

Fix Price partners with SberMegaMarket marketplace

About 1,300 SKUs will soon be available on the online marketplace

8 September 2022 - Fix Price, the largest variety value retailer in Russia, has launched a partnership with SberMegaMarket marketplace. Currently, the marketplace offers over 550 Fix Price SKUs, including stationery, household chemicals, toys, cosmetics, home decor, and long shelf-life food products. In the upcoming weeks the assortment will increase to 1,300 SKUs.

The partnership between Fix Price and SberMegaMarket leverages Click & Collect option, an omnichannel model with customers placing their orders at the marketplace's website or in the mobile app, while paying for and collecting them at the store of their choice. There is no minimum order value.

Victoria Smirnova, Director of Marketing Department at Fix Price, commented:

"Our pilot project to join SberMegaMarket in mid-July was successful, so in August we continued to actively connect Fix Price stores to the marketplace. This move helps us get closer to those customers who have grown accustomed to online shopping. Although brick-and-mortar stores remain the primary sales channel for Fix Price, their assortment will be offered on various online platforms."

Since the launch of the partnership, top-selling Fix Price products in August featured food products, household chemicals, personal hygiene items and household goods.

As of early September, the click and collect option is available in 584 stores, and the number of such stores will increase. Currently, the partnership covers stores in Moscow, St Petersburg, the Moscow and Leningrad regions, the Southern and North Caucasian federal districts.

Anton Sizemin, Head of Sales at SberMegaMarket, noted:

"An increasing number of retailers expand their development strategy to include online sales channels of their own and their partners. Making Fix Price assortment available on SberMegaMarket with the Click & Collect service will boost the retailer's store traffic, as after placing the order online, customers will visit one of the stores to collect their purchase. This combination of online and offline operations results in a synergy as evidenced by our pilot project completed in July."

SberMegaMarket will also offer the store-to-door delivery of Fix Price products via SberMarket from 1,700 stores.

Another way to order products online is via the retailer's mobile app or fix-price.com website with multiple delivery options available to customers, including store-to-door delivery and collection from a pick-up point or a Fix Price store.

About Fix Price

Fix Price (LSE and MOEX: FIXP), 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 a unique and constantly rotating assortment of non-food, personal care and food items at fixed low prices.

As of 30 June 2022, Fix Price operated 5,267 stores in Russia and neighbouring countries, with every store offering some 2,000 SKUs across around 20 product categories. In addition to its own private labels, Fix Price sells products from major global brands and smaller local suppliers. As of 30 June 2022, the Company operated eight distribution centres with a footprint in 80 regions across Russia and six foreign markets.

In 2021, the Company's revenue totalled RUB 230.5 billion, with its EBITDA and net profit amounting to RUB 44.2 billion and RUB 21.4 billion, respectively (under IFRS).

Contacts

Fix Price Investor Relations

Elena Mironova
ir@fix-price.com

Fix Price Media Relations

Ekaterina Charushina
echarushina@fix-price.ru