

Fix Price supports six charitable foundations in Russia

Project fulfilled in partnership with VK Dobro charity service

13 February 2025 – Fix Price, one of the leading variety value retailers globally and the largest in Russia, has fulfilled a charitable initiative in partnership with the VK Dobro charity service. The project was held from 27 August 2024 to 1 February 2025 and provided support to six charitable foundations across Russia: "Prikosnoveniye", "Sindrom lyubvi", "Lyublyu i blagodaryu", "Svet.deti", "Deti-babochki", and "Nadezhda".

Through this initiative, each foundation received financial contribution to support their programmes. The programmes include serving children and adults with developmental disabilities, economically challenged families, individuals without permanent housing, and elderly citizens living alone in Moscow, St Petersburg, the Krasnodar Territory, and the Orenburg, Sverdlovsk, and Irkutsk regions.

Education was a vital part of the project's mission. The Company partnered with experts to create educational content for social networks and a dedicated landing page, focusing on the most effective charitable giving practices, sharing valuable insights, and addressing common misconceptions about philanthropy. The social media campaign reached an audience of more than 820,000 users. Participants could contribute in two ways: through a direct money donation or by serving as online volunteers to share information on social media platforms.

In 2025, Fix Price plans to continue supporting the initiative and welcome additional foundations from various Russian regions into its programme.

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 December 2024, Fix Price was operating 7,165 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 30 September 2024, the Company was operating 13 DCs covering 81 regions of Russia and 9 other countries.

In 2023, the Company recorded revenue of RUB 291.9 billion, EBITDA of RUB 53.1 billion and net profit of RUB 35.7 billion, in accordance with IFRS.

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