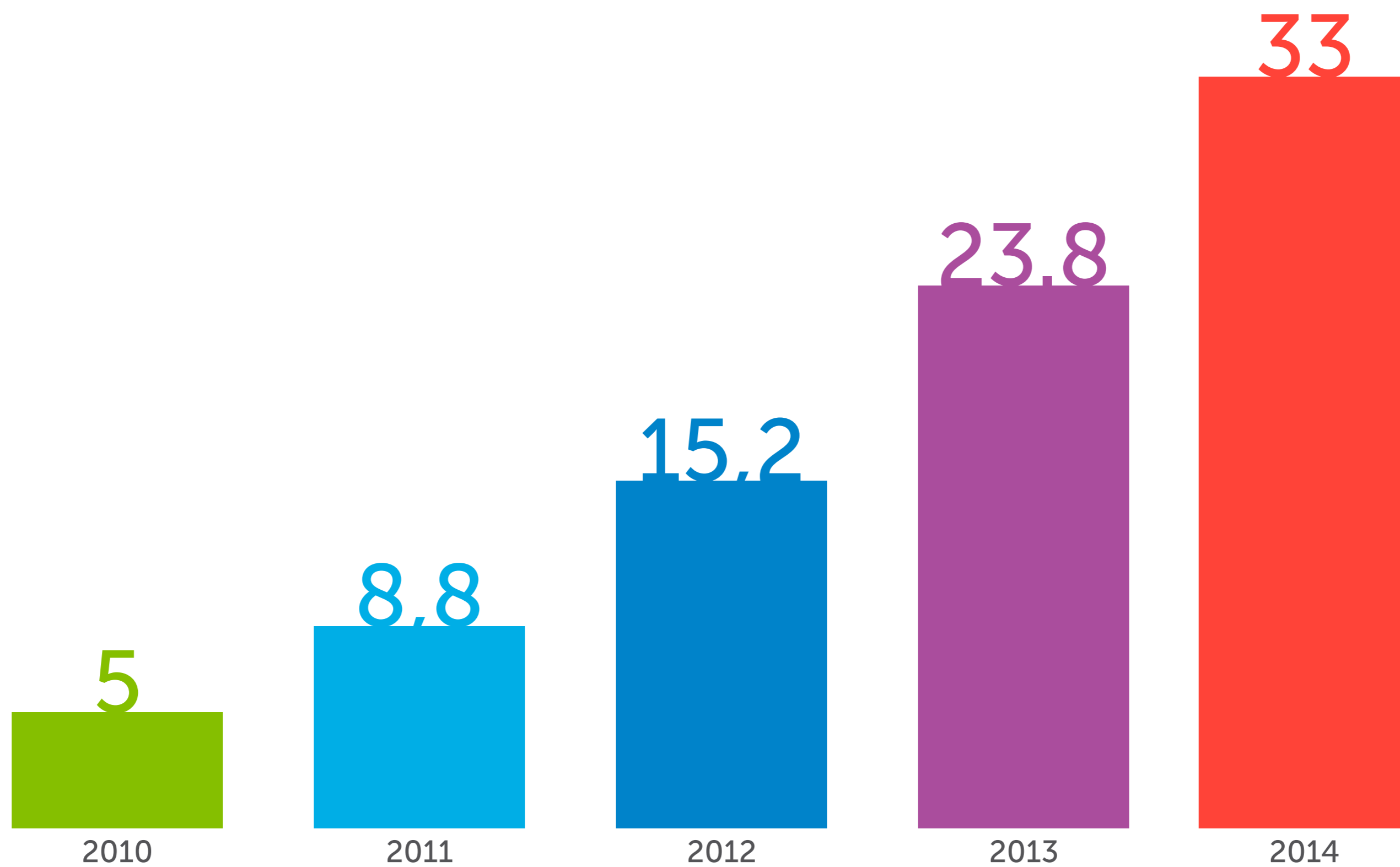


OZON.ru



# Turnover OZON Group (billion RUB)



**OZON.ru**



**Most favorite online  
store**



**The most recognizable  
in Russia**



**Nº1 in selling books  
online**



**Nº1 in goods for moms  
and kids**

# Promises to customer



# Our clients



**15 000 000**  
clients in database

**850 000**  
unique users every day

# Ассортимент

# 3 500 000

наименований

# +

# 10 000

новых товаров  
каждую неделю



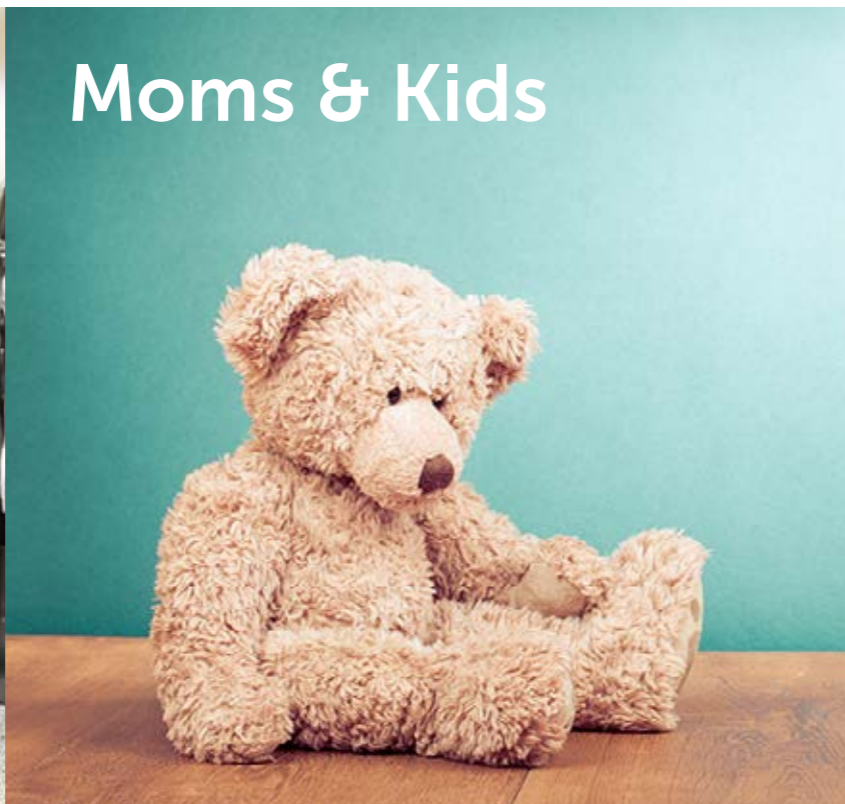


# Popular categories

Goods for home



Moms & Kids



Electronics



Home appliances



Sporting goods



Health & Beauty



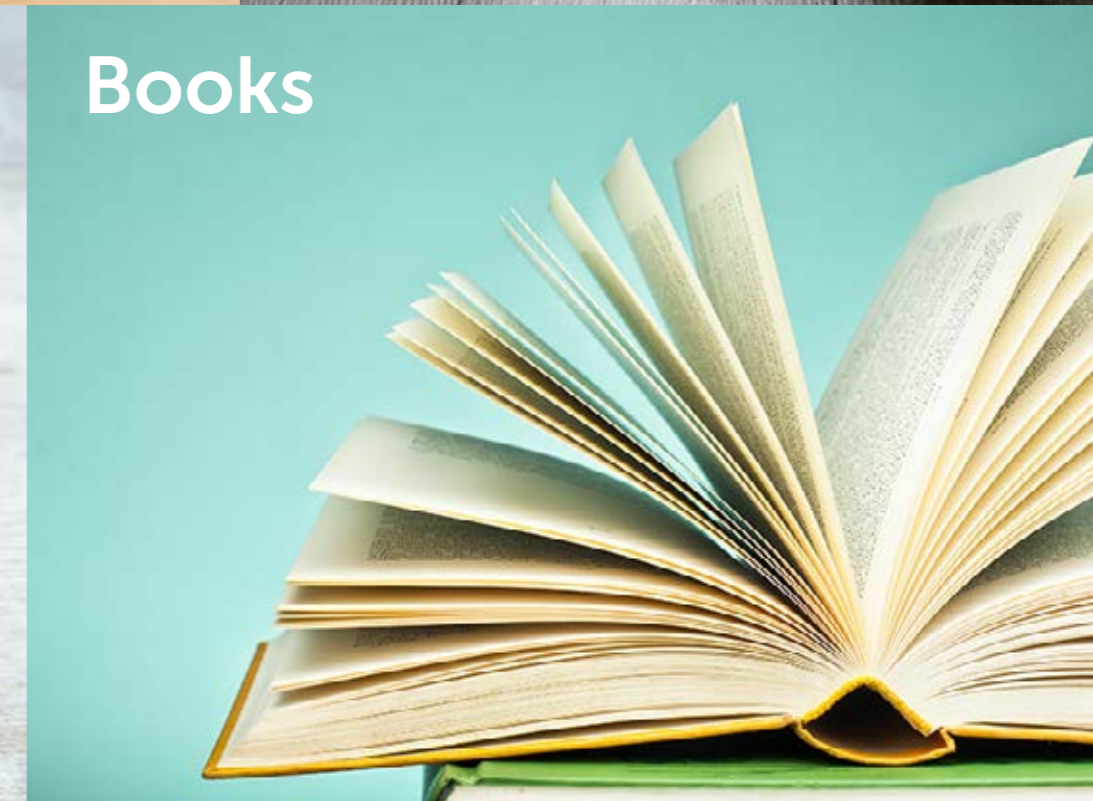
Apparel



Footwear

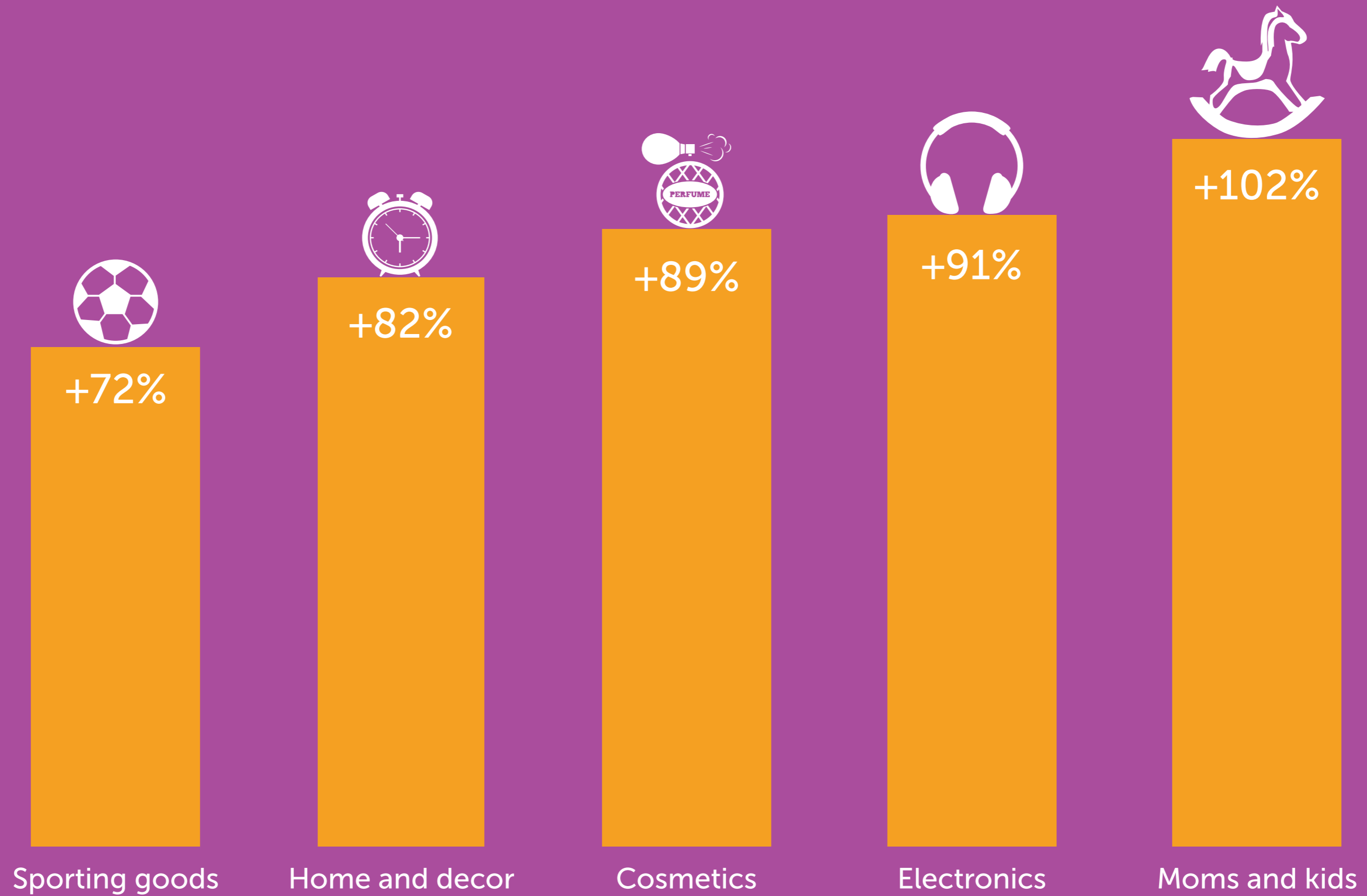


Books





# Categories growth





# Payment methods

31%  
prepay

69%  
cash



# Infrastructure

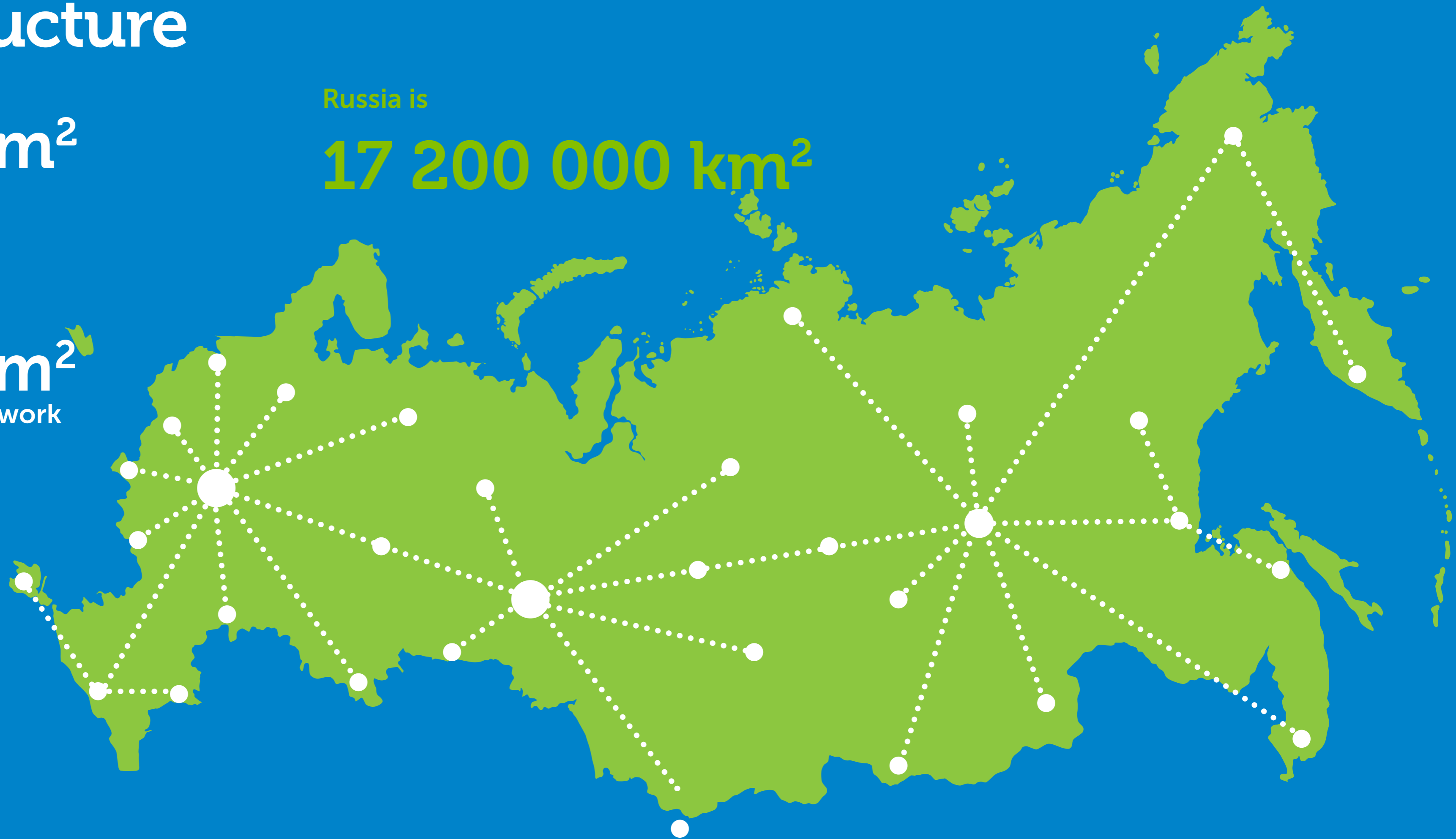
**28 000 m<sup>2</sup>**  
warehouse in Tver

**10 000 m<sup>2</sup>**  
Sorting centers network

**1731**  
pickup points

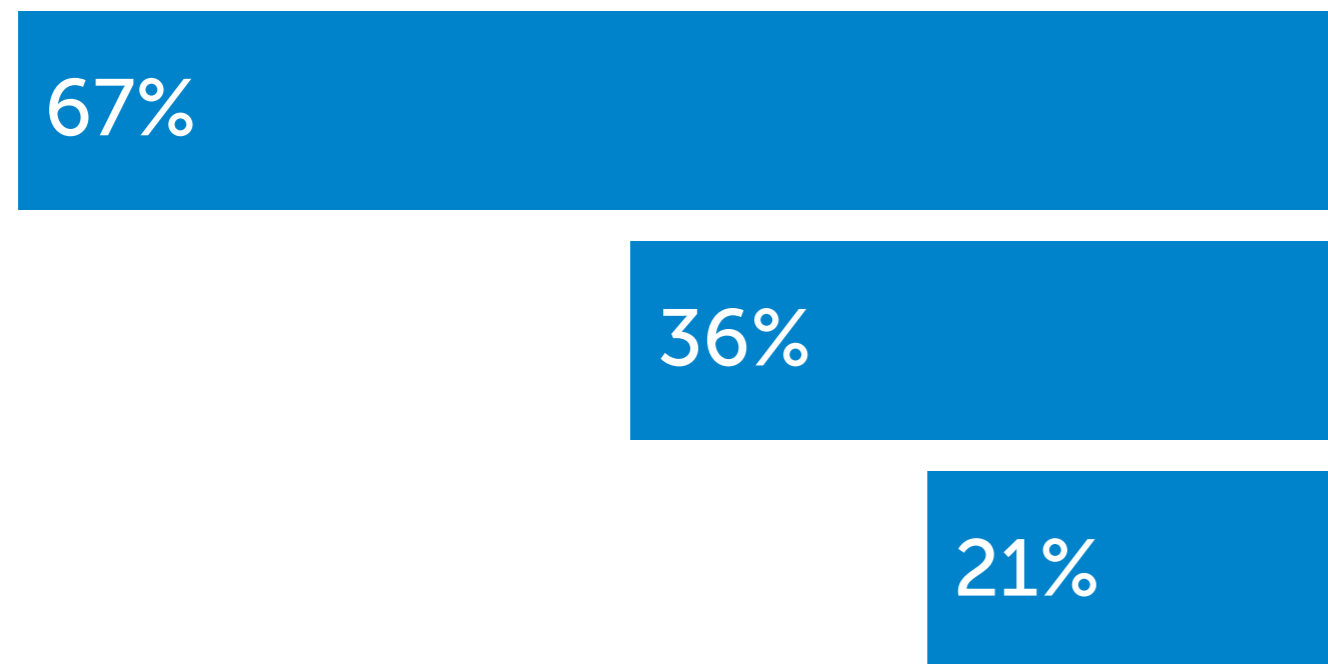
Russia is

**17 200 000 km<sup>2</sup>**



# Delivery

## Courier

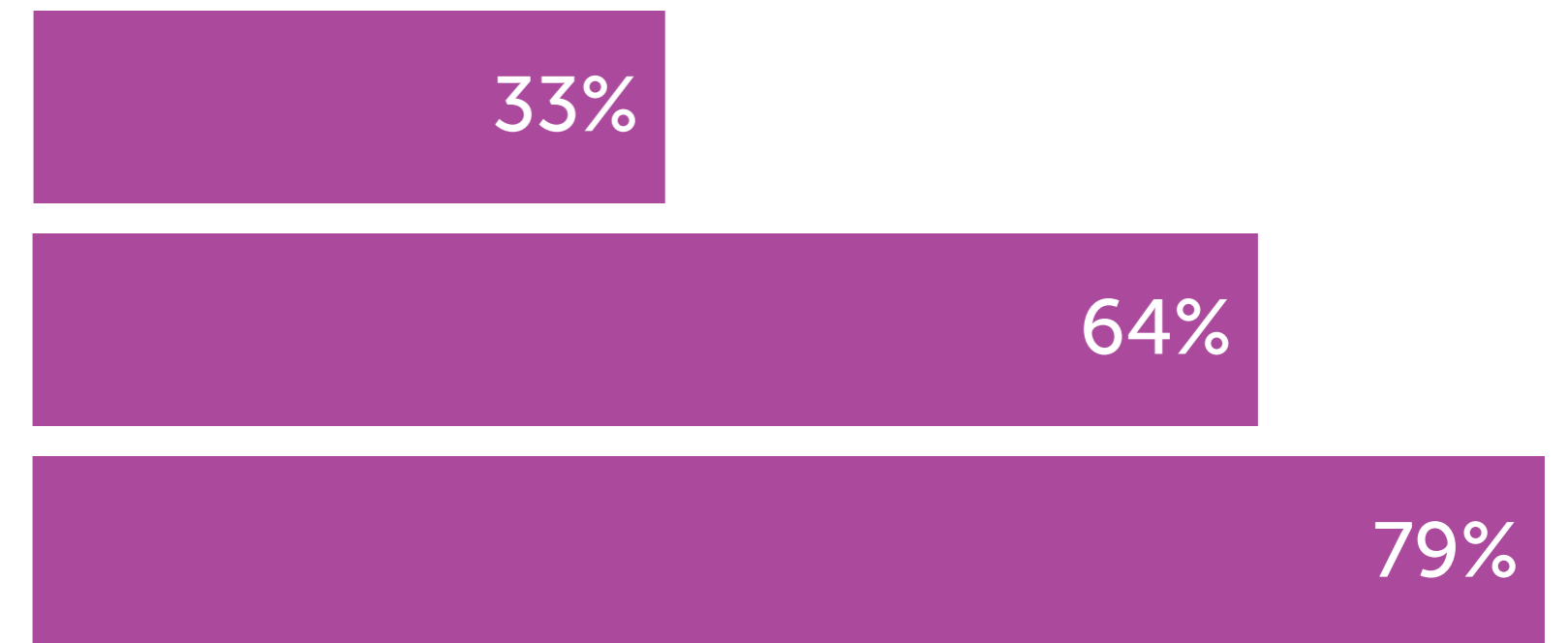


Moscow

SPb

Regions

## Pickup



33%

64%

79%





**3228**  
towns with  
courier delivery



**1731**  
pickup  
points



**470**  
postomats



ПОЧТА  
РОССИИ



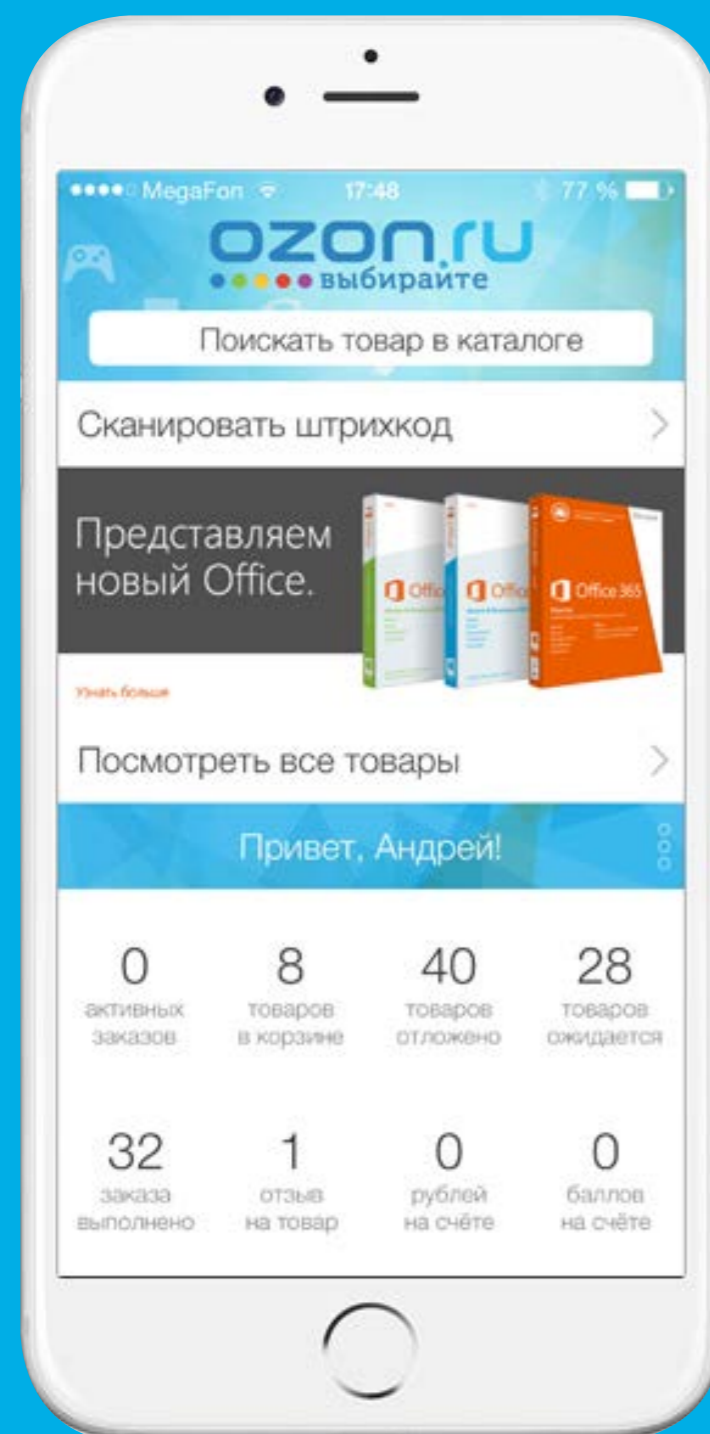
РОССИИ

**1044**  
towns

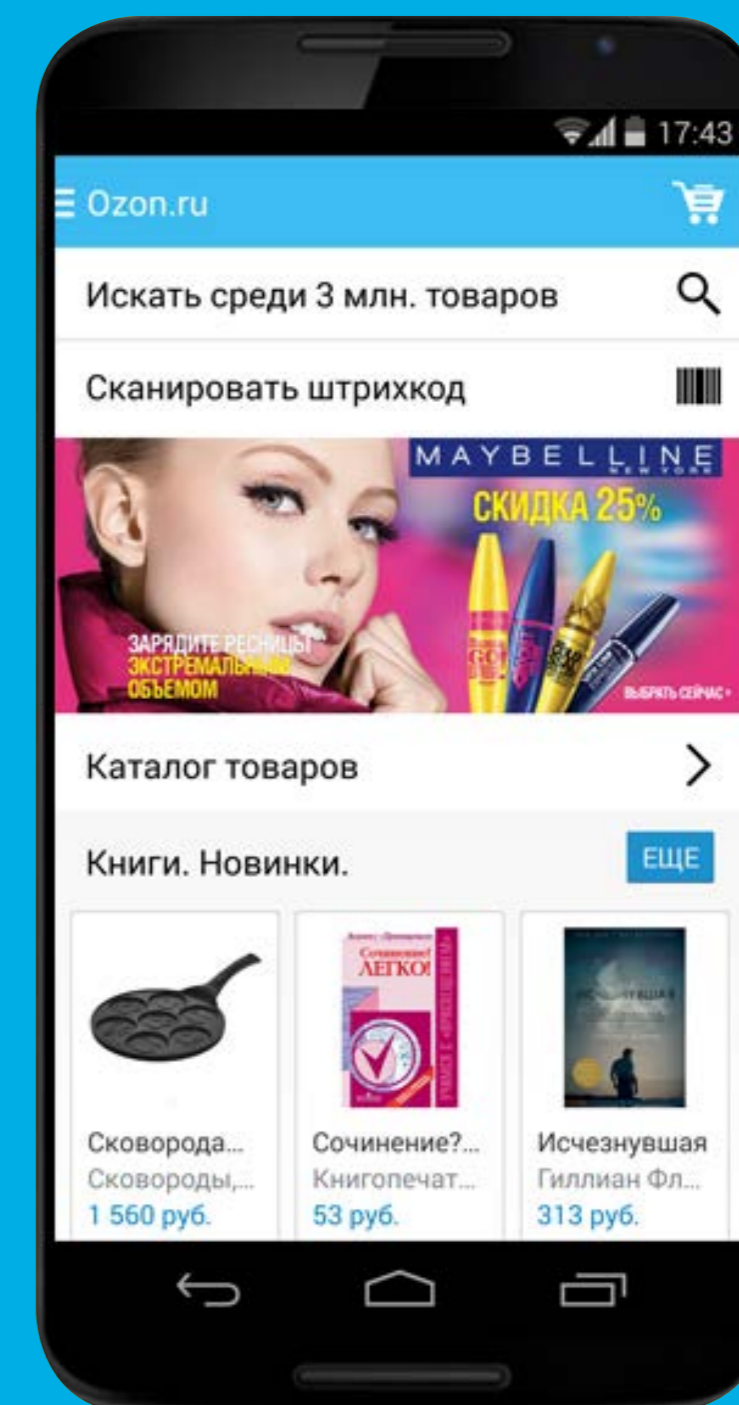




# Mobile



6 000 000  
downloads



A large blue circle containing the text "Thank you!" is the central focus. It is surrounded by a variety of colorful icons and patterns, including musical notes, a camera, headphones, a game controller, a soccer ball, a hand holding a flower, a speaker, a high-heeled shoe, a computer monitor, a rocking horse, a candle, a mask, a lightbulb, and various colored circles and patterns like a grid and a diamond pattern.

**Thank you!**

**Vladimir Samarov**  
Director/International Merchants  
vsamarov@ozon.ru