

FIX PRICE EXPANDS TO 7,700 STORES

The retail chain has created around 3,879 new jobs as part of its expansion since the beginning of 2025

9 December 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 7,700 stores. The milestone store opened in Strezhevoy, Tomsk Region, at 53 Kommunalnaya St., Bld. 1.

In the countries where the chain has the broadest presence, the following regions recorded the highest number of openings in the first eleven months of 2025:

- Russia: Moscow Region, Krasnodar Territory, Samara Region
- Belarus: Minsk, Mogilev, and Gomel regions
- Kazakhstan: Astana, Karaganda Region, Almaty

The Company has created over 3,879 jobs in stores opened in 2025. In January to November 2025, the average headcount across all countries of operation exceeded 49,700 employees.

The total selling area of Fix Price stores across all geographies exceeds 1.66 million sq m, with most located in Russia – over 1.47 million sq m, while international selling area totals approximately 191,500 sq m.

In 2026, the Group plans to tap into the Serbian market. The Company has already established a local office and built a regional team; first stores are expected to open in Q1 2026.

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.

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