

## Fix Price invests over RUB 161 million in store renovations in 2024

### A total of 52 stores were upgraded throughout the year across 27 regions in Russia

**31 January 2025** – Fix Price, one of the leading variety value retailers globally and the largest in Russia, invested over RUB 161 million in renovating its store network in 2024. This initiative led to the upgrade of 52 stores, an increase of 28 stores compared to 2023. Key expenditures in 2024 included equipment purchases (RUB 65.1 million), construction and installation (RUB 63.3 million), implementation of IT solutions (RUB 28.4 million) and advertising design (RUB 4.4 million).

As part of the renovation programme, the Company replaced shelving equipment and installed LED panels, self-service checkouts, and air conditioning systems. The highest number of renovated stores is located in Moscow (6), followed by the Sverdlovsk Region (6), and the Krasnodar Krai, Moscow, Voronezh, Nizhny Novgorod, and Rostov regions (3 each). Renovations spanned a total of 27 regions across Russia.

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*“As we expand our network, it’s vital to update stores that no longer meet our quality standards for facilities, equipment, and design. In 2024, the number of upgraded stores more than doubled compared to the previous year. By investing in renovations, we maintain our commitment to service excellence and ensure a positive shopping experience across all regions where we operate.”*

**Vladimir Pogonin, CEO of Fix Price Russia**

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In 2025, Fix Price plans to renovate an additional 250 stores as part of its ongoing renovation programme.

## 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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