(a)

Amount Beneficially Owned:

1,447,737

Item 4. Ownership

Item 7).

in accordance with Section 240.13d-1(b)(ii)(G). (Note: See

and the person filing, FMR LLC, is a parent holding company

Item 3. This statement is filed pursuant to Rule 13d-1(b) or 13d-2(b)

74735M926

Item 2(e).

CUSIP Number:

Class B Ordinary Shares

Item 2(d).

Title of Class of Securities:

Not applicable

Item 2(c).

Citizenship:

Massachusetts 02210

245 Summer Street, Boston,

Residence:

Item 2(b).

Address or Principal Business Office or, if None,

FMR LLC

Item 2(a).

Name of Person Filing:

Cyprus

Nicosia, G4 1087

Kennedy Business Centre, Office 203

12 - 14 Kennedy Ave

Item 1(b).

Name of Issuer's Principal Executive Offices:

QIWI PLC

Item 1(a).

Name of Issuer:

FILED PURSUANT TO RULE 13d-1(b) or 13d-2(b)

STATEMENTS

SCHEDULE 13G - TO BE INCLUDED IN

Item 12:

IN

Item 11:

6.680%

Item 9: 1,447,737

Item 8: 0

Item 7: 1,447,737

Item 6: 0

Item 5: 0

Item 4: United States of America

Item 1: Reporting Person - Edward C. Johnson 3d

Cusip #74735M926

Item 12:

HC

Item 11:

6.680%

Item 9: 1,447,737

Item 8: 0

Item 7: 1,447,737

Item 6: 0

Item 5: 8,400

Item 4: Delaware

Item 1: Reporting Person - FMR LLC

Cusip #74735M926

Cusip #74735M926

Class B Ordinary Shares

QIWI PLC

Amendment No. 0

SCHEDULE 13G

filing.txt

1

SC 13G

of the Class B Ordinary Shares outstanding of QIWI PLC

of 1940, is the beneficial owner of 1,381,937 shares or 6.377%

registered under Section 203 of the Investment Advisers Act

owned subsidiary of FMR LLC and an investment adviser

Summer Street, Boston, Massachusetts 02210, a wholly-

Fidelity Management & Research Company ("Fidelity"), 245

Pursuant to the instructions in Item 7 of Schedule 13G,

FILED PURSUANT TO RULE 13d-1(b) or 13d-2(b)

STATEMENTS

SCHEDULE 13G - TO BE INCLUDED IN

and its direct and indirect subsidiaries

effective as of June 1, 2008 by and on behalf of FMR LLC

Duly authorized under Power of Attorney

Scott C. Goebel

Signature

/s/ Scott C. Goebel

Date

February 13, 2014

is true, complete and correct.

belief, I certify that the information set forth in this statement

After reasonable inquiry and to the best of my knowledge and

Signature

transaction having such purpose or effect.

were not acquired in connection with or as a participant in any

influencing the control of the issuer of such securities and

purpose of and do not have the effect of changing or

ordinary course of business and were not acquired for the

and belief, the securities referred to above were acquired in the

By signing below I certify that, to the best of my knowledge

Item 10.

Certification.

Not applicable.

Item 9. Notice of Dissolution of Group.

Not applicable. See attached Exhibit A.

the Group.

Item 8. Identification and Classification of Members of

See attached Exhibit A.

Holding Company.

Acquired the Security Being Reported on By the Parent

Item 7. Identification and Classification of the Subsidiary Which

Ordinary Shares.

is more than five percent of the total outstanding Class B

person's interest in the Class B Ordinary Shares of QIWI PLC

sale of, the Class B Ordinary Shares of QIWI PLC. No one

direct the receipt of dividends from, or the proceeds from the

Various persons have the right to receive or the power to

Person.

Item 6. Ownership of More than Five Percent on Behalf of Another

Not applicable.

Item 5. Ownership of Five Percent or Less of a Class.

direct the disposition of:

0

(iv)

shared power to dispose or to

direct the disposition of:

1,447,737

(iii)

sole power to dispose or to

direct the vote:

0

(ii)

shared power to vote or to

the vote:

8,400

(i)

sole power to vote or to direct

person has:

(c)

Number of shares as to which such

(b)

Percent of Class:

6.680%

Duly authorized under Power of Attorney effective as

Scott C. Goebel

By /s/ Scott C. Goebel

Edward C. Johnson 3d

and indirect subsidiaries

of June 1, 2008, by and on behalf of FMR LLC and its direct

Duly authorized under Power of Attorney effective as

Scott C. Goebel

By /s/ Scott C. Goebel

FMR LLC

B Ordinary Shares of QIWI PLC at December 31, 2013.

13G in connection with their beneficial ownership of the Class

and consent to the joint filing on their behalf of this Schedule

The undersigned persons, on February 13, 2014, agree

RULE 13d-1(f)(1) AGREEMENT

FILED PURSUANT TO RULE 13d-1(b) or 13d-2(b)

STATEMENTS

SCHEDULE 13G - TO BE INCLUDED IN

Shares.

2013 may include shares represented by American Depository

PLC owned by the investment companies at December 31,

Some or all of the shares of Common Stock of QIWI

by PGATC as reported above.

Ordinary Shares owned by the institutional accounts managed

vote or to direct the voting of 8,300 shares of Class B

sole dispositive power over 8,300 shares and sole power to

control of Pyramis Global Advisors Trust Company, each has

Edward C. Johnson 3d and FMR LLC, through its

accounts owning such shares.

result of its serving as investment manager of institutional

outstanding Class B Ordinary Shares of the QIWI PLC as a

the beneficial owner of 8,300 shares or 0.038% of the

in Section 3(a)(6) of the Securities Exchange Act of 1934, is

wholly-owned subsidiary of FMR LLC and a bank as defined

900 Salem Street, Smithfield, Rhode Island, 02917, an indirect

Pyramis Global Advisors Trust Company ("PGATC"),

guidelines established by the Funds' Boards of Trustees.

Fidelity carries out the voting of the shares under written

which power resides with the Funds' Boards of Trustees.

the voting of the shares owned directly by the Fidelity Funds,

Chairman of FMR LLC, has the sole power to vote or direct

Neither FMR LLC nor Edward C. Johnson 3d,

controlling group with respect to FMR LLC.

under the Investment Company Act of 1940, to form a

agreement, members of the Johnson family may be deemed,

common shares and the execution of the shareholders' voting

shares. Accordingly, through their ownership of voting

accordance with the majority vote of Series B voting common

which all Series B voting common shares will be voted in

have entered into a shareholders' voting agreement under

The Johnson family group and all other Series B shareholders

LLC, representing 49% of the voting power of FMR LLC.

or through trusts, of Series B voting common shares of FMR

Chairman of FMR LLC, are the predominant owners, directly

Members of the family of Edward C. Johnson 3d,

power to dispose of the 57,500 owned by the SelectCo Funds.

control of SelectCo, and the SelectCo Funds each has sole

Edward C. Johnson 3d and FMR LLC, through its

the Investment Company Act of 1940 (the "SelectCo Funds").

various investment companies registered under Section 8 of

Company") as a result of acting as investment adviser to

B Ordinary Shares outstanding of QIWI PLC ("the

the beneficial owner of 57,500 shares or 0.265% of the Class

under Section 203 of the Investment Advisers Act of 1940, is

subsidiary of FMR LLC and an investment adviser registered

Suite 1100, Denver, Colorado 80202, a wholly-owned

Fidelity SelectCo, LLC ("SelectCo"), 1225 17th Street,

dispose of the 1,381,937 shares owned by the Funds.

control of Fidelity, and the funds each has sole power to

Edward C. Johnson 3d and FMR LLC, through its

the Investment Company Act of 1940.

various investment companies registered under Section 8 of

("the Company") as a result of acting as investment adviser to

Senior V.P. and General Counsel

Scott C. Goebel

By /s/ Scott C. Goebel

Fidelity Management & Research Company

of June 1, 2008, by and on behalf of Edward C. Johnson 3d