

FIX PRICE CUSTOMERS CONTRIBUTE TO SELECTING ITS NEXT YEAR ASSORTMENT

THEIR OPINION WILL HELP PUT TOGETHER THE 2024/2025 NEW YEAR'S COLLECTION

19 December 2023 – Fix Price, Russia's largest variety value retailer, has held a unique customer loyalty activity, inviting six loyal customers to take part in selecting the New Year's collection of goods for the year to come. Together with Inna Kondratyeva, Director of Category Management Department at Fix Price, they tested 500 samples of goods such as New Year decorations, tableware, lamps, and Christmas tree ornaments. The customers gave recommendations about what improvements to make in terms of colour, size, materials, and overall appearance.

Following the customers' evaluation, 40 samples have been selected. All reviews and comments will be forwarded to Fix Price's Russian and Chinese suppliers for further elaboration. Along with research and trend analysis, customer opinion has become another tool for assortment selection, which is relied upon by the management team.

"We decided to hold such an activity to get even closer to our customers and create an assortment basing on their preferences. Few people know that our Company starts working on its product mix long before it arrives on the shelves. Assessing the quality, refining the appearance and features, and negotiating prices with suppliers are part of our category managers' job. It is important to be able to identify the tastes and preferences of customers living in different regions and make the right choice of goods to offer. That is why we called on our customers to evaluate samples of goods from different suppliers based on several criteria and specify the price that they considered reasonable. All this information has already been put to work by our category management team."

Inna Kondratyeva, Director of Category Management Department

The unique products, created according to the customers' suggestions, will appear on the Company's shelves in October 2024.

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.

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