

Fix Price installed more than 3,200 self-service checkouts in 2024

28 December 2024 – In 2024, Fix Price installed over 3,200 self-service checkouts (SSCs) in more than 1,600 Company-operated stores in Russia. This expansion brings the total number of self-service checkouts to over 5,800 and the number of equipped outlets to over 2,900 outlets. As part of the renovation programme, self-service checkouts are installed by default in all of the retailer's new stores and are also in existing outlets under the retrofitting project.

In 2024, approximately 32% of all tickets of Company-operated stores in Russia will pass through self-service checkouts, a share that remains stable compared to 2023. The number of transactions processed through SSCs increased significantly, from 41 million in 2023 to 83 million in 2024.

A notable technological advancement in 2024 was the introduction of the biometric payment technology provided by Sberbank. The smile-to-pay feature is now available across all Company's-operated stores in Russia.

"We continue to develop the self-service technology and are testing a new version of the checkouts, which enables us to tailor the interface to the Company's needs. For instance, it displays advertising content on the SSC screen during scanning and offers complementary products in a pop-up tile list. Soon, we are planning to introduce the feature of using a loyalty card via phone number to enhance shopping experience."

Oleg Leksin, IT Director at Fix Price

In 2025, Fix Price plans to install 2,400 self-service cash desks in 1,200 existing stores (excluding the equipping of new outlets). Investment in this project will amount to more than RUB 700 million.

ABOUT THE COMPANY

Fix Price (AIX: FIXP.Y; MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, offers its customers a compelling 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 2024, Fix Price was operating 6,891 stores in Russia and other 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 2024, the Company was operating 13 DCs covering 81 regions of Russia and 9 other countries.

In 2023, the Company recorded revenue of RUB 291.9 billion, EBITDA of RUB 53.1 billion and net profit of RUB 35.7 billion, in accordance with IFRS.

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