



## Fix Price UAE partners with Noon, Middle East's largest marketplace

**7 August 2025** – Fix Price UAE has launched partnership with Noon, one of the largest marketplaces in the Middle East. The online platform enables customers to purchase goods across multiple categories, including food, household chemicals, electronics, homeware, and more.

Customers can now order any item from the Fix Price UAE assortment on Noon with fast delivery to their chosen address. Delivery takes as little as 15 minutes and is free for Noon One subscribers.

Fix Price entered the UAE market in 2024, opening three stores in Dubai and one in Sharjah under a franchise model. All stores are operating actively and showing steady sales growth. Online sales are also expanding, with products available for purchase on the Fix Price website and on Talabat and Deliveroo – popular regional food and grocery delivery platforms. As a result, Fix Price UAE's e-commerce sales have doubled since the beginning of 2025.

This new online partnership with Noon will make it more convenient to purchase regionally popular products and also support Fix Price UAE in increasing average transaction value and sales volumes. Often called the "Amazon of the Middle East", Noon reportedly reaches up to 500,000 users daily.

Fix Price is actively expanding its presence in the UAE with a focus on strengthening brand recognition, launching marketing campaigns, and enhancing customer loyalty.

## 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 31 March 2025, Fix Price was operating 7,282 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 31 March 2025, the Company was operating 13 distribution centres 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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