

FIX PRICE INCREASED NUMBER OF STORES IN KAZAKHSTAN BY 16% IN 2025

22 January 2026 – Fix Price Group PLC (AIX: FIXP.Y, “Fix Price”, the “Company” or the “Group”) grew its store count in Kazakhstan by 16% to 392 stores in 2025. The INFOline analytical agency recognised the chain as one of the leaders in its ranking of rapidly expanding non-food chains in Kazakhstan.

Most openings were in Astana (15), Karaganda Region (11), Almaty (9), Aktobe Region (7), and North Kazakhstan Region (5). The chain also opened stores in settlements where it had had no presence before: the villages of Akmol, Kalbatau, and Martuk.

As of 31 December 2025, the chain spanned 19 regions and 59 cities and settlements across the country. Fix Price’s retail space in Kazakhstan reached 84,000 sq m, 16% more than in 2024.

Alongside the expansion, the Company also focused on upgrading its existing outlets. 59 stores in Almaty and Astana were equipped with self-service checkouts and LED screens. The Company plans to continue this work in 2026.

In 2025, the number of jobs at Fix Price in Kazakhstan increased by almost 18%. Most positions were for merchandisers (22%) and administrators (18%). A significant portion of administrative roles were filled through the internal talent pool, demonstrating the effectiveness of Fix Price’s personnel development and career growth system.

“We confidently navigated 2025 and considerably expanded our store count, including in settlements new to us where residents were eagerly awaiting us. Our unwavering priorities remain continuous improvement in service quality, enhanced in-store comfort, and steadfast focus on customer needs. The results speak for themselves: according to an NPS study, 78% of respondents would recommend shopping at our stores, and 95% have a positive view of the Fix Price format. We thank our customers for this strong support and will keep working for them in 2026.”

Alexey Ermakov, CEO of Fix Price Kazakhstan

ABOUT THE COMPANY

Fix Price (AIX: FIXP.Y), one of the world's leading variety value retailers and the largest in Russia, offers a wide and constantly updated assortment of non-food goods – including personal care and household products – as well as food items, all at low fixed price points.

As of 30 September 2025, Fix Price was operating 7,614 stores across Russia and other countries, each carrying approximately 2,000 SKUs in around 20 product categories. Fix Price offers a mix of its own private-label products, major brands, and items from local suppliers. As of 30 September 2025, the Company was operating 13 DCs 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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