

Fix Price introduces a new private label for household chemicals

The Refine brand will sell laundry products at the most affordable prices

21 October 2024 – Fix Price unveils products under the Refine brand, a new private label in the household chemicals category. The product line includes laundry pods and tablets, anti-fading wipes, stain remover, as well as new products for the Russian market such as fabric softener pods and dry foam cleaner. All items in this product line are manufactured by Fix Price's Chinese contractors.

"We rolled out Refine to counter increasing purchase prices for goods in the laundry category from well-known international and Russian brands. Our strategy is to offer the best price for products in the categories we focus on. In developing a special line of laundry products, which includes innovative products, specifically for our retail chain, we relied on a long and successful experience of collaborating with Chinese suppliers. Retail prices for new products do not exceed RUB 149.

We can also see that customers are becoming less loyal to big brands in household chemicals and consider switching to new brands, especially when the goods are available at an affordable price."

Inna Kondratyeva, Director of Category Management Department, Fix Price

Refine products have passed all the necessary stages of certification and safety tests by accredited labs in Russia – an approach that applies to all Fix Price private labels, while we boast more than sixty of them in our portfolio.

Fix Price's laundry offers also include products by manufacturers from Russia and Belarus.

Apart from Refine, Fix Price added new products to private labels in its assortment portfolio under the brands Homestar (toilet bowl cleaners), Dentabrill (toothbrushes) and B.U.T.Y. (enzyme cleansing powder).

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 June 2024, Fix Price was operating 6,722 stores in Russia and neighbouring 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 June 2024, the Company was operating 13 DCs covering 81 regions of Russia and 8 neighbouring 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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