

FIX PRICE RECORDED A 2.3X INCREASE OF ONLINE ORDERS IN 2022

Click & collect option was the most popular method of picking up the purchase from the store

22 March 2023 – In 2022, Fix Price customers made more than a million online orders, a 2.3x increase year-on-year. The average ticket per order via the website was RUB 1,200 vs RUB 324 in the Company's offline stores. Statistics show that the most typical online customers are women aged 20–54 (82%) residing in Moscow, the Moscow region, and St. Petersburg.

The most popular way to pick up the goods ordered online via Fix Price's mobile app and website is to collect them from the nearest store. The majority of orders purchased in 2022 by self-pickup were placed via the mobile app, reaching 78% in December.

"It was back in 2018 when we first launched online orders from Fix Price across Russia because one of our goals is to be as close to customers as possible. With online services, we have expanded our audience, covering those who prefer to shop online. For several years in a row, we have seen positive statistics and growing interest in Fix Price's online service. Our plan is to continue to develop this area and improve the customer experience, making shopping even more comfortable."

Victoria Smirnova, Director of Marketing department at Fix Price

The most popular items ordered online from Fix Price in 2022 were confectionery, grocery, and soft drinks.

Marketing survey carried out by Fix Price last autumn showed that 20% of respondents had heard about the Fix Price online store from their family members, friends or acquaintances and more than a half (64%) of survey participants purchased goods from the chain both online and offline. Almost half of those surveyed received their order on the day they placed it (47%), while a further 27% of respondents got their orders the next day.

ABOUT THE COMPANY

Fix Price (LSE and MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, has helped its customers save money every day since 2007. Fix Price offers shoppers a unique and constantly refreshed product assortment of non-food goods, personal care and household products and food items at low fixed price points.

As of 31 December 2022, Fix Price was operating 5,663 stores in Russia and neighbouring countries, each 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 2022, the Company was operating 10 DCs covering 80 regions of Russia and 6 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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