

12 NEW PARTNERS JOINED FIX PRICE'S FRANCHISE PROGRAMME IN THE FIRST HALF OF 2024

The total number of franchise stores opened under Fix Price brand came in at 21 in six months

25 July 2024 – Fix Price, one of the leading variety value retailers globally and the largest in Russia, opened 21 franchise stores* in the first six months of 2024, including 19 stores in Russia. The network of partners opening Fix Price stores through the franchise program gained 12 new legal entities. 70% of franchise stores are owned by franchisees running one Fix Price store, 13% – by entities managing two stores, and about 17% – by organisations with three or more stores. The largest franchisee operates 45 stores.

As of 30 June, the total number of stores opened under the Fix Price brand across the markets of operation reached 724, including 609 stores in Russia. The highest concentration of Fix Price's franchise stores in Russia is found in the Irkutsk Region (106), Khanty-Mansi Autonomous Area (84), Arkhangelsk (49) and Murmansk (43) regions.

"We are witnessing a growing interest in Fix Price's franchise programme as entrepreneurs are seeking well-established and recognised brands to work under – it becomes particularly important in today's uncertain economic climate. The average payback period for Fix Price's franchise stores is about 12 months, and this makes them an attractive investment opportunity for businesses."

Vladimir Pogonin, CEO of Fix Price Russia

In addition to Russia, Fix Price's franchise stores were also opened in foreign countries in the first six months of 2024: one each in Uzbekistan and Mongolia (increasing the total number of stores to 23 and 4, respectively), and two in Armenia (bringing the total to 4 stores).

Fix Price's franchise has repeatedly featured in the ranking of the most profitable franchises by Forbes Russia (2022, 2023 and 2024) in the category "Opening Investments of RUB 5 million and above."

*Net openings refer to the number of new stores opened for the period, minus stores closed for the period

ABOUT THE COMPANY

Fix Price (LSE and MOEX: FIXP, AIX: FIXP.Y) is 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 2024, Fix Price was operating 6,545 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 March 2024, the Company was operating 13 DCs covering 81 regions of Russia and 8 neighbouring countries.

In 2023, the Company recorded revenue of RUB 291.9 billion, EBITDA of RUB 53.1 billion and net profit of RUB 35.7 billion, in accordance with IFRS.

CONTACTS

Fix Price Investor Relations

Elena Mironova
ir@fix-price.com

Fix Price Media Relations

Koba Aitumarov
pr@fix-price.com