

Fix Price opens its first store in Nenets Autonomous District

The chain is now present in 80 out of Russia's 85 regions



The Fix Price store at 16 Nenetskaya St. in Naryan-Mar

31 March 2022 – Fix Price, the largest value variety retailer in Russia, announces expansion into the Nenets Autonomous District and opening of its first store in the regional capital Naryan-Mar. The outlet was opened as part of the chain's franchise programme. With its 5,036th store launched, Fix Price's geography now spans 80 regions across Russia.

The new retail facility offers a full range of the chain's products – about 2,000 SKUs in food, household chemicals, personal care, stationery, seasonal goods, toys, and other categories. The supplies come from the Company's Pushkino distribution centre. The store has a total area of 345 sq m and selling space of 200 sq m, and the remaining 145 sq m is used as a warehouse.

Vladimir Pogonin, Store Management Department Director, commented:

"In today's challenging economic environment, providing customers with a wide assortment of quality and affordable goods is of paramount importance. By opening new stores, we are contributing to this important objective. In partnership with our franchisees, we are rapidly expanding into the country's most remote regions. In late 2021, we added several outlets in Sakhalin, and early this year new franchised stores opened in Buryatia, Zabaykalsky Krai, Primorsky Krai, to name a few. Since the beginning of the year, we have had a net increase of more than 130 outlets across Russia and abroad."

The new store is a street retail venue at 16 Nenetskaya St. in Naryan-Mar.



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. Fix Price offers its customers a unique and constantly refreshed product assortment of non-food goods, personal care and household products and food items at low fixed price points.

As of 31 December 2021, Fix Price operates 4,904 Fix Price 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. The Company operates 8 DCs covering 79 regions of Russia and 6 countries.

In 2021, the Company recorded revenue of RUB 230.5 billion, EBITDA of RUB 44.2 billion and net profit of RUB 21.4 billion, in accordance with IFRS.

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