

FIX PRICE AND VK DOBRO CHARITY CAMPAIGN RAISES OVER RUB 1.2 MILLION

Points to Charity joint initiative results announced

29 January 2026, Moscow, Russia – 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, expanded its cooperation with the VK Dobro charity service in Russia during 2025. The Company provided its customary direct financial support to seven charitable foundations: Autism Regions, Live Now, Children’s Heart, Leukemia Foundation, Long Happy Life, A Different Kind of Care, and Dedmorozim.

The Company launched its Points to Charity initiative to engage socially conscious customers. Fix Price gave members of its loyalty programme the opportunity to convert accumulated bonus points into donations to foundations on the VK Dobro platform, at a rate of 1 point = 1 rouble. Participants could also complete tasks in a chatbot on Fix Price’s official VKontakte page to earn points and donate them. Some 20,000 users took part by completing gamified and educational challenges.

Over six months, customers collectively raised more than RUB 1.2 million – a remarkable effort considering the average Fix Price ticket in Russia is RUB 490. Each month, funds were directed to a different foundation from the list, enabling customers to choose where their help went: to orphans, the elderly, people with disabilities and rare diseases, or the homeless.

“What matters is that we were able to help our customers do a good deed literally with a single click – in the mobile app or personal account on the Fix Price website. Many of our customers want to support those in need but don’t have the time or resources for a major commitment. That’s why this simple charitable tool resonated with thousands of people. Thank you to everyone who joined in – together we’ve raised a substantial amount!”

Nadezhda Shevlyakova
Head of Marketing Operational Development at Fix Price

“Our foundation helps those who often find it hardest to get support – adults diagnosed with blood cancer. I’m delighted that collaborations like this are emerging, explaining very complex issues in simple terms. A huge thank you to VK Dobro, Fix Price, and every participant. Together, we have raised funds for urgent treatment for adult patients, giving them a chance to return to their families and normal life. Projects like this lift conscious charity to a whole new level.”

Anush Ovsepyan, CEO of Leukemia Foundation

"We are grateful to Fix Price and all the caring participants for supporting our foundation's crucial mission of helping children with heart defects. The money raised will fund a training project for our paediatric surgical team. Through practical masterclasses with world-class cardiology experts, cardiac surgeons and anaesthesiologists will enhance their expertise and skills, making sure that young patients receive only the very best care now and in the long term. Together, we are taking a major step towards giving every child a chance at a healthy future."

Alexander Sanyuk, CEO of Children's Heart Foundation

"We are grateful to Fix Price customers and partners for their vital contribution to the wellbeing of the older generation. What seemed like just a couple of clicks has produced a tangible result. Elderly people in need will receive quality medicines, food, and rehabilitation aids. Most importantly, they will feel they are not alone with their problems but receive regular, effective support. It means so much that the Company and its customers have consciously chosen to support older people, whose needs are often overlooked amidst many other appeals. Thank you for your help, friends!"

Natalia Shvedovchenko, CEO of Long Happy Life Foundation

"For the Autism Regions Association, this initiative was a chance to support families of children with autism while also achieving something more. It's encouraging when a corporate-philanthropic partnership dedicates space to raising public awareness and community engagement – most touchingly through the project's participant quiz designed for broad participation. We are very grateful for the cooperation and its results."

Ksenia Afanasyeva, CEO of Autism Regions Association

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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