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ETALON GROUP AT A GLANCE ////

Etalon Group is one of Russia's largest development and construction corporations. The Company focuses on residential real estate for the middle class in the Moscow metropolitan area and St Petersburg.

KEY FACTS

>30

of experience in construction & development

58
CITIES

in Russia covered by sales network

6.6
MLN SQM

commissioned since inception

5 ths

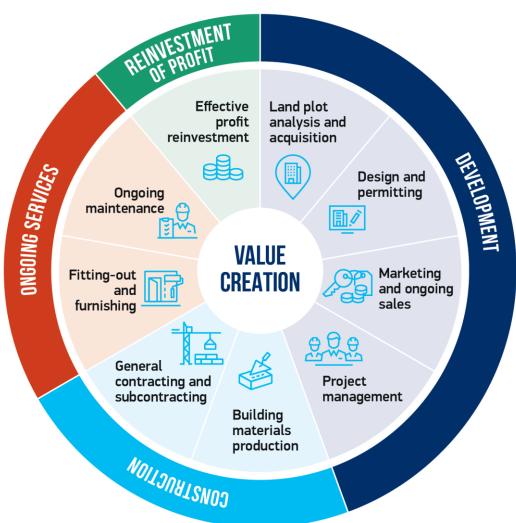
employees

2 MARKETS St Petersburg and Moscow metropolitan area – two capital cities with steadily growing population and high concentration of middle class customers



GDRs listed on the London Stock Exchange since 2011

HOW ETALON GROUP CREATES VALUE ////



SALES PERFORMANCE SINCE IPO

IMPRESSIVE NEW CONTRACT SALES GROWTH, WITH CAGR OF 22%

NEW CONTRACT SALES



CORPORATE GOVERNANCE AND SHAREHOLDING STRUCTURE

CORPORATE GOVERNANCE STRUCTURE

GENERAL SHAREHOLDERS MEETING



BOARD OF DIRECTORS

- Chairman (S. Egorov)
- 2 Executive Directors
- 7 Non-Executive Directors, including 6 Independent Directors



CEO (G. Shcherbina)

BOARD COMMITTEES

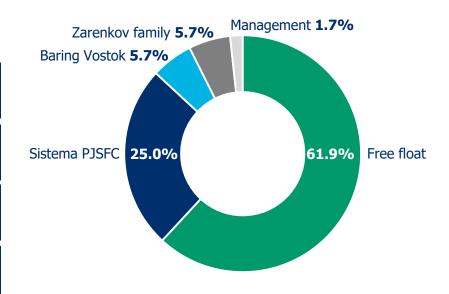
Strategy Committee

Remuneration & Nomination Committee

Audit Committee

Information Disclosure Committee

SHAREHOLDER STRUCTURE(1)



BOARD OF DIRECTORS REPRESENTS INTERESTS OF ALL INVESTOR GROUPS



NON-EXECUTIVE DIRECTORS



SERGEY EGOROV

Chairman of the Board of Directors

EXPERIENCE AND AWARDS

- Sergey has experience in private equity, corporate finance, leveraged finance and debt resctructuring FDLICATION
- Kyrgyz State National University, Diploma in Finance



OLEG MUBARAKSHIN

Non-Executive Director

EXPERIENCE AND AWARDS

- More than 20 years of experience in corporate law and investment management EDUCATION
- · Moscow State Academy of Law
- Finance Academy under the Government of the Russian Federation

EXECUTIVE DIRECTORS



KIRILL BAGACHENKO

Chief Financial
Officer, Executive
Director

EXPERIENCE AND AWARDS

- 12 years' experience in corporate finance and asset management
- Previously held position of senior equity portfolio manager at TKB BNP Paribas Investment Partners
- In 2013 voted one of the top-3 portfolio managers in Russia by Thomson Reuters Extel Survey EDUCATION
- St Petersburg State University of Economics and Finance

MAXIM BERLOVICH

Executive Director, Head of Moscow Operations

EXPERIENCE AND AWARDS

- Over 10 years of experience in the construction industry

 | Construction | C
- Peter the Great St Petersburg Polytechnic University, MBA from Vlerick Business School

INDEPENDENT NON-EXECUTIVE DIRECTORS



GANNA KHOMENKO

Independent Non-Executive Director

EXPERIENCE AND AWARDS

- 20 years of experience in management, consultancy and strategy positions in the legal and finance fields
 EDUCATION
- Keele University, degree in law and international politics
- College of Law in Chester, UK (completed a Legal Practice Course)



BORIS SVETLICHNY

Independent Non-Executive Director

EXPERIENCE AND AWARDS

- Over 27 years of experience in finance and senior management with international and Russian companies
- Recent experience included CFO position at Orange in Russia, VP for Finance at Vimpelcom and CFO at Golden Telecom
- EDUCATION
- University of Massachusetts (BBA in Accounting), Carnegie-Mellon University (MBA)



CHARALAMPOS AVGOUSTI

Independent Non-Executive Director

EXPERIENCE AND AWARDS

- 10 years of legal experience in the real estate, corporate and banking sectors
- Founder and Managing Director of Ch. Avgousti & Partners LLC (Advocates & legal consultants)
 Board member at Cyprus Telecommunication Authority (CYTA), member of the Advisory council of Limassol for the Central Cooperative Rank

EDUCATION

 Northumbria University Newcastle (LLM in International Commercial Law), Democritus University of Thrace



MARINA OGLOBLINA

Independent Non-Executive Director

EXPERIENCE AND AWARDS

- Many years of experience in the administrations of the city and region of Moscow
- EDUCATION
- · Moscow Finance University



MARTIN COCKER

Independent Non-Executive Director

EXPERIENCE AND AWARDS

- · Over 20 years of experience in audit, 7 years
- in construction industry
- Runs his own development business in Portugal
- Worked at Deloitte & Touche, KPMG and Ernst & Young in Russia, Kazakhstan and UK EDUCATION
- · University of Keele



DENNIS VINOKOUROV

Independent Non-Executive Director

EXPERIENCE AND AWARDS

- Over 20 years of experience in private equity, corporate law and real estate in Moscow, Stockholm and New York
- Held senior investment roles at VI Holding Development, Russian Direct Investment Fund and East Capital
- Practiced corporate law with White & Case and is a member of the New York Bar EDUCATION
- Stern Business School (MBA), NYU Law School (LL.M), Central European University (LL.M), Moscow State Institute of International Relations (Diploma in Law)



ACQUISITION OF LEADER-INVEST ////

TRANSACTIONS

19 February 2019

Etalon Group acquires 51% of Leader-Invest

Etalon Group purchased a 51% stake for RUB 15.2 billion. The Company engaged leading international advisory firms to assist with the Transaction:

- PwC (financial and tax due diligence)
- Allen & Overy (legal advisor as to English and Russian law)
- J. P. Morgan Securities plc (financial adviser)

The Transaction was financed by a five-year credit line provided by Sberbank.

30 July 2019

Etalon Group buys remaining 49% of Leader-Invest

Etalon Group approved the purchase of the remaining 49% stake in Leader-Invest for RUB 14.6 billion. Completion of this Transaction brings the **Company's ownership of Leader-Invest shares to 100%.**

This decision aims to optimise Etalon Group's asset ownership structure and to maximise synergies from the acquisition of Leader-Invest.

The Transaction was financed by an eight-year credit line provided by Sberbank.

SELL-SIDE FEEDBACK

We believe the transaction makes strategic sense given Etalon's focus on expanding its landbank and the complementary nature of the portfolio (Leader-Invest is focused on the upper class segment in Moscow).

The deal could expand Etalon's unsold NSA by c.50% to 4 mn sqm and would make Etalon the No.2 player in Moscow (in terms of sales).

ANDREY PAVLOV-RUSINOV

Goldman Sachs

The deal looks attractive for Etalon in terms of valuation and strategic development as Etalon will become one of Russia's market leaders.

Leader-Invest's portfolio organically compliments Etalon's, and should strengthen its positions on the Moscow market.

On our estimates, the potential annual sales of the combined company could reach 700-800k sqm per annum in the next one-to-two years.

MIKHAIL GALENIN

Aton

Leader-Invest's notable growth in sales and Etalon's use of its regional sales network led to impressive q/q and y/y sales growth for the group.

News flow regarding the **acquisition of the remaining stake in Leader-Invest**, update on the dividend policy (expected in 3Q19) and market environment in 3Q19 **will be crucial for S-T stock performance.**

ANASTASIYA EGAZARYAN

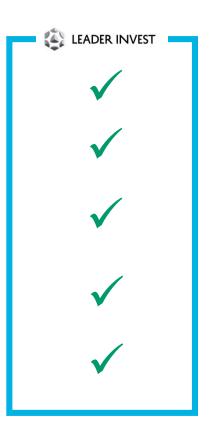
BCS

LEADER-INVEST ACQUISITION IS IN LINE WITH ETALON GROUP DEVELOPMENT STRATEGY



LEADER-INVEST FULLY SATISFIES ALL CRITERIA SET FOR POTENTIAL M&A TARGETS BY ETALON:

- 1. focus on the same regions and segments
- 2. complementary portfolio and value chain
- **3.** considerable operating synergies due to elimination of duplicate functions and monetisation of sales network
- **4.** attractive profitability across project portfolio and significant return on investments
- 5. high level of transparency



LEADER-INVEST PORTFOLIO OVERVIEW ////

WINGS

NAGATINO I-LAND

ZIL-YUG

OTHER PROJECTS









TOTAL AREA(1)

186 ths sam

350 ths sam

1,246 ths sam

301 ths sam

PROPERTY CLASS

Business

Business

Business / Comfort

Premium / Business / Comfort

BRIEF OVERVIEW

Wings is a business-class project located in the Ramenki district of Moscow, just minutes from major transport routes and within walking distance of the Michurinskiy Prospekt metro station. The project's three interconnected buildings of up to 21 storeys, with a total of 1,473 apartments and 186 ths sgm of NSA, look out over a forest park and the Ramenka river. This development will offer residents 3.1-metre high ceilings with large windows that will provide for excellent views and plenty of natural lighting. The private territory of the Wings project will include recreation grounds, a preschool and school as well as commercial and office space.

Nagatino i-Land is a businessclass project located on the shore of the Moscow River in the Nagatino district of Moscow near major transport routes and just 5 minutes from the nearest metro station. The project will include residential and commercial space, as well as underground parking. Nagatino i-Land will offer residents extensive landscaped green spaces, including pedestrian boulevards along the Moscow River embankment. This 4-hectare development will become a self-contained neighbourhood, with cafes and restaurants, shopping and social infrastructure all located on the carefully thought-out territory.

This large-scale urban redevelopment project will create a new business- and comfortclass residential district with 1,246 ths sam of NSA on a 109-hectare land plot just 6km from the Kremlin. Developed based on a "smart neighbourhood" concept, the district will be equipped with electric car charging stations, sorting facilities for recycling waste and other features that will make ZIL-Yug one of the world's most modern urban districts. The ZIL-Yug project include an exhibition centre, shopping centre, schools, preschools, a hospital and health clinic.

Leader-Invest's landbank includes 28 other projects that are either under construction or in the design stage, with a total area of 301 ths sqm. The company's portfolio includes premium-, business- and comfort-class projects located in well-developed residential areas with good social infrastructure inside the Moscow Ring Road, all with good access to public transport and main roads, as well as parks, shopping and entertainment facilities.

CONSTRUCTION **PERIOD**

2018 - 2023

2019 - 2025

2020 - 2028

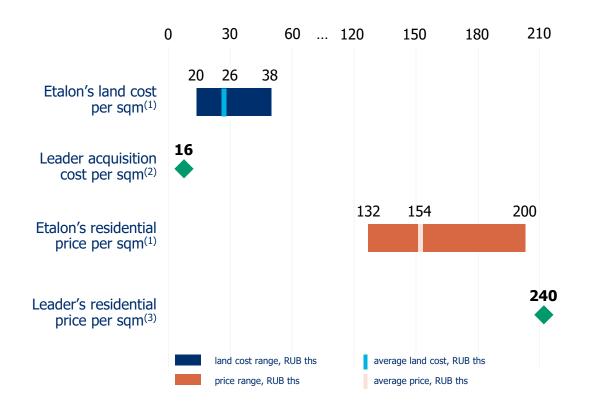
by 2024

LEADER-INVEST ACQUISITION / ETALON GROUP / 12

VALUE ENHANCING ACQUISITION

LOWER LAND ACQUISITION PRICE AND HIGHER SELLING PRICE CREATE ROOM FOR PROFITABILITY IMPROVEMENT

ACQUISITION OF MORE PROFITABLE PROJECTS AT AN ATTRACTIVE PRICE:



- The cost of RUB 16 ths per sqm for the acquisition of Leader-Invest is lower than Etalon Group's current price range for land acquisition of RUB 20 ths - RUB 38 ths per sqm, and well below Etalon Group's average acquisition cost of RUB 26 ths per sqm
- The average selling price of RUB 240 ths per sqm⁽³⁾ for Leader-Invest projects is significantly above the current range of RUB 132 ths - RUB 200 ths per sqm for Etalon Group's projects

 $^{^{(1)}}$ For Etalon Group projects under construction in Moscow within the Moscow Ring Road $^{(2)}$ Acquisition cost divided by unsold area in Leader-Invest project portfolio

VALUE CREATION THROUGH SYNERGIES ////

- Management has conducted an analysis of potential synergies with Leader-Invest on the basis of the Group's experience in the real estate sector and precedent transactions in the industry
- A preliminary analysis of potential synergies has identified the following areas:

CONSTRUCTION **ADMINISTRATIVE SELLING FINANCE COSTS EXPENSES EXPENSES** 1. Optimisation of 1. Personnel cost 1. Utilisation of combined 1. Refinancing of optimisation sales network current Leader-Invest materials sourcing and debt at Etalon's procurement RUB **0.7** bln – 2. Rationalisation of Combined marginal financing shared services 2. General and procurement of cost RUB **1.1** bln subcontractors services marketing / costs optimisation advertisement services Estimated annual 3. Increased efficiency of savings(1) 3. Increased purchasing power in new land plot customer funnel acquisitions - lower acquisition costs

JOINT BRANDING UNDER ETALON'S ROOF ////



- More than 30-year history
- Successful track record in Russia with 6.3 million sgm commissioned since inception, without any delays
- TOP-3 brand by customer recognition in St Petersburg
- ✓ TOP-10 brand by customer recognition in Moscow
- #1 developer operating in Moscow and St Petersburg by customer recognition in Russia's regions thanks to nationwide sales and marketing network
- The highest (5 out of 5) grade of quality according to Russian Unified Registrar of Residential Real Estate **Developers**
- Strong corporate brand without unified project branding



- Leading developer in Moscow by number projects in portfolio
- TOP-30 brand by customer recognition in Moscow
- Established product branding for business class residential property called "Schastye" (Happiness):



- Normal (3 out of 5) grade of quality according to Russian Unified Registrar of Residential Real Estate **Developers**
- One of three developers in Moscow market that uses the word "leader" in its name
- Low brand recognition in Russia's regions



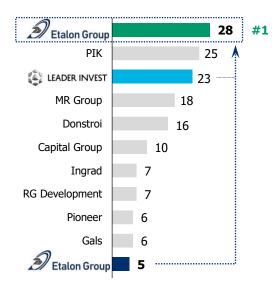
BENEFITS:

- Reputation as a reliable developer with significant experience will add value to Leader-Invest projects
- Well-developed sales network and high brand recognition for Etalon will significantly increase sales for Leader-Invest projects
- Large number of projects will further strengthen Etalon's brand recognition in Moscow
- Potential to use well-developed project branding standards of Leader-Invest

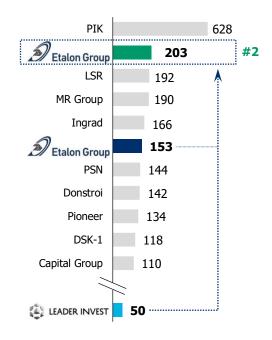
STRENGTHENING MARKET POSITION IN MOSCOW ////



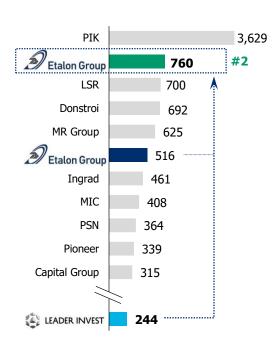
#1 BY NUMBER OF PROJECTS OFFERED TO THE MARKET(1)



#2 IN SALES(1)



#2 IN VOLUMES UNDER CONSTRUCTION(2)



⁽¹⁾ Based on Knight Frank data as of 31.12.2018; for sales ranking the data for residential real estate sales is used without commercial premises and parking (2) Based on Russian Unified Registrar of Residential Real Estate Developers data as of 31.12.2018, Company data as of

ACQUISITION SUMMARY ////

- 1 UNIQUE OPPORTUNITY TO ACCELERATE GROWTH IN SALES AND POSITIVE OPERATING CASH FLOW EVEN FURTHER AND TO REACH STRATEGIC GOALS AHEAD OF SCHEDULE, WHILE CONTINUING TO PAY DIVIDENDS IN LINE WITH EXISTING DIVIDEND POLICY
- 2. ACQUISITION OF HIGH-QUALITY PROJECT PORTFOLIO WITH EXCELLENT GEOGRAPHICAL FIT, WHILE MAINTAINING STRONG BALANCE SHEET
- 3. RIGHT TIME FOR TRANSACTION TO CONSOLIDATE MARKET IN KEY REGION
- 4. OPPORTUNITY TO CREATE VALUE THROUGH SYNERGIES AND IMPROVED PROFITABILITY

INTEGRATION TIMETABLE



INTEGRATION PROCESS IS WELL ON TRACK, WITH OPERATIONAL INTEGRATION ALREADY **FULLY COMPLETED**



- ✓ Integration of Leader-Invest projects into the Etalon sales network
- ✓ Termination of inefficient construction contracts and signing of new contracts with Etalon general and sub contractors based on tender procedures
- ✓ Established unified management team
- Optimisation of personnel structure and elimination of duplicate functions well on track

- ✓ Unification of IFRS reporting systems, as well as other policies and standards
- ✓ Formation of a unified corporate culture
- ✓ Identification and implementation of best practices
- ✓ Preparation of new development strategy
- ✓ Start of sales of Leader-Invest projects under the Etalon Group brand
- ✓ Leader-Invest consolidation in financial reporting

MANAGEMENT TEAM FOR **MOSCOW OPERATIONS**



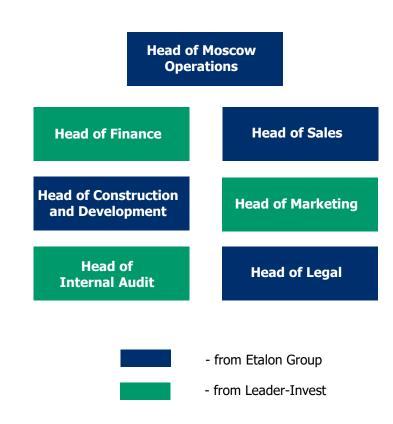
APPROACH TO THE FORMATION

- Determine the optimal system for managing the integrated business
- Identify best practices in both companies
- Establish a management team based on the best practices in both companies
- Merge corporate cultures by maintaining a balance between Etalon Group and Leader-Invest teams in management positions
- Establish a unified management incentive system for the combined business

NEXT STEPS

- Headcount optimisation and reduction of duplicate functions
- Single office in Moscow
- Establish a unified incentive system for employees of the integrated company

NEW MANAGEMENT TEAM STRUCTURE



HEADCOUNT OPTIMISATION IN **COMBINED MOSCOW OFFICE**



PRIOR TO TRANSACTION

NOW

YEAR-END TARGET



814 ETALON + LEADER **718** (-12%)

680 (-16%)



151 MLN RUB ETALON + LEADER

129 (-15%) **MLN RUB**

121 (-20%) MLN RUB

ACCELERATING PROJECT IMPLEMENTATION

WINGS

SCHASTYE NA PRESNE

SCHASTYE V KUZMINKAKH **SCHASTYE V KUSKOVO**







December 2018



December 2018



December 2018



December 2019



December 2019



December 2019



December 2019

DELIVERED PROJECTS ////

SCHASTYE NA LENINSKOM

SCHASTYE V OLIMPIYSKOY DEREVNE

SCHASTYE V LIANOZOVO

SCHASTYE NA VOLGOGRADKE



December 2018



December 2018



December 2018



December 2018



Delivered in May 2019



Delivered in June 2019



Delivered in October 2019



Delivered in November 2019

3Q 2019 OPERATING RESULTS: LEADER-INVEST

LEADER-INVEST CASH COLLECTIONS INCREASED BY 47% YEAR-ON-YEAR



9M 2019 OPERATING RESULTS: LEADER-INVEST

LEADER-INVEST NEW CONTRACT SALES IN RUB TERMS INCREASED BY 28% YEAR-ON-YEAR





PORTFOLIO SUMMARY ////

TOTAL ASSETS VALUE(1)

OPEN MARKET VALUE OF PROJECT PORTFOLIO(2)

TOTAL ASSETS VALUE PER SHARE/GDR

206

bln RUB

The total assets grew by 52% yearon-year in rouble terms and reached RUB 206 bln

196

bln RUB

The market value of Etalon Group's portfolio amounted to a record-high RUB 196 bln

9.6

USD per GDR

Etalon Group's share of the total assets value amounted to USD 2.8 bln⁽³⁾, or USD 9.6 per share/GDR

⁽¹⁾ Including construction and maintenance business and 100% ownership in ZIL-Yug project

⁽²⁾ Including consolidation of 100% in ZIL-Yug project

PROJECT PORTFOLIO OPEN MARKET VALUE ////



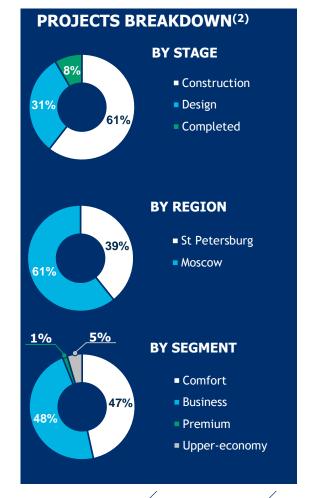
PROJECT PORTFOLIO OPEN MARKET VALUE(1)

bln RUB



COMPLETED AND AVAILABLE FOR SALE PROPERTY

- The current portfolio includes 403 thousand sqm of completed and available for sale property at projects that are completed or still underway, out of which completed and available for sale apartments account for 117 thousand sqm
- Knight Frank estimates potential income from the sale of all completed and available for sale property at RUB 29,516 million, including RUB 15,322 million from the sale of completed and available for sale apartments



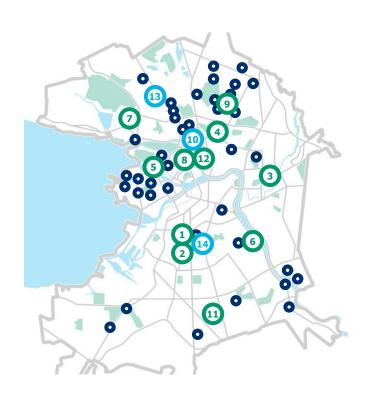
Source: Knight Frank estimate as of 31.12.2018

⁽¹⁾ Including consolidation of 100% in ZIL-Yug project

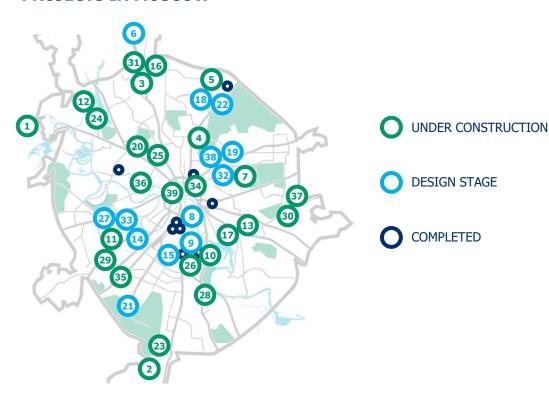
OPERATIONS IN ST PETERSBURG AND MOSCOW /////



PROJECTS IN ST PETERSBURG



PROJECTS IN MOSCOW



ZIL-YUG DEVELOPMENT ////

1,246 THS SQM



REGION: MOSCOW

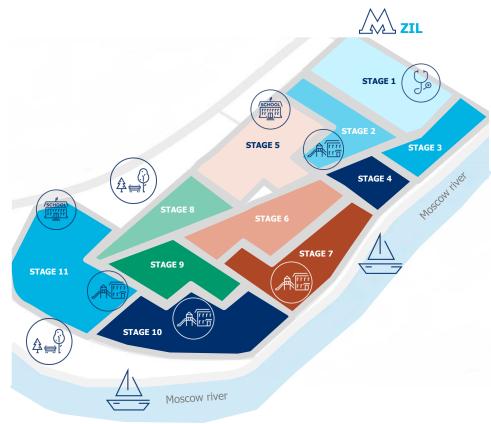
SITE AREA: 104 HECTARES

CLASS: COMFORT/BUSINESS

PLANNED LAUNCH: 2020

MARKET VALUE: RUB 38.3 BLN(1)

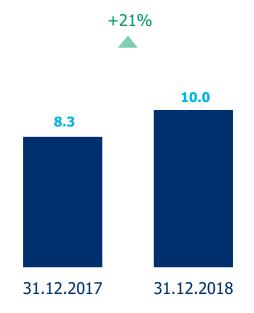
DEVELOPMENT SITE AND STAGES



UNIFIED CONSTRUCTION AND MAINTENANCE DIVISION VALUATION

UNIFIED DIVISION OPEN MARKET VALUE(1)

bln RUB



OVERVIEW OF UNIFIED DIVISION(2)



1.5 mln sqm currently under construction, with potential capacity up to **2.4 mln sqm**



5.0 mln sqm of residential & commercial area and **21.0 ths** parking places under maintenance as of 31.12.2018



Brick plant production capacity is **42 mln** bricks per year



62 Liebherr and Wolff tower cranes



4 office buildings with total area of 20 ths sqm

⁽¹⁾ Knight Frank estimate as of 31.12.2018

⁽²⁾ Company data



NEW REGULATION BRIEF OVERVIEW ////

FINANCING STRUCTURE

CURRENT REGULATION

FUNDS HELD BY A DEVELOPER

Use of buyers' funds to finance construction.

Prohibition on distributing buyers' funds for purposes not related to the construction of a facility until its commissioning.

COST OF FINANCING

HIGH COST OF DEBT FINANCING

Use of corporate loans and bonds with interest rates of 10%-11% per annum to cover project financing gaps.

CAPITAL REQUIREMENTS CASH CONTRIBUTION

10% of the total project value must be deposited in a mandated bank before project launch.

COMPENSATION FUND

MANDATORY PAYMENT

1.2% of share purchase agreement value must be contributed to the Compensation fund for all projects for which permission was obtained after 1 July 2018.

UPCOMING REGULATION

FUNDS HELD IN ESCROW ACCOUNTS

Financing of construction from own funds and project financing.

Customer funds are hold in an escrow account in the same bank that provides project financing to a developer.

FXCFPTIONS:

Projects at an advanced stage of construction (>30% complete) Integrated urban development projects

(>15% complete).

POTENTIAL FOR INTEREST RATE REDUCTION

The interest rate on a loan disbursement backed by funds in escrow accounts decreases to 4%-5%.

LAND CONTRIBUTION

10% of the project budget. In order to comply with capital adequacy requirements it is now enough to contribute the fully paid land plot to the project's SPV⁽¹⁾.

NO PAYMENT

No contribution to the compensation fund is required if escrow accounts are used.

FOR ETALON GROUP

1.7 mln sqm

NSA of projects to be financed under the old scheme

4%-5%

average interest rate on project financing for the remaining part of the project's portfolio

DEVELOPMENT UNDER CURRENT REGULATION////

TYPICAL PROJECT TIMELINE:

CONSTRUCTION)	
SALES	up to 80%	SALES POST-COMPLETION
	24 months	12 months

APPROACH:

- Extension of the construction period to finance a project from property buyers' funds
- Distributing financing via corporate centre to cover financing gaps for Etalon projects

CASH FLOW AND COSTS:

- Free cash flow can be distributed only after completion of construction due to regulatory restrictions on share purchase agreements
- High financing costs due to high debt financing rates

DEVELOPMENT UNDER NEW REGULATION////

TYPICAL PROJECT TIMELINE:



APPROACH:

- Pre-sales of property prior to construction to reduce the project financing rate to 4%-5%
- Acceleration of the pace of construction to reduce the cost of servicing debt
- Division of projects into smaller stages

CASH FLOW AND COSTS:

- Cash flow distribution after construction is completed
- The cost of construction will increase by $3 3.8\%^{(1)}$, which could be offset by price growth
- Moderate impact on profitability owing to price increases in 2018 and early 2019

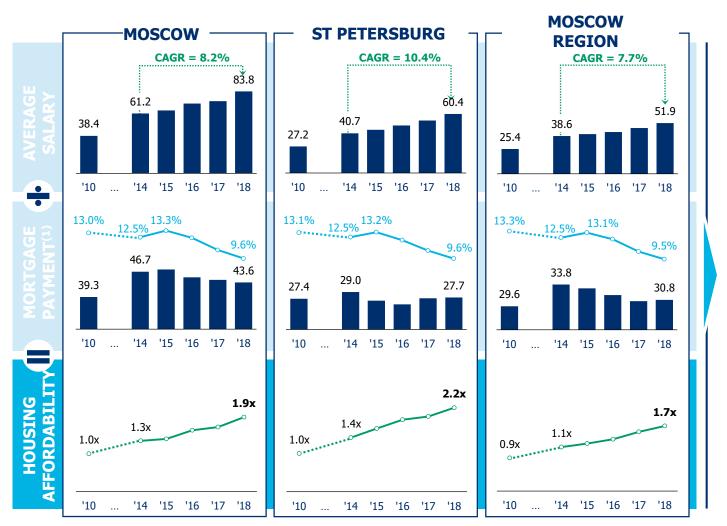
TRANSITION TO NEW REGULATION FOR ETALON GROUP



- Opportunity to purchase land at a lower price than in the current portfolio
- Opportunity to occupy a dominant position in the fragmented mid-market segment in the Moscow and St Petersburg housing markets

HOUSING AFFORDABILITY IN OUR CORE REGIONS /////





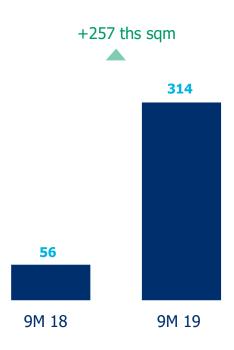
Housing affordability has reached historic highs due to growth in average salaries and declining mortgage rates



DELIVERIES **ETALON GROUP DELIVERED 314** THS SQM IN 9M 2019 IN 9M 2019 ///

DELIVERIES

ths sqm



9M 2019 DELIVERIES BREAKDOWN

ths sqm

PROJECT	NSA, ths sqm
Summer Garden	122
Emerald Hills	64
Morskaya Zvezda	60
Schastye v Chertanovo	9
Schastye na Shodnenskoy	9
Schastye na Dmitrovke	8
Schastye v Veshnyakah	8
Schastye v Tsaritsyno	7
Schastye v Olimpiyskoy Derevne	7
Schastye na Leninskom	6
Residence on Pokrovskiy Boulevard	6
Residence on Vsevolozhskiy	4
House on Obruchevykh Street	3
TOTAL	314

Source: Company data. Y-o-y change was calculated without rounding

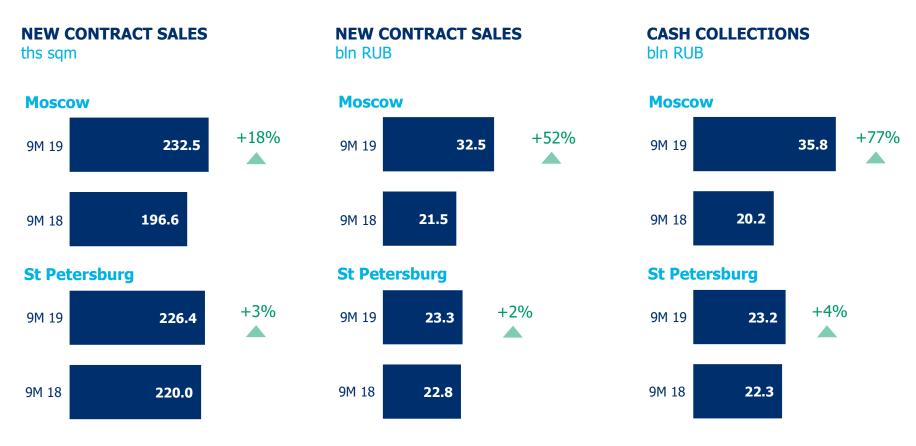
9M 2019 OPERATING ETALON GROUP DELIVERED RECORD PERFORMANCE ACROSS ALL KEY METRICS IN 9M 2019



The number of new contracts reached 9,109 in 9M 2019, up by 13% compared to 9M 2018

9M 2019 OPERATING RESULTS: BREAKDOWN BY REGIONS





SALES GUIDANCE FOR 2019



ETALON GROUP IS WELL ON TRACK TO DELIVER ON ITS FY 2019 GUIDANCE AFTER SOLID PERFORMANCE IN 9M 2019



- In 9M 2019 NCS in RUB terms amounted to 70% of FY 2019 guidance
- Cash collections have already reached 79% of FY 2019 guidance

3Q 2019 OPERATING RESULTS





The number of new contracts amounted to 2,579 in 3Q 2019

3Q 2019 OPERATING RESULTS: BREAKDOWN BY REGIONS

IN 3Q 2019 CASH COLLECTIONS AND NCS IN RUB TERMS GREW IN MOSCOW



AVERAGE PRICE AND DOWN PAYMENT PERFORMANCE



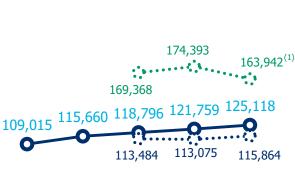
AVERAGE PRICE

RUB/sqm

AVERAGE PRICE APARTMENTS

RUB/sqm









3Q 18 4Q 18 1Q 19 2Q 19 3Q 19

3Q 18 4Q 18 1Q 19 2Q 19 3Q 19

30 18 40 18 10 19 20 19 30 19

Combined : : Etalon Group : Leader-Invest

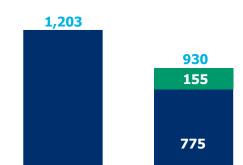
Combined • • • • Etalon Group • • • • Leader-Invest

MORTGAGE SALES

WHILE THE COMBINED SHARE OF MORTGAGE SALES DECREASED SLIGHTLY, LEADER-INVEST'S SHARE OF MORTGAGE SALES IS GROWING STEADILY

NUMBER OF MORTGAGE CONTRACTS SIGNED







3Q 18

MORTGAGE CONTRACTS AS A SHARE OF SALES



3Q 18 4Q 18 1Q 19 2Q 19 3Q 19



AVERAGE MORTGAGE RATE IN RUSSIA(1)



Jan'18 Mar'18 Dec'18 May'19 Aug' 19

3Q 19

LEADER-INVEST PROJECTS AMOUNTED TO 19% AND 25% OF SALES IN SQM AND MONEY TERMS, RESPECTIVELY

3Q 2018 NEW CONTRACT SALES BY PROJECT

sqm

Emerald Hills 18%	Etalon-City 10%	Summer Garden 10%
Galactica 16%	House on Blyukhera 7%	Tsar's Capital 5%
	Moscow Gates 6%	Normandy 4% 설
Other Projects 11%	Silver Fountain	Samotsvety 4% Golden Star 7%
	5%	Golden Star 2%

3Q 2019 NEW CONTRACT SALES BY PROJECT sqm



- Galactica remains the largest project in terms of new contract sales
- The share of business class projects reached 22% thanks to Leader-Invest's contribution
- Share of new sales in Moscow reached 52%

REGIONAL SALES PERFORMANCE



NATIONWIDE SALES & MARKETING NETWORK SUPPORTS SUSTAINABLE CONTRACT SALES FOR ETALON GROUP PROJECTS

SHARE OF REGIONAL BUYERS



ETALON GROUP'S REGIONAL SALES GEOGRAPHY⁽¹⁾

REGION	SHARE OF TOTAL CONTRACTS
Leningrad region	2.9%
Yamalo-Nenets AD	1.5%
Krasnoyarsk Krai	1.4%
Khabarovskiy Krai	1.4%
Khanty-Mansi AD	1.3%
Sakhalin region	0.9%
Krasnodar Krai	0.8%
Samara region	0.8%
Murmansk region	0.8%
Other Russian regions	18.6%
Foreigners	1.0%
TOTAL	31.2%



- Etalon Group's sales force focuses on regions with the highest per capita income levels
- Leader-Invest projects are now sold via Etalon Group's regional sales network
- Key markets: St Petersburg and Moscow
- 58 cities covered by 25 sales offices nationwide
- External professional marketing and sales service agents engaged nationwide

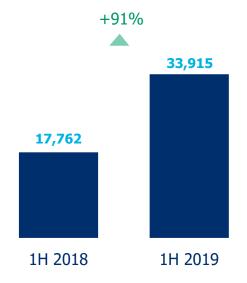


LEADER-INVEST ACQUISITION IN ETALON GROUP FINANCIAL STATEMENTS

- Etalon Group acquired 51% of Leader-Invest in February 2019 for RUB 15,185 million
- Leader-Invest's financial performance, including revenue and costs, was fully consolidated into Etalon Group's P&L starting from 19 February 2019⁽¹⁾
- A valuation by Cushman & Wakefield was carried out in order to transfer Leader-Invest's assets onto the Etalon Group balance sheet. Based on this valuation, the value of Leader-Invest's total net assets on the acquisition date was RUB 31,988 million (100%)
- The difference between the valuation price of 51% of the assets (RUB 16,315 million) and the actual price paid was recognised as income (gain from bargain purchase) in the amount of RUB 1,129 million
- The remaining purchase price will be accounted for as part of cost of goods sold for real estate and as other expenses, in proportion to the discounted value of each individual project and its level of completion in a given reporting period (this cost distribution is known as purchase price allocation, or PPA)

REVENUE ANALYSIS ////

RESIDENTIAL DEVELOPMENT REVENUE mln RUB



CONSTRUCTION SERVICES REVENUE FROM THIRD PARTIES



CONSOLIDATED REVENUE mln RUB





GROSS PROFIT ANALYSIS ////

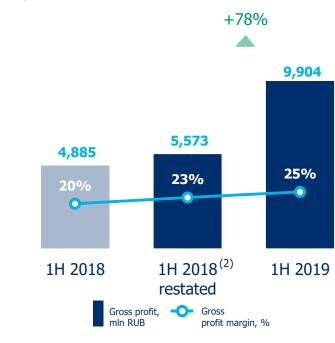
PRE-PPA⁽¹⁾ RESIDENTIAL DEVELOPMENT GROSS PROFIT

mln RUB



PRE-PPA⁽¹⁾ CONSOLIDATED GROSS PROFIT

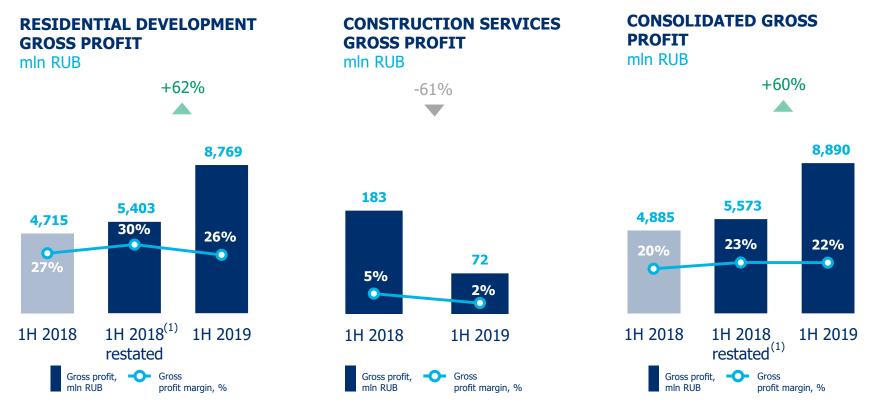
mln RUB



• Etalon Group **1H 2018 financial statements have been restated** due to a change in accounting policy introduced on 1 January 2019 and applied to previous periods. The Group ceased capitalisation of significant financing component in cost of sales and will recognise it in finance costs in order to enable for a better representation of gross profit, net of interest expenses

GROSS PROFIT ANALYSIS ADJUSTED FOR PPA IMPACT ////

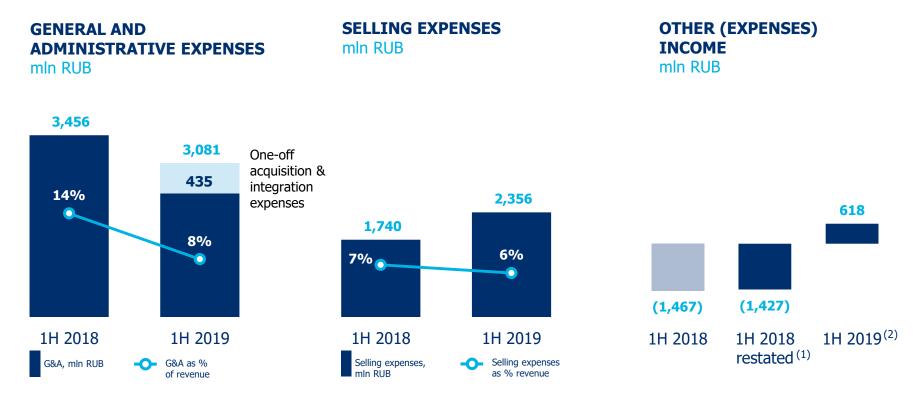




Purchase price allocation in the amount of RUB 1,014 million was recognised in cost of sales (PPA)

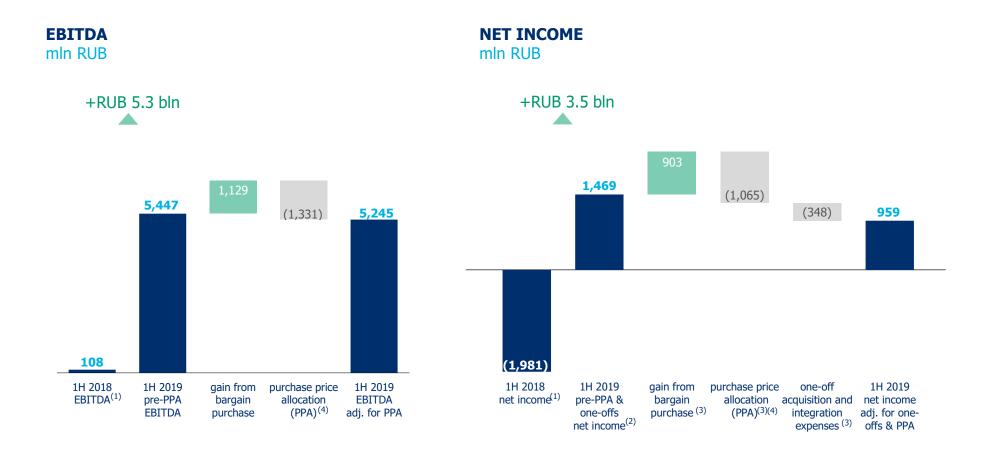
SELLING, GENERAL AND ADMINISTRATIVE EXPENSES

G&A EXPENSES DECREASED DESPITE THE ACQUISITION, SEVERANCE PAYMENTS AND ONE-OFF EXPENSES



General and administrative expenses, **net of one-off acquisition and integration expenses** in the amount of RUB 435 million, **decreased by RUB 810 million y-o-y, and amounted to 7% of 1H 2019 revenue**

EBITDA AND NET INCOME ANALYSIS ////



Source: IFRS financial statements

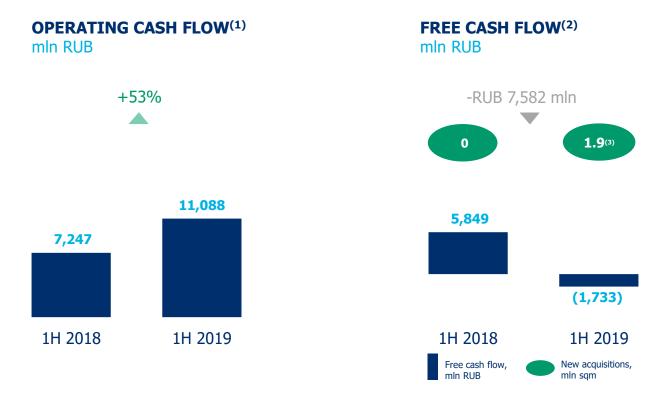
(1) Restated due to a change in accounting policy with respect to capitalisation of borrowing costs and significant financing component

(2) Including non-controlling interest

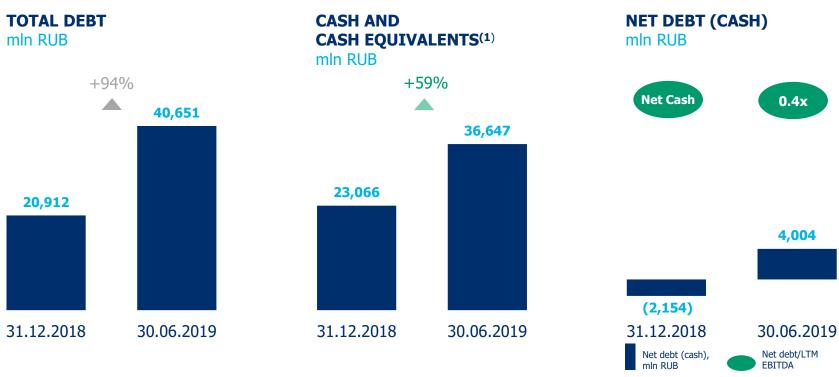
(3) Adjusted for taxes

(4) PPA in the amount of RUB 1,014 million was capitalised in cost of sales, and RUB 317 million in G&A and other costs

CASH FLOW ANALYSIS STRONG CASH FLOW GENERATION BROUGHT FREE CASH FLOW TO LESS THAN NEGATIVE 2 BLN, DESPITE RUB 15.2 BLN ACQUISITION



MAINTAINING A STRONG STRONG FINANCIAL POSITION EVEN AFTER LEADER-INVEST ACQUISITION IN 1H 2019



- 100% of debt denominated in RUB
- Average cost of borrowings amounted to 10.03% at 30.06.2019



LONG-TERM GROWTH PRINCIPLES ////

GOALS SET IN 2017

- Moscow 7% of the total volume of housing sold
- St Petersburg 15% of the total volume of housing sold

REASONS FOR EXPANSION

- Achievement of performance targets in key markets ahead of schedule through the acquisition of Leader-Invest
- Window of opportunity associated with the transition to new industry regulation

DIRECTIONS FOR FUTURE GROWTH

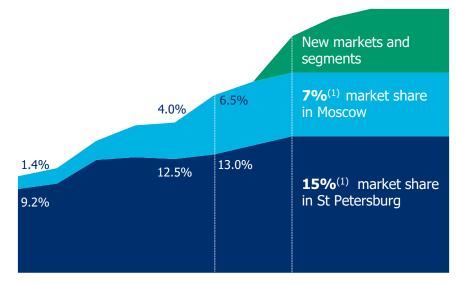
 Other segments in existing core geographies and Russian cities with populations exceeding 1 million people

GOAL

- Create the largest player in mid-market segment with a portfolio that is well-diversified between Moscow and St Petersburg
- Use the current opportunity to consolidate business at minimal cost and to diversify portfolio in new markets/segments

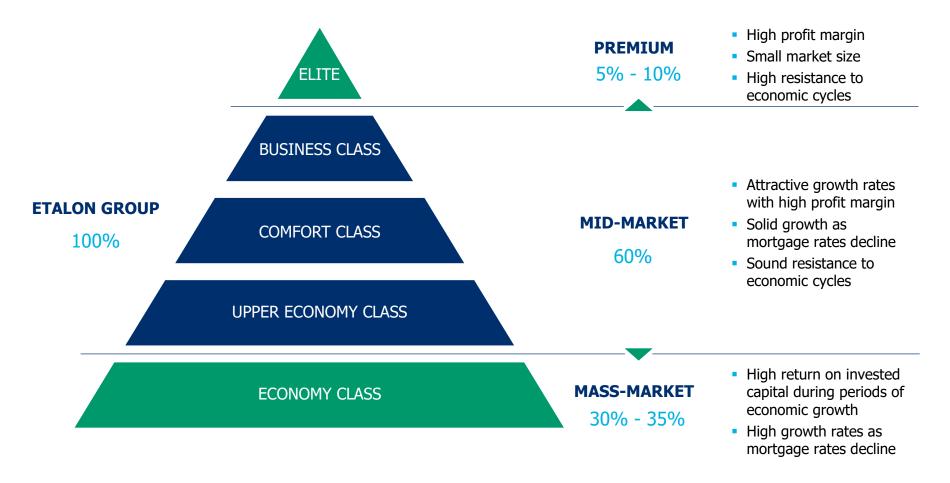
LIMITATIONS

 Maintaining shareholder returns distribution while keeping debt at a comfortable level



2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025

CREATING THE LEADING PLAYER WITH A DIVERSIFIED PORFOLIO IN MOSCOW AND ST PETERSBURG



SUCCESSFUL ENTRY INTO **NEW SEGMENTS**



ETALON SIGNIFCANTLY GREW ITS SHARE OF BUSINESS-CLASS PROJECTS OVER THE **COURSE OF TWO YEARS**

NEW CONTRACT SALES

ths sqm





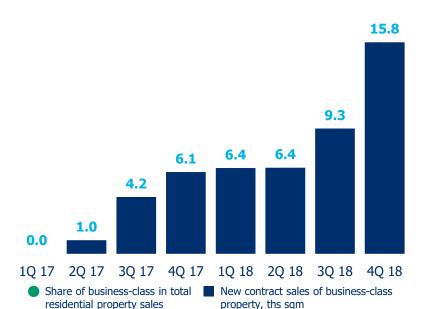












NEW CONTRACT SALES

bln RUB



APPROACH TO PORTFOLIO EXPANSION

PROJECT ACQUISITION CRITERIA

QUANTITATIVE:

- 1. Size
- Large-scale (>300 ths sgm) and medium-sized (30 300 ths sqm) projects
- 2. Return
 - Target IRR exceeds 15%

QUALITATIVE:

- 1. Focus segments
 - Mass-Market
- Mid-market
- 2. Location
- Locations with well-developed public transport access and social infrastructure

NON-ORGANIC GROWTH OPPORTUNITIES

CRITERIA:

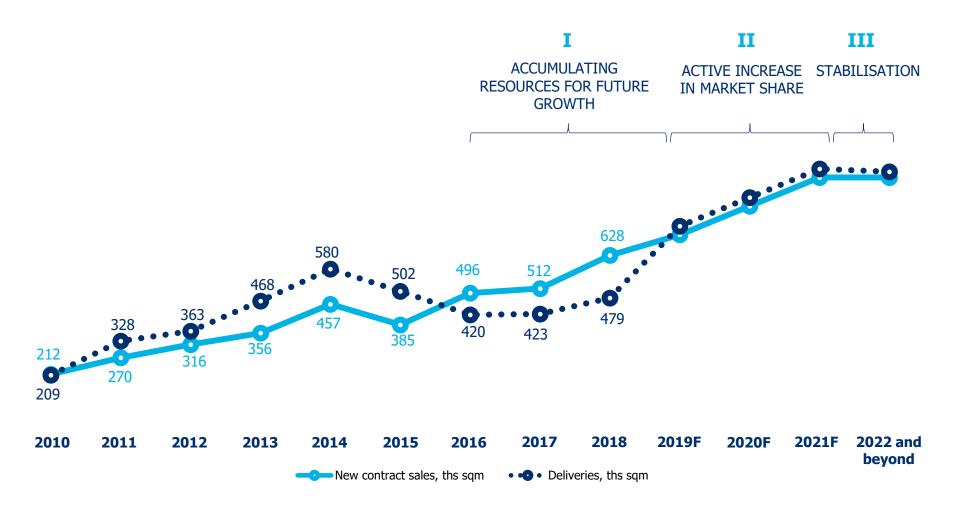
Value creation and further strengthening of market position through M&A with companies that meet the following criteria:

- 1. Focus on the same regions and segments
- 2. Complementary portfolio and value chain
- 3. Considerable operating synergies due to elimination of duplicate functions and monetisation of sales network
- 4. Attractive profitability across project portfolio and significant return on investments
- High level of transparency

LIMITATIONS:

Limited impact on financial position

DELIVERIES AND NEW CONTRACT SALES OUTLOOK /////



Source: Company data

IMPROVING EFFICIENCY OF CORE BUSINESS

- 1. Use the window of opportunity associated with changes in industry regulation to replenish a land bank with projects at an acquisition price lower than in the current portfolio
- 2. Improve operating efficiency due to strengthened cost control
- 3. Introduce modern digital cost control systems
- 4. Effectively manage the construction cycle in the new regulatory environment to preserve a positive free cash flow
- 5. Reduce selling expenses for each signed contract by improving the efficiency of the sales function
- **6.** Implement strict control over general and administrative expenses
- 7. Sell non-core assets and projects with a low return on capital

MAINTANANCE BUSINESS MONETISATION ////







150,000 RESIDENTS



ANNUAL GROWTH BY AT LEAST 10%

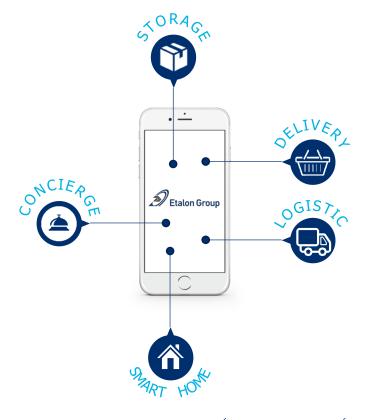
PLATFORM

SERVICES



SCALING

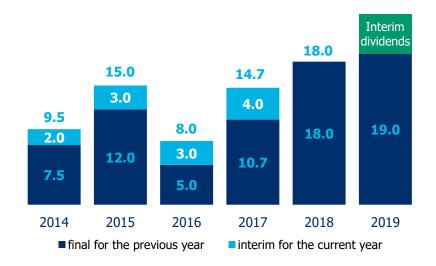
- Scalable business model thanks to annual growth in deliveries of residential property by Etalon Group as well as ability to service third-party projects at no additional cost to Etalon Group
- Synergy from cooperation with other Sistema's portfolio companies



DIVIDEND POLICY ////

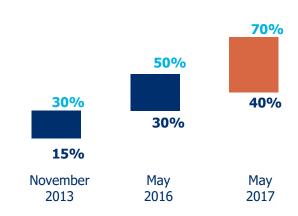
DIVIDENDS PAID

U.S. cents per GDR



DIVIDEND POLICY

The dividend payout ratio has been revised upward two times since the dividend policy was adopted in 2013



Dividends of 40-70% of consolidated IFRS net profit have been paid on a semi-annual basis since May 2017

CREATION OF ENVIRONMENTALLY FRIENDLY LIVING SPACE

- 1. Strict compliance with environmental requirements and recommendations
- 2. Electricity consumption reduction
- 3. Fuel consumption reduction
- 4. Construction waste recycling
- **5.** Use of modern engineering technologies allowing to decrease water consumption both on the construction sites and in our residential complexes
- **6.** Use of environmental friendly materials and the technologies allowing us to improve energy efficiency of our residential complexes
- 7. Greening of the territories of our projects

2018 SUSTAINABLE DEVELOPMENT RESULTS ////

INVESTMENTS INTO ENVIRONMENTAL PROTECTION

WASTE RECYCLING

FUEL CONSUMPTION



year-on-year – increase in investment in environmental protection in 2018



year-on-year growth in recycling of building materials in 2018



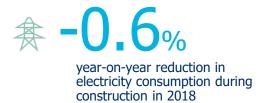
year-on-year reduction in fuel consumption during construction in 2018

PETROL CONSUMPTION

DIESEL CONSUMPTION

ELECTRICITY CONSUMPTION





OUR GOALS ////

- I. TO BECOME THE LARGEST HOUSING DEVELOPER IN THE MID-MARKET SEGMENT IN MOSCOW AND ST PETERSBURG
- II. TO INCREASE OUR PRESENCE IN THE MASS-MARKET AND PREMIUM SEGMENTS
- III.TO MAINTAIN A SUSTAINABLE FINANCIAL POSITION BY EFFECTIVELY MANAGING THE CONSTRUCTION CYCLE
- IV. TO INCREASE THE EFFICIENCY OF THE DEVELOPMENT BUSINESS AND MONETISE RELATED BUSINESS AREAS
- V. TO PAY CONSISTENTLY GROWING DIVIDENDS
- **VI.**TO CREATE ENVIRONMENTALLY FRIENDLY LIVING SPACES



GALACTICA ////

NOVEMBER 2019

DECEMBER 2018







Total NSA 809 ths sqm

Open Market Value⁽¹⁾ RUB 17,268 mln

Income from sales⁽¹⁾ RUB 78,386 mln

St Petersburg

OKHTA HOUSE ////

NOVEMBER 2019

DECEMBER 2018







Total NSA 133 ths sqm Open Market Value⁽¹⁾ RUB 5,469 mln

Income from sales⁽¹⁾ RUB 19,036 mln

St Petersburg

HOUSE ON BLYUKHERA ////

NOVEMBER 2019







Total NSA 105 ths sqm

Open Market Value⁽¹⁾ RUB 2,500 mln

Income from sales⁽¹⁾ RUB 8,938 mln

St Petersburg

PETROVSKIY LANDMARK ////

NOVEMBER 2019







Total NSA 89 ths sqm

Open Market Value⁽¹⁾ RUB 5,115 mln

Income from sales⁽¹⁾ RUB 15,409 mln

St Petersburg

ETALON ON THE NEVA ////

NOVEMBER 2019

VISUALIZATION







Total NSA 76 ths sqm

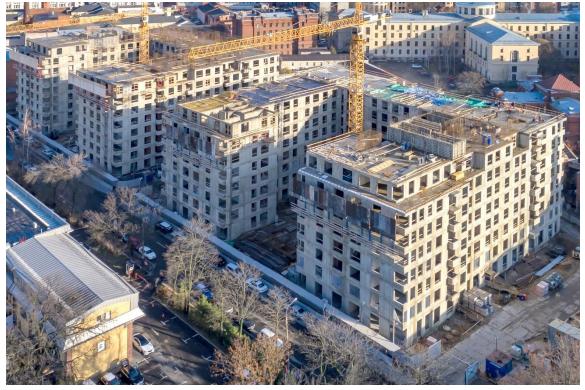
Open Market Value⁽¹⁾ RUB 2,928 mln

Income from sales⁽¹⁾ RUB 8,980 mln

St Petersburg

BOTANICA ////

NOVEMBER 2019







Total NSA 47 ths sqm

Open Market Value⁽¹⁾ RUB 2,699 mln

Income from sales⁽¹⁾ RUB 7,519 mln

St Petersburg

HOUSE ON KOSMONAVTOV ////

NOVEMBER 2019

DECEMBER 2018







Total NSA 27 ths sqm

Open Market Value⁽¹⁾ RUB 1,129 mln

Income from sales⁽¹⁾ RUB 2,364 mln

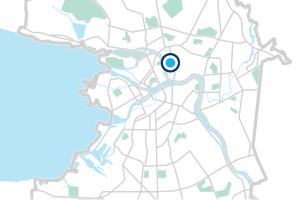
St Petersburg



NOVEMBER 2019







Total NSA 14 ths sqm

Open Market Value⁽¹⁾ RUB 831 mln

Income from sales⁽¹⁾ RUB 2,199 mln

St Petersburg

EMERALD HILLS ////

NOVEMBER 2019







Total NSA 855 ths sqm

Open Market Value⁽¹⁾ RUB 8,673 mln

Income from sales⁽¹⁾ RUB 60,108 mln

Moscow region

SUMMER GARDEN ////

NOVEMBER 2019







Total NSA 294 ths sqm

Open Market Value⁽¹⁾ RUB 6,696 mln

Income from sales⁽¹⁾ RUB 35,947 mln

Moscow

SILVER FOUNTAIN ////

NOVEMBER 2019







Total NSA 226 ths sqm

Open Market Value⁽¹⁾ RUB 11,111 mln

Income from sales⁽¹⁾ RUB 42,121 mln

Moscow



NOVEMBER 2019







Total NSA 186 ths sqm

Open Market Value⁽¹⁾ RUB 10,234 mln

Income from sales⁽¹⁾ RUB 37,045 mln

Moscow



NOVEMBER 2019







Total NSA 129 ths sqm

Open Market Value⁽¹⁾ RUB 5,889 mln

Income from sales⁽¹⁾ RUB 16,522 mln

Moscow

SCHASTYE NA VOLGOGRADKE ////



NOVEMBER 2019







Total NSA 14 ths sqm

Open Market Value⁽¹⁾ RUB 473 mln

Income from sales⁽¹⁾ RUB 1,674 mln

Moscow

SCHASTYE NA SOKOLE ////

NOVEMBER 2019



SCHASTYE NA MASLOVKE



NOVEMBER 2019

DECEMBER 2018







Total NSA 7 ths sqm

Open Market Value⁽¹⁾ RUB 569 mln Income from sales⁽¹⁾ RUB 1,509 mln

Moscow

SCHASTYE NA PRESNE ////



NOVEMBER 2019







Total NSA 6 ths sqm

Open Market Value⁽¹⁾ RUB 394 mln

Income from sales⁽¹⁾ RUB 1,456 mln

Moscow

SCHASTYE V KUSKOVO /////



NOVEMBER 2019







Total NSA 6 ths sqm

Open Market Value⁽¹⁾ RUB 464 mln

Income from sales⁽¹⁾ RUB 848 mln

Moscow

RESIDENCE ON VSEVOLOZHSKIY ////

NOVEMBER 2019







Total NSA 4 ths sqm

Open Market Value⁽¹⁾ RUB 2,265 mln

Income from sales⁽¹⁾ RUB 4,688 mln

Moscow



WOOD'S EMERGING EUROPE CONFERENCE

ETALON GROUP PLC

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