

# **FIX PRICE ROLLS OUT ADVANCED VIDEO ANALYTICS SYSTEM ACROSS ALL STORES**

**The move halves the total issue rate**

**11 June 2025** – Fix Price has successfully completed the roll-out of a versatile video analytics system across its entire retail chain. The new system is now operational in more than 7,000 stores, including franchised locations, spanning all of the Company's markets.

This innovative solution enables the rapid detection and resolution of shopping area issues. Within just two weeks of deployment, the total number of incidents – such as aisle obstructions or floor damage – dropped by over 50%. Additionally, the system allows for the categorisation of potential issues, facilitating even faster response times and enabling proactive interventions.

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*"The video analytics system has become a cornerstone of Fix Price's operations, supporting our commitment to high standards of customer service and seamless store management. By integrating generative artificial intelligence, we have significantly reduced human error, accelerated data processing, and enhanced our ability to respond swiftly to disturbances."*

**Oleg Leksin, IT Director at Fix Price**

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*"In addition to scaling up the system to cover more than 7,000 stores, we are continuously improving its capabilities, powered by generative AI. For example, in some locations, the system initially misidentified pets accompanying customers as obstructions on the floor. We have since refined the algorithm to address this issue."*

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

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## 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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## CONTACTS

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