

Fix Price expands to 8,000 stores Milestone location opens in Stavropol Territory

6 May 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, announces the opening of its 8,000th store. The new outlet is located at 35 Kulakova Avenue, Stavropol, Stavropol Territory.

Since the start of 2026, Fix Price has opened 130 stores in Russia, 9 in Kazakhstan, and 13 in Belarus. Stores are opening every day.

In Russia, the chain spans 81 regions and 1,890 cities and towns. This year's leaders by number of openings are the Moscow Region (11 stores), Krasnodar Territory (11), Stavropol Territory (6) and the Republic of Bashkortostan (6).

Both the core Fix Price assortment and products in high local demand are available in stores, including goods from local suppliers. Maximum store accessibility for customers is a key part of the Group’s development strategy; the Company also plans to refurbish existing stores in 2026.

The total selling area of Fix Price stores across all countries of operation now exceeds 1.7 million sq. m, with total floor area of around 2.3 million sq. m.

"8,000 stores are more than a business milestone – it is a testament to customer trust and loyalty, and to the enduring appeal of our format and assortment. We've got here by continuously evolving and staying ahead of the curve – tracking trends and making active use of AI in our store management systems to improve customer experience and optimise costs. Even within the tight constraints of our fixed-price format, we keep raising the bar – making our stores better and more convenient in every country where we operate. Beyond that, every new store opening creates jobs, strengthens local infrastructure, and gives people new opportunities. That is what our work is all about."

Dmitry Kirsanov, CEO of Fix Price Group PLC

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 31 March 2026, Fix Price was operating 7,959 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 31 March 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.

CONTACTS

Fix Price Investor Relations

Elena Mironova
ir@fix-price.com

Fix Price Media Relations

Ekaterina Makurina
pr@fix-price.com