

FIX PRICE LEADS IN CUSTOMER TRUST AND BRAND RECOGNITION

ROMIR study reveals market leadership

22 May 2025 – According to ROMIR's latest Business Reputation and Values in Retail study, Fix Price has claimed the top spot among hard discounter retail chains for both visibility and trust. The chain also ranks within the top 3 across all Russian retailers, both online and offline.

Fix Price's visibility¹ and trust² indices amount to 94% and 90%, respectively.

To evaluate trust and brand recognition, ROMIR applied the internationally recognised GRI (Global Reputation Index) methodology used by leading companies worldwide to track their reputation.

The study also explored retail chains' value perception index (Brand DNA), revealing how consumers perceive companies in terms of essential human values like safety, reliability, honesty, and kindness.

Survey participants consistently identified Fix Price with family centricity, while describing the brand as affordable, lean, and creative.

"Strengthening brand awareness and trust among the target audience remains central to our strategy. We are delighted that customers connect Fix Price with values like family centricity, value for money, and kindness, providing a clear validation that our branding and marketing approach resonates with consumers,"

Natalia Popovich, Head of Branding and Design at Fix Price Russia

The study surveyed 1,600 participants across gender and age demographics from cities and towns with populations over 100,000.

¹ Visibility index is a share of Russians who, when prompted, recognise a specific retail chain.

² Trust index is calculated as the difference between positive and negative attitudes towards the retailer.

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 March 2025, Fix Price was operating 7,282 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 31 March 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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