

CAPITAL MARKETS DAY

23 May 2019

DEtalon Group

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TODAY'S PRESENTORS /////



OLEG MUBARAKSHIN

GENNADIY SHCHERBINA

Chairman of the Board of Directors

Chief Executive Officer

KIRILL BAGACHENKO

Chief Financial Officer

MAXIM BERLOVICH

Head of Moscow Operations





9:00 Guest registration & welcome breakfast

PRESENTATION:

- 9:30 Presentation
- **11:00** Q&A session

11:30 Coffee-break

SITE VISIT:

- **11:45** Departure for the site visit
- 14:30 Site visit end





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INTRODUCTION

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ETALON GROUP AT A GLANCE AS OF END OF 2018 ////

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



of experience in construction & development

58 CITIES in Russia covered by sales network

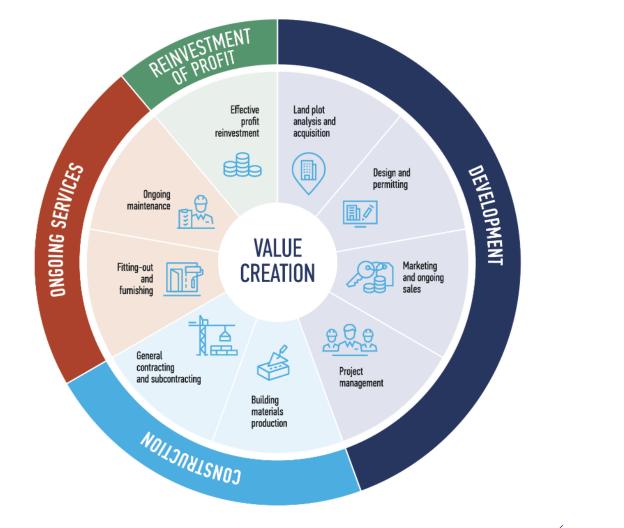
6.3 MLN SQM commissioned since inception

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

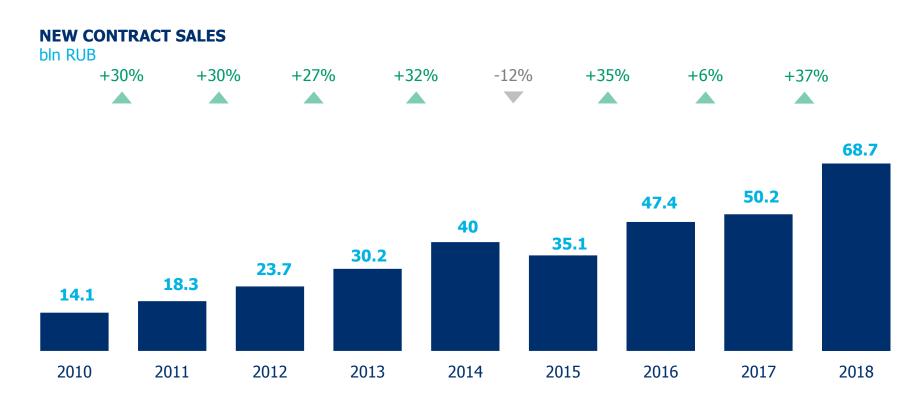


HOW ETALON GROUP CREATES VALUE /////

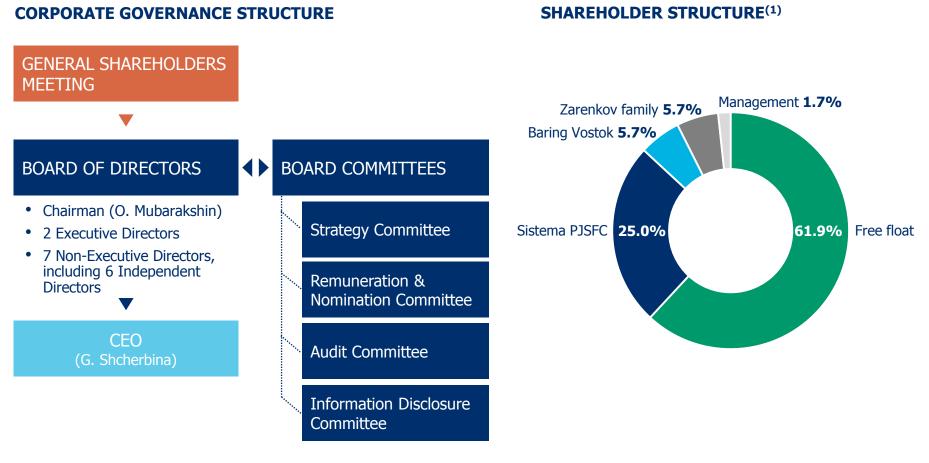


SALES PERFORMANCE SINCE IPO

IMPRESSIVE NEW CONTRACT SALES GROWTH, WITH CAGR OF 22%



CORPORATE GOVERNANCE AND SHAREHOLDING STRUCTURE



KEY PRINCIPLES OF THE RELATIONSHIP AGREEMENT BETWEEN SISTEMA AND ETALON

1 the Company will be managed in accordance with the principles of good governance set out in the corporate governance regime adopted by the Company and will continue to refine its transparency and disclosure practices

2 all transactions or arrangements between Sistema and Etalon Group will be conducted on an arm's length basis

3 representatives of Sistema on the Company's Board of Directors will not vote on any transaction or arrangement between Sistema and Etalon Group

4. Sistema has confirmed its current intention to maintain Etalon Group as a publicly-listed company

5. Sistema remains committed to the Company's dividend policy

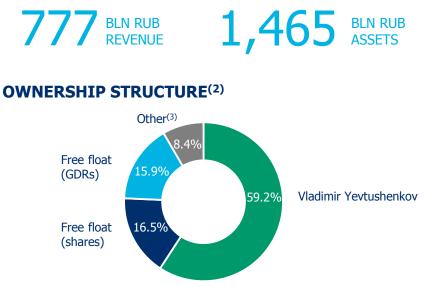


ABOUT SISTEMA PJSFC /////

ABOUT

- Russia's largest publicly traded investment holding company
- A unique collection of assets in diverse, high-potential sectors across the Russian economy
- Investments and expertise in more than 15 industries
- Credit ratings from international and Russian rating agencies -Fitch: BB-, S&P: B+, RAEX: ruA-

2018 PERFORMANCE⁽¹⁾



(1) In accordance with IFRS

CORE BUSINESS AREAS

- Active portfolio management of assets through profitable acquisitions and monetisation
- Increasing asset value by transforming them into market leaders that are capable of generating stable cash flows and that have high credit ratings
- Monetisation of investments by selling assets to strategic investors and conducing successful IPOs

CREATING MARKET LEADERS



Leading Russian mobile operator and digital services provider



Largest vertically integrated forestry holding company in Russia



Largest children's goods retailer in Russia



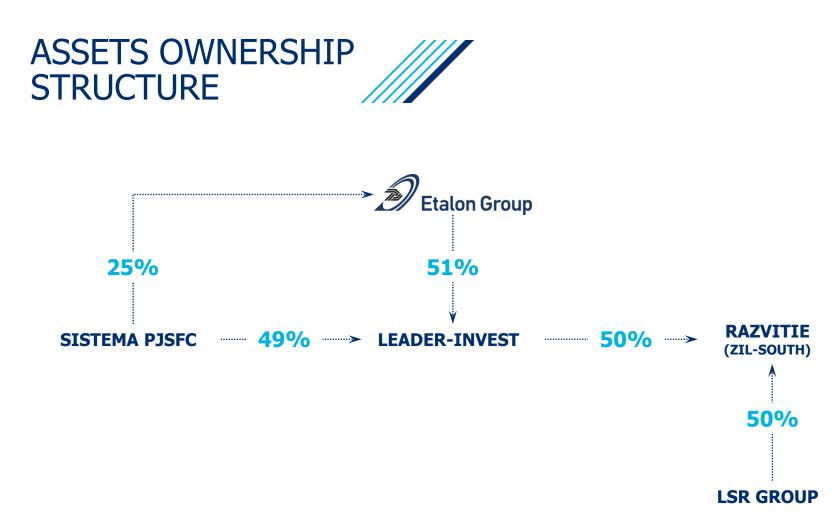
Leading agriculture holding company and one of the largest landowners in Russia



Largest private healthcare chain in Russia



(2) As of 31 December 2018 ⁽³⁾ Ordinary shares and GDRs belonging to Sistema Group companies, Sistema management and members of the Board of Directors



2018 OPERATING RESULTS AND 2019 OUTLOOK

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ETALON GROUP DELIVERED 479 THS SQM, IN LINE WITH THE PLAN FOR 2018

DELIVIERIES ths sqm



2018 DELIVERIES BREAKDOWN ths sqm

PROJECT	NSA, ths sqm
Etalon-City	171
Galactica	152
Samotsvety	56
Summer Garden	47
House on Obruchevykh street	39
Emerald Hills	8
Moscow Gates	6
TOTAL	479

FY 2018 OPERATING RESULTS ANALYSIS

ETALON DELIVERED RECORD RESULTS ACROSS ALL KEY METRICS IN FY 2018





AVERAGE PRICE FOR APARTMENTS INCREASED BY 13% Y-O-Y

AVERAGE PRICE TOTAL

RUB/sqm

AVERAGE DOWN PAYMENT %



AVERAGE PRICE APARTMENTS

RUB/sqm

4Q 17 1Q 18 2Q 18 3Q 18 4Q 18 4Q 17 1Q 18 2Q 18 3Q 18 4Q 18 4Q 17 1Q 18 2Q 18 3Q 18 4Q 17

Source: Company data

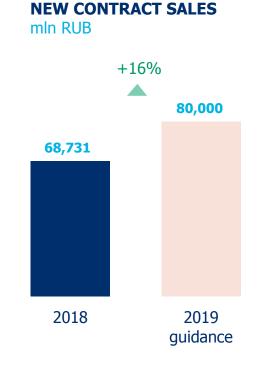






ths sqm







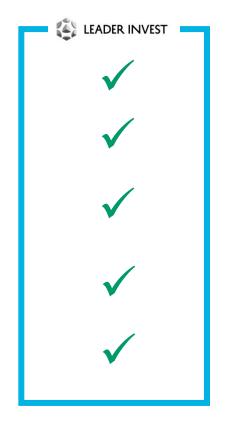


LEADER-INVEST ACQUISITION IS IN LINE WITH ETALON GROUP DEVELOPMENT STRATEGY

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 AT A GLANCE /////



ONE OF THE LEADING DEVELOPERS IN MOSCOW

- Leader-Invest is a leading residential real estate developer within the Moscow Ring Road
- Portfolio includes 31 projects under construction or in design stage and 9 completed projects with total area of unsold and available for sale property of about 1.3 million sqm⁽¹⁾
- Prime locations in welldeveloped and attractive neighbourhoods with a healthy living environment
- 69 ths sqm of NSA sold in 2018

PROVEN BUSINESS MODEL

- Focus on the comfort and business segments, which enjoy highest levels of demand
- Established process for selection of attractive assets with excellent transport accessibility
- Development of unique, niche product with a focus on modern trends
- 8 projects delivered over the last 3 years

WELL-DEVELOPED FINANCIAL FUNCTION AND TRANSPARENCY PRACTICES

- Leader-Invest reports IFRS financial results on a semiannual basis
- Portfolio valuation carried by reputable independent appraiser (Colliers International)
- Leader-Invest has publicly traded bonds since 2016
- S&P credit rating of B with a positive outlook

REPUTABLE SHAREHOLDER

- Leader-Invest is a subsidiary of Sistema PJSFC, whose shares and GDRs are listed on MOEX and the LSE since 2005
- Sistema PJSFC is a wellrecognised holding company with reputable investment track record
- Well defined corporate governance platform in line with international standards
- Sistema PJSFC to remain a 49% minority shareholder post transaction

LEADER-INVEST PORTFOLIO OVERVIEW /////

WINGS

CENTRAL PARK

350 ths sam

Business

ZIL YUG



623 ths sqm

Business / Comfort

OTHER PROJECTS



301 ths sqm

PROPERTY CLASS

BRIEF OVERVIEW

TOTAL AREA⁽¹⁾

Business

186 ths sam

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 sqm 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.

Central Park is a business- class 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. Central Park will offer residents extensive landscaped green spaces, including pedestrian boulevards along the Moscow River embankment. This 4hectare 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 623 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 will house approximately 60 ths residents and include an exhibition centre, shopping centre, schools, preschools, a hospital and health clinic.

Premium / Business / Comfort

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.



2018 - 2023

2019 - 2025

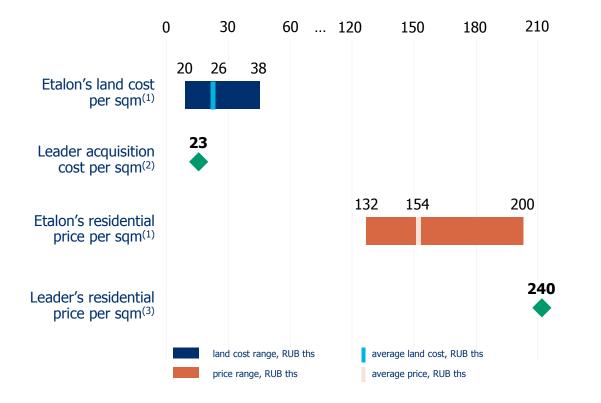
2020 - 2028by 2024LEADER-INVEST ACQUISITIONETALON GROUP20

(1) Knight Frank estimate as of 31.12.2018

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:

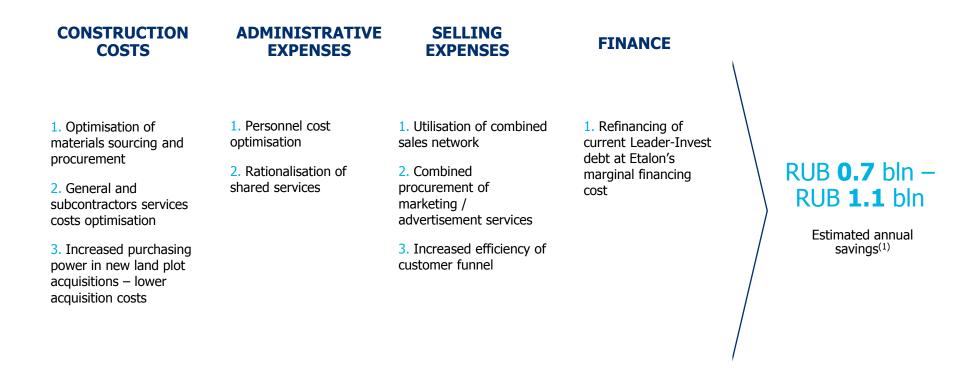


- The cost of RUB 23 ths per sqm for the acquisition of Leader-Invest is close to the lower end of Etalon Group's current price range for land acquisition of RUB 20 ths RUB 38 ths per sqm, and 11% below Etalon Group's average acquisition cost of RUB 26 ths per sqm
- The average selling price of RUB 240 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 Etalon's share of unsold area in Leader-Invest project portfolio of 1.3 mln sqm
(3) Forecasted average real estate sale price for Leader-Invest projects

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:



LEADER-INVEST ACQUISITION

ETALON GROUP / 22

JOINT BRANDING UNDER ETALON'S ROOF /////

Etalon Group

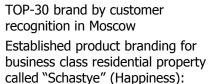
- ✓ More than 30-year history
- Successful track record in Russia with 6.3 million sqm commissioned since inception, without any delays
- TOP-3 brand by customer recognition in St Petersburg
- ✓ TOP-10 brand by customer recognition in Moscow
- #1 developer operating in Moscow and St Petersburg by customer 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

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

+

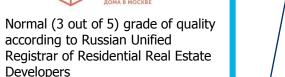
Potential to use well-developed project branding standards of Leader-Invest



СЧАСТЬЕ

LEADER INVEST

Leading developer in Moscow by number projects in portfolio



- One of three developers in Moscow market that uses the word "leader" in its name
- Low brand recognition in Russia's regions

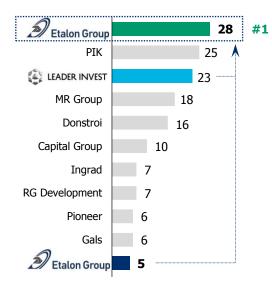


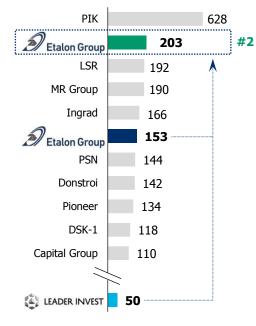
STRENGTHENING MARKET POSITION IN MOSCOW /////

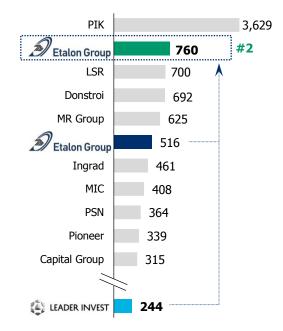
#1 BY NUMBER OF PROJECTS OFFERED TO THE MARKET⁽¹⁾

#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 31.12.2018 for Leader-Invest and Etalon

LEADER-INVEST ACQUISITION / ETALON GROUP / 24

ACQUISITION SUMMARY ////

L 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





TOTAL VALUE OF ASSETS UNDER MANAGEMENT⁽¹⁾

ETALON SHARE OF TOTAL ASSETS VALUE⁽¹⁾

ETALON SHARE OF TOTAL ASSETS VALUE PER GDR

187

154

bln RUB

7.5 USD per GDR

The total value of property assets under Etalon Group's management grew by 38% year-on-year in rouble terms and reached RUB 187 bln Etalon Group's share of the total property asset value amounted to a record-high RUB 154 bln Etalon Group's share of the total assets value amounted to USD 2.2 $bln^{(2)}$, or USD 7.5 per share/GDR

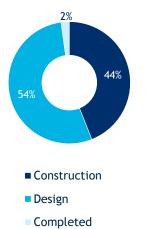


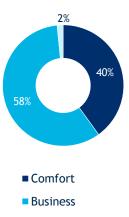


LEADER-INVEST PROJECTS CONTRIBUTE SIGNIFICANTLY TO THE PORTFOLIO OF ETALON GROUP

1.3 MLN SQM UNSOLD NSA⁽¹⁾

BREAKDOWN BY STAGE⁽²⁾





RUB BLN OPEN

BREAKDOWN BY

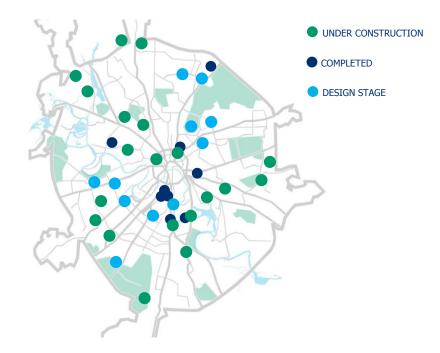
SEGMENT⁽²⁾

MARKET VALUE⁽¹⁾

Premium

31 PROJECTS UNDER DEVELOPMENT

PROJECTS IN MOSCOW



 $^{(1)}$ Unsold NSA and OMV of Etalon Group's property under management $^{(2)}$ As % of Unsold NSA, in sqm terms

PORTFOLIO OVERVIEW ETALON GROUP 28

PROJECT PORTFOLIO OPEN MARKET VALUE /////

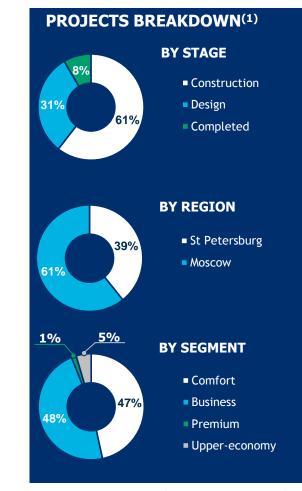
MARKET VALUE OF PROJECTS UNDER ETALON GROUP MANAGEMENT bln RUB



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



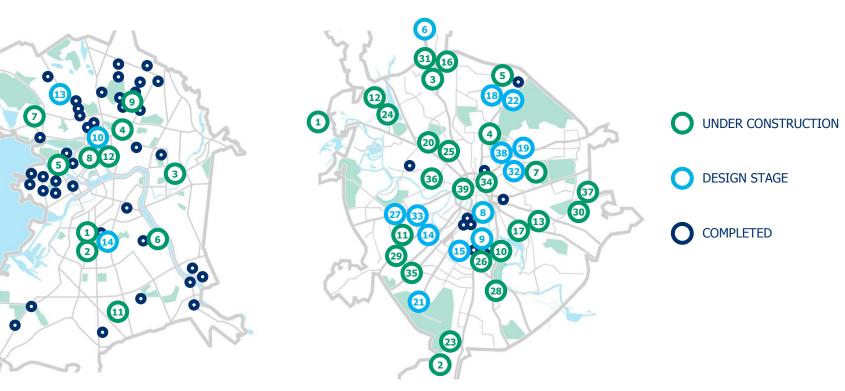


PORTFOLIO OVERVIEW / ETALON GROUP / 29

OPERATIONS IN ST PETERSBURG AND MOSCOW /////

PROJECTS IN ST PETERSBURG

PROJECTS IN MOSCOW



ETALON GROUP ASSETS VALUE (1/2) /////

	PROJECT	STATUS	TOTAL NSA ('000 SQM)	UNSOLD NSA UNDER ETALON MANAGEMENT ('000 SQM) ⁽¹⁾	UNSOLD PARKING (LOTS), #	OMV UNDER ETALON MANAGEMENT (MLN RUB)	OMV (MLN RUB)	INCOME FROM SALES (MLN RUB) ⁽²⁾	CONSTRUCTION BUDGET (MLN RUB) ⁽³⁾	OUTSTANDING BUDGET (MLN RUB) ⁽³⁾
CURI	RENT PROJECTS									
ST PE	TERSBURG									
1	Galactica	Construction	809	462	3,653	17,268	17,268	78,386	47,121	30,380
2	Moscow Gates	Construction	235	24	608	887	887	21,543	9,988	1,238
3	Okhta House	Construction	133	122	80	5,469	5,469	19,036	6,431	5,525
4	House on Blyukhera (Kalininskiy district)	Construction	105	44	305	2,500	2,500	8,938	4,996	3,005
5	Petrovskiy Landmark (Petrovskiy Island)	Construction	89	66	395	5,115	5,115	15,409	5,836	5,476
6	Etalon on the Neva (Nevskiy district)	Construction	76	72	501	2,928	2,928	8,980	4,091	3,597
7	Morskaya zvezda	Construction	61	25	148	1,795	1,795	3,410	2,291	842
8	Botanica	Construction	47	35	360	2,699	2,699	7,519	2,810	1,523
9	House on Obruchevykh Street	Construction	44	22	426	1,224	1,224	4,886	2,611	425
10	Beloostrovskaya	Design stage	29	28	235	746	746	3,675	1,660	1,641
11	House on Kosmonavtov	Construction	27	20	174	1,129	1,129	2,364	1,352	730
12	Fusion (Project on Krapivniy Pereulok)	Construction	14	10	71	831	831	2,199	1,119	672
13	Korolyova prospect	Design stage	6	6	47	212	212	606	372	340
14	Moskovsky District	Design stage	139	135	1,010	5,587	5,587	17,125	6,255	6,252
	L ST PETERSBURG	_ co.g. co.g.	1,814	1,072	8,013	48,388	48,388	194,076	96,934	61,646
			,	,	,	,	,	,	,	
MOSC	COW METROPOLITAN AREA (MMA) ⁽⁴⁾									
1	Emerald Hills	Construction	855	129	920	8,673	8,673	60,108	38,877	6,071
2	Etalon-City	Construction	363	42	655	4,011	4,011	28,694	18,397	1,370
3	Summer Garden	Construction	294	114	894	6,696	6,696	35,947	17,402	9,187
4	Silver Fountain	Construction	226	183	1,986	11,111	11,111	42,121	20,398	17,097
5	Normandy	Construction	129	83	499	5,889	5,889	16,522	8,005	5,360
6	Mytishinskiy District	Design stage	93	82	322	1,019	1,019	6,978	4,467	4,381
7	Golden Star	Construction	85	5	88	22	22	10,211	5,338	729
8	Letnikovskaya Street	Design stage	82	81	589	7,096	7,096	19,878	8,486	7,905
9	ZIL Yug	Design stage	623	623	3,747	19,163	9,773	126,518	50,741	50,591
10	Central Park (Nagatino I-Land)	Construction	350	350	1,816	17,254	8,800	69,378	33,216	31,735
11	Wings (Lobachevskogo 120)	Construction	186	164	855	10,234	5,219	37,045	14,932	13,815
12	Schastye v Tushino (Yana Raynisa 4)	Construction	13	3	35	0	0	2,259	1,201	687
13	Schastye na Volgogradke (Fyodora Poletaeva 15A)	Construction	14	10	123	473	241	1,674	1,180	574
14	Fotievoi 5	Design stage	11	11	113	1,372	700	4,024	1,748	1,748
15	Nagornaya 28	Design stage	11	11	46	1,524	777	2,019	979	977
16	Schastye v Lianozovo (Abramtsevskaya, 10)	Construction	8	2	29	0	0	1,207	889	259
17	Schastye v Kuzminkah (Zelenodolskaya st., 41/2)	Construction	9	4	79	0	0	1,282	1,165	577
18	Snezhnaya 20	Design stage	12	12	113	969	494	1,459	844	841
19	Electrozavodskaya 60	Design stage	10	10	88	355	181	1,695		1,166
20	Schastye na Sokole (Usievicha st., 10B)	Construction	8	6	72	224	114	1,742	1,306	735

per 1 parking place.

⁽¹⁾ Including parking. Parking area in launched projects with partially sold parking lots is calculated as 30 sqm ⁽²⁾ Income from sales includes potential ⁽³⁾ Excluding land acquisition costs and received incomes as of 31.12.2018

⁽⁴⁾ Moscow, New Moscow and Moscow region within 30 km from Moscow Ring Road

Source: Knight Frank valuation report as of 31.12.2018

ETALON GROUP ASSETS VALUE (2/2) /////

	PROJECT	STATUS	TOTAL NSA ('000 SQM)	UNSOLD NSA UNDER ETALON MANAGEMENT ('000 SQM) ⁽¹⁾	UNSOLD PARKING (LOTS), #	OMV UNDER ETALON MANAGEMENT (MLN RUB)	OMV (MLN RUB)	INCOME FROM SALES (MLN RUB) ⁽²⁾	CONSTRUCTION BUDGET (MLN RUB) ⁽³⁾	OUTSTANDING BUDGET (MLN RUB) ⁽³⁾
MOSC	OW METROPOLITAN AREA (MMA) ⁽⁴⁾ (Continued)									
21	Dom v Konkovo (Akademika Kapitsy, 32)	Design stage	7	7	39	1,126	574	1,447	837	785
22	Yaroslavskoe 51	Design stage	9	9	33	730	372	1,410	748	585
23	Schastye v Chertanovo (Chertanovskaya 59)	Construction	8	2	51	85	43	1,139	716	125
24	Schastye na Shodnenskoy (Fabriciusa 18 bldg. 1)	Construction	8	2	29	236	120	1,228	826	0
25	Schastye na Maslovke (Mishina 14)	Construction	7	4	61	569	290	1,509	974	274
26	Schastye v Sadovnikakh (Nagatinskaya st., 4/3)	Construction	7	3	24	0	0	1,055	825	549
27	Kremenchugskaya 3	Design stage	6	6	35	382	195	936	732	728
28	Schastye v Tsaritsyno (Kavkazskiy blvr 27k2)	Construction	7	1	20	0	0	1,110	708	176
29	Schastye v Olimpiyskoy Derevne (Olimpiyskaya Derevnya, 10/1)	Construction	7	2	48	131	67	1,327	929	120
30	Schastye v Veshnyakah (Veshnyakovskaya 18G)	Construction	6	4	48	626	319	832	797	162
31	Schastye na Dmitrovke (Sofyi Kovalevskoy st., 20)	Construction	7	4	29	956	488	938	688	0
32	Schastye na Semyonovskoi (Izmailovskoe shosse 20)	Design stage	7	7	31	482	246	946	591	418
33	Lomonosovskiy ave. 36	Design stage	6	6	54	1,023	522	1,743	737	594
34	Residence na Pokrovskom (Pokrovskiy blvr 5/2)	Construction	6	2	27	364	186	2,559	1,142	166
35	Schastye na Leninskom (Leninskiy 154)	Construction	6	2	39	170	87	1,180	801	161
36	Schastye na Presne (Krasnogvardeyskiy 15 bldg. 2)	Construction	6	4	14	394	201	1,456	875	581
37	Schastye v Kuskovo (Veshnyakovskaya st., 10)	Construction	6	6	36	464	237	848	718	457
38	Bolshaya Cherkizovskaya st. 4	Design stage	6	6	30	427	218	1,012	626	533
39	Residence on Vsevolozhskiy (Vsevolozhskiy per., 5)	Construction	4	3	25	2,265	1,155	4,688	1,637	199
ΤΟΤΑ	L MMA		3,508	2,004	5,953	106,516	76,136	498,127	246,682	162,419
ΤΟΤΑ	TOTAL CURRENT PROJECTS		5,321	3,076	13,966	154,904	124,524	692,203	343,615	224,065
СОМ	PLETED PROJECTS									
Reside	ential property in completed projects		2,426	263	6,197	18,524	17,294	190,035		
Comp	leted stand-alone commercial properties		24	18	55	903	903			
Land plots for sale						2,593	1,323			
ΤΟΤΑ	L COMPLETED PROJECTS		2,450	282	6,252	22,020	19,520	190,035		
ΤΟΤΑ	L ETALON GROUP PROJECTS		7,772	3,357	20,218	176,925	144,044	882,238	343,615	224,065
PRODUCTION UNIT										
Produ	ction Unit's business and properties			20		9,983	9,983			
ΤΟΤΑ	L ASSETS VALUE		7,772	3,377	20,218	186,908	154,027	882,238	343,615	224,065

per 1 parking place.

⁽¹⁾ Including parking. Parking area in launched projects with partially sold parking lots is calculated as 30 sqm ⁽²⁾ Income from sales includes potential ⁽³⁾ Excluding land acquisition costs and received incomes as of 31.12.2018

⁽⁴⁾ Moscow, New Moscow and Moscow region within 30 km from Moscow Ring Road

Source: Knight Frank valuation report as of 31.12.2018



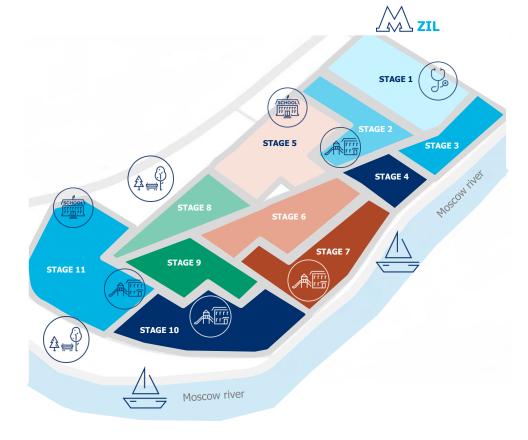
ZIL YUG DEVELOPMENT ////

623 THS SQM



REGION: MOSCOW SITE AREA: 56.8 HECTARES CLASS: COMFORT/BUSINESS PLANNED LAUNCH: 2020 STATUS: MASTER PLAN APPROVED MARKET VALUE: RUB 19.2 BLN

DEVELOPMENT SITE AND STAGES



PORTFOLIO OVERVIEW ETALON GROUP 33

CENTRAL PARK DEVELOPMENT /////

350 THS SQM



REGION: MOSCOW

SITE AREA: 14.8 HECTARES

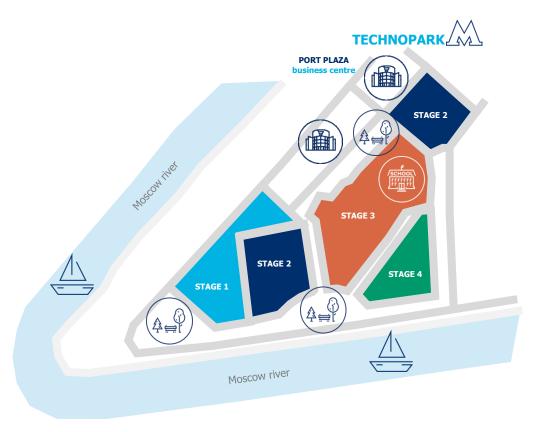
CLASS: BUSINESS

PLANNED LAUNCH: 2019

STATUS: BUILDING PERMIT GRANTED

MARKET VALUE: RUB 17.3 BLN

DEVELOPMENT SITE AND STAGES



PORTFOLIO OVERVIEW ETALON GROUP 34

ETALON GROUP EXPERIENCE IN MEGA PROJECTS DEVELOPMENT

JUBILEE ESTATE

605 THS SQM



REGION: ST PETERSBURG SITE AREA: 35.4 HECTARES CLASS: COMFORT LAUNCH: 2007 STATUS: COMPLETED IN 2012 SALES: SOLD OUT

EMERALD HILLS

855 THS SQM



REGION: MOSCOW REGION SITE AREA: 67 HECTARES CLASS: UPPER-ECONOMY LAUNCH: 2009 STATUS: UNDER CONSTRUCTION SALES: 83% SOLD GALACTICA

809 THS SQM



REGION: ST PETERSBURG SITE AREA: 37 HECTARES CLASS: COMFORT+ LAUNCH: 2015 STATUS: UNDER CONSTRUCTION SALES: 27% SOLD

PORTFOLIO OVERVIEW / ETALON GROUP / 35

UNIFIED CONSTRUCTION AND MAINTENANCE DIVISION VALUATION

UNIFIED DIVISION OPEN MARKET VALUE⁽¹⁾ bln RUB

+21%
10.0
8.3
10.0
31.12.2017
31.12.2018

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

PORTFOLIO OVERVIEW / ETALON GROUP / 36

⁽¹⁾ Knight Frank estimate as of 31.12.2018 ⁽²⁾ Company data

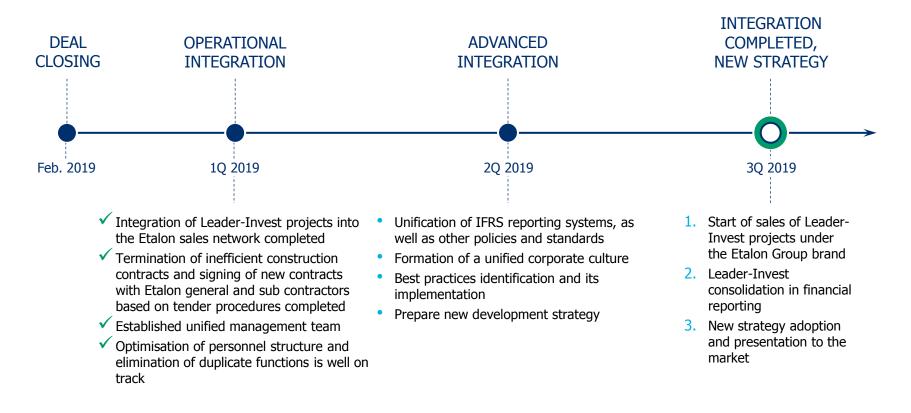
LEADER-INVEST INTEGRATION

I

BART TRANSPORTATION AND A DATA



INTEGRATION PROCESS IS WELL ON TRACK, WITH OPERATIONAL INTEGRATION ALMOST FULLY COMPLETED



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



LEADER-INVEST INTEGRATION / ETALON GROUP / 39

INTEGRATION OF LEADER-INVEST PROJECTS INTO THE ETALON SALES NETWORK



- Promotion of Leader-Invest projects on the Etalon Group sales website
- Establishing infrastructure for sales of Leader-Invest projects in Etalon Group sales offices
- Integration of CRM systems
- Training of sales managers to promote an extended range of projects
- Launch of sales of Leader-Invest projects via Etalon Group regional sales network is well on track
- Launch of transition of Leader-Invest projects to Etalon Group branding

FIRST RESULTS

- Increase in sales and prices for Leader-Invest projects
- Expanded customer base

LEADER'S PROJECTS AVAILABLE ON ETALON GROUP PROMOTION WEBSITE⁽¹⁾

Эруппа Эталон Объекты Компания Как купить Партнерам Регионам Акции Контакты.

 КАС Астозаваровнул. д. 23. стр.
 ЗАС) ул. Лобенсосто. еп. 120
 ЦАС Поровский бр. еп. 5. стр. 1.

 КАС Астозаваровнул. д. 23. стр.
 ЗАС) ул. Лобенсосто. еп. 120
 ЦАС Поровский бр. еп. 5. стр. 1.

 КАК Астозаваровнул. д. 23. стр.
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 ЦАС Поровский бр. еп. 5. стр. 1.

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 Как 2023 года
 Понеценияст 7 до. 556 имг Р
 Сакча
 Сакча

 Как 2023 года
 Понеценияст 7 до. 556 имг Р
 Понеценияст 304 до. 92 имг Р
 >



от 49 до 132 м² Іна. 2019 года





Моснва

СЗАО, ул. Демьяна Бедного, д. 15 площадь сдача от 58 до 88 м² Сдан

ETALON GROU

LEADER-INVEST INTEGRATION /

от 39 по 98 м² Слан

CONSTRUCTION AND DEVELOPMENT



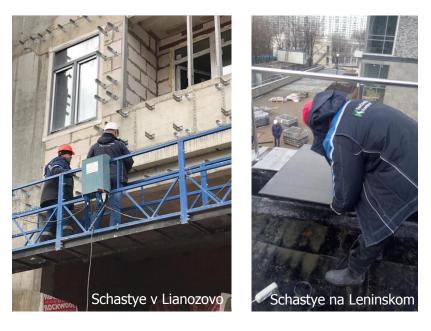
INTEGRATION MILESTONES

- Deep audit of Leader-Invest construction sites
- Legal due diligence on contracts with general contractors and subcontractors for possible termination and estimation of termination costs
- Termination of contracts with contractors that are responsible for construction delays
- Etalon Group companies carry out general contracting and subcontracting work at Leader-Invest construction sites
- Transfer of completed Leader-Invest projects to Etalon Group's service and maintenance company

FIRST RESULTS

- Improved construction quality and construction schedules
- Reduction in building materials procurement costs

ETALON GROUP SUBCONTRACTOR LENSPETSSMU COMFORT ON LEADER-INVEST PROJECTS



1Q 2019 OPERATING RESULTS

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and the second

territory territories

1Q 2019 OPERATING RESULTS



IN 1Q 2019 ETALON GROUP STRONGLY OUTPERFORMED ITS 1Q 2018 OPERATING RESULTS, SETTING A NEW ALL-TIME RECORD



The number of new contracts reached 3,470 in 1Q 2019, up by 35% compared to 1Q 2018

1Q 2019 OPERATING RESULTS: BREAKDOWN BY REGIONS

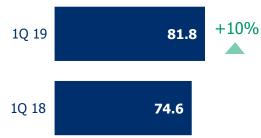


NEW CONTRACT SALES

ths sqm



St Petersburg



NEW CONTRACT SALES

bln RUB





CASH COLLECTIONS

bln RUB



1Q 2019 OPERATING RESULTS: ETALON GROUP

EVEN WITHOUT LEADER-INVEST SALES, ETALON GROUP REPORTED RECORD RESULTS FOR 1Q 2019



• The number of new contracts signed by Etalon Group reached 3,150 in 1Q 2019, up by 22% compared to 1Q 2018

1Q 2019 OPERATING RESULTS: LEADER-INVEST

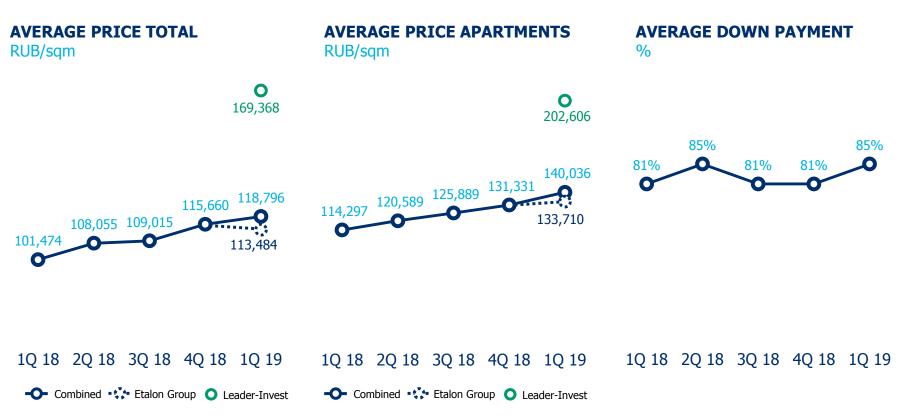
LEADER-INVEST CASH COLLECTIONS INCREASED BY 53% YEAR-ON-YEAR



• The number of new contracts signed by Leader-Invest reached 320 in 1Q 2019, up by 19% compared to 1Q 2018

AVERAGE PRICE AND DOWN PAYMENT PERFORMANCE

AVERAGE PRICE FOR APARTMENTS INCREASED BY 23% YEAR-ON-YEAR





NUMBER OF MORTGAGE SALES ROSE BY 26%, WHILE THE SHARE OF MORTGAGE SALES DECREASED SLIGHTLY DUE TO THE HIGHER SHARE OF BUSINESS-CLASS PROJECTS

NUMBER OF MORTGAGE CONTRACTS SIGNED

MORTGAGE CONTRACTS AS A SHARE OF SALES

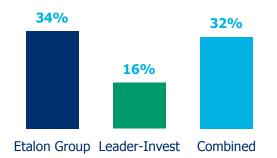
AVERAGE MORTGAGE RATE IN RUSSIA⁽¹⁾





REGIONAL SALES PERFORMANCE

SHARE OF REGIONAL BUYERS



ETALON GROUP'S REGIONAL SALES GEOGRAPHY^{(1) (2)}

REGION	SHARE OF TOTAL CONTRACTS
Leningrad region	2.9%
Khanty-Mansi AD	1.3%
Yamalo-Nenets AD	1.2%
Samara region	1.1%
Krasnodar Krai	1.0%
Krasnoyarsk Krai	0.9%
Arkhangelsk region	0.9%
Murmansk region	0.8%
Chelyabinsk region	0.8%
Other Russian regions	20.3%
Foreigners	1.1%
TOTAL	32%

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

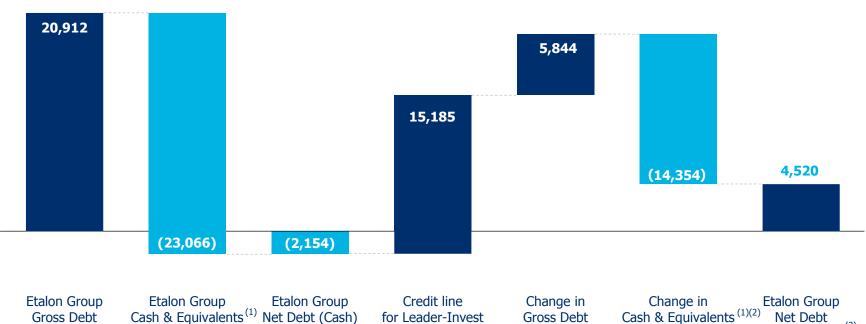
REGIONAL POPULATION ACTIVELY BUYS APARTMENTS IN MOSCOW AND ST PETERSBURG



- > Etalon Group's sales force focuses on regions with the highest per capita income levels
- Key markets: St Petersburg and Moscow
- > 58 cities covered with 25 sales offices nationwide
- > External professional marketing and sales service agents engaged nationwide

ETALON MAINTAINS A STRONG BALANCE SHEET **EVEN AFTER RUB 15.2 BLN ACQUISITION**

TOTAL DEBT mIn RUB



as of 31.12.18

as of 31.12.18 as of 31.12.18 Acquisition

as of 31.03.19⁽²⁾ ex. Credit line for Leader-Invest Acquisition⁽²⁾

Source: Company data ⁽¹⁾ Including bank deposits over 3 months (2) Including Leader-Invest financial position

1Q 2019 OPERATING RESULTS / ETALON GROUP / 50

MARKET REGULATION

NEW REGULATION BRIEF OVERVIEW /////

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

FINANCING

STRUCTURE

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.

EXCEPTIONS:

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:



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:



/ Etalon group / 54

MARKET REGULATION /

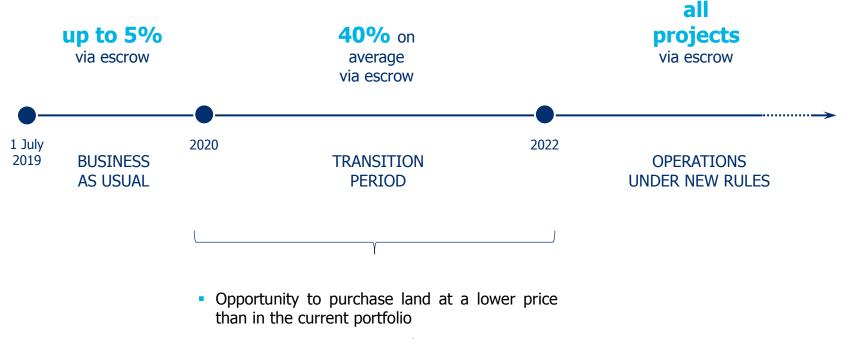
APPROACH:

- 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





 Opportunity to occupy a dominant position in the fragmented mid-market segment in the Moscow and St Petersburg housing markets

NEW STRATEGY HIGHLIGHTS

11

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

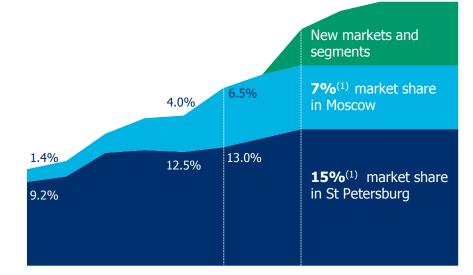
• Other segments in existing core geographies and Russian cities with populations exceeding 1 million people

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

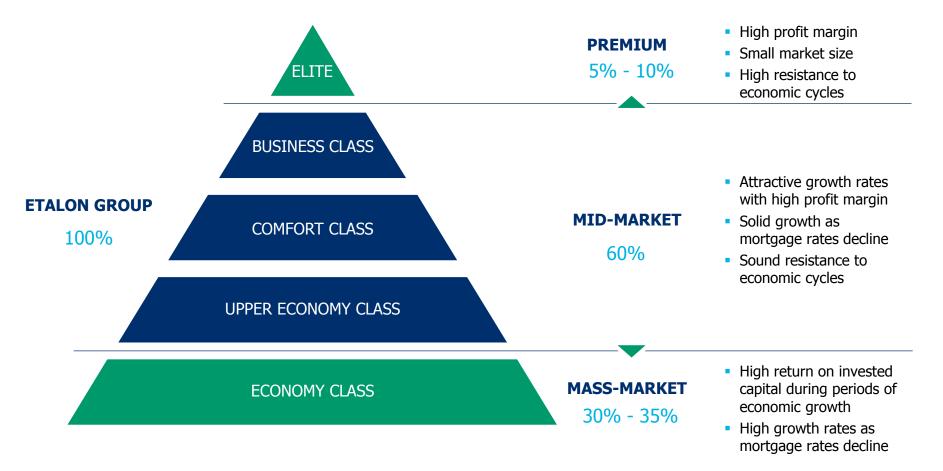
 Maintaining shareholder returns distribution while keeping debt at a comfortable level



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

NEW STRATEGY HIGHLIGHTS ETALON GROUP 57

CREATING THE LEADING PLAYER WITH A DIVERSIFIED ///



SUCCESSFUL ENTRY INTO NEW SEGMENTS

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





NEW STRATEGY HIGHLIGHTS / ETALON GROUP / 59

Source: Company data

APPROACH TO PORTFOLIO EXPANSION

PROJECT ACQUISITION CRITERIA

QUANTITATIVE:

- 1. Size
- Large-scale (>300 ths sqm) 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:

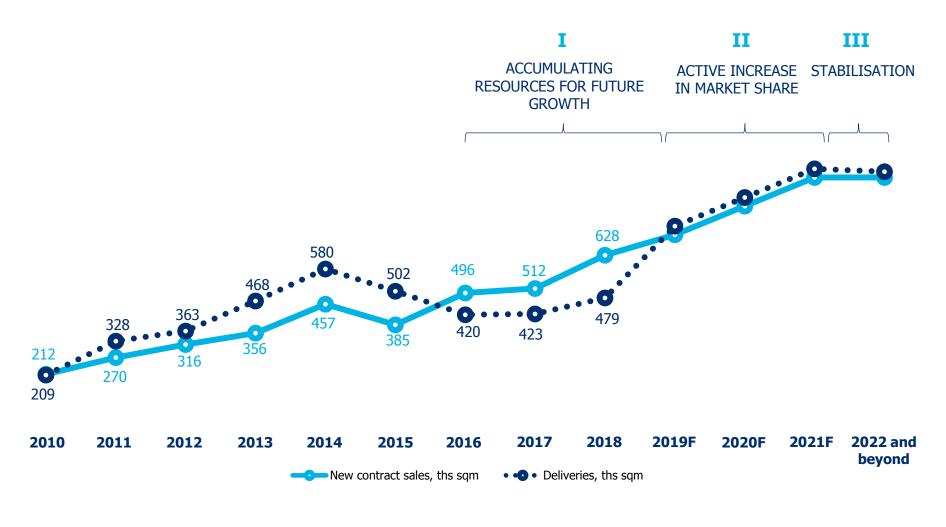
Value creation and further strengthening of market position through M&A with companies that meet the following criteria:

- 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
- 5. High level of transparency

LIMITATIONS:

Limited impact on financial position

DELIVERIES AND NEW CONTRACT SALES OUTLOOK /////



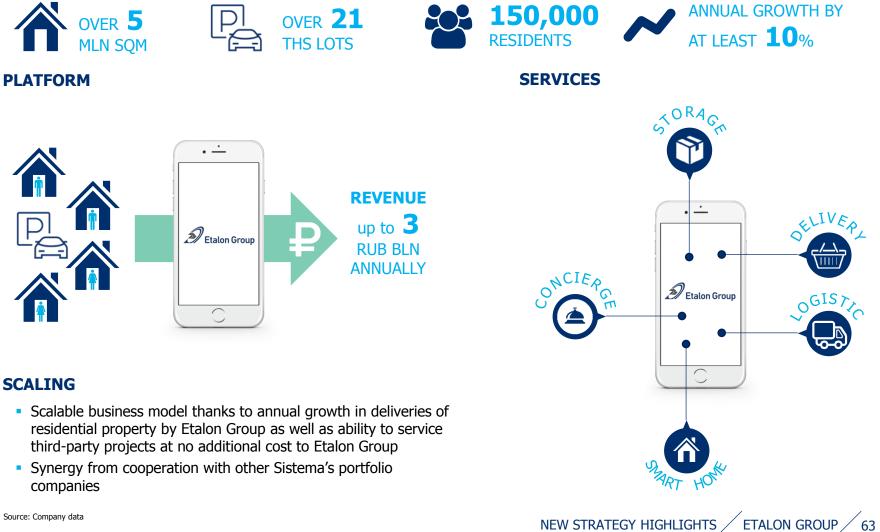
IMPROVING EFFICIENCY OF CORE BUSINESS

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



Source: Company data

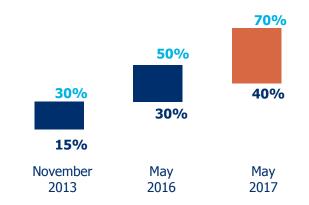


DIVIDENDS PAID U.S. cents per GDR



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

NEW STRATEGY HIGHLIGHTS / ETALON GROUP / 64

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

4 + 14%

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

₼ -1.2%

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

PETROL CONSUMPTION

DIESEL CONSUMPTION

ELECTRICITY CONSUMPTION



-1.1%

year-on-year reduction in diesel fuel consumption in 2018



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

NEW STRATEGY HIGHLIGHTS / ETALON GROUP / 66



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 /////

MAY 2019

DECEMBER 2018





MAY 2019

DECEMBER 2018



HOUSE ON BLYUKHERA

MAY 2019

DECEMBER 2018



 $^{(1)}\mbox{Knight}$ Frank estimate as of 31.12.2018

SELECTED PROJECTS ETALON GROUP 71

PETROVSKIY LANDMARK /////

MAY 2019

DECEMBER 2018



ETALON ON THE NEVA ////

MAY 2019

VISUALISATION



 ${}^{(1)}\mbox{Knight}$ Frank estimate as of 31.12.2018

BOTANICA /////

MAY 2019

DECEMBER 2018



HOUSE ON KOSMONAVTOV

MAY 2019

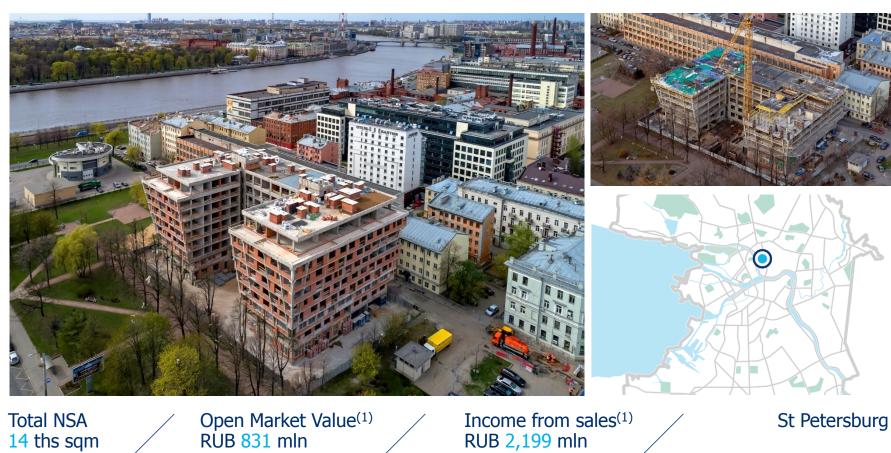
DECEMBER 2018



 ${}^{(1)}\mbox{Knight}$ Frank estimate as of 31.12.2018

FUSION ////

MAY 2019



EMERALD HILLS /////

MAY 2019





MAY 2019





MAY 2019

DECEMBER 2018





MAY 2019



NORMANDY /////

MAY 2019

DECEMBER 2018



⁽¹⁾ Knight Frank estimate as of 31.12.2018

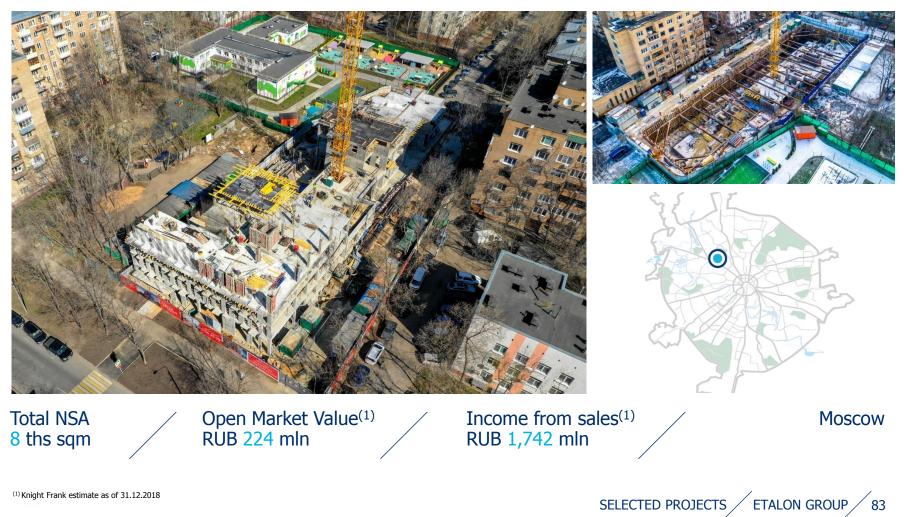
SCHASTYE NA VOLGOGRADKE /////

MAY 2019



SCHASTYE NA SOKOLE /////

MAY 2019



SCHASTYE NA MASLOVKE /////

MAY 2019

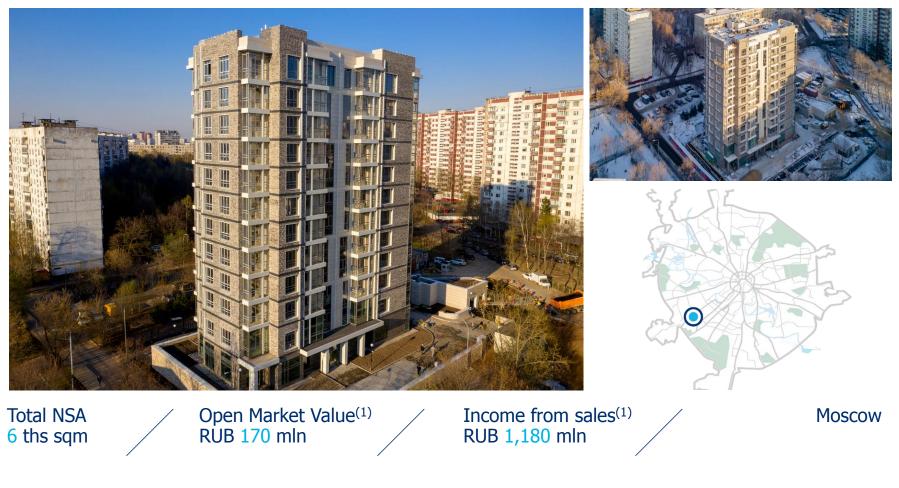
DECEMBER 2018



SCHASTYE NA LENINSKOM /////

MAY 2019

DECEMBER 2018



SCHASTYE NA PRESNE ////

MAY 2019

VISUALISATION



SCHASTYE V OLIMPIYSKOY DEREVNE /////

MAY 2019

DECEMBER 2018



SCHASTYE V KUSKOVO /////

MAY 2019

VISUALISATION



⁽¹⁾ Knight Frank estimate as of 31.12.2018



2019 CAPITAL MARKETS DAY

ETALON GROUP PLC

2-4 CAPITAL CENTRE ARCH. MAKARIOU III AVENUE NICOSIA | CYPRUS

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