

## **X5 FREEZES PRICE ON BREAD**

**Moscow, 6 November 2012** – X5 Retail Group N.V., (“X5” or the “Company”), Russia's largest retailer in terms of sales (LSE ticker symbol: FIVE), announced today that the Company is “freezing” the price of the two most popular brands of bread sold in X5’s Pyaterochka, Perekrestok and Karusel stores.

The Company has taken this measure in response to rumors regarding a possible deficit or price increase of bread in Moscow and the Moscow region.

Starting from 6 November 2012 to 10 January 10 2013, the following prices will be fixed across X5’s three chains in Moscow and the Moscow region:

- “White” bread, sold under the “Red price” brand, won’t exceed 7 rubles 30 kopecks per 380 grams.
- “Ukrainian” bread, also sold under the “Red price” brand, won’t exceed 10 rubles 90 kopecks per 700 grams.

**Mikhail Susov**, Corporate Relations Director, X5 Retail Group, commented:

“We don’t see any basis for an increase in the retail price of bread or the potential for any shortages of bread in the market and I don’t exclude the possibility that the price “freeze” will be extended after the New Year holiday”.

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*For further details please contact*

**Gregory Madick**  
Executive IR Director  
Tel.: +7 (495) 502-9783  
e-mail: [gregory.madick@X5.ru](mailto:gregory.madick@X5.ru)

**Vladimir Rusanov**  
Acting Head of PR  
Tel.: +7 (495) 662-8888, ext. 31-328  
e-mail: [vladimir.rusanov@X5.ru](mailto:vladimir.rusanov@X5.ru)

**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 September 2012, X5 had 3,472 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 2,936 soft discounter stores, 350 supermarkets, 76 hypermarkets and 110 convenience stores. The Company operates 28 DCs and 1,841 Company-owned trucks across the Russian Federation.

X5 is run on an SAP platform.

As at 30 September 2012, X5's direct franchisees operated 404 stores across Russia.

As at 30 September 2012, the number of X5 employees totaled 102 thousand.

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 – 0.13%, treasury shares – 0.11%, free float – 32.05%.