

## PYATEROCHKA ROLLS OUT “RED BUTTON” CHECKOUT LINE SERVICE

**Moscow, 12 April 2012** - X5 Retail Group N.V. (“X5” and/or the “Company”), Russia's largest retailer in terms of revenue (LSE ticker: “FIVE”), announced the rollout of its new “Red Button” service at the Pyaterochka soft discounter chain of stores (“Pyaterochka stores”) to improve customer service by reducing lines at checkout counters. This project is part of the chain’s quality improvement program, which focuses on both products and services with the goal of building customer loyalty.

The Company plans to equip all checkout counters at Pyaterochka stores with a special “Red Button” that enables cashiers to call for additional cashiers to open up new registers and speed up service if five or more customers are waiting in line. During the past month, the “Red Button” service has been launched at selected stores where during peak shopping hours additional cashiers have been available to reduce checkout time.

Currently, the “Red Button” service is available in approximately 65% of Pyaterochka stores in seven regions – Central, Centralno-Chernozemny, North-West, South, Volgo-Vyatsky, Privolzhsky and Sredne-Volzhsy – and the Company plans to equip all stores by September 2012.

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**For Reference:**

Headquartered in Moscow, X5 Retail Group N.V. (LSE: FIVE, Moody's - "B2", S&P - "B+") is Russia's largest retailer in terms of revenue. The Company operates several retail formats: the soft discounter chain under the Pyaterochka brand, the supermarket chain under the Perekrestok brand, the hypermarket chain under the Karusel brand, the online retail channel under E5.ru brand and convenience stores under different brands.

As at 31 December 2011, X5 had 3,002 Company-operated stores. It has the leading market position in both Moscow and St. Petersburg and a significant presence in the European part of Russia. Its’ store base includes 2,525 soft discounter stores, 330 supermarkets, 77 hypermarkets and 70 convenience stores. The Company operates 29 distribution centers and more than 1,300 Company-owned trucks across the Russian Federation.

X5 is run on an SAP platform.

As at 31 December 2011, X5’s franchisees operated 658 stores across Russia.

For the full year 2010, net sales totaled USD 11,280 mln, EBITDA reached USD 844 mln, and net profit stood at USD 271 mln. For the first nine month of 2011, net sales amounted to USD 11,490 mln, EBITDA reached USD 786 mln, and net profit totaled USD 168 mln.

X5 Shareholder structure as at 31 December 2011: Alfa Group – 47.86%, founders of Pyaterochka – 19.85%, X5 Management and/or Supervisory Board members – 0.09%, treasury shares – 0.11%, free float – 32.09%.