

## More points accrued in Fix Price's loyalty programme

### Fix Price loyalty card holders saved RUB 1.8 billion points on purchases in 2024

**10 April 2025** – Fix Price, Russia's largest variety value retailer, awarded over 1.8 billion points to its loyalty programme members in Russia during 2024. This represents a 12% increase compared to 2023. In the first quarter of 2025, accruals rose by 13% year-on-year, totalling 460 million points.

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*"The number of customers who signed up for our loyalty programme increased to 28.7 million during 2024. At the end of the first quarter of 2025, this number accounted for over 30 million. The results are even stronger than we anticipated. Statistics show that the loyalty programme genuinely benefits customers: 1 point equals 1 rouble, which translates into considerable savings for cardholders."*

***Nadezhda Shevlyakova, Head of Marketing Operations at Fix Price***

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To sustain interest in the loyalty programme, Fix Price regularly runs marketing campaigns which offer additional discounts and extra bonus points for purchasing any items or specific products, including those selected by customers.

## 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 2024, the Company recorded revenue of RUB 314.9 billion, EBITDA of RUB 53.1 billion and net profit of RUB 22.2 billion, in accordance with IFRS.

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## CONTACTS

### Fix Price Investor Relations

Elena Mironova  
[ir@fix-price.com](mailto:ir@fix-price.com)

### Fix Price Media Relations

[pr@fix-price.com](mailto:pr@fix-price.com)