



# **FIX PRICE INCREASES ONLINE SALES IN RUSSIA BY 12% IN 2025**

**17 March 2026** – Fix Price increased its online sales in Russia by 12% year-on-year in 2025, with an average online ticket of RUB 1,188.

Fix Price maintains a strong presence on the Yandex and Kuper marketplaces and continues to actively expand its sales on these platforms. However, the Company continues to prioritise its own digital channels, with the share of proprietary platforms (website and mobile app) in total online turnover increasing by 7 percentage points in 2025.

As in previous years, click-and-collect remained the preferred fulfilment method for orders made through the Company's own platforms. Meanwhile, the number of delivery orders more than doubled compared to 2024.

Moscow and the Moscow Region, St. Petersburg, Krasnodar Territory, Rostov and Sverdlovsk Regions led in online orders volume in Russia. Homeware and personal care products were top performers among digital shoppers.

In early 2026, the Company launched delivery across Russia's Far North and Far East.

## **ABOUT THE COMPANY**

Fix Price (AIX: FIXP.Y), one of the world's leading variety value retailers and the largest in Russia, offers a wide and constantly updated assortment of non-food goods – including personal care and household products – as well as food items, all at low fixed price points.

As of 31 December 2025, Fix Price was operating 7,865 stores across Russia and other countries, each carrying approximately 2,000 SKUs in around 20 product categories. Fix Price offers a mix of its own private-label products, major brands, and items from local suppliers. As of 31 December 2025, the Company was operating 13 DCs covering 81 regions of Russia and 9 other countries.

In 2025, the Company recorded revenue of RUB 327.5 billion, EBITDA of RUB 46.2 billion and net profit of RUB 15.7 billion, in accordance with IFRS.

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## **CONTACTS**

### **Fix Price Investor Relations**

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

### **Fix Price Media Relations**

Ekaterina Makurina  
[pr@fix-price.com](mailto:pr@fix-price.com)