Vitaly Bedarev

- Sberbank Analyst Day
Taxi market is rapidly growing, three major trends will shape the market in short to long term.

### Russian urban mobility market size and share of aggregators, 2019-2023, %, bn RUR

**Major Market Trends**

**Short term**
- Rapid market growth, expansion of online aggregators, especially in the regions

**Mid term**
- Multimodal products, market consolidation, improvements in profitability

**Long term**
- Integrated urban mobility systems
- Self-driving

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Source: Consensus is based on analysis of UBS, Goldman Sachs, VTB Capital, Otkritie, RU Government analytics, Citymobil Management

CITYMOBIL RESULTS
Citymobil is well positioned to seize this growth due to three major competitive advantages

**Demand**
Access to largest audience, both online and offline, given access to Sberbank and MRG

**Platform**
Technological stack of Sberbank and MRG ecosystems

**Supply**
Superior product offering to taxi fleet operators, including through access to Sberbank
Strong focus on drivers as well as customer care
Eleven 1M+ cities launched YTD bringing population coverage of Citymobil to 38M

Cities of Citymobil operation and launch plans

Launched Cities (as of December 2019)

Cities 1M+ to be launched (until Q2 2020)

Newly launched cities, 2019 (cumulative)

In 9
1M+ cities
Citymobil is #2 player

Source: Citymobil Management

CITYMOBIL RESULTS
In 2019 Citymobil became the 3rd best-known taxi brand in Moscow

Citymobil aided awareness in Moscow, October 2018-2019, %

Sources: Numerical Research Adtracking (=1100), Ipsos, October 2019

CITYMOBIL RESULTS
Product went through major changes on rider as well as driver sides

In September 2019 Citymobil app was featured in App Store and took a lead in Travel Category

Selected examples of recent product updates:

Passenger App:
- Smart Pick-ups
- Several ML-based solutions

Driver Side:
- Photo control, in-app fueling

Platform:
- Systems for fleet and city management
- Improved fraud detection
- Improvements in marketplace efficiency (pricing, dispatch)
Synergies w/ Sber ecosystem in action (first early steps)

Projects in progress with Sberbank (much more to come)

- **Sber Leasing**
  The first transaction in September. The product will be launched in 1Q 2020

- **Sber ID**
  Dавайте, Джесси!
  Sber ID was integrated into Citymobil App in November

- **SBOL**
  Test promo was done in October, new ones are in pipeline

- **ОККО**
  Several promos completed in October and November, another one is currently active

- **Promos in Retail**
  Citymobil is actively promoted in Sberbank ATM since October

- **Spasibo**
  Over 20K Spasibo Citymobil Coupons were sold since September
VK Taxi unlocks huge potential of the largest social network in Russia

Monthly rides with VK Taxi app, thousand

UX quality is at least as good as in the main app (conversions are equivalent)
Citymobil is rapidly growing AND improving unit-economy at the same time

Citymobil Monthly Rides, 2019

- >460K Rides daily in peak days
- 30% MoM
- x3.5 YoY
- >10M

Citymobil Unit Economy by groups of cities

CITYMOBIL RESULTS

* Moscow, Moscow region, Yaroslavl
** Kazan, Nizhny Novgorod, Novosibirsk, Perm, Samara, Tolyatti, Saratov, St Petersburg, Ulyanovsk
*** Yekaterinburg, Krasnodar, Krasnoyarsk, Omsk, Chelyabinsk
In H1 2020 Citymobil will grow up to 5 times YoY with focus on 4 major drivers

Citymobil Planned number of Rides, 2019-2020

- 1H 2019
- up to 5x
- 1H 2020 (E)

Citymobil GMV, 2019

- Oct-19
- Nov-19
- Dec-19 (E)
- Up to 3 BN RUR

Areas of focus 2020

1. **Regional expansion**
   - Launch of Citymobil in all 1M+ cities
   - Solid #2 player in most geographies

2. **Product**
   - Core product improvements
   - Eco-systems differentiators (e.g. VK Taxi, Sber products integration)

3. **Demand**
   - Development of a strong federal brand
   - Realization of ecosystem audiences potential

4. **Supply**
   - Strong federal partner network (taxi fleets)
   - Continuous push on driver friendliness
   - Supply lock via leasing contracts

Source: Internal data, GMV = Gross driver income

CITYMOBIL RESULTS