

FIX PRICE OPENS STORES IN SERBIA

17 August 2026 – Fix Price Group PLC (AIX: FIXP.Y; "Fix Price", the "Company" or the "Group"), one of the leading variety value retailers globally and the largest in Russia, has entered the Serbian market.

The new stores are now operating in Serbia's capital Belgrade and in the major city of Novi Sad. The Company is currently planning to open a total of 10 stores in the country. The Fix Price Group PLC office has been operating in Belgrade since 2025.

The Company's products will be available for ordering via Glovo, one of Serbia's most popular delivery services. Fix Price also plans to launch promo campaigns, discounts and a loyalty programme for Serbian customers.

In the new market, Fix Price will adhere to its well-established business model – offering customers a wide range of everyday goods at affordable prices. Many items are priced at RSD 59 and RSD 79 in Serbian stores.

However, an attractive pricing policy is not the Company's only advantage. Shopping at Fix Price is primarily a positive emotional experience: an opportunity to find useful, essential yet trendy and stylish goods at affordable prices. Customers visit the Company's stores to save money and to enjoy treasure hunting – discovering unique, fashionable and inexpensive items.

As in all countries where the Company operates, local partner products are represented in Serbian stores: this allows the Company to tailor its offering to customers' preferences and support local business development. A significant share of the assortment comprises private-label goods, including Fix Price's unique seasonal décor collections. At the initial stage of the expansion in the country product supply will be carried out through the Company's existing logistics infrastructure.

"The launch of operations in Serbia is another important step in implementing Fix Price Group PLC international strategy. We are expanding the Company's geographical footprint and see potential in new markets. Fix Price's unique format has already proven its relevance across different countries: a wide assortment of essentials, affordable prices and an opportunity to discover something useful, interesting and valuable every day. Over the years of operation, we have confirmed that customers' demand for family essentials at budget-friendly prices remains universal. We are delighted to introduce Fix Price to Serbian customers and expect it to become a part of their daily lives. We look forward to the network development, assortment and digital service expansion, as well as close cooperation with local suppliers and partners."

Dmitry Kirsanov, CEO of Fix Price Group PLC

The Fix Price stores successfully operate in Kazakhstan, Belarus, Armenia, the UAE, Uzbekistan and other countries.

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 31 March 2026, Fix Price was operating 7,959 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 31 March 2026, the Company was operating 13 DCs covering 81 regions of Russia and 9 other countries.

In 2025, the Company recorded revenue of RUB 327.5 billion, EBITDA of RUB 46.2 billion and net profit of RUB 15.7 billion, in accordance with IFRS.

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