



### **Fix Price adds a new price point at RUB 249**

**Fix Price, one of the leading variety value retailers globally and the largest in Russia, has expanded its product range and added a new price point at RUB 249 (ca. \$3.40). Even more new brands and products will be presented in updated, scaled-up packaging, while still giving customers significant savings on their purchases.**

The additional price point has been introduced following the expansion of Fixe Price's assortment to include new products for which previously existing fixed price points were not suitable.

The new price point enables Fix Price to refresh its range of well-known brand products, and to update products with more cost-efficient packaging across almost all product categories: clothing, children's toys, office supplies, home decor, kitchen accessories, food, cosmetics and personal hygiene.

The Fix Price assortment includes approximately 1,800 SKUs from global and local suppliers at the following price points: RUB 50, 55, 77, 99, 149, 199 and 249. More detailed information about the products available in Fix Price stores can be found on the Company's website: [www.fix-price.ru](http://www.fix-price.ru).

#### **About the Company**

One of the leading variety value retailers globally, and the largest in Russia, Fix Price 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, drogerie and food goods at multiple low fixed price points.

Today there are more than 4,200 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 labels, Fix Price sells products from leading global names and smaller local suppliers.

In 2020, the Company recorded revenue of RUB 190.1 billion and net profit of RUB 17.6 billion, in accordance with IFRS, and EBITDA of RUB 36.9 billion.