

FIX PRICE TO INTRODUCE QR CODES ON PRICE TAGS

THIS FEATURE WILL ENABLE CUSTOMERS TO LEARN MORE ABOUT THE PRODUCT

29 May 2024 – Fix Price stores will add QR codes offering additional information to price tags. By scanning the code, the customer will be able to view a video on the product, its functions and usage occasions or get more information on its capabilities and components available in online product cards. The innovation will be rolled out in all stores across Russia.

“As over 70% of our assortment is refreshed up to six times a year, customers always need an update on new product features. Besides, items are often on display folded or packaged, which is why it might be difficult to instantly reveal all the nuances of their functionality. QR codes will help fill this gap by linking customers to short videos about goods shot by our production team. This is quite an effective solution for our business as we will show videos that are being posted across our social networks, while QR code printing will not increase our operating costs”.

Victoria Smirnova, Director of Marketing Department at Fix Price

At present, the Company completed a pilot of the solution at five Moscow stores, with rollout across the entire Russian network to be completed in Q2 2024.

ABOUT THE COMPANY

Fix Price (LSE and MOEX: FIXP, AIX: FIXP.Y), 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 updated assortment of non-food goods, including personal care and household products, and food items at low fixed price points.

As of 31 March 2024, Fix Price was operating 6,545 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 31 March 2024, the Company was operating 13 DCs covering 81 regions of Russia and 8 neighbouring countries.

In 2023, the Company recorded revenue of RUB 291.9 billion, EBITDA of RUB 53.1 billion and net profit of RUB 35.7 billion, in accordance with IFRS.

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