

E5.RU REACHES ONE THOUSAND POINTS OF SALE MILESTONE

Moscow, 11 December 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 E5.RU (E5), the Company’s online store, now has one thousand points of sale locations across nine Russian regions.

In late November 2012, the one thousandth E5 point of sale location was opened in an X5 Pyaterochka soft discounter store located at 4 Skulptora Mukhinoi Street in Moscow. On 7 December, the Company organized an opening ceremony in recognition of reaching the one thousand points of sale milestone, which included a prize drawing for store customers.

Over the last ten months, the Company has established E5 points of sale locations in the following X5 stores; 787 Pyaterochka discount stores, 238 Perekrestok supermarkets, 14 Green Perekrestok premium supermarkets, four Perekrestok Express stores and 35 Karusel hypermarkets.

E5 products are delivered to customers of X5 stores in nine Russian regions, including: Moscow and the Moscow Region, St. Petersburg and the Leningrad Region, Yekaterinburg, Kazan, Nizhny Novgorod and the Nizhny Novgorod Region, Samara, Rostov-on-Don and the Rostov Region. Courier delivery is also available for E5 customers in these regions, plus in 47 other large Russian cities, from Bryansk to Vladivostok.

The Company’s E5 online retail project was launched in early 2012 and provides consumers with convenient and time saving shopping for over 800,000 non-food products. The products are selected and ordered from the E5 website and delivered to the nearest Pyaterochka, Perekrestok, Green Perekrestok, or Perekrestok Express store where the customer picks up and pays for their selected product.

On average, more than 150,000 people visit the E5 web site every day. The online store’s catalogue includes: books, electronics, home appliances, cookware, tools, toys, gifts and souvenirs, among other items.

| Contacts | |
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| Gregory Madick Executive IR Director Tel.: +7 (495) 502-9783 e-mail: Gregory.Madick@X5.ru | Vladimir Rusanov Acting Head of PR Service Tel +7 (495) 662-8888, ext. 31-328 e-mail: Vladimir.Rusanov@X5.ru |

Note to Editors:

X5 Retail Group (LSE: FIVE, Moody's - "B2", S&P - "B+") is Russia's largest retailer in terms of sales. 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. 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%.