

## Fix Price expands its network by 751 stores in 2024

### Plans for 2025 include at least 700 new store openings

**15 January 2025** – Fix Price, one of the leading variety value retailers globally and the largest in Russia, expanded its network by 751 stores in 2024 (net openings<sup>1</sup>), including 732 Company-operated stores and 19 franchise openings. As of 31 December 2024, the network comprised 7,165 stores across ten countries.

In Russia, Fix Price added 644 new stores, bringing the total to 6,400. In Kazakhstan, it expanded by 57 stores to reach 337, and in Belarus, it opened 43 new stores, taking the overall count to 335. Additionally, four new stores opened in the UAE, three in Armenia, two in Uzbekistan, and one in Mongolia during 2024.

The leaders in new store openings in Russia were the Moscow Region (89 net openings), Krasnodar Territory (40), and Sverdlovsk Region (28).

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*"We are proud to consistently meet our annual targets, having opened 751 new stores on a net basis in 2024. Each of Fix Price outlets continues to meet our stringent requirements, which is extremely important to us, given the high inflation rate, vigorous competition for staff, and the real estate objects on the retail market observed throughout the year.*

*In 2025, we plan to continue our expansion across current markets, targeting at least 700 net new store openings. We plan to continue our expansion in the UAE, where we have 4 Fix Price stores at the end of 2024. We are also considering new markets for further international expansion, both in the Middle Eastern countries and in neighbouring foreign markets, as well as Eastern European countries."*

**Dmitry Kirsanov, CEO of Fix Price**

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<sup>1</sup> "New stores/openings" refers to net openings, defined as newly opened stores less closures

## 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 31 December 2024, Fix Price was operating 7,165 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.

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## CONTACTS

### Fix Price Investor Relations

Elena Mironova  
[ir@fix-price.com](mailto:ir@fix-price.com)

### Fix Price Media Relations

Koba Aitumarov  
[pr@fix-price.com](mailto:pr@fix-price.com)