

## **FIX PRICE MAKES IT TO THE TOP 3 RUSSIAN RETAILERS BY TRUST AND VISIBILITY INDICES**

### **ROMIR HAS STUDIED THE REPUTATION OF RUSSIA'S LARGEST RETAILERS**

**11 April 2024** – Fix Price (LSE and MOEX: FIXP, AIX: FIXP.Y), one of the leading variety value retailers globally and the largest in Russia, has placed third in the national retailer rating by trust and visibility indices, according to a survey conducted by independent research group Romir.

The survey was based on the Global Reputation Index (GRI), an international methodology for gauging corporate reputations across industries.

The trust index is calculated as the difference between the shares of respondents with a positive and negative perception of the brand, while the visibility index shows Russian consumers' awareness of the retailer.

<b>RETAIL CHAIN</b>	<b>TRUST INDEX (%)</b>	<b>VISIBILITY INDEX (%)</b>
Pyaterochka	91	96
Magnit	87	94
<b>Fix Price</b>	<b>86</b>	<b>93</b>
Lenta	86	87
Red & White	84	88
Auchan	82	77
Perekrestok	81	78
O'Key	74	57
Chizhik	70	53

*"This year, Fix Price has retained its place among the leaders in the trust rating. The chain is expanding its product range and implementing new technologies to make shopping even more convenient for the customers. This ensures continuously high trust put by consumers in the Company for several years running."*

**Anastasia Sidorina, Client Service Director at Romir**

## METHODOLOGY

The survey to assess Russian retailers' reputation was based on the GRI approach that is currently used worldwide.

The respondents were asked to tick in the questionnaire whether their perception of the companies was positive or negative or whether they were unaware of the brand and its products.

The survey included 1,500 respondents, representative of urban residents and Russian population structure in terms of sex, age, federal districts, and towns with populations of over 10,000.

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## 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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