

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 July 20, 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 **June 8, 2015** at the **Extraordinary General Meeting of Shareholders of QIWI plc** to be held on **July 28, 2015** in Moscow, Russia, and at any adjournment or postponement thereof, in respect to the resolutions specified below.

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 July 20, 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 July 20, 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.

For information about the EGM materials, please contact Mira Daskal at The Bank of New York Mellon at mira.daskal@bnymellon.com

Item 1 SPECIAL RESOLUTION:

THAT a reserve of maximum number of class B shares for issuance under the 2015 Employee Restricted Stock Units Plan equal to seven (7) percent of the aggregate number of class A Shares and class B Shares issued and outstanding (by number) from time to time be and is hereby approved.

☐ **FOR**

☐ **AGAINST**

☐ **ABSTAIN**

Item 2 ORDINARY RESOLUTION:

THAT the 2015 Employee Restricted Stock Units Plan be and is hereby approved.

☐ **FOR**

☐ **AGAINST**

☐ **ABSTAIN**

DATE: _____

SIGNATURE OF ADR HOLDER

SIGNATURE OF CO-OWNER