



# Q4 AND 12M 2021 OPERATING RESULTS

January 2022

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Some of the Company's historical financial data for the periods following 1 January 2019 are presented herein under IAS 17 standard in addition to being presented under IFRS 16 standard, the lease standard under the IFRS that the Company started applying beginning on 1 January 2019. Presentation herein under IAS 17 for the periods following 1 January 2019 is primarily due to the fact that the Company believes that the investment community continues to focus on IAS 17 in analysing performance of retail companies. The results of the Company's operations presented under IAS 17 following 1 January 2019, however, are shown only for illustrative purposes. You should note that

the results of the Company's operations presented under IAS 17 after 1 January 2019 have not been audited or reviewed by the Company's independent auditors. In addition, the Company reserves the right to change its approach to presentation of its results of operations going forward. Therefore, you are strongly cautioned not to rely on the results of the Company's operations presented under IAS 17.

Furthermore, certain companies mentioned in this presentation, report under generally accepted accounting principles in the United States ("U.S. GAAP") or other local accounting standards. IFRS differ in certain significant respects from U.S. GAAP and such local accounting standards. Therefore, financial measures of such companies presented herein on the basis of such accounting principles and standards could be significantly different were such companies to report under IFRS. You should, therefore, consult your own advisors for an understanding of the differences between IFRS and other accounting principles, including U.S. GAAP, and how these differences might affect the financial information herein. Furthermore, certain financial measures presented herein (including EBITDA and ROIC) are unaudited supplementary measures of the Company's performance that are not required by, or presented in accordance with, IFRS, including financial measures for the periods after 1 January 2019 presented under IAS 17. The Company's use and definition of these metrics may vary from other companies in the Company's industry due to differences in accounting policies or differences in the calculation methodology as different companies use such measures for differing purposes that reflect the circumstances of those companies. These non-IFRS measures have limitations and should not be considered in isolation, or as substitutes, for financial information as reported under IFRS. Accordingly, undue reliance should not be placed on these non-IFRS measures presented herein.

# KEY ACHIEVEMENTS IN Q4 / 12M 2021

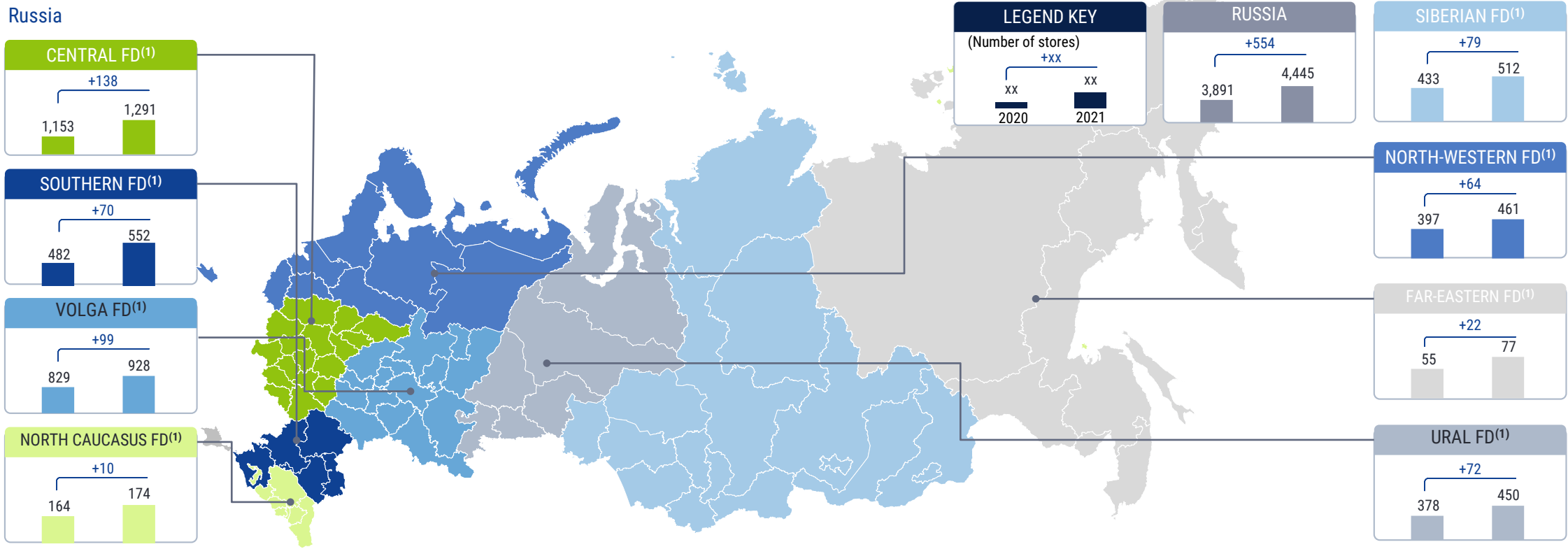


Source: Company information; Management Accounts for 12M 2020, 12M 2021, Q4 2020 and Q4 2021

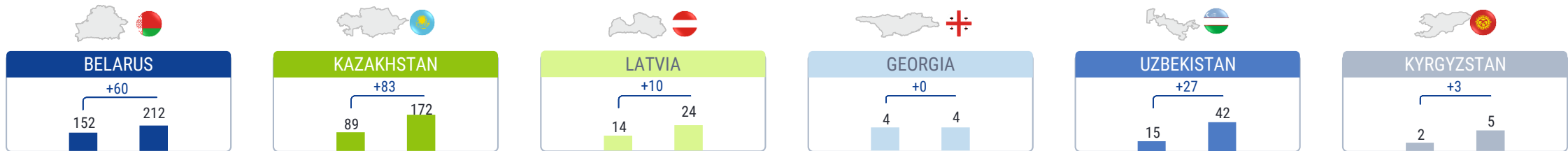
Notes: 1 Including company-operated and franchised stores ; 2 Growth for Q4 2021

# CONTINUOUS STORE EXPANSION

## GEOGRAPHICAL COVERAGE (2020 and 2021, eop)



### Other countries



Source: Company information

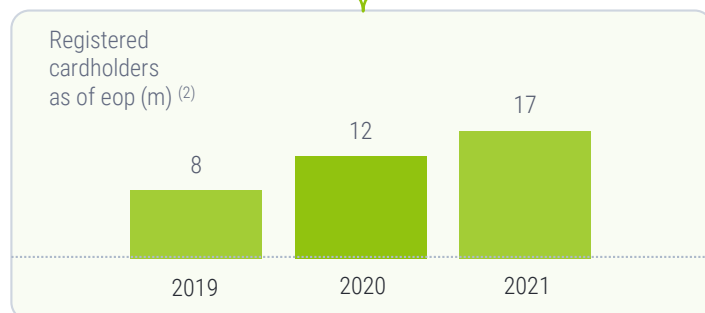
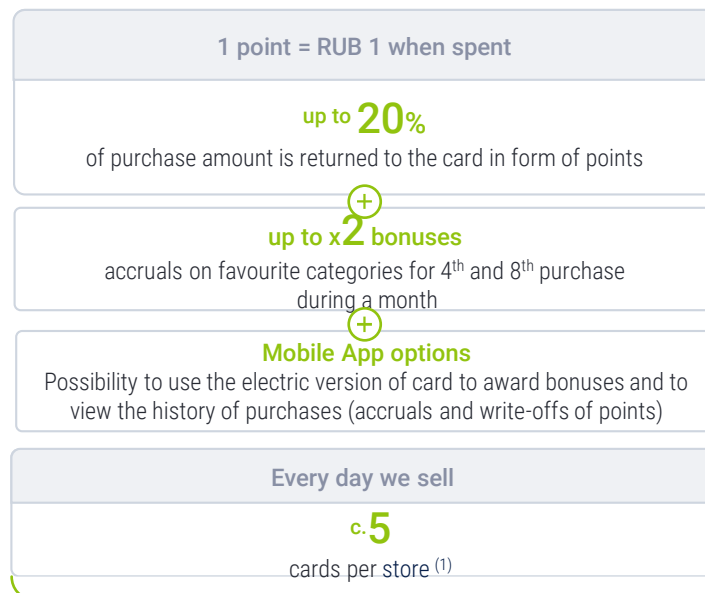
Notes: 1 Federal District

●●● Q4 and 12M 2021 Operating Results

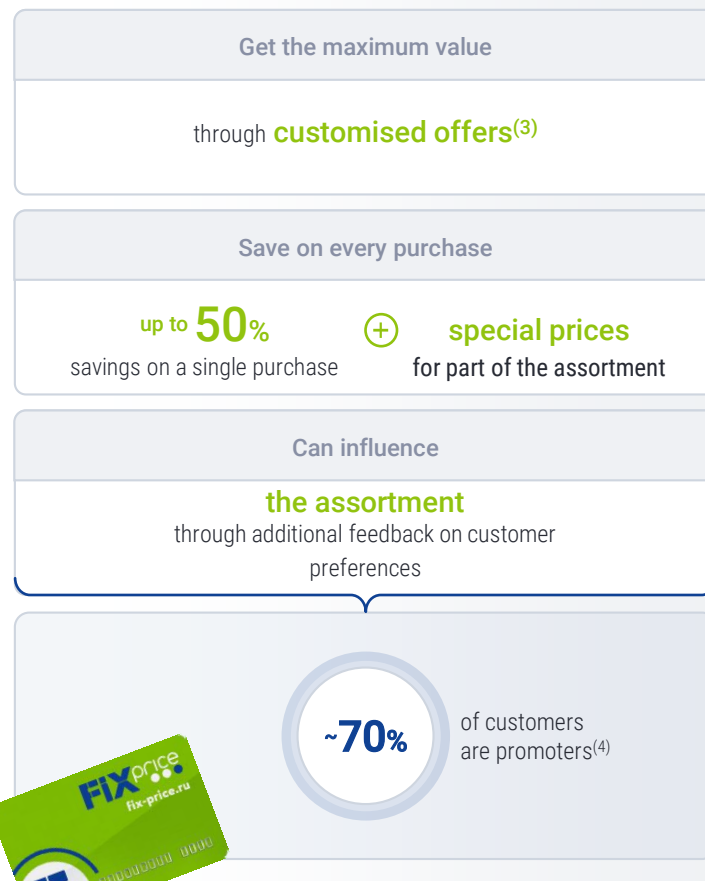
# GROWING LOYALTY PROGRAMME WITH ATTRACTIVE BENEFITS



## HOW IT WORKS



## BENEFITS FOR CUSTOMERS



## BENEFITS FOR US



Source: Company information; Vector market research for Autumn 2021

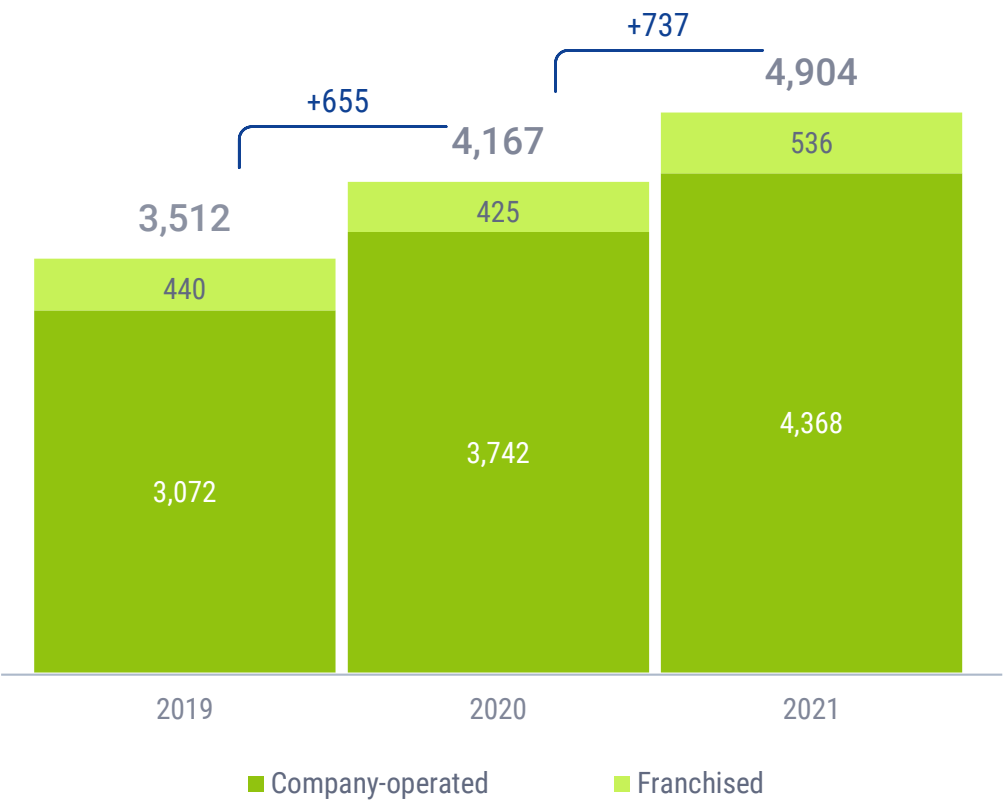
Notes: **1** Calculated based on 2021 data; **2, 6, 7** The data on loyalty program is calculated for Fix Price stores operating in Russia; **3** These include "Favorite product" enhanced point schemes and one-off bonus points for Fix Price events; **4** Promoters are customers that are ready to recommend Fix Price to others (based on Vector market research); **5** Calculated based on Vector market research; **6** Compared to average ticket of customers not participating in the loyalty programme for 12M 2021; **7** Calculated as percentage of sales of Russian stores for 12M 2021

# CONTINUOUS STORE EXPANSION



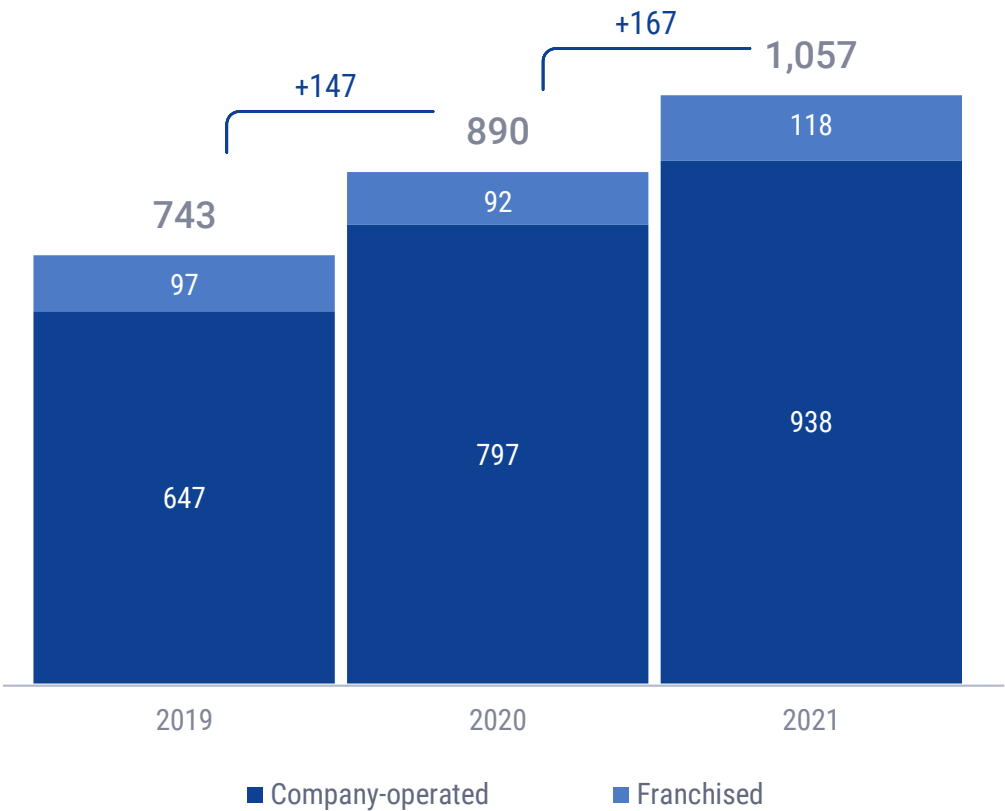
## FIX PRICE PORTFOLIO EXPANSION

(Number of stores)



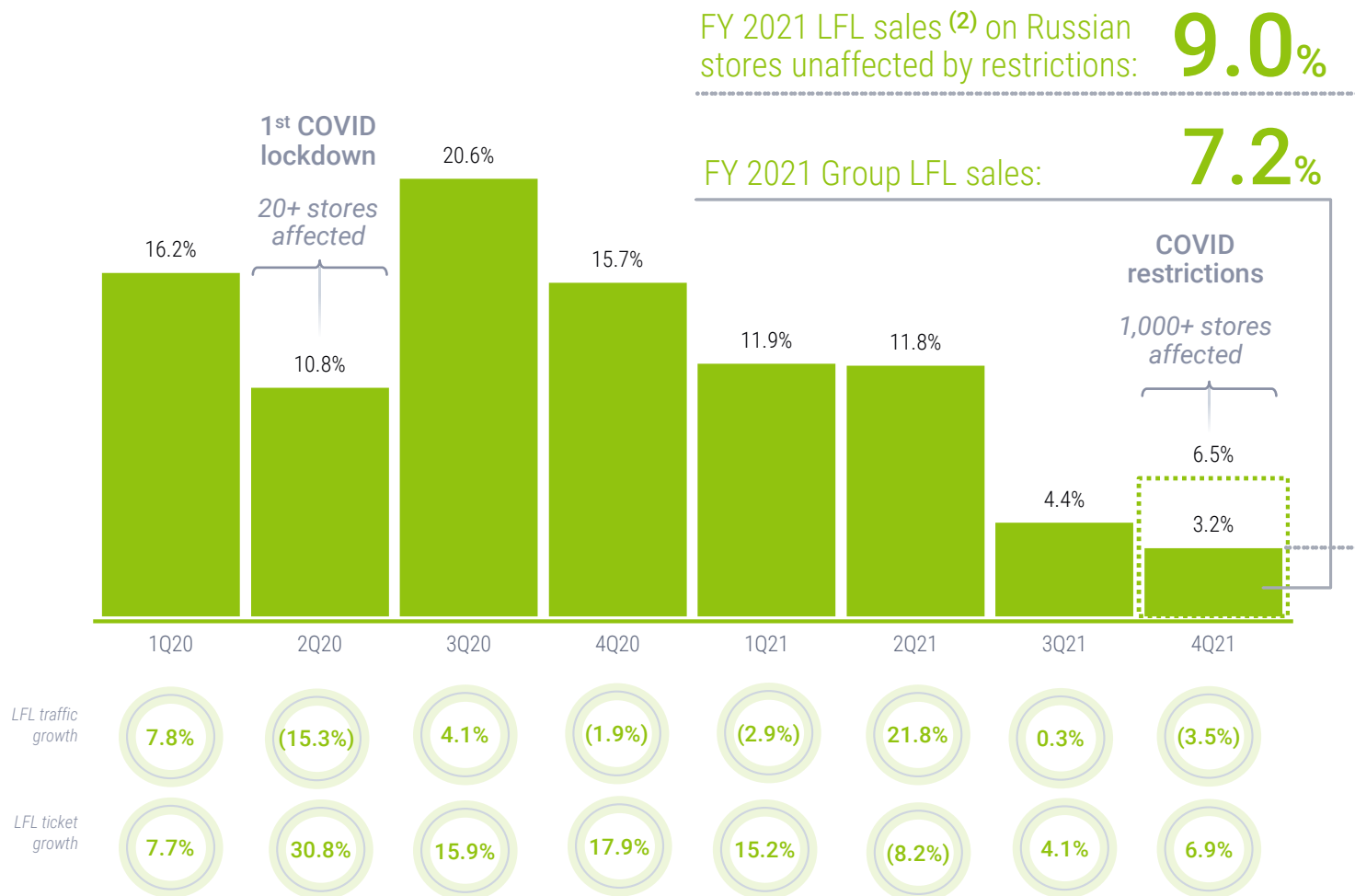
## SELLING SPACE EXPANSION

(Ths sqm)



# LFL PERFORMANCE

## LFL SALES <sup>(1)</sup> DYNAMICS AFFECTED BY COVID-RELATED RESTRICTIONS



## COMMENTS ON QUARTERLY DYNAMICS

- LFL sales increased by 3.2% in Q4 2021 on the back of new COVID-related restrictions: non-working week in November, QR codes and limitations for various groups of customers in a number of Russian regions
- For stores in Russia unaffected by COVID restrictions LFL sales were up by 6.5%

- LFL traffic in Q4 2021 was affected by new COVID implications and more cautious consumer sentiment, similar to Q4 2020

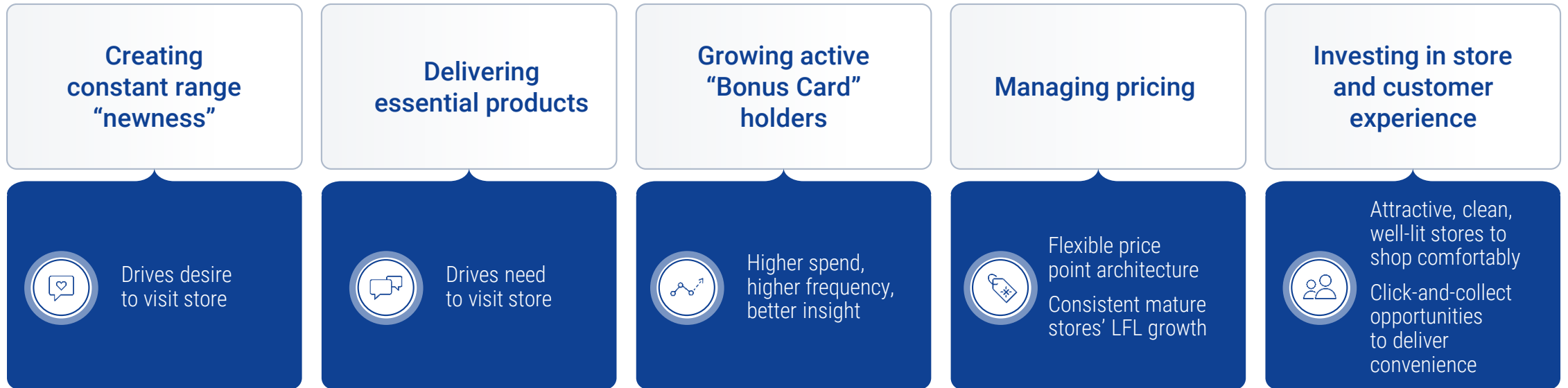
- The performance of company operated stores in Kazakhstan and Belarus continues to be heavily impacted by COVID-related restrictions and pressure on real disposable income

- LFL average ticket growth in Q4 2021 was primarily driven by higher average price per item on the back of assortment repricing and rotation, addition of new products and further utilisation of potential of the higher price points

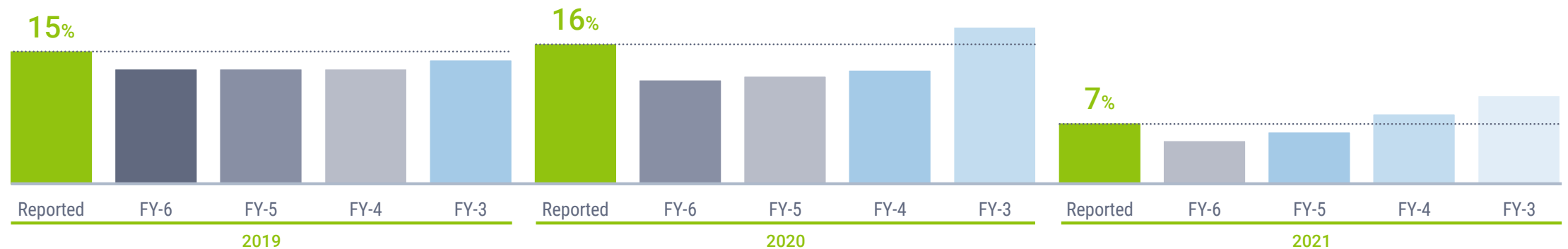
Source: Company information; LFL data per Management Accounts

Notes: 1 Like for like (LFL) sales are calculated based on the results of stores operated by Fix Price and that have been operational for at least the 12 full calendar months preceding the reporting date LFL sales are calculated based on retail sales including VAT LFL numbers exclude stores that were temporarily closed for seven or more consecutive days during the reporting period or the comparable period; LFL average ticket and LFL traffic are calculated using the same methodology as LFL sales; 2 Adjusted for the leap-year effect

# TESTED LEVERS TO DRIVE LFL GROWTH



## STRONG LIKE-FOR-LIKE GROWTH ACROSS MATURITIES<sup>(1)</sup>



Source: Company information; Vintage LFL data based on management accounts

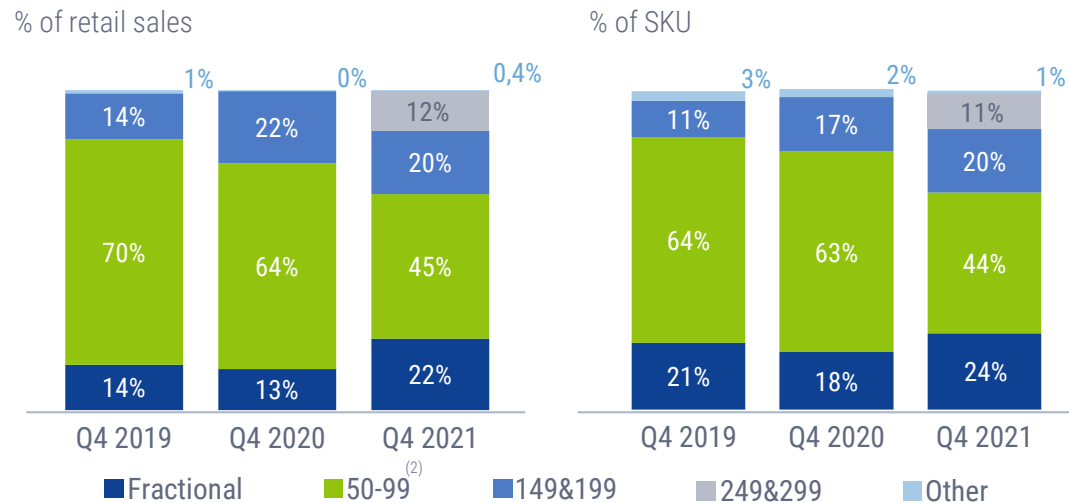
Notes: 1 Color coding links data points referring to stores opened in the same period (e.g. FY-5 in 2021 and FY-4 in 2020 refer to stores opened in 2016 hence the same shading)

●●● Q4 and 12M 2021 Operating Results

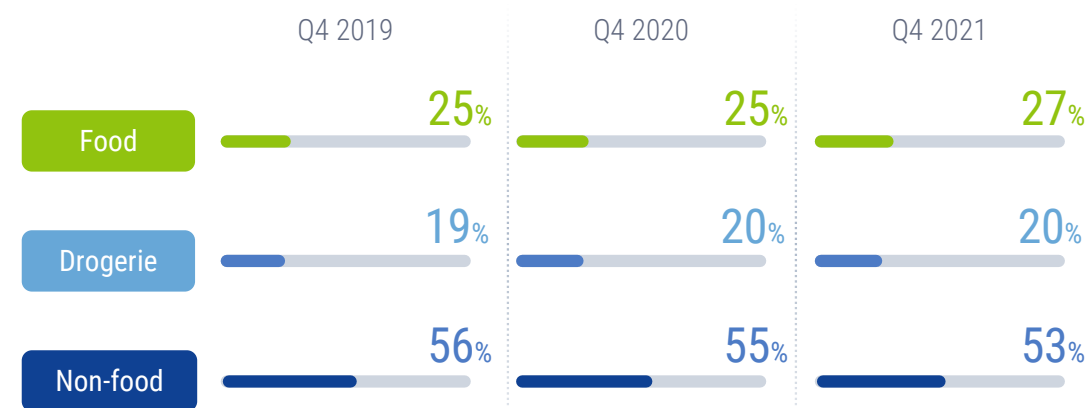


# EXTENDED CVP AND CONTINUED ROBUST PRICE ADVANTAGE

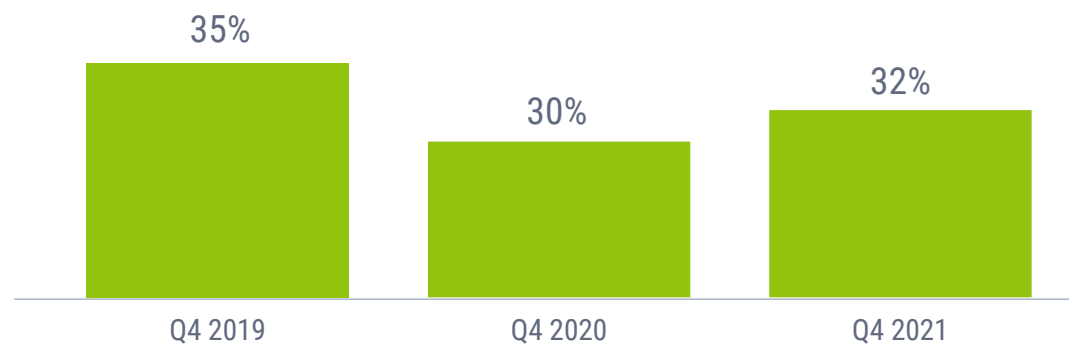
## 68% OF ASSORTMENT UNDER RUB100<sup>(1)</sup>



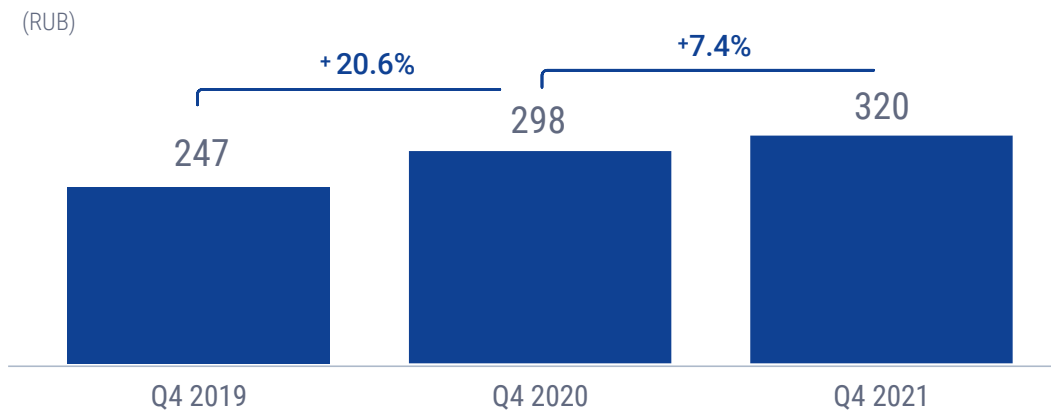
## RETAIL SALES MIX



## RETAIL SALES – SHARE OF IMPORT EVOLUTION



## SOLID AVERAGE TICKET GROWTH



Source: Company information

Notes: 1 For Q4 2021; 2 The category includes "50", "55", "59", "77", "79", "99"

●●● Q4 and 12M 2021 Operating Results