

QIWI PLC.

CUSIP: # 74735M108 (US ISIN: US74735M1080)

**Instructions to The Bank of New York Mellon, as Depositary
(Must be received prior to 12:00 P.M. EST on April 21, 2015)**

The undersigned Owner and Holder of American Depositary Receipts hereby requests and instructs The Bank of New York Mellon, as Depositary, to endeavor, in so far as practicable, to vote or cause to be voted the amount of Common Shares or other Deposited Securities represented by the American Depositary Shares evidenced by such Receipt of **QIWI plc** held in the name of the undersigned on the books of the Depositary as of the close of business on **March 12, 2015** at the **Extraordinary General Meeting of Shareholders of QIWI plc** to be held on **April 28, 2015** in Moscow, Russia, and at any adjournment or postponement thereof, in respect to the resolutions specified below.

By provision of **Section 4.7** of the Deposit Agreement(s), Holders of American Depositary Receipts (ADRs) are entitled, subject to any applicable provision of the Cypriot Law, to instruct the Depositary, as to the exercise of the voting rights, if any, pertaining to the amount of Shares or other Deposited Securities represented by their respective Depositary Shares. Upon the written request of an Holder on **March 12, 2015**, received **on or before 12:00 p.m. EST April 21, 2015**, the Depositary, shall endeavour, insofar as practicable, to vote, or cause to be voted, the amount of Shares, or other Deposited Securities, represented by the Depositary Shares evidenced by such Receipts in accordance with the instructions set forth in such request.

The Depositary will only endeavour to vote or cause to be voted the votes attaching to Shares in respect of which voting instructions have been received. If no voting instructions are received by the Depositary from a Holder (either because no voting instructions are returned to the Depositary by a Holder or because the voting instructions are incomplete, illegible, or unclear) with respect to any or all of the Deposited Shares represented by such Holder's ADRs **on or before 12:00 p.m. EST April 21, 2015**, the Depositary shall have no obligation to, and shall not, exercise any voting rights attaching to such Deposited Shares.

In view of the fact that instructions from the Owners must be received prior to 12:00 p.m. EST on **April 21, 2015** to be effective, please use this form to exercise your voting rights by returning the completed form in the enclosed postage paid and addressed envelope.

Item 1: SPECIAL RESOLUTION:

THAT the amended and restated Articles of Association of the Company be and are hereby approved.

☐ **FOR**

☐ **AGAINST**

☐ **ABSTAIN**

DATE: _____

SIGNATURE OF ADR HOLDER

SIGNATURE OF CO-OWNER