

X5 OPENS FIRST GREEN PEREKRESTOK SUPERMARKET IN ST. PETERSBURG

Moscow, 26 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 the opening of the Company’s first Green Perekrestok supermarket in St. Petersburg.

The new supermarket offers a product range of 11,000 items, including Belgian and French bread produced by the store’s own bakery, in 800 square meters of selling space. X5’s Green Perekrestok is one of the first premium class supermarkets in St. Petersburg and the only supermarket located in the PeterLand Shopping and Entertainment Center, 72 Primorsky Avenue.

Green Perekrestok stores have been created especially for customers that value high quality and healthy food. The chain offers the finest products in the following categories, fresh meat, fish, fruits and vegetables from around the world, household products, delicatessen and ready-made meals prepared by professional chefs, at the best prices in the premium supermarket segment.

X5 operates twelve Green Perekrestok supermarkets in Moscow and the Moscow Region, one store in Rostov-on-Don and the newly opened store in St. Petersburg. The Company has developed the “Special Attitude” loyalty program specifically for customers of Green Perekrestok supermarkets, allowing cardholders to collect bonus points that may be used to pay for future purchases.

Elena Gulyaeva, Operating Director for Green Perekrestok supermarkets, commented:

“Opening the first Green Perekrestok in St. Petersburg is a great and long-anticipated event for both X5 and the city’s residents. We opened the store based on the requests of St. Petersburg shoppers who had visited our Moscow stores. We will do our best to carry the best products in the supermarket in terms of quality, variety and desirability and I am sure that the Green Perekrestok store will become a popular place for many of the city’s gourmands.”

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Note 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 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 half 2012, net sales totaled USD 7,859 mln, EBITDA reached USD 554 mln and net profit amounted to USD 135 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%.