

Fix Price expands corporate training portfolio by 31%

A renewed focus centres on workforce digital upskilling

20 November 2025 – Fix Price Group PLC (AIX: FIXP.Y; “Fix Price”, the “Company” or the “Group”) has increased the number of its corporate training programmes by more than 31% in 2025.

Throughout 2025, approximately 1,500 of the Company’s office-based staff across its global network completed internal training. Around 300 employees enhanced their professional skills and received relevant certification as part of a corporate professional development project. The Company offers four distinct training programmes focused on developing people management skills and building knowledge of store finances, economics, and operations.

Twice a year, about 20,000 store employees across all the Company’s markets undergo certification to confirm their professional knowledge and skills. The training is offered in the personnel’s native languages. For instance, over 1,200 employees in Kazakhstan completed their training in Kazakh, while courses in the UAE are available in English.

Fix Price is developing its own proprietary courses, which are tailored to the specific nuances of its work environment and deliver significant cost efficiencies. The Company’s primary focus is now on building the digital competencies of its personnel, which includes active testing and implementation of AI agents to solve a wide variety of tasks across all departments. Alongside this, Fix Price offers its employees various training sessions and business games, with many of them designed for team building and soft skills development.

“In 2026, we will extend the rollout of new digital tools across all levels of the Company’s operations, engaging more employees in the process, while also launching two further training programmes. This will help streamline our business processes and boost overall efficiency and competitiveness.”

Alexander Tsukanov, Senior Business Trainer at Fix Price

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 September 2025, Fix Price was operating 7,614 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 September 2025, the Company was operating 13 DCs covering 81 regions of Russia and 9 other countries.

In 2024, the Company recorded revenue of RUB 314.9 billion, EBITDA of RUB 53.1 billion and net profit of RUB 22.2 billion, in accordance with IFRS.

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