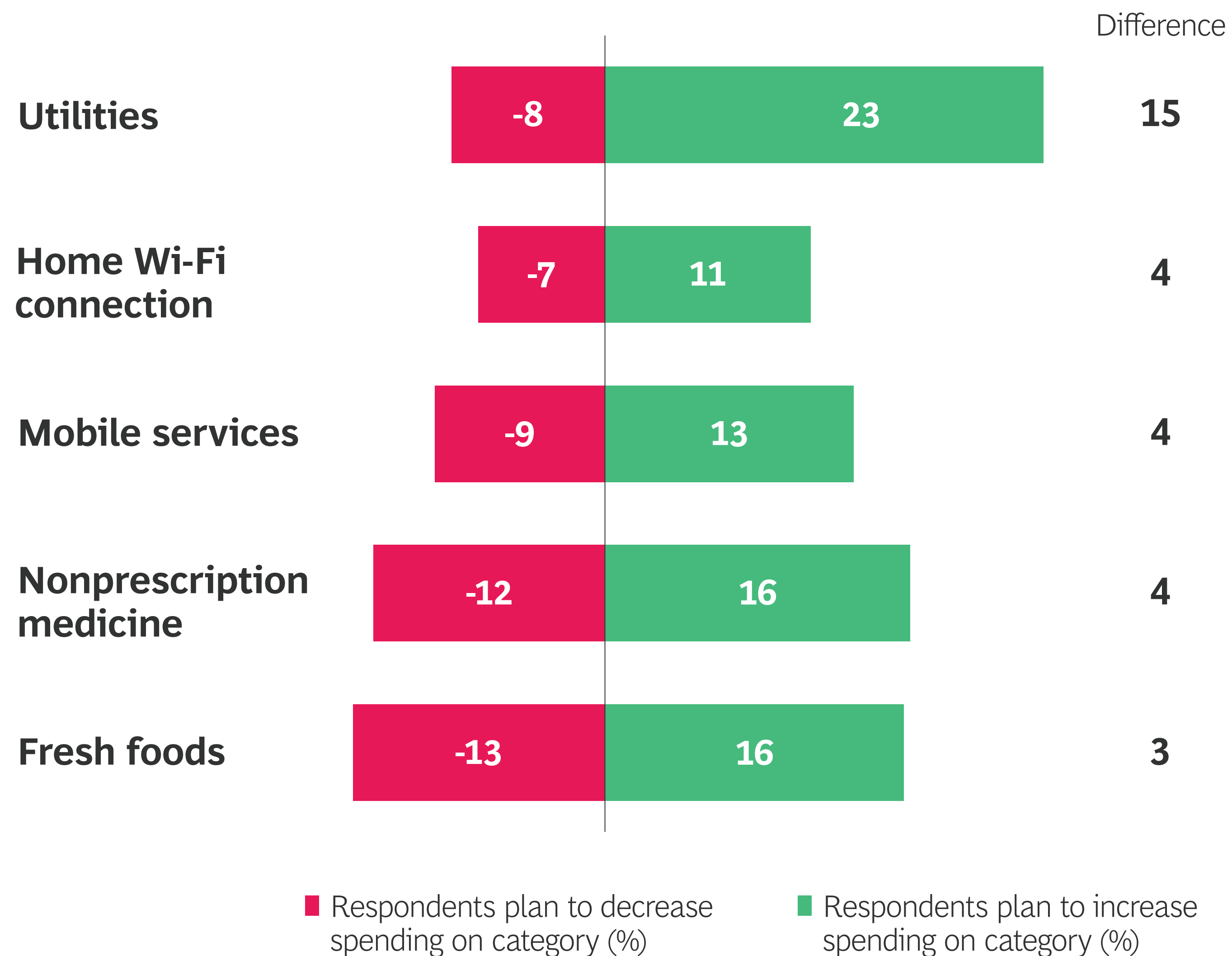


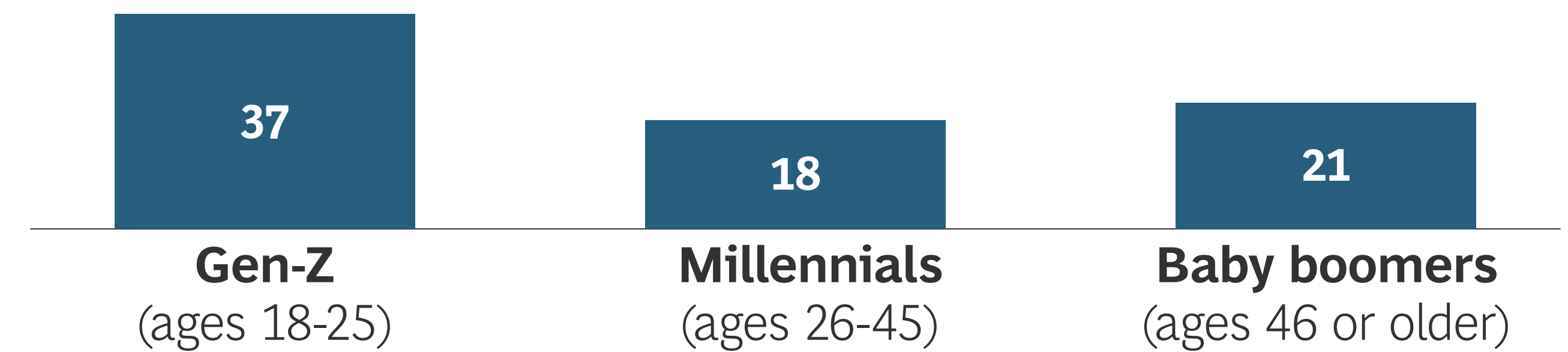
Did You Know: Russian Consumers Are Getting Used to the Lockdown

Gen-Z Is Focused on Entertainment and Millennials on Education

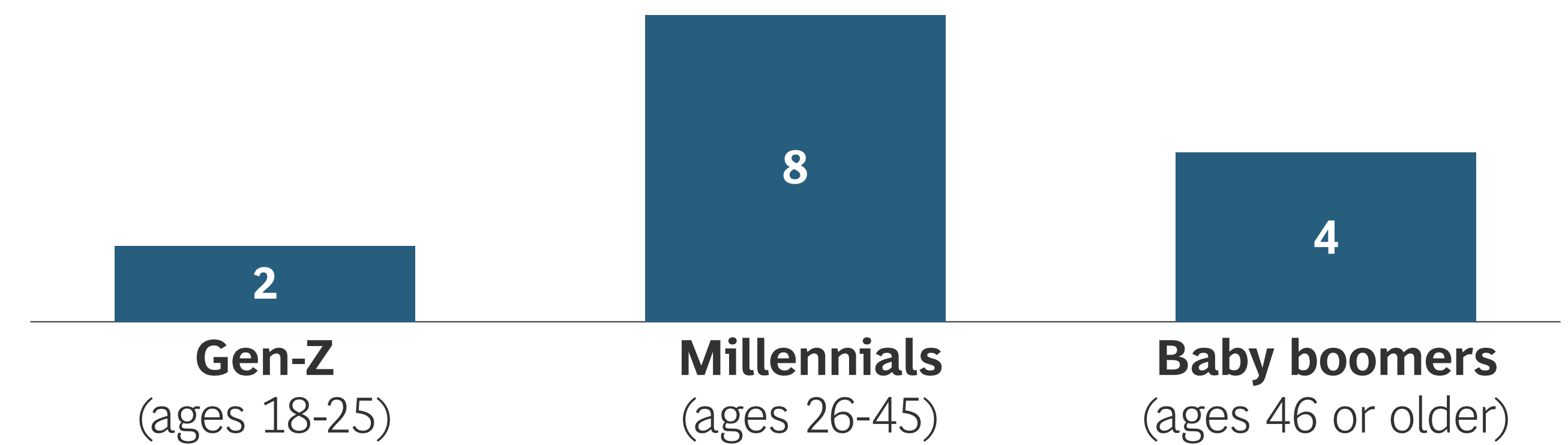
Categories related to health and home are strong



Consumers who expect to spend more on streaming services (%)



Consumers who expect to spend more on online education (%)¹



Sources: Study of consumer trends in Russia, 2020; BCG analysis.

¹Could be higher without announced offers for free educational content.