

Fix Price tops 100,000 subscribers on Telegram in June

The last four months have seen a 3.5x increase in the audience of the Company's channel

30 June 2022 – Fix Price, the largest variety value retailer in Russia, continues to actively promote its social media accounts. Over the last four months, Fix Price Russia, the Company's Telegram channel, has grown its following 3.5 times – from 31,000 to over 100,000 subscribers. This makes the channel one of the best performers in terms of following among similar Telegram accounts managed by Russian retailers. The Telegram channel development has become a special focus in March 2022, after Instagram in Russia was banned¹.

The channel's most popular posts tell the audience about giveaways featuring products or reward points redeemable at Fix Price stores. For example, our promotional post celebrating the opening of the 5,000th store received over 150,000 comments.

Victoria Smirnova, Director of Marketing Department at Fix Price, commented:

“Proactive management of our communities on social media is an integral part of Fix Price’s marketing strategy. Similarly to our approach to advertising in traditional media, our social media messaging primarily seeks to convey the idea of the chain’s unique assortment available at attractive prices. The channel’s key strength is interactive communication. We handle our customers’ questions and requests, while also collecting their feedback, which we are happy to take into account when managing our product range. Today, our Telegram channel represents a full-fledged community of loyal Fix Price customers, and we are going to maintain the dialogue, making it even more exciting.”

Besides Telegram, Fix Price promotes its pages on other Russian social media, such as Vkontakte, Yandex.Zen and Odnoklassniki, which record a rapid growth of audience. For instance, in recent months, the Fix Price community on Vkontakte has added c. 80,000 followers to top 685,000.

¹ Russia recognised Meta, Instagram’s parent company, as an extremist organisation and banned it.



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.

As of 31 March 2022, Fix Price operates 5,083 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. The Company operates 8 DCs covering 80 regions of Russia and 6 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.

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