

E5.RU ESTABLISHES POINTS OF SALE CAPABILITIES IN KARUSEL STORES

Moscow, 29 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’s online retail store, E5.RU, has established points of sale capabilities in X5’s Karusel hypermarkets.

Customers of E5.RU now have the option to pick up and pay for their online purchases not only in X5’s Pyaterochka soft discounters and Perekrestok supermarkets, but also in 23 of the Company’s Karusel hypermarkets located in six Russian cities (five in Moscow, six in Saint-Petersburg, two in Yekaterinburg, three in Kazan, four in Nizhniy Novgorod and three in Samara).

E5.RU has been was actively ramping-up its operations and as of 1 November 2012 delivered online purchases to 785 Pyaterochka soft discounters, 249 Perekrestok and Green Perekrestok supermarkets and four convenience stores.

Online orders can be delivered to X5 stores located in the following regions; Moscow, Saint Petersburg, Yekaterinburg, Kazan, Nizhniy Novgorod, Samara and Rostov and E5.RU is operating in other Russian regions through point of sale options at partner stores and via home deliveries.

Currently, the Company’s E5.RU online retail channel delivers goods to 47 Russian cities.

The E5.RU project, launched in early 2012, is an online retail store with more than 800,000 non-food products offering customers the convenience and flexibility of choosing the time, location and method of payment for their purchases. Customers can order from their home or office and pick up and pay for the online order at the nearest “Perekrestok”, “Pyaterochka” or “Karusel” store.

The average daily number of visitors to E5.RU’s web site is 150,000 people and the online store’s catalogue includes books, electronics, home appliances, cookware, tools, toys, gifts, souvenirs and other non-food items.

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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.

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 1,854 Company-owned trucks across the Russian Federation.

X5 is run on an SAP platform.

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

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 nine months of 2012, net sales totaled USD 11,475 mln, EBITDA reached USD 774 mln and net profit amounted to USD 147 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%.