



Fix Price launches a charity campaign jointly with VK Dobro

Holders of Fix Price loyalty cards can now make donations in their personal accounts

15 July 2025 – Since 2024 Fix Price has been running [a social initiative with the VK Dobro charity service](#). In 2025, as part of this initiative the Company supports seven different charitable foundations through monthly donations.

Now, there is yet another way to help, through the Points to Charity project. Members of Fix Price's loyalty programme can now convert their bonus points into donations for any of the seven charitable foundations. This can be done via their personal account or mobile app, with points converted to cash at the rate of 1 point = 1 rouble.

Each month, customer donations are transferred to one of the seven foundations supporting various initiatives aiding children, people with disabilities, rare disease patients, and the homeless. Customers can also earn points by completing tasks in a chat bot on [Fix Price's official page in VK](#) and donate them to charity.

The first foundation to receive donations through the Points to Charity was Autism Regiony, an association of parents and caregivers supporting children with autism and other mental conditions. The organization fosters inclusive environment and provides access to quality medical treatment and to autism spectrum disorder research.

Another participant is Zhivi seychas, a Russian non-governmental charity foundation that assists people with amyotrophic lateral sclerosis (ALS) and other neuromuscular disorders.

The Company plans to proceed with the project with VK Dobro, providing support to the ones in need.

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 31 March 2025, Fix Price was operating 7,282 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 31 March 2025, the Company was operating 13 distribution centres 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.

CONTACTS

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