



FIX PRICE LOYALTY PROGRAMME TOPS 35 MILLION MEMBERS

2025 highlights included new benefits and a dedicated loyalty programme for teenagers

19 January 2026 – Fix Price Group PLC (AIX: FIXP.Y, “Fix Price”, the “Company” or the “Group”), one of the leading variety value retailers globally and the largest in Russia, has released the 2025 results of its loyalty programme development. As at 31 December 2025, the programme had over 35 million registered members, an increase of 16% compared to the end of 2024.

Active in several of Fix Price’s markets, the programme saw its membership climb to over 32.9 million in Russia (+14% y-o-y), 1.18 million in Kazakhstan (+33% y-o-y), and around 983 thousand in Belarus (+54% y-o-y).

In 2025, Russian members earned over 2 billion Fix Price points, 14% more than in 2024. Valued at one rouble each, these points translate into considerable savings. The average ticket for a cardholder in Russia was RUB 490 in 2025, nearly double that of a non-member.

In Q3 2025, Fix Price Russia rolled out new features including enhanced options for parents and a dedicated card for teenagers. This drove engagement from over 216,000 parents and attracted 14,000 teenagers aged 14–18. The year also saw the introduction of the Points to Charity scheme with VK Dobro, letting customers convert points to charitable donations at par value (1 point = 1 rouble).

Both sales and the programme’s growth were further aided by a series of marketing promotions with elevated point earning rates.

For 2026, Fix Price plans further loyalty programme expansion, including new benefits for targeted customer groups and a new round of its charitable initiative with VK Dobro, both slated for the first quarter.

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 30 September 2025, Fix Price was operating 7,614 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 30 September 2025, the Company was operating 13 DCs 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.

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