

## Fix Price launches loyalty programme in Kazakhstan

*The programme will allow to strengthen the Company's position in its third largest market*

**24 December 2021** – Fix Price (LSE and MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, launched a loyalty programme in Kazakhstan. To enjoy its benefits, customers need to purchase a special loyalty card available at any Fix Price store, register at [fix-price.kz](http://fix-price.kz) and start shopping – for each tenge spent, they will receive 1 loyalty point. The programme outlines three tiers: each of them unlocks access to dozens of goods at a special price. Customers who get to the highest tier will be able to enjoy discounts on up to 150 items.

The main feature of the loyalty programme in Kazakhstan is that its members cannot redeem points; instead, loyalty points are used to unlock new tiers and gain access to more discounts.

**Victoria Smirnova**, CMO at Fix Price, commented:

*“Our loyalty programme enables more flexible control over traffic and the average ticket and serves as an important source of customer data. Eight years ago, we launched a loyalty programme in Russia, and our customers continue to recognise its value to this day: the share of active users is above 50%, while the NPS among loyalty programme members stands at an impressive 60%. We hope that our customers in Kazakhstan will also appreciate the functionality of the Fix Price loyalty card and the benefits that come with it”.*

The Republic of Kazakhstan is the third largest market for Fix Price after Russia and Belarus. Since the beginning of the year, the Company has effectively doubled its footprint in the Republic by increasing the number of stores from 89 to 172. According to a market research, Fix Price in Kazakhstan boasts a brand recognition metric of 84%, with its NPS score and the level of customer satisfaction with the store format standing at 56% and 83% respectively as of 2021.

### About the Company

Fix Price (LSE and MOEX: FIXP), 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 frequently updated product assortment of non-food goods, personal care and household products and food items at low fixed price points.

Today there are more than 4,900 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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