Fix Price opens first store on Sakhalin

The chain now has a presence in 79 of Russia's 85 regions

25 November 2021 – Fix Price (LSE and MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, announces the opening of its first franchised store in the town of Yuzhno-Sakhalinsk, on Sakhalin Island. With the opening of the new location – the chain's 4,835th – Fix Price now has a presence in 79 of Russia's 85 regions, which cover 98% of the country's population.

Fix Price's full range will be available in the store, with more than 1,800 products including food, household chemicals, personal care, home decor, office supplies, children's toys and more. The total size of the store is 300 sq.m. with 215 sq.m. of selling space and 115 sq.m. of warehouse space. Deliveries to the store will come from the company's distribution centre in Pushkino in the Moscow region, with sea, rail and road transport used to deliver goods.

Vladimir Pogonin, acting Director of Sales and Director of Real Estate at Fix Price, commented:

> "*We are pleased to be strengthening Fix Price's presence in the Far East with the opening of our first store on Sakhalin. To ensure that there is no disruption to availability of goods, we have significantly increased the warehouse size from our standard 50 sq.m. to more than 100 sq.m. to house a larger stock of goods. Despite the challenging logistics in the Far East, we intend to continue developing in the region with an unwavering focus on efficiency – we only open new locations in the region if their expected profitability is comparable to our average.*"

The store in Yuzhno-Sakhalinsk is part of Fix Price's unified IT infrastructure, along with all the other stores, which enables flexible and efficient store management: information can be exchanged with head office in real time, additional orders of goods placed automatically, and the situation in the store monitored.

The Yuzhno-Sakhalinsk store is located in the Alleya shopping centre at 3 I.P. Farkhutdinova Ulitsa.

In total, Fix Price has 74 stores in the Far East. In addition to Sakhalin Island, there are also stores in Buryatia, Yakutia, the Amur Region, as well as the Trans-Baikal, Primorsky, Khabarovsk and Kamchatka Territories. All these stores are part of the Fix Price franchise network.

About the Company

Fix Price (LSE and MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, has helped its customers save money every day since 2007. Today there are more than 4,700 Fix Price stores in Russia and neighbouring countries, all of them stocking approximately 1,800 SKUs across around 20 product categories.

Today there are more than 4,700 Fix Price stores in Russia and neighbouring countries, all of them stocking approximately 1,800 SKUs across around 20 product categories. As well as its own private brands, Fix Price sells products from leading global names and smaller local suppliers.

In 2020, the Company recorded revenue of RUB 190.1 billion, EBITDA of RUB 36.8 billion and net profit of RUB 17.6 billion, in accordance with IFRS.

Contacts

Fix Price Investor Relations
Elena Mironova
ir@fix-price.com
+7 495 902 50 00 (ext. 1918)

Fix Price Media Relations
Ekaterina Lukina
elukina@fix-price.ru
+7 967 009 32 70