

## X5 OPENS GREEN PEREKRESTOK IN MOSCOW

**Moscow, 19 July 2012** – X5 Retail Group N.V., (“X5” or the “Company”), Russia's largest retailer in terms of revenue (LSE ticker symbol: FIVE), announced today that the Company has opened a Green Perekrestok supermarket in Moscow at 69 Vavilova St. with approximately 1,200 square meters of selling space. The Green Perekrestok brand is a premium sub-format of our Perekrestok branded supermarkets.

The Company’s Green Perekrestok supermarkets offer more than 12,000 items, which vary from basic goods to a variety of delicacies from all corners of the world for consumers who value healthy food and exotic dishes. These supermarkets offer high-quality products for the best prices in the premium segment.

Special guests attending the opening ceremony included Edgar Skuya, Latvian ambassador to the Russian Federation, and Valdis Pelsh, a prominent entertainer. The newly opened supermarket has a special Latvian section, called “Riga Corner”, with an extended assortment of products produced in Latvia, including milk, cheese, bread and Riga’s balsam (a popular alcoholic drink). There is also a special section in the store devoted to diabetic products.

The store is located in a business center and consequently the assortment matrix has been adjusted to include more ready to eat meals to cater to the needs of busy professionals. The store also includes a café, which serves tea, coffee, soft drinks and snacks during store hours as well as breakfast from 8 a.m. to 11 a.m.

X5 operates 12 Green Perekrestok supermarkets in Moscow and the Moscow region and one in the city of Rostov-on-Don (Southern part of European Russia). The Company runs a “Special Attitude” loyalty program designed specifically for customers of Green Perekrestok supermarkets, which allows cardholders to collect bonus points that may be used to pay for future purchases.

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## **Note to Editors:**

**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 30 June 2012, X5 had 3,298 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 2,783 soft discounter stores, 341 supermarkets, 77 hypermarkets and 97 convenience stores. The Company operates 28 DCs and 1,539 Company-owned trucks across the Russian Federation.

X5 is run on an SAP platform.

As at 30 June 2012, X5's direct franchisees operated 399 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. For the first quarter 2012, net sales totaled USD 3,871 mln, EBITDA reached USD 274 mln and net profit amounted to USD 66 mln.

X5 Shareholder structure is as follows: Alfa Group – 47.86%, founders of Pyaterochka – 19.85%, X5 Directors – 0.14%, treasury shares – 0.11%, free float – 32.04%.