

E5.RU IS ACKNOWLEDGED WITH AWARD FOR EXCELLENCE

Moscow, 13 April 2012 – E5.RU, the online retail channel of X5 Retail Group N.V. (“X5” and/or the “Company”), Russia's largest retailer in terms of revenue, received an award at the IV Online Retail Business Russia Forum organized by BBCG. E5.ru was recognized as “The most outstanding project of the year.” The vote was conducted among Russian Internet professionals.

E5.RU was launched in the beginning of 2012 as an online retail channel for Perekrestok customers. The site offers approximately 370,000 SKUs ranging from baby toys to consumer electronics and household appliances. Customers can pick up the goods they order online in the most conveniently located Perekrestok supermarket within 1-2 days of their order. Approximately 130 Perekrestok supermarkets in Moscow and the surrounding regions participate in the project. In addition, customers may order courier delivery in Moscow and other large cities in Russia, or mail delivery in the Russian regions.

E5.RU is designed to provide convenience and save time for our clients. The online store enables our customers to take advantage of high-quality service and convenient payment options. The online store attracts approximately 100,000 visits per day, on average.

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Note to Editors:

Headquartered in Moscow, X5 Retail Group (LSE: FIVE, Moody's - "B2", S&P - "B+") is Russia's largest food 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 various brands.

As at 31 March 2012, X5 had 3,139 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 2,643 soft discounter stores, 337 supermarkets, 77 hypermarkets and 82 convenience stores. The Company operates 29 DCs and 1,392 Company-owned trucks across the Russian Federation.

X5 is run on an SAP platform.

As at 31 March 2012, X5's franchisees operated 434 stores across Russia.

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

X5 Shareholder structure is as follows: Alfa Group – 47.86%, founders of Pyaterochka – 19.85%, X5 Management and/or Supervisory Board members – 0.12%, treasury shares – 0.11%, free float – 32.06%.