

SURVEY BY ROMIR AND FIX PRICE SHOWS 62% OF RUSSIANS PLAN TO SPEND UP TO RUB 5,000 ON NEW YEAR GIFTS

- **Most of respondents (57%) will be giving presents to family and relatives only**
- **6 out of 10 respondents said they want to cut down on their gift spending this year**

19 December 2022 – Fix Price and Romir have surveyed Russian city residents about how they prepare for the New Year festivities. The survey showed that 62% of Russians are ready to spend up to RUB 5,000 on gifts for their loved ones; 30% hope to stay within the budget of RUB 5,000 to RUB 10,000, and 8% are ready to splash out more than RUB 10,000. 57% of the polled admitted they intend to cut down on their spending year-on-year, citing lower income (42%) and higher prices (44%) as the main reason. Only 4% plan to increase their budget on gifts, also linking that to price hikes. More than half of the respondents (57%) give New Year presents only to their immediate family and relatives, and 18% to family and friends.

What Russians prefer as gifts

When it comes to gifts for kids, most Russians (47%) tend to opt for something that will support children in learning and developing (construction toys, tabletop games, etc.). The second most popular option is sweets and candy (35%), followed by dolls, model cars, and stuffed toys (23%). For their co-workers, Russians choose things that will come in handy in their everyday lives (48%) or thoughtful gifts that feel tailored to the person receiving them (39%). Low-budget fun souvenirs are the third most popular option (35%). As for where to shop, the split was even between those who prefer brick-and-mortar stores and online shopping: 42% for either category. 3% of Russians said they will not be buying any gifts but rather regift something unwanted.

"The New Year and Christmas time is when you want to be with your loved ones, and decorations and souvenirs are some of the ways to get yourself in the holiday mood. We at Fix Price started offering items from our New Year collection as early as mid-October. Today, our product range features over 200 SKUs to help you capture the festive spirit this season. These include Christmas tree decorations (we even have vintage-inspired options), chocolate sets, envelopes for letters to Father Frost, and decor items."

Inna Kondratieva, Head of Category Management at Fix Price

New Year celebration is all about home

Almost none of the respondents plan to leave town for the New Year, with only 3% intending to celebrate outside of their home region and 1% setting eyes on going abroad. 62% of the polled will be celebrating the New Year as

usual, and 28% admitted they were planning a more low-key event this year compared to 2021. 12% said they are not in the festive mood to put holiday decorations up in their homes, while 64% announced there will be Christmas decor all around and all the traditional preparations for the New Year. The survey showed that the most popular decor items to contribute to a festive spirit are Christmas tree decorations, souvenirs, and lights and lamps.

"In a turbulent economic environment, customers want to treat themselves to something nice but affordable. The New Year is a great opportunity to do so without compromising your frugal and savvy approach to spending. One of the ways to stay on budget is to opt for a retailer that offers the best prices, choice, and quality. Today, customers are actively looking to diversify their shopping channels, switching between online and offline formats while searching for a retailer that best meets their needs with a wide product range and great value for money."

Anastasia Sidorina, Client Service Director at Romir

About the research

Powered by the Romir Consumer Scan Panel, the survey was conducted on 2–7 December 2022, with only verified respondents included in the research. The sample size covered 1,000 people and is representative of urban areas with populations of over 10,000.

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 shoppers a unique and constantly refreshed product assortment of non-food goods, personal care and household products and food items at low fixed price points.

As of 30 September 2022, Fix Price was operating 5,462 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. As of 30 September 2022, the Company was operating 10 DCs covering 80 regions of Russia and 6 neighbouring countries.

In 2021, the Company recorded revenue of RUB 230.5 billion, EBITDA of RUB 44.2 billion and net profit of RUB 21.4 billion, in accordance with IFRS.

ABOUT ROMIR

Romir is the largest private research company, focusing its research on modern people and leveraging advanced methods and the latest technologies. Starting 1987, it specialises in large-scale marketing, cross-media, social, and socio-economic research. Romir is part of M-Holding.

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