



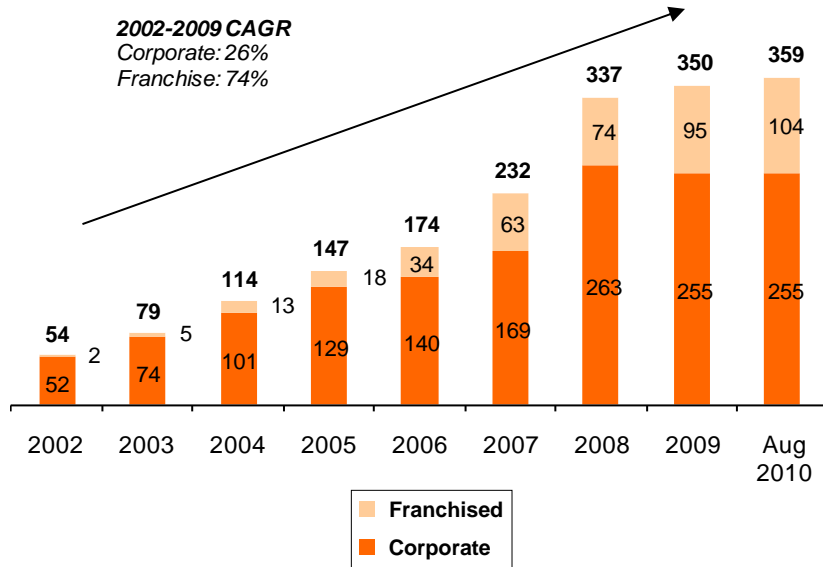
ROSINTER
RESTAURANTS

RUSSIAN RESTAURANT MARKET *REALITIES & TRENDS*

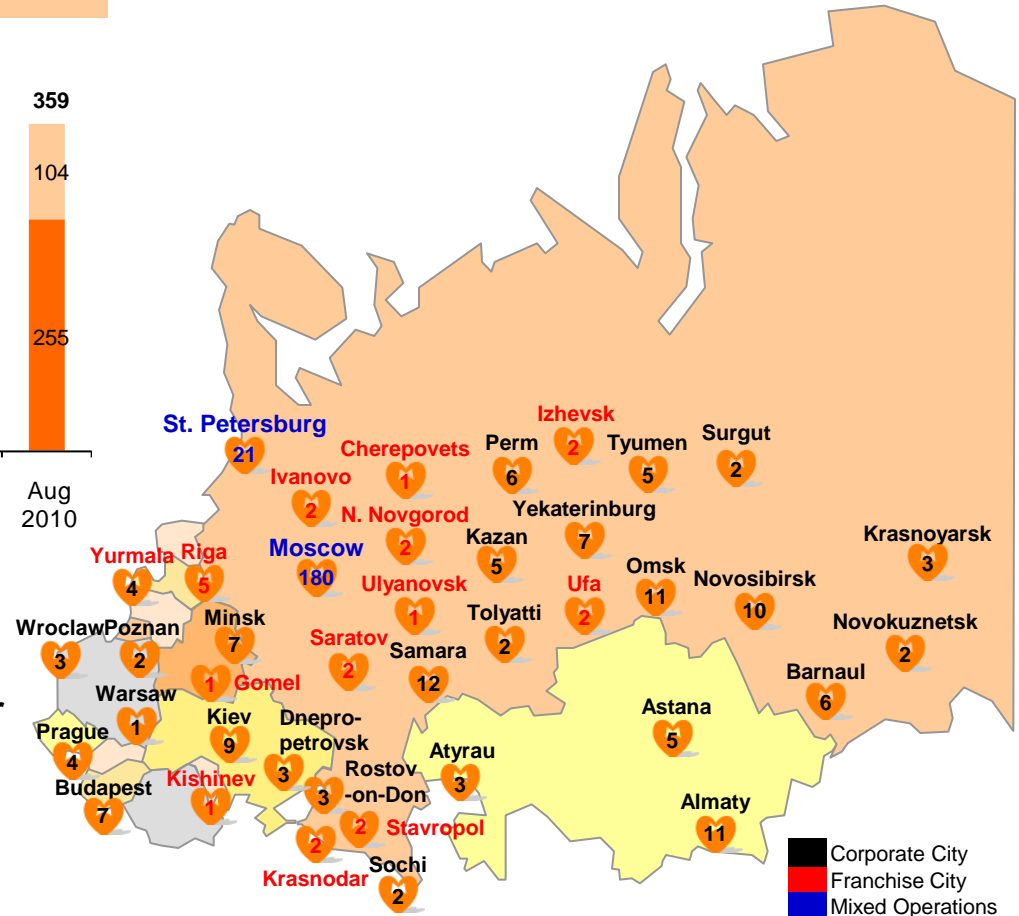




Restaurant Count Growth

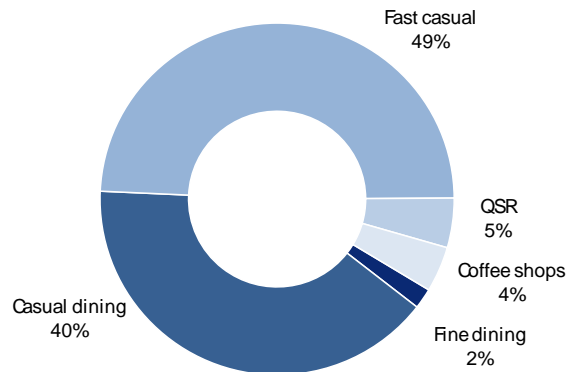


Leading Casual Dining operator and franchisor in Russia, CIS and the Baltic states



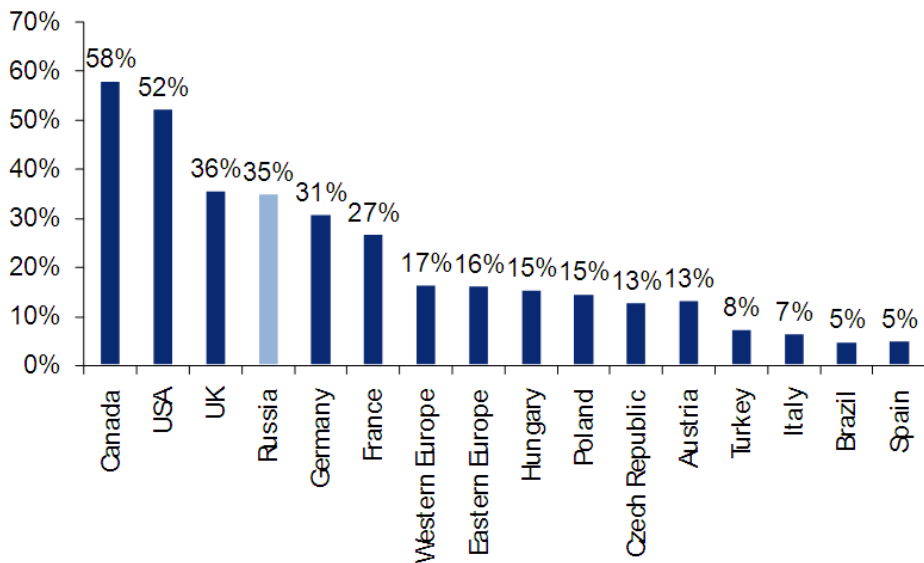


Russian Dining Market by Number of Outlets, 2009*

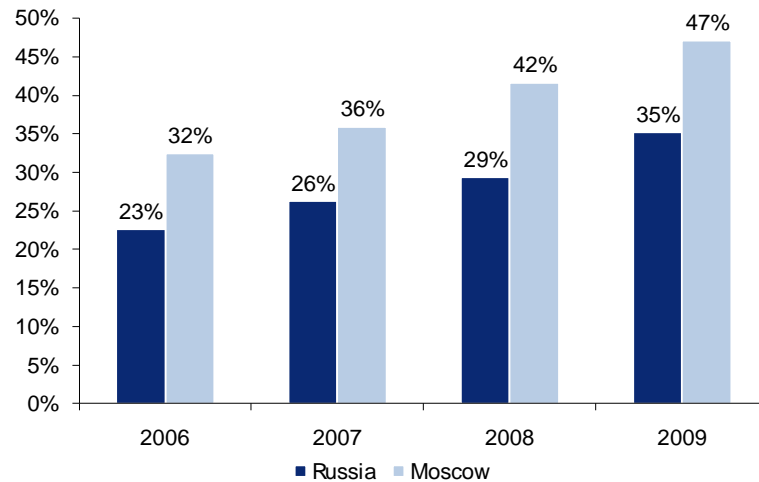


*Source: Business Analytica, Rosinter Estimates, VTB Capital Research

Share of Chained Foodservices (by value), 2009**



Share of Chains Evolution in Russia (by value), 2006–09**

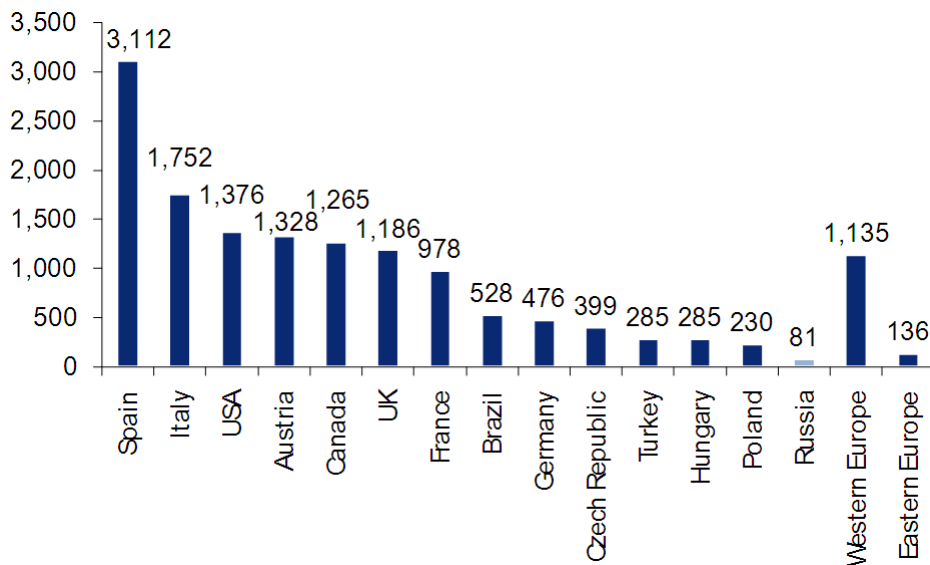


**Source: Euromonitor, VTB Capital Research

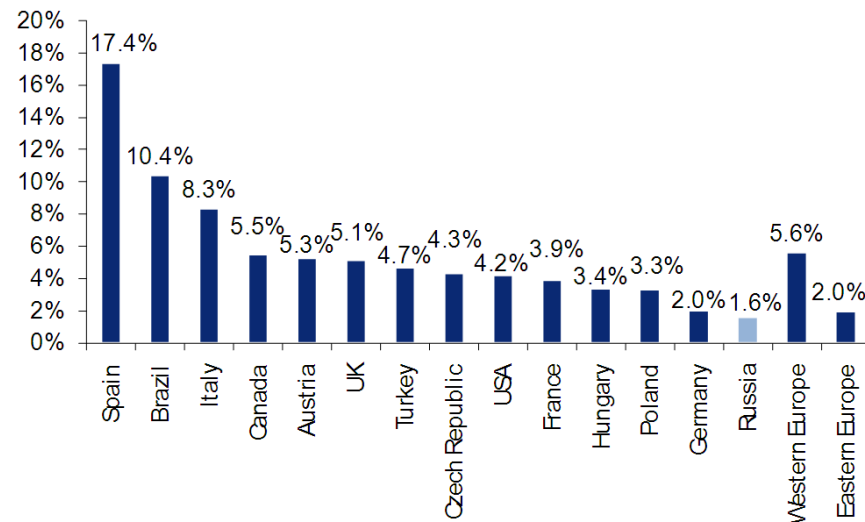


- **20 years ago:**
A visit to a restaurant was their dream!
- **Today:**
They come to restaurants to have breakfast, lunch, dinner!
- **Tomorrow:**
It will be a part of their life!

Per Capita Annual Spending on Dining (in USD), 2009*



Dining as % of Household Consumption per capita, 2009*

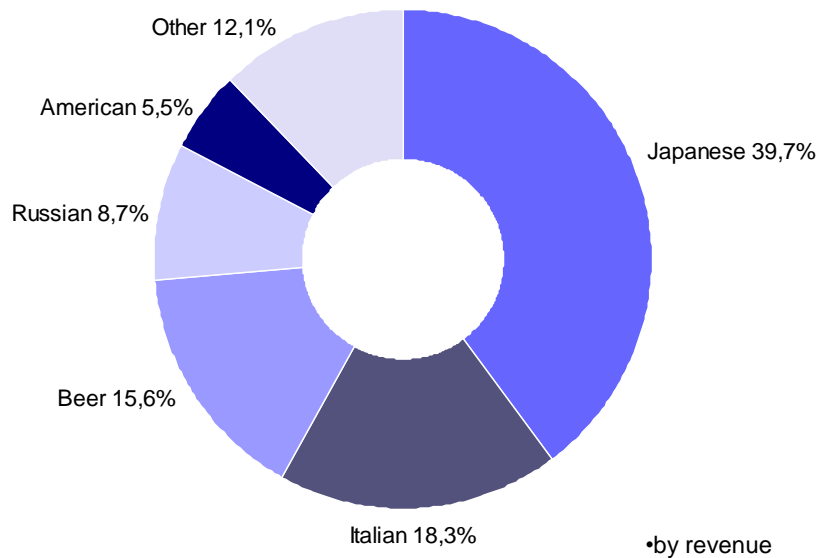


*Source: Euromonitor, EIU, Business Analytica, VTB Capital Research

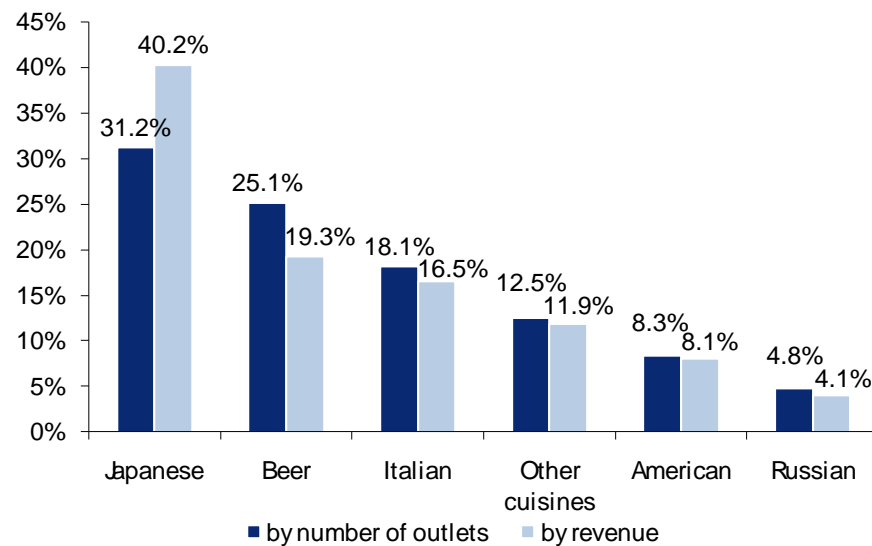
What Do the Russians Prefer?



Regional CD Chain Restaurants Market Share by Cuisine, 2008*



Moscow CD Chain Restaurants Market Share by Cuisine, 2009*

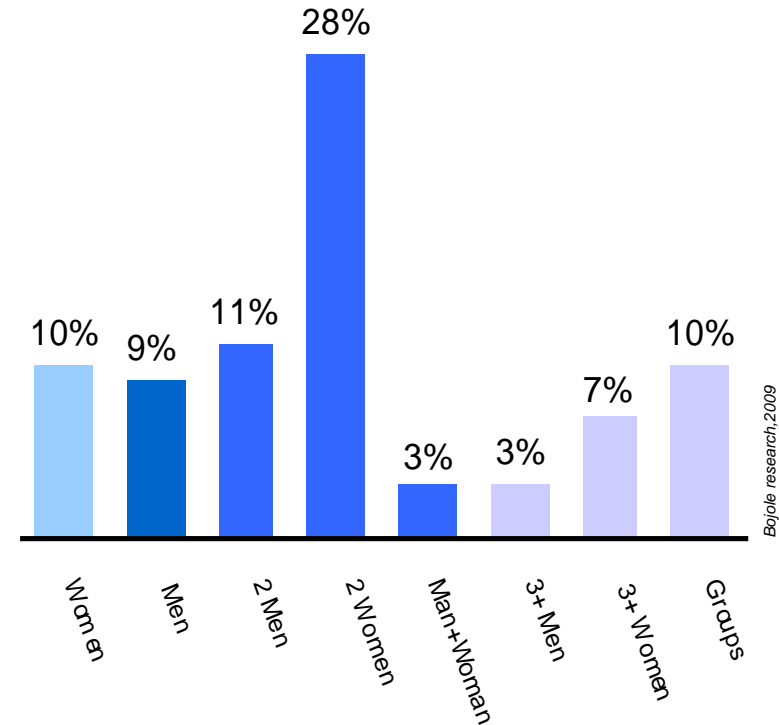


*Source: Euromonitor, EIU, Business Analytica, VTB Capital Research

Women are Power of Our Market



Frequency of CD restaurants' visits



- Around 60% of guests in casual dining segment are women.
- Women are the opinion leaders and transactions' drivers. They prefer Italian and Japanese cuisine and coffee shops.
- Men prefer grill, steak and fish houses, beer restaurants and bars. Quality food, service and atmosphere with good price is important for the Russians today.

Thank you!
&
Bon appetite!