



Fix Price Group PLC

Q3 and 9M 2025

*Leading variety value retailer
in Russia*

OCTOBER 2025

Disclaimer

IMPORTANT: This document does not constitute or form part of, and should not be construed as an offer for sale or subscription of or a solicitation or invitation of any offer to subscribe for or purchase any loans or securities of the Company or any other member of the Group or any other entity in any jurisdiction, and nothing contained therein shall form the basis of or be relied on in connection with any contract or commitment whatsoever, in particular, it must not be used in making any investment decision.

No representation, warranty or undertaking, express or implied, is made by the Company or any of the Company's respective affiliates or any of its of their respective directors, officers, employees or agents ("Representatives") or any other person as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of this document or the opinions contained therein or any other statement made or purported to be made in connection with the Company or the Group, for any purpose whatsoever, including but not limited to any investment considerations. No responsibility, obligation or liability whatsoever, whether arising in tort, contract or otherwise, is or will be accepted by the Company or any of its respective Representatives or any other person for any loss, cost or damage howsoever arising from any use of this document, or for information or opinions or for any errors, omissions or misstatements contained therein or otherwise arising in connection therewith.

This document is subject to updating, revision, amendment, verification, correction, completion and change without notice. In providing access to this document, none of the Company or any of their respective Representatives or any other person undertakes any obligation to provide the attendee or recipient with access to any additional information or to update this document or to correct any inaccuracies in this document, including any financial data or forward-looking statements. This document should be considered in the context of the circumstances prevailing at the time and has not been, and will not be, updated to reflect material developments which may occur after the date thereof.

This document may constitute or include forward-looking statements. Forward-looking statements are statements that are not historical facts and may be identified by words such as "plans", "targets", "aims", "believes", "expects", "anticipates", "intends", "estimates", "will", "may", "continues", "should" and similar expressions. These forward-looking statements reflect, at the time made, the Company's beliefs, intentions and current targets/aims concerning, among other things, the Company's or the Group's results of operations, financial condition, liquidity, prospects, growth and strategies. Forward-looking statements include statements regarding: objectives, goals, strategies, outlook and growth prospects; future plans, events or performance and potential for future growth; liquidity, capital resources and capital expenditures; economic outlook and industry trends; developments of the Company's or the Group's markets; the impact of regulatory initiatives; and the strength of the Company's or any other member of the Group's competitors. Forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. The forward-looking statements in this document are based upon various assumptions, many of which are based, in turn, upon further assumptions, including without limitation, management's examination of historical operating trends, data contained in the Company's records (and those of other members of the Group) and other data available from

third parties. Although the Company believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors which are difficult or impossible to predict and are beyond its control. Forward-looking statements are not guarantees of future performance and such risks, uncertainties, contingencies and other important factors could cause the actual outcomes and the results of operations, financial condition and liquidity of the Company and other members of the Group or the industry to differ materially from those results expressed or implied in this document by such forward-looking statements. No representation or warranty is made that any of these forward-looking statements or forecasts will come to pass or that any forecast result will be achieved. Undue influence should not be given to, and no reliance should be placed on, any forward-looking statement. No statement in this document is intended to be nor may be construed as a profit forecast.

To the extent available, the industry, market and competitive position data contained in this document come from official or third party sources. Third party industry publications, studies and surveys generally state that the data contained therein have been obtained from sources believed to be reliable, but that there is no guarantee of the accuracy or completeness of such data. While the Company believes that each of these publications, studies and surveys has been prepared by a reputable source, none of the Company or any of its Representatives has independently verified the data contained therein. In addition, certain of the industry, market and competitive position data contained in this document come from the Company's own internal research and estimates based on the knowledge and experience of the Company's management in the markets in which the Company and the other members of the Group operate. While the Company believes that such research and estimates are reasonable, they, and their underlying methodology and assumptions, have not been verified by any independent source for accuracy or completeness and are subject to change and correction without notice. Accordingly, reliance should not be placed on any of the industry, market or competitive position data contained in this document.

Some of the Company's historical financial data for the periods following 1 January 2019 are presented herein under IAS 17 standard in addition to being presented under IFRS 16 standard, the lease standard under the IFRS that the Company started applying beginning on 1 January 2019. Presentation herein under IAS 17 for the periods following 1 January 2019 is primarily due to the fact that the Company believes that the investment community continues to focus on IAS 17 in analysing performance of retail companies. The results of the Company's operations presented under IAS 17 following 1 January 2019, however, are shown only for illustrative purposes. You should note that the results of the Company's operations presented under IAS 17 after 1 January 2019 have not been audited or reviewed by the Company's independent auditors. In addition, the Company reserves the right to change its approach to presentation of its results of operations going forward. Therefore, you are strongly cautioned not to rely on the results of the Company's operations presented under IAS 17.

Furthermore, certain companies mentioned in this presentation, report under generally accepted accounting principles in the United States ("U.S. GAAP") or other local accounting standards. IFRS differ in certain significant respects from U.S. GAAP and such local accounting

standards. Therefore, financial measures of such companies presented herein on the basis of such accounting principles and standards could be significantly different were such companies to report under IFRS. You should, therefore, consult your own advisors for an understanding of the differences between IFRS and other accounting principles, including U.S. GAAP, and how these differences might affect the financial information herein. Furthermore, certain financial measures presented herein (including EBITDA and ROIC) are unaudited supplementary measures of the Company's performance that are not required by, or presented in accordance with, IFRS, including financial measures for the periods after 1 January 2019 presented under IAS 17. The Company's use and definition of these metrics may vary from other companies in the Company's industry due to differences in accounting policies or differences in the calculation methodology as different companies use such measures for differing purposes that reflect the circumstances of those companies. These non-IFRS measures have limitations and should not be considered in isolation, or as substitutes, for financial information as reported under IFRS. Accordingly, undue reliance should not be placed on these non-IFRS measures presented herein.

The existing listing of the Company's GDRs on the Astana International Exchange (AIX) under the symbol "FXP.Y" is expected to continue. Astana International Exchange will remain the primary listing venue for the Company's GDRs.

Fix Price Group PLC: Q3 / 9M 2025 financial and operational results

Key highlights YTD

The completion of the exchange of GDRs for shares of PJSC Fix Price and the commencement of trading on the Moscow Exchange

**1 GDR
= 158 shares**

Attractive exchange ratio reflecting PJSC Fix Price's share in the Group's total assets

80%

Share of PJSC Fix Price in the Group's EBITDA (IAS 17) for 9M 2025



Full financial and operational details are available in PJSC Fix Price's standalone [presentation](#)

Revenue

83.1 / 237.6
RUB bn

Net profit

4.2 / 10.4
RUB bn

Gross profit

27.9 / 79.3
RUB bn

Gross margin

33.6% / 33.4%

Net openings

150/449

Loyalty program members ⁽²⁾

+14.3% YoY

Adjusted EBITDA⁽¹⁾

12.1 / 32.8
RUB bn

Adjusted EBITDA margin

14.6% / 13.8%

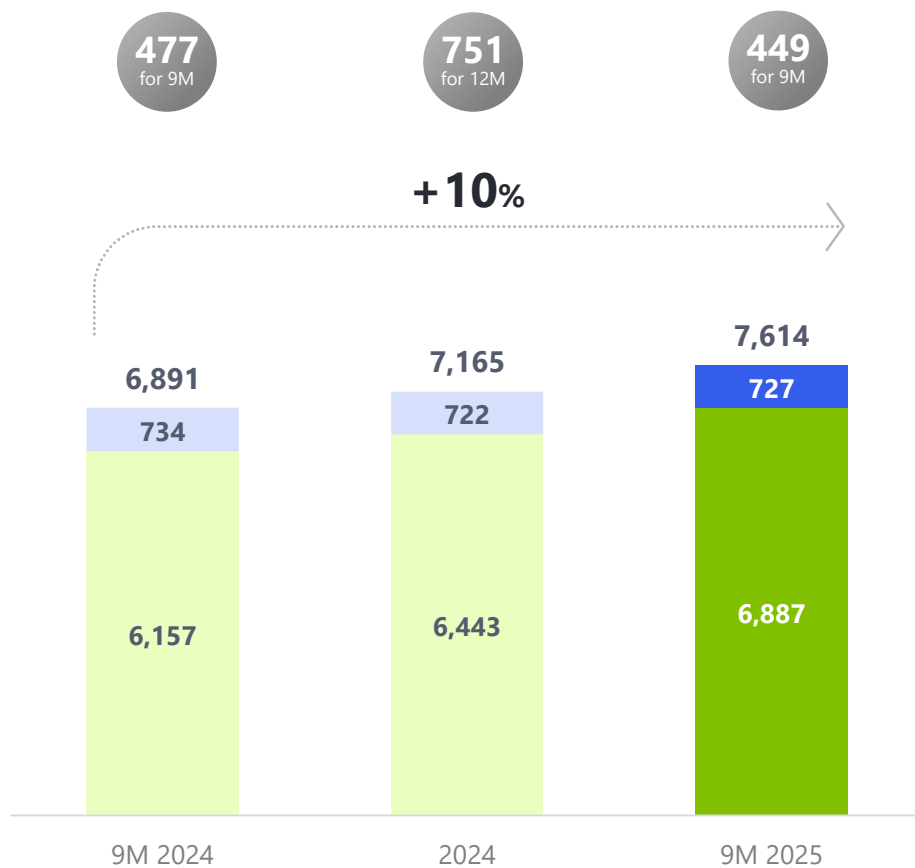
Source: Management accounts for 9M 2024, 9M 2025, Q3 2024 and Q3 2025

Notes: **(1)** EBITDA adjusted for LTIP expense. EBITDA is calculated as profit for the respective period before income tax expense, net interest income / (expense), depreciation and amortisation expense and foreign exchange gain / (loss); **(2)** Here and hereinafter, loyalty programme data is calculated for Fix Price stores operating in Russia unless stated otherwise

Fix Price maintains a strong network expansion pace

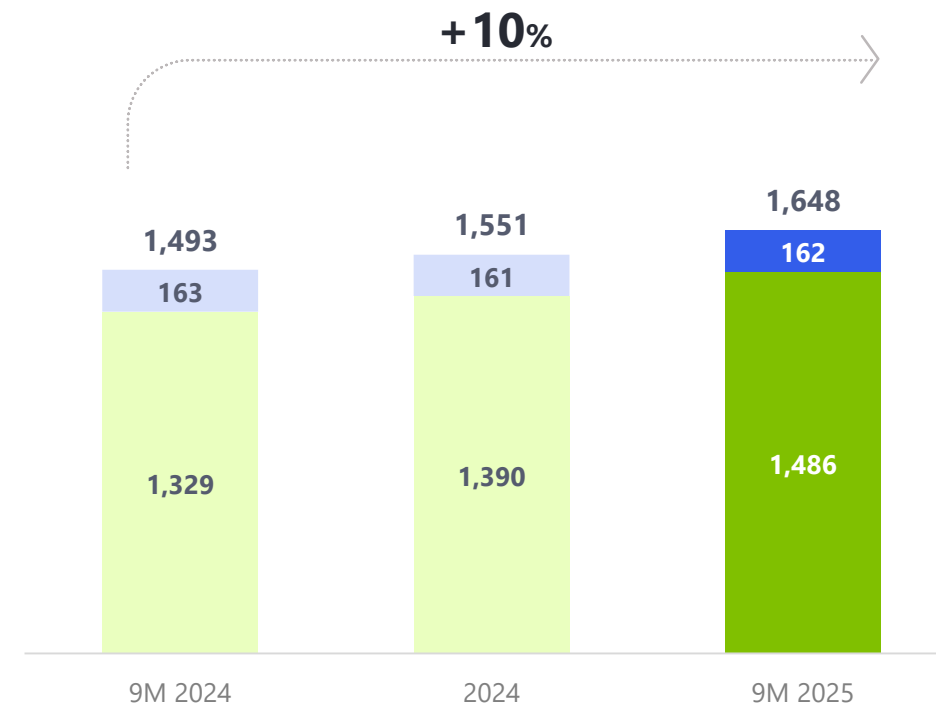
Fix Price store portfolio growth

Number of stores (as of period end), units



Selling space expansion

Selling space (as of period end), sq. m⁽²⁾



X Net openings for the period, units⁽¹⁾

■ Company-operated stores

■ Franchise stores

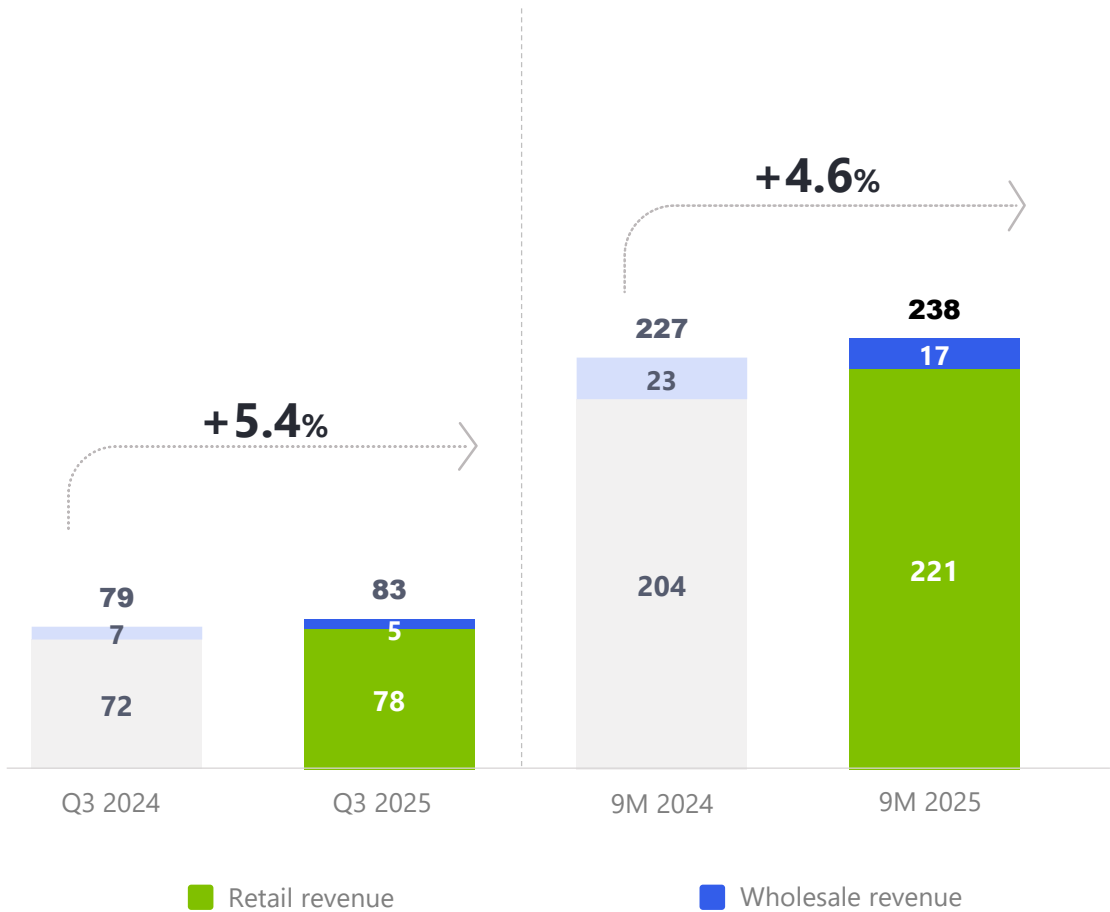
Source: Company data

Notes: (1) Net openings, including company-operated stores and franchise outlets in Russia and other markets, where the Company operates; (2) Total may not be equal the sum of the components due to rounding

Revenue growth and maintenance of consistently high gross margin in Q3 / 9M 2025

Total revenue

RUB bn ⁽¹⁾



Gross profit margin

%



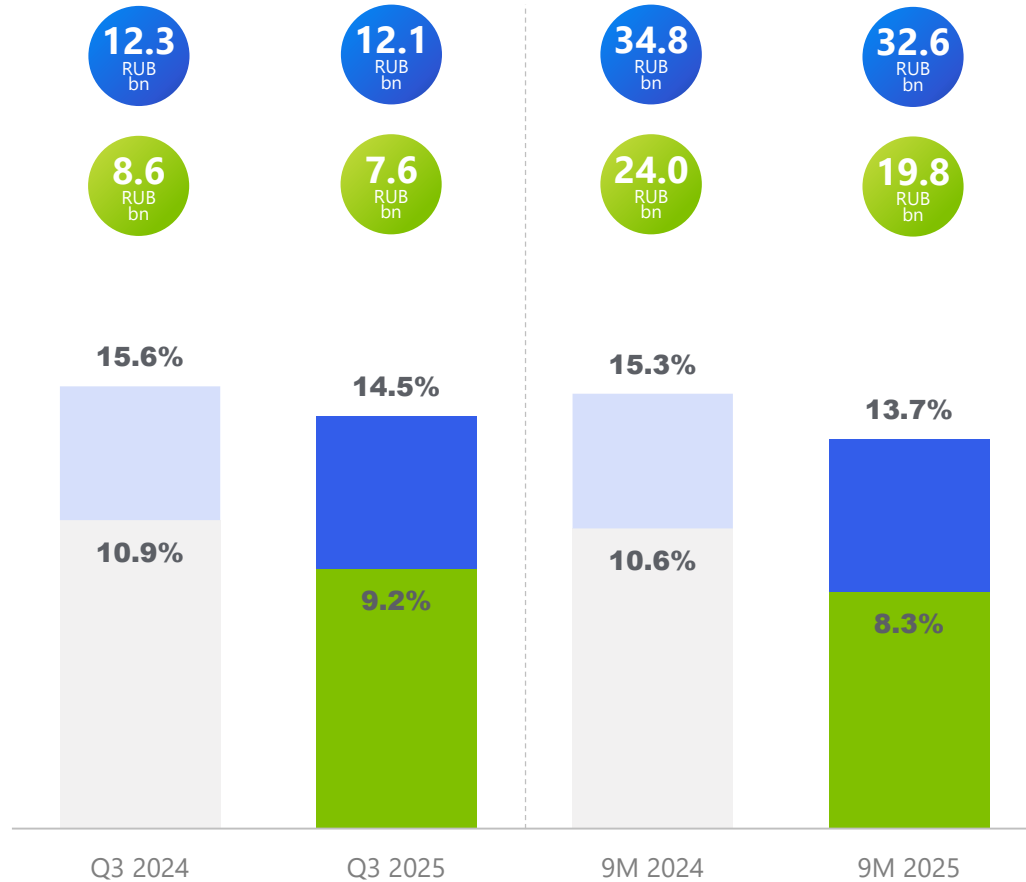
Source: Company data, Management accounts for 9M 2024, 9M 2025, Q3 2024 and Q3 2025

Notes: (1) Total may not be equal the sum of the components due to rounding

EBITDA under temporary pressure owing to competitive labor market environment

EBITDA margin

%



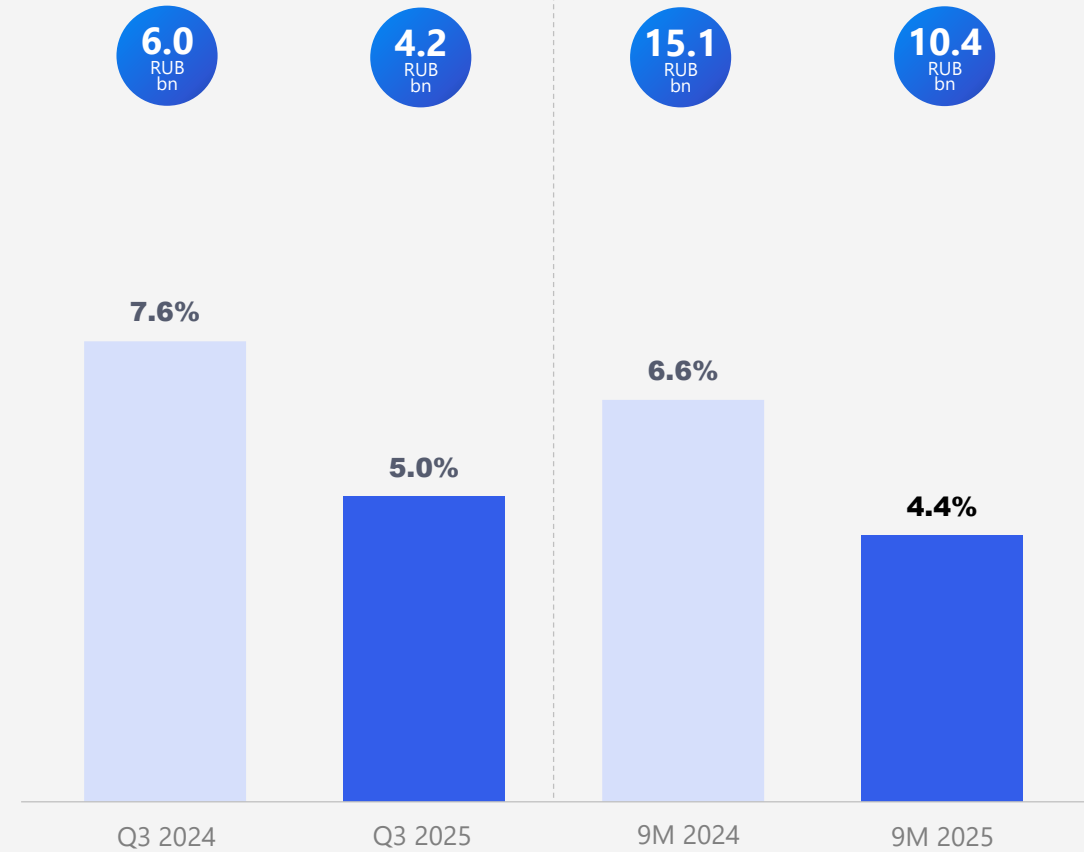
■ IFRS 16
■ IAS 17

⊗ EBITDA
IFRS 16

⊗ EBITDA
IAS 17

Net profit margin

%



⊗ Net Profit

Source: Company data, Management accounts for 9M 2024, 9M 2025, Q3 2024 and Q3 2025

Notes: (1) Total may not be equal the sum of the components due to rounding



Appendix

Store base, geographical coverage and selling space

	30 Sep 2025	31 Dec 2024	30 Sep 2024
Total number of stores	7,614	7,165	6,891
Russia	6,778	6,400	6,168
Kazakhstan	379	337	312
Belarus	362	335	320
Latvia	43	44	43
Uzbekistan	25	24	24
Georgia	7	6	7
Kyrgyzstan	6	6	6
Armenia	6	5	5
Mongolia	4	4	4
UAE	4	4	2
Number of Company-operated stores	6,887	6,443	6,157
Russia	6,176	5,798	5,552
Kazakhstan	363	320	295
Belarus	348	325	310
Number of franchise stores	727	722	734
Russia	602	602	616
Latvia	43	44	43
Uzbekistan	25	24	24
Kazakhstan	16	17	17
Belarus	14	10	10
Georgia	7	6	7
Kyrgyzstan	6	6	6
Armenia	6	5	5
Mongolia	4	4	4
UAE	4	4	2
Selling space (sq. m)	1,647,567	1,550,559	1,492,908
Company-operated stores	1,485,958	1,389,973	1,329,467
Franchise stores	161,610	160,586	163,441

Statement of comprehensive income highlights

RUB million	Q3 2025	Q3 2024	Change	9M 2025	9M 2024	Change
Revenue	83,085	78,799	5.4%	237,602	227,190	4.6%
Retail revenue	77,629	71,629	8.4%	220,915	204,290	8.1%
Wholesale revenue	5,456	7,170	(23.9)%	16,687	22,900	(27.1)%
Cost of sales	(55,181)	(52,307)	5.5%	(158,258)	(151,217)	4.7%
Gross profit	27,904	26,492	5.3%	79,344	75,973	4.4%
Gross margin, %	33.6%	33.6%	(3) bps	33.4%	33.4%	(5) bps
SG&A (excl. LTIP and D&A)	(16,593)	(14,216)	16.7%	(48,906)	(41,060)	19.1%
Other op. income and share of profit of associates	780	131	495.4%	2,394	435	450.3%
Adjusted EBITDA⁽¹⁾	12,091	12,407	(2.5)%	32,832	35,348	(7.1)%
Adjusted EBITDA margin, %	14.6%	15.7%	(119) bps	13.8%	15.6%	(174) bps
EBITDA	12,083	12,278	(1.6)%	32,627	34,823	(6.3)%
EBITDA margin, %	14.5%	15.6%	(104) bps	13.7%	15.3%	(160) bps
D&A	(4,943)	(4,226)	17.0%	(14,134)	(12,488)	13.2%
Operating profit	7,140	8,052	(11.3)%	18,493	22,335	(17.2)%
Operating profit margin, %	8.6%	10.2%	(162) bps	7.8%	9.8%	(205) bps
Net finance costs	(1,246)	(175)	612.0%	(3,965)	(383)	935.2%
FX loss, net	(278)	(199)	39.7%	(573)	(909)	(37.0)%
Profit before tax	5,616	7,678	(26.9)%	13,955	21,043	(33.7)%
Income tax expense	(1,422)	(1,677)	(15.2)%	(3,590)	(5,942)	(39.6)%
Profit for the period	4,194	6,001	(30.1)%	10,365	15,101	(31.4)%
Net profit margin, %	5.0%	7.6%	(257) bps	4.4%	6.6%	(228) bps

Selling, general and administrative expenses⁽¹⁾

RUB million	Q3 2025	Q3 2024	Change	9M 2025	9M 2024	Change
Staff costs (excl. LTIP)	13,472	11,233	19.9%	39,834	31,925	24.8%
<i>% of revenue</i>	16.2%	14.3%	196 bps	16.8%	14.1%	271 bps
Bank charges	644	616	4.5%	1,863	2,309	(19.3)%
<i>% of revenue</i>	0.8%	0.8%	(1) bps	0.8%	1.0%	(23) bps
Rental expense	473	496	(4.6)%	1,258	1,305	(3.6)%
<i>% of revenue</i>	0.6%	0.6%	(6) bps	0.5%	0.6%	(4) bps
Security services	299	496	(39.7)%	1,113	1,525	(27.0)%
<i>% of revenue</i>	0.4%	0.6%	(27) bps	0.5%	0.7%	(20) bps
Advertising costs	305	252	21.0%	708	832	(14.9)%
<i>% of revenue</i>	0.4%	0.3%	5 bps	0.3%	0.4%	(7) bps
Repair and maintenance costs	407	296	37.5%	1,133	869	30.4%
<i>% of revenue</i>	0.5%	0.4%	11 bps	0.5%	0.4%	9 bps
Utilities	284	245	15.9%	885	751	17.8%
<i>% of revenue</i>	0.3%	0.3%	3 bps	0.4%	0.3%	4 bps
Other expenses	709	582	21.8%	2,112	1,544	36.8%
<i>% of revenue</i>	0.9%	0.7%	11 bps	0.9%	0.7%	21 bps
SG&A (excl. LTIP and D&A)	16,593	14,216	16.7%	48,906	41,060	19.1%
<i>% of revenue</i>	20.0%	18.0%	193 bps	20.6%	18.1%	251 bps
LTIP expense	8	129	(93.8)%	205	525	(61.0)%
<i>% of revenue</i>	0.0%	0.2%	(15) bps	0.1%	0.2%	(14) bps
Depreciation of right-of-use assets	3,702	3,202	15.6%	10,575	9,429	12.2%
<i>% of revenue</i>	4.5%	4.1%	39 bps	4.5%	4.2%	30 bps
Other depreciation and amortisation	1,241	1,024	21.2%	3,559	3,059	16.3%
<i>% of revenue</i>	1.5%	1.3%	19 bps	1.5%	1.3%	15 bps
Total SG&A	21,544	18,571	16.0%	63,245	54,073	17.0%
<i>% of revenue</i>	25.9%	23.6%	236 bps	26.6%	23.8%	282 bps

Source: Company data, Management accounts for 9M 2024, 9M 2025, Q3 2024 and Q3 2025

Notes: (1) The total may not equal the sum of the components due to rounding

EBITDA IFRS 16 and IAS 17 reconciliation

RUB million	Q3 2025	Q3 2024	Change	9M 2025	9M 2024	Change
EBITDA (IFRS 16)	12,083	12,278	(1.6)%	32,627	34,823	(6.3)%
<i>EBITDA margin (IFRS 16), %</i>	<i>14.5%</i>	<i>15.6%</i>	<i>(104) bps</i>	<i>13.7%</i>	<i>15.3%</i>	<i>(160) bps</i>
LTIP expense	8	129	(93.8)%	205	525	(61.0)%
Adjusted EBITDA (IFRS 16)	12,091	12,407	(2.5)%	32,832	35,348	(7.1)%
<i>Adjusted EBITDA margin (IFRS 16), %</i>	<i>14.6%</i>	<i>15.7%</i>	<i>(119) bps</i>	<i>13.8%</i>	<i>15.6%</i>	<i>(174) bps</i>
Rental expense	(4,387)	(3,646)	20.3%	(12,574)	(10,606)	18.6%
Utilities	(79)	(62)	27.4%	(223)	(179)	24.6%
Adjusted EBITDA (IAS 17)	7,625	8,699	(12.3)%	20,035	24,563	(18.4)%
<i>Adjusted EBITDA margin (IAS 17), %</i>	<i>9.2%</i>	<i>11.0%</i>	<i>(186) bps</i>	<i>8.4%</i>	<i>10.8%</i>	<i>(238) bps</i>
LTIP expense	(8)	(129)	(93.8)%	(205)	(525)	(61.0)%
EBITDA (IAS 17)	7,617	8,570	(11.1)%	19,830	24,038	(17.5)%
<i>EBITDA margin (IAS 17), %</i>	<i>9.2%</i>	<i>10.9%</i>	<i>(171) bps</i>	<i>8.3%</i>	<i>10.6%</i>	<i>(223) bps</i>

Statement of financial position highlights

RUB million	30 Sep 2025	31 Dec 2024	30 Sep 2024
Current loans and borrowings	6,718	15,056	15,043
Non-current loans and borrowings	3,146	3,010	4,947
Current lease liabilities	11,972	10,200	9,572
Non-current lease liabilities	9,866	5,473	4,859
Cash and cash equivalents	(8,193)	(19,579)	(39,726)
Net debt / (Net cash)	23,509	14,160	(5,305)
Dividends payable	-	8,321	-
Adjusted net debt / (net cash)	23,509	22,481	(5,305)
Adjusted net debt / (net cash) to EBITDA (IFRS 16)⁽¹⁾	0.5x	0.4x	(0.1)x
Current lease liabilities	(11,972)	(10,200)	(9,572)
Non-current lease liabilities	(9,866)	(5,473)	(4,859)
IAS 17-based adjusted net debt / (net cash)	1,671	6,808	(19,736)
IAS 17-based adjusted net debt / (net cash) to EBITDA	0.05x	0.2x	(0.5)x

Statement of cash flows highlights

RUB million	Q3 2025	Q3 2024	9M 2025	9M 2024
Profit before tax	5,616	7,678	13,955	21,043
Cash from operating activities before changes in working capital ⁽¹⁾	12,724	13,017	33,453	37,059
Changes in working capital ⁽¹⁾	931	(5,412)	(1,062)	(10,924)
Net cash generated from operations	13,655	7,605	32,391	26,135
Net interest paid	(1,338)	(75)	(4,242)	(91)
Income tax paid	(2,575)	(2,426)	(5,032)	(6,421)
Net cash flows from operating activities	9,742	5,104	23,117	19,623
Net cash flows used in investing activities	(2,795)	(1,781)	(7,578)	(4,394)
Net cash flows used in financing activities	(4,268)	(3,136)	(25,707)	(12,594)
Effect of exchange rate fluctuations on cash and cash equivalents	(132)	21	(1,218)	(252)
Net increase / (decrease) in cash and cash equivalents	2,547	208	(11,386)	2,383



Contacts

Contacts



Website



<https://ir.fix-price.com>



Contacts for media



pr@fix-price.com



Contacts for investors



ir@fix-price.com