

FIX PRICE AND ROMIR SURVEY REVEALS LOW PRICES WOULD PROMPT 70% OF RUSSIANS TO CHOOSE OFFLINE SHOPPING OVER ONLINE ALTERNATIVES

30 October 2023 – Fix Price, a variety value retailer, in a partnership with the Romir research holding conducted a survey¹ on what factors influence Russians' choice for everyday shopping.

The survey has found that 70% of respondents would buy everyday goods in offline stores if those offer low prices, while 69% would opt for brick-and-mortar shopping due to the convenience of location. Another 66% admitted that some categories of everyday goods are easier to buy offline than online. Almost a third of respondents (31%) prefer online shopping only.

The more attractive the price, the more customers are inclined to prefer offline stores over online shopping. According to the survey, 5% of respondents are ready to go to a physical outlet for a 5% benefit, 17% for a 5–10% benefit, and 34% for a 10–30% benefit. Thus, more than half of shoppers (55%) would opt for an offline store for a benefit of up to 30%, and another 15% for a benefit of 30 to 50%.

"For retailers, achieving the delicate balance between low prices and shopping convenience has been a long-standing challenge. Fix Price's business model is centred around delivering exceptionally low prices, which shapes our focus on offline growth while providing online services for added customer convenience. We see that the price is a priority for most customers. Fix Price remains committed to offering low prices in conveniently located offline stores, while simultaneously expanding its store network and enhancing the overall shopping experience, both offline and online."

Ekaterina Goncharova, Head of Public Relations, Fix Price

Russians are most eagerly looking for offline stores with low prices in such product categories as clothing and footwear (78% and 75% respectively), home and kitchen goods (63%), household chemicals (59%), and food with long shelf life (58%).

¹ The survey was conducted on the basis of the Romir Consumer Panel in October 2023 in various Russian cities with a population of 10,000+ people. It involved 950 respondents, with a quota-based sample representative of the Russian population.

Although online commerce is growing rapidly, it is the offline market that remains the key form of interaction between businesses and their customers. This is due to the fact that it is the offline format that meets several needs at once, such as a convenient location, a wide assortment for all occasions, as well as attractive bargains. That said, it's essential that businesses offer an omnichannel model of interaction with their customers to cover the needs of different target audiences."

Anastasia Sidorina, Client Service Director at Romir

To save money, more than a half of the customers (57%) are also willing to sign up for a loyalty card. 46% of the respondents said they actively participated in stores' rewards programmes, while 41% opted for them from time to time. In addition to loyalty programmes, shoppers are willing to buy several products at once (44%) or spend time comparing prices in different offline and online stores (41%) to save money.

ABOUT FIX PRICE

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

As of 30 June 2023, Fix Price was operating 6,039 stores in Russia and neighbouring countries, all of them stocking approximately 2,000 SKUs across some 20 product categories. As well as its own private brands, Fix Price sells products from leading global producers and smaller local suppliers. As of 30 June 2023, the Company was operating 12 distribution centres covering 80 regions of Russia and 8 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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