

## **FIX PRICE CUSTOMERS SHOW GROWING INTEREST IN HEALTHY FOODS**

**In January and February, sales of food products associated with healthy eating went up by 7% year-on-year**

**6 March 2024** – Over the past year, Fix Price customers developed a stronger interest in healthy foods<sup>1</sup> offered by the Company: in January and February 2024, their sales in items increased by 7% year-on-year. The most popular foods were banana chips, protein bars, seaweed chips, rice, rosehip cordial, and crispbread. Seaweed chips emerged as the most frequently selected item, accounting for one-fifth (19%) of all purchases of healthy foods at Fix Price.

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*"We are committed to catering to our customers' interest in healthy diets by providing them with a selection of their favourite snacks, cereals, and beverages, full of healthy benefits and available at the most affordable prices. With our footprint spanning 81 Russian regions, we help develop healthy eating habits among a wide range of shoppers, including people in smaller towns and remote regions."*

***Ekaterina Goncharova, Head of Public Relations at Fix Price***

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Healthy foods proved especially popular in Moscow, Moscow Region, Krasnodar Territory, St Petersburg, and the Rostov and Sverdlovsk Regions, with their average sales per store 3–6x above the chain's average. The Republics of Mari El, Tyva and Altai, along with the Kostroma Region, saw the strongest year-on-year rise in customer interest for healthy foods: their sales surged by an average of 20% and above as a percentage of all sales per store.

<sup>1</sup> Healthy foods include more than 20 SKUs such as bottled water, cereals, beverages, dried fruit, nuts, crispbread and other categories available in like-for-like stores during 2023.

## 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, has been helping its customers save money every day since 2007. Fix Price offers its customers a unique 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 2023, Fix Price was operating 6,414 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 31 December 2023, 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.

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