



Q4 AND FY 2024 OPERATING AND FINANCIAL RESULTS

February 2025

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Some of the Company's historical financial data for the periods following 1 January 2019 are presented herein under IAS 17 standard in addition to being presented under IFRS 16 standard, the lease standard under the IFRS that the Company started applying beginning on 1 January 2019. Presentation herein under IAS 17 for the periods following 1 January 2019 is primarily due to the fact that the Company believes that the investment community continues to focus on IAS 17 in analysing performance of retail companies. The results of the Company's operations presented under IAS 17 following 1 January 2019, however, are shown only for illustrative purposes. You should note that

the results of the Company's operations presented under IAS 17 after 1 January 2019 have not been audited or reviewed by the Company's independent auditors. In addition, the Company reserves the right to change its approach to presentation of its results of operations going forward. Therefore, you are strongly cautioned not to rely on the results of the Company's operations presented under IAS 17.

Furthermore, certain companies mentioned in this presentation, report under generally accepted accounting principles in the United States ("U.S. GAAP") or other local accounting standards. IFRS differ in certain significant respects from U.S. GAAP and such local accounting standards. Therefore, financial measures of such companies presented herein on the basis of such accounting principles and standards could be significantly different were such companies to report under IFRS. You should, therefore, consult your own advisors for an understanding of the differences between IFRS and other accounting principles, including U.S. GAAP, and how these differences might affect the financial information herein. Furthermore, certain financial measures presented herein (including EBITDA and ROIC) are unaudited supplementary measures of the Company's performance that are not required by, or presented in accordance with, IFRS, including financial measures for the periods after 1 January 2019 presented under IAS 17. The Company's use and definition of these metrics may vary from other companies in the Company's industry due to differences in accounting policies or differences in the calculation methodology as different companies use such measures for differing purposes that reflect the circumstances of those companies. These non-IFRS measures have limitations and should not be considered in isolation, or as substitutes, for financial information as reported under IFRS. Accordingly, undue reliance should not be placed on these non-IFRS measures presented herein.

The existing listing of the Company's GDRs on the Astana International Exchange (AIX) under the symbol "FIXP.Y" is expected to continue. Astana International Exchange will remain the primary listing venue for the Company's GDRs.

KEY ACHIEVEMENTS IN Q4 / 12M 2024



RUB 87.7bn / 314.9bn

Revenue



274 / 751

Net store openings⁽¹⁾



11.9%

Loyal customer base
growth year-on-year



35.1% / 33.9%

Gross margin



RUB 18.2bn / 53.1bn

EBITDA



RUB 7.1bn / 22.2bn

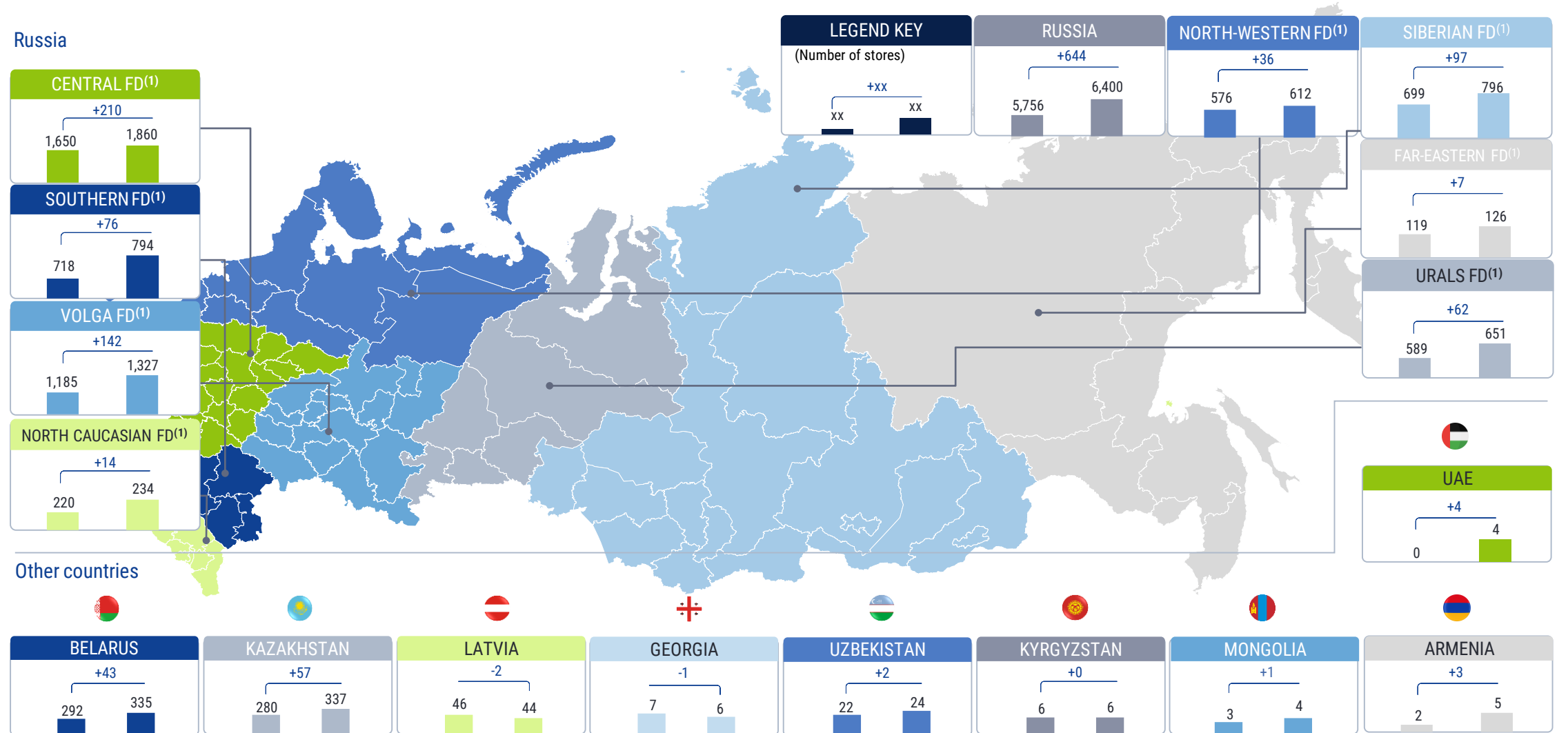
Net profit

Source: Company information, Audited IFRS accounts for FY 2024; Management accounts for Q4 2024, FY 2023 and FY 2024

Notes: 1 Including Company-operated and franchise stores

CONTINUOUS STORE EXPANSION

GEOGRAPHICAL COVERAGE (2023 and 2024, eop)



Source: Company information

Notes: 1 Federal District

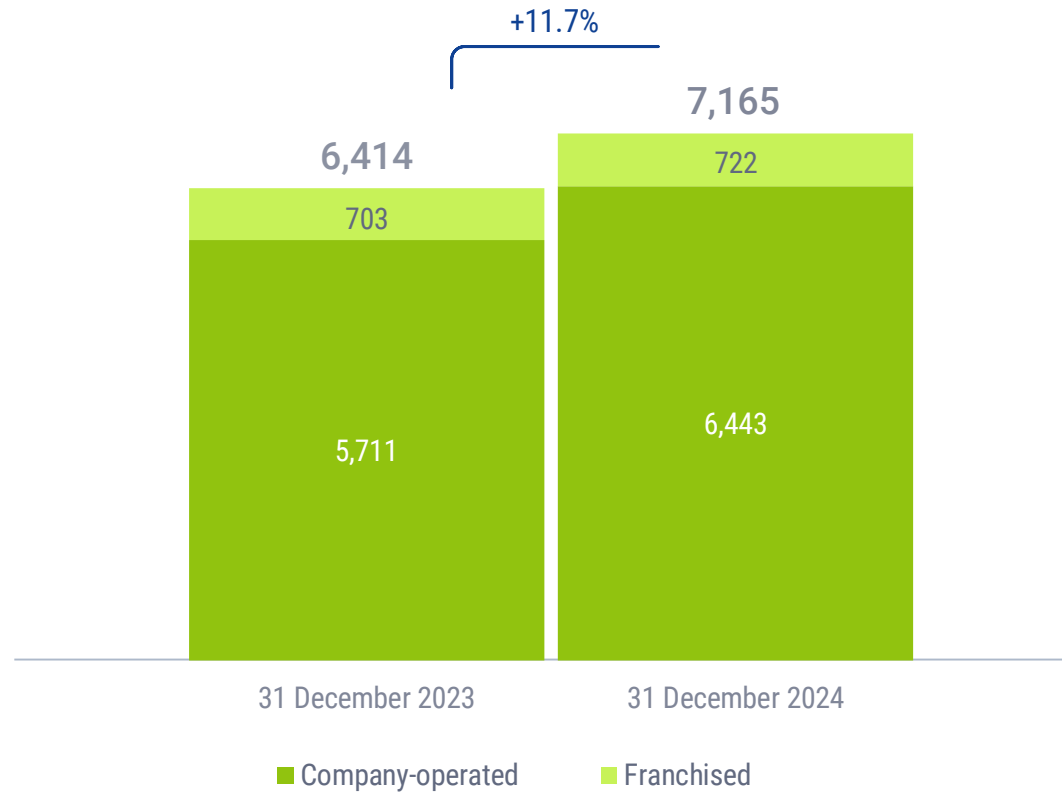
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CONTINUOUS STORE EXPANSION



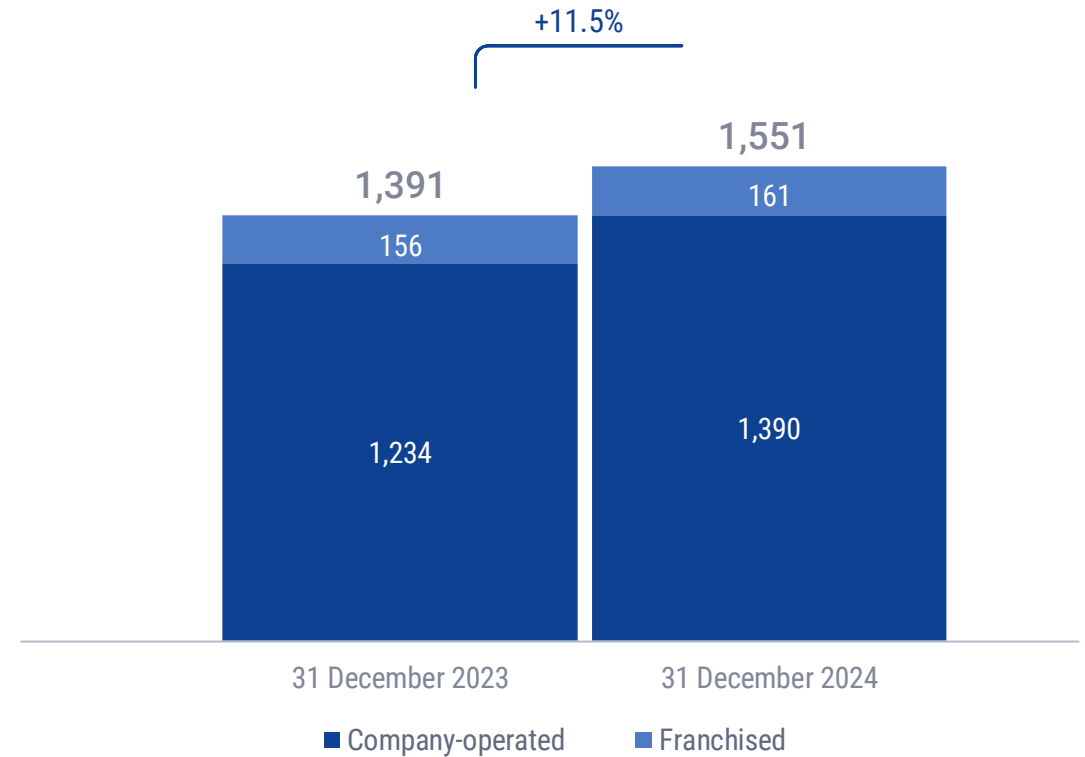
FIX PRICE STORE PORTFOLIO GROWTH

(Number of stores)



SELLING SPACE EXPANSION⁽¹⁾

(Thous. sqm)



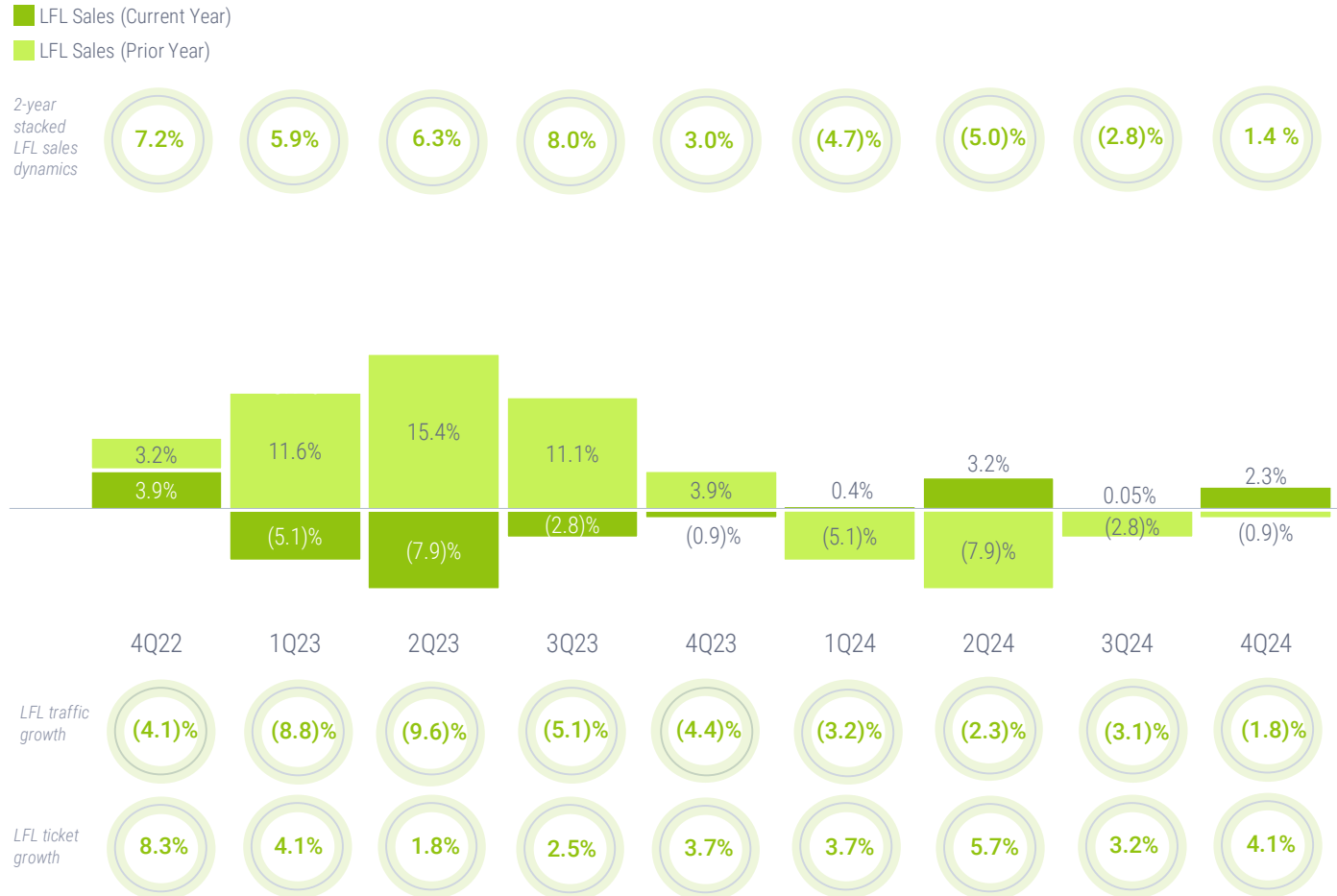
Source: Company information

Notes: 1 Total may not be equal the sum of the components due to rounding

●●● Q4 and FY 2024 Operating and Financial Results

LFL PERFORMANCE

2-YEAR STACKED LFL SALES DYNAMICS⁽¹⁾⁽²⁾



COMMENTS ON QUARTERLY DYNAMICS

- In Q4 2024, LFL sales rose by 2.3%, while the LFL average ticket increased by 4.1%, and LFL traffic improved to -1.8%
- LFL sales at Russian Company-operated stores grew by 1.9% y-o-y. Thanks to an extended assortment proposition and products' gradual shift between price points, traffic improved and LFL average ticket performance was strong at stores in Belarus in both rouble and national currency terms, with the latter being less pronounced due to the depreciation of the rouble
- In Kazakhstan, stores made a positive contribution to the overall LFL sales growth, driven mainly by LFL traffic growth, while average ticket performance was constrained by tighter economic conditions

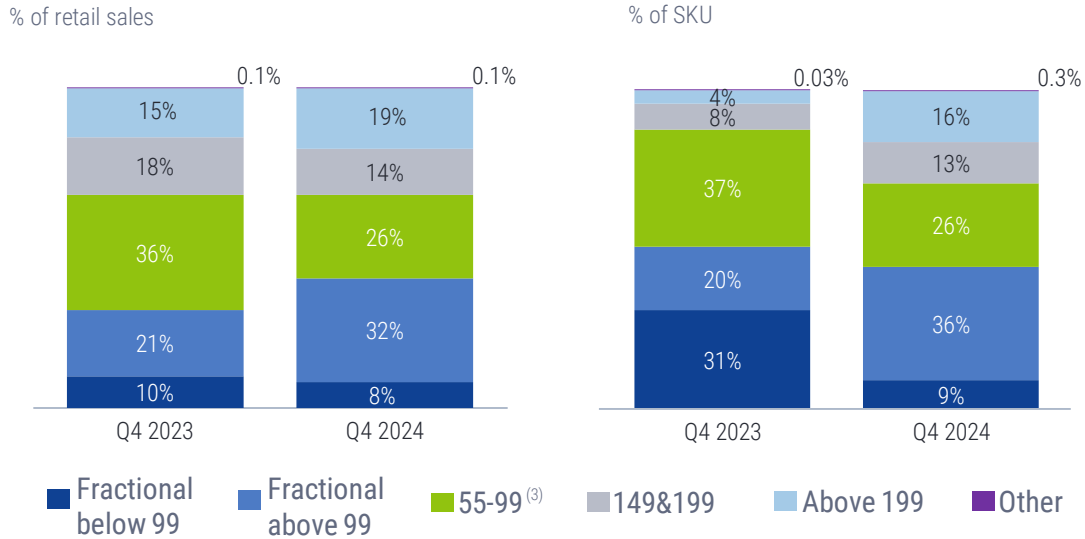
Source: Company information; LFL data as per Management Accounts

Notes: 1 Like for like (LFL) sales, average ticket and number of tickets are calculated based on the results of stores operated by Fix Price and that were open for at least 12 full calendar months preceding the reporting date. LFL sales and average ticket are calculated based on retail sales including VAT. LFL numbers exclude stores that were temporarily closed for seven or more consecutive days during the reporting and/ or comparable period; 2 Stacked LFL is calculated according to the following formula: $(1 + \text{LFL Q}) * (1 + \text{LFL Q-1}) - 1$, where LFL Q is current quarter LFL sales growth and LFL Q-1 is LFL sales growth for the same quarter of previous year

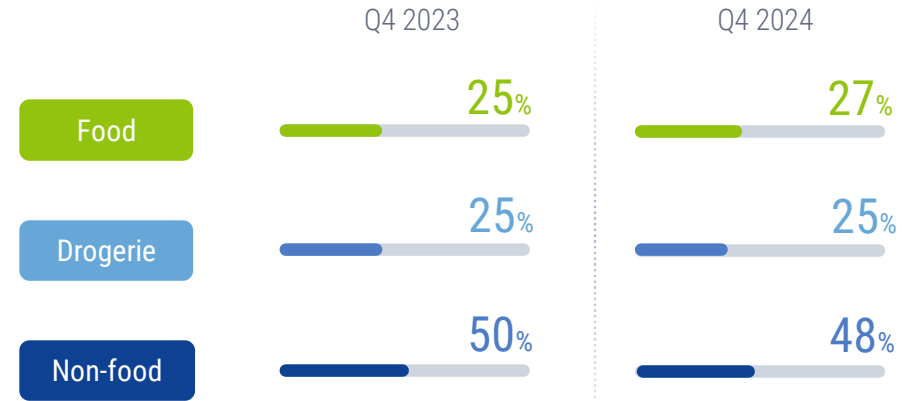
EXTENDED CVP AND CONTINUED ROBUST PRICE ADVANTAGE



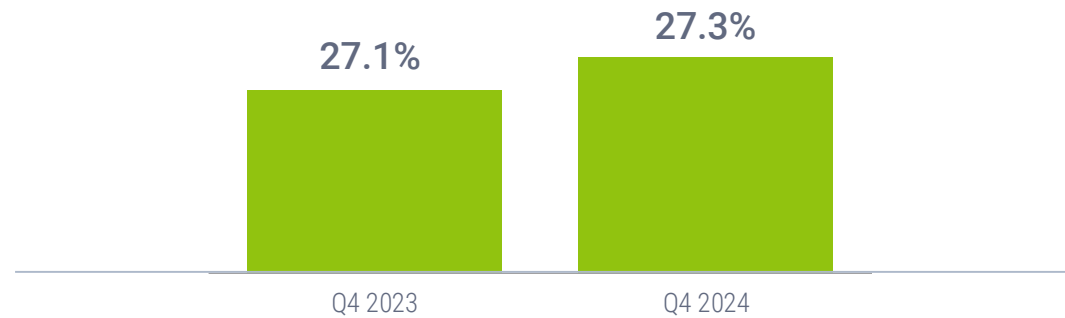
87% OF ASSORTMENT UNDER RUB 200⁽¹⁾⁽²⁾



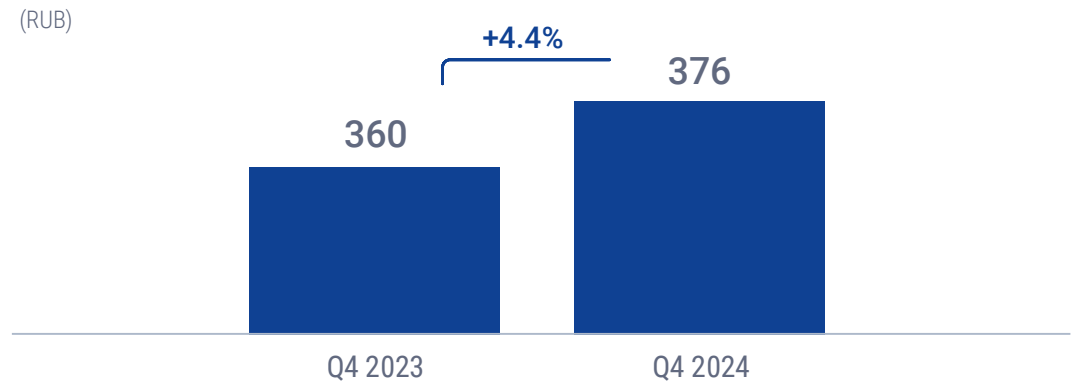
RETAIL SALES MIX⁽²⁾



RETAIL SALES – SHARE OF IMPORT EVOLUTION



AVERAGE TICKET GROWTH⁽⁴⁾

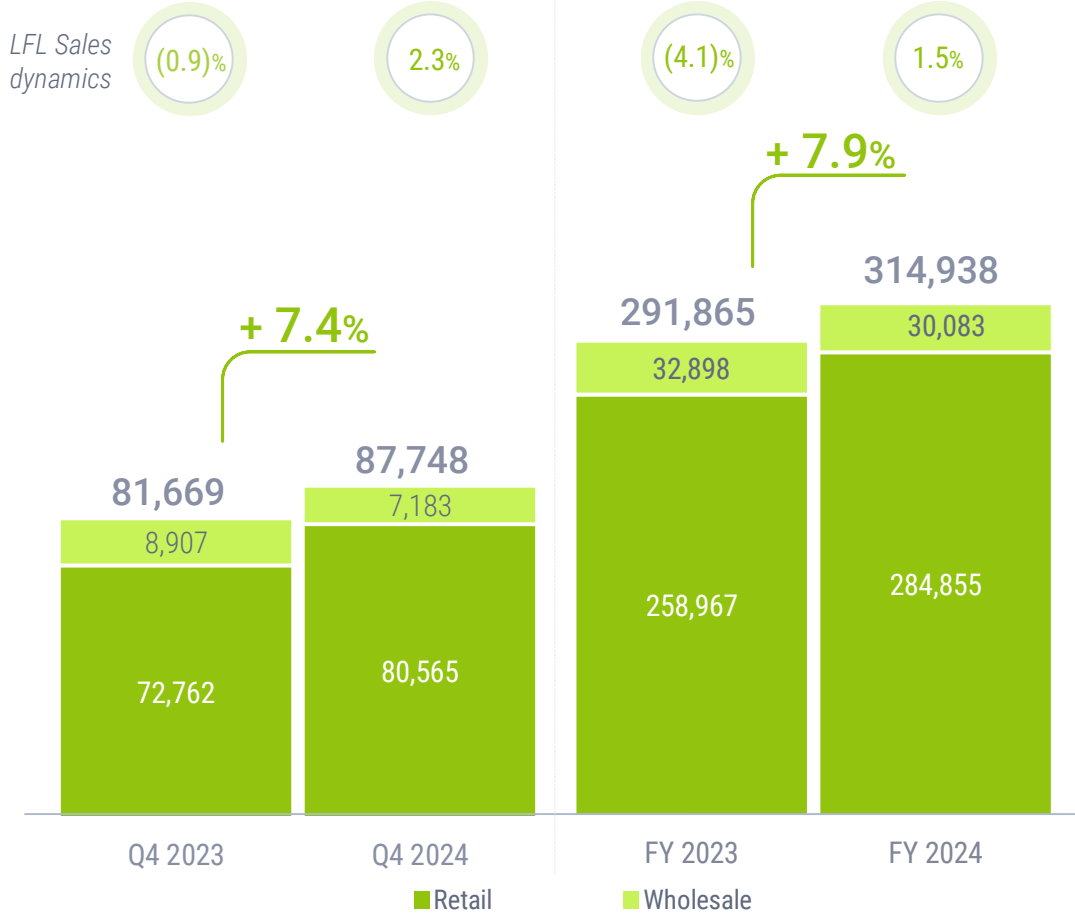


Source: Company information. Data on retail sales is based on the results of Company-operated stores in Russia
 Notes: 1 For Q4 2024; 2 Due to rounding, the sum may not be equal to 100%; 3 The category includes "55", "59", "79", "99"; 4 For all Company-operated stores

REVENUE GROWTH AND ROBUST PROFITABILITY

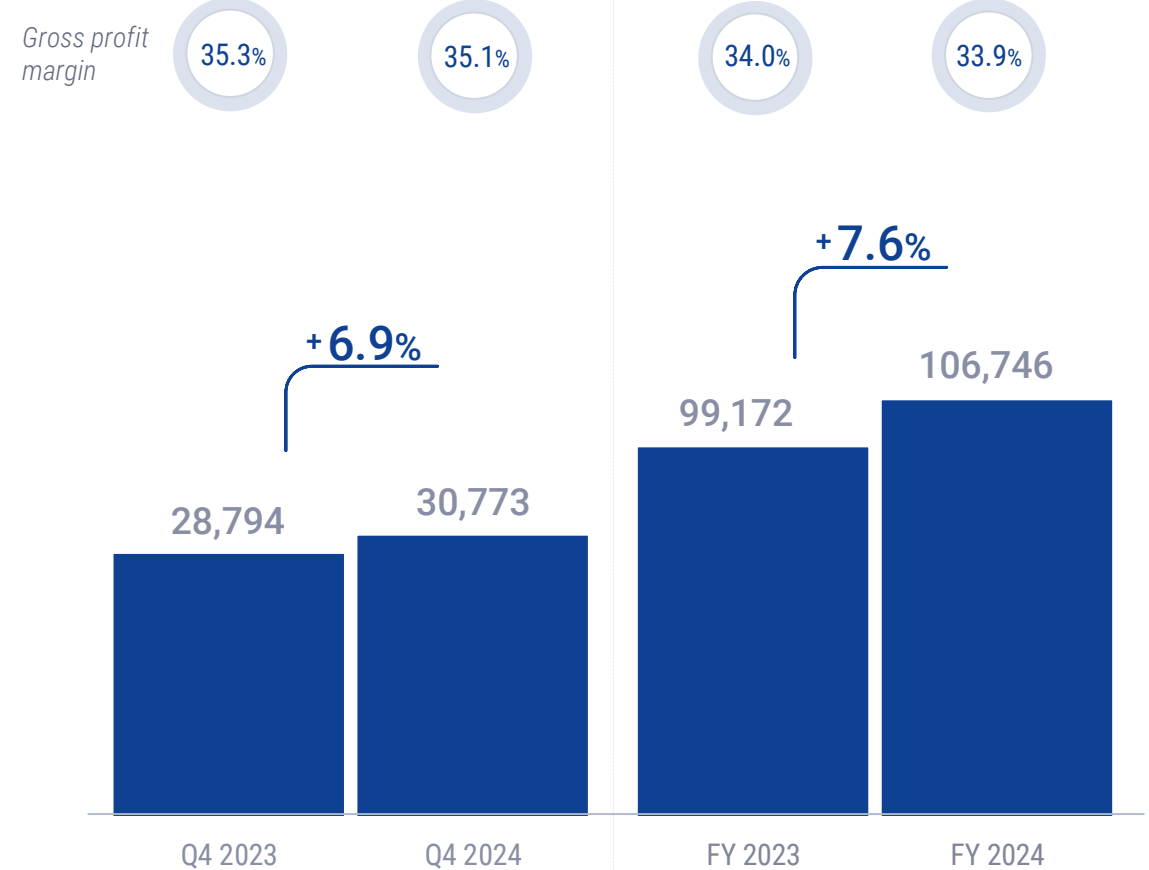
TOTAL REVENUE

(RUBm)



GROSS PROFIT

(RUBm)

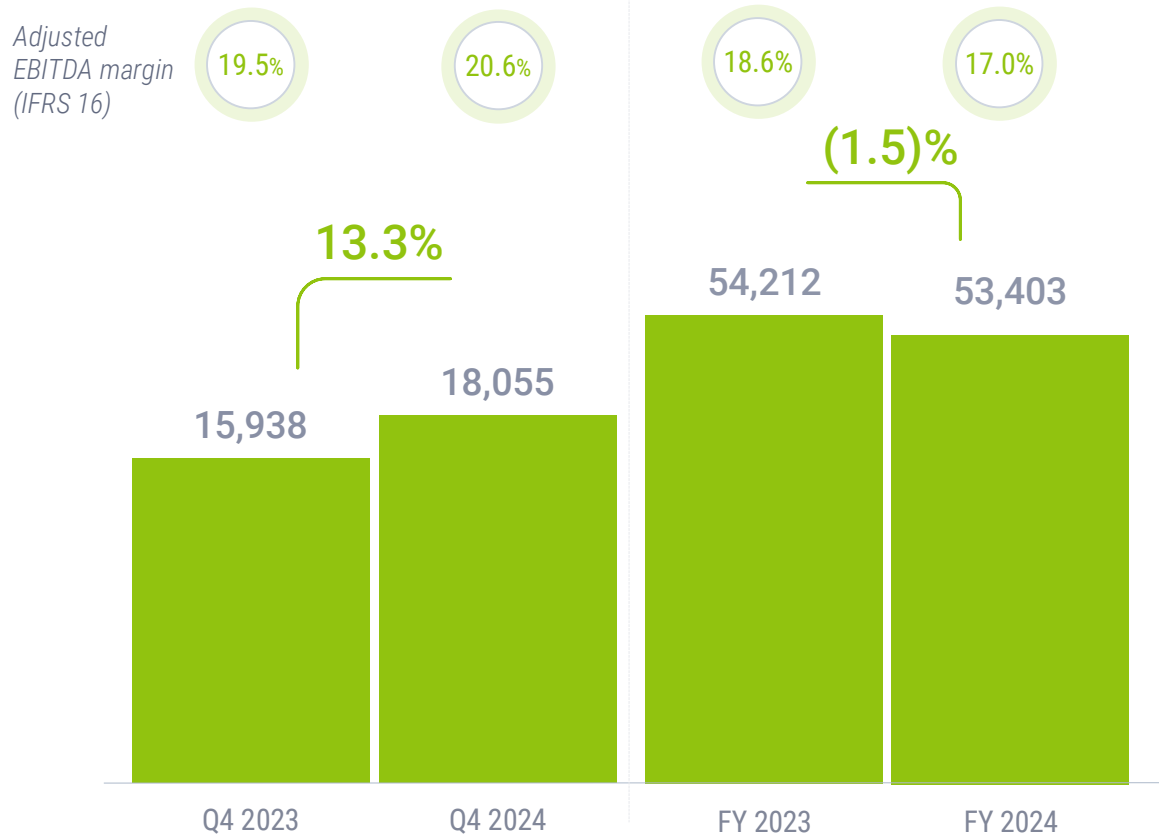


Source: Audited IFRS accounts for FY 2023 and FY 2024; Management accounts for FY 2023, FY 2024, Q4 2023 and Q4 2024

REVENUE GROWTH AND ROBUST PROFITABILITY (CONT'D)

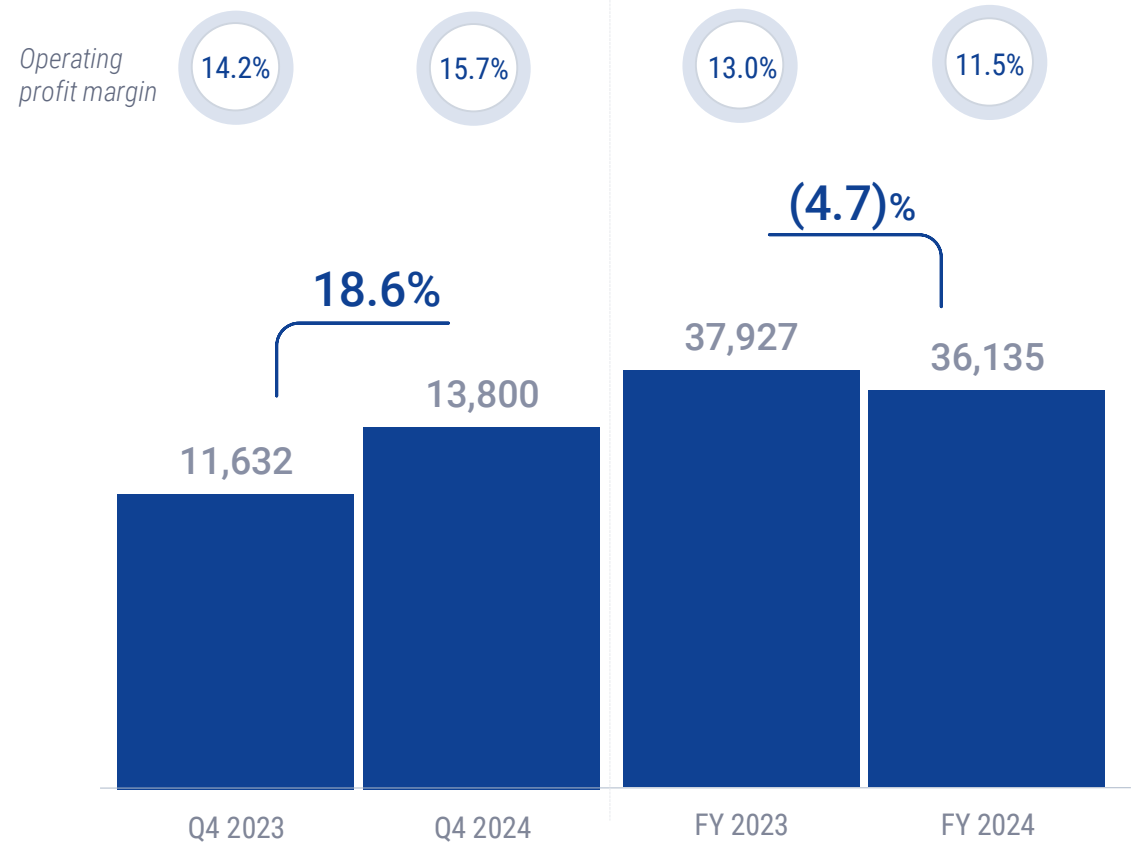
ADJUSTED EBITDA (IFRS 16)⁽¹⁾

(RUBm)



OPERATING PROFIT

(RUBm)



Source: Audited IFRS accounts for FY 2023 and FY 2024; Management accounts for FY 2023, FY 2024, Q4 2023 and Q4 2024

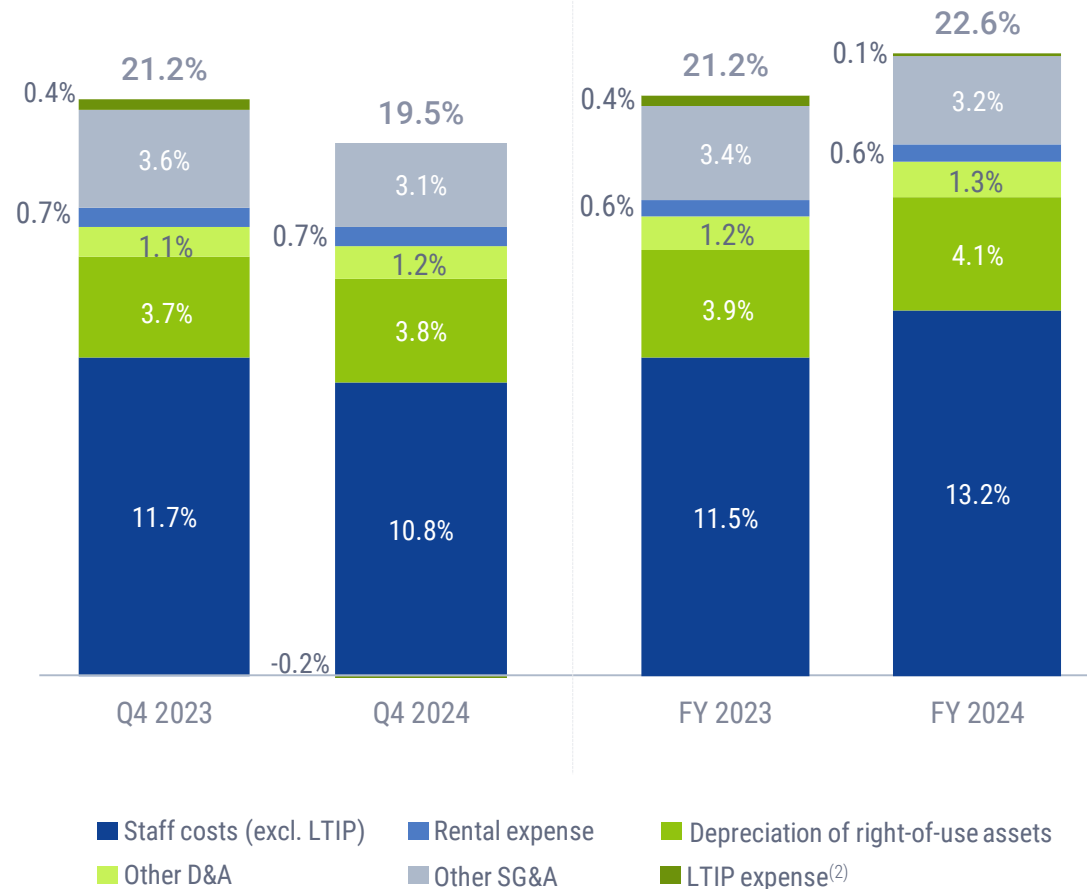
Notes: 1 EBITDA adjusted for LTIP expense (expense, related to the long-term incentive programme). EBITDA is calculated as profit for the respective period before income tax expense, net interest income / (expense), depreciation and amortisation expense and foreign exchange gain / (loss)

SG&A EXPENSES ANALYSIS

SG&A BREAKDOWN⁽¹⁾

(% of revenue)

IFRS 16



Source: Audited IFRS accounts for FY 2023 and FY 2024; Management Accounts for FY 2023, FY 2024, Q4 2023 and Q4 2024.

Notes: 1 Total may not equal the sum of the components due to rounding; 2 LTIP expense - expense, related to the long-term incentive programme (LTIP)

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COMMENTS

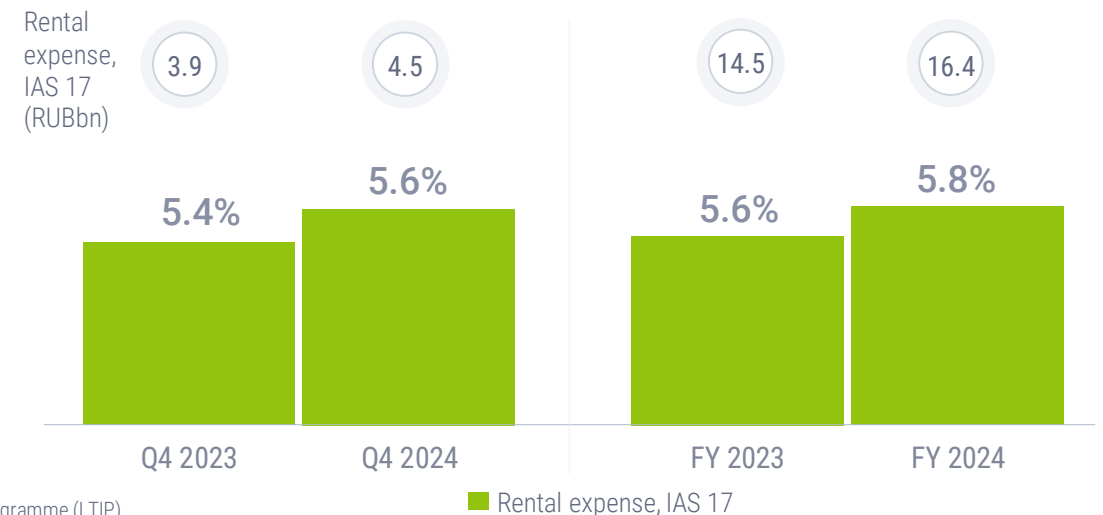
- SG&A costs (excl. LTIP⁽²⁾ and D&A expenses), decreased by 129 bps y-o-y to 14.7% of revenue, mainly attributable to the decrease in the share of staff costs, bank charges, security services and advertising costs

- Staff costs excluding LTIP⁽²⁾ saw an 83 bps decrease y-o-y to 10.8% of revenue, driven by Company's efforts to optimise expenses. Accruals reversal for LTIP expense amounted to RUB 174 million in Q4 2024

- Rental expense (under IFRS 16) remained stable y-o-y at 0.7% of revenue (0.8% of retail revenue). Rental expense increase in absolute terms was compensated by slower pace of revenue growth

CASH LEASE REMAINS LOW AS % OF REVENUE

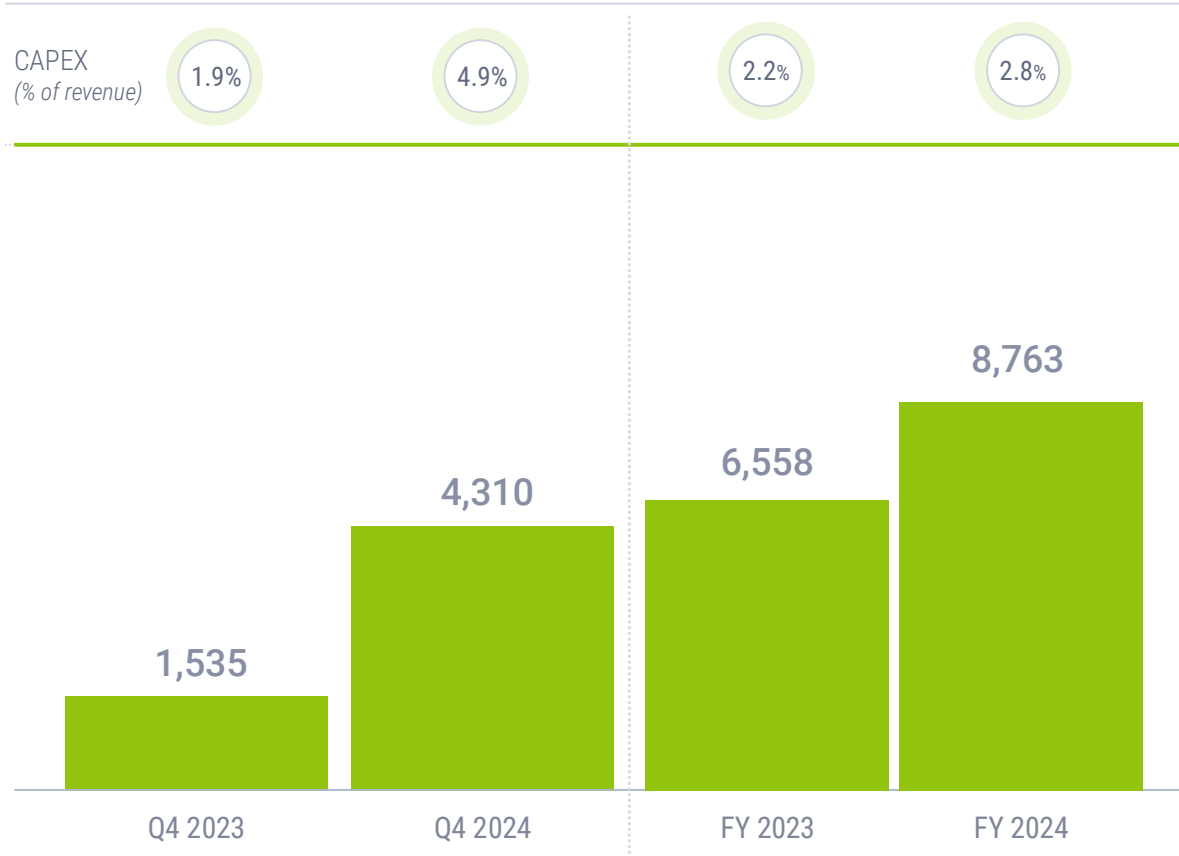
(% of retail revenue)



CAPITAL EXPENDITURES TO SUPPORT FURTHER GROWTH

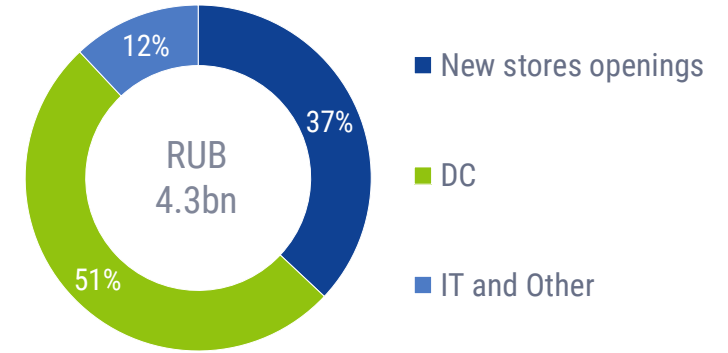
CAPEX⁽¹⁾

(RUBm)



CAPEX COMPOSITION

(Q4 2024, %)



COMMENTS

- CAPEX for Q4 2024 amounted to 4.3 billion, versus RUB 1.5 billion in Q4 2023, showing significant investment in new DC, as well as store openings

- The Company confirms the forecast for 700 net new store openings in 2025 and plans to keep CAPEX low as a share of revenue thanks to the standardised store layouts and assortment and high levels of business process automation

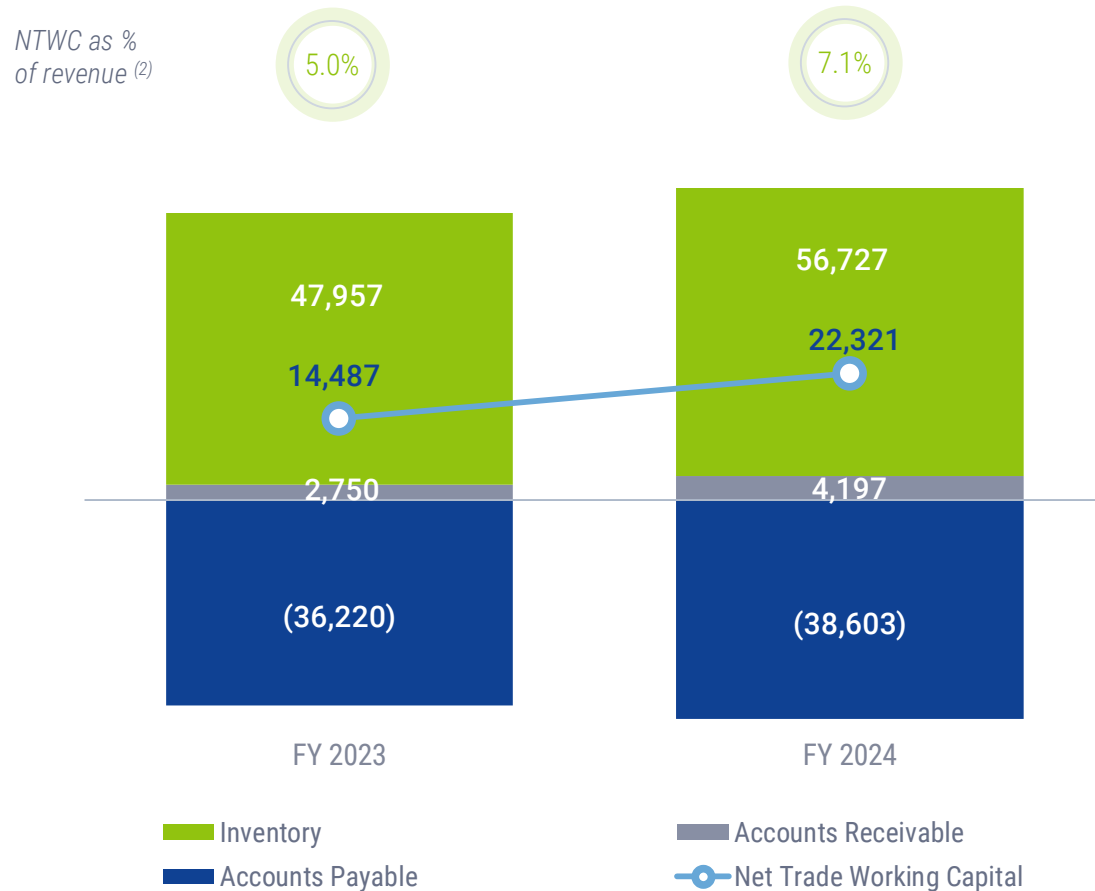
Source: Company information, Management accounts for FY 2023, FY 2024, Q4 2023 and Q4 2024

Notes: 1 Capital Expenditures are calculated as cash flow related to the acquisition of property, plant and equipment and the acquisition of intangible assets for the relevant period

NET WORKING CAPITAL DYNAMICS

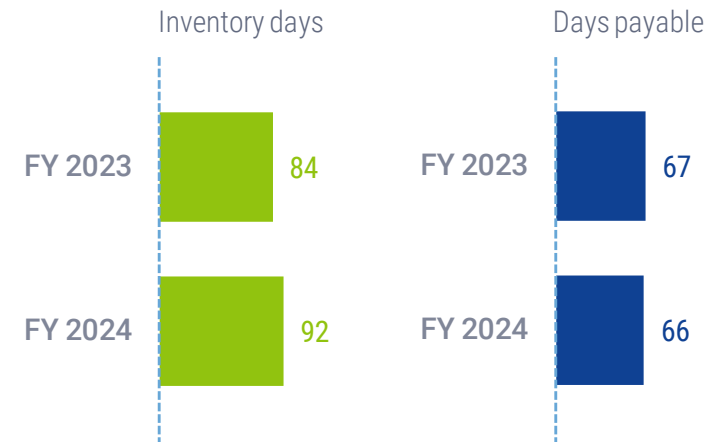
NET TRADE WORKING CAPITAL DEVELOPMENT⁽¹⁾

(RUBm)



ROBUST INVENTORY DAYS AND DAYS PAYABLE LEVELS

Inventory days⁽³⁾ (days) and Days payable⁽⁴⁾ (days)



COMMENTS

Net trade working capital⁽¹⁾ reached RUB 22.3 billion (7.1% of revenue) as of 31 December 2024 compared to RUB 14.5 billion (5.0% of revenue) as of 31 December 2023, mostly due to increased inventory level, since the Company continues ordering products in advance in the supply chain uncertainty conditions

Source: Audited IFRS accounts for FY 2023 and FY 2024; Management accounts for FY 2023 and FY 2024

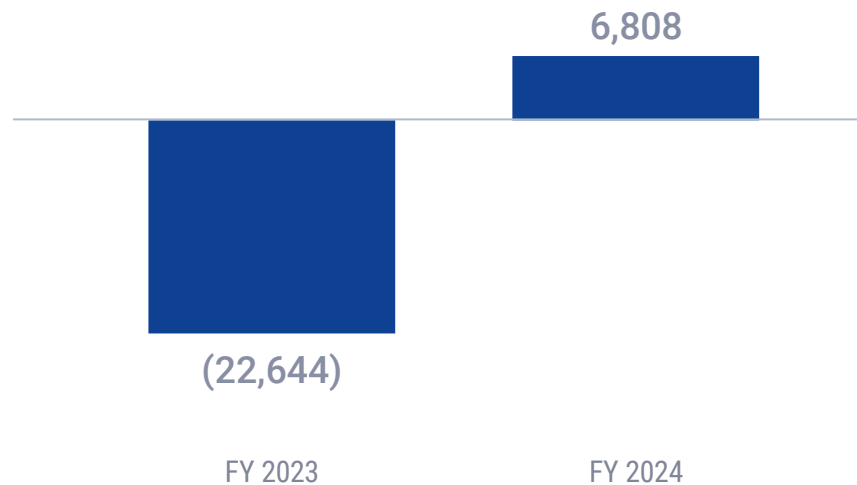
Notes: 1 Net trade working capital is calculated as inventories plus receivables and other financial assets minus payables and other financial liabilities; 2 The calculation of the percentage of net trade working capital in revenue is based on revenue for the last 12 months; 3 Calculated as average Inventories for the beginning and the end of period divided by annualised Cost of sales multiplied by 365 days; 4 Calculated as average Payables and other financial liabilities for the beginning and the end of period divided by annualised Cost of Sales multiplied by 365 days; 5 The calculation of the percentage of net trade working capital in revenue is based on revenue for the last 12 months

CONSERVATIVE DEBT LEVEL AND SOLID CASH FLOW GENERATION

NET DEBT / (CASH)⁽¹⁾

(RUBm)

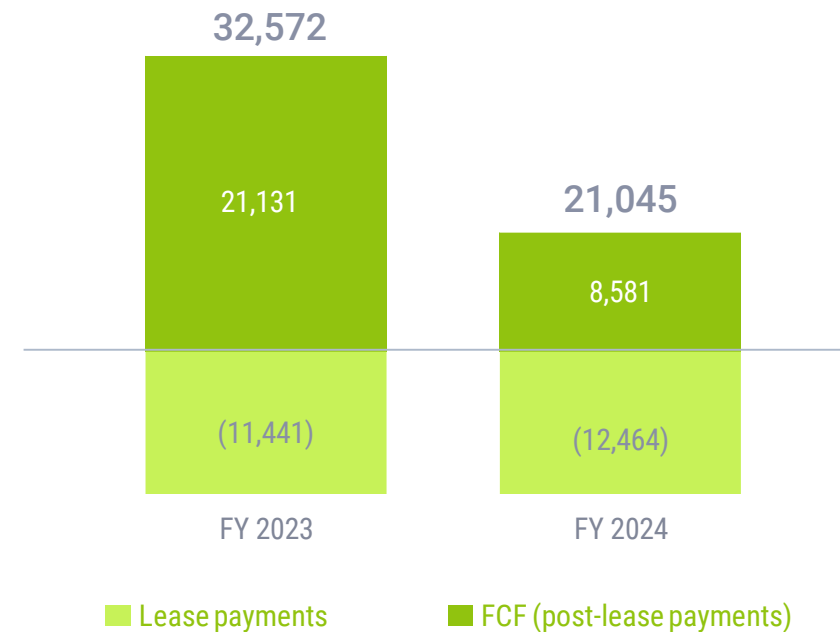
Leverage ratio⁽²⁾



FCF DYNAMICS⁽³⁾

(RUBm)

% of revenue



Source: Audited IFRS accounts for FY 2023 and FY 2024; Management accounts for FY 2023 and FY 2024

Notes: **1** Reflects IAS 17-Based Adjusted Net Debt / (Cash) calculated as the total Current and Non-current loans and borrowings less Cash and cash equivalents; **2** Reflects IAS 17-Based Adjusted Net Debt / (Cash) divided by LTM IAS 17 EBITDA. Here and hereinafter, the calculation of net debt (net cash) to EBITDA is based on EBITDA for the last 12 months; **3** FCF calculated as Net cash flows generated from operating activities less Net capital expenditures (calculated as Purchase of property, plant and equipment plus Purchase of intangibles less Proceeds from sale of property, plant and equipment)