



Fix Price launches campaign to increase vaccination rates

21 October 2021 – Fix Price, one of the leading variety value retailers globally and the largest in Russia, announces a new loyalty program campaign to boost Covid-19 vaccination rates among its customers.

From November 1 till December 31, 2021, all members of Fix Price loyalty program will receive 1,000 bonus points – equivalent to 1,000 roubles – after providing their digital vaccination certificate received during the campaign period. The campaign will be rolled out online – to request those bonus points the loyalty program members will need to fill in the form on the Fix Price website. The bonus points can be spent within three months since the date of the receipt. Fix Price allocates a total of 10 million bonus points for this campaign.

Victoria Smirnova, Fix Price CMO, commented:

“Being one of the largest retail chains in Russia that serves tens of millions of customers every month, we feel additional responsibility for the health and wellness of our customers. To provide a small additional incentive to vaccinate for those who haven’t decided to do so yet, we will allocate additional 10 million bonus points within our loyalty program – each card holder who vaccinates till the end of the year will receive additional 1,000 bonus points – or 1,000 roubles”.

The number of Fix Price’s loyalty program members amounts to over 15 million. Average ticket among customers with a loyalty card is x1.8 times higher than the non-users’ average, while the share of transactions using loyalty cards stands for 42% of total retail sales as of H1 2021.

About the Company

Fix Price (LSE and MOEX: FIXP), 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 frequently updated product assortment of non-food goods, personal care and household products and food items at low fixed price points.

Today there are more than 4,700 Fix Price stores in Russia and neighbouring countries, all of them stocking approximately 1,800 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.

In 2020, the Company recorded revenue of RUB 190.1 billion, EBITDA of RUB 36.8 billion and net profit of RUB 17.6 billion, in accordance with IFRS.

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