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 October 6, 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

99.1

“QIWI Acquires Fintech Startup Plati Potom” press release dated October 6, 2016

Exhibits

Chief Financial Officer

Alexander Karavaev

By:

Date: October 6, 2016

/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

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 67 billion cash and electronic payments monthly from over 60 million consumers using its

payment services across physical, online and mobile channels. It has deployed over 16.2 million virtual wallets, over 164,000 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

opportunities to develop ambitious projects with high potential in different markets including e-commerce”.

noted Stanislav Saveliev, CEO of Plati Potom. “For us QIWI is a strong and understanding strategic partner. Our collaboration creates many

“Our team introduced several technological and financial products that are currently being adopted to the capabilities of QIWI infrastructure,”

operational dynamics along with highly professional management and software development team that is currently integrating with QIWI”.

Barinskiy, Head of M&A and Business Development. “Apart from a strong technological base, Plati Potom appealed to us because of its good

“Acquisition of Plati Potom is aimed at strengthening QIWI’s expertise and positions in the areas of e-commerce and data analysis,” said Yakov

Delivery” project and several programs aimed at stimulating consumer demand for partner e-shops.

The Plati Potom team has already implemented several projects in cross-border e-commerce in partnership with QIWI including a “Payment-on-

the products. We expect that the data science technology developed by Plati Potom can be applied to a wide range of QIWI products.

space. One of the main goals of this transaction is to acquire proprietary data analysis and scoring technologies as well as the team working on

For QIWI this transaction is another step in implementing its M&A strategy of investing in promising teams and technologies in the fintech

commerce and credit risk management.

Core focus areas of Plati Potom include research and implementation of various technologies like data science in the fields of payments, e-

offline retailers as well as cutting-edge data analysis and credit risk management tools.

had acquired a 100% ownership stake in fintech startup Plati Potom. Plati Potom develops innovative post payment solutions for e-commerce and

NICOSIA, CYPRUS – October 6, 2016 – QIWI plc, (NASDAQ: QIWI) (MOEX: QIWI) (“QIWI” or the “Company”) today announced that it

QIWI Acquires Fintech Startup Plati Potom

Exhibit 99.1

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