

PEREKRESTOK SAVES CUSTOMERS TIME AND KOPECKS

Moscow, 25 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 starting 1 May 2011 customers paying with cash will have their check totals rounded to the nearest ruble in favor of the customer.

The decision to round the checks of cash paying customers is in line with Perekrestok's new promotional campaign focusing on the importance of the customers' store experience. The Company's supermarket chain thoroughly studies customer preferences to develop their product range, based on consumer tastes, and improve the shopping experience.

Rounding the check in favor of customers will not only reduce their costs, but also shorten lines by decreasing checkout time when making cash payments. Customers will of course still be able to pay in kopecks (1, 5, 10 and 50 kopeck coins).

Igor Sotnikov, General Director, Perekrestok, commented:

"Almost everyone has a surplus of loose change in their pockets, which they are constantly trying to get rid of. However, it seems that after every purchase we receive even more coins in change. At Perekrestok, we are pleased to offer customers the opportunity to get rid of their spare change while at the same time decreasing their purchase costs and increasing store efficiencies."

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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%.