

# SFI holding company overview

October 2022

# Disclaimer

## Presentation

This presentation (hereinafter, the "Presentation") contains information, documents, and other content in relation to PJSC SFI (SFI Investment Holding) (hereinafter, the "Company") as a whole and information, documents, and other content in relation to individual businesses of PJSC SFI.

The Presentation is strictly confidential and is provided to the recipient for informational purposes only. The Presentation or any part of it, or any additional information or any part of it, or any other information provided in connection with it may not be published or disclosed to any person, or copied or reproduced in any form without the prior written consent of the Company.

The Presentation is not an advertisement, a recommendation, an offer for sale or an offer for issue, a solicitation of offers for sale or offers for issue, or a recommendation to purchase, subscribe, underwrite, offer or otherwise acquire any shares or any securities of any SFI Investment Holding entity. The Presentation has been prepared for informational purposes only. This Presentation or any part of it, or the fact of its provision or distribution may not serve as the basis for any contact, obligation, or investment decision. The Presentation does not constitute an offer or a solicitation of offers for transactions in relation to goods, works, services, securities, and other investment instruments. The Presentation may include estimate valuations, in particular, in relation to the financial results of individual businesses of the Company and other aspects of their activities. This Presentation provides only an overview of specific activities and affairs of the Company and may omit certain basic information about the Company. This Presentation does not provide all information that may be required to fully evaluate the Company's operations.

The information and opinions contained in the Presentation and any other information discussed therein are provided as of the date of the Presentation, may be changed without prior notice, and do not purport to contain all information that may be required to evaluate the Company or any securities of any legal entity of SFI Investment Holding.

Rights to the content of the Presentation belong to PJSC SFI and/or individual employees, officers, agents, representatives, partners, and other associates of PJSC SFI and/or individual companies within PJSC SFI.

The Presentation, including its text and graphics, constitutes intellectual property of PJSC SFI and/or other similar protectable property.

SFI is a registered trademark.

## Use of the Presentation

The Presentation may not be reproduced or transferred in any form by any means without the written consent of PJSC SFI, except as otherwise provided for by applicable laws.

This Presentation is not addressed to or intended for distribution or use by any person or entity that is a citizen or a resident of, or located in any state, country or other jurisdiction where such distribution/publication/use is prohibited by current laws.

## Limitation of liability

PJSC SFI does not bear any obligations or liability regarding the accuracy, relevance, and completeness of the Presentation. The information contained therein has not been independently verified.

PJSC SFI is not liable for any direct, indirect, incidental, circumstantial, punitive, or any other damages, regardless of the form of the claim, including but not limited to claims of contract, negligence, or tort, arising in connection with or as a result of any other use of the Presentation or its contents. The information provided in this Presentation may contain forward-looking statements regarding various facts, excluding facts of historical periods, and may also contain statements regarding intentions, beliefs, and current expectations of the Company in relation to, among other things, the Company's performance.

The liability of PJSC SFI to users of the Presentation is limited to the maximum extent permitted by applicable laws. The Company, its officers, employees, and other representatives do not provide any representations or guarantees regarding the accuracy of the information or opinions or in relation to any losses in any way, whether directly or indirectly, resulting from the use of this Presentation or its contents. The Presentation does not take into account any objectives, financial positions, or needs of any person, and its recipients shall not construe the contents of the Presentation as legal, tax, regulatory, financial, or accounting advice.

This Presentation has been prepared by PJSC SFI. By reading it, you confirm that you agree with the above provisions and will comply with them.



About SFI

# SFI at a glance

SFI is a diversified public investment holding company that holds and manages assets from various sectors of the Russian economy.

We invest in market leaders in their respective segments and help them to achieve new targets.

**A(RU)**  
ACRA

## Holding asset structure as of June 2022



Leader of the Russian car leasing market<sup>[1]</sup>

**100%**  
stake  
**>144.6**  
billion RUB  
leasing portfolio<sup>[2]</sup>



No. 6 among Russian insurers<sup>[3]</sup>

**49%**  
stake  
**95.3**  
billion RUB  
insurance premiums (GWP)<sup>[2]</sup>



Exclusive partner<sup>[4]</sup> of NVIDIA GeForce Now

**51%**  
stake  
**>1.4**  
million users

**M.VideoEldorado**

A leading company of Russian consumer electronics retail market

**10.4%**  
stake  
**>570.7**  
billion RUB  
total sales (GMV)<sup>[5]</sup>



In the top 10 companies by volume oil production in Russia<sup>[6]</sup>

**11.2%**  
stake  
**>210**  
million tons  
oil reserves<sup>[7]</sup>

[1] Among private leasing companies

[2] As of the end of 2021

[3] In terms of insurance collections in Russia excluding life insurance companies

[4] Russia and CIS

[5] In 2021

[6] Data of the Central Dispatch Administration of the Fuel and Energy Complex <https://www.interfax.ru/business/813696>

[7] Under the international classification

# SFI History

Pension funds acquisitions, part of them merged with SAFMAR NPF (since 2013)

Europlan LC acquired, IPO in December 2015

**2013-2015**

Leasing business separated into a subsidiary of the HoldCo

The holding rebranded as SAFMAR Financial Investments PJSC

**2017**

NPF Doverie merged with NPF SAFMAR

S&P international rating upgraded to BB-

Share buyback program expanded: buyback operator consolidated 8.44% of SFI

**2019**

Pension funds and credit broker Direct Credit sold

51% stake in GFN.RU cloud gaming service and stake 11.2% in RussNeft oil company acquired

Completion of the share buyback program

The holding renamed and rebranded as SFI PJSC (SFI Investment Holding)

New investment strategy of SFI PJSC adopted

**2021**

**2016**

49% of VSK Insurance House acquisition

Financial assets were consolidated within Europlan PJSC.

**2018**

New pension funds (NPF Doverie and NPF Mospromstroy-Fond) and credit broker Direct Credit acquired

S&P international rating: B+

Three-year share buyback program launched

**2020**

Buyback operator consolidated more than 50% of SFI shares

10% stake in M.Video-Eldorado retail group acquired

# SFI in Figures

**13.2**

billion RUB<sup>[1]</sup>

**Operating and financial  
income**

**4.1**

billion RUB<sup>[1]</sup>

**Net profit**

**83.54**

RUB<sup>[1]</sup>

**Earnings per share**

**58.8**

billion RUB<sup>[2]</sup>

**Capitalization**

SFI shares are traded in the top quotation list on the Moscow Exchange.

**34.2**

billion RUB

**Investment income**

In **2020-2021**, the dividend income reached **RUB 9.2 billion**. Proceeds from the sale of assets in **2021** amounted to **RUB 25 billion**.

[1] As of the end of 2021, IFRS

[2] As of the end of 2021, Moscow Exchange

# SFI Investment Strategy

## Private assets



Share in total portfolio: 78,4%<sup>[1]</sup>

### Business model:

- Investing in companies with significant growth potential
- Value creation: strategy shaping and supervision through BoD
- Maximizing shareholders value through IPO and/or sale of a company to strategic partner

## Public assets



Share in total portfolio: 19,4%<sup>[1]</sup>

### Business model:

- Acquisition of a significant stake of fundamentally undervalued companies
- Dividend income
- Exit at the target level of company's valuation

## Growing business/venture



Share in total portfolio: 2,2%<sup>[1]</sup>

### Business model:

- Acquisition of a growing business, including startup
- Value creation: investing in company development, strategy shaping, asset management
- Maximizing synergies with a strategic investor, asset sale (partly or 100%)



**Dividends and funds received from the sale of assets form a liquidity reserve for:**






- 1) payment of dividends to SFI shareholders
- 2) acquisition of new assets

- 3) support of subsidiary companies
- 4) debt repayment

<sup>[1]</sup> The shares are calculated as % of capital (book value) according to IFRS statements as of December 31, 2021

# SFI Investment Cases

## Ongoing projects

|                                 |   |  |
|---------------------------------|---|--|
| Private<br>assets               | <br>Year of acquisition: 2015<br>Stake: 100%<br>Dividends: RUB 12 billion<br>ROAE: <b>38.9%</b>            | <br>Year of acquisition: 2016<br>Stake: 49%<br>Dividends: RUB 3 billion<br>ROAE: <b>12.3%</b>        |
|                                 | <br>Year of acquisition: 2020<br>Stake: 10.4%<br>Earnings per share:<br><b>13,4 RUB.<sup>[1]</sup></b>     | <br>Year of acquisition: 2021<br>Stake: 11.1%<br>Earnings per share:<br><b>95 RUB.<sup>[1]</sup></b> |
| Growing<br>business/<br>venture | <br>Year of acquisition: 2021<br>Stake: 51%<br>Subscription revenue<br>growth: <b>+171%<sup>[2]</sup></b> |  |

## Closed transactions

NPF SAFMAR  
Year of acquisition: 2016  
Stake: 100%  
Dividends: RUB 2 billion  
Year of sale: 2021  
Return: -13%

Direct Credit  
Year of acquisition: 2018  
Stake: 100%  
Dividends: RUB 0.4 billion  
Year of sale: 2021  
Return: 80%+

Mospromstroy-Fond  
Year of acquisition: 2018  
Stake: 100%  
Dividends: –  
Year of sale: 2021  
Return: 25%+

Total expected return: 20%+

[1] For Y2021

[2] Y2021 VS Y2020



# 2

Assets

# Europlan (100%)

Leader of the Russian car leasing market<sup>[1]</sup>

>144.6  
billion RUB  
leasing  
portfolio<sup>[2]</sup>

>96,000  
active lease  
agreements<sup>[2]</sup>

A+  
ACRA  
rating

>124,000  
number of  
clients<sup>[2]</sup>

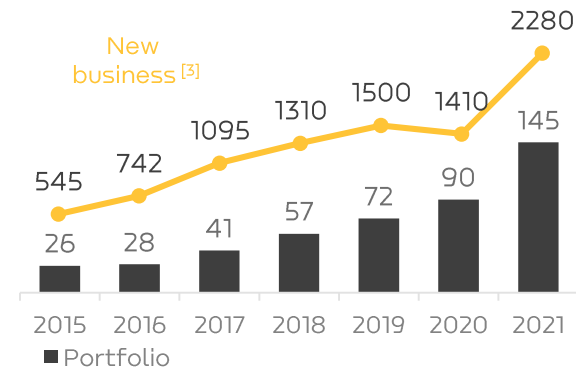
84  
regional offices  
in Russia

Europlan provides legal entities and individuals with a full range of services for leasing and continued operation of cars, trucks, commercial vehicles, and special equipment. **One of the top 15 car leasing companies in Europe (according to Leaseurope).**

Investment attractiveness of the asset:

- Low market penetration of leasing services in Russia
- No. 1 in terms of new business in Russia
- Diversified leasing portfolio
- Yearly payment of dividends

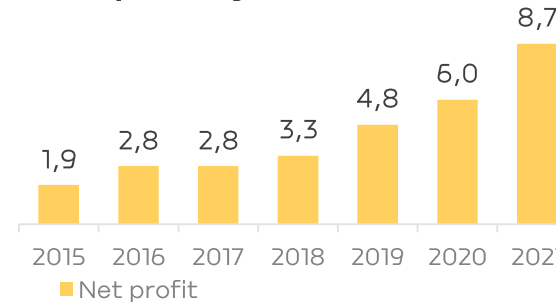
Portfolio dynamics, RUB billion



Customer satisfaction, NPS



Net profit dynamics, RUB billion



[1] Among private leasing companies

[2] As of the end of 2021

[3] Volume of new business (property value) in Russia. Source: Expert PA

# VSK (49%)

One of the top 10 insurers

**95.3**  
billion RUB  
insurance  
premiums<sup>[1]</sup>

**4.8**  
billion RUB  
net  
profit<sup>[2]</sup>

**ruAA**  
Expert RA  
rating

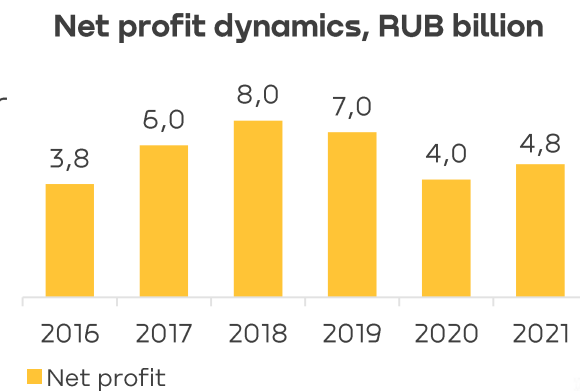
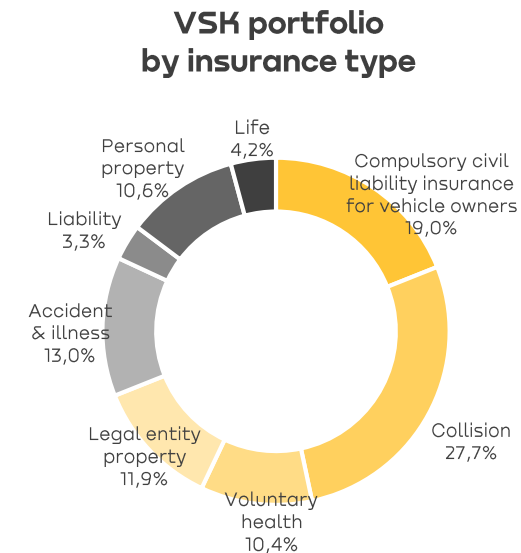
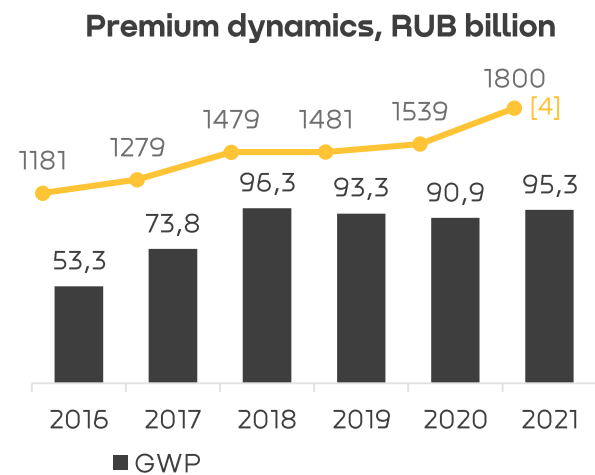
**AA(RU)**  
Fitch  
ACRA

**5.1%**  
share in the Russian  
insurance market

VSK Insurance House is a comprehensive insurance company that provides services to individuals and legal entities in Russia. The company **consistently ranks among the top 10** insurers in the country in terms of premiums in the major segments of the insurance market: car insurance, accident and illness insurance, and voluntary medical insurance.

Investment attractiveness of the asset:

- Steadily developing industry: the market grew from RUB 0.8 trillion to RUB 1.5 trillion in 2009-2020, forecasted to further grow to RUB 2.3 trillion by 2024 (according to KPMG)
- No. 6 in terms of insurance collections in Russia excluding life insurance companies and No. 8 in the Russian insurance market in terms of insurance collections by all types of insurance



[1] As of the end of 2021, IFRS, VSK Insurance House

[2] Rating of insurers in the Russian insurance market (classic + life) by groups of companies, including VSK Group

[3] As of the end of 2021, VSK Insurance House

[4] GWP dynamics of the Russian insurance market. Source: Expert PA



# GFN (51%)



Exclusive partner of NVIDIA GeForce Now in Russia and CIS

**>1.4**  
million  
users

**>1000**  
games

**>300**  
game  
developers

**25**  
**БЕКОВ**  
total game time  
for 2021

**120,000+**  
average number of active  
players per month

**301**  
million RUB  
normalized revenue<sup>[1]</sup>



**GFN.RU** is a cloud gaming service that allows users to run resource-intensive games on any Windows, Android, or macOS device. Compatible with major gaming platforms. Four server clusters in Moscow, Yekaterinburg, and Novosibirsk.

## Investment attractiveness of the asset:

- Gaming is the largest entertainment market: larger than movies and music (according to Newzoo, MPA theme, IFPI)
- Gaming market is growing faster than other entertainment markets: 13.5% CAGR vs 8.6% music and 7.6% movies

[1] In 2021, revenue excl. one-off



# M.Video-Eldorado (10.4%)

A leading company of Russian consumer electronics retail market

**570.7**  
billion RUB  
total sales <sup>[1]</sup>

**68%**  
total  
online sales <sup>[2]</sup>

**1.2**  
million  
total number  
of identified active  
customers <sup>[3]</sup>

**1258**  
stores  
in 371 cities <sup>[3]</sup>

**1.2**  
billion people  
daily traffic  
in-store and online

**1**  
million sq. m.  
total  
warehouse area

A leading Russian company in e-commerce and retail of electronics and home appliances.

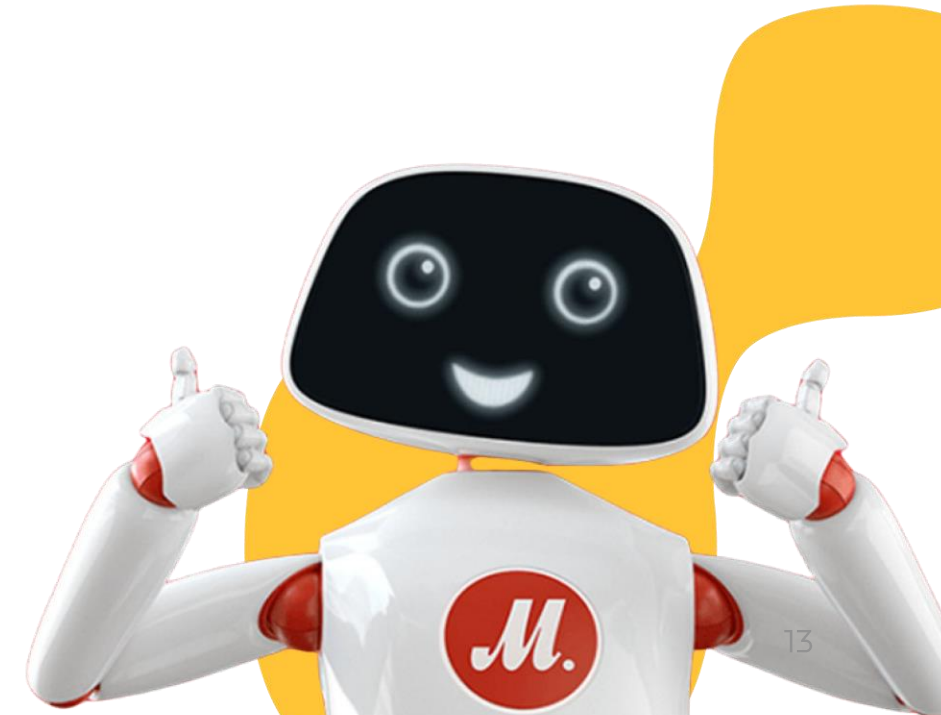
In terms of sales, M.Video-Eldorado is one of the **top ten global players** in its segment. One of the major e-commerce retailers in Russia.

M.Video-Eldorado is one of the most technologically advanced retailers in Russia. The company successfully integrates online and in-store shopping via **OneRetail technology stack** and improves efficiency through data analytics.

[1] For 2021. GMV means gross merchandise value, total sales

[2] % of GMV

[3] as of the end of 2021.





# RussNeft (11.2%)

6th largest oil company in Russia in terms of production

**32.7**  
billion RUB  
net profit<sup>[1]</sup>

**47.2**  
billion RUB  
EBITDA<sup>[1]</sup>

**269.4**  
billion RUB  
revenue<sup>[1]</sup>

**210**  
million tons  
oil  
reserves<sup>[2]</sup>

RussNeft has a balanced portfolio of assets in key oil and gas regions: the Volga Region, Central and Western Siberia. It is the only major oil company in Russia that was established not through privatization but as a result of consolidation of market assets.

In 2021, the total volume of oil production amounted to **6.684 million tons**, natural gas - **0.280 billion m<sup>3</sup>** and associated petroleum gas - **1.885 billion m<sup>3</sup>**.

The long-term forecast assumes the possibility of increasing production volumes to the level of 8 million tons per year by 2028

[1] as of the end of 2021. IFRS

[2] according to international classification

