

## E5 INITIATES POINT OF SALE SERVICES IN THE URALS REGION

**Moscow, 10 September 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 two Perekrestok stores and 20 Pyaterochka stores in Yekaterinburg, a city located in the Urals region of Russia. E5 plans to further increase number of stores servicing its clients.

Previously E5.RU rolled out its point of sale services in Nizhniy Novgorod, Rostov and Samara regions and Republic of Tatarstan bringing total number of X5 stores that service online store's operations to 500.

The E5.RU project, launched in early 2012, operates as an online retail store offering more than 400,000 non-food products.

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.

Surveys carried out by E5 and its partners show that for more than 30% of thousands of our clients purchases in E5.RU became their first experience of online shopping. Simplicity of the site navigation and client-oriented interface designed for those who don't have extensive online shopping experience as well as convenient delivery terms allowed to attract new customers among those who had never used internet to purchase goods before.

**Kirill Grodinsky**, General Director, E5, commented:

*“By the end of 2012 we are planning to open point of sales in all cities located in European Russia with population over 1 million people. Our goal is to offer point of sale services to as many customers as possible. That will allow our customers in Pyaterochka discounters and Perekrestok supermarkets to receive ordered goods in the stores that they are accustomed to”.*

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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%.