

FIX PRICE KAZAKHSTAN REACHES 1 MILLION LOYALTY PROGRAMME MEMBERS

Loyalty cardholders' average ticket is 76% higher

25 June 2025 – Fix Price Kazakhstan's loyalty programme has reached the milestone of 1 million members. Launched in late 2021, the programme has shown remarkable growth, welcoming 147,000 new participants in 2025 alone.

Fix Price currently operates 360 stores across Kazakhstan, offering both in-store and online shopping options. Loyalty cards apply at all purchase locations and through all shopping methods. In 2025, programme members demonstrated 76% higher average ticket size compared to non-members.

"We consistently refresh our loyalty programme's promotions with diverse ways to earn points. This turns practical savings into an engaging experience, motivating customers to explore our product range and make purchases," **said Alexey Ermakov, CEO of Fix Price Kazakhstan.**

Globally, Fix Price's loyalty programme boasts over 30 million participants across all markets. According to the programme terms, members earn points on purchases that can be redeemed for up to 50% of their total ticket at any Fix Price store.

The achievement follows Fix Price's recent recognition by the INFOLine research agency as one of Kazakhstan's fastest-growing retail chains.

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 March 2025, Fix Price was operating 7,282 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 31 March 2025, the Company was operating 13 distribution centres 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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