

Fix Price to introduce eco-friendly branded bags

New bags are made from 40% recycled polyethylene



17 February 2022 – Fix Price (LSE and MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, is to start offering eco-friendly branded bags, which are 40% made of recycled polyethylene.

The bags have already been supplied to most of the company’s distribution centres, and are now being shipped to Fix Price stores across Russia. Over the next several months, all large T-shirt bags (selling between 4 million and 8 million per month) will be replaced with the new eco-friendlier alternatives. The bags contain no bio-additives or PVC and can be recycled.

Inna Kondratieva, Head of Category Management at Fix Price, said:

“People all over the world are growing more environmentally aware, and Russia is no exception. It is now increasingly important for customers to know where and how the product was made and sourced. Today, Fix Price stores offer products in recyclable packaging and package-free options. Now we have made our branded bags eco-friendlier. We have been working closely with our suppliers to make sure that bag manufacturers use recycled polymer granules.”



Dmitry Kirsanov, CEO of Fix Price, commented:

“We are aware how important the green agenda is, along with the need to constantly reduce the environmental footprint. Switching to branded bags made from recycled polyethylene is another step on our path towards an environmentally responsible business. Late last year, the Company’s Board of Directors established an ESG Committee. This week, we published an ESG data book and a presentation outlining our key strategic priorities in sustainable development. We are looking forward to presenting our ESG strategy to the market in the middle of 2022.”

About the Company

Fix Price (LSE and MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, has helped its customers save money every day since 2007. Fix Price offers its customers a unique and constantly refreshed 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 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.

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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