

Fix Price rated second most trusted Russian retailer

Romir has conducted the study on the reputation of Russia's largest retailers

8 November 2021 – Fix Price (LSE and MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, was ranked second in the national retailer trust rating and third in terms of visibility, according to a survey conducted by independent research group Romir. Compared to the last year, Fix Price's trust index remained unchanged at 84 pp, with visibility going up from 90% to 94%.

The survey has been conducted in accordance with the Global Reputation Index (GRI), an international methodology for gauging corporate reputations across industries. The trust rating represents the difference between the shares of respondents with a positive and negative perception of the brand. It is a snapshot of consumer confidence in the brand's strength and integrity. The visibility index shows Russian consumers' awareness of the retailer.

Retailer	Trust Index (pp)	Visibility Index (%)
Pyaterochka	86	96
Fix Price	84	94
Lenta	83	90
Magnit	82	95
Auchan	80	84
Perekrestok	80	82
Red & White	79	84
O'Key	73	63
METRO Cash & Carry	70	64
Svetofor	67	81

Inna Kondratyeva, Head of Category Management at Fix Price, commented:

“Fix Price remains one of the fastest-growing public retailers in Russia, with its footprint stretching from Kaliningrad in the west to Kamchatka in the east. In this turbulent environment for Russian consumers and retailers, we are doing our best to keep offering consumers food products and staples with great value for money. We also have an exciting range of seasonal categories, interior decoration products, and toys – all the things people buy to treat themselves and their loved ones. Maintaining a full range of more than 1,800 SKUs across all our locations in Russia and abroad is not easy, but the recognition from Russian consumers is the best reward for what we do.”

Anastasia Sidorina, Head of the Client Service Group at Romir, said:

“This year, we have seen Fix Price gain pole position in the trust rating. A wide product range, superior customer and shopping experience, convenient locations, and great value for money result in high levels of buyer satisfaction and trust for the brand. Customers are increasingly paying more attention to added value that a store can offer, so targeting the whole range of consumer needs enables retailers to foster greater loyalty.”

Methodology

The survey to assess Russian retailers' reputation was based on the GRI approach that is currently used worldwide.

The respondents were asked to tick in the questionnaire whether their perception of the companies was positive or negative or whether they were unaware of the brand and its products.

The survey included 1,500 respondents of urban residents and Russian population structure in terms of sex, age, federal districts, and towns with populations of over 10,000.

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.

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