

## **FIX PRICE AND GRASS PLANT 5,000 TREES**

**3 May 2024** – Fix Price Group PLC (LSE and MOEX: FIXP, AIX: FIXP.Y, “Fix Price”, the “Company” or the “Group”), one of the leading variety value retailers globally and the largest in Russia, carried out a tree-planting campaign in the Moscow region in conjunction with its partner GRASS.

On 27 April, the two major companies decided to join forces to restore a woodland in the Sergiev Posad district of the Moscow region that is suffering the effects of a European spruce bark beetle infestation. Volunteers from Fix Price and GRASS, a leading manufacturer of car care products, household cleaning products and products for professional cleaning and cosmetics, planted Scots pine seedlings in a part of the forest that had been cleared in order to speed up reforestation.

Experts from Forest Etalon, a voluntary forest certification system that promotes responsible forest management, conservation of valuable forests and biological diversity in woodlands, selected the site and provided expert support and assistance to organise the campaign.

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*“We are Fix Price’s partner and supplier,” **said GRASS CEO Mikhail Grachev.** “We already have an established practice of joining forces with like-minded companies whose vision and values align with our ideals. Fix Price runs a social responsibility programme called Good Deeds, and we are now carrying out our #grassles project, the overall goal of which is to plant 300,000 trees by 2025. This campaign was another step towards achieving our goal.”*

*“The Fix Price Good Deeds social support programme is focused on finding solutions to environmental issues in the cities where Fix Price stores operate. In 2024, we plan to carry out no fewer than 20 environmental protection activities, including cleaning up outdoor spaces and planting greenery, collecting recyclables, carrying out environmental education activities and participating in volunteer initiatives together with our partners. We are delighted with the successful campaign that we conducted together with GRASS, and we’re open to further cooperation in this area,” **said Ekaterina Goncharova, Communications Director at Fix Price.***

*“Brands can protect woodlands in various ways, including by providing assistance for reforestation and by purchasing goods and packaging from responsible – that is, certified – sources. We are happy to see that Fix Price and GRASS are interested in supporting woodlands and are channelling their efforts for the benefit of nature,” **said Nikolai Shmatkov, Director of Forest Etalon.***

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Despite the bad weather, employees from the companies’ Moscow offices planted 5,000 little pine trees, which will grow under the supervision of the forestry department. According to experts, trees planted in rainy weather tend to have better survival rates.

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## 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 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.

## ABOUT GRASS

GRASS, a leading manufacturer of car care products, household cleaning products as well as products for professional cleaning and cosmetics, is guided by the global sustainable development agenda and adheres to the principles of the United Nations. It is carrying out a global project called #GrassLes, the goal of which is to plant 300,000 trees by 2025.

In 2022, the company launched a series of eco-friendly household cleaning products in partnership with the largest nature reserves in Russia. Thanks to the company's support, six species of animals have a chance for survival. Bottles of the company's products feature images of the animals that come to life and tell their story when a camera is pointed at them. GRASS regularly takes part in efforts to restore the resources of the Volga River, helping increase the fish population. Every one of the company's blow-moulded containers is made from 5–15 per cent recycled plastic. GRASS also arranges separate waste collection and active recycling efforts.

## ABOUT FOREST ETALON

Forest Etalon is a voluntary forest certification system that monitors the legality of timber harvesting, compliance with high social and environmental standards, the integrity of supply chains, and the use of waste paper and other recycled wood materials. Forest Etalon helps to maintain biodiversity when harvesting timber and to preserve old-growth forests, supports the fight against climate change, and ensures that the interests of local populations, indigenous peoples, and employees of logging and processing companies are taken into account. The system, which is based on the leading internationally recognised standards and the best Russian practices, has been in operation since April 2022, replacing the international FSC certification system that later withdrew from Russia. The Forest Etalon system is registered with Rosstandart (No. ROSS RU.Z2685.04LET0). The use of Forest Etalon labels on products and packaging made from paper and wood helps retailers and consumers to identify products made from responsibly managed forests. Forest Etalon also takes part in educational activities and helps partners implement various forest-related projects. Website: [forest-etalon.org/en](http://forest-etalon.org/en).

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