

FIX PRICE TO INSTALL SELF-SERVICE CHECKOUTS IN MORE THAN 1,000 STORES IN 2024

THE CHECKOUTS ARE BEING INSTALLED NOT ONLY IN NEW STORES BUT ALSO IN EXISTING ONES

20 February 2024 – Fix Price, Russia's largest variety value retailer, has set a plan for 2024 to provide more than 1,000 of its stores in Russia with self-service checkouts (SSCs) – two in each outlet. The exact figure will depend on the technical capabilities of each store.

The cashierless payment option is currently available in 1,389 Fix Price stores, with the largest number of such stores located in the Moscow Region (156) and the City of Moscow (110), the Krasnodar Territory (101), St Petersburg (61), the Chelyabinsk (51) and Rostov regions (50).

According to the Company's analysts, about a third of all customers on average use the self-checkout option. For example, 31.4% of all purchases across the chain were paid at SSCs this January.

"Self-service checkouts were first introduced to our stores in 2022, and this year for the first time we will start installing them not only in new outlets but also in existing ones. The main objective of such checkouts is to reduce dependence on the staff and provide convenience to customers who prefer to use cashless payment methods and make purchases as fast as possible. At the same time, our customers will always have the option of paying through conventional checkouts, which we do not plan to discontinue."

Oleg Lexin, Head of IT at Fix Price

Fix Price SSCs process payments only in cashless form – with a bank card or QR code.

ABOUT FIX PRICE

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 31 December 2023, Fix Price was operating 6,414 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 31 December 2023, the Company was operating 13 DCs covering 81 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 Goncharova](#)
pr@fix-price.ru