

FIX PRICE INVESTED OVER RUB 45 MILLION IN STORE REFURBISHMENT IN 2023

24 January 2024 – Fix Price, Russia's largest variety value retailer, has invested over RUB 45 million in the refurbishment of its stores last year. The refurbishment involves replacement of trade and cash register equipment, lighting upgrades, outfitting shopping areas with air conditioning, flooring and ceiling renovations, and promotional design improvements.

As part of this project, stores are also equipped with self-service checkouts boosting the efficiency and speed of customer service. About 1,200 self-service checkouts (excluding equipment for new stores) are slated for installation in 2024. In addition, more than 600 stores will have their signage updated. Some stores will get new modern LED displays to create a unique and vibrant visual experience for their customers.

"We seek to ensure that our stores not only offer a wide variety of affordable products, but also provide a comfortable shopping and working environment. That is why Fix Price stores across the country undergo annual upgrades. Additionally, all new stores are immediately furnished with state-of-the-art equipment, including self-service checkouts."

Vladimir Pogonin, Store Management Department Director at Fix Price

The majority of stores refurbished last year were located in the Krasnodar Territory, and the Rostov, Nizhny Novgorod, and Orel regions.

The store refurbishment project will continue into the current year.

ABOUT FIX PRICE

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 31 December 2023, Fix Price was operating 6,414 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 31 December 2023, the Company was operating 13 DCs covering 81 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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