

Fix Price: support for shelters and 2,500 kg of waste collected as a result of summer environmental campaigns

Summer 2024 saw 17 initiatives implemented with over 500 people involved

19 September 2024 – In the summer of 2024, Fix Price rolled out 17 volunteer initiatives in various Russian cities, including Barnaul, Novosibirsk, Kazan, Rostov-on-Don, Sochi, Astrakhan, and more, as part of the Good Deeds social programme.

These included, most importantly, environmental activities with over 2,500 kg of waste collected during 11 events in three months. Another six campaigns were held to support social institutions and animal shelters. For example, Fix Price volunteers helped an animal shelter in Tambov by providing essential care products and food. In Armavir, volunteers visited the House of Mercy to improve the surrounding area and bring necessary care items. In Sochi, they cleaned the animal rehabilitation centre and helped improve conditions for animals. Volunteers also assisted an animal shelter in Kemerovo with setting up pet suites.

"The main focus of Fix Price Good Deeds is to implement environmental initiatives and help local communities across our footprint. We believe in the power of small deeds and keep promoting volunteer initiatives nationwide. We plan to hold five more events in Russian cities by the end of 2024."

Ekaterina Goncharova, Head of Public Relations, Fix Price

Fix Price has been implementing the Good Deeds programme since 2014, and during this time the Company has held more than 200 social and environmental events in more than 60 regions of Russia, focusing on projects of social and environmental significance.

ABOUT THE COMPANY

Fix Price (LSE and MOEX: FIXP; AIX: FIXP.Y), 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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