

Press Release

Amsterdam

9th December 2016

PPF Group and EMMA Capital announce the sale of Eldorado

PPF Group N.V. and EMMA Capital announce that they have sold 100% of the shares of the Eldorado retail chain to a group of Russian investors related to the Safmar financial & investment group. PPF Group has owned Eldorado, one of Russia's largest electronics retail chains, since 2008; EMMA Capital has owned shares in Eldorado since 2014. Under PPF Group and EMMA Capital's ownership, the company has been transformed into a multi-channel retailer, offering a wide range of household goods, and one of Russia's leading online retailers.

The acquisition of the respective rights by Eldorado's new owners was approved by the Russian Federation's antitrust authority, FAS. Both parties have agreed that the price of the transaction will not be disclosed.

Notes for editors:

PPF Group

PPF Group invests into multiple market segments such as banking and financial services, telecommunications, biotechnology, real estate, retail, insurance and agriculture. PPF's reach spans from Europe the USA and across Asia. PPF Group owns assets exceeding EUR 24.2 billion (as at 30 June 2016).

EMMA Capital Group

EMMA Capital is an investment group established in 2012 at the initiative of its majority shareholder, Jiří Šmejč. EMMA Capital specialises in strategic investments where it mainly focuses on retail business. EMMA Capital currently operates in the Czech Republic, Greece, Romania, Russia, Austria, Italy and Slovakia. In addition, EMMA Capital owns an 11.38% stake in Home Credit Group, one of the world's largest consumer finance providers.

Eldorado

Eldorado is Russia's second largest retailer of consumer electronics and household appliances. The company maintains a presence in more than 200 cities in various regions of the Russian Federation. Eldorado develops multichannel sales and operates the largest network of over 600 stores throughout the country. Eldorado is a five-time Consumer Rights and Quality of Service Award winner in the best retail chain category, a two-time winner of the People's Brand (2012, 2014), and was named Company of the Year 2012 and 2013 by HR Brand.