



Fix Price loyalty program exceeded 15 million users

Moscow, 17 September 2021 – The number of loyalty program users of Fix Price, one of the leading variety value retailers globally and the largest in Russia, reached 15 million in the middle of September. The increase of loyalty program users over the past 6 months amounted to 2.5 million users, while in August-September the cards registrations rate accelerated by 2.5 times.

Fix Price CMO Victoria Smirnova said:

“The loyalty program remains one of the key drivers of our average ticket and traffic growth. Customers are willingly embracing the benefits of the program as its terms are among the most attractive on the market. Despite the rapid growth of the number of card holders, the share of active loyalty card users stays high at over 50%, average ticket among loyalty program members exceeds the non-users’ average by 75-80%. We keep delighting our customers with the new advantages – for instance, the recent “Special price with a card” campaign allowed loyalty card users to purchase goods at even lower prices”.

The average ticket among customers with a loyalty card is x1.8 times higher than the non-users’ average – RUB 402 vs RUB 226 – while the share of transactions using loyalty cards increased to 41.8% of total retail sales in H1 2021 from 33.8% for the same period in 2020.

Fix Price works on continuous improvement of the loyalty program terms: since recently, registered members can get up to 2 times more bonus points (up to 20% of the ticket amount) for selected categories on their fourth and eighth purchases during a month. Points are granted for all purchases with extra bonuses allotted for favorite categories. Bonuses can be spent to pay for up to 50% of the purchase at a 1 bonus = 1 rouble conversion rate.

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.

Today there are more than 4,700 Fix Price stores in Russia and neighbouring countries, all of them stocking approximately 1,800 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.

In 2020, the Company recorded revenue of RUB 190.1 billion, EBITDA of RUB 36.8 billion and net profit of RUB 17.6 billion, in accordance with IFRS.



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