

PEREKRESTOK OPENS FIRST SUPERMARKET IN PERM REGION

Moscow, 17 April 2012 - X5 Retail Group N.V. (further, "X5" and/or the "Company"), Russia's largest retailer in terms of revenue (LSE ticker symbol: FIVE), announced today that the Company has opened its first Perekrestok supermarket in Perm, a major industrial city in the Urals. Until now, X5 has only opened Pyaterochka soft discounter stores in the Perm Region.

The new supermarket is located on the ground floor of a building in the Kwartet apartment complex, situated in the center of Perm's Sadovy residential district. The supermarket has 1,000 square meters of selling space and 70 employees.

The new supermarket's product range includes more than 12,000 different items; 90% of these are food, including the chain's proprietary label (meat and fish products, salads and baked goods), as well as products sourced locally from approximately 100 Perm suppliers.

The new supermarket will run a month-long opening promotional campaign, offering significant discounts to customers. Promotional campaigns will be organized at the supermarket on a regular basis; for example, Perm customers may now take part in the promotional "Wineglasses as a Gift" campaign.

Perekrestok launched a new advertising campaign, "We Love You!", in March 2012, which is focused on improving customers' shopping experience. As part of the campaign, the new supermarket management team is paying a great deal of attention to communicating with customers. Perekrestok has also employed new technology that enables the format to analyze consumer choices and adapt product offerings based on the most popular goods, while catering to the interests and expectations of each store's customers. Store layout, product range, quality, attractive prices and promotional campaigns are all focused on meeting customer expectations for choice and value.

Perekrestok encourages customers to provide feedback on our supermarkets and make suggestions on how we can do a better job. Customers can contact us on our telephone hotline 8-800-200-9555, as well as other communications channels, such as social networks ([facebook.com/perekrestok](https://www.facebook.com/perekrestok); vk.com/perekrestok_shop; twitter.com/perekrestok) and our electronic feedback log.

Igor Sotnikov, General Director of X5's Supermarket Format, commented:

"Perm residents will love our newest Perekrestok supermarket store. Local chains are well-represented in the region, but we can compete on price, quality, product range and service, supported by advertising, promotions, and modern retail technologies. At the end of the day, healthy competition benefits consumers."

For further details please contact

Vladimir Rusanov
Head of Regional PR Projects
Tel.: +7 (495) 662-8888, ext. 31328
e-mail: vladimir.rusanov@x5.ru

Gregory Madick
Executive IR Director
Tel.: +7 (495) 502-9783
e-mail: gregory.madick@X5.ru

Notes to editors:

Headquartered in Moscow, X5 Retail Group (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 is as follows: Alfa Group – 47.86%, founders of Pyaterochka – 19.85%, X5 Directors - 0.12%, treasury shares – 0.11%, free float – 32.06%.