

PEREKRESTOK SUPERMARKETS INTRODUCE ENVIRONMENTALLY FRIENDLY BAGS

Moscow, 23 April 2012 – X5 Retail Group N.V. (“X5” and/or the “Company”), Russia's largest retailer in terms of revenue (LSE ticker: “FIVE”), announced today that the Company has introduced “ECObags”, made from recycled paper, for customers at Perekrestok and Green Perekrestok supermarkets to reduce the Company’s environmental impact.

The new reusable paper bags are designed for a maximum weight of 3 kilograms and are now available for purchase at checkout counters in the Central Region (Moscow, Moscow region, Kaluga and Tver) for approximately 10 Russian rubles (30 US cents). The “ECObags” are safe, convenient, environmentally friendly and easily recycled.

Supermarket Format Director, Igor Sotnikov comments:

“We have introduced “ECObags” into our stores to help reduce the use of plastic bags, which pollute the environment. Our paper bags, made of recycled materials, are both customer-friendly and environmentally-sound. In addition to “ECObags”, we also plan to introduce biodegradable plastic bags as part of our commitment to environmental best practices.”

The Company’s Green Perekrestok premium supermarkets have introduced a number of environmentally-friendly initiatives since inception. In 2009, customers were offered paper boxes to carry their purchases and earlier this year the stores introduced reusable bags made of nonwoven fabric.

X5 is proud of the Company’s continued efforts to offer customers environmentally-friendly options like the “ECObag”.

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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 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 2011, net sales totaled USD 15,455 mln, EBITDA reached USD 1,130 mln, and net profit amounted to USD 302 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%.