



Q1 2024 OPERATING AND FINANCIAL RESULTS

April 2024

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Some of the Company's historical financial data for the periods following 1 January 2019 are presented herein under IAS 17 standard in addition to being presented under IFRS 16 standard, the lease standard under the IFRS that the Company started applying beginning on 1 January 2019. Presentation herein under IAS 17 for the periods following 1 January 2019 is primarily due to the fact that the Company believes that the investment community continues to focus on IAS 17 in analysing performance of retail companies. The results of the Company's operations presented under IAS 17 following 1 January 2019, however, are shown only for illustrative purposes. You should note that

the results of the Company's operations presented under IAS 17 after 1 January 2019 have not been audited or reviewed by the Company's independent auditors. In addition, the Company reserves the right to change its approach to presentation of its results of operations going forward. Therefore, you are strongly cautioned not to rely on the results of the Company's operations presented under IAS 17.

Furthermore, certain companies mentioned in this presentation, report under generally accepted accounting principles in the United States ("U.S. GAAP") or other local accounting standards. IFRS differ in certain significant respects from U.S. GAAP and such local accounting standards. Therefore, financial measures of such companies presented herein on the basis of such accounting principles and standards could be significantly different were such companies to report under IFRS. You should, therefore, consult your own advisors for an understanding of the differences between IFRS and other accounting principles, including U.S. GAAP, and how these differences might affect the financial information herein. Furthermore, certain financial measures presented herein (including EBITDA and ROIC) are unaudited supplementary measures of the Company's performance that are not required by, or presented in accordance with, IFRS, including financial measures for the periods after 1 January 2019 presented under IAS 17. The Company's use and definition of these metrics may vary from other companies in the Company's industry due to differences in accounting policies or differences in the calculation methodology as different companies use such measures for differing purposes that reflect the circumstances of those companies. These non-IFRS measures have limitations and should not be considered in isolation, or as substitutes, for financial information as reported under IFRS. Accordingly, undue reliance should not be placed on these non-IFRS measures presented herein.

Trading of the Company's GDRs is currently suspended on the London Stock Exchange. The Company can provide no assurance that trading of the GDRs will resume on the London Stock Exchange or that the trading of the Company's GDRs on the Moscow Exchange will not be suspended.

KEY ACHIEVEMENTS IN Q1 2024



RUB 71.7bn

Revenue



131

Net store openings⁽¹⁾



14.6%

Loyal customer base
growth year-on-year



32.7%

Gross margin



RUB 9.8bn

EBITDA



RUB 3.3bn

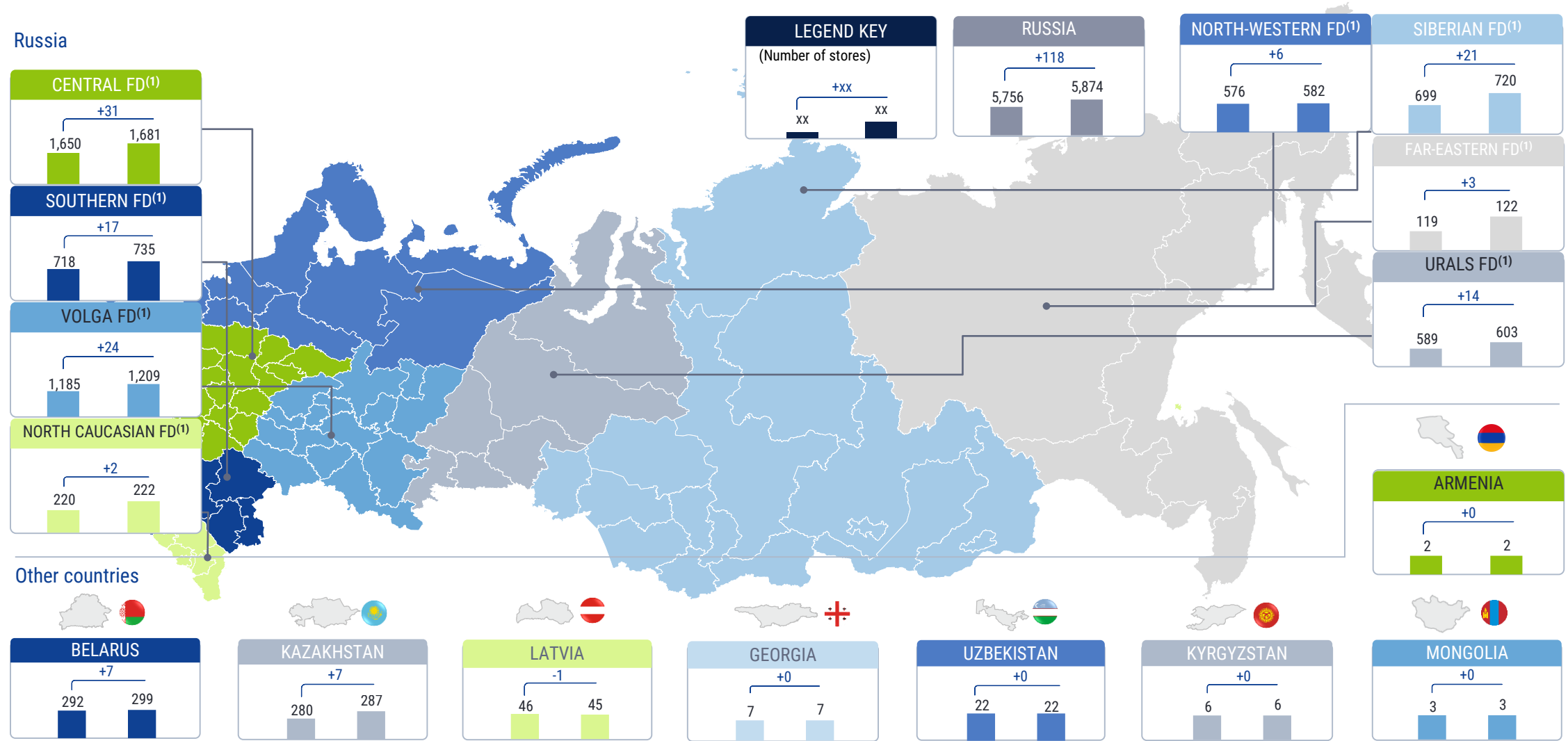
Net profit

Source: Company information, Management Accounts for Q1 2024

Notes: 1 Including Company-operated and franchise stores

CONTINUOUS STORE EXPANSION

GEOGRAPHICAL COVERAGE (2023 and 3M 2024, eop)



Source: Company information

Notes: 1 Federal District

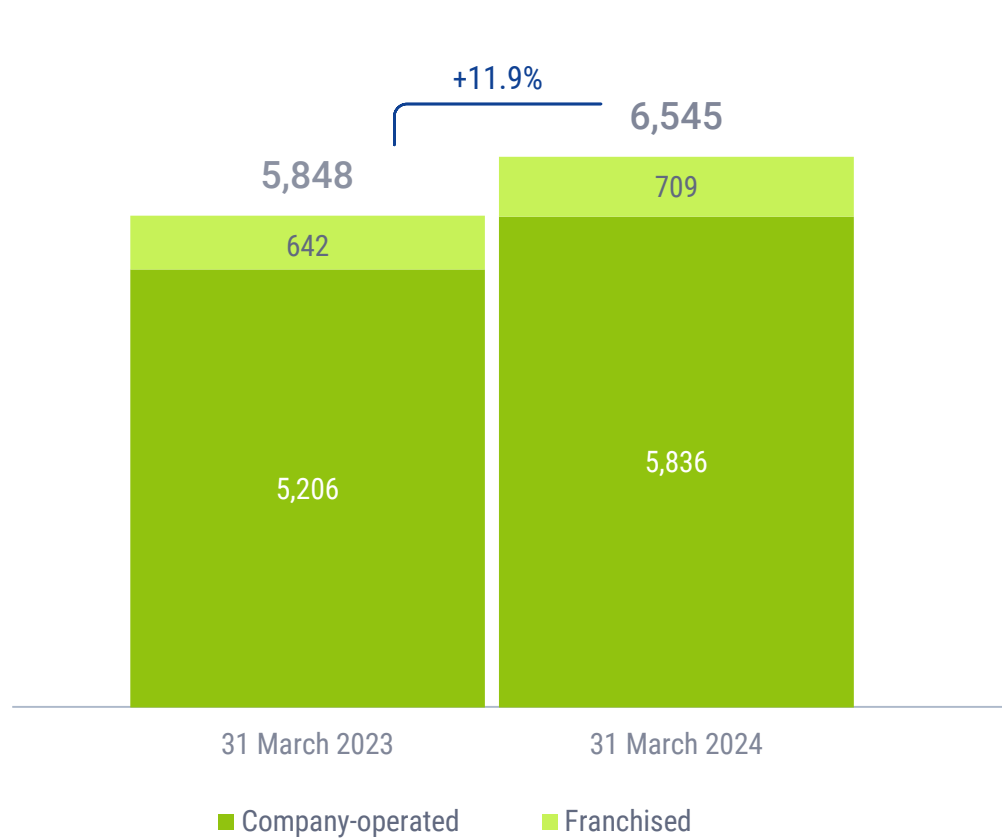
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CONTINUOUS STORE EXPANSION



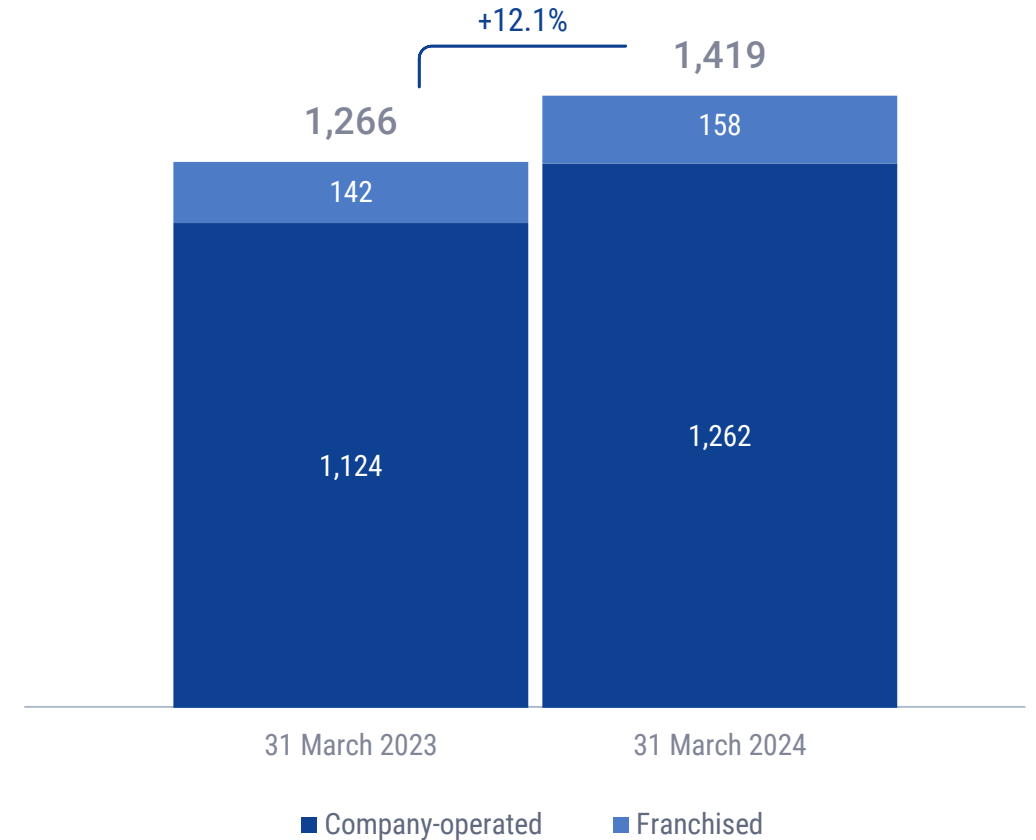
FIX PRICE STORE PORTFOLIO GROWTH

(Number of stores)



SELLING SPACE EXPANSION⁽¹⁾

(Thous. sqm)



Source: Company information

Notes: 1 Total may not equal the sum of the components due to rounding

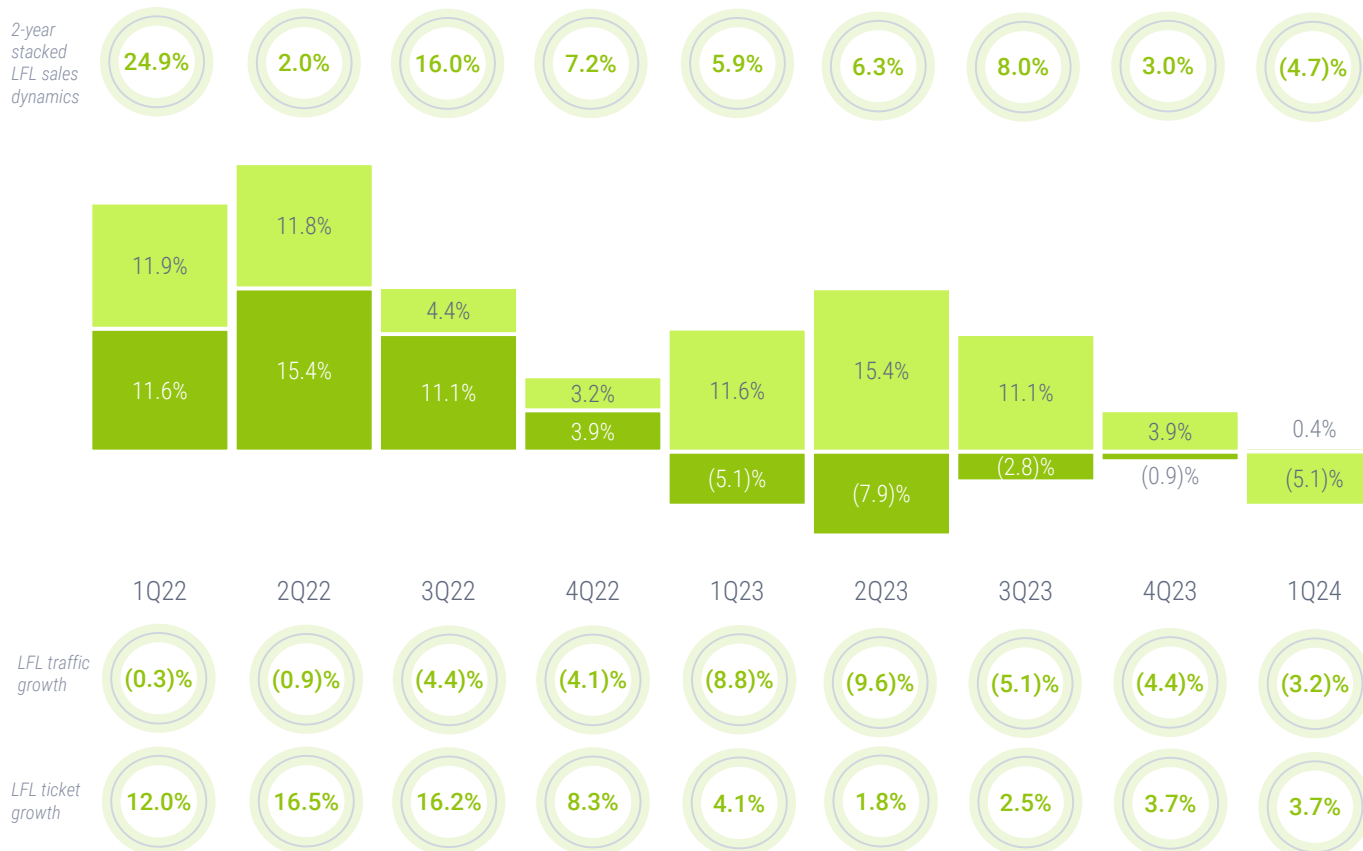
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LFL PERFORMANCE

2-YEAR STACKED LFL SALES DYNAMICS⁽¹⁾⁽²⁾

■ LFL Sales (Current Year)
■ LFL Sales (Prior Year)

2-year stacked LFL sales dynamics



COMMENTS ON QUARTERLY DYNAMICS

- In Q1 2024, LFL sales turned positive to 0.4% due to LFL average ticket growth of 3.7% offsetting a 3.2% contraction in LFL traffic, which was milder y-o-y on the back of gradually recovering consumer sentiment. However, people still opted for food and big non-food purchases rather than buying inexpensive items, or save money in the environment of record deposit interest rates

- LFL sales of Company-operated stores in Russia were down 1.1% in Q1 2024. At the same time, the Group's LFL performance was supported by the rouble-denominated LFL sales dynamics in Kazakhstan and Belarus, on the back of currency conversion effect due to the rouble depreciation

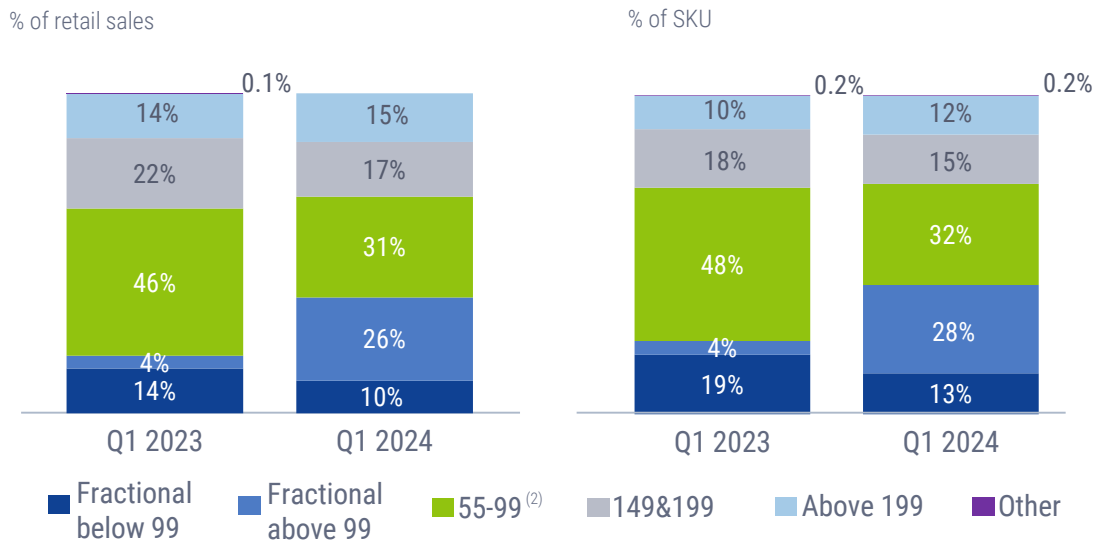
- The positive LFL dynamics in their national currencies for stores in Belarus and Kazakhstan were a result of the improved traffic due to highly compelling value proposition, while the average ticket in both countries was impacted by the high base of the previous year

Source: Company information; LFL data as per Management Accounts

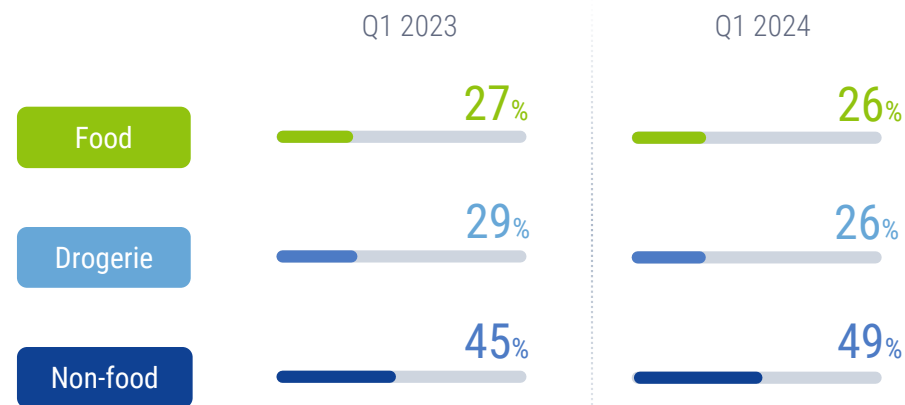
Notes: 1 Like for like (LFL) sales, average ticket and number of tickets are calculated based on the results of stores operated by Fix Price and that were open for at least 12 full calendar months preceding the reporting date. LFL sales and average ticket are calculated based on retail sales including VAT. LFL numbers exclude stores that were temporarily closed for seven or more consecutive days during the reporting and/ or comparable period; 2 Stacked LFL is calculated according to the following formula: $(1 + \text{LFL Q}) * (1 + \text{LFL Q-1}) - 1$, where LFL Q is current quarter LFL sales growth and LFL Q-1 is LFL sales growth for the same quarter of previous year

EXTENDED CVP AND CONTINUED ROBUST PRICE ADVANTAGE

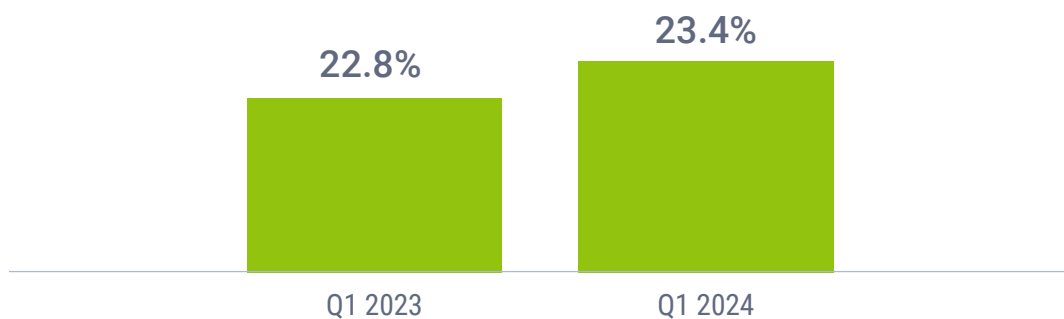
88% OF ASSORTMENT UNDER RUB 200⁽¹⁾



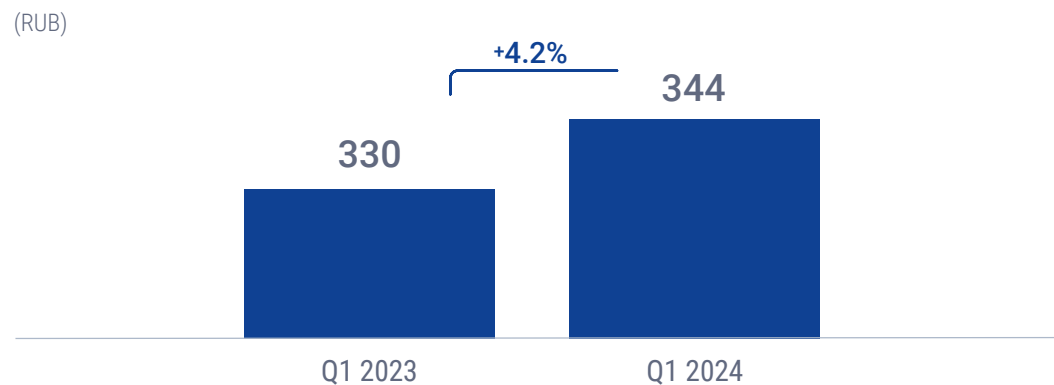
RETAIL SALES MIX⁽³⁾



RETAIL SALES – SHARE OF IMPORT EVOLUTION



AVERAGE TICKET GROWTH⁽⁴⁾



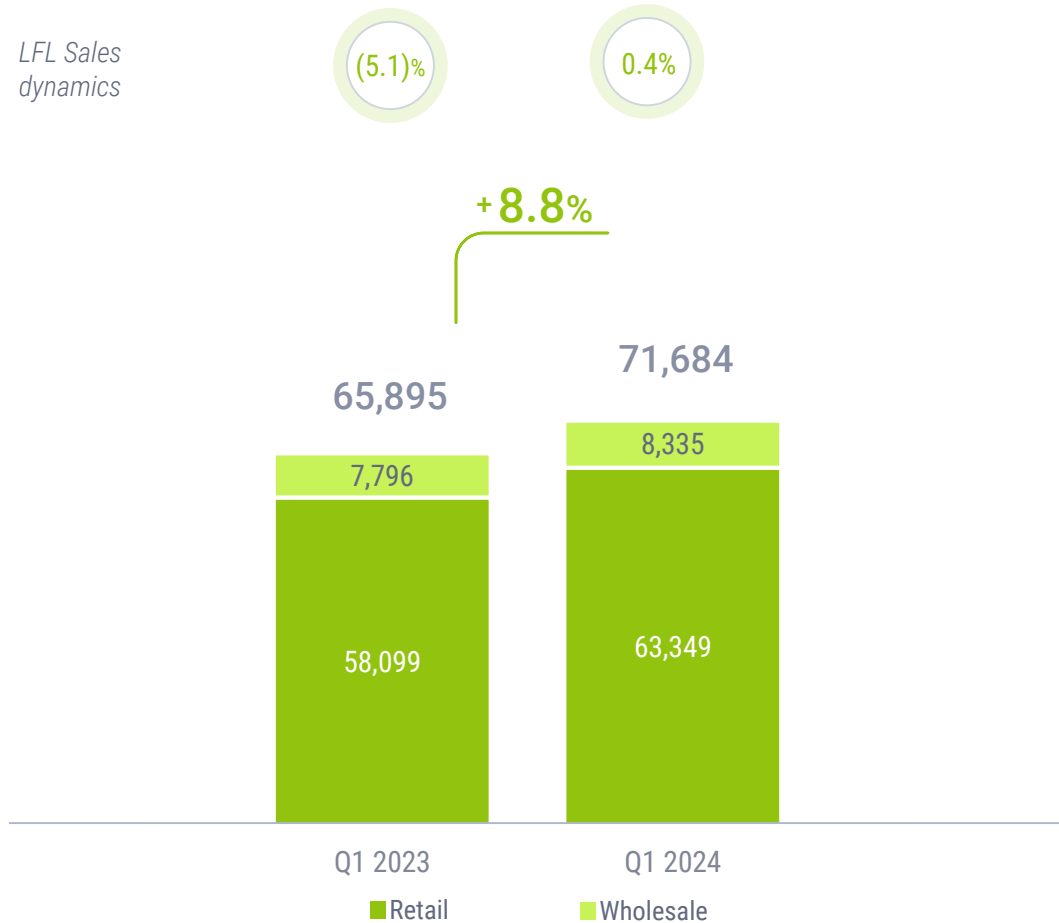
Source: Company information. Data on retail sales is based on the results of Company-operated stores in Russia

Notes: 1 For Q1 2024; 2 The category includes "55", "59", "79", "99"; 3 Due to rounding, the sum may not be equal to 100%; 4 For all Company-operated stores

REVENUE GROWTH AND ROBUST PROFITABILITY

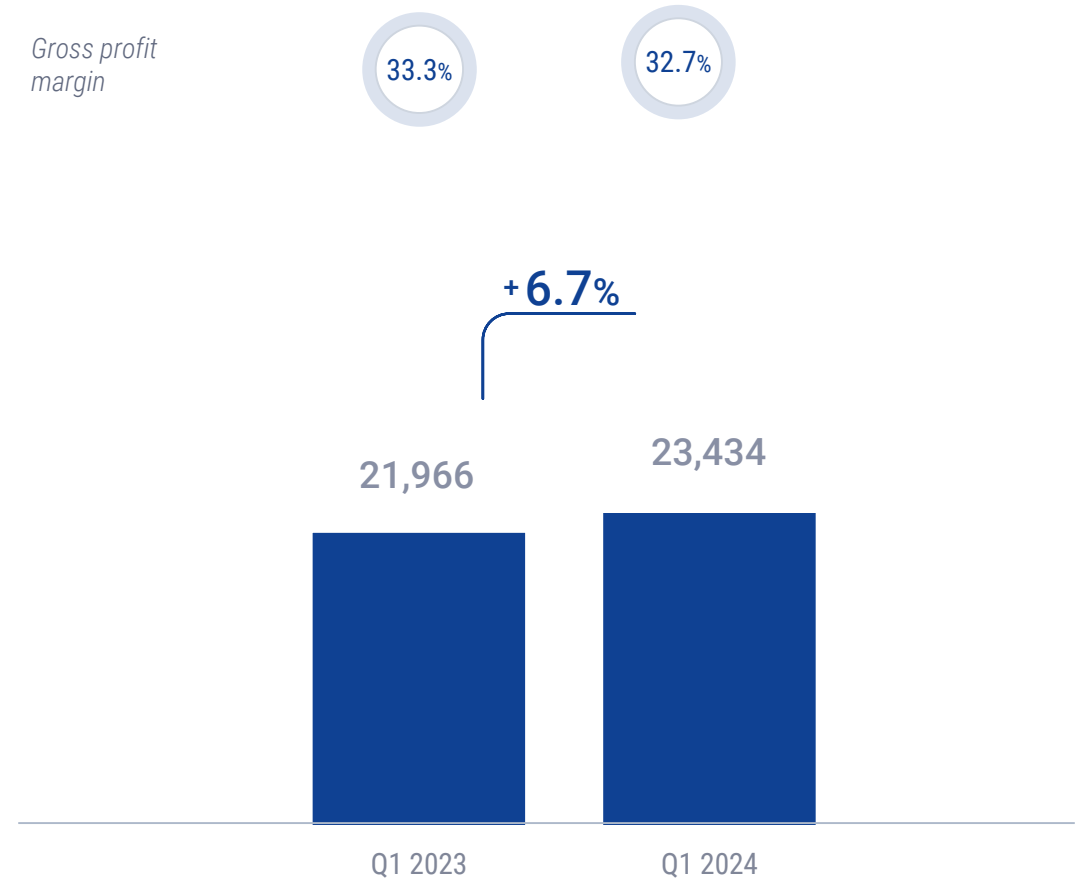
TOTAL REVENUE

(RUBm)



GROSS PROFIT

(RUBm)

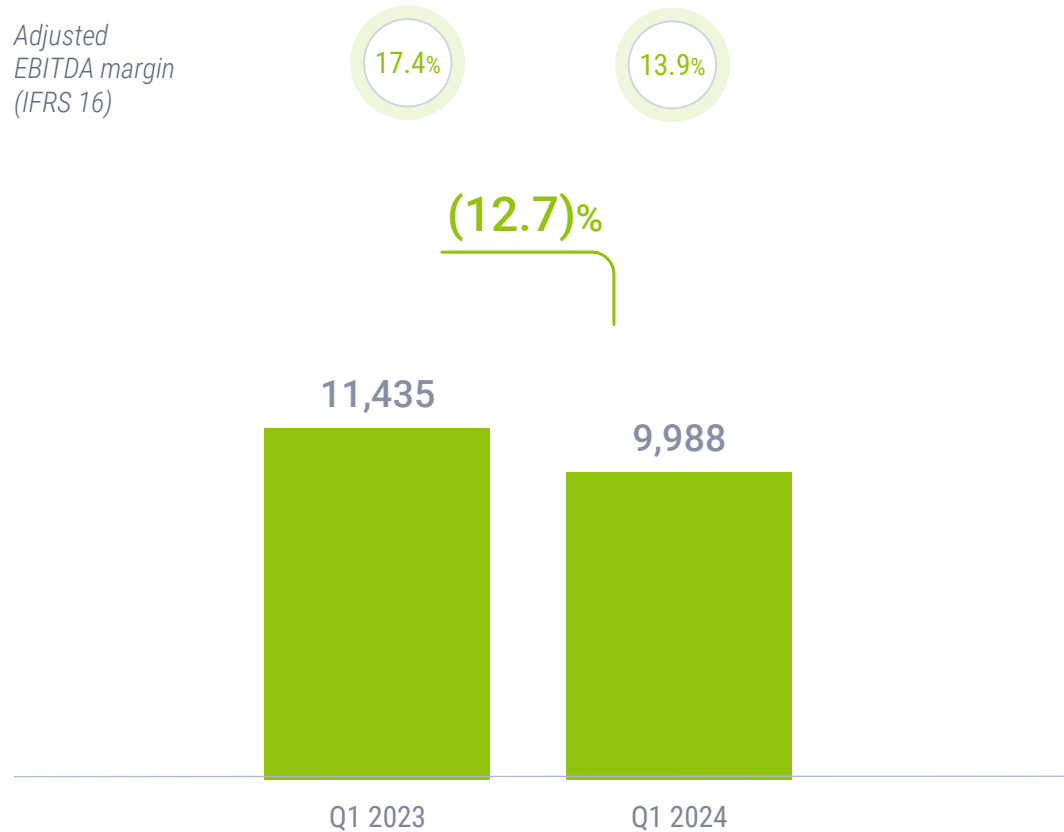


Source: Management Accounts for Q1 2023 and Q1 2024

REVENUE GROWTH AND ROBUST PROFITABILITY (CONT'D)

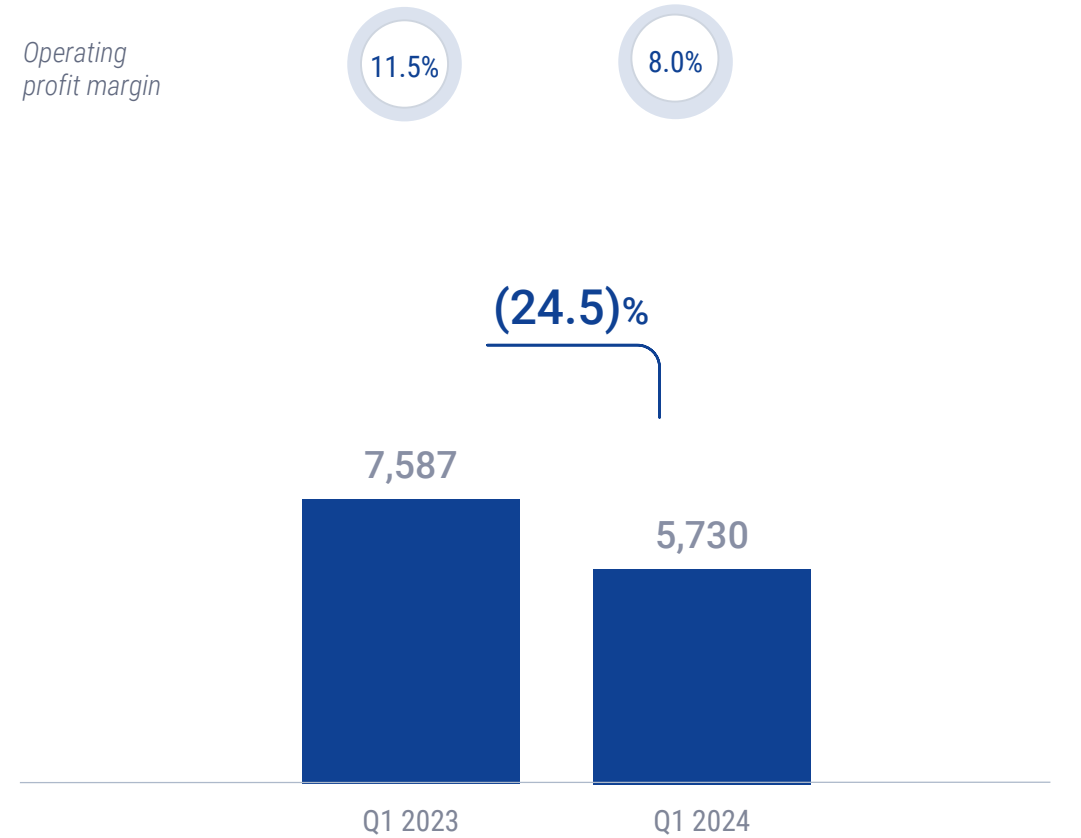
ADJUSTED EBITDA (IFRS 16)

(RUBm)



OPERATING PROFIT

(RUBm)



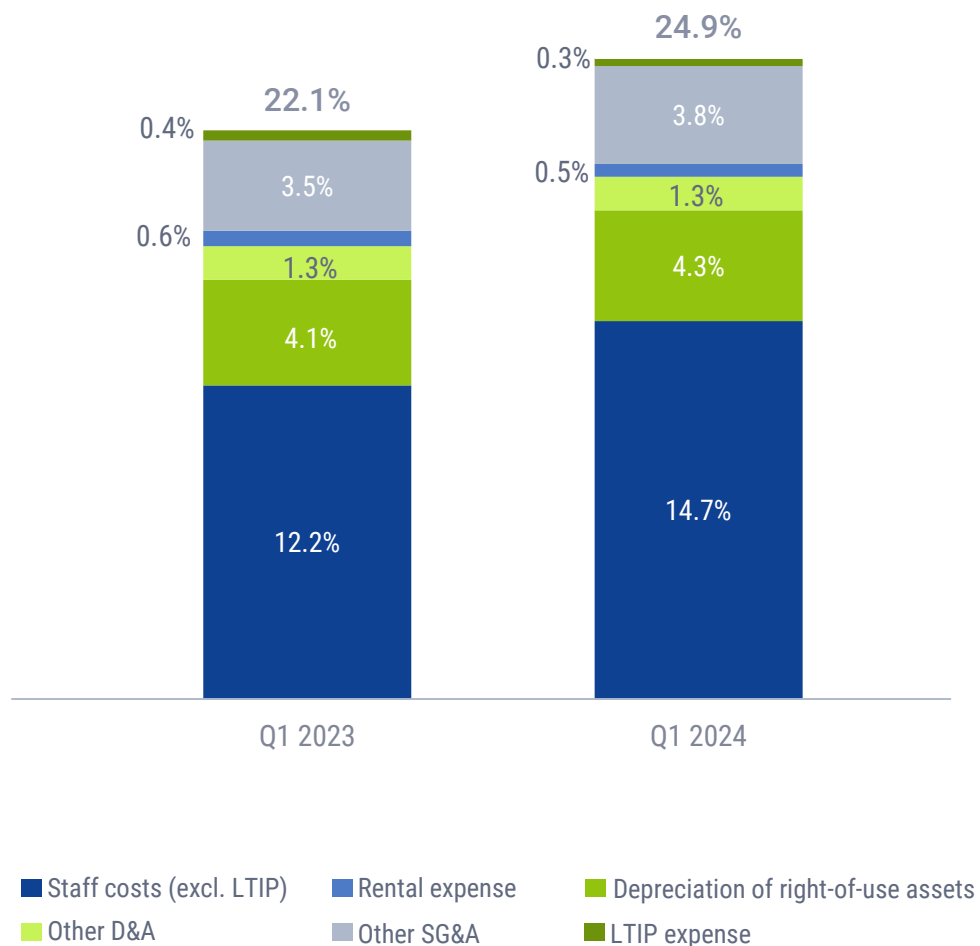
Source: Management Accounts for Q1 2023 and Q1 2024

SG&A EXPENSES ANALYSIS

SG&A BREAKDOWN

(% of revenue)

IFRS 16



Source: Management Accounts for Q1 2023 and Q1 2024

COMMENTS

- Selling, general and administrative expenses (SG&A) excluding LTIP and D&A expenses increased by 275 bps y-o-y to 19.0% of revenue mainly due to growth in the shares of staff costs, advertising and other expenses coupled with the negative operating leverage effect. Pressure on the cost base was partially mitigated by efficiencies gained in rental expenses and security services as a percentage of revenue
- Staff costs excluding LTIP grew by 250 bps y-o-y to 14.7% of revenue, mostly due to salary indexation for store and DC employees caused by continued labour shortages and persistently growing competition in the market, and due to an increase in the number of employees as a result of new DC openings
- Rental expense (under IFRS 16) decreased by 7 bps y-o-y to 0.5% of revenue (down 8 bps to 0.6% of retail revenue), caused by a decline in the share of the variable component in the lease payment structure due to slower revenue growth

CASH LEASE REMAINS LOW AS % OF REVENUE

(% of retail revenue)

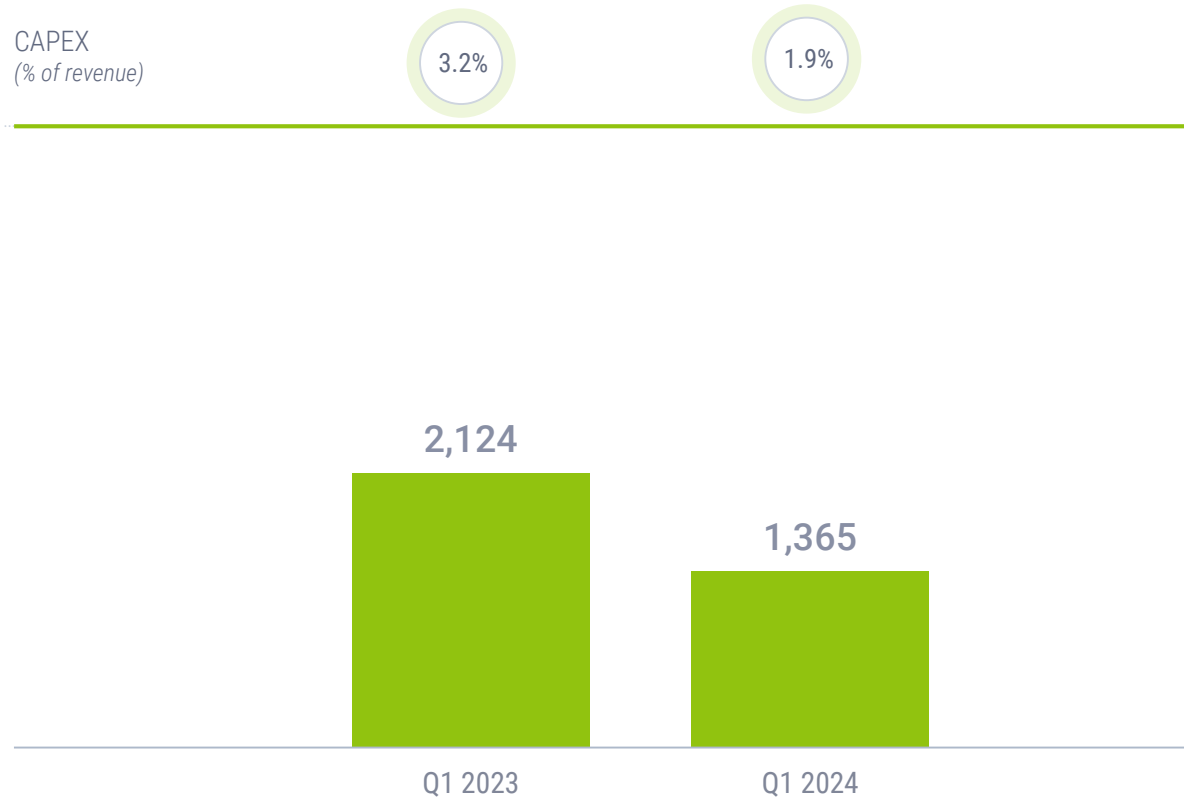
Rental expense, IAS 17 (RUB bn)



CAPITAL EXPENDITURES TO SUPPORT FURTHER GROWTH

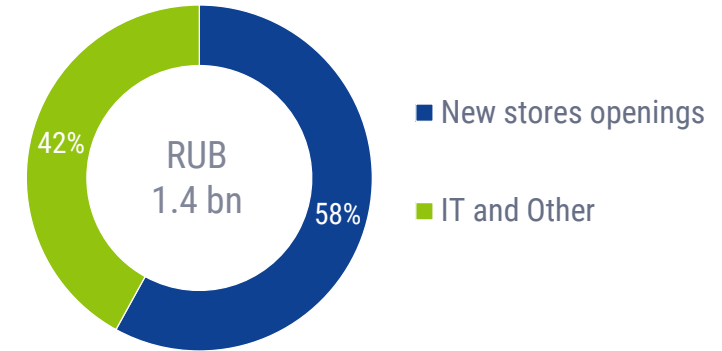
CAPEX⁽¹⁾

(RUBm)



CAPEX COMPOSITION

(Q1 2024, %)



COMMENTS

- CAPEX decreased to RUB 1.4 billion compared to RUB 2.1 billion in Q1 2023, when Fix Price was investing in the construction of new distribution centres that started in 2022
- The Company plans to open approximately 750 new stores in 2024 on the net basis and intends to keep CAPEX low as a share of revenue thanks to the standardised store layouts and assortment and high levels of business process automation

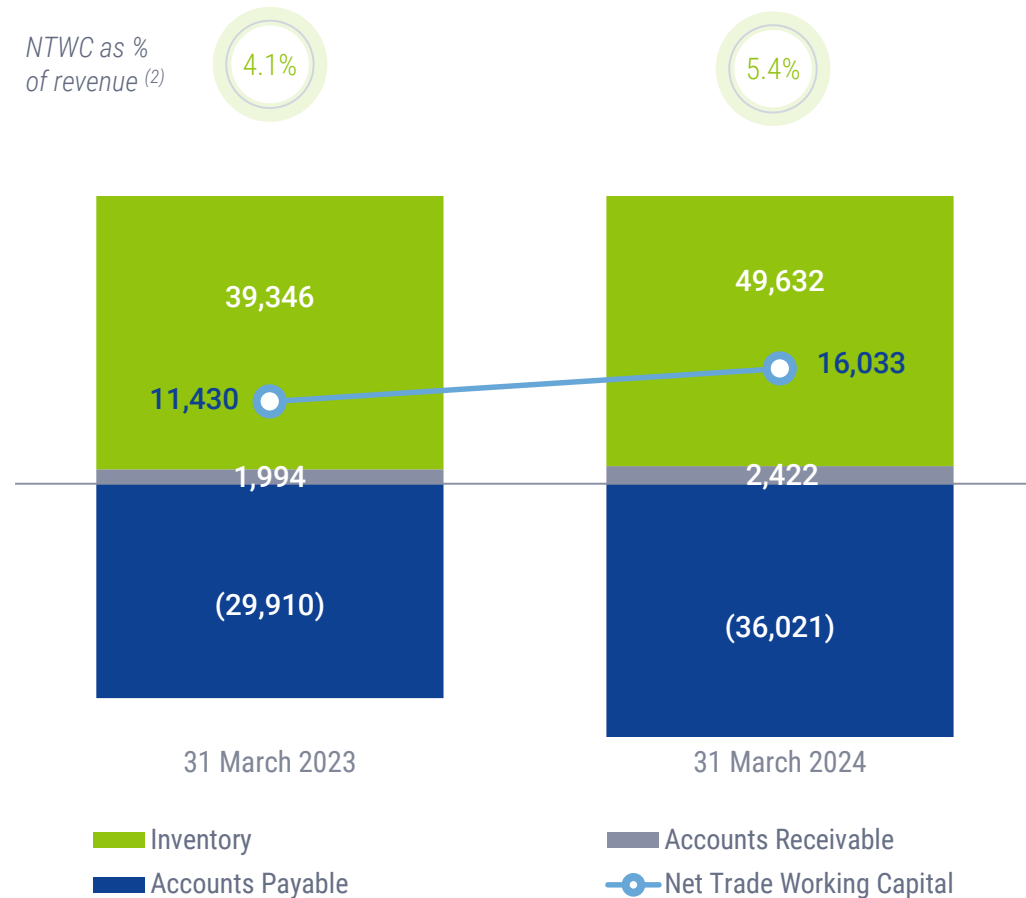
Source: Management Accounts for Q1 2023 and Q1 2024

Notes: 1 Capital Expenditures are calculated as cash flow related to the acquisition of property, plant and equipment and the acquisition of intangible assets for the relevant period

NET WORKING CAPITAL DYNAMICS

NET TRADE WORKING CAPITAL DEVELOPMENT⁽¹⁾

(RUB m)



ROBUST INVENTORY DAYS AND DAYS PAYABLE LEVELS

Inventory days⁽³⁾ (days) and Days payable⁽⁴⁾ (days)



COMMENTS

Net trade working capital⁽¹⁾ reached RUB 16.0 billion (5.4% of revenue)⁽⁵⁾ as of 31 March 2024 compared to RUB 11.4 billion (4.1% of revenue) as of 31 March 2023, while still remaining on a comfortable and manageable level. The Company is ordering and testing new assortment to gauge consumer sentiment and find products that resonate with our customers the most. On top of that, an increase in inventories was associated with uneven deliveries amid a reshuffling of logistics routes, while revenue growth rates remain subdued

Source: Management Accounts for Q1 2023 and Q1 2024

Notes: **1** Net trade working capital is calculated as inventories plus receivables and other financial assets minus payables and other financial liabilities; **2** The calculation of the percentage of net trade working capital in revenue is based on revenue for the last 12 months; **3** Calculated as average Inventories for the beginning and the end of period divided by annualised Cost of sales multiplied by 365 days; **4** Calculated as average Payables and other financial liabilities for the beginning and the end of period divided by annualised Cost of Sales multiplied by 365 days; **5** The calculation of the percentage of net trade working capital in revenue is based on revenue for the last 12 months

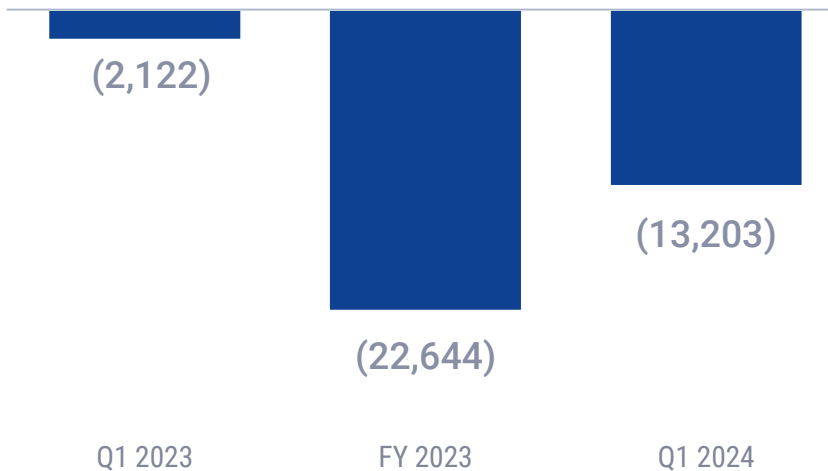
CONSERVATIVE DEBT LEVEL AND SOLID CASH FLOW GENERATION



NET DEBT / (CASH)⁽¹⁾

(RUB m)

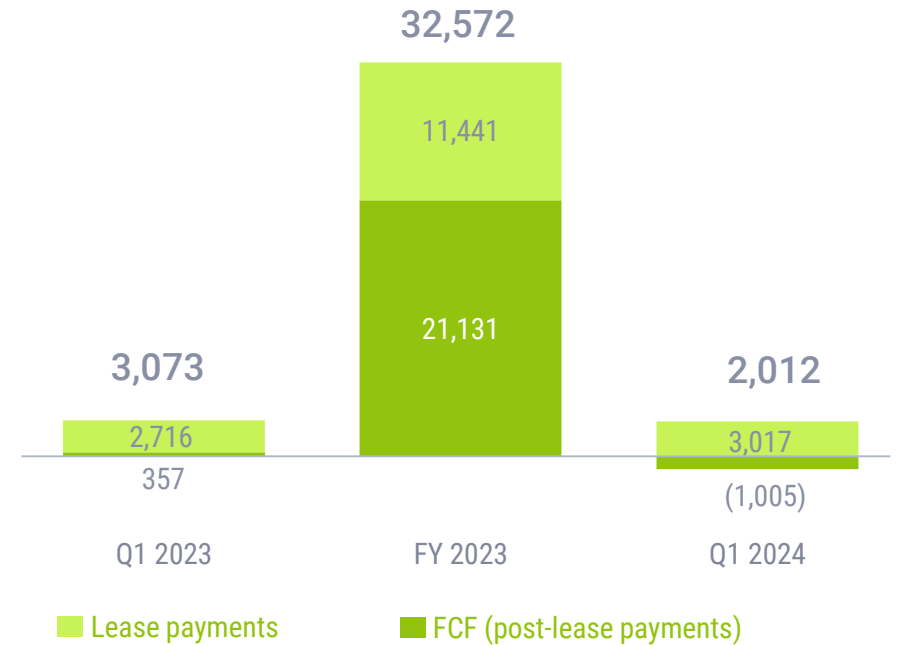
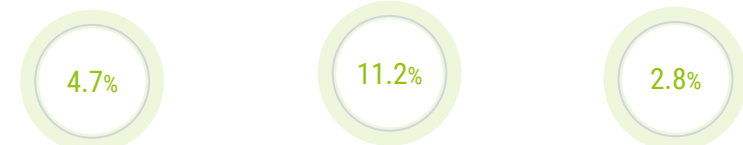
Leverage ratio⁽²⁾



FCF DYNAMICS⁽³⁾

(RUB m)

% of revenue



Source: Management Accounts for Q1 2023, FY 2023 and Q1 2024

Notes: **1** Reflects IAS 17-Based Adjusted Net Debt / (Cash) calculated as the total Current and Non-current loans and borrowings less Cash and cash equivalents; **2** Reflects IAS 17-Based Adjusted Net Debt / (Cash) divided by LTM IAS 17 EBITDA. Here and hereinafter, the calculation of net debt (net cash) to EBITDA is based on EBITDA for the last 12 months; **3** FCF calculated as Net cash flows generated from operating activities less Net capital expenditures (calculated as Purchase of property, plant and equipment plus Purchase of intangibles less Proceeds from sale of property, plant and equipment)

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