



## New milestone for Fix Price loyalty programme as it tops 20 million members

*The number is up by more than a third over the year*

**13 September 2022** - The loyalty programme<sup>1</sup> of Fix Price, Russia's largest variety value retailer, has surpassed 20 million members this month, an increase of more than one-third over the year. Now, another 5 million Fix Price customers can take advantage of bargain prices and treat themselves to the Fix Price's wide assortment of little sundries. In H1 2022, the top-selling items among the loyalty programme members were household goods and chemicals, personal hygiene products, and sweets.

For H1 2022, loyalty card penetration in the Company's total retail sales reached 52.5% versus 41.8% in H1 2021.

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

*"The strong growth of the loyalty programme membership indicates that our cards – and Fix Price stores in general – continue to boast a market-leading customer value proposition. We are especially proud that despite the significant increase in new members the share of active members that redeem points remains high, with their number hovering at a robust 50% like the year before. Our promo campaigns, including the standing Special Price deal that offers discounts on certain items, help keep our customers happy and attract new ones."*

In Q2 2022, the average ticket for loyalty programme members rose by 12.8% y-o-y to RUB 444, which was 1.8x higher than the average ticket for non-members of RUB 243.

Most members are women, who account for 79% of total issued loyalty cards.

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<sup>1</sup>Holders of Fix Price loyalty cards have access to special offers and earn reward points (one reward point = RUB 1), which they can use to cover up to 50% of a purchase.



## About the Company

Fix Price (LSE and MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, has been helping 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 30 June 2022, Fix Price operated 5,267 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 June 2022, the Company operated 8 DCs covering 80 Russian regions and 6 other 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.

## Contacts

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