

PEREKRESTOK TAKES CARE OF VETERANS

Moscow, 5 May 2012 - X5 Retail Group N.V., (further, “X5” and/or the “Company”), Russia's largest retailer in terms of revenue (LSE ticker symbol: FIVE), announces that Perekrestok has launched a new promotional campaign dedicated to Victory Day. The campaign will be held in the supermarket stores May 8th and 9th. During these two days, all veterans of the Great Patriotic War (World War II) will receive a 10% discount in Perekrestok stores across all of Russia.

Igor Sotnikov, General Director, Perekrestok, commented:

“We are all obligated to veterans of the Great Patriotic War and our task is to care for them on this important holiday, Victory Day. We think that the discount in Perekrestok stores is a modest expression of the retail chain’s attention to veterans.”

It should be noted that a 5% discount is available for all pensioners on workdays until 1 pm.

The discount for goods involved in sales and promotional campaigns is not added to discounts from other categories.

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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%.