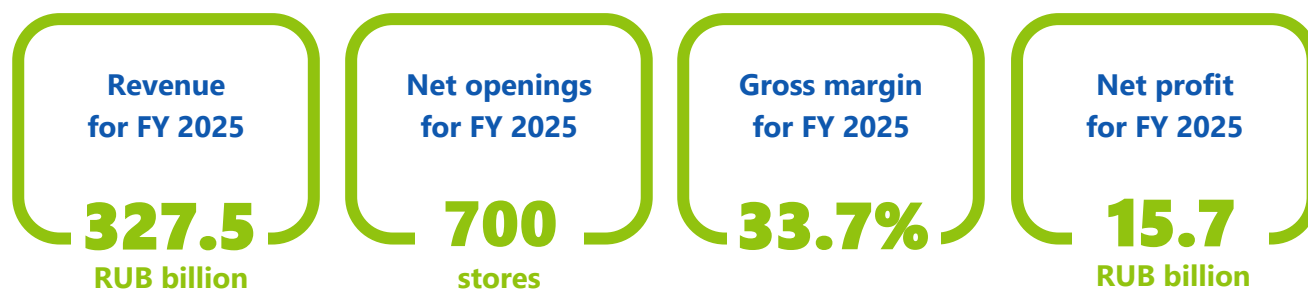


FIX PRICE GROUP PLC ANNOUNCES KEY OPERATING AND FINANCIAL RESULTS FOR Q4 AND FY 2025

Advancing network expansion to capture long-term growth opportunities



3 March 2026, Astana, Kazakhstan – Fix Price Group PLC (AIX: FIXP.Y; “Fix Price”, the “Company” or the “Group”), one of the world’s leading variety value retailers and the largest in Russia, today announces its operating and financial results for the fourth quarter (Q4 2025) based on management accounts and audited IFRS financial results for the twelve months (FY 2025) ended 31 December 2025.

The Group’s financial performance was largely attributable to its subsidiary PJSC Fix Price, which contributed 84%¹ of the Group’s EBITDA under IAS 17 for the twelve months ended 31 December 2025. Full financial and operational details are available in [PJSC Fix Price’s standalone press release](#).

¹ Calculated based on Fix Price Group PLC’s reported EBITDA (IAS 17) for FY 2025 (RUB 28.8 billion) adjusted for one-off non-cash income (RUB 1.1 billion), reported under the “Other op. income and share of profit of associates” line of the profit and loss statement

In 2025, we demonstrated the resilience of our business model and our ability to continue developing despite ongoing macroeconomic volatility and challenges in the retail sector. During the year, we opened 700 stores on a net basis, expanding our network to 7,865 stores. The sustained pace of expansion reflects the strong potential of our format and continued customer interest across ten countries of operation.

Effective assortment management and a compelling value proposition remain at the core of our focus. We continue to strengthen our positions in the most in-demand categories, including food, which was the main driver of sales growth in the fourth quarter. Trend-driven Asian products are particularly popular – bestsellers available at attractive prices that we were among the first to introduce. At the same time, elevated inflation expectations continued to constrain demand in non-food categories. In this environment, it was crucial for us to limit price increases across our network to safeguard affordability and ensure broad access to high-quality goods and everyday value items at the most competitive prices. Our loyalty programme remains one of our key customer acquisition tools: by the end of 2025, total membership had reached 35 million participants, including 33 million in Russia (+14% year-on-year, 1.18 million in Kazakhstan (+33% year-on-year), and 983 thousand in Belarus (+54% year-on-year).

Amid the ongoing labour shortage, we continue our systematic efforts to enhance operational efficiency, prioritising process optimisation in logistics and stores. During 2025, we rolled out electronic receipts in Kazakhstan stores and installed thousands of self-service checkouts and LED screens across our whole network. In the summer, we completed the rollout of a video analytics system, which enabled us to reduce deviations from operational standards in stores by half. The system processes over 60,000 images daily, enabling us to monitor merchandising and sales floor conditions without adding workload for store employees. Alongside external solutions, we are also developing proprietary products. Among them is the FixMark mobile application, which automates the labelling and tracking of product boxes, significantly reducing delivery times and improving shipment accuracy. During the reporting period, we opened a new distribution centre in Tatarstan with warehouse space of 40,000 sq. m and storage capacity of 60,000 pallet positions to support expansion and sales growth in the Volga and Central Federal Districts of Russia.

Despite market challenges, our financial position became even more resilient: we recorded a net cash to EBITDA (IAS 17) ratio of 0.2x, versus an adjusted net debt to EBITDA (IAS 17) ratio of 0.2x a year earlier. Strong cash flow generation and financial discipline enable us to finance our investment programme from internal resources and create a foundation for future dividend payments.

In conclusion, I would like to thank the entire Fix Price team for their professionalism and contribution to the Company's development. Thanks to your work, we continue to provide millions of customers with quality products at affordable prices while building a solid foundation for further sustainable growth and long-term shareholder value creation.

Dmitry Kirсанov, CEO of Fix Price Group PLC

OPERATING AND FINANCIAL SUMMARY FOR Q4 2025

- The Group's revenue increased by 2.5% y-o-y to RUB 89.9 billion
 - Retail revenue rose by 4.9% to RUB 84.5 billion
 - Wholesale revenue amounted to RUB 5.4 billion
- In the fourth quarter of 2025, as a result of the Company's efforts to limit price increases and ensure broad access to high-quality goods and useful everyday items, the LFL average ticket² rose by just 2.3%, supported by various assortment initiatives and targeted promotions for loyal customers. The food category was a key growth driver, with LFL sales³ increasing 11.3%. LFL sales declined by 2.0% on the back of a 4.2% contraction in LFL traffic
- In the reporting period, the Company's network expanded by 251 stores on a net basis (243 Company-operated stores and 8 franchise stores). As of 31 December 2025, the total number of stores stood at 7,865, reflecting 9.8% y-o-y growth
- Total selling space increased to 1,702,316 sq. m (up 9.8% y-o-y), with a net addition of 54,748 sq. m in Q4 2025
- Gross profit rose by 0.6% y-o-y to RUB 31.0 billion in the fourth quarter. The gross margin stood at 34.4%
- SG&A costs (excl. LTIP expense⁴ and D&A) stood at 19.5% of revenue in Q4 2025, driven by staff, advertising, repair and maintenance, utilities and other expenses, though partially tempered by lower rental and security costs as a percentage of revenue
- Adjusted EBITDA⁵ under IFRS 16 stood at RUB 13.6 billion, with an adjusted EBITDA margin of 15.2% mainly driven by the rise in the SG&A expenses during the quarter
- Reported EBITDA under IFRS 16 was RUB 13.6 billion, with a corresponding margin of 15.1%
- Under IAS 17, EBITDA amounted to RUB 9.0 billion, while the reported margin was 10.0%
- Net profit stood at RUB 5.4 billion, with a margin of 6.0%

² Here and hereinafter, like-for-like (LFL) sales, average ticket and number of tickets are calculated based on the results of stores operated by Fix Price and that were open for at least 12 full calendar months preceding the reporting date. LFL sales and average ticket are calculated based on retail sales including VAT. LFL numbers exclude stores that were temporarily closed for seven or more consecutive days during the reporting period and/or comparable periods

³ Here and hereinafter, LFL sales in the food category are calculated for Fix Price stores operating in Russia unless stated otherwise

⁴ LTIP expense: expense related to the long-term incentive programme (LTIP)

⁵ EBITDA adjusted for LTIP expense. EBITDA is calculated as profit for the respective period before income tax expense, net interest income/(expense), depreciation and amortisation expense, and foreign exchange gain/(loss)

OPERATING AND FINANCIAL SUMMARY FOR FY 2025

- During 2025, the Group's revenue increased by 4.0% y-o-y to RUB 327.5 billion
 - Retail revenue rose by 7.2% to RUB 305.4 billion
 - Wholesale revenue was RUB 22.1 billion
- In 2025, the Group's LFL sales grew by 0.1%⁶ (leap-year-adjusted figure) or declined by 0.1% (unadjusted). The LFL average ticket increased by 4.0%, and leap-year-adjusted LFL traffic decreased by 3.7% (unadjusted: by 4.0%). The food category contributed significantly to the increase in the LFL average ticket, posting LFL sales growth of 13.3%
- The Company achieved its store expansion guidance with 700 net store openings in 2025 (687 Company-operated and 13 franchise stores)
- As of 31 December 2025, the Group's total selling space amounted to 1,702,316 sq. m, following a net addition of 151,757 sq. m during the year
- Gross profit rose by 3.3% y-o-y to RUB 110.3 billion in 2025. Gross margin was 33.7%
- SG&A costs (excl. LTIP expense and D&A) reached 20.3% of revenue, mainly driven by staff costs, repair and maintenance, utilities and other expenses, while savings were achieved on rent, security, and bank charges
- EBITDA (IFRS 16) stood at RUB 46.2 billion, representing a margin of 14.1%
- EBITDA (IAS 17) was RUB 28.8 billion, with a margin of 8.8%
- Net profit for the period totalled RUB 15.7 billion, with a net profit margin of 4.8%
- As of 31 December 2025, the Company further improved its balance sheet position and recorded a net cash to EBITDA ratio (IAS 17) of 0.2x versus an adjusted net debt to EBITDA ratio (IAS 17) of 0.2x a year earlier

⁶ Here, LFL sales and LFL traffic are adjusted for an additional trading day in 2024 due to the leap year

Store base, geographical coverage and selling space

	31 Dec 2025	31 Dec 2024	31 Dec 2023
Total number of stores	7,865	7,165	6,414
Russia	6,999	6,400	5,756
Kazakhstan	392	337	280
Belarus	375	335	292
Latvia	43	44	46
Uzbekistan	27	24	22
Georgia	9	6	7
Kyrgyzstan	6	6	6
Armenia	7	5	2
Mongolia	3	4	3
UAE	4	4	-
Number of Company-operated stores	7,130	6,443	5,711
Russia	6,391	5,798	5,166
Kazakhstan	378	320	263
Belarus	361	325	282
Number of franchise stores	735	722	703
Russia	608	602	590
Latvia	43	44	46
Uzbekistan	27	24	22
Kazakhstan	14	17	17
Belarus	14	10	10
Georgia	9	6	7
Kyrgyzstan	6	6	6
Armenia	7	5	2
Mongolia	3	4	3
UAE	4	4	-
Selling space (sq. m)	1,702,316	1,550,559	1,390,611
Company-operated stores	1,538,695	1,389,973	1,234,312
Franchise stores	163,621	160,586	156,299

Development of Company-operated stores

	Q4 2025	Q4 2024	FY 2025	FY 2024
Gross openings	271	305	852	873
Russia	240	261	742	757
Kazakhstan	18	29	72	69

	Q4 2025	Q4 2024	FY 2025	FY 2024
Belarus	13	15	38	47
Closures	28	19	165	141
Russia	25	15	149	125
Kazakhstan	3	4	14	12
Belarus	-	-	2	4
Net openings	243	286	687	732
Russia	215	246	593	632
Kazakhstan	15	25	58	57
Belarus	13	15	36	43

FINANCIAL RESULTS FOR Q4 2025 AND FY 2025

Statement of comprehensive income highlights

RUB million	Q4 2025	Q4 2024	Change	FY 2025	FY 2024	Change
Revenue	89,905	87,748	2.5%	327,507	314,938	4.0%
Retail revenue	84,483	80,565	4.9%	305,398	284,855	7.2%
Wholesale revenue	5,422	7,183	(24.5)%	22,109	30,083	(26.5)%
Cost of sales	(58,935)	(56,975)	3.4%	(217,193)	(208,192)	4.3%
Gross profit	30,970	30,773	0.6%	110,314	106,746	3.3%
Gross margin, %	34.4%	35.1%	(62) bps	33.7%	33.9%	(21) bps
SG&A (excl. LTIP and D&A)	(17,555)	(12,875)	36.3%	(66,461)	(53,935)	23.2%
Other op. income and share of profit of associates	210	157	33.8%	2,604	592	339.9%
Adjusted EBITDA⁷	13,625	18,055	(24.5)%	46,457	53,403	(13.0)%
Adjusted EBITDA margin, %	15.2%	20.6%	(542) bps	14.2%	17.0%	(277) bps
EBITDA	13,605	18,229	(25.4)%	46,232	53,052	(12.9)%
EBITDA margin, %	15.1%	20.8%	(564) bps	14.1%	16.8%	(273) bps
D&A	(5,033)	(4,429)	13.6%	(19,167)	(16,917)	13.3%
Operating profit	8,572	13,800	(37.9)%	27,065	36,135	(25.1)%
Operating profit margin, %	9.5%	15.7%	(619) bps	8.3%	11.5%	(321) bps
Net finance costs	(1,280)	(689)	85.8%	(5,245)	(1,072)	389.3%
FX gain/(loss), net	154	1,125	(86.3)%	(419)	216	n/a
Profit before tax	7,446	14,236	(47.7)%	21,401	35,279	(39.3)%
Income tax expense	(2,090)	(7,137)	(70.7)%	(5,680)	(13,079)	(56.6)%
Profit for the period	5,356	7,099	(24.6)%	15,721	22,200	(29.2)%
Net profit margin, %	6.0%	8.1%	(213) bps	4.8%	7.0%	(225) bps

Selling, general and administrative expenses⁸

RUB million	Q4 2025	Q4 2024	Change	FY 2025	FY 2024	Change
Staff costs (excl. LTIP)	13,654	9,499	43.7%	53,488	41,424	29.1%
% of revenue	15.2%	10.8%	436 bps	16.3%	13.2%	318 bps
Bank charges	711	664	7.1%	2,574	2,973	(13.4)%
% of revenue	0.8%	0.8%	3 bps	0.8%	0.9%	(16) bps
Rental expense	558	642	(13.1)%	1,816	1,947	(6.7)%
% of revenue	0.6%	0.7%	(11) bps	0.6%	0.6%	(6) bps
Security services	304	472	(35.6)%	1,417	1,997	(29.0)%

⁷ EBITDA adjusted for LTIP expense

⁸ The total may not equal the sum of the components due to rounding

RUB million	Q4 2025	Q4 2024	Change	FY 2025	FY 2024	Change
% of revenue	0.3%	0.5%	(20) bps	0.4%	0.6%	(20) bps
Advertising costs	355	270	31.5%	1,063	1,102	(3.5)%
% of revenue	0.4%	0.3%	9 bps	0.3%	0.3%	(3) bps
Repair and maintenance costs	430	369	16.5%	1,563	1,238	26.3%
% of revenue	0.5%	0.4%	6 bps	0.5%	0.4%	8 bps
Utilities	380	299	27.1%	1,265	1,050	20.5%
% of revenue	0.4%	0.3%	8 bps	0.4%	0.3%	5 bps
Other expenses	1,163	660	76.2%	3,275	2,204	48.6%
% of revenue	1.3%	0.8%	54 bps	1.0%	0.7%	30 bps
SG&A (excl. LTIP and D&A)	17,555	12,875	36.3%	66,461	53,935	23.2%
% of revenue	19.5%	14.7%	485 bps	20.3%	17.1%	317 bps
LTIP expense	20	(174)	n/a	225	351	(35.9)%
% of revenue	0.0%	(0.2)%	n/a	0.1%	0.1%	(4) bps
Depreciation of right-of-use assets	3,784	3,356	12.8%	14,359	12,785	12.3%
% of revenue	4.2%	3.8%	38 bps	4.4%	4.1%	32 bps
Other depreciation and amortisation	1,249	1,073	16.4%	4,808	4,132	16.4%
% of revenue	1.4%	1.2%	17 bps	1.5%	1.3%	16 bps
Total SG&A	22,608	17,130	32.0%	85,853	71,203	20.6%
% of revenue	25.1%	19.5%	562 bps	26.2%	22.6%	361 bps

EBITDA IFRS 16 and IAS 17 reconciliation

RUB million	Q4 2025	Q4 2024	Change	FY 2025	FY 2024	Change
EBITDA (IFRS 16)	13,605	18,229	(25.4)%	46,232	53,052	(12.9)%
EBITDA margin (IFRS 16), %	15.1%	20.8%	(564) bps	14.1%	16.8%	(273) bps
LTIP expense	20	(174)	n/a	225	351	(35.9)%
Adjusted EBITDA (IFRS 16)	13,625	18,055	(24.5)%	46,457	53,403	(13.0)%
Adjusted EBITDA margin (IFRS 16), %	15.2%	20.6%	(542) bps	14.2%	17.0%	(277) bps
Rental expense	(4,570)	(3,839)	19.0%	(17,144)	(14,445)	18.7%
Utilities	(83)	(64)	29.7%	(306)	(243)	25.9%
Adjusted EBITDA (IAS 17)	8,972	14,152	(36.6)%	29,007	38,715	(25.1)%
Adjusted EBITDA margin (IAS 17), %	10.0%	16.1%	(615) bps	8.9%	12.3%	(344) bps
LTIP expense	(20)	174	n/a	(225)	(351)	(35.9)%
EBITDA (IAS 17)	8,952	14,326	(37.5)%	28,782	38,364	(25.0)%
EBITDA margin (IAS 17), %	10.0%	16.3%	(637) bps	8.8%	12.2%	(339) bps

Statement of financial position highlights

RUB million	31 Dec 2025	31 Dec 2024
Current loans and borrowings	6,016	15,056
Non-current loans and borrowings	2,717	3,010
Current lease liabilities	13,071	10,200
Non-current lease liabilities	12,627	5,473
Cash and cash equivalents	(13,836)	(19,579)
Net debt	20,595	14,160
Dividends payable	-	8,321
Adjusted net debt	20,595	22,481
Adjusted net debt to EBITDA⁹ (IFRS 16)	0.4x	0.4x
Current lease liabilities	(13,071)	(10,200)
Non-current lease liabilities	(12,627)	(5,473)
IAS 17-based adjusted (net cash) / net debt	(5,103)	6,808
IAS 17-based adjusted (net cash) / net debt to EBITDA	(0.2)x	0.2x

Statement of cash flows highlights

RUB million	Q4 2025	Q4 2024	FY 2025	FY 2024
Profit before tax	7,446	14,236	21,401	35,279
Cash from operating activities before changes in working capital ¹⁰	15,027	17,730	48,480	54,789
Changes in working capital ¹⁰	1,208	(1,243)	146	(12,167)
Net cash generated from operations	16,235	16,487	48,626	42,622
Net interest paid	(1,764)	(715)	(6,006)	(806)
Income tax paid	(1,032)	(5,590)	(6,064)	(12,011)
Net cash flows from operating activities	13,439	10,182	36,556	29,805
Net cash flows used in investing activities	(3,229)	(4,310)	(10,807)	(8,704)
Net cash flows used in financing activities	(4,410)	(26,742)	(30,117)	(39,336)
Effect of exchange rate fluctuations on cash and cash equivalents	(157)	723	(1,375)	471
Net increase / (decrease) in cash and cash equivalents	5,643	(20,147)	(5,743)	(17,764)

⁹ Here and hereinafter, the calculation of net debt / (net cash) to EBITDA is based on EBITDA for the last 12 months

¹⁰ The data for Q1 2025 was adjusted

ABOUT THE COMPANY

Fix Price (AIX: FIXP.Y), one of the world's leading variety value retailers and the largest in Russia, offers a wide and constantly updated assortment of non-food goods – including personal care and household products – as well as food items, all at low fixed price points.

As of 31 December 2025, Fix Price was operating 7,865 stores across Russia and other countries, each carrying approximately 2,000 SKUs in around 20 product categories. Fix Price offers a mix of its own private-label products, major brands, and items from local suppliers. As of 31 December 2025, the Company was operating 13 DCs covering 81 regions of Russia and 9 other countries.

In 2025, the Company recorded revenue of RUB 327.5 billion, EBITDA of RUB 46.2 billion and net profit of RUB 15.7 billion, in accordance with IFRS.

CONTACTS

Fix Price Investor Relations

Elena Mironova
ir@fix-price.com

Fix Price Media Relations

Ekaterina Makurina
pr@fix-price.com