

## Fix Price gave vaccinated customers bonuses worth RUB 10 million

*Customers have used the bonuses to treat themselves to something extra*

**21 December 2021** – Fix Price, one of the leading variety value retailers globally and the largest in Russia, has completed its vaccination promotion campaign. During the campaign customers received extra bonus points via the company's loyalty programme if they had been vaccinated against COVID-19.

The campaign began on 1 November, 2021 and, by 10 December, 2021 all the allotted bonus points had already been distributed, bringing the initiative to an end ahead of schedule. Ten thousand customers took part in the programme, with the most active users coming from Moscow, St Petersburg, Kazan, Yekaterinburg, Nizhny Novgorod, Omsk and Voronezh. In all, RUB 10 million worth of bonuses were distributed.

According to Fix Price's loyalty programme data, customers used the additional points to treat themselves to a little extra something. Holiday season assortment topped the sales list (fairy lights, bead garlands, baubles, sparklers), as well as limited edition kitchen items (cans for storing tea, spices and more). In addition, some customers stocked up on food items, including drinking water, chocolate bars and juices. Typically, Fix Price customers fill their baskets with household cleaning products, food and personal hygiene products.

Customers were able to get involved in the campaign online. Loyalty card holders could fill in a form on the chain's website and upload a digital vaccination certificate. After doing so, they would receive 1,000 bonus points – equivalent to RUB 1,000.

**Victoria Smirnova**, CMO at Fix Price, commented:

*"We are delighted that our customers have shown responsibility for their health, and we are glad to support their decision to get vaccinated. Extra bonus points have provided a welcome boost in the run-up to the festive season when customers traditionally indulge themselves and their loved ones with presents and other festive goods. The bonus points allotted to the campaign were used up earlier than originally planned, so we decided to prolong the initiative under new conditions – from 11 to 31 December, 2021, we're doubling bonuses for all those who were not among the first 10,000 vaccinated customers to take part in the programme."*

More than 16 million customers use Fix Price's loyalty programme. The average ticket among customers with a loyalty card is 1.8 times higher than the non-users' average. The share of purchases with a loyalty card was 46% of the chain's total retail sales at the end of Q3 2021.

Besides promoting vaccines among its broad customer base, Fix Price has also achieved its target of ensuring at least 80% of employees are fully vaccinated. This target does not apply just to Moscow and the Moscow Region, but to the vast majority of regions where the company works.

Fix Price operates in 79 of Russia's 85 regions – an area encompassing 98% of the country's population. The chain's product range covers a wide array of product categories, from food items to household chemicals, children's items and toys, clothing, home decor and many more.



## About the Company

Fix Price (LSE and MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, has helped its customers save money every day since 2007. Fix Price offers its customers a unique and constantly refreshed product assortment of non-food goods, personal care and household products and food items at low fixed price points.

Today there are more than 4,700 Fix Price stores in Russia and neighbouring countries, all of them stocking approximately 1,800 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.

In 2020, the Company recorded revenue of RUB 190.1 billion, EBITDA of RUB 36.8 billion and net profit of RUB 17.6 billion, in accordance with IFRS.

## Contacts

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