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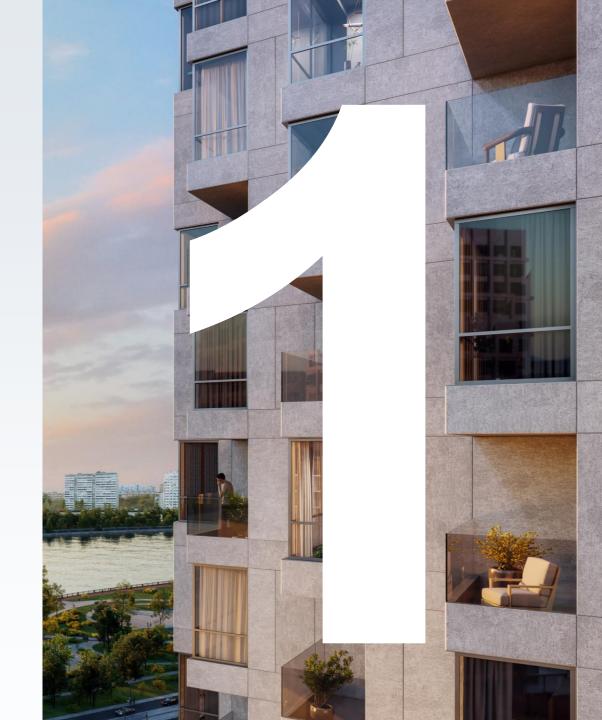
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# ETALON GROUP OVERVIEW



### ETALON GROUP AT A GLANCE

ONE OF THE LONGEST-ESTABLISHED

**30** years

FOUNDED IN 1987 IN ST PETERSBURG, WE HAVE A LONG TRACK RECORD FOR RELIABILITY AND QUALITY PROVEN TRACK RECORD

7 mln sqm

COMPLETED IN CORE REGIONS SINCE INCEPTION ONE OF THE MOST RELIABLE DEVELOPERS

#2

ACCORDING TO THE FORBES RUSSIA RANKING IN 2019 HIGHEST QUALITY SCORE

5 out of 5

ACCORDING TO RUSSIAN UNIFIED REGISTER OF RESIDENTIAL REAL ESTATE DEVELOPERS (ERZ)

STRONG POSITION IN ST PETERSBURG AND MOSCOW

**TOP** 9

ETALON GROUP IS AMONG THE TOP 9 DEVELOPERS BY SALES ON THE PRIMARY REAL ESTATE MARKETS IN 2020<sup>(1)</sup> OF THE LARGEST DEVELOPERS

#6

ETALON GROUP IS THE #6 LARGEST DEVELOPER IN RUSSIA ACCORDING TO THE FORBES RUSSIA RANKING IN 2020 ONE OF THE LARGEST REGIONAL SALES NETWORK

59

59 CITIES COVERED BY ETALON GROUP'S OWN SALES OFFICES AND PARTNERSHIPS WITH LOCAL SALES AGENCIES FULL-CYCLE VALUE CHAIN

### INTEGRATED BUSINESS MODEL

FROM LAND ACQUISITION TO DEVELOPMENT AND PROPERTY MAINTENANCE

## OUR CUSTOMER OFFERING TODAY

### RESIDENTIAL REAL ESTATE DEVELOPMENT







### **UPPER-ECONOMY**

2 %

- Emerald Hills, the last uppereconomy project in the portfolio with NSA of 857 ths sqm, was launched in 2009
- Today, 97% of residential NSA at the project has been sold

### COMFORT

**27**%

- Galactica, the largest comfort-class project in St Petersburg with NSA of 764 ths sqm, was launched in 2015
- Etalon City, the largest comfort-class project in Moscow, has NSA of 366 ths sgm and was launched in 2013

### BUSINESS

**71** %

- The first business-class project, Silver Fountain, was launched in 2017
- In monetary terms, the share of businessclass projects in NCS increased from 9% in 1Q 2018 to 47% in 1Q 2021

### **GENERAL CONTRACTING**



COMMERCIAL / INDUSTRIAL / SOCIAL

- Expoforum is one of the largest commercial construction projects in St Petersburg. Size: over 200 ths sqm; capacity: up to 10 ths delegates
- Etalon acted as a general contractor for Nissan Motor and Ford Motor companies and built new warehouses

### MARKET TRENDS



# REAL ESTATE DEMAND DRIVEN BY CONSUMERS SEEKING BETTER HOUSING



### **URBANISATION**



The population of Moscow and St Petersburg, as well as cities with over 1 million residents will continue to grow in the next decade.



### LIVING CONDITIONS

HOUSING STOCK PER CAPITA (sqm)

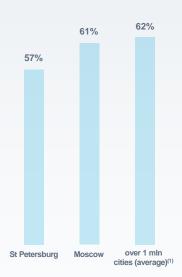


Russia still needs to improve living conditions; average living space per person is 23 sqm in cities with populations over 1 mln.



### **HOUSING STOCK**

**OLDER THAN 1990 (%)** 

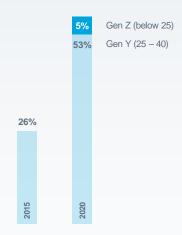


62% of the housing stock in Russia was built before 1990 and does not meet modern standards in terms of comfort, quality of the living environment and infrastructure.



### **GENERATIONAL CHANGES**

SHARE OF GENERATION Y AND Z (UNDER 40)



Share of young people without privatised property increased more than two-fold. Millennials are becoming first-time buyers. Even the oldest segment of generation Z has started buying property.

# HOUSING AFFORDABILITY IS AT RECORD HIGH LEVEL



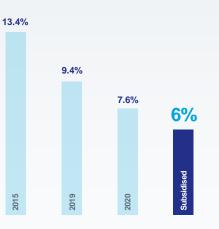
RECORD LOW MORTGAGE RATES

**NATIONAL AVERAGE (%)** 

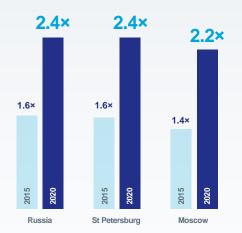


IMPROVED AFFORDABILITY

WAGE TO ANNUITY PMT<sup>(1)</sup>



Mortgage rates decreased to a record low on the back of record low Central Bank key rate and subsidised mortgage programme active through July 2021.



Record high affordability even without the subsidised rate: in St Petersburg and Moscow it reached 2.3x and 2.1x, respectively.



AFFORDABILITY LEVEL

SHARE OF HOUSEHOLDS THAT CAN AFFORD TO PURCHASE REAL ESTATE



Number of people who can afford a purchase increased almost two-fold: more than 50% of the residents of St Petersburg and Moscow and more than 40% of people in cities with a population over 1 mln can afford it.



### WIDE PROGRAMME OF STATE SUPPORT

State support for families with children: from RUB 470 ths to RUB 1 mln



Tax subsidies for mortgage interest payment: up to RUB 390 ths Tax subsidies for property purchase: up to RUB 520 ths

In support for families from regions outside Moscow and St Petersburg: up to RUB 436 ths

<sup>(1)</sup> Ratio of average salary to average annuity payment under mortgage loans, including with a subsidised rate of 6.5% for 2020. Source: Rosstat, Bank of Russia

# TRANSFORMATION AND RECENT DEVELOPMENTS





# **NEW LAUNCHES IN 2021**

LAUNCHES OF PROJECTS FROM THE CURRENT PORTFOLIO WILL DIVERSIFY ETALON'S OFFER AND BOOST SALES

### **ZIL-YUG**



Location

Launch of the 1st and 2nd stages

**MOSCOW** 

April – October 2021

NSA of 1,2 stages

Expected income from sales

285 ths sqm

**RUB** 360 bln

Zil-Yug is the largest project in Etalon Group's Moscow portfolio. The unique concept and attractive location make it an excellent contribution to Etalon's sales portfolio.

### **NAGATINO I-LAND (STAGE 2)**



Location

Launch of the 2<sup>nd</sup> stage

**MOSCOW** 

April 2021

NSA of the 2<sup>nd</sup> stage

Expected income from sales

109 ths sqm

RUB 73 bln

Based on the principle of integrated development, the project includes residential space, office centres, as well as social, medical, sports and commercial infrastructure.

### **VOXHALL (PROJECT ON LETNIKOVSKAYA ST.)**



Location

Launch

**MOSCOW** 

October 2021

NSA

Expected income from sales

66 ths sqm

RUB 20 bln

This business-class project is located in a well-established and prestigious central neighbourhood, a 10-minute drive from Red Square and in close proximity to a business district.

New acquisitions planned for 2021 through 2024 will further support sales dynamics

### 11

# VESTOR PRESENTATION

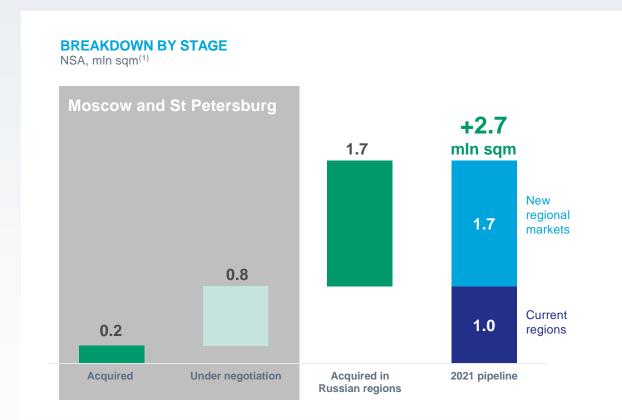
# NEW ACQUISITIONS IN RUSSIAN REGIONS

ETALON HAS ENTERED INTO TWO NEW REGIONS AND ADDED 1.7 MLN SQM TO ITS PORTFOLIO



# NEW ACQUISITION PROGRAMME

ACQUISITION PIPELINE FOR 2021 COMPRISES 2.7 MLN SQM, INCLUDING 1 MLN SQM IN CORE CITIES(1)



### PROJECT PIPELINE FOR ACQUISITION:

- YTD Etalon has acquired three projects in St Petersburg and entered into two new regions
- YTD acquisitions in core cities and new regions amount to 1.9 mln sqm
- Estimated investments for acquisition of new projects to be made in 2021: up to RUB 30 bln
- Acquisition financing: instalment payments, project financing, proceeds from SPO

### TRANSFORMATION TIMELINE

- Determination of target functional and organisational structures
- Transformation of treasury, procurement, and accounting functions
- Further improvement of motivation system

- Full Implementation of Group's revised organisational structure
- Test launch of "digital quarter" project (IoT systems)

- Acquired stake in QBT and chose test site for construction of a non-commercial modular project
- Reduction of number of legal entities by 30%
- Creating and reengineering of CJM

- Roll-out and testing of Al systems for analysing the competitive environment
- Completion of development and first implementation of Etalon standard product in the mid-market segment
- Start of testing of new modular building technologies
- Roll-out of automated systems for analysing future demand

1Q 2021

2Q 2021

3Q 2021

4Q 2021

2Q 2022

TRANSFORMATION WILL CONTINUE UNTIL 2Q 2022

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# ACQUISITION OF STAKE IN QB TECHNOLOGY

ETALON.
PARTNERSHIP

Q∃.technology

DEAL OVERVIEW

Modular construction of multi-storey buildings with finished and ready-to-assemble modules prepared at the factory.

EXPECTED IMPACT

40%

SHORTER CONSTRUCTION CYCLE

FULLY FIT-OUT **>20**%

LOWER
CONSTRUCTION
COSTS

**BETTER QUALITY** 

LIMITED CAPEX

ZERO WASTE

### PARTNERSHIP HIGHLIGHTS

- Etalon Group acquired a 35% stake in QB Technology with an option to further increase its ownership share
- Technology used by the company enables the construction of buildings of various formats and functional purposes, including housing projects, build-to-rent housing, hotels and student

### **FOCUS AREA**

### Short-term

- Apartments (as developer)
- Hotels (as general contractor)

### Mid-term

 Etalon.Start and Etalon.Comfort residential buildings for mass- and mid-market segment



### **MODULAR CONSTRUCTION PRODUCTION**

ETALON. **PARTNERSHIP** 

Q∃.technology





2 WEEKS



**FINISHED MODULE PRODUCTION** 



3 WEEKS



**FIT-OUT WORK** 

1 WEEK

# OPERATING RESULTS



# **DELIVERIES IN 9M 2021**

**DELIVERIES** ths sqm

9M 2021 DELIVERIES BY REGION ths sqm

9M 2021 DELIVERIES BREAKDOWN ths sqm





PROJECT	NSA, ths sqm
Summer Garden	87
Etalon on the Neva	76
Moscow Gates	18
Etalon City	3
TOTAL	184

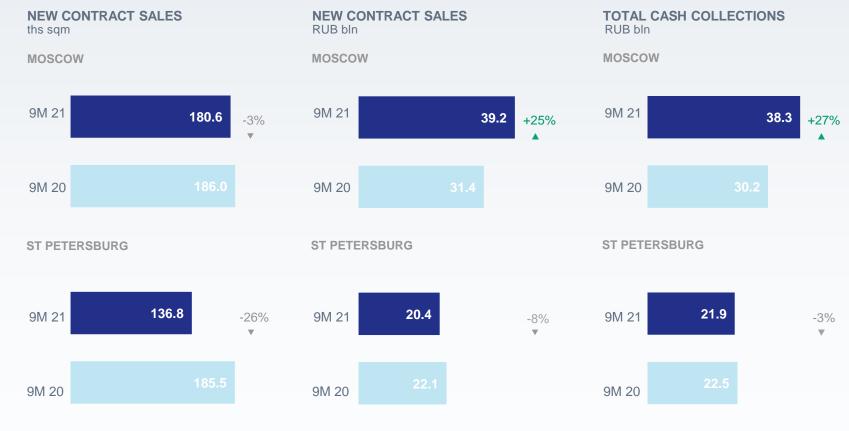
Source: Company data.

### 9M 2021 OPERATING RESULTS



- The number of new contracts amounted to 6,155 in 9M 2021
- Cash collections in escrow accounts amounted to RUB 22.7 bln in 9M 2021, up by 64% year-on-year, making it possible to reduce the cost of project financing to preferential interest rates ranging from 0.01% to 3.5%

# 9M 2021 OPERATING RESULTS: BREAKDOWN BY REGION



- In Moscow new contract sales in monetary terms grew by 25%, while total cash collections increased by 27% y-o-y
- New contract sales in monetary terms decreased by 8% in St Petersburg. Lower sales were the result of a limited offering in the region
- Sales in St Petersburg are still under pressure due to limited inventory
- Recovery of sales in St Petersburg is expected in 2022

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### 9M 2021 PERFORMANCE AGAINST FY 2021 GUIDANCE



ths sqm

20



### NEW CONTRACT SALES RUB bln



### TOTAL CASH COLLECTIONS RUB bln



# **3Q 2021 OPERATING RESULTS**



- High base effect is caused by release of pent-up demand in 3Q 2020 after recovery following lifting of lockdown measures and launch of subsidised mortgage programme
- The number of new contracts amounted to 1,869 in 3Q 2021
- Cash collections in escrow accounts amounted to RUB
   8.3 bln in 3Q 2021, up by
   47% year-on-year, making it possible to reduce the cost of project financing to preferential interest rates ranging from 0.01% to 3.5%
- Deliveries in 3Q 2021 amounted to 181 ths sqm

### **AVERAGE PRICE AND** DOWN PAYMENT PERFORMANCE



· · · · St Petersburg · · · Moscow

- Average price for all sold real estate declined in 3Q 2021 compared to 2Q 2021 due to higher share of parking spaces in total sales
- Average price for apartments increased by 31% y-o-y to a record high RUB 244.9 ths/sqm
- Average price in St Petersburg was up by 35% to RUB 202 ths/sqm
- The launches of ZIL-Yug and new stage in Nagatino i-Land pushed up the average price in Moscow.

### MORTGAGE SALES

NUMBER OF MORTGAGE CONTRACTS SIGNED



MORTGAGE CONTRACTS
AS A SHARE OF SALES



AVERAGE MORTGAGE
RATE IN RUSSIA<sup>(1)</sup>



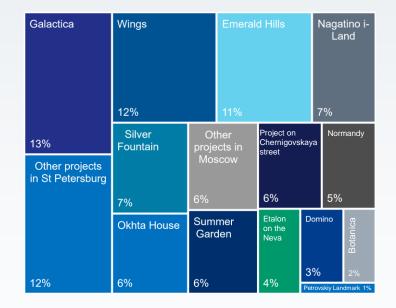
4Q19 1Q20 2Q20 3Q20 4Q20 1Q21 2Q21 Aug-21

- Mortgage rates in Russia are still supported by the State programme for families with children in Etalon's core cites and by prolonged state subsidised programme in other regions
- Despite the change in the subsided mortgage programme, mortgage contracts as a share of apartment sales are at 66%, up by 2 p.p. y-o-y
- Mortgage contracts as a share of total contracts decreased y-oy due to higher number of parking spaces sold in 3Q 2021

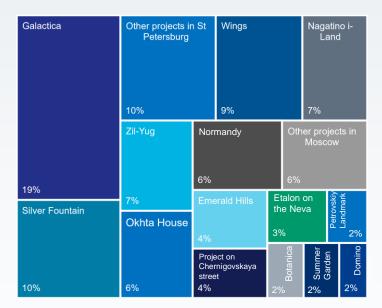
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### SALES PORTFOLIO

### 3Q 2020 NEW CONTRACT SALES BY PROJECT sqm<sup>(1)</sup>



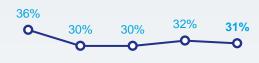
### 3Q 2021 NEW CONTRACT SALES BY PROJECT sqm<sup>(1)</sup>



- Nagatino-i-Land, Wings and ZIL-Yug reached a 23% share of sales volume
- Launched in April, the ZIL-Yug project accounted for 7% of 3Q 2021 sales in sqm terms and 10% of sales in RUB terms.
- The share of business class projects amounted to 41% and 58% in sqm and monetary terms, respectively
- New contract sales in St Petersburg and Moscow respectively amounted to 49% and 51% in sqm terms, and 39% and 61% in monetary terms

# REGIONAL SALES PERFORMANCE

### SHARE OF REGIONAL BUYERS



3Q 20 4Q 20 1Q 21 2Q 21 3Q 21

### ETALON GROUP'S REGIONAL SALES GEOGRAPHY<sup>(1)</sup>

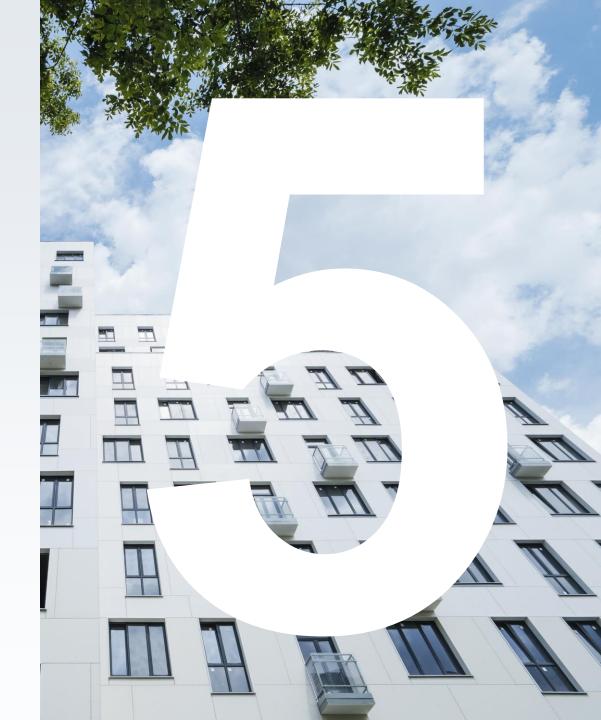
	CHARE OF TOTAL
REGION	SHARE OF TOTAL
11201011	CONTRACTS
Leningrad region	2.7%
Yamalo-Nenets AD	1.7%
Krasnoyarsk Krai	1.5%
Khabarovsk Krai	1.3%
Sakha	1.1%
Tatarstan	1.0%
Khanty-Mansi AD	1.0%
Krasnodar Krai	0.8%
Rostov region	0.7%
Other Russian regions	18.3%
Foreigners	0.7%
TOTAL	30.9%

### 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
- New regional markets:
   Omsk and Novosibirsk
- 59 cities covered by 29 sales offices nationwide
- External professional marketing and sales service agents engaged nationwide

# **RESULTS**



### 1H 2021 REVENUE ANALYSIS



### RESIDENTIAL DEVELOPMENT REVENUE RUB mln





- Revenue increased by 29% year-on-year to RUB 39.9 bln, reaching a record high first half result
- Residential development revenue showed strong double-digit growth in Moscow, while in St Petersburg it was impacted by decreased sales

Source: IFRS Financial statements

### PRE-PPA GROSS PROFIT: STRONG GROWTH IN PROFITABILITY



15,320

38.4%

1H 21



(A) +46%

8,634

1H 20

Pre-PPA gross profit

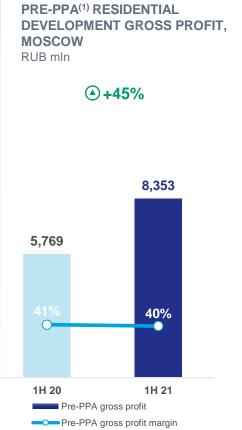
Pre-PPA gross profit margin

12,611

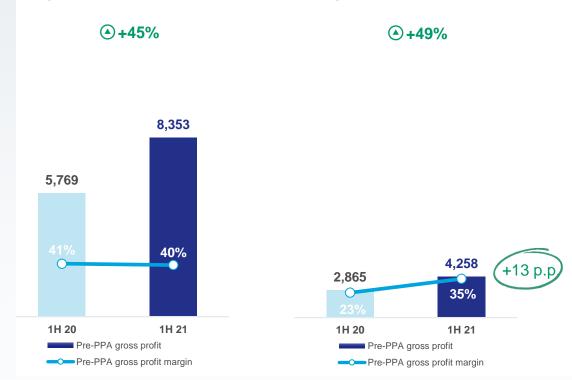
38%

1H 21

+6 p.p.







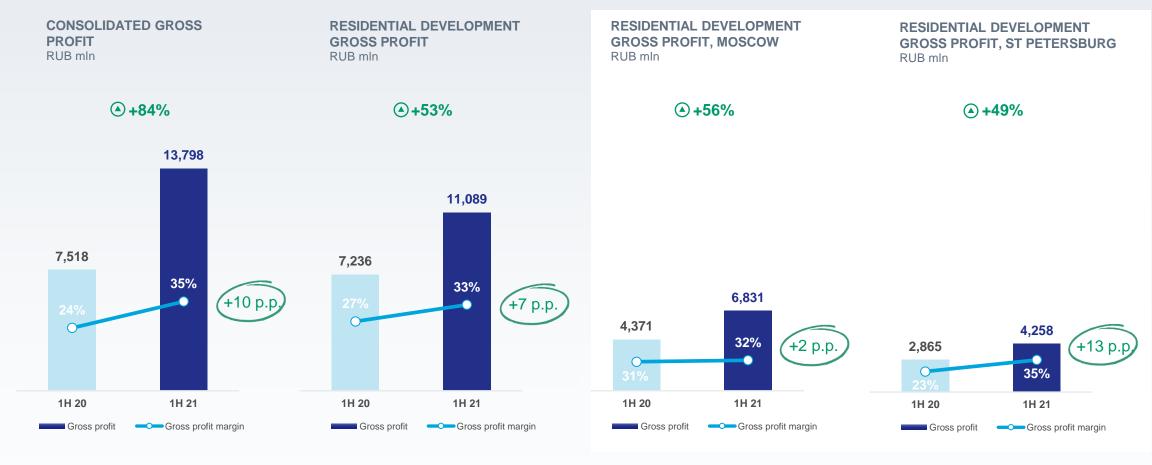
8.931

1H 20

Pre-PPA gross profit

Pre-PPA gross profit margin

# CONSOLIDATED GROSS PROFIT: TARGET PROFITABILITY LEVEL IS ACHIEVED



# ETALON ACHIEVED THE HIGHEST GROSS MARGIN GROWTH AMONG ITS PEERS

CONSOLIDATED GROSS PROFIT MARGIN	1H 2020	1H 2021	CHANGE
ETALON GROUP	28.9%	38.4%	+9.5 p.p.
PIK GROUP	25.2%	24.3%	-0.9 p.p.
LSR GROUP	29.4%	37.9%	+8.4 p.p.
SAMOLET	25.1%	25.3%	+0.2 p.p.
SETL GROUP	34.9%	34.7%	-0.3 p.p.

### SELLING, GENERAL AND ADMINISTRATIVE EXPENSES

**(v)** -4%

1,964

5%

1H 21

Selling expenses as % of revenue

-2 p.p.

2,038

1H 20

### GENERAL AND ADMINISTRATIVE EXPENSES

RUB mln

### **SELLING EXPENSES**

RUB mln



- Following Company's efforts to increase costeffectiveness, G&A expenses as percent of revenue declined by 1.4 p.p., while their growth in RUB terms remained in line with inflation
- Selling expenses in RUB terms were down by 4%, even after new contract sales in monetary terms grew by 39% v-o-v

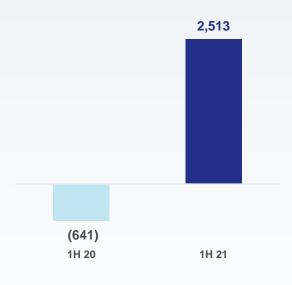
### 32

### PRE-PPA EBITDA AND NET INCOME ANALYSIS



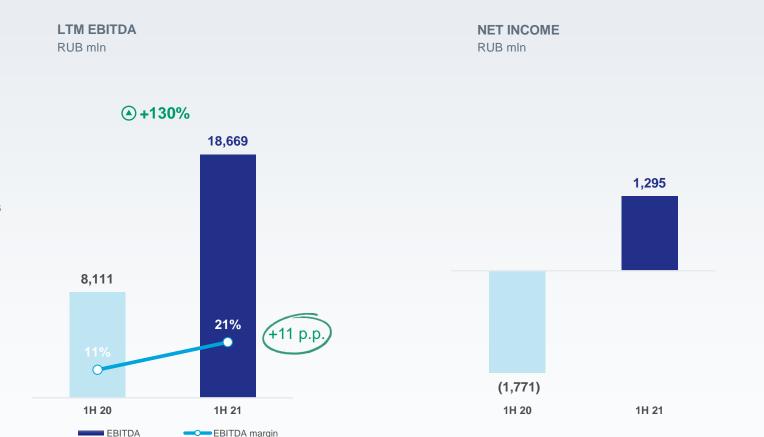
### PRE-PPA NET INCOME (2) RUB mIn





- LTM pre-PPA EBITDA includes Pre-PPA 1H 2021 EBITDA of RUB 11,136 mln
- Recovery in profitability and efficiency helped achieve twofold growth in LTM pre-PPA EBITDA, which reached RUB 22.7 bln
- Pre-PPA EBITDA margin also increased significantly by 11 p.p. and amounted to 26%
- Pre-PPA net income returned to positive territory and reached RUB 2.5 bln in 1H 2021

# EBITDA AND NET INCOME ANALYSIS



- LTM EBITDA includes 1H 2021 EBITDA of RUB 9,614 mln
- LTM EBITDA increased by 130% to RUB 18.7 bln
- EBITDA margin also increased significantly by 11 p.p. and amounted to 21%
- Net income improved from minus RUB 1.8 bln to RUB 1.3 bln

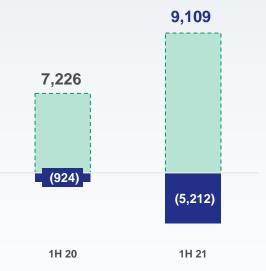
### CASH FLOW ANALYSIS

**OPERATING CASH FLOW**<sup>(1)</sup>

RUB mln

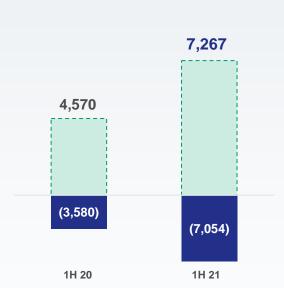
FREE CASH FLOW<sup>(1)</sup>
RUB mln

**(A)** +26%



■ Cash collections on escrow accounts

■Operating cash flow (OCF) less interest paid



**(4)** +59%

■ Cash collections on escrow accounts

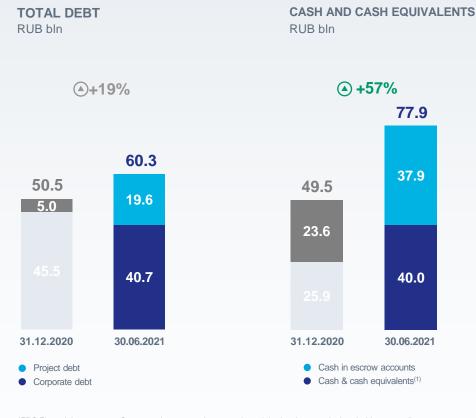
■Free cash flow (FCF) (2)

- Operating cash flow adjusted for cash collections on escrow increased by 26% to RUB 9.1 bln
- Free cash flow adjusted for cash collections on escrow increased by 59% to 7.3 bln in 1H 2021
- In 1H 2021, cash collections on escrow accounts amounted to RUB 14.3 bln, with a cumulative balance of RUB 37.9 bln at 30 June 2021

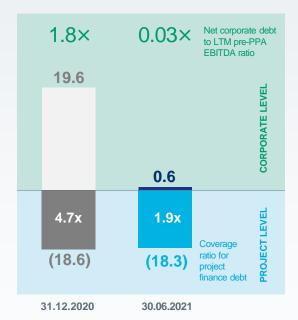
Source: IFRS Financial statements, y-o-y change was calculated without rounding (1) Incl. cash collections in escrow accounts

<sup>(2)</sup> Free cash flow is calculated as profit for the year adjusted for depreciation, share-based payments, impairments, interest, taxation, change in working capital, and change in invested capital

### ROBUST FINANCIAL POSITION AFTER 1H 2021



### NET DEBT (CASH) RUB bln



 Average cost of borrowings declined from 8.3% at the end of 2020 to 6.7% at

Net corporate debt to LTM

from 1.8x to 0.03x as of

30.06.2021

30.06.2021

3.5%

pre-PPA EBITDA decreased

 All project finance obligations are well covered

to access reduced interest

rates ranging from 0.01% to

- Net project debt (cash)<sup>(2)</sup>
- Net corporate debt
- Net corporate debt to LTM pre-PPA EBITDA
- X.Xx Coverage ratio for project finance debt<sup>(3)</sup>
- A.Ax Coverage ratio for project linance

- Source: IFRS Financial statements, Company data; y-o-y change and net debt level were calculated without rounding (1) Including bank deposits over 3 months; excluding cash collections in escrow accounts
- (2) Project finance debt less cash on escrow accounts
- (3) Projects debt used in calculation of coverage ratio includes escrow adjustments

# PROJECT PORTFOLIO



# ETALON GROUP PORTFOLIO OVERVIEW

#### MARKET VALUE OF PROJECTS PORTFOLIO

bln RUB

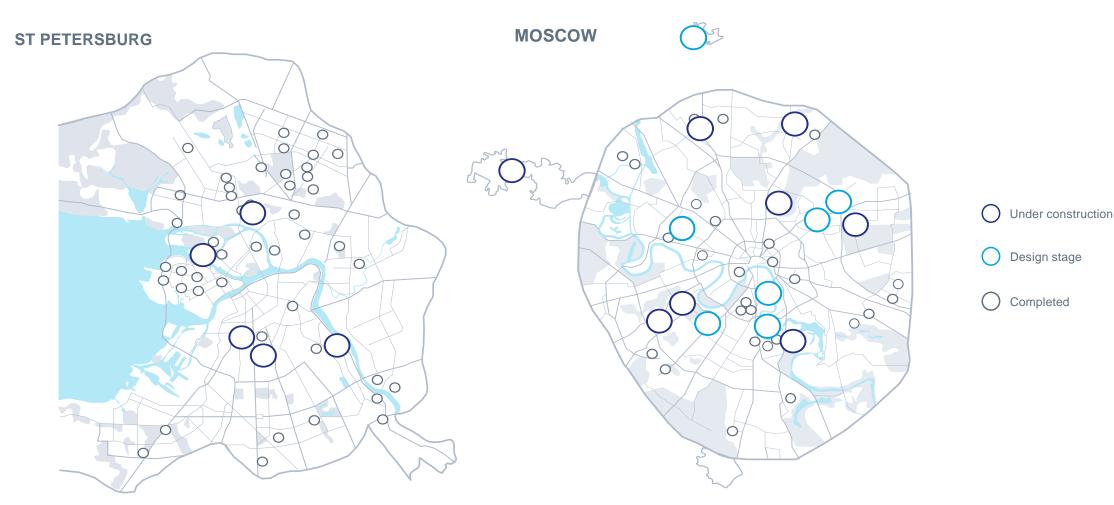




#### **COMPLETED AND AVAILABLE FOR SALE PROPERTY**

- The current portfolio includes 411 thousand sqm of completed and available for sale property at projects that are completed or still under construction. Completed and available for sale apartments at projects currently under construction amounted to 130 thousand sqm.
- Colliers International estimates potential income from the sale of all completed and available for sale property at **RUB 35.6 billion**, including **RUB 21.4 billion** from the sale of completed and available for sale apartments

# OPERATIONS IN ST PETERSBURG AND MOSCOW



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

PROJECT	STATUS	TOTAL NSA ('000 SQM)	UNSOLD NSA ('000 SQM) <sup>(1)</sup>	UNSOLD PARKING, (LOTS)	OMV (MLN RUB)	INCOME FROM SALES (MLN RUB) <sup>(2)</sup>	BUDGET (MLN RUB) <sup>(3)</sup>	BUDGET (MLN RUB) <sup>(3)</sup>
CURRENT PROJECTS:								
ST PETERSBURG								
1 Galactica	Construction	764	245	1,916	21,620	77,863	49,017	20,103
2 Project on Chernigovskaya street	Construction	110	68	972	5,359	18,383	8,939	6,557
3 Petrovskiy Landmark	Construction	89	40	322	4,941	15,316	6,716	4,222
4 Etalon on the Neva	Construction	77	35	374	3,233	9,349	4,520	1,412
5 Domino	Construction	39	33	312	2,696	7,199	3,262	2,965
TOTAL ST PETERSBURG		1,078	420	3,896	37,849	128,111	72,454	35,259
1 ZIL-Yug 2 Emerald Hills	Design Construction	1,403 857	1,307 28	10,113 290	64,121 1,519	360,185 60,209	166,078 39,799	165,473 3,614
MOSCOW METROPOLITAN AREA (MMA)(4)								
0				<u> </u>		· · · · · · · · · · · · · · · · · · ·		
3 Nagatino-i-Land	Construction	329	301	1,467	23.237	73.177	31,493	29,981
4 Summer Garden	Construction	278	36	270	1,494	31,812	17,409	4,022
5 Silver Fountain	Construction	226	121	1.587	17.973	45,493	18,745	6,719
6 Wings	Construction	184	48	483	2,769	30,947	16,087	7,782
	Conotraction				3,029	· · · · · · · · · · · · · · · · · · ·	10,007	
	Construction	124	29	198		15 989	7 002	880
7 Normandy	Construction Design	124 63	29 63	198 717		15,989 20.315	7,002 8.980	880 8.405
7 Normandy 8 Letnikovskaya street	Design	63	63	717	6,814	20,315	8,980	8,405
7 Normandy 8 Letnikovskaya street 9 Mytishinskiy District	Design Design			717 322	6,814 1,256	20,315 7,678	8,980 4,469	8,405 4,469
7 Normandy 8 Letnikovskaya street 9 Mytishinskiy District 0 Fotievoi 5	Design Design Design	63 93	63 82	717 322 72	6,814	20,315	8,980 4,469 1,640	8,405 4,469 1,639
7 Normandy 8 Letnikovskaya street 9 Mytishinskiy District 0 Fotievoi 5 1 Bolshaya Cherkizovskaya	Design Design	63 93 11	63 82 11	717 322	6,814 1,256 1,533	20,315 7,678 4,243	8,980 4,469	8,405 4,469
7 Normandy 8 Letnikovskaya street 9 Mytishinskiy District 0 Fotievoi 5 1 Bolshaya Cherkizovskaya 2 Electrozavodskaya 60	Design Design Design Design	63 93 11 7	63 82 11 7	717 322 72 46	6,814 1,256 1,533 714	20,315 7,678 4,243 1,526	8,980 4,469 1,640 556	8,405 4,469 1,639 556
7 Normandy 8 Letnikovskaya street 9 Mytishinskiy District 0 Fotievoi 5 1 Bolshaya Cherkizovskaya 2 Electrozavodskaya 60 3 Zorge 3	Design Design Design Design Design Design	63 93 11 7 9	63 82 11 7 9	717 322 72 46 63	6,814 1,256 1,533 714 676	20,315 7,678 4,243 1,526 2,382	8,980 4,469 1,640 556 1,192	8,405 4,469 1,639 556 1,147
7 Normandy 8 Letnikovskaya street	Design Design Design Design Design Design Design	63 93 11 7 9	63 82 11 7 9	717 322 72 46 63 99	6,814 1,256 1,533 714 676 392	20,315 7,678 4,243 1,526 2,382 2,881	8,980 4,469 1,640 556 1,192 1,941	8,405 4,469 1,639 556 1,147 1,905
7 Normandy 8 Letnikovskaya street 9 Mytishinskiy District 0 Fotievoi 5 1 Bolshaya Cherkizovskaya 2 Electrozavodskaya 60 3 Zorge 3 4 Schastye na Semyonovskoi (Izmailovskoe shosse 20)	Design Design Design Design Design Design Design Construction	63 93 11 7 9 12 6	63 82 11 7 9 12 5	717 322 72 46 63 99 34	6,814 1,256 1,533 714 676 392 868	20,315 7,678 4,243 1,526 2,382 2,881 1,517	8,980 4,469 1,640 556 1,192 1,941 729	8,405 4,469 1,639 556 1,147 1,905 463

Source: Colliers International estimate as of 31.12.2020

CONSTRUCTION

OUTSTANDING

<sup>(1)</sup> Including parking. Parking area in launched projects with partially sold parking lots is calculated as 30 sqm per 1 parking space.

<sup>(2)</sup> Income from sales includes potential and received incomes as of 31.12.2020. (3) Excluding land acquisition costs.

<sup>(4)</sup> Moscow, New Moscow and Moscow region within 30 km from Moscow Ring Road.

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

#	PROJECT	STATUS	TOTAL NSA ('000 SQM)	UNSOLD NSA ('000 SQM) <sup>(1)</sup>	UNSOLD PARKING, (LOTS)		INCOME FROM SALES (MLN RUB)(2)	BUDGET (MLN RUB) <sup>(3)</sup>	BUDGET (MLN RUB) <sup>(3)</sup>
	COMPLETED PROJECTS:								
	Residential property in completed projects		3,332	350	6,799	25,195	283,567		
	Completed stand-alone commercial properties		8	8	55	591			
	TOTAL COMPLETED PROJECTS		3,340	358	6,854	25,786	283,567		
	TOTAL ETALON GROUP PROJECTS		8,027	2,840	26,548	190,890	1,072,125	389,791	273,002
	PRODUCTION UNIT					12,640			
	Production Unit's business and properties			18		12,640			
	TOTAL ASSETS VALUE		8,027	2,858	26,548	203,530	1,072,125	389,791	273,002

CONSTRUCTION OUTSTANDING

<sup>(1)</sup> Including parking. Parking area in launched projects with partially sold parking lots is calculated as 30 sqm per 1 parking space. (3) Excluding land acquisition costs.

<sup>(2)</sup> Income from sales includes potential and received incomes as of 31.12.2020.

# STRATEGY TO 2024



# CHANGING BUSINESS LANDSCAPE

REQUIRES RETHINKING THE DEVELOPMENT STRATEGY

1

EXPENSIVE LAND IS THE NEW NORMAL, WITH A LIMITED PIPELINE OF GOOD QUALITY PROJECTS 2

GROWING SOCIAL OBLIGATIONS ARE THE NEW NORMAL

3

REDUCTION IN THE NUMBER OF SMALL PLAYERS, BUT GREATER COMPETITION AMONG THE TOP 20 IN MOSCOW AND ST PETERSBURG

4

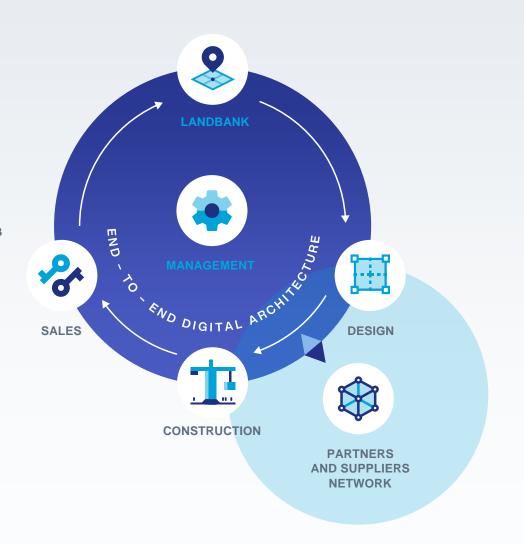
RENOVATION PROGRAMME IN MOSCOW MAKES THE MASS MARKET SEGMENT THERE LESS ATTRACTIVE 5

LIMITED UPSIDE POTENTIAL FOR HOUSEHOLD INCOME IN THE MEDIUM TERM, ALTHOUGH AFFORDABILITY IS AT RECORD HIGH

GROWING CUSTOMER EXPECTATIONS

GROWING INDUSTRY DIGITALISATION

# THE STRATEGY TO 2024 AIMS TO REINVENT EACH STEP OF THE VALUE CHAIN



EASY TO SCALE FULLY-DIGITAL END-TO-END ARCHITECTURE

LESS CAPITAL-INTENSIVE APPROACH BASED ON ESTABLISHED RELATIONSHIPS WITH PARTNERS AND SUPPLIERS

LONG-TERM FOCUS ON LANDBANK REPLENISHMENT TO ACHIEVE LEADERSHIP IN CORE REGIONS (MOSCOW AND ST PETERSBURG) AND EXPAND BUSINESS TO NEW REGIONS

LEADERSHIP IN THE USE OF NEW DESIGN AND HOUSEBUILDING TECHNOLOGIES TO SUPPORT PROFITABILITY AND CASH FLOW GENERATION

CUSTOMER-CENTRIC APPROACH
TO PRODUCT, SALES AND SERVICES

# END-TO-END DIGITAL ARCHITECTURE SAVES TIME, MONEY AND MATERIALS



# ETALON AIMS TO BE A LEADER IN NEW CONSTRUCTION TECHNOLOGIES





- Monolithic buildings to be standardised based on segment in Etalon Group's new product offering
- First building to be launched in 2021
- Development and improvement of own expertise

TRADITIONAL ON-SITE



#### **MODULAR**

- Fully-finished prefabricated modules in new Etalon Group product offering
- In cooperation with UK-based Q. B. Technology
- First QBT building already completed / first Etalon Group planned launched in 2022

#### **CLT**

- Hybrid and fully cross-laminated timber (CLT) buildings
- In cooperation with Segezha Group



## MODERN PREFABRICATION

- Modern prefabrication technology
- Etalon is considering different partnership options to implement this technique

PLUS NEW INDUSTRIAL

# REINVENTED RESIDENTIAL DEVELOPMENT PROJECT LIFECYCLE

#### PROJECT IMPLEMENTATION **TECHNOLOGY**

**PRE-SALES** 

up 50 %

**GRANTED** 

**CONSTRUCTION PERMIT** 

**CAST-ON-SITE** 

**INDUSTRIAL** 







**GROUND WORKS** & PREPARATION

Same

**ON-SITE CONSTRUCTION** 

**3** months shorter

**GROUND WORKS & PREPARATION** 

1-2 months longer

**ON-SITE CONSTRUCTION** 

6 months shorter

**PRODUCTION** 

up to 9 months

**SALES** 

3–6 months longer

c. 30–40% 3–6 months shorter

**BUILDING COMPLETION** 

AND DELIVERY

**SALES POST-**

**COMPLETION** 

c. 20 %

TRANSFER TO SERVICE

TRANSFER TO SERVICE

**COMPANY** 

**COMPANY** 

• Longer presale period of up to 12 months

• On-site construction time decreased by 3 months for traditional cast-on-site technology thanks to standardisation

 Construction time decreased by 6 months due to new industrial construction methods

· Simultaneous on-site construction and production of elements for industrial housing construction

• Higher level of funding on escrow accounts before construction starts will make it possible to secure the lowest project finance rate of c. 0%, lowering overall finance costs

· Faster release of funds from escrow

# LANDBANK STRATEGY

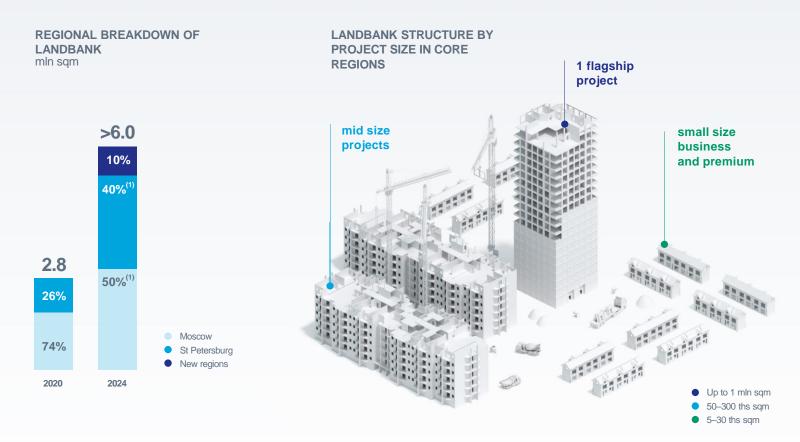
### WILL SHIFT TO LONG-TERM PLANNING TO ENSURE SUSTAINABLE NEW SALES GROWTH

		NOW	STRATEGY
1	FOCUS	Moscow, St Petersburg	Moscow, St Petersburg plus new regions
2	PERMITTING STAGE	Preferably zoned with project documentation	Unzoned with and without landlord guarantee of receipt of planning permission, plus zoned to compensate for deficit in core regions
3	TIME TO LAUNCH SALES	6–12 months	24–36 months
4	PERMITTING RISK	Low	Moderate
5	INVESTMENT HORIZON	Short	Long
6	ACQUISITION COST	High	Moderate
7	IMPACT ON PROFITABILITY	Negative to Moderate	Positive

# 4

# LANDBANK STRUCTURE

#### **BALANCED BY REGION AND PROJECT SIZE**



### REPLENISHMENT PRINCIPLES

**Deficit compensation** up to 1 mln sqm in 2021

**Annual landbank replenishment** by at least the same amount as Etalon Group plans to sell during the period

### **Acquisition of new unzoned land** in Moscow and St Petersburg to ensure

Moscow and St Petersburg to ensure market share growth by 2023–2024

#### Only value-creative regional expansion with limited entry cost

Targeting presence in at least **5 regions** by 2024

Target balanced portfolio of large-scale, mid- and small-sized projects to ensure diversified product offering

# MOST COMPETITIVE IN LAND **ACQUISITION DUE TO COST** LEADERSHIP STRATEGY

#### LANDBANK REPLENISHMENT PRICE CALCULATION

#### **UPPER LIMIT FIXED**

for each location

LIMITED FOR EACH LOCATION

**APARTMENT SELLING PRICE** 

#### **FIXED**

**REQUIRED** 

**GROSS MARGIN** 

by new strategy commitment to shareholders

35%

**GROSS MARGIN** 

CONSTRUCTION COST

#### **MANAGEABLE**

component: key focus area

Higher construction cost with same land acquisition cost makes the Company less profitable than competitors

#### **SWEET SPOT**

Aim to minimise to a level more than competitors have

Higher construction cost with same profitability makes the Company less competitive for land acquisition

#### **OFFER BEST** PRICE

for land vs competitors

#### **ACCEPTABLE COST**

**FINAL ACQUISITION** COST

PROFITABILITY UPSIDE

LAND COST

- Cost leadership strategy enables Etalon to be more competitive for new land acquisition while also earning a higher profit margin
- A lower purchasing price for unzoned land creates additional upside potential for profitability
- Automated land screening system provides Etalon faster access to attractive new land for potential development
- Offer a variety of instalment and profit-sharing schemes to decrease pressure on the balance sheet

# BALANCED APPROACH TO REGIONAL EXPANSION

SUPPORTED BY LONG TRACK RECORD WORKING IN RUSSIAN REGIONS

#### **REGION POPULATION**

Or candidates with strong population growth trends backed by both natural growth and migration

#### **AFFORDABILITY**

At least

20-30%

Of a region's population who can afford at least Etalon.Start product (mass-market) using mortgage financing to ensure sustainable demand

**TARGET PROFITABILITY** 

#### SAME **AS CORE REGIONS**

Backed by lower land acquisition price and appropriate market conditions to guarantee reasonable selling price

**ENTRY STRATEGY** 

#### **PARTNERSHIP OR PILOT WITH FURTHER EXPANSION**

Cooperation with local player or limited size pilot project with option for further expansion if successful



**CITIES COVERED**  >19

YEARS ON THE REGIONAL MARKET >30 %

OF ANNUAL SALES FROM **REGIONAL BUYERS(1)** 

2

# STRATEGY 2024 FINANCIAL TARGETS

**NEW CONTRACT SALES GROWTH** 

2024 Strong double digit

**ADJUSTED GROSS MARGIN** >35%

**SG&A TO REVENUE** 10%

ADJUSTED (PRE-PPA) EPS GROWTH > Revenue growth

**NET CORPORATE DEBT TO ADJUSTED** 2x-3x**EBITDA** 

REPORTED OCF **Positive** 

40-70% of pre-PPA IFRS net profit **DIVIDENDS** 

# TRANSFORMATION TIMELINE

- Determination of target functional and organisational structures
- Transformation of treasury, procurement, and accounting functions
- Further improvement of motivation system

- Full Implementation of Group's revised organisational structure
- Test launch of "digital quarter" project (IoT systems)

- Acquired stake in QBT and chose test site for construction of a non-commercial modular project
- Reduction of number of legal entities by 30%
- Creating and reengineering of CJM

- Roll-out and testing of Al systems for analysing the competitive environment
- Completion of development and first implementation of Etalon standard product in the mid-market segment
- Start of testing of new modular building technologies
- Roll-out of automated systems for analysing future demand

1Q 2021

2Q 2021

3Q 2021

4Q 2021

2Q 2022

TRANSFORMATION WILL CONTINUE UNTIL 2Q 2022

52



## CORPORATE GOVERNANCE AT ETALON

(R)

(1)

#### **BOARD OF DIRECTORS COMPOSITION**

(C)

(R)



**SERGEY EGOROV** 





**OLEG** MUBARAKSHIN



**DENNIS VINOKOUROV** 



**GENNADIY SHCHERBINA** 





- Chairman
- 3 Representatives of Sistema PJSFC
- 2 Executive Directors
- 6 Independent Directors



MAXIM **BERLOVICH** 



**ALEXANDR VOLOSHIN** 



**MARINA OGLOBLINA** 



MARTIN **COCKER** 



#### **4 BOARD COMMITTEES**

- 1. Strategy Committee
- 2. Remuneration & Nomination Committee
- 3. Audit Committee
- 4. IR and Information Disclosure Committee



**BORIS SVETLICHNY** 





(E)



**CHARALAMPOS AVGOUSTI** 



(R)

(1)



**GANNA KHOMENKO** 



# **NVESTOR PRESENTATION**

# GOALS OF THE UN GLOBAL COMPACT

### UN SUSTAINABLE DEVELOPMENT GOALS

- Etalon Group is not a party to the UN Global Compact, but it does support the UN's sustainability goals and principles.
- We have identified five Sustainable Development Goals (SDGs) related to our operations and our ability to make a significant contribution to their achievement.
- The SDGs that we contribute to may change as we improve our strategy on corporate and social responsibility and as we develop specific measurable goals.



































# NEW STRATEGIC INITIATIVES AND ESG GOALS

### CLT BUILDING CONSTRUCTION

**LIMITED NOISE** for people living in CLT buildings due to the material's natural sound insulation

#### **NEUTRAL CARBON FOOTPRINT**

over the lifetime of a CLT building(1)

**BEST ECO INDEX 3** for solid timber construction material (influence on the environment)<sup>(2)</sup>



#### LANDBANK STRUCTURE

#### CREATING OF EDUCATIONAL AND SOCIAL INFRASTRUCTURE

Due to the presence of one big anchor and several medium-sized integrated development projects in each core city, we will create education and social infrastructure for new residents



### MODULAR BUILDING CONSTRUCTION

#### -50% IN SITE CO2 EMISSIONS

for a modular building comparing to a standard building<sup>(3)</sup>

-30% SITE WATER CONSUMPTION

ZERO WASTE GENERATED ON SITE



# B2B SERVICES, PARTNERSHIP FOR BUILDING ALLIANCES

By creating different partnership alliances and offering other companies access to our technologies via B2B services, we will expand our know-how to other companies,

PROMOTING SUSTAINABLE INDUSTRIALISATION AND FOSTERING INNOVATION



<sup>(1)</sup> Source: Royal Institution of Chartered Surveyors

<sup>(2)</sup> Source: Ökoindex

<sup>(3)</sup> Source: Royal Institution of Chartered Surveyors, estimated data for modular building created under Design for Manufacture and Assembly method (DfMA)

# 2020: ACTIONS AND RESULTS



**ACTIONS** 

Enhanced safety monitoring system and trained 225 employees in operational health and safety

**RESULTS** 

**ZERO FATALITIES** or accidents leading to disabilities



**ACTIONS** 

Implemented advanced digital solutions to create an even more efficient design system

**RESULTS** 

Company project underwent a completely digital state expert review—a first for Russia



**ACTIONS** 

Delivered five educational institutions for children

**RESULTS** 

**7 THS SQM** total area of the built pre-schools, with another preschool of **3 THS SQM** delivered in 1Q 2021



**ACTIONS** 

Used lean approach and BIM technologies to improve environmental footprint

**RESULTS** 

**-17%** year-on-year reduction in produced solid waste in 2020<sup>(1)</sup>

**ACTIONS** 

Invested in waste management, disposed of all recyclable construction waste

**RESULTS** 

**RUB 13.5 MLN** spent on waste management, **233 TONNES** of construction waste recycled in 2020<sup>(1)</sup>



# SELECTED PROJECTS



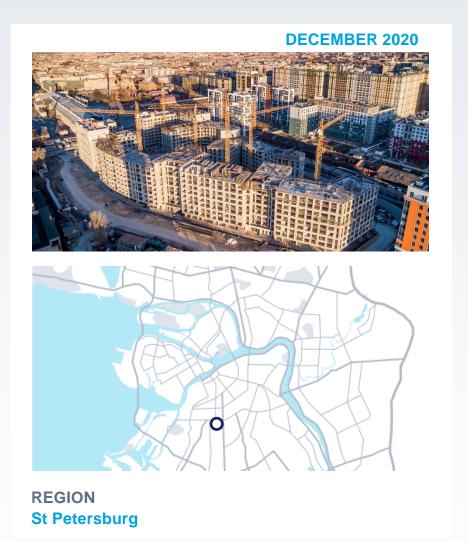
# **GALACTICA**



TOTAL NSA 764 ths sqm

OPEN MARKET VALUE<sup>(1)</sup>
RUB 21,620 mln

INCOME FROM SALES<sup>(1)</sup>
RUB 77,863 mln



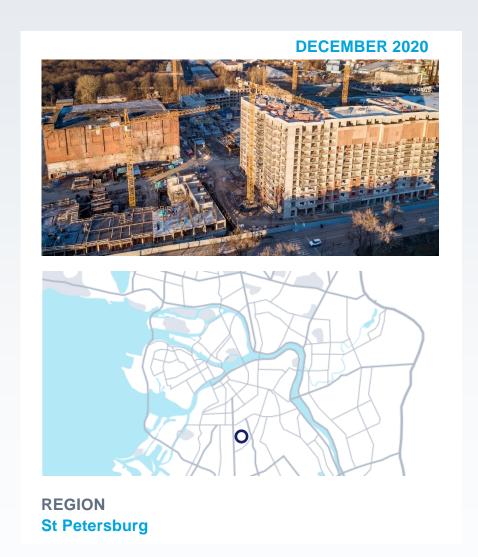
# PROJECT ON CHERNIGOVSKAYA STREET



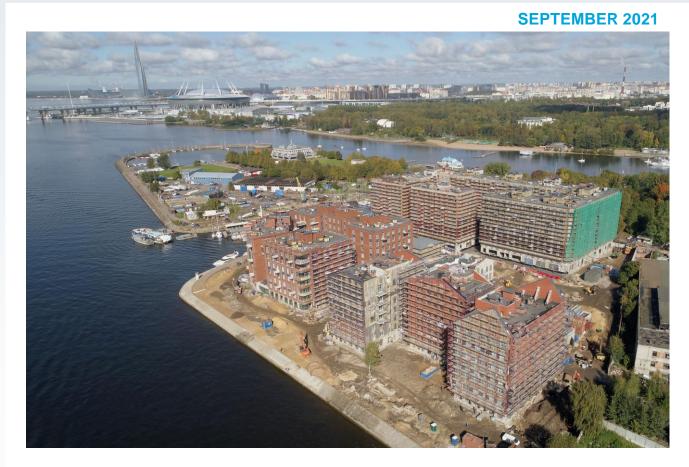
TOTAL NSA 110 ths sqm

OPEN MARKET VALUE<sup>(1)</sup>
RUB 5,359 mIn

RUB 18,383 mln



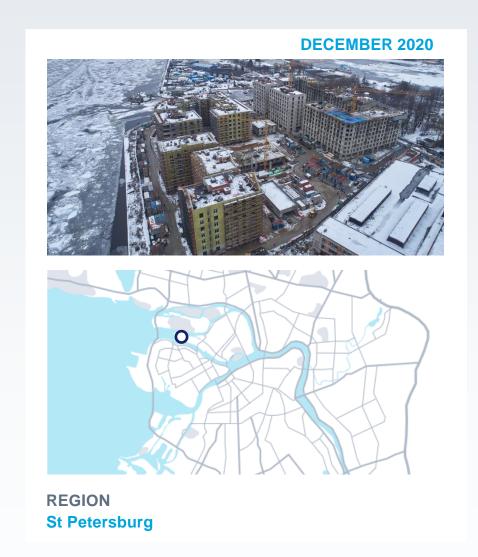
## PETROVSKIY LANDMARK



TOTAL NSA 89 ths sqm

OPEN MARKET VALUE(1)
RUB 4,941 mln

RUB 15,316 mln



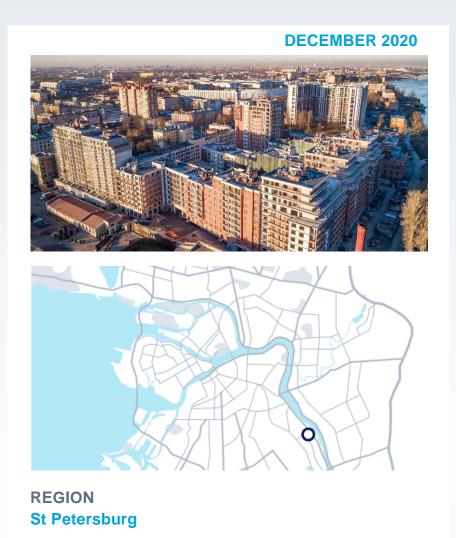
## **ETALON ON THE NEVA**



TOTAL NSA 77 ths sqm

OPEN MARKET VALUE<sup>(1)</sup>
RUB 3,233 mIn

INCOME FROM SALES<sup>(1)</sup>
RUB 9,349 min



# **DOMINO**



TOTAL NSA 39 ths sqm

OPEN MARKET VALUE(1)
RUB 2,696 mln

RUB 7,199 min





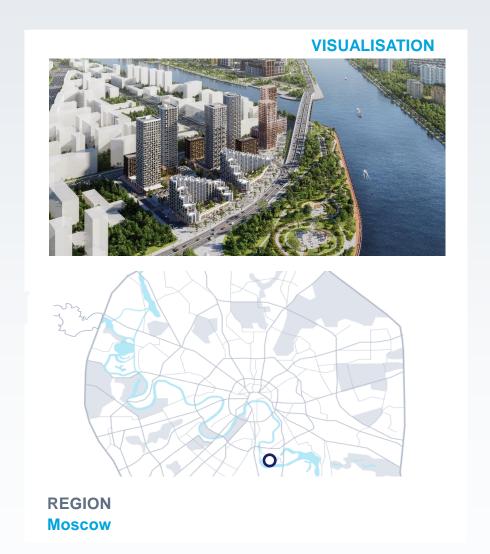
REGION
St Petersburg

# **ZIL-YUG**



TOTAL NSA 1,403 ths sqm OPEN MARKET VALUE<sup>(1)</sup>
RUB 64,121 mln

RUB 360,185 min



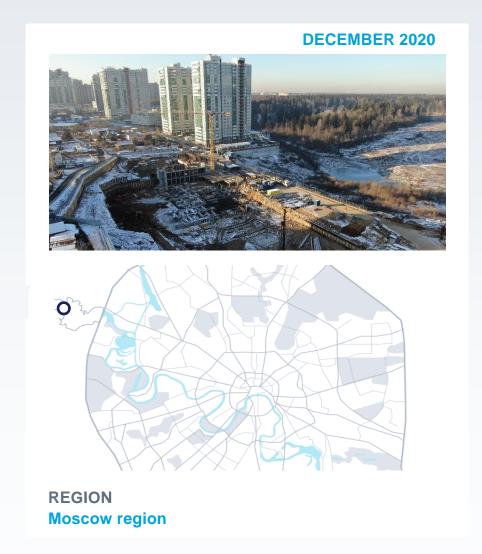
# **EMERALD HILLS**



TOTAL NSA 857 ths sqm

OPEN MARKET VALUE<sup>(1)</sup>
RUB 1,519 mIn

RUB 60,209 mln



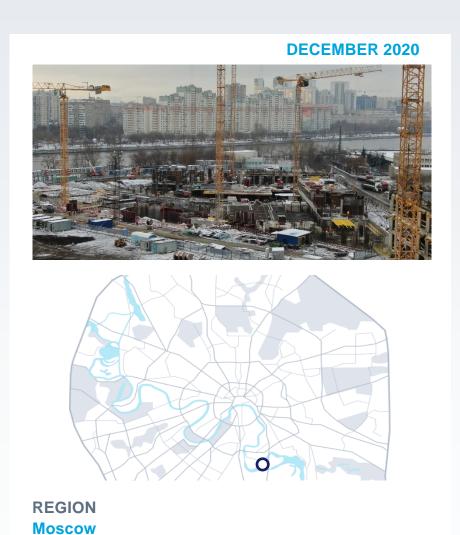
# **NAGATINO I-LAND**



TOTAL NSA 329 ths sqm

OPEN MARKET VALUE<sup>(1)</sup>
RUB 23,237 mln

RUB 73,177 mln



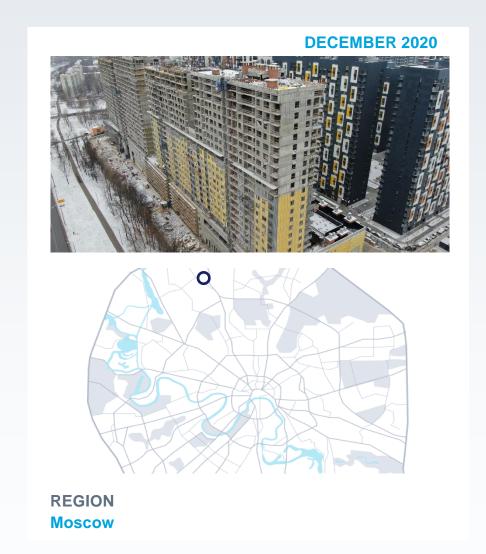
## **SUMMER GARDEN**



TOTAL NSA 278 ths sqm

OPEN MARKET VALUE<sup>(1)</sup>
RUB 1,494 mIn

RUB 31,812 mln



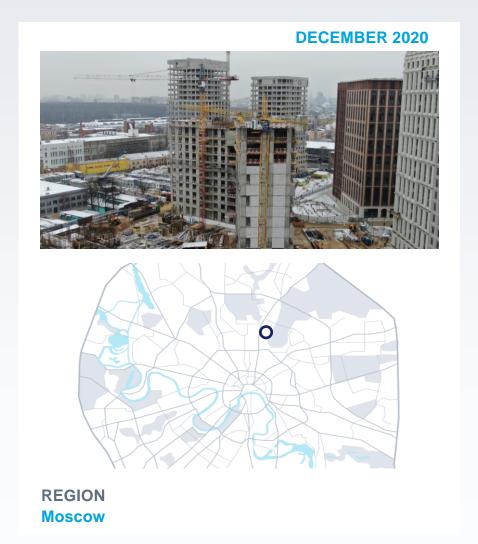
# SILVER FOUNTAIN



TOTAL NSA 226 ths sqm

OPEN MARKET VALUE<sup>(1)</sup>
RUB 17,973 mln

RUB 45,493 mln

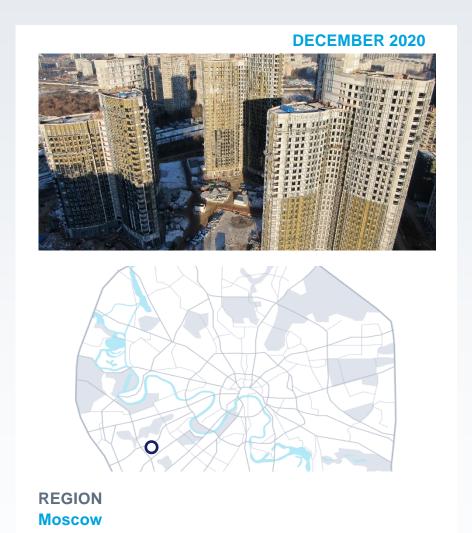


# **WINGS**



TOTAL NSA 184 ths sqm OPEN MARKET VALUE<sup>(1)</sup>
RUB 2,769 mIn

RUB 30,947 mln

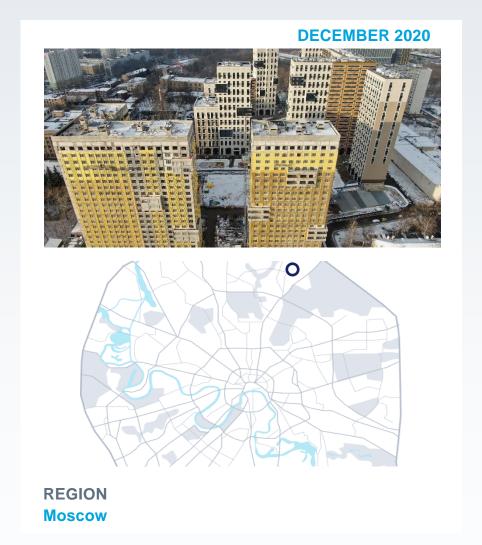


# NORMANDY



TOTAL NSA 124 ths sqm OPEN MARKET VALUE<sup>(1)</sup>
RUB 3,029 mIn

RUB 15,989 mln



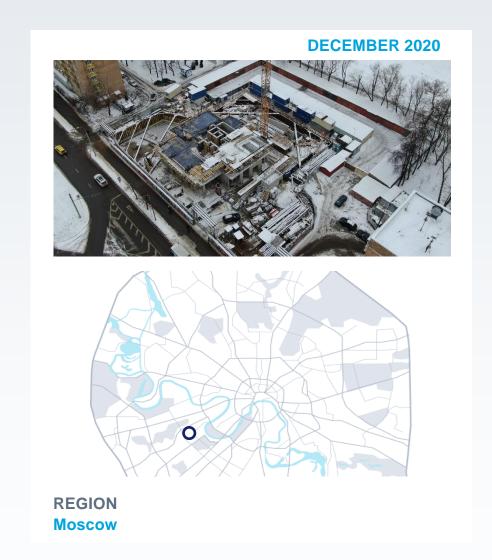
## SCHASTYE NA LOMONOSOVSKOM



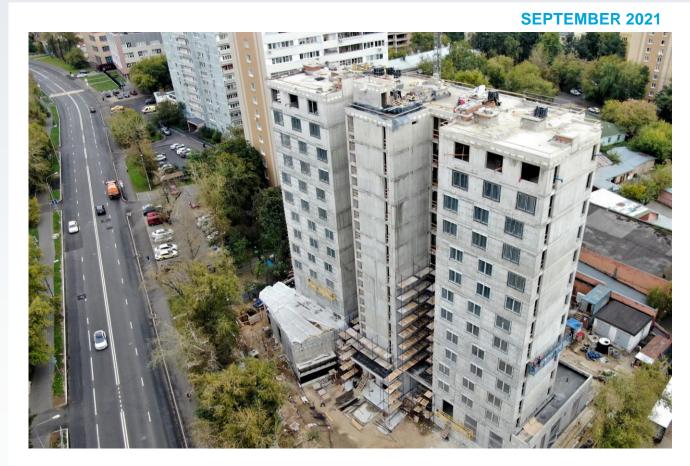
TOTAL NSA 6 ths sqm

OPEN MARKET VALUE<sup>(1)</sup>
RUB 860 mIn

INCOME FROM SALES<sup>(1)</sup>
RUB 2,092 mln



## SCHASTYE NA SEMYONOVSKOY



TOTAL NSA 6 ths sqm

OPEN MARKET VALUE<sup>(1)</sup>
RUB 868 mIn

INCOME FROM SALES<sup>(1)</sup>
RUB 1,517 mln

