

FIX PRICE NAMED AMONG LEADERS OF RAPIDLY EXPANDING NON-FOOD RETAIL CHAINS IN KAZAKHSTAN

INFOLine highlights the chain's growth in Kazakhstan

16 May 2025 – In its report, *Kazakhstan Retail Market: Results of 2024 and Challenges of 2025*, analytical agency INFOLine identified Fix Price as one of the leaders among the fastest-growing retail chains in Kazakhstan.

Fix Price continued its active expansion in Kazakhstan during the first quarter of 2025, with the total number of stores reaching 349 by the end of the period. This represents an increase of 62 stores year-on-year.

As of 31 March 2025, 332 of these stores were managed by the Company, with the remaining 17 operating under franchise agreements.

"We are consistently expanding our retail chain in Kazakhstan, opening stores where they are really needed. Despite FX fluctuations, we maintain the affordability of our goods and continue to invest in the country's economy. Our customers value the combination of attractive pricing and consistent quality, and we are committed to maintaining their trust".

Alexey Ermakov, CEO of Fix Price Kazakhstan

In the first quarter of 2025, sales in tenge increased, driven by customers shopping more often and purchasing more items. This growth was attributable to compelling pricing.

Looking ahead, the Company plans further expansion and improvements to customer service quality while maintaining stable performance amid current economic conditions.

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