



FIX PRICE HAS LAUNCHED A PARTNERSHIP WITH GLOVO, ONE OF SERBIA'S LEADING MARKETPLACES

6 October 2026 – Fix Price Group PLC (AIX: FIXP.Y; "Fix Price", the "Company" or the "Group"), one of the world's leading variety value retailers and the largest in Russia, is expanding its online shopping options in Serbia. Fix Price assortment is now featured on Glovo, one of the country's leading marketplaces, which has an audience of 520,000 active customers in Serbia.

The Fix Price offering spans a broad range of categories. In the Home & Décor and Clothing, Fix Price is the marketplace's only seller, giving customers access to a distinctive selection.

Customers can order Fix Price products via Glovo in three Serbian cities where the retailer currently operates: Belgrade, Novi Sad and Pančevo. Orders are delivered by Glovo couriers, with delivery fees calculated individually and averaging around RSD 250. Free delivery is available to Glovo Prime subscribers. Delivery times start from 20 minutes.

The partnership with Glovo will provide Fix Price customers with an additional convenient way to shop while also helping extend its reach to new audiences through the platform.

Fix Price Group PLC entered the Serbian market in August 2026 and expanded its presence in the country to 10 stores in less than a month. The network currently comprises six stores in the capital, Belgrade, three in Novi Sad, one of Serbia's largest cities, and one in Pančevo.

Fix Price will continue to expand its presence in Serbia and enhance the customer experience. The Company is also preparing to launch a loyalty programme. The Fix Price network also successfully operates in Kazakhstan, Belarus, Armenia, the UAE, Uzbekistan and other countries.

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 30 June 2026, Fix Price was operating 8,124 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 30 June 2026, 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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