

Fix Price acts as general partner of Moscow Football Federation

Partnership agreement signed for 2 years

23 July 2025 – Fix Price, one of the leading variety value retailers globally and the largest in Russia, has become general partner of the Moscow Football Federation (MFF). Through this collaboration, the brand will support football development initiatives while gaining opportunities for joint promotional events, integrations, and special campaigns at federation competitions.

The Moscow Football Federation stands as the country's flagship regional sports federation, driving football development across all areas: youth, amateur, women's, student, and corporate football. The MFF organises competitions, supports clubs, and develops the city's football infrastructure. Each year, the federation oversees more than 16,000 matches featuring over 40,000 registered players.

"We are thrilled to become the Moscow Football Federation's general partner. This important initiative reflects our commitment to promoting sport and encouraging healthy lifestyles. Together, we will help drive the capital's football movement forward. Fix Price Russia is already deeply involved in football – we run both a men's football team and a women's futsal team."

Ekaterina Makurina, Head of Media Relations at Fix Price

"We are grateful for Fix Price's trust in choosing strategic partnership with the MFF. We highly value the participation of such major, internationally recognised brands in advancing football development in Moscow. It brings out the calibre of our federation's work, recognised by market leaders. I am confident our combined efforts will energise Moscow football and help us deliver ambitious new projects."

Alexander Startsev, President of the MFF

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 March 2025, Fix Price was operating 7,282 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 31 March 2025, the Company was operating 13 distribution centres 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.

CONTACTS

Fix Price Investor Relations

Elena Mironova
ir@fix-price.com

Fix Price Media Relations

Ekaterina Makurina
pr@fix-price.com