



Fix Price increases supplies and expands stationery assortment from Russian manufacturers ahead of back to school season

Most stationery remains under RUB 59

28 July 2022 – Fix Price, the largest variety value retailer in Russia, has expanded its stationery product mix in 2022 and increased supplies from Russian manufacturers. The total quantity of notebooks ordered this year increased by 28% y-o-y to 77 million. Procurement of scissors, compasses, rulers, as well as notebook and book covers went up by 40%, shoe bags – by 10%. The assortment of pens, covers, and school rulers was notably expanded through Russian manufacturers' production.

The top priority for the Company is still keeping school supplies prices as low as possible in the face of rising production costs while ensuring sufficient stock in all Fix Price stores across Russia. Most stationery will be sold for up to RUB 59, same as a year ago.

Inna Kondratyeva, Director of Category Management Department at Fix Price, commented:

“More than 2.5 million of children will start first grade this year, joining Russia's current school student population of around 16 million. We believe that every family in the country should have adequate and affordable access to all the necessary school supplies, and this year we especially focused on providing the best value for money in the segment. Amid the new market environment, we have redirected a portion of our procurement from China to Russia. Apart from keeping costs more predictable, it affords us more speed and flexibility in responding to changes in demand, including by promptly ramping up the supply of the most popular goods.”

According to Romir research, Fix Price was 2021's number one stationery retailer in Russia with a market share of 10.1%. The retail chain is now present in 80 regions of Russia.



About the Company

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

As of 30 June 2022, Fix Price was operating 5,267 Fix Price 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. The Company operates 8 DCs covering 80 regions of Russia and 6 countries.

In 2021, the Company recorded revenue of RUB 230.5 billion, EBITDA of RUB 44.2 billion and net profit of RUB 21.4 billion, in accordance with IFRS.

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