



Fix Price's loyalty program passes 12.5 million members in Russia

17 March 2021, Moscow – The number of users enrolled in variety value retailer Fix Price's loyalty program has now passed 12.5 million. Since launching in 2013, the program has quickly gained popularity, registering half a million users in the last three weeks alone.

The program gives Fix Price customers the opportunity to accumulate points for use in regular competitions with the chance to win valuable prizes. So far, over 100 cars have been won since the competition was first introduced.

In 2016, purchases made in Fix Price's store network became even more attractive to loyalty card holders as the cost of goods bought using a card fell even lower. Customers can now receive up to 10% off their purchase price in the form of points that allow the customer either 50% off their next purchase (at an exchange rate of 1 point to 1 ruble) or the chance to enjoy special offers.

These offers include both network and partner promotions, as well as the opportunity to gain an increased number of points when making purchases on goods in any two preferred categories of the customer's choosing.

Last year alone, the number of Fix Price's loyalty program members increased by 4 million. The average ticket for purchases made with loyalty cards is 1.7 times higher than it is among those not using a card, and in 2020 the share of purchases made using loyalty cards accounted for 36% of total retail sales.

The five most popular categories of goods that consumers purchase from when using loyalty cards are food and beverages (24%), household goods (20%), hygiene and cosmetics (16%), household chemicals (7%) and clothing (6%).

According to market research, the share of buyers willing to recommend Fix Price for future purchases exceeds 70% (as of November 2020).

About the Company

One of the leading variety value retailers globally, and the largest in Russia, Fix Price has helped its customers save money every day since 2007. Fix Price offers its customers a unique and constantly refreshed product assortment of non-food, drogerie and food goods at multiple low fixed price points.

Today there are more than 4,200 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 labels, 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 36.9 billion and net profit of RUB 17.6 billion, in accordance with IFRS.

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