

Fix Price's Kindness Backpack campaign yields over 320 kg of school supplies for children

The campaign covered ten Fix Price stores to help children in need

30 August 2024 – Fix Price, in collaboration with the Foodbank Rus charitable foundation, hosted the Kindness Backpack campaign from 23 to 25 August, aiming to gather school supplies for children from underprivileged families.

The initiative took place across ten Fix Price stores in Moscow and Izhevsk, where volunteers engaged with customers and collected donations. The campaign resulted in the collection of over 320 kg of essential school items, including notebooks, diaries, writing materials, backpacks, bags, paints, plasticine, drawing supplies, books and accessories. All donated goods will be distributed to children from families in need residing in the respective regions.

Foodbank Rus volunteers will form the collected goods into kits in the warehouse and give them to families in need.

"One of our key charitable goals is to support low-income and large families in need. We are pleased to launch new projects in this area, including collaborations with our partners from the Foodbank Rus foundation. Thanks to this initiative, hundreds of children will start the school year equipped with all the necessary supplies."

Ekaterina Goncharova, Head of Public Relations, Fix Price

The event saw the participation of over 50 volunteers and is expected to benefit more than 100 families.

ABOUT THE COMPANY

Fix Price (LSE and MOEX: FIXP; AIX: FIXP.Y), 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 June 2024, Fix Price was operating 6,722 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 30 June 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.

CONTACTS

Fix Price Investor Relations

Elena Mironova
ir@fix-price.com

Fix Price Media Relations

Koba Aituarov
pr@fix-price.com