

## **FIX PRICE JOINS VK'S CAMPAIGN AGAINST BULLYING ON SOCIAL MEDIA**

### **THROUGHOUT NOVEMBER, FIX PRICE DISTRIBUTED ANTI-CYBERBULLYING CONTENT ACROSS ITS OFFICIAL SOCIAL MEDIA PAGES AND GROUPS**

**8 December 2023** – Fix Price, Russia's largest variety value retailer, joined VK's social campaign to combat online harassment. Throughout November, our groups on Telegram, Odnoklassniki, VK and other social media featured a series of posts hashtagged #notocyberbullying, offering tips on how to deal with bullying and emphasising the importance of rejecting such behaviour. The overall outreach of these publications exceeded 300,000 people.

The Company also provided guidance to its employees on how to identify cyberbullying, respond appropriately, and avoid becoming bullied targets themselves.

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*"Fix Price's social media presence is one of the widest and most impactful among Russian retailers, with its audience exceeding two million people. We actively engage with our customers online, supporting a dialogue based on respect and equality and promoting ethical communications among our followers. In an effort to prevent any displays of aggression, our SMM teams and feedback experts continuously monitor reactions and comments to our content. We are grateful to our partners at VK for initiating this important campaign and are happy to be part of it."*

***Ekaterina Goncharova, Head of Public Relations, Fix Price***

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Celebrating its fifth consecutive year, VK's anti-cyberbullying campaign continues to draw dozens of largest Russian businesses.

## 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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