



# Q4 AND 12M 2021 OPERATING RESULTS

January 2022

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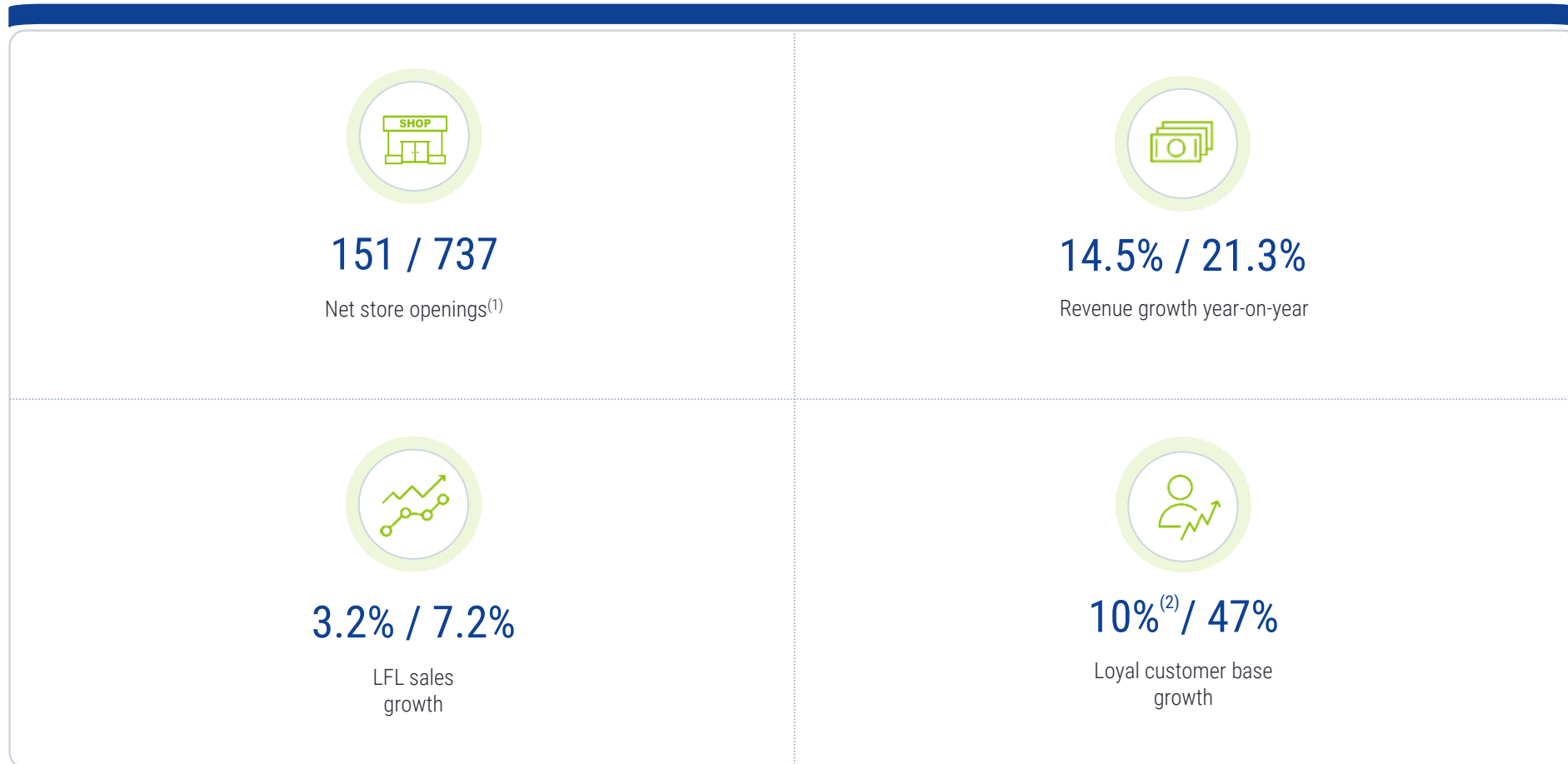
Some of the Company's historical financial data for the periods following 1 January 2019 are presented herein under IAS 17 standard in addition to being presented under IFRS 16 standard, the lease standard under the IFRS that the Company started applying beginning on 1 January 2019. Presentation herein under IAS 17 for the periods following 1 January 2019 is primarily due to the fact that the Company believes that the investment community continues to focus on IAS 17 in analysing performance of retail companies. The results of the Company's operations presented under IAS 17 following 1 January 2019, however, are shown only for illustrative purposes. You should note that

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# KEY ACHIEVEMENTS IN Q4 / 12M 2021



Source: Company information, Management Accounts for 12M 2020, 12M 2021, Q4 2020, Q4 2021

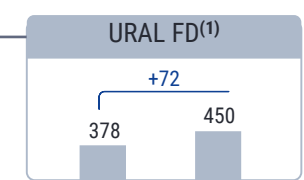
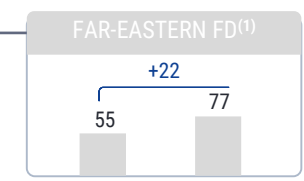
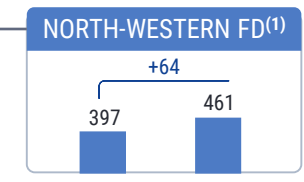
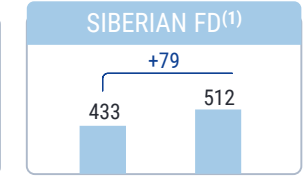
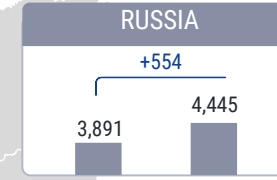
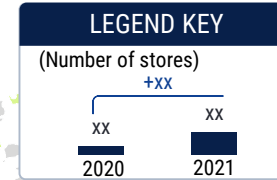
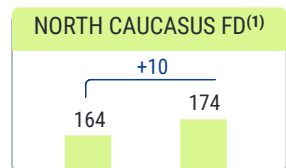
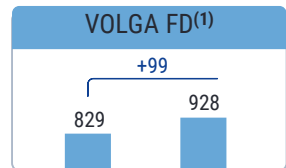
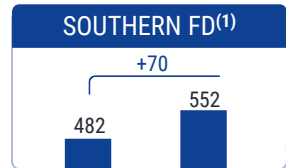
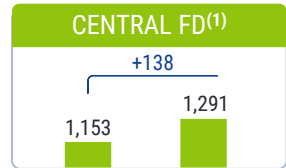
Notes: 1 Including company-operated and franchised stores; 2 Growth for Q4 2021

●●● Q4 and 12M 2021 Operating Results

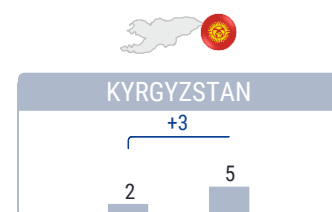
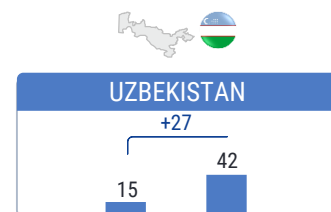
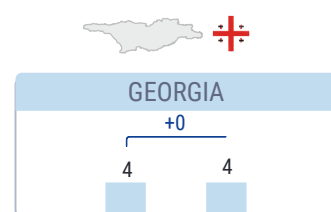
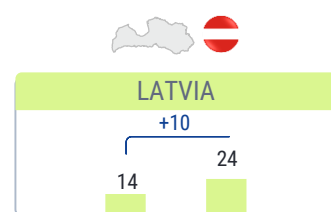
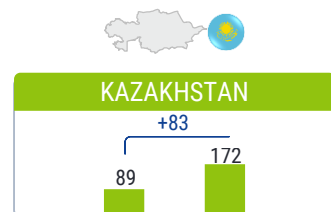
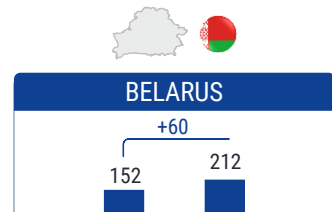
# CONTINUOUS STORE EXPANSION

## GEOGRAPGICAL COVERAGE (2020 and 2021, eop)

### Russia



### Other countries



Source: Company information

Notes: 1 Federal District

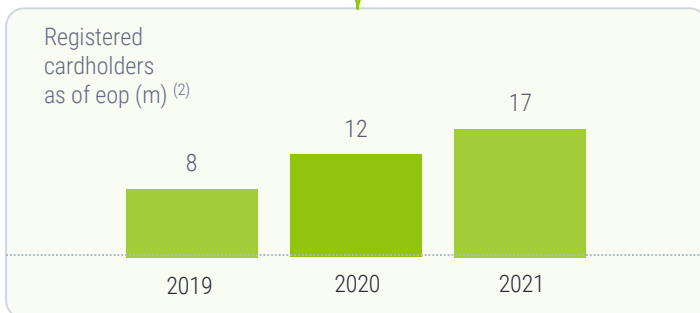
●●● Q4 and 12M 2021 Operating Results

# GROWING LOYALTY PROGRAMME WITH ATTRACTIVE BENEFITS



## HOW IT WORKS

- 1 point = RUB 1 when spent
- up to **20%** of purchase amount is returned to the card in form of points
- up to **x2 bonuses** accruals on favourite categories for 4<sup>th</sup> and 8<sup>th</sup> purchase during a month
- Mobile App options** Possibility to use the electric version of card to award bonuses and to view the history of purchases (accruals and write-offs of points)
- Every day we sell **c.5** cards per store <sup>(1)</sup>



Source: Company information; Vector market research for Autumn 2021

Notes: 1 Calculated based on 2021 data; 2, 6, 7 The data on loyalty program is calculated for Fix Price stores operating in Russia; 3 These include "Favorite product" enhanced point schemes and one-off bonus points for Fix Price events; 4 Promoters are customers that are ready to recommend Fix Price to others (based on Vector market research); 5 Calculated based on Vector market research; 6 Compared to average ticket of customers not participating in the loyalty programme for 12M 2021; 7 Calculated as percentage of sales of Russian stores for 12M 2021

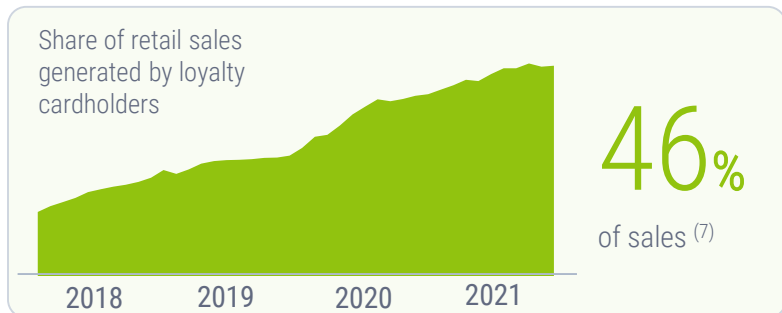
## BENEFITS FOR CUSTOMERS

- Get the maximum value through **customised offers**<sup>(3)</sup>
- Save on every purchase
  - up to **50%** savings on a single purchase
  - special prices** for part of the assortment
- Can influence **the assortment** through additional feedback on customer preferences
- ~70%** of customers are promoters<sup>(4)</sup>



## BENEFITS FOR US

- Data and feedback of the active client base **17m**
- Loyalty members visit stores more often... **1.2x** a month on average<sup>(5)</sup>
- ...and spend more **1.8x** higher average ticket<sup>(6)</sup>
- Share of retail sales generated by loyalty cardholders **46%** of sales<sup>(7)</sup>

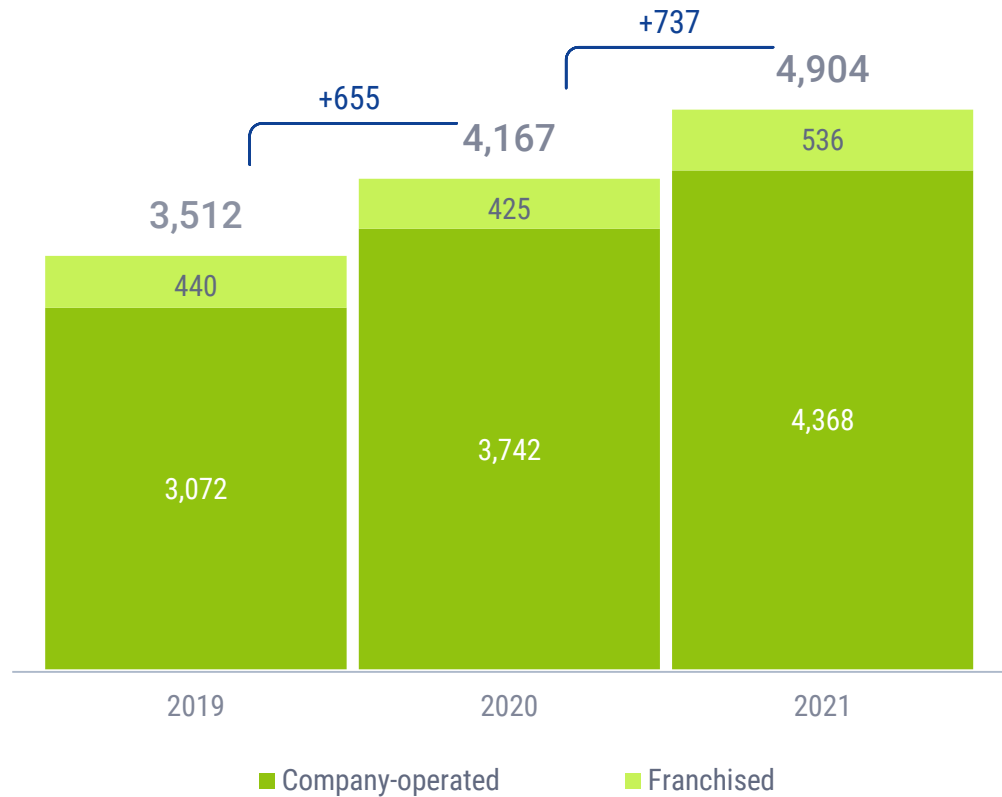


# CONTINUOUS STORE EXPANSION



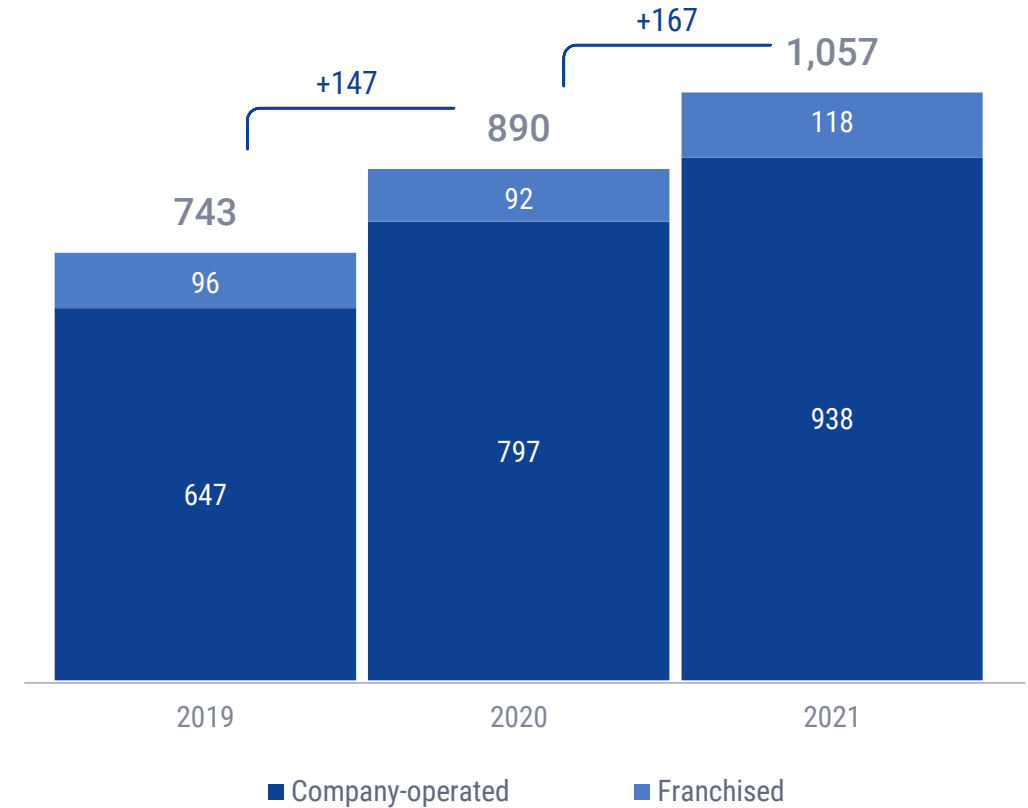
## FIX PRICE PORTFOLIO EXPANSION

(Number of stores)



## SELLING SPACE EXPANSION

(Ths sqm)

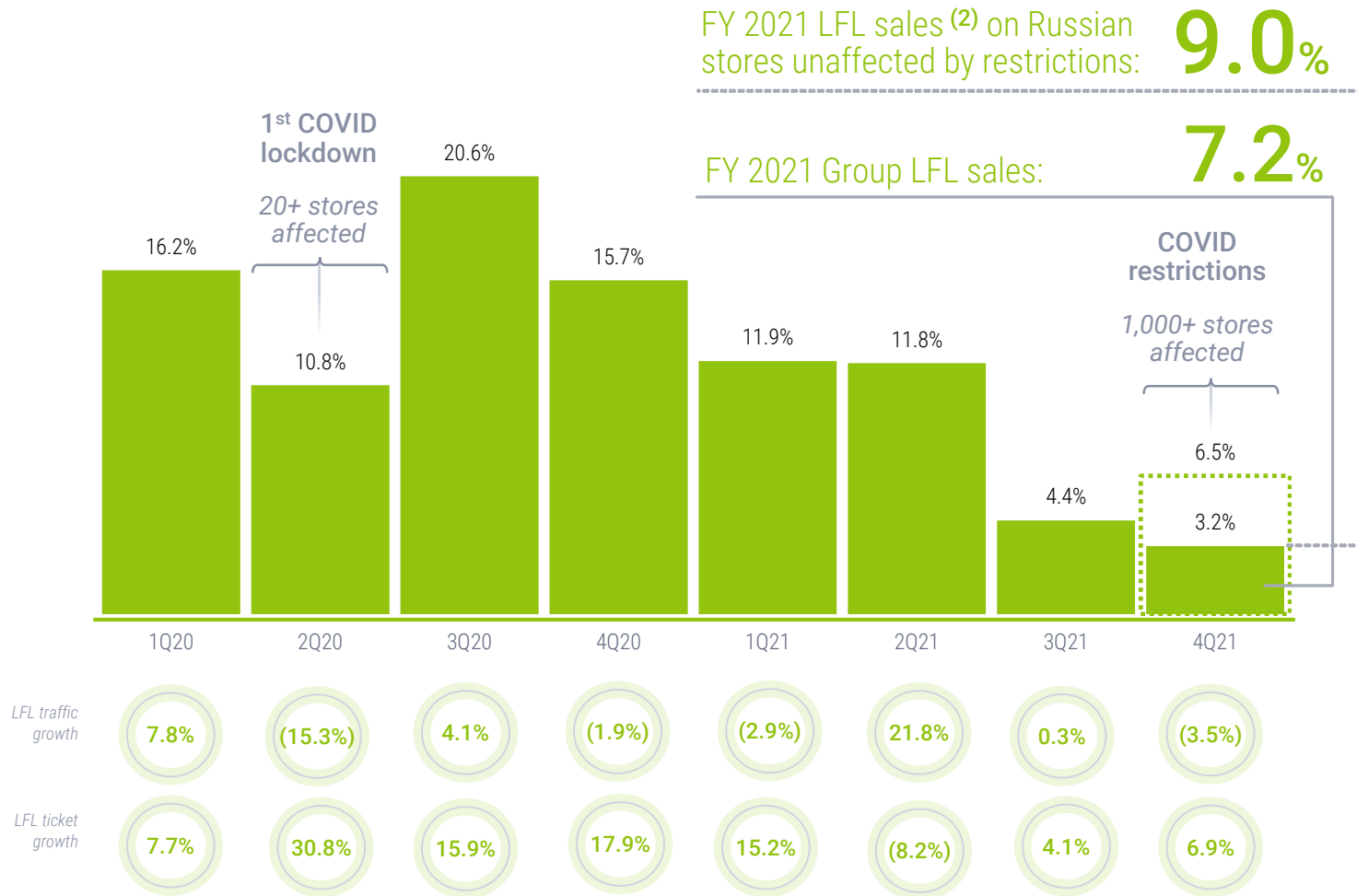


Source: Company information

# LFL PERFORMANCE

## LFL SALES <sup>(1)</sup> DYNAMICS AFFECTED BY COVID-RELATED RESTRICTIONS

## COMMENTS ON QUARTERLY DYNAMICS

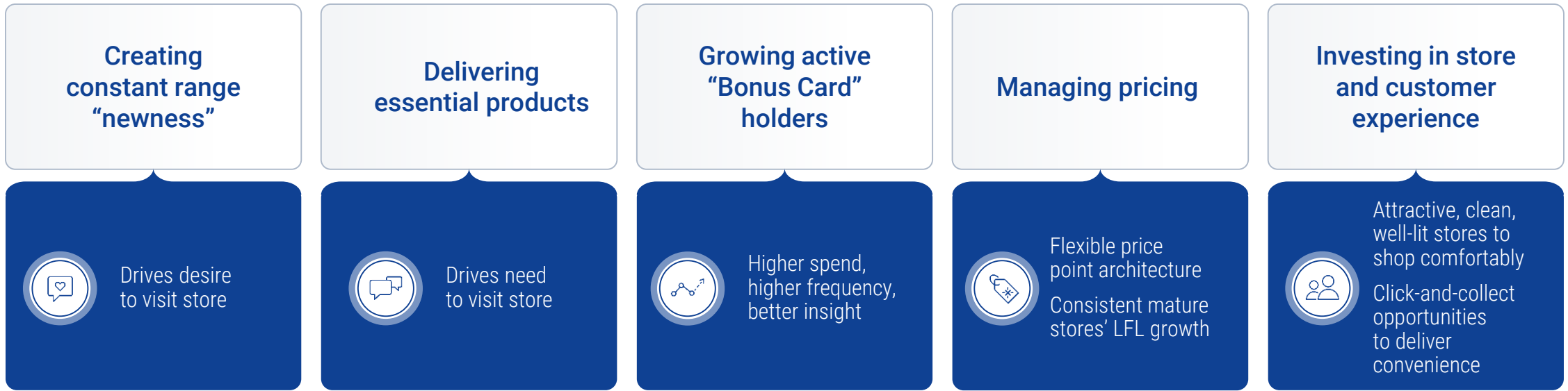


- LFL sales increased by 3.2% in Q4 2021 on the back of new COVID-related restrictions: non-working week in November, QR codes and limitations for various groups of customers in a number of Russian regions
- For stores in Russia unaffected by COVID restrictions LFL sales were up by 6.5%
- LFL traffic in Q4 2021 was affected by new COVID implications and more cautious consumer sentiment, similar to Q4 2020
- The performance of company operated stores in Kazakhstan and Belarus continues to be heavily impacted by COVID-related restrictions and pressure on real disposable income
- LFL average ticket growth in Q4 2021 was primarily driven by higher average price per item on the back of assortment repricing and rotation, addition of new products and further utilisation of potential of the higher price points

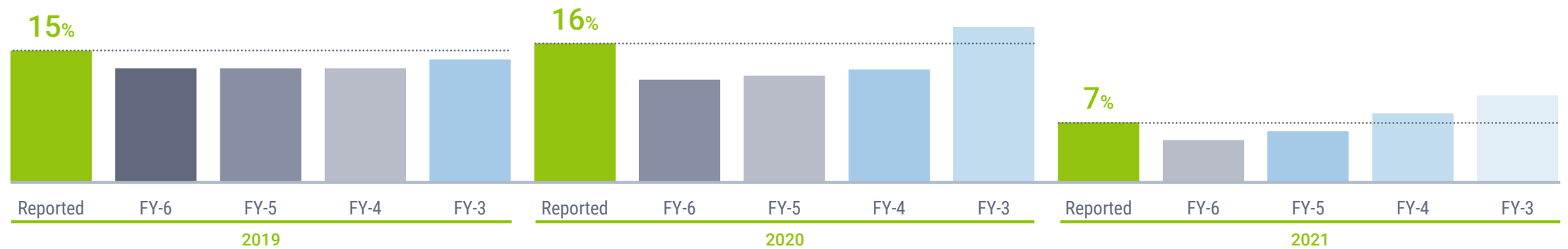
Source: Company information; LFL data per Management Accounts

Notes: 1 Like for like (LFL) sales are calculated based on the results of stores operated by Fix Price and that have been operational for at least the 12 full calendar months preceding the reporting date LFL sales are calculated based on retail sales including VAT LFL numbers exclude stores that were temporarily closed for seven or more consecutive days during the reporting period or the comparable period; LFL average ticket and LFL traffic are calculated using the same methodology as LFL sales; 2 Adjusted for the leap-year effect

# TESTED LEVERS TO DRIVE LFL GROWTH



## STRONG LIKE-FOR-LIKE GROWTH ACROSS MATURITIES<sup>(1)</sup>



Source: Company information; Vintage LFL data based on management accounts

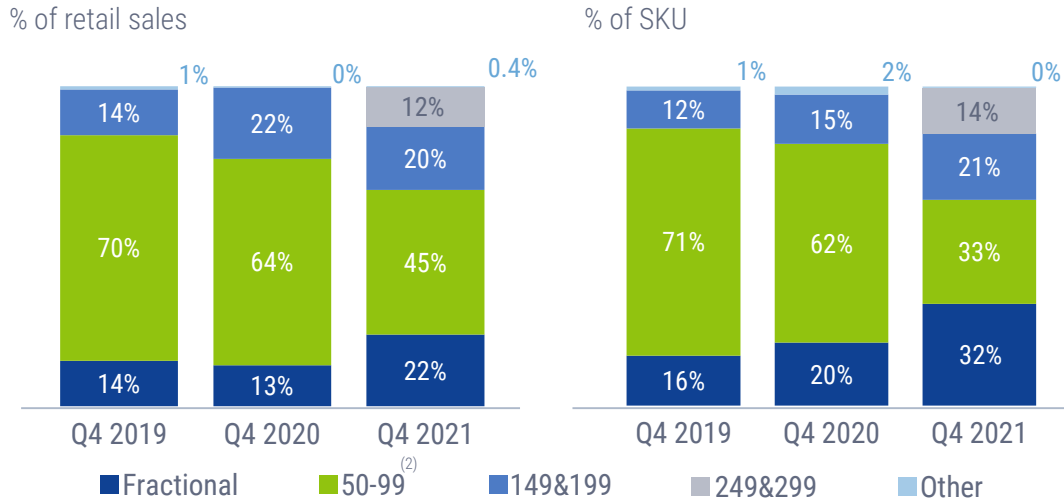
Notes: 1 Color coding links data points referring to stores opened in the same period (e.g. FY-5 in 2021 and FY-4 in 2020 refer to stores opened in 2016 hence the same shading)



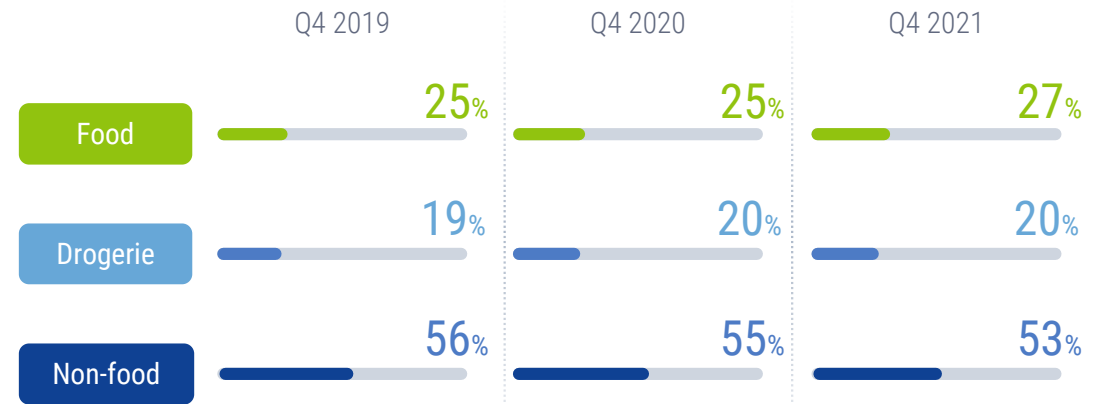
# EXTENDED CVP AND CONTINUED ROBUST PRICE ADVANTAGE



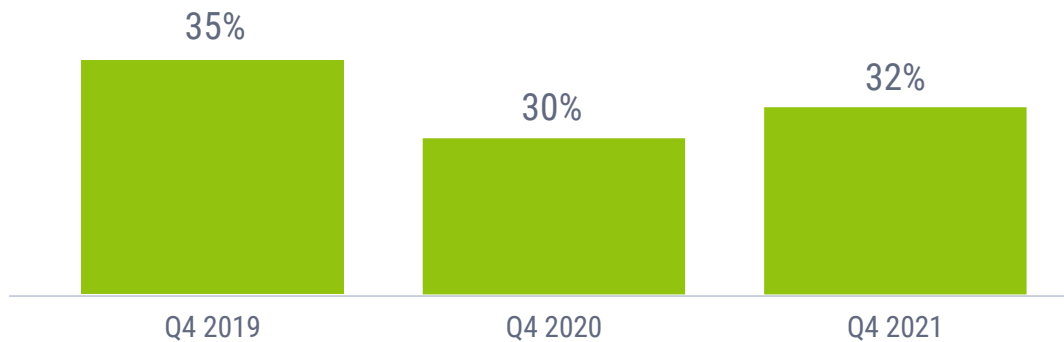
## 65% OF ASSORTMENT UNDER RUB100<sup>(1)</sup>



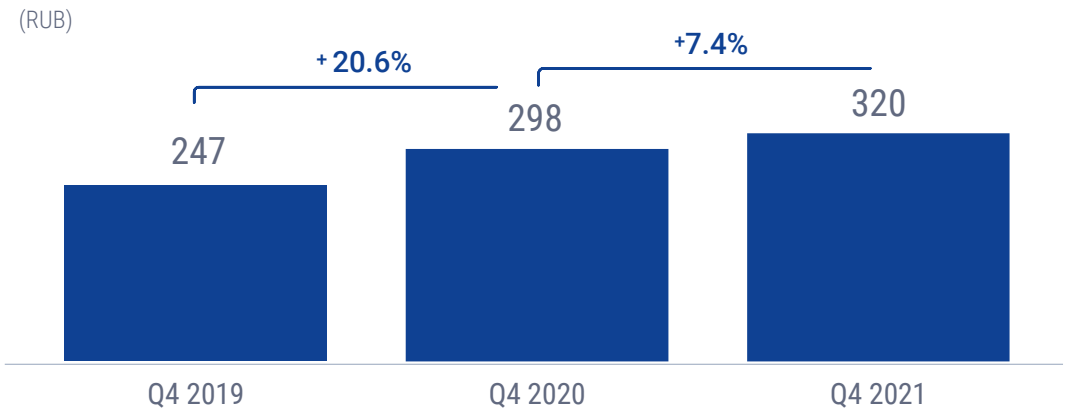
## RETAIL SALES MIX



## RETAIL SALES – SHARE OF IMPORT EVOLUTION



## SOLID AVERAGE TICKET GROWTH



Source: Company information

Notes: 1 For Q4 2021; 2 The category includes "50", "55", "59", "77", "79", "99"

●●● Q4 and 12M 2021 Operating Results