

PEREKRESTOK LOYALTY PROGRAMS TO COOPERATE WITH TNK SERVICE STATIONS

Moscow, 13 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 the Company’s Perekrestok and Green Perekrestok supermarkets’ loyalty programs, Perekrestok Club and Special Relationship, respectively, have established a partnership with TNK’s gas station network in the Russian cities of St Petersburg, Rostov-on-Don and Kursk.

As a result of the partnership, Perekrestok Club and Special Relationship members can earn points for all purchases made at TNK gas stations in these three cities. The Company plans to extend the loyalty programs’ partnership to include all cities where both Perekrestok supermarkets and TNK service stations operate.

Under the loyalty programs’ partnership, customers receive points for any purchases made at TNK service stations based on the following rate: one point for each Rouble spent. Ten points allow a customer to receive a one Rouble discount toward the purchase of any goods or services at TNK gas stations.

The Perekrestok supermarkets’ loyalty programs allow customers to receive points for purchases made in Perekrestok and Green Perekrestok stores, as well as in partner stores and outlets. Customers may then use the points collected under the loyalty program to pay for future purchases.

Other Perekrestok supermarkets’ loyalty programs’ partners include air carriers, banks, ticket resale companies, shoe and clothing stores. Frequent buyers may accumulate large point balances to use for special occasions like birthday parties or purchases from premium product categories. X5 analyzes the data on purchases made by loyalty club members to better understand customer expectations and adjust the assortment based on customer tastes.

Natalia Smirnova, Marketing Director of the Perekrestok supermarket format, commented:

“We are confident that the loyalty programs’ partnerships will generate interest in our loyalty programs by providing new opportunities for participants, which will further increase customer loyalty to the Perekrestok brand and expand the number of Perekrestok loyalty programs’ participants.”

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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 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 the 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's 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%.

Forward looking statements:

This announcement includes statements that are, or may be deemed to be, "forward-looking statements". These forward-looking statements can be identified by the fact that they do not only relate to historical or current events. Forward-looking statements often use words such as "anticipate", "target", "expect", "estimate", "intend", "expected", "plan", "goal", "believe", or other words of similar meaning.

By their nature, forward-looking statements involve risk and uncertainty because they relate to future events and circumstances, a number of which are beyond X5 Retail Group N.V.'s control. As a result, actual future results may differ materially from the plans, goals and expectations set out in these forward-looking statements.

Any forward-looking statements made by or on behalf of X5 Retail Group N.V. speak only as of the date of this announcement. Save as required by any applicable laws or regulations, X5 Retail Group N.V. undertakes no obligation publicly to release the results of any revisions to any forward-looking statements in this document that may occur due to any change in its expectations or to reflect events or circumstances after the date of this document.