



Fix Price chain reaches 4,000 stores

23 October 2020, Moscow – Fix Price Group (“the Company” or “Fix Price”), an international variety value retail chain and Russia’s largest, today announces the opening of the 4,000th Fix Price store.

Fix Price has a broad geographical presence and is continuing to grow: since 30 June 2020, the total number of stores has increased by 227, and by 488 since the beginning of the year. The Company’s efficient business model, 100% standardised stores and high level of automation enable Fix Price to roll out its network and open new stores in short timeframes. Today Fix Price is present in 78 of the 85 regions of Russia. The store network is also being expanded in Belarus, Kazakhstan, Uzbekistan, Georgia, Latvia and Kyrgyzstan.

Like every store in the chain, the landmark 4,000th Fix Price store in the town of Buzuluk, Orenburg region, offers a wide range of goods at six fixed price points: RUB 50, 55, 77, 99, 149 and 199. The Fix Price assortment extends across more than 20 categories – primarily non-food, cosmetics and household chemicals, as well as a selection of foods. Over its more than 13-year history, the Company has gained a deep understanding of its customers’ needs and created an offering of in-demand and essential goods at affordable prices. The Company constantly refreshes its assortment, with 40 to 60 new SKUs appearing in Fix Price stores every week.

Fix Price CEO Dmitry Kirsanov commented:

“Despite challenging market conditions and global headwinds, Fix Price is continuing to deliver strong operational performance and actively expanding its presence both in Russia and beyond. The Company has come a long way since its foundation in 2007, from a small chain of shops offering goods at fixed prices to a nationwide player and leader in the value retail segment that has earned its customers’ love and trust. Our efficiency-focused business model and the deep expertise of our highly qualified management team enable us to easily scale up our network and open new stores with relatively low capex, which is a solid foundation for the Company’s further growth and future expansion not just in Russia but also abroad.”

About the Company

Founded in 2007, Fix Price Group is an international variety value retail chain and Russia’s largest, with 4,000 stores in more than 1,000 localities in Russia and neighbouring countries. Fix Price offers its customers a broad assortment of goods for the whole family. The Company’s stores offer around 2,000 SKUs in more than 20 different categories, including daily essentials. All goods are sold at six price points.

In 2019, the Company recorded revenue of RUB 142.9 billion, EBITDA of RUB 27.2 billion and net profit of RUB 13.2 billion, in accordance with IFRS.

Press contacts:

pr@fix-price.ru