



SISTEMA
PUBLIC JOINT STOCK FINANCIAL CORPORATION

Sistema acquires Natura Siberica Group

Moscow – 2 May 2023 – Sistema PJSC (hereinafter, "Sistema" or "the Corporation"), a publicly traded Russian diversified investment company, announces that it has acquired 100% of JSC Organic Rus (which owns 100% of LLC Natura Siberica and certain other Russian companies¹; hereinafter collectively, "Natura Siberica Group", "the Group" or "Natura Siberica").

"Natura Siberica is a quality asset and a recognisable brand with many years of history behind it, and it demonstrates strong financial and operating performance. The company has a great potential for further growth through expansion of the output and product mix, optimisation of business processes and development of R&D, as well as consolidation of the Russian cosmetics market. We believe that Sistema's investment and our expertise in building leading retailers will accelerate Natura Siberica's growth and will help it to become a leader in the Russian cosmetics market," said Sistema's President Tagir Sitdekov.

Natura Siberica Group is a leading Russian producer of certified organic cosmetics. The Group sells products under the brands Natura Siberica, Organic Shop, Organic People, Organic Kitchen, Planeta Organica and Grandma Agafya's Recipes. Today, Natura Siberica produces over 1,600 SKUs, including cosmetics, organic home care products, skincare and makeup products. The company's products are sold at its own stores across Russia and at major retail chains.

The quality of its products is confirmed by European eco certificates from BDIH, ICEA, Ecocert and Soil Association. All products are manufactured in the Moscow region, while plants and herbs for them are grown at organic farms in several regions of Siberia and the Far East.

In 2022, Natura Siberica reported a revenue of RUB 10.2bn. As of the end of April 2023 the total net debt of the Group is negative.

For further information, please visit www.sistema.com or contact:

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Sistema PJSC is a publicly traded Russian investment company with a diversified portfolio of assets in the sectors of telecommunications, high technology, financial services, retail, e-commerce, timber processing, agriculture, real estate, hospitality and healthcare. The company was founded in 1993. Revenue in 2022 was RUB 912.7 billion; total assets equalled RUB 2.1 trillion as of 31 December 2022. Website: www.sistema.com

(1) LLC Institute of Siberian Cosmetics, LLC Siberian Helicopter, LLC Planeta Organica, LLC Kamchatka Mama, LLC First Solution, LLC Northern Cosmetics, LLC Black Rock, LLC Organic Shop Rus, LLC Agafya's Tasty Products.