

E5 INITIATES POINT OF SALE SERVICES IN SAMARA PEREKRESTOKS

Moscow, 7 August 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’s online retailer, E5.RU, has expanded point of sale services to include X5’s Perekrestok stores located in Samara, a city located in the Volga region of European Russia.

The E5.RU project, launched in early 2012, operates as an online retail store offering more than 400,000 non-food products. The initial launch of E5.RU enabled customers in Moscow to pick up and pay for products selected from the web site (www.e5.ru) at the nearest Moscow Perekrestok store. Later this service was expanded to the Moscow and St. Petersburg regions and included the Company’s Pyaterochka stores as point of sale options.

Now, E5.RU point of sale service is available at Perekrestok stores in the city of Samara where customers previously were required to use courier delivery services to receive their purchases.

X5’s E5.RU online retail store offers customers the convenience and flexibility of choosing the time, location and method of receiving and paying for their online purchases. The average daily number of visitors to E5.RU’s web site is 100,000 people and the online store’s catalogue includes books, electronics, home appliances, cookware, tools, toys, gifts, souvenirs and other non-food items.

The Company plans to actively develop E5.RU in other Russian regions.

Kirill Grodinsky, General Director, E5, commented:

“We are very happy to introduce E5.RU point of sale services in our Perekrestok stores in a new region of Russia and we are planning to roll-out the service in our Pyaterochka stores located in Samara as well. I am convinced that local shoppers will appreciate the convenience and flexibility of this new service and its advantages over traditional on-line store models”.

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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%.