

## **FIX PRICE EXPANDS ITS FOOTPRINT TO 81 REGIONS OF RUSSIA**

### **THE COMPANY TAPS INTO THE MAGADAN REGION BY OPENING ITS FIRST STORE THERE**

**15 November 2023** – Fix Price Group PLC (LSE and MOEX: FIXP, AIX: FIXP.Y, “Fix Price”, the “Company” or the “Group”), one of the leading variety value retailers globally and the largest in Russia, has opened its first store in the city of Magadan. The Magadan region became the retail chain’s 81<sup>st</sup> region of operations in Russia and 10<sup>th</sup> in the country’s Far East.

The opened outlet is a franchised store with a total area of 376.9 sq.m and selling space of 230 sq.m. It offers the chain’s full product range as in other stores across Russia – about 2,000 SKUs in 20 categories: food, household chemicals, personal care products, home decor, stationery, children’s toys, etc.

The goods will be delivered from our warehouse in Pushkino (Moscow region) by railway.

---

*“Being as close to our customers as possible is the strategy we have been consistently bringing to life everywhere, including small towns, and regions far away from the central part of Russia. We appreciate all our franchisees, who choose to cooperate with us and help our chain grow in the Russian Far East, Siberia, the northern and other regions all across our geographies. Two thirds of our franchisee partners operate two or more Fix Price stores, which means they place trust in our business model; it testifies to the strength of our franchise programme.”*

***Vladimir Pogonin, Store Management Director at Fix Price***

---

As at mid-November 2023, Fix Price has stores in the Amur and Magadan regions, the Republics of Buryatia and Sakha (Yakutia), the Trans-Baikal, Kamchatka, Primorye, and Khabarovsk territories, as well as in the Jewish Autonomous Region and on Sakhalin Island – a total of 116 stores.

## 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 30 September 2023, Fix Price was operating 6,162 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 30 September 2023, the Company was operating 12 DCs covering 80 regions of Russia and 8 neighbouring countries.

In 2022, the Company recorded revenue of RUB 277.6 billion, EBITDA of RUB 54.2 billion and net profit of RUB 21.4 billion, in accordance with IFRS.

---

## CONTACTS

### Fix Price Investor Relations

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

### Fix Price Media Relations

[Ekaterina Charushina](#)  
echarushina@fix-price.ru