608 1 669 1,28% 6 168 2 018 561 1,21% 1,19% 1,10% 1 848

3% growth

21% CAGR

3% decline

24% CAGR

645 1,37% 2 321 626

7 569

7 790

2 706

8 836

859

10 228

(RUB bn) (RUB mm)

Payment Volume Average Net Revenue Yield2 Adjusted Net Revenue3

Key Financial Indicators for 2015 and 9M 20161

operating expenses.

3 Includes bad debt expense, telecommunication and internet expenses, travelling and representation expenses, professional fees, other tax expenses, bank services, offering expenses and other

2 Includes rent of premises and related utility expenses and office maintenance expenses.

1Operating expenses defined as adjusted net revenue less adjusted EBITDA. Represents % of SG&A

Advertising and related expenses Other(3)

Payroll, related taxes and other Office related expenses(2) personnel expenses

2011 2012 2013 2014 2015 9M 2015 9M 2016 2013 2014 2015 9M 2015 9M 2016

1 124 1 171

1 343 1 349 48% 53%

1 511

45,5% 100 5% 44,9% 178 8% 648 400 478 41,6% 20% 461 21% 468 38,7%

172

24% 465 21%

763 242 2 197 51,7% 513 553

2 323

55,6%

742

2 678

1 068

3 082 63,6%

3 469

(RUB mm)

1,875 bps of Operation Efficiency

Low incremental opex (as % of net revenue)1 SG&A structure

High Operating Leverage

corporate costs allocated to discontinued operations and gain from bargain purchase. Includes impact of revenue derived from inactive accounts.

operations, share of loss of an associate, foreign exchange (loss) gain, net, change in fair value of derivative financial assets, other expenses, other income, gain from disposal of subsidiaries,

¹ Adjusted EBITDA is defined as net profit before income tax expense, interest expense, interest income and depreciation and amortization, as further adjusted for (loss) gain from discontinued

2011 2012 2013 2014 2015 9M 2015 9M 2016

1 183

1 851 36,4%

2 978 44,4%

48,3%

4 424 54,5%

4 818 58,4% 4 775 55,1%

61,3%

5 640

(RUB mm) Margin

8% growth

47% CAGR

Adjusted EBITDA1

Adjusted EBITDA and EBITDA Margin

purchase, gains on disposals, and the effects of deferred taxation on those excluded items.

¹ Defined as net profit excluding loss on discontinued operations (net of tax), corporate costs allocated to discontinued operations, amortization of fair value adjustments, gain on bargain

55% CAGR 15% growth

2011 2012 2013 2014 2015 9M 2015 9M 2016

721

1 306

2 174

3 283

3 496

3 774

4 142

(RUB mm)

Adjusted Net Profit1

Sustainable and Compelling Earnings Growth

Appendix

Benefit from technological services to get your money advances and lead the market working

Use cutting edge technological

Invest & Gain Funds Innovate

Pay for goods and services via online and offline channels Get easier and friendlier access to Remit money cheaper funds

Access & Obtain Funds Pay & Remit “Bank for un- and under-banked”

QIWI’s Product Strategy

Enrich and expand user base Search for synergies Develop and spread ancillary Expansion of distribution channels services QIWI ventures

Offer a broad range of payment share or loyalty through organic options development and M&A

R&D and technological angle Strategic acquisitions of market

Innovate through R&D Expand ecosystem for SMBs

of distribution channels Roll out of successful international models to our core market

Low barriers to start using the New Services for customers service New Apps and web optionality Focus on Point-of-Market-Entry New Funding Sources P2P infrastructure Expansion

Expand the suite of services Attract unbanked and underbanked customers

QIWI is Focused on Disrupting the Market with Omni Channel Infrastructure

1 Source: J’son and Partners; data as of June 2016

2015 2016E 2017E 2018E 2019E 2020E

customers 705 Increasing user satisfaction

805

Increase loyalty and usage of existing 901

990 1 071

Offer technological advancements on growth with a CAGR of 10%1 consumer and merchant sides of our (RUB bn) network 1 144

E-money payments in Russia are forecasted to

Offer advanced technological Car payments – taxes, insurance, solutions for money fines transfers of any size and Home payments – utility bills, nature internet bills, taxes, insurance

Offer new services and increased channels functionality Convenient Optimize existing Introduce additional apps for targeted infrastructure Transparent categories of payments for example:

Affordable

Develop and innovate core products Technology is: Develop and promote leveraging existing network different money remittance

Payments Money Remittance

Pay and Remit

1 Source: NAFI Analytical Center, Cooperation to increase the level of financial literacy and financial education of Russian population, July 2016

through different online channels: 28% took a loan – Installments RUB 20.1K per year Platform for banks and other financial on average1 institutions

Focusing on our core small check short loan – RUB 18.5k term markets and leveraging existing per year on network and infrastructure we are able to average1 provide funds to our customers

honest and informal lending1 Transparent engaging instrument to finance their daily needs 35% gave out a

As market is moving towards shared 45% Of Russians Affordable economy we see that we can provide participate in Convenient customers with more affordable, convenient, transparent,

QIWI as a source of funds for the customer Technology is:

“Bank for un- and under- banked”

Access and Obtain Funds

1 Source: MOEX Group, NAUFOR research

platform 2010 2011 2012 2013 2014 2015

P2P platform 695,8 Invest with QIWI crowdfunding

838,2 796,1 751,1

Use savings options 906,4

982,0

Trade with QIWI Exchange

(in thousands)

MOEX unique users – physical persons, residents1 sources of funds.

population in By leveraging our existing platform, Russia partnering with other market players and engineering proprietary services we aim to provide our customers with additional Number of

opportunity to participate in larger reached nearly 1 million financial markets, invest, manage funds unique accounts in 2015 it Transparent and save online. is still less than 1% of working-age

Convenient

With more ways to save and earn we want Although the number of Affordable to give small check retail consumers MOEX retail clients has

QIWI as a technological investment tool Technology is:

Invest and Gain Funds

massive consumer data

Leadership in crypto and block chain technological solutions Shipping and delivery integration New generation self service kiosks New generation IT-driven scoring models utilizing our

R&D to optimize existing infrastructure and create range of new cutting edge new innovative solutions. projects, technologies and Transparent ideas We focus on the following fields:

We want to envision the future before anyone QIWI Venture serves as a Affordable else does so we believe it is important to focus on platform to tap the whole Convenient

QIWI as a fintech innovator Technology is:

Innovate

RR – Reject Rate AR – Approval Rate COR – Cost of Risk DR – Default Rate

COR (DR)=15% COR (DR) 15% COR (DR) 10-12%% AR=30% AR=40% AR=45%

Migration Department, 10% Usher Department Social Links

Antifraud systems and scores from Credit Bureau, RR

–COR (DR)=3-5%

SAS Algorithms 20% +AR=10% +AR=5%

RR

10% Own Scoring systems Bureaus Mobile operators Manual verification Geolocations RR QIWI transaction Scores from Credit Bureau 30%

Credit reports from Credit

RR

+

3rd stage (2017) IMPLEMENTED

Risk process — credit limits approval

SOVEST