

Fix Price: supporting families and environmental initiatives – autumn 2024 results

The Company has made more than 10 charitable and environmental campaigns in Russian regions

5 December 2024 – Fix Price sums up the results of charitable and environmental activities of autumn 2024. The main focus of these projects was on supporting children and families, as well as participating in environmental initiatives.

Direct Dialogue charitable campaign. From 1 October to 30 November, Fix Price and SOS Children's Villages charity held a Direct Dialogue campaign across the retailer's 54 stores in Moscow, St Petersburg, Vladimir, and Novosibirsk. The charity's representatives told customers about ways to help distressed children and families. More than 1,200 people participated in the campaign, with every tenth person making regular donations through the charity's official website sos-dd.ru.

It is the third time Fix Price has supported the Direct Dialogue campaign: in 2020, the event took place in nine Company's Moscow stores, while in 2023 the campaign covered 69 stores in Moscow, St Petersburg and Krasnodar and attracted over 15,000 visitors.

Mother's Day campaign. From November 22 to November 24, Fix Price and the Foodbank Rus foundation held a Mother's Day campaign in stores located in Moscow, Chelyabinsk, and Izhevsk. More than 100 volunteers were involved, educating customers about the campaign's goals and collecting donated goods such as personal care products, cosmetics, textiles, sweets, tea, and coffee. Customers of Fix Price stores donated over 900 kg of goods to the foundation, offering help to more than 150 families in need, including large families and single mothers with children.

Previously, a similar event was held in August 2024 in Moscow and Izhevsk and was timed to coincide with the beginning of the back-to-school season, focusing on collecting school supplies for children from distressed families.

Good Deeds programme. This autumn, Fix Price organised a number of environmental events as part of the Good Deeds programme. The initiative spanned eight Russian cities, engaging over 400 volunteers of various ages in waste clean-up activities in city streets. As a result, 1,350 kg of garbage was collected. Additionally, Fix Price, in partnership with GRASS, launched a tree planting campaign, resulting in the planting of 780 trees, including 500 trees planted jointly with GRASS.

The Good Deeds campaign has been ongoing since 2014, with Fix Price having hosted more than 200 social and environmental events in more than 60 Russian regions focusing on socially and environmentally impactful initiatives.

In 2025, Fix Price plans to continue its social and environmental activities, with more than two dozen campaigns and volunteer initiatives scheduled across its regions of operation.

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 30 September 2024, Fix Price was operating 6,891 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 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.

CONTACTS

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