

FIX PRICE'S 2023 ONLINE SALES GREW BY 18% VERSUS 2022

NUMBER OF ONLINE ORDERS WENT UP BY 13%, EXCEEDING 1.2 MILLION

15 February 2024 – Fix Price, Russia's largest variety value retailer, increased its online sales by 18% for 2023 as compared to 2022. For Fix Price's website and mobile app alone, sales surged by as much as 37% year-on-year.

The total number of online orders, including partner deliveries via the Market Delivery, Yandex Market, Yandex.Eda and Sbermarket platforms, exceeded 1.2 million. The average ticket for an online order came in at RUB 1,200.

"While online sales are not the main channel for us, it keeps growing solidly as we continue developing our website and mobile app and add new delivery partners and services. This year, we plan to go ahead with enhancing our e-commerce activity, a move that will span both Russia and other countries where we operate."

Victoria Smirnova, Director of Marketing Department at Fix Price

The online range of Fix Price features over 2,000 SKUs, all available on the shelves for the same prices. Fix Price's best-selling products online are facial tissues, kitchen rolls and toilet paper, as well as storage containers and household goods. There is also an increased demand for seasonal collections of kitchen utensils.

The Fix Price mobile app is the most popular channel for online sales, with self-pickup currently the No. 1 delivery method.

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 31 December 2023, Fix Price was operating 6,414 stores in Russia and neighbouring 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 December 2023, the Company was operating 13 DCs covering 81 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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