

# Fix Price upgrades its video analytics system to monitor shopping areas

## The Company will test the system in 300 stores

**8 November 2024** – Fix Price, a leading variety value retailer globally and the largest in Russia, to add new functions to its video analytics system based on computer vision technology to monitor goods display and selling space. Now, the solution not only detects queues, but also identifies empty shelves, monitors floor condition and makes sure that there are no foreign objects in aisles.

By analysing images of the shopping area, the system raises issues and submits assignments to eliminate the issues to the store manager's mobile app. As part of the pilot launch in selected stores, findings show that 65% of issues are related to obstructions in aisles, 18% to empty shelves, and 17% to floor condition.

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*"Adding new functions to the video analytics system enables us to monitor the state of goods display and selling space more effectively, supporting the efforts of our staff to improve service quality. Timely identification and elimination of issues translate into a better customer experience and sales growth."*

**Oleg Leksin, Head of IT at Fix Price**

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*"The technology is powered by generative artificial intelligence that analyses photos and, based on a query, generates a text description of the issue, which in turn is sent to the store manager's device. The introduction of generative AI is a step ahead from our previous project, which employed conventional neural networks to detect queues at checkouts."*

**Andrey Golovkin, Director of Smart Retail Tech – Fix Price's general IT contractor**

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The pilot is to be expanded to 300 stores in November 2024 and completed in Q1 2025, with subsequent roll-out at all of the Company-operated stores in the key markets of presence.

## 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 30 September 2024, Fix Price was operating 6,891 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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