

Fix Price created over 4,000 new jobs in Russia

Company's total workforce in the countries of presence reached 50,000 by the end of 2024

14 February 2025 – Fix Price, one of the leading variety value retailers globally and the largest in Russia, created over 4,000 new jobs across Russia in 2024. This growth was driven by the Company's expansion through the opening of new stores and the strengthening of its office team. As at 31 December 2024, Fix Price's workforce in its countries of presence exceeded 50,000 employees, including 45,200 based in Russia.

The majority of new jobs in Russia were created in retail operations, with over 3,700 store-based roles, complemented by 245 office positions and 47 distribution centre jobs. Over the past year, Fix Price actively built up its front-office teams across Russian regions, recruiting professionals for diverse roles, including supervisors, sales managers, inspectors, auditors, and business development managers.

The Company also expanded its international footprint, creating 295 new jobs in Kazakhstan and 489 in Belarus – its largest markets outside Russia.

"Our workforce expansion aligns closely with our commitment to employee training and development at all levels – from store and distribution centre personnel to regional and head office management. In today's increasingly competitive landscape for both entry-level workers and highly skilled professionals, we focus on several strategies: motivating staff through meaningful work, competitive compensation, and a culture of flexibility and openness, while digitalising HR processes to reduce time spent on paperwork, accelerate hiring and onboarding, and improve the overall employee experience.

The steady annual growth in our workforce reflects Fix Price's ongoing expansion and our meaningful impact on local economies. In 2025, we anticipate further staff growth as we continue to open more new stores."

Anton Maksimenko, Head of HR at Fix Price

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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