Fix Price expands store-upgrade programme in Kazakhstan

Stores in central locations now feature self-service checkouts and LED screens

15 October 2025 – Fix Price Group PLC (AIX: FIXP.Y; "Fix Price", the "Company" or the "Group") has rolled out a store upgrade programme in Kazakhstan, fitting out 59 stores in Almaty and Astana with self-service checkouts and LED screens.

Self-service checkouts help significantly reduce customer queues and boost store throughput. They also reduce staff workload, improving overall store efficiency and operational cost control.

LED screens enable prompt promotion updates and showcase the product range and current offers to customers while enhancing the brand perception. Their bright and easy-to-grasp visuals effectively capture shoppers' attention.

"Our stores are becoming more comfortable, modern, and visually appealing. By upgrading them with self-service checkouts and LED screens, we are enhancing customer experience – and we are determined to take this effort further."

Alexey Ermakov, CEO of Fix Price Kazakhstan

A recent survey by Fix Price and Romir Research Holding revealed that over 80% of shoppers link self-service checkouts to faster, queue-free shopping.

To date, 4,450 stores across the entire Fix Price network feature self-service checkouts and LED screens.

ABOUT THE COMPANY

Fix Price (AIX: FIXP.Y), one of the world's leading variety value retailers and the largest in Russia, offers a wide and constantly updated assortment of non-food goods – including personal care and household products – as well as food items, all at low fixed price points.

As of 30 June 2025, Fix Price was operating 7,464 stores across Russia and other countries, each carrying approximately 2,000 SKUs in around 20 product categories. Fix Price offers a mix of its own private-label products, major brands, and items from local suppliers. As of 30 June 2025, the Company was operating 13 DCs covering 81 regions of Russia and 9 other countries.

In 2024, the Company recorded revenue of RUB 314.9 billion, EBITDA of RUB 53.1 billion and net profit of RUB 22.2 billion, in accordance with IFRS.

CONTACTS

Fix Price Investor Relations

Elena Mironova
ir@fix-price.com

Fix Price Media Relations

Ekaterina Makurina
pr@fix-price.com