

15,000 FIX PRICE CUSTOMERS TAKE PART IN CHARITY INITIATIVE OF SOS CHILDREN'S VILLAGES

THROUGHOUT OCTOBER, THE CHARITY'S REPRESENTATIVES AND THE CHAIN'S STAFF WERE TELLING FIX PRICE CUSTOMERS ABOUT CHARITABLE ACTIVITIES

9 November 2023 – Fix Price, Russia's largest variety value retailer, supported the Direct Dialogue, an initiative of the SOS Children's Villages charity, by helping raise awareness among even more people as to what can be done to aid orphans and distressed families with children. The Direct Dialogue covered a total of 69 Fix Price stores in Moscow, St Petersburg, and Krasnodar.

Throughout October, representatives of SOS Children's Villages organisation, which works to offer a comprehensive solution to the problem of orphanhood in Russia, and the staff of the Company's stores suggested that customers subscribe to a regular donation plan on the charity's official website sos-dd.ru. As a result of the campaign, 279 people subscribed to make monthly donations, and about 15,000 customers of Fix Price took part in conversations with the charity's representatives.

"SOS Children's Villages undertakes to help the people under its care for many years to come. That is why the Direct Dialogue seeks to find people who would make regular donations to the initiative. Ordinary people provide some 60% of the budget for aid programmes such as psychological, social and legal assistance to families and children, support for foster families and much more – everything to ensure that each and every child in our country lives in a family, in an atmosphere of love, respect, and security."

Elena Zharova, Coordinator of the Direct Dialogue campaign

"Our wide geographical reach and presence even in smaller communities make our stores a perfect platform for charity events, and we are happy to invite our customers to join them. According to our surveys, 77% of them consider such initiatives valuable, and 47% take an active interest in the Company's social agenda. We did not receive a single complaint from customers or staff during the campaign at Fix Price, which is a very important point for us."

Ekaterina Goncharova, Head of Public Relations, Fix Price

ABOUT THE COMPANY

Fix Price (LSE and MOEX: FIXP, AIX: FIXP.Y), 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 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 2023, Fix Price was operating 6,162 stores in Russia and neighbouring 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 2023, the Company was operating 12 DCs covering 80 regions of Russia and 8 neighbouring countries.

In 2022, the Company recorded revenue of RUB 277.6 billion, EBITDA of RUB 54.2 billion and net profit of RUB 21.4 billion, in accordance with IFRS.

CONTACTS

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