

71% OF BUYERS IN RUSSIA ARE WILLING TO RECOMMEND FIX PRICE TO OTHERS

Fix Price achieves NPS of 65% in Russia in 2024

30 May 2025 – Fix Price Russia and Vector Market Research agency conduct annual surveys to measure the Net Promoter Score (NPS) as a way to assess customers' willingness to recommend the Company's products or services.

- In 2024, Fix Price stores in Russia achieved an average NPS of 65%, while around 71% of buyers were willing to recommend shopping at Fix Price.
- The two key drivers of high scores were the wide product range (53%) and low prices (43%).
- 91% of respondents expressed a generally positive attitude towards the Fix Price store format.
- Awareness of the Fix Price brand reached 93% as compared to competitors.
- 81% of respondents said they would choose Fix Price stores when looking for low-priced goods.

"NPS growth matters to us, but so does its consistency: over the past six years, it has never dropped below 60% and has been on the rise. This shows that Russians know exactly what kind of products they can buy in our stores and can always find them on the shelves at an affordable price."

Nadezhda Shevlyakova, Head of Marketing Operations at Fix Price

Among other things, respondents cited polite staff, a friendly environment, convenient locations, and good in-store lighting as key reasons for choosing Fix Price.

ABOUT THE COMPANY

Fix Price (AIX: FIXP.Y; MOEX: FIXP), 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 2025, Fix Price was operating 7,282 stores in Russia and other 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 2025, the Company was operating 13 distribution centres 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.

CONTACTS

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