

Fix Price shines even brighter: programme to fit out stores with LED screens increases coverage

In 2025, the Company will install more than 1,800 screens in Russia, Kazakhstan, and Belarus

14 March 2025 – Fix Price continues to advance digital technologies in retail by expanding its programme to equip stores with LED screens. In 2025, Fix Price plans to install over 1,800 screens across its stores. In addition to Russian locations, Fix Price's outlets in Kazakhstan and Belarus are actively deploying LED solutions, tailoring cutting-edge technologies to their local markets.

The pilot program covers 89 stores in Belarus (Minsk, Brest, and Grodno) and 63 in Kazakhstan (Astana and Almaty). Similarly to Russia, LED solutions in those countries will be based on mobile platforms, enabling relocation within the store as required by advertising needs.

“The integration of LED screens into Fix Price stores is part of the systemic approach to digitalise the retail industry. Modern technologies facilitate centralised content management, quick updates of advertising and informational materials, and assist in tailoring customer communications to fit regional specifics and current product offering. These factors positively impact traffic and sales. LED screens will be placed in both shopping areas and display windows, ensuring visibility before customers enter the store.”

Oleg Leksin, IT Director at Fix Price

As of 28 February 2025, more than 950 screens have been installed in the retail chain's outlets. Moscow and the Moscow Region (190), the Krasnodar Territory (69), and the Sverdlovsk Region (46) lead the pack by the number of stores featuring LED screens.

ABOUT THE COMPANY

Fix Price (AIX: FIXP.Y; MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, offers its customers a compelling 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 2024, Fix Price was operating 7,165 stores in Russia and other 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 30 September 2024, 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.

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