

Industry update and outlook for 2014

Industry Outlook

In 2013, the Russian e-commerce market grew 26% despite a lack of confidence in online retailers, security issues and the challenge of handling distribution in such a large country. The sector is estimated to have generated RUB 889.2 billion in 2013¹ (online retailing accounted for 39.1% and electronic payments for 38.7%). The online travel sector grew by 29%. In 2013², 56% of online shoppers used a cash on delivery service, whilst 31% made an online payment. Of the over 48,000 online shops³, only 2,000 received over 10 orders per day. During 2013⁴, 6% of purchases were made on mobile devices.

During H1 2013⁵, Household appliance and electronics segment accounted for 42.8% of the total online retailing sector, followed by clothing, shoes and accessories at 12.8%. e products are standardized.

During 2013⁶, the payment volume of online shops in Russia is expected to be in excess of RUB 600 billion (annual growth of 21%), while virtual wallet payment volume is expected to get close to RUB 400 billion mark (annual growth of 38%).

During Q3 2013,⁷ Ozon.ru was the leading online retailer with 3.5 million unique visitors each week followed by Wildberries.ru (with 2.6 million). Other sources, suggest Avito.ru has the highest level of traffic. In online travel, Booking.com was the leading website (1.2 million average weekly visits), followed by Tophotels.ru with 619,449 average weekly visits.

G2Mi Research tracked 23 transactions in the Russian e-commerce market in 2013. Out of the deals covered 22 were investments and one was an M&A deal. Online retail saw 18 investments and online travel accounted for the remaining 5 deals. In 2013, the total value of investments was close to USD 216 million.

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This report is available to Bloomberg subscribers or can be purchased at G2Mi.com

¹ Source: Economics Runeta 2012-13 Report

² Source: Ecommercenews.eu

³ Source: Rusbase (Oct 29, 2013)

⁴ Source: Rusbase (Oct 29, 2013)

⁵ Source: Data Insight (East West Digital News)

⁶ Source: J'son & Partners Consulting (QIWI Prospectus)

⁷ Source: Enter

Figure 1. Internet Retail, E-commerce market (2011-13f)⁸

	2011	2012	2013e
RUB billion			
Online retailing	222.63	284.96	347.65
Electronic payments	166.89	268.70	343.94
Online Travel	107.13	153.20	197.63
Total ecommerce	496.65	706.86	889.22
% change			
Online retailing	NA	28%	22%
Electronic payments	NA	61%	28%
Online Travel	NA	43%	29%
Total ecommerce	NA	42%	26%
% share			
Online retailing	44.8%	40.3%	39.1%
Electronic payments	33.6%	38.0%	38.7%
Online Travel	21.6%	21.7%	22.2%

Figure 2. Internet Retailing, Online retail market (2012-H1 2013)⁹

	2012	H1 2013
RUB billion		
Household appliances and electronics	116	65.7
Clothing, shoes, accessories	36	20.2
Car parts	29	15.6
Household goods and furniture, DIY	18	9.6
Children's goods	12	5.9
Cosmetics and perfumes	10	5.5
Books, DVDs, CDs	5	2.8
Groceries	7	3.5
Sporting goods	3	2
Gifts, luxury goods	3	1.6
Non-specialized Internet stores	21	13.1
Other	21	11.7
Total	281	157.2
% Share		
Household appliances and electronics	41.3%	41.8%
Clothing, shoes, accessories	12.8%	12.8%
Car parts	10.3%	9.9%
Household goods and furniture, DIY	6.4%	6.1%
Children's goods	4.3%	3.8%
Cosmetics and perfumes	3.6%	3.5%
Books, DVDs, CDs	1.8%	1.8%
Groceries	2.5%	2.2%
Sporting goods	1.1%	1.3%
Gifts, luxury goods	1.1%	1.0%
Non-specialized Internet stores	7.5%	8.3%
Other	7.5%	7.4%

⁸Source: Economics Runeta (2012-13 report)

⁹Source: Data Insight (East West Digital News report)

Figure 3. Internet Retailing, Leading 30 e-commerce players by average monthly turnover (2012)¹⁰

Website	Category	Turnover (RUB million)
Rzd.ru	Tourism	3,800
Aeroflot.ru	Tourism	3,100
Ulmart.ru	Household appliances and electronics	2,000
Citilink.ru	Household appliances and electronics	1,755
Onetwotrip.Com	Tourism	1,450
Exist.ru	Auto and motor vehicles:	1,300
Anywayanyday.Com	Tourism	1,244 *
S7.ru	Tourism	1,200
Biglion.ru	Discounts	890
Svyaznoy.ru	Electronics	860
Emex.ru	Auto and motor vehicles:	835
Utkonos.ru	Products	718
Biletix.ru	Tourism	715 *
Holodilnik.ru	Household appliances and electronics	690
Transaero.ru	Tourism	600
Wildberries.ru	Clothing, footwear and accessories	590
Ozon.ru	Hypermarket	588
Techport.ru	Household appliances and electronics	510
Kupivip.ru	Clothing, footwear and accessories	490
Sotmarket.ru	Electronics	470 *
Ozon.Travel.ru	Tourism	460
Mvideo.ru	Household appliances and electronics	423
Pixel24.ru	Electronics	419
Euroset.ru	Electronics	410
Groupon.ru	Discounts	379
Lamoda.ru	Clothing, footwear and accessories	373
Vseinstrumenti.ru	Tools, construction and repair	370 *
E96.ru	Household appliances and electronics	340 *
Quelle.ru	Clothing, footwear and accessories	324
Komus.ru	Stationery and office	290

Figure 4. Internet Retailing, Online retailing KPI (2012)¹¹

	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13
Unique Visitors (million)									
Online retailing	10.4	11.4	11.2	11.3	10	9.8	9.6	9.7	10.6
% of total online population	10.6%	11.0%	10.8%	10.8%	10.1%	9.9%	9.8%	9.7%	9.8%

¹⁰Source: Kommersant.ru (May 01, 2013), * company data

¹¹Source: Enter Vision (Report)

Figure 5. Internet Retailing, Digital payments market size and forecasts (2010-2014f)¹²

	2010	2011	2012	2013e	2014f	CAGR %
RUB (billion)						
Payment volume of online shops in Russia	304	385	503	611	715	23.8%
Virtual wallet payment volume	82	163	281	389	477	55.3%
% change						
Payment volume of online shops in Russia	NA	26.6%	30.6%	21.5%	17.0%	NA
Virtual wallet payment volume	NA	98.8%	72.4%	38.4%	22.6%	NA

Figure 6. Internet Retailing, Leading online retailers by unique visitors (2012)¹³

Online retailer	Unique visitors Q2	Change from Q1 13	Unique visitors Q3	% change from Q2 13
Ozon.ru	3,040	-16%	3,580	9%
Wildberries.ru	3,437	-2%	2,604	-33%
Svyaznoy.ru	2,251	-21%	2,336	4%
Ulmart.ru	1,709	1%	2,322	29%
Sotmarket.ru	3,798	17%	2,008	-47%
Enter.ru	716	1%	1,961	174%
Lamoda.ru	1,504	30%	1,709	0%
Eldorado.ru	1,051	-16%	1,690	61%
Mvideo.ru	1,647	-5%	1,577	11%
Dns-shop.ru	1,462	-14%	1,446	-1%
Wikimart.ru	1,165	-11%	1,085	-14%
Exist.ru	994	15%	908	-9%
Citilink.ru	715	-19%	835	27%
E5.ru	682	-9%	729	-1%
Shopotam.ru	NA	NA	725	261%
Foto.ru	539	-25%	707	25%
Utinete.ru	503	23%	630	19%
Quelle.ru	584	20%	596	2%
Pleer.ru	382	-14%	541	35%
Sapato.ru	497	17%	525	-12%
Kupivip.ru	1,137	-19%	513	-60%
Bonprix.ru	NA	NA	492	-53%
Euroset.ru	416	-11%	466	6%
Vseinstrumenti.ru	411	-19%	437	-11%
Sportmaster.ru	477	14%	389	-8%
E96.ru	307	-19%	385	25%
Bay.ru	314	-18%	378	17%
Digital.ru	NA	NA	377	70%
Butik.ru	399	-8%	369	-19%
Komus.ru	NA	NA	356	71%

¹² Source: J'Son & Partners Consulting (QIWI Prospectus)

¹³Source: Entervision (Report)

Figure 7. Internet Retailing, leading e-commerce websites by visits (Week42-47 2013)¹⁴

Website	Week 42	Week 43	Week 44	Week 45	Week 46	Week 47
Visits						
Avito.ru	16,248,080	15,954,440	16,248,080	17,031,120	16,443,840	16,248,080
Market.yandex.ru	10,543,570	10,446,840	10,930,490	10,833,760	10,253,380	10,930,490
Aliexpress.com	7,208,320	7,272,680	6,516,450	7,224,410	6,098,110	6,548,630
Ebay.com	5,115,600	4,892,300	4,669,000	4,648,700	4,790,800	5,196,800
Ulmart.ru	2,344,560	2,491,095	2,491,095	2,442,250	2,637,630	2,979,545
Alibaba.com	2,868,960	2,807,040	2,879,280	3,044,400	2,930,880	2,930,880
Irr.ru	3,067,785	2,824,310	2,921,700	2,970,395	2,970,395	2,824,310
Ozon.ru	2,266,440	2,133,120	2,399,760	2,399,760	2,621,960	2,666,400
Wildberries.ru	2,121,525	2,074,380	2,310,105	2,310,105	2,027,235	2,357,250
DNS.shop.ru	2,311,440	2,166,975	2,215,130	2,166,975	2,311,440	2,311,440

¹⁴Source: Similarweb (Calculated based on average visits from Russia in last three months)

Figure 8. Internet Retailing, Leading online stores based on unique visitors (Jul-Dec 2013)¹⁵

Website	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13
Unique Visitors						
Svyaznoy.ru	NA	NA	4,548,331	8,418,360	7,944,971	11,205,306
Mvideo.ru	5,742,433	6,108,446	6,537,240	6,286,161	6,495,125	9,120,901
Dns-shop.ru	5,146,485	5,216,812	5,509,944	5,869,204	5,719,760	6,934,353
Exist.ru	3,874,248	3,762,481	3,861,077	4,274,966	4,075,725	3,867,992
Nix.ru	2,003,720	2,110,334	2,230,617	2,366,047	2,404,418	2,619,319
Holodilnik.ru	1,393,815	1,488,304	1,476,951	1,476,380	1,543,907	1,785,145
Marathonbet.com	1,105,986	1,125,857	1,432,693	1,869,241	1,795,201	1,758,218
Technopoint.ru	753,746	819,538	951,288	1,203,650	1,349,499	1,685,874
Top-Shop.ru	1,046,097	1,107,007	1,166,971	1,019,653	1,207,218	1,529,729
Kassa.rambler.ru	795,200	888,697	667,512	1,232,088	1,321,669	1,415,247
Sima-land.ru	629,834	686,467	801,915	1,063,884	1,306,120	1,394,679
My-shop.ru	753,828	1,006,307	1,639,887	1,678,694	1,512,963	1,363,965
Kassir.ru	936,649	787,933	1,404,583	1,548,073	1,407,076	1,338,009
Mirorgazma.ru	NA	NA	NA	NA	809,897	1,136,419
Sidex.ru	NA	618,868	665,062	740,871	838,046	1,119,961
Techport.ru	799,067	817,633	862,357	908,737	894,114	1,119,573
Alltime.ru	581,798	615,460	690,842	755,715	781,137	1,085,951
Softkey.Ru	710,801	837,546	885,661	975,968	917,655	880,191
Apteka-ifk.ru	810,229	795,297	917,559	1,003,394	945,157	874,724
Oldi.ru	665,576	736,026	682,439	704,427	721,131	842,555

Figure 9. Internet Retailing, Leading online stores based on page views (Jul-Dec 2013)¹⁶

Website	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13
Page Views						
Exist.ru	177,861,517	164,341,142	168,591,188	187,448,511	172,707,628	157,684,025
Mvideo.ru	91,457,516	96,064,424	101,705,656	90,731,262	94,537,110	123,549,991
Dns-shop.ru	83,438,101	83,782,191	82,635,666	87,104,877	86,531,249	108,939,872
Marathonbet.com	77,995,955	88,222,652	96,102,566	120,148,274	116,556,249	107,993,215
Svyaznoy.ru	NA	NA	34,595,996	76,109,348	80,115,613	106,639,115
Sima-land.ru	22,752,460	25,198,674	29,269,774	42,311,143	58,098,848	47,523,696
Technopoint.ru	15,556,128	16,501,634	19,093,651	23,293,659	24,439,512	28,795,665
Nix.ru	20,090,405	20,536,638	22,136,945	24,208,822	24,241,128	25,813,711
Holodilnik.ru	13,616,428	14,814,898	14,212,557	14,682,228	15,206,028	16,724,612
Advego.ru	13,524,070	12,861,800	13,083,333	15,385,604	16,191,568	16,348,605
My-shop.ru	10,989,007	13,994,523	17,163,834	16,764,358	19,101,860	16,263,882
Autodoc.ru	15,656,774	15,281,239	17,005,357	18,212,598	16,768,545	15,232,811
Emex.ru	16,073,224	15,401,384	15,484,336	17,176,031	15,899,278	14,732,202
Top-Shop.ru	8,169,512	8,065,029	8,211,618	8,919,858	10,723,028	12,057,872
Kassir.ru	5,508,387	5,647,232	9,944,019	12,125,818	10,755,392	10,872,118
Oldi.ru	5,633,379	5,471,455	6,560,562	7,228,077	7,023,005	8,430,532
Alltime.ru	4,584,878	4,673,483	4,986,785	5,526,593	5,935,715	8,206,127
Stolplit.ru	5,634,104	7,147,631	7,483,996	8,586,289	8,719,624	8,037,793
Autozvuk.ua	6,578,026	6,478,124	6,459,668	7,254,257	7,059,639	8,036,736
Rf-54.ru	3,062,644	2,923,058	3,220,650	4,375,213	6,253,297	7,961,901

¹⁵Source: Top100.rambler.ru

¹⁶Source: Similarweb (Data calculated on basis of average visits in last three months from India)

Figure 10. Internet Retailing, leading online travel and tourism websites by visits (Week42-47, 2013)¹⁷

Website	Week 42	Week 43	Week 44	Week 45	Week 46	Week 47
Visits						
Booking.com	1,241,960	1,221,600	1,226,690	1,206,330	1,180,880	1,135,070
Tophotels.ru	725,208	601,593	618,075	618,075	576,870	576,870
Aeroflot.ru	438,696	487,440	511,812	519,936	471,192	463,068
Tripadvisor.ru	531,616	531,616	517,248	524,432	510,064	452,592
Bigmir.net	498,200	460,600	451,200	460,600	470,000	451,200
l.ua	398,970	383,625	393,855	409,200	398,970	414,315
Pegast.ru	415,165	395,855	395,855	405,510	376,545	386,200
Aviasales.ru	358,491	350,154	383,502	375,165	341,817	366,828
Ozon.travel	254,856	282,162	273,060	254,856	236,652	291,264
Bgoperator.ru	266,139	275,996	246,425	236,568	216,854	216,854

Figure 11. Internet Retailing, leading online travel related websites by page views (Jul-Dec, 2013)¹⁸

Website	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13
Page Views						
Tophotels.ru	139,665,696	131,204,128	90,576,106	74,166,414	62,499,908	50,334,548
Bgoperator.ru	34,721,615	33,224,877	27,106,653	23,294,708	18,282,358	17,909,016
Forum.awd.ru	14,828,144	15,407,171	15,266,374	16,657,977	16,545,495	15,657,171
Tez-Tour.com	25,532,293	21,377,997	13,952,714	11,620,391	10,849,864	10,005,410
Natalie-tours.ru	21,675,130	19,301,174	14,954,974	13,686,126	11,484,910	9,563,565
100dorog.ru	6,051,208	7,097,196	7,395,569	7,592,047	7,025,661	7,711,547
Mahnem.ru	8,247,052	8,155,083	7,059,272	6,815,905	6,889,052	6,921,534
Rusfishing.ru	NA	NA	NA	NA	NA	6,726,268
Turizm.ru	11,116,252	10,281,631	8,442,112	7,579,662	6,631,282	5,425,339
Votpusk.ru	13,248,855	9,666,047	6,766,440	6,314,825	5,880,067	4,969,425
Sletat.ru	7,816,891	8,005,335	6,084,669	5,420,574	4,906,348	4,572,908
Nevatravel.ru	11,389,339	9,609,827	6,421,007	5,720,154	5,089,806	4,300,386
Ski.ru	NA	NA	NA	NA	3,113,110	3,884,908
Turne.com.ua	7,684,136	5,706,030	4,240,861	3,609,289	3,282,893	2,946,028
Travel.ru	NA	NA	3,512,693	3,766,738	3,016,771	2,736,135

¹⁷Source: Similarweb (Data calculated on basis of average visits in last three months from India)

¹⁸Source: Top100.rambler.ru

Figure 12. Internet Retailing, leading online travel related websites by unique visitors (Jul-Dec, 2013)¹⁹

	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13
Unique Visitors						
Tophotels.ru	6,617,727	6,172,809	4,714,222	4,057,715	3,547,466	3,118,802
Turizm.ru	3,286,419	3,012,907	2,634,764	2,412,107	2,204,179	1,907,634
Forum.awd.ru	1,344,236	1,320,892	1,348,498	1,506,200	1,482,491	1,389,604
100dorog.ru	1,300,201	1,534,427	1,376,901	1,430,902	1,333,634	1,287,174
Votpusk.ru	2,411,382	1,855,062	1,425,607	1,448,429	1,373,077	1,221,707
Tez-Tour.com	2,244,947	2,008,290	1,537,951	1,383,869	1,292,608	1,175,145
Travel.ru	1,796,945	1,709,751	1,476,380	1,453,188	1,194,357	1,098,915
Travel.mail.ru	3,267,215	2,513,753	2,042,245	1,627,848	834,905	704,660
Bgoperator.ru	1,112,497	1,066,489	894,679	812,042	707,576	672,251
Ayda.ru	1,554,678	1,354,166	1,010,731	887,229	794,506	668,222
Natalie-tours.ru	1,095,857	970,131	815,514	750,620	650,493	549,996
1001tur.ru	1,237,142	1,131,161	904,361	789,161	663,730	548,777
Doroga.UA	974,734	811,770	626,408	621,418	518,163	510,447
Turne.com.ua	1,042,519	805,916	621,976	576,511	557,794	499,063
Ski.ru	NA	NA	NA	NA	NA	474,772

¹⁹Source: Top100.rambler.ru

Deal activity

In 2013, G2Mi covered 23 transactions in the e-commerce market in Russia.

The sector witnessed investments from the likes of Russian Internet Technology Fund, Runa Capital, MCI Management, Invia, iTech Capital, Ventech Capital, VTB Capital Investment Management and Ru-Net Holdings. Foreign investors included Summit Partners, Tengelmann Ventures, and Mangrove Capital partners.

Figure 13. Internet Retailing, M&A activity²⁰

Date	Sector/Activities	Acquirer	Target	Value
Sep-13	Online travel	Oktoغو.ru	Travel.ru	NA

Figure 14. Internet Retailing, Private equity activity²¹

Date	Sector/Activities	Investor	Target	Value
Jun-13	Online retailing	Access Industries, Summit Partners and Tengelmann Ventures.	Kupishoes LLC (Lamoda.ru)	USD 130 million
Mar-13	Online travel	Yuri Milner, Facebook Inc and Eric Blachford	Ostrovok.ru	USD 25 million
Mar-13	Online travel	VTB Capital Investment Management, Mangrove Capital Partners and Ventech Capital	Oktoغو.ru	USD 11 million
Dec-13	Online retailing	iTech Capital	Ticketland.ru	USD 10 million
Feb-13	Online retailing	Runa Capital	uBank	USD 8 million
Mar-13	Online retailing	Ru-Net Holdings	Esky.ru	USD 6 million
Dec-13	Online travel	VEB Innovations	Oktoغو.ru	USD 5 million
Oct-13	Online retailing	Russian Internet Technology Fund	LitRes.ru	USD 5 million
Jul-13	Online travel	MCI Management and Invia	Travelata	USD 5 million
Feb-13	Online retailing	Ventech	TrendsBrands.ru	USD 4 million

²⁰ Source: G2Mi.com transactions database

²¹ Source: G2Mi.com transaction database

2014 Outlook

During 2014, payment and trust will remain challenges for the sector, though growth of 35% is forecast. Growth in online travel should be helped by the Winter Olympics in Sochi. The online payments segment is also set for strong growth in 2014, with Sberbank planning to launch a digital currency service. The sector does suffer from low penetration of credit and debit cards.

During 2014, the virtual wallet payment volume is set to reach RUB 475 billion. Mobile commerce will continue to lag as many online retailers are yet to develop mobile apps and sites.

Internet retail in Russia

G2Mi Research

Competitive Environment

Figure 15. Internet Retailing, competitive environment²²

Company	Ownership Type	Description
Alloy Online Services	Private	Alloy Online Services, founded in 1999, is an online advertising solutions provider for small and medium business, based in Russia. The company operates fourteen portals that serve various sectors including real estate, building and construction, automobile, finance and electronics. The portfolio of its websites include Alloy.poisk, Stroyportal.ru, avtoportal.ru, Hitechonline.ru, FindRealty.ru, PortalUslug.ru, Narashvat.ru, ABBN, cultureclub.ru, Traveldigest.ru, Yourjob.ru, FinancePortal.ru, smartMart.ru and BuyDiscount.ru. Its portals reach 2 million audience per month and generate 30,000 orders per month.
Avito.ru	Private	Avito.ru, founded in 2007, operates as a Russia based online marketplace that allows users to post ads and sell products directly to customers. The company is also operational in Ukraine, Morocco and Egypt. The company primarily derives its revenue from value added services, display advertising and third party shops. In March 2013, Naspers owned Slando.ru and OLX.ru were merged into the company. It received 25 million unique visitors (Nov-2013). The major shareholders in the company include Kinnevik (32%), Naspers (19.5%), Vostok Nafta (13.8%), Baring Vostok (9.1%) and Accell (4.57%).
Enter OOO	Private	Enter OOO, founded in 2011, operates as a multi-channel retailer, based in Russia. The company provides retailing services through hi-tech offline point of sales, website, call-centre, catalogue, mobile applications and social networks. The company offers non-food general merchandise through its retail channels on discounted prices. The products offered by the company include furniture, household items and appliances, baby care products, DIY products, jewelry, and car accessories. The company website got 2 million average weekly unique visitors (Q3, 2013).
Holodilnik (OOO Edil-Import)	Private	Holodilnik (OOO Edil-Import), founded in 2003, operates as an e-commerce company, based in Russia. The company is primarily engaged in the online retailing of household appliances from domestic and international players. The goods offered by the company include refrigerators, dish washers, televisions, laptops, and built-in appliances. The company offers various modes of payment to its customers like cash on delivery, WebMoney, online payment, Paypal and QIWI Wallet. The company has received funding from likes of Media Capital.
Kupishuz OOO (Lamoda.ru)	Private	Kupishuz OOO (Lamoda.ru), founded in 2010, operates as an e-commerce company, based in Russia. The company is primarily engaged in online retailing of shoes, cloths, cosmetics, household products, and fashion accessories. The company provides free shipping services through courier services like DPD, Pony Express and Lamoda Express. The company is also operational in Kazakhstan. The company's website Lamoda.ru got 1.7 million average weekly unique visitors (Q3, 2013). The company is backed by the likes of Rocket Internet, Tengelmann Group, Holtzbrinck Ventures, Investment AB Kinnevik, JP Morgan Asset Management and PPR.

²² G2mi company profiles database

Internet retail in Russia

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Company	Ownership Type	Description
Mail.ru Group	Publicly listed	Mail.ru Group is a leading online media company based in Russia. Founded in 1998, the company is engaged in offering various online services including web mail, instant messaging, social networking and other online entertainment related offerings. It's service portfolio includes Mail.ru which offers email and portal services; social networking sites Moi Mir (My World) and Odnoklassniki.ru, instant messaging services Agent and ICQ. The company also offers online gaming services and operates search and e-commerce websites. Additionally, it holds 39.99% stake in V Kontakte which is the leading social networking site in Russia, 21.35% stake in Qiwi, a payment processing company and holds 14.2 million shares in Facebook. For the year ended December 2012, the company generated RUR 21,151 million in revenue (annual growth of 39%) and achieved RUR 8,552 million in net profit.
OOO Yulmart RSK	Private	Yulmart RSK, founded in 2008, operates as an e-commerce company, based in Russia. The company is primarily engaged in the business of online retailing of electronics, components, computers and consumer electronics. The company has over 29 Kibermarket, over 130 points of delivery and has network in over 60 cities across Russia. The company offers over 35,000 items. The company provides variety of delivery options like order online and delivery at home or nearest Yulmart Outpost, and visit the kibermarket to order the goods and receive them within 15 minutes.
Ozon.ru (Internet Resheniya OOO)	Private	Ozon.ru, founded in 1998, is an e-commerce company, based in Russia. The company is primarily operational in the fields of online retailing and online travel segments. The company provides its services through Ozon.ru (online retailing), Sapato.ru (online shoes retailing) and Ozon.Travel. The company also operates its own courier services to fulfil its orders. During Q3 2013, the company received 3.6 million average weekly unique visitors. The company has received funding from likes of ru-NET, Rakuten, Alpha Associates, Index Ventures, Baring Vostok Capital Partners, HV Holtzbrinck Ventures and Cisco.
Privat Treyd OOO (KupiVIP.ru)	Private	Privat Treyd OOO (KupiVIP.ru), founded in 2008, operates as an e-commerce company, based in Russia. The company is primarily engaged in the business of discounted online retailing of fashion and fashion accessories. The company provides its services through its flagship brand KupiVip.ru, though it also operates KupiLuxe.ru (private online shopping club), ShopTime.ru (Online shop), E-commerce KupiVip.ru services, New One (Modelling agency), and KupiVip.kz. The company has received over USD 124 million in funding from likes of Russia Partners, Balderton Capital, Bessemer Venture Partners, Accel Partners, Mangrove Capital Partners, Direct Group, Intel Capital, and Acton Capital Partners.
Sotmarket OOO	Private	Sotmarket OOO, founded in 2005, is an e-commerce company, based in Russia. The company is engaged in the field of online retailing. The company offers over 120,000 products including electronics, small appliances and accessories through its website. The company has over 135 distribution centers. The company provides cash on delivery and electronic payment options. The company was founded by Vsevolod Strakh. The company is backed by IQ One.
Utkonos (Novyy Impu's-50 OOO)	Private	Utkonos (Novyy Impul's-50 OOO), founded in 2000, operates as an e-commerce company, based in Russia. The company is primarily engaged in the business of online retailing of food and home ware items. The company also operates 163 shops in Moscow region. The company provides delivery services that include delivery to door or delivery to a shop. The company offers over 30,000 products which include children products, cosmetics, pet care products, home appliances, textiles, books, stationery and pharmacy.

Internet retail in Russia

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Wildberries OOO (Vaydberriz)	Private	Wildberries OOO, founded in 2005, operates as an e-commerce company, based in Russia. The company is primarily engaged in the business of online fashion retailing. The company has a catalogue that features products from over 1,000 fashion brands. The company also provides discounts on fashion products. The company offers free shipping services to its customers across Russia. The company offers products like apparels, shoes, accessories, beauty products and luxury products through wildberries.ru.
ZAO Svyaznoy Logistika	Private	ZAO Svyaznoy Logistika, founded in 1995 as Maksus, operates as an e-commerce company, based in Russia. The company is primarily engaged in the business of online retailing of electronic items. The company started its online activities in 2002. The company also allows its customers to place orders through telephone calls. The products offered by the company include mobile phones, laptops, cameras, GPS, gaming consoles, and related accessories. The company's website received over 2.3 million average unique visitors per week (Q3, 2013). During 2012, the online store had total turnover of RUB 9.2 billion.

ABOUT THE AUTHOR

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