

Fix Price expands to 7,000 stores

Milestone outlet to open in Yekaterinburg

26 November 2024 – Fix Price, one of the leading variety value retailers globally and the largest in Russia, announces the opening of its 7,000th store. The milestone outlet is now operating at 63 Predelnaya St., Sovkhozny village, Yekaterinburg.

The store features the full Fix Price's product range, offering about 2,000 SKUs across 20 product categories. The outlet is located in a shopping mall with a total area of 268.5 sq m and selling area of 210 sq m.

"We continue to expand our chain by opening new stores in both large cities and smaller towns with a population of at least 5,000. The Sverdlovsk Region is among our top five regions nationwide by store count. Alongside expanding our store presence here, we also established a new major distribution centre in Yekaterinburg. It has an area over 67,000 sq m and was launched in late 2023."

Vladimir Pogonin, CEO, Fix Price Russia

As at 21 November 2024, Fix Price was operating 221 stores in the Sverdlovsk Region, with 22 new locations opened this year (net openings). Yekaterinburg ranks among the top ten cities for Fix Price in terms of number of stores — 59 stores (+2 year from the beginning of the year). Apart from Yekaterinburg, Fix Price operates in 58 other cities and towns in the region, including Nizhny Tagil (31 stores in total, +5 from the beginning of the year), Kamensk-Uralsky (11 stores, +1 from the beginning of the year), Serov (10 stores, +3 from the beginning of the year), and Pervouralsk (9 stores, flat from the beginning of the year).

ABOUT THE COMPANY

Fix Price (AIX: FIXP.Y; MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, offers its customers a compelling and constantly updated assortment of non-food goods, including personal care and household products, and food items at low fixed price points.

As of 30 September 2024, Fix Price was operating 6,891 stores in Russia and other 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. As of 30 September 2024, the Company was operating 13 DCs covering 81 regions of Russia and 9 other countries.

In 2023, the Company recorded revenue of RUB 291.9 billion, EBITDA of RUB 53.1 billion and net profit of RUB 35.7 billion, in accordance with IFRS.

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