

FIX PRICE OPENS ITS 300TH STORE IN BELARUS

BY THE END OF 2024, FIX PRICE PLANS TO ADD ANOTHER 40 STORES TO ITS BELARUSIAN STORE COUNT

2 May 2024 – Fix Price, one of the leading variety value retailers globally and the largest in Russia, has launched its 300th store in Belarus. The anniversary outlet opened in Bereza, Brest region.

In total, Fix Price has 290 Company-operated and 10 franchise stores in Belarus with a total selling area of over 70,000 sq m in 90 Belarusian cities and towns. The largest number of stores was opened in Minsk (44), Gomel (27), Grodno (18), Mogilev (18), and Brest (17).

“Belarus is our second largest market. This year, considering the openings already made, we plan to expand our store count in the country by adding another 40 retail outlets (net openings). In addition to offline sales, we are developing online services, with online ordering, self-pickup, and a mobile app already available. Our loyalty programme covers over 950,000 Belarusian customers.”

Vladimir Pogonin, Store Management Department Director at Fix Price

Since early 2024, Fix Price has launched 8 new stores in Belarus against 29 for the entire previous year (net openings). Goods are delivered to stores from distribution centres in the Moscow Region and a local warehouse. Price points in Belarus are similar to those in Russia – from BYN 2 to 16, with adjustments made for logistics expenses.

ABOUT THE COMPANY

Fix Price (LSE and MOEX: FIXP, AIX: FIXP.Y), one of the leading variety value retailers globally and the largest in Russia, has been helping its customers save money every day since 2007. Fix Price offers its customers a unique 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 2024, Fix Price was operating 6,545 stores in Russia and neighbouring 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 2024, the Company was operating 13 DCs covering 81 regions of Russia and 8 neighbouring countries.

In 2023, the Company recorded revenue of RUB 291.9 billion, EBITDA of RUB 53.1 billion and net profit of RUB 35.7 billion, in accordance with IFRS.

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