

Fix Price and Plus 1 charity foundation launched initiative to support children in Kazakhstan

Company delivers school supply sets to rural school students

10 September 2025 – Fix Price together with Plus 1, a Kazakhstani charity foundation, has launched a social initiative to support rural schoolchildren across Kazakhstan, preparing 100 school supply sets from Fix Price's product range.

As part of the campaign, the first 28 sets were delivered to students from the Pervomayka village in the Akmola Region. Well-known Kazakhstani blogger Evgeny Abu-Zeid took part in the initiative, personally delivering backpacks filled with notebooks, pencil cases, markers, and art supplies to the children.

"We are delighted to take part in this meaningful campaign. I wish all the children a successful school year – believe in yourselves and remember that any goal is achievable!"

Alexey Ermakov, CEO of Fix Price Kazakhstan

"We have been carrying out this schoolchildren support initiative for the second year in a row, providing computer equipment, and this year adding school supplies. We are glad to see more and more individuals and companies are joining our efforts every year. Together, we can change the future of these children for the better."

Dinara Shazhimbaeva, Plus 1 Chairperson

Fix Price operates the Together for Good Deeds programme, including in Kazakhstan. The programme encompasses environmental and social campaigns such as support for children, vulnerable groups, animals, and regular tree-planting campaigns. In Russia, Fix Price has been running its [social initiative jointly with the VK Dobro charity service](#) since 2024, making monthly financial contributions to various foundations. In 2025, the Company expanded opportunities for giving through its Points to Charity project, allowing Fix Price loyalty programme members to donate accumulated bonus points to one of seven participating charity foundations.

ABOUT THE COMPANY

Fix Price (AIX: FIXP.Y), one of the world's leading variety value retailers and the largest in Russia, offers a wide and constantly updated assortment of non-food goods – including personal care and household products – as well as food items, all at low fixed price points.

As of 30 June 2025, Fix Price was operating 7,464 stores across Russia and other countries, each carrying approximately 2,000 SKUs in around 20 product categories. Fix Price offers a mix of its own private-label products, major brands, and items from local suppliers. As of 30 June 2025, 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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