

FIX PRICE LOYALTY PROGRAMME TOPS 25 MILLION MEMBERS IN RUSSIA

THE PREVIOUS MILESTONE OF 20 MILLION WAS REACHED IN SEPTEMBER 2022

25 October 2023 – The number of loyalty programme members at Fix Price, Russia’s largest variety value retailer, has exceeded 25 million in Russia having added 5 million participants since the previous landmark in September 2022.

The loyalty programme sees the most extensive use in the Tomsk region, the Republic of Khakassia, as well as the Kaliningrad and Smolensk regions, where the share of purchases with a loyalty card in retail sales of Fix Price stands at 69.7%, 69.4%, 67.6% and 67%, respectively¹. The average share of purchases with a loyalty card across the chain was over 62.9% of the Company's retail sales in 1H 2023.

“Our loyalty programme is an indispensable tool for increasing the average ticket and boosting traffic. The key communication channels promoting it are the Company’s social media and marketing mailouts. Thanks to their wide outreach, our messages about point giveaways and other promos hit home. For instance, the members of the loyalty programme saved over 1 billion points in 2023. We are happy to continue closely interacting with our customers through the loyalty programme and making it more appealing to new members.”

Victoria Smirnova, CMO at Fix Price

The Fix Price loyalty programme kicked off in 2013. It enables its members to save and spend points on purchases in the Company’s stores across the country and offers them attractive promos and special prices.

Apart from Russia, Fix Price has also launched loyalty programmes in Belarus and Kazakhstan. Their current member count is 800,000 and 400,000, respectively.

¹ Data for 1–17 October 2023

ABOUT FIX PRICE

Fix Price (LSE and MOEX: FIXP, AIX: FIXP.Y), one of the leading variety value retailers globally and the largest in Russia, has been helping its customers save money every day since 2007. Fix Price offers its customers a unique 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 June 2023, Fix Price was operating 6,039 stores in Russia and neighbouring countries, all of them stocking approximately 2,000 SKUs across some 20 product categories. As well as its own private brands, Fix Price sells products from leading global producers and smaller local suppliers. As of 30 June 2023, the Company was operating 12 distribution centres covering 80 regions of Russia and 8 neighbouring countries.

In 2022, the Company recorded revenue of RUB 277.6 billion, EBITDA of RUB 54.2 billion and net profit of RUB 21.4 billion, in accordance with IFRS.

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