

Fix Price expands to 7,500 stores

Chain creates over 2,400 jobs through new store openings

14 August 2025 – 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 reached the milestone of 7,500 stores. The chain has added more than 330 retail outlets since the beginning of 2025.

Russia led second-quarter openings, with the highest number of new stores in the Moscow Region (22), Krasnodar Territory (14), Kemerovo Region (8), and Nizhny Novgorod Region (8). Fix Price also opened its first stores in 29 new localities across its operating territory, including 12 remote villages and settlements in Russia and Kazakhstan.

For the first seven months of 2025, Fix Price’s average headcount increased to more than 49,000 people. The retail expansion created approximately 2,400 new jobs in recently opened stores: 2,078 in Russia, 253 in Kazakhstan, and 88 in Belarus.

“Local residents often ask us to open a Fix Price store near their homes. We understand why this matters to people. We will continue to grow our presence, including in small settlements where communities are eagerly waiting for us.”

Vladimir Pogonin, CEO of Fix Price Russia

ABOUT THE COMPANY

Fix Price (AIX: FIXP.Y), 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.

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