

## Together for Good Deeds: 1H 2025

### programme results

#### Fix Price delivers 16 charitable and environmental initiatives

**4 July 2025** – Fix Price announces 1H 2025 results of its Together for Good Deeds corporate responsibility programme, spanning charity and nature-focused initiatives with an emphasis on environmental action, child and family support, and animal care.

##### **Cleanup campaigns**

Community cleanups of coastal areas and parks were organised in six Russian cities: Mytishchi, Abakan, Vladimir, Ufa, Kostroma, and Omsk. The initiative brought together 700 volunteers, who collected over 7.5 tonnes of waste.

##### **Tree planting**

The Company implemented six greening initiatives: planting over 8,000 pine saplings in Volgograd and 3,500 spruce saplings in the Moscow Region in partnership with Grass; establishing an olive tree alley in Sochi and a linden tree alley in Pskov; planting 25 lilacs in Petrozavodsk; and adding young spruces and ninebark shrubs in Nizhny Novgorod.

##### **Support for children, families, and animals**

Fix Price supported the Podari Zhizn charity foundation, which aids children from across Russia. The Company provided kitchenware sets to families with children undergoing treatment to help furnish their temporary housing.

In collaboration with the SOS Children's Villages charity, Fix Price held the Direct Dialogue campaign in 47 stores across Moscow, St Petersburg, and Novosibirsk. The Company has been supporting Direct Dialogue initiatives since 2020.

A new partnership was launched with the Podari Yedu foundation, resulting in 206 kg of food collected over six days. The donations were delivered to the foundation's beneficiaries – low-income families and isolated elderly individuals.

The Container of Kindness project continues to expand, with collections held at the Company's Moscow headquarters for various charities. This spring, a drive for the MnogoMama Centre, which supports large families, concluded with strong results. The campaign gathered 25 bags of clothing, 5 bags of footwear, 2 bags of books, 1 bag of toys, and 2 bags of household items.

Additionally, Fix Price donated storage containers from its product range to the Yuna animal rehabilitation centre in Podolsk for storing pet food and medical supplies.

In 1H 2025, the Together for Good Deeds programme reached 17 Russian cities, where 16 charitable initiatives were carried out. Fix Price has been running Together for Good Deeds since 2014, implementing over 240 social and environmental projects in more than 120 localities across Russia during this time.

## ABOUT THE COMPANY

Fix Price (AIX: FIXP.Y; MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, offers its customers a compelling and constantly updated assortment of non-food goods, including personal care and household products, and food items at low fixed price points.

As of 31 March 2025, Fix Price was operating 7,282 stores in Russia and other countries, all of them stocking approximately 2,000 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. As of 31 March 2025, the Company was operating 13 distribution centres covering 81 regions of Russia and 9 other countries.

In 2024, the Company recorded revenue of RUB 314.9 billion, EBITDA of RUB 53.1 billion and net profit of RUB 22.2 billion, in accordance with IFRS.

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