

Fix Price and GRASS plant over 8,000 young pine trees to celebrate 80th anniversary of Great Victory

29 April 2025 – Ahead of the 80th anniversary of the Victory in the Great Patriotic War (WWII), Fix Price and its partner, GRASS, a leading manufacturer of car and household chemicals, launched a campaign to restore forests in the Volgograd Region.

Employees of the central office, Volgograd Fix Price stores, and GRASS jointly planted over 8,000 seedlings on an area of 3 hectares in the Volga-Akhtuba Floodplain. The campaign was organised and supported by the Middle Akhtuba Forestry, a government agency of the Volgograd Region.

The Volga-Akhtuba Floodplain is a unique natural park boasting rich flora and fauna and famous for its areas inhabited by rare birds and animals. A part of the park has been affected by forest fires, and events like this are highly valuable for restoring the local environment.

The campaign took place as part of Together for Good Deeds, Fix Price's social responsibility programme promoted by the Company since 2014. As part of the programme, we implement projects that address social and environmental issues in the regions of operation, improving the quality of life and social welfare of local communities, as well as engaging our customers and employees in volunteering and charitable activities.

The campaign in Volgograd aimed to perpetuate the memory of the Great Victory: each seedling became not just a contribution to forest rehabilitation but, first and foremost, a symbol of the life and heroism of our people.

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 December 2024, Fix Price was operating 7,165 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 30 September 2024, the Company was operating 13 DCs 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.

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