

## Fix Price in Kazakhstan: over 290 new jobs in 2024

### The plan for 2025 is to open at least 60 new stores and expand employment opportunities

**30 January 2025** – Fix Price Group, one of the leading variety value retailers globally, created 295 new jobs in Kazakhstan in 2024. Most positions were for store administrators (45%), with loaders and store managers each accounting for 19% of new roles. The Aktobe Region led job creation with 56 positions, followed by the Akmola Region and Astana with 37 each, the Pavlodar Region with 30, and the Atyrau Region with 29. In total, the Company has created more than 2 thousand jobs during its presence in the country's market.

Fix Price continued to strengthen its presence in Kazakhstan by adding 57 new stores<sup>1</sup> in 2024. As of 31 December 2024, the network spanned 19 regions and 57 cities and towns across the country, with a total selling area of over 72,000 sq m, up more than 15% year-over-year. The Aktobe Region led store openings with 10 new stores, followed by Astana and the Pavlodar Region with 7 each, and the Karaganda Region with 5. The Akmola, Atyrau, and Kostanay Regions each added 4 stores.

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*"Kazakhstan is Fix Price's second-largest market by store count, holding strong potential for growth. Last year we not only increased our network in the country by 57 outlets, but also created around 300 new jobs. We also made notable improvements to our Kazakhstan operations by developing online sales channels, with increased demand for in-store pickup of online orders and the launch of delivery through partner marketplaces, extending our product availability to millions of customers. Our loyalty programme showed substantial growth, with membership increasing 57% year-on-year to exceed 880,000 members by year-end. In 2025, we plan to further develop our network in Kazakhstan with at least 60 new store openings."*

**Alexey Ermakov, CEO of Fix Price Kazakhstan**

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As of 31 December 2024, Fix Price operated 337 stores in Kazakhstan, including 320 Company-operated stores and 17 franchised stores.

As of 31 December 2024, Fix Price operated a total of 7,165 stores across ten countries, adding 751 stores over the past year. Beyond Kazakhstan, expansion included Russia (644 stores), Belarus (43), UAE (4), Armenia (3), Uzbekistan (2), and Mongolia (1).

<sup>1</sup> "New stores/openings" refers to net openings, defined as newly opened stores less closures

## 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 December 2024, Fix Price was operating 7,165 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 30 September 2024, the Company was operating 13 DCs covering 81 regions of Russia and 9 other 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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