



premium



## **Earnings call: 2025Q1**

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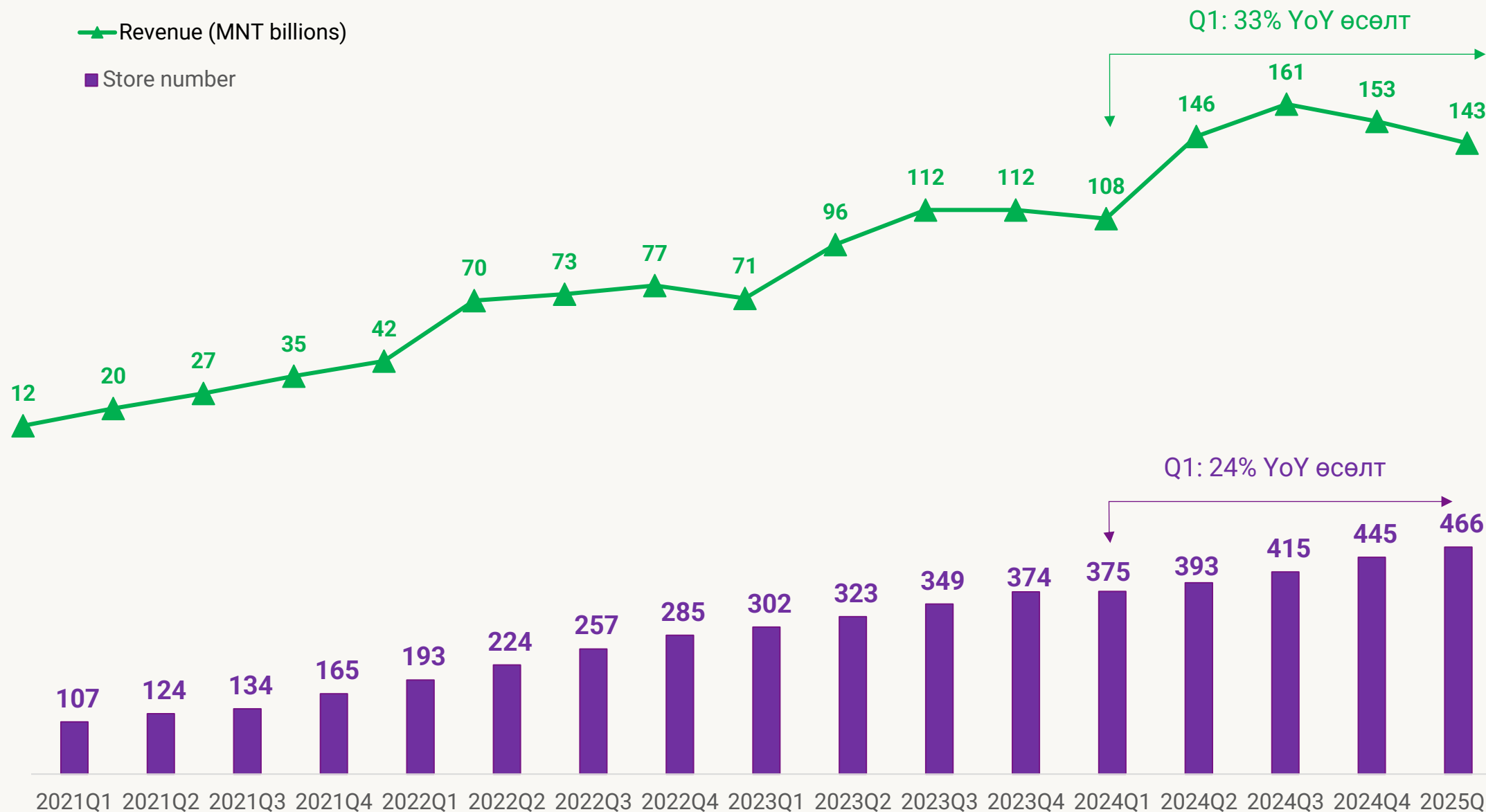
Premium Nexus JSC

MSE: CUMN

22 April 2025

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# CU Strategic goals



## Comparable store performance

	2025Q1
Daily average sales	19.92%
Daily number of costumers	8.60%
Basket price	10.42%

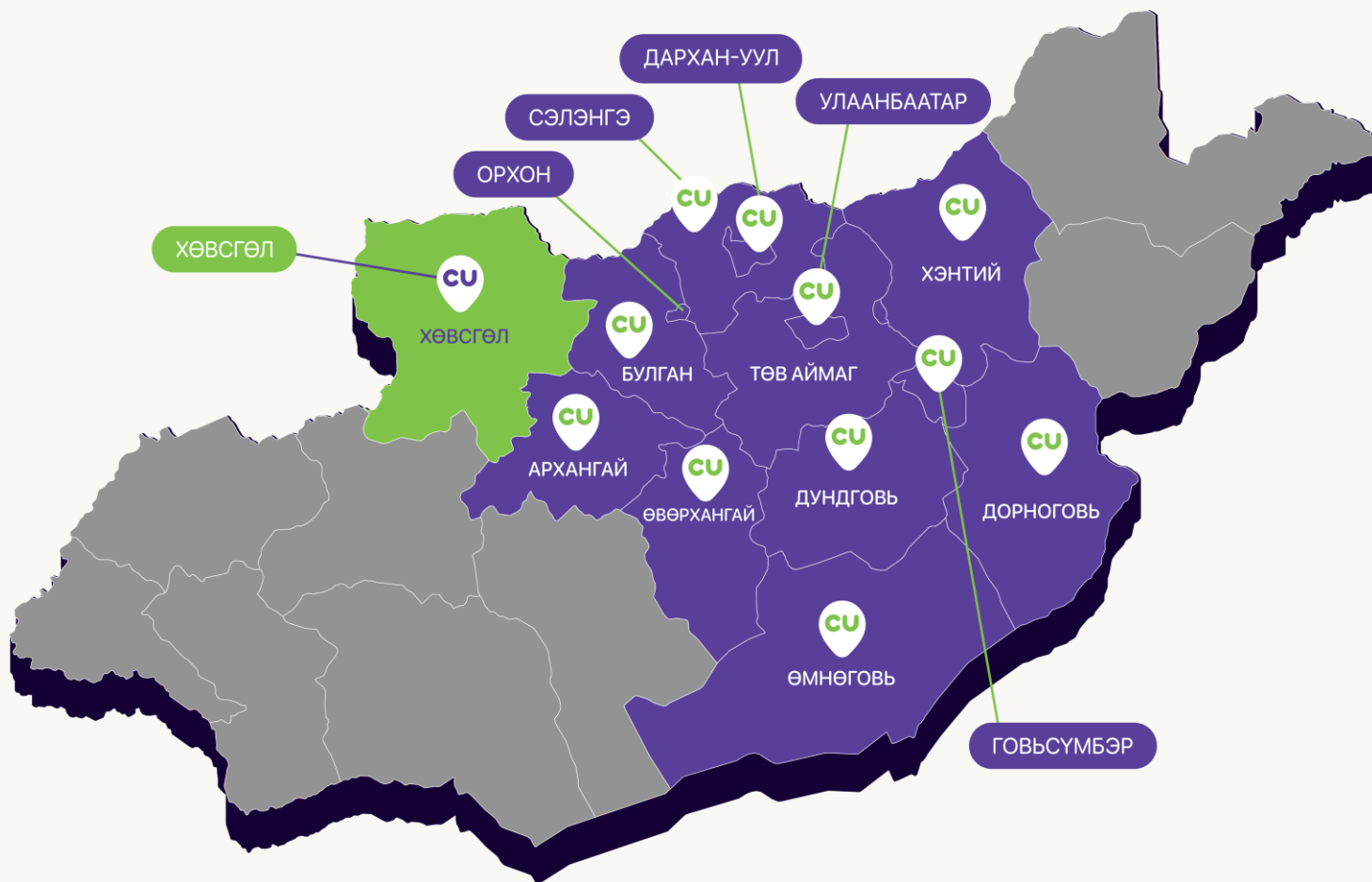
Comparable number of stores - 361

## Total store performance

	2025Q1
Daily average sales	11.58%
Daily number of costumers	0.75%
Basket price	10.75%

Total number of stores: 375 → 466

In February 2025, while annual inflation stood at 9.1%, the average basket size of store customers increased by 10.4%, indicating a real growth of 1.3% in consumer basket size.



## Key highlights

- Opened 25 new stores and closed 4 which leads to a total of 466 stores.
- Operating with 397 stores in Ulaanbaatar and 69 in rural areas.
- Expanded to 13 provinces.

Store number	2024	2025Q1
CU	445	466



## The renovation of the restroom facilities at the Third State Central Hospital

As part of our corporate social responsibility efforts, we have fully renovated the restroom facilities at the Third State Central Hospital named after Shastin. Serving over 1,500 people daily, the hospital's restrooms received an investment of MNT 30 million. Modern medical-grade equipment was installed to meet current healthcare standards, ensuring a clean and hygienic environment that supports patient comfort and well-being.



## 3 new stores in Khuvsigul province

CU Convenience Store has opened three branch stores in Murun, a city located 800 km from Ulaanbaatar, to provide internationally standardized services to both local residents and tourists visiting Khuvsigul province.



# Product differentiation



We have updated the ingredients, flavor, and portion size of our kimbap, and introduced a wider variety of options for our customers to enjoy.



CU's signature bakery products are now available with a wide variety of options to choose from.



We have launched a new line of delicious dumplings produced in a factory certified with ISO 22000 and HACCP, ensuring compliance with food safety and hygiene quality standards.

## Long-Term Loyalty Program

Central Commerce LLC has launched a long-term loyalty program for its Chinggis Draft Beer clients. The program aims to strengthen partnerships with clients and foster a network of consistent sellers who serve premium-quality draft beer in accordance with set standards. It is designed to support long-term collaboration and ensure customers receive high-quality service.

### Value Created Through This Program:

- Delivering draft beer to customers in accordance with quality standards
- Receiving customer feedback to continuously improve and correct shortcomings
- Standardizing beer-drinking culture and educating customers accordingly





## Catering service

Expanding its operations, the company has entered a new sales channel by launching a catering service. A highly experienced team in the field delivers top-tier service that meets premium standards. In terms of pricing, the service is offered at competitive and customer-friendly rates within the market.



## Successfully introduced “GET” retail coffee products

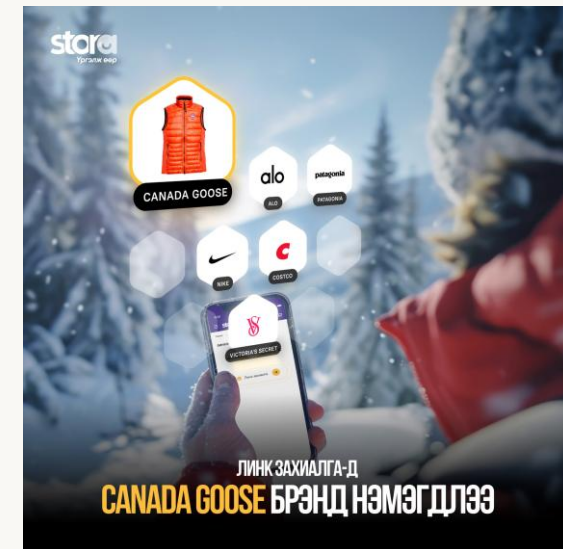
- In the first quarter of 2025, Central Coffee Roasting successfully launched its first retail product, branded “GET,” in collaboration with the CU Mongolia convenience store network.
- As of today, the product is available in over 430 CU stores nationwide.
- This launch marks the beginning of a strategic expansion into the FMCG segment, aiming to increase brand recognition and establish a direct channel of engagement with consumers.





## Technology Development and New Market Integration

- In 2024, we significantly upgraded our system by officially integrating with Alibaba Group's Taobao platform. This enhanced version of our previously implemented system now allows users to directly access improved search results, faster speeds, detailed product information, and quality indicators through the Stora platform when purchasing products from Taobao.
- To provide a wider range of product choices from the United States, we expanded our network by integrating with renowned brands such as Apple, Patagonia, Alo, and Canada Goose. Customers can now purchase these products in MNT, with flexible installment payment options.
- We also became the first Mongolian company to establish an official partnership with **JingDong (JD.com)**, China's largest e-commerce platform. Through collaboration with a leading Chinese logistics and trade company, we are now bringing JD's wide range of products and services to the Mongolian market.



## Fastest Delivery from the U.S. & Free Shipping from China

In the first quarter, we introduced several key improvements to our logistics operations from the U.S. and China to reduce shipping delays and provide a more efficient, customer-friendly experience.

To optimize the main transportation flow of consumer goods from China, we opened our own warehouse in Erenhot city. This allows for better sorting, coordination, and secure handling of customer packages to minimize damage and reduce delivery times from China to Mongolia.

From the U.S., we significantly shortened the average delivery time. Previously, shipments took around 12–16 days to arrive, but now, customers can receive their orders within 8–12 days from the date of purchase.

Additionally, we now offer free shipping and service fees from China, enhancing affordability and accessibility for our customers.

## More Flexible Payment Options

Stora Central has integrated Golomt Bank's consumer loan service into its platform, customizing the offering to fit the nature of its operations. Under this new feature, customers benefit from a 14-day interest-free period, meaning no interest is charged until the ordered product is delivered to the customer.

Previously limited to a single installment option, the service has now expanded through a new partnership with Pocket Zero, allowing customers to order products from abroad with no upfront payment and enjoy flexible installment plans tailored to their needs.



# Consolidated statement of PL and OCI

(MNT millions)	2023Q1	2024Q1	2025Q1
Net sales revenue	71,093.2	110,927.5	152,194.9
COGS	68,214.6	95,843.7	126,734.1
Gross profit (loss)	2,878.6	15,083.8	25,460.8
Gross margin	4.0%	13.6%	16.7%
Operational expenses	2,517.4	4,226.0	7,929.6
EBITDA	361.3	10,857.8	17,531.2
EBITDA margin	0.5%	9.8%	11.5%
Depreciation & Amortization	6,210.4	7,961.6	9,847.6
Non-cash items – profit (loss)	(91.9)	1,248.4	(102.9)
EBIT	(5,941.0)	4,144.7	7,580.7
Financing cost	4,101.4	4,980.7	4,890.6
EBT	(10,042.4)	(836)	2,690.1
Income tax	(8.0)	1.2	(80.6)
Net profit (loss)	(10,034.4)	(837.1)	2,770.8
Net profit margin	(14.1)%	(0.8)%	1.8%



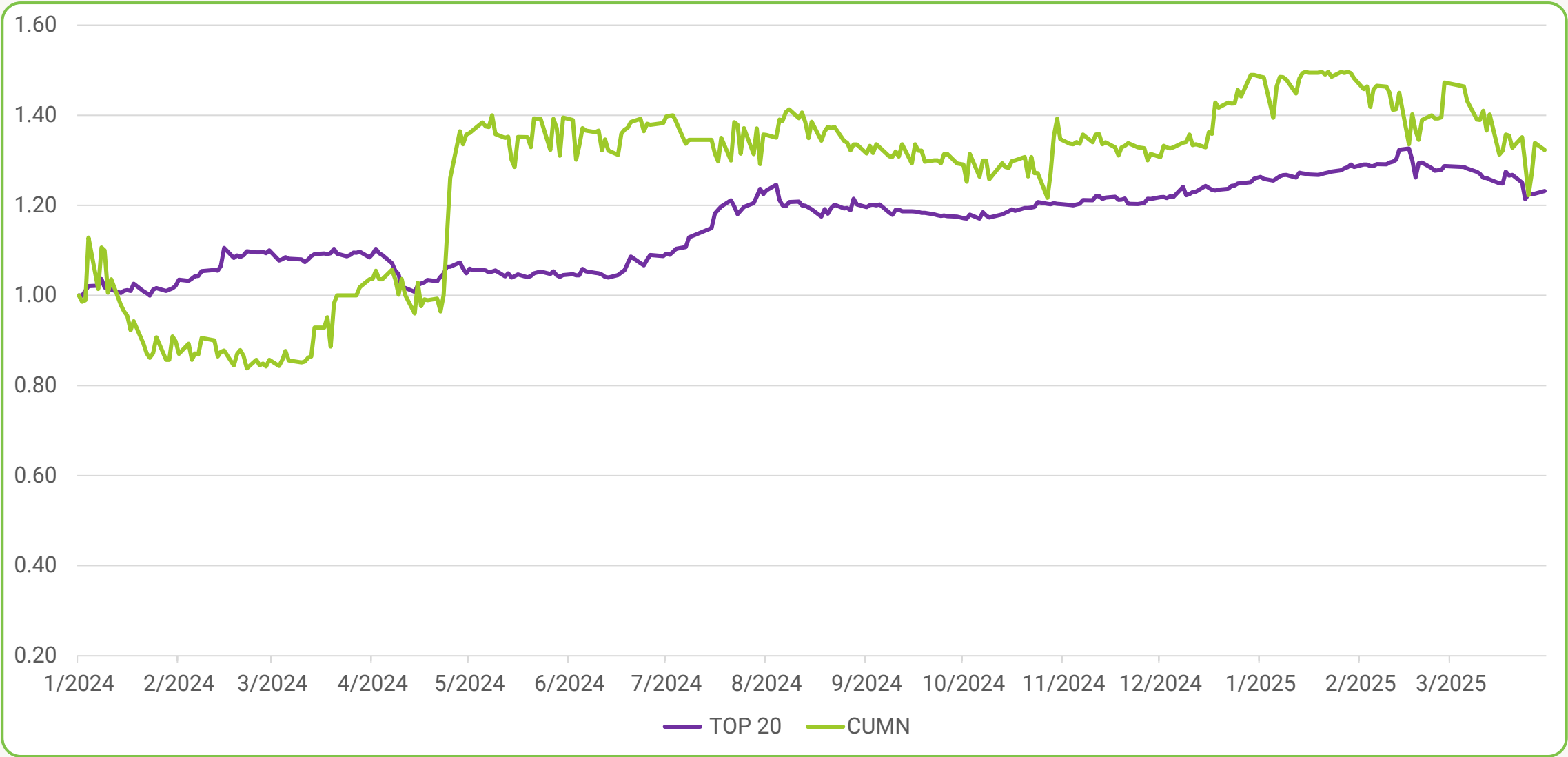
# Consolidated statement of financial position

(MNT millions)	2023Q1 (audited)	2024Q1 (audited)	2025Q1 (non-audited)
Total current assets	40,170.3	78,400.1	76,507.8
Cash and cash equivalent	2,980.6	10,431.5	6,151.0
Accounts receivables	641.2	6,042.3	4,571.9
Inventory	28,250.0	47,194.5	45,321.8
Other current assets	8,298.5	14,731.8	20,463.1
Total non-current assets	153,324.6	235,531.3	250,516.3
Tangible and Intangible assets	90,193.8	157,907.5	170,155.4
ROU assets	50,534.8	60,568.6	64,478.3
Other non-current assets	12,596.0	17,055.1	15,882.6
<b>Total Assets</b>	<b>193,494.9</b>	<b>313,931.4</b>	<b>327,024.1</b>
Total current liabilities	116,172.9	116,262.5	113,474.8
ST liabilities	42,916.4	56,829.4	58,206.1
Current loans and borrowings	19,970.0	25,360.3	20,954.3
Other current liabilities	53,286.5	34,072.8	34,314.4
Non-current liabilities	91,590.7	94,880.1	107,989.7
Non-current loans and borrowings	33,999.7	23,911.6	29,571.8
Other non-current liabilities	57,591.0	70,968.5	78,417.9
Total equity	(14,268.7)	102,788.8	105,559.6
Common shares	81,776.9	111,425.2	111,425.2
Share premium	13,820.5	45,757.9	45,758.0
Other parts of equity	318.7	318.7	318.7
Non-control interest	-	8,873.4	9,091.9
Retained earnings	(110,184.8)	(63,586.4)	(61,034.2)
<b>Total Liabilities and Equity</b>	<b>193,494.9</b>	<b>313,931.4</b>	<b>327,024.1</b>

# Consolidated statement of cash-flow

(MNT millions)	2023Q1	2024Q1	2025Q1
Operational cash-flow			
Cash in-flow (+)	84,716.3	126,752.0	180,994.7
Cash out-flow (-)	(79,747.9)	(123,493.8)	(162,385.9)
<b>Operational cash-flow balance</b>	<b>4,968.4</b>	<b>3,258.2</b>	<b>18,608.8</b>
Investing cash-flow			
Cash in-flow (+)	45.8	1,245.1	345.3
Cash out-flow (-)	(7,156.1)	(4,087.8)	(18,300.2)
<b>Investing cash-flow balance</b>	<b>(7,110.3)</b>	<b>(2,842.7)</b>	<b>(17,954.9)</b>
Financing cash-flow			
Cash in-flow (+)	12,800.0	8,276.1	115,099.7
Cash out-flow (-)	(12,987.3)	(5,778.1)	(120,011.6)
<b>Financing cash-flow balance</b>	<b>(187.3)</b>	<b>2,498.0</b>	<b>(4,911.9)</b>
Cash and cash equivalents foreign exchange difference	(15.3)	(28.3)	(22.6)
<b>Total cash-flow</b>	<b>(2,344.5)</b>	<b>2,885.2</b>	<b>(4,280.6)</b>
Cash and cash equivalents beginning balance	4,280.7	2,980.6	10,431.5
Cash and cash equivalents ending balance	1,936.2	5,865.8	6,150.9

# Indexed Share performance: 2025Q1







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Thank you!