

## **FIX PRICE INSTALLED MORE THAN 4,000 SELF-SERVICE CHECKOUTS**

**By year-end 2024, Fix Price plans to increase the number of self-service checkouts by another 600 units**

**10 July 2024** – Fix Price, one of the leading variety value retailers globally and the largest in Russia, has announced the installation of more than 4,000 self-service checkouts (SSCs).

Most of SSCs were launched in the Moscow region (384), Moscow (366), Krasnodar region (230), St Petersburg (158), and Chelyabinsk region (118). Given the network development pace, the Company will install over 600 SSCs by the end of 2024.

As of May 2024, about a third (31%) of all purchases were made using SSCs, up from 3 million in May 2023 to 7 million in a year.

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*"As part of innovations in the SSC functionality, we developed its integration with the Smartplayer system, which is slated for completion by the end of July. This integration will enable the Company to manage advertising content displayed between payment sessions in a centralised way. In addition, Fix Price is piloting an enhanced user interface running on the new operating system to ensure more flexible customisation and easier maintenance. We are also introducing POS terminals with biometrics to facilitate even faster payment."*

**Oleg Leksin, Head of IT at Fix Price**

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## 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, offers customers high-demand and continuously refreshed assortment of personal care and household products, non-food and food items at low fixed prices.

As of 31 March 2024, Fix Price was operating 6,545 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 March 2024, the Company was operating 13 DCs covering 81 regions of Russia and 8 neighbouring 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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## CONTACTS

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