

Fix Price switches to electronic tickets

The decision to stop using paper tickets will lead to saving till rolls and increasing cash registers reliability.

20 May 2022 – Fix Price, the largest variety value retailer in Russia, began offering its customers electronic tickets instead of paper ones in late April. The new approach covers both company-operated and franchised stores. If a customer opts for an electronic ticket, Fix Price will send it to an email address registered in the loyalty system (for loyalty cardholders) or in an SMS (for those who have no loyalty card). Within two weeks, customers will still be able to print out a copy of a paper ticket at the store checkout from the archive sorted by date, time and amount of the purchase.

Oleg Leksin, Head of IT at Fix Price, commented:

“The initiative will provide our customers with an easier way to monitor the amounts they spend and enable Fix Price to cut expenses related to printing tickets. On top of that, cash registers will become more reliable due to reduced printing load. Considering our substantial footprint in Russia, with over 4,600 stores operating across 80 regions, we will also contribute to cleaner cities. Our hope is for Fix Price customers to be supportive and willing to give up paper tickets.”

Since the end of April, when electronic tickets were introduced, the use of till rolls at Fix Price has dropped by about 50%.

About the Company

Fix Price (LSE and MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, 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 goods, personal care and household products and food items at low fixed price points.

As of 31 March 2021, Fix Price operates 5,083 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. The Company operates 8 DCs covering 80 regions of Russia and 6 countries.

In 2021, the Company recorded revenue of RUB 230.5 billion, EBITDA of RUB 44.2 billion and net profit of RUB 21.4 billion, in accordance with IFRS.

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