

FIX PRICE TO DEPLOY COMPUTER VISION FOR FASTER CHECKOUT

THE COMPANY HAS STARTED IMPLEMENTING AUTOMATED QUEUE MANAGEMENT IN ITS STORES

15 December 2023 – Fix Price, Russia's largest variety value retailer, has successfully completed a pilot project to deploy queue recognition powered by computer vision at its checkouts. The project aims to drive more traffic to stores and improve customer loyalty by promptly opening additional cash registers during peak hours. It also helps the Company consistently gather and analyse data on traffic and checkout queues to improve operating performance.

The technology processes images from surveillance cameras at regular intervals, analyses the footage and uses a dedicated people counting model to evaluate store occupancy levels. If the number of people exceeds the set limit, the responsible manager is alerted about the queue and prompted to open an extra checkout.

As part of the pilot project, the technology was introduced in seven Fix Price stores. After two months of testing, these stores saw a 2% increase in average traffic compared to non-pilot stores. The optimised queue management reduced waiting times, minimising instances of abandoned baskets and boosting sales.

"Queues at checkout counters can be sporadic and discourage time-conscious customers. While store personnel are expected to respond promptly by opening additional cash registers, human factors can lead to inconsistencies. The queue recognition technology helps mitigate these challenges, also showing which stores experience traffic surges and may need extra checkout counters or more personnel."

Oleg Leksin, Head of IT at Fix Price

The queue management technology is currently being rolled out across all Company-operated stores in Russia.

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, has been helping its customers save money every day since 2007. Fix Price offers its customers a unique 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 September 2023, Fix Price was operating 6,162 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 September 2023, the Company was operating 12 DCs covering 80 regions of Russia and 8 neighbouring countries.

In 2022, the Company recorded revenue of RUB 277.6 billion, EBITDA of RUB 54.2 billion and net profit of RUB 21.4 billion, in accordance with IFRS.

CONTACTS

Fix Price Investor Relations

[Elena Mironova](#)
ir@fix-price.com

Fix Price Media Relations

[Ekaterina Charushina](#)
echarushina@fix-price.ru