

78% OF CUSTOMERS IN KAZAKHSTAN READY TO RECOMMEND FIX PRICE

Fix Price ranks among the Top 3 leaders in brand awareness

27 November 2025 – Fix Price Group PLC (AIX: FIXP.Y; “Fix Price”, the “Company” or the “Group”) has conducted a comprehensive study of its customer perception as a variety value retailer, measuring its Net Promoter Score (NPS) – an indicator of customers’ willingness to recommend the Company’s products and services.

The study revealed that Fix Price’s NPS in Kazakhstan hit 72% in 2025, up 5 percentage points from the previous year. Among respondents, 78% were identified as promoters – customers ready to recommend shopping at the chain’s stores.

Key findings from the study:

- Fix Price ranked among the Top 3 leaders in brand awareness, with a recognition level of 85%
- 95% of respondents expressed a positive attitude towards Fix Price store format
- 84% of customers believe Fix Price offers the lowest prices compared to other retail chains
- The NPS among loyalty programme participants reached 75% (+8 percentage points)
- Awareness of the Fix Price loyalty card grew to 91% (+5 percentage points), with 67% of respondents using it (+2 percentage points) and 82% of users rating the loyalty programme highly

“Customers have described our stores as welcoming, friendly, helpful, and comfortable, and we are committed to constantly improving that experience to make it even more convenient.”

Alexey Ermakov, CEO of Fix Price Kazakhstan

Respondents are willing to recommend Fix Price to friends and family, citing affordable prices (46%), a wide assortment (46%), and a positive overall store perception (30%).

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.

CONTACTS

Fix Price Investor Relations

Elena Mironova
ir@fix-price.com

Fix Price Media Relations

Ekaterina Makurina
pr@fix-price.com