

X5 RECEIVES TRANSPARENCY AWARD

Moscow, 31 January 2013 - X5 Retail Group N.V. (“X5” or the “Company”), Russia's largest retailer in terms of sales (LSE ticker: “FIVE”), announced today that the Company received a “Business Transparency Rating” award in the “food retail” category for its PR activities.

The “Business Transparency Rating” is an award for the leading companies operating in the Krasnodar Region located in the Southern portion of European Russia. The key criteria used for selecting the winners included: the volume of business news published in the mass media, the quantity of comments from corporate representatives, information integrity and the promptness of replies to journalist requests.

The contest was hosted by the financial publication “Business Newspaper. South” and more than 80 companies participated. The contest recognized 39 companies with various awards in the following categories: food retail, non-food retail, legal services, insurance, industrial production, agriculture, utilities, telecommunications, transport and logistics, construction and development, banking and tourism, etc. Winners received certificates and special prizes from the organizing committee.

Oleg Shiryayev, Editor-in-Chief of “Business Newspaper. South”

“The way a company interacts with the press is an indicator of business transparency for clients and partners. If management avoids communicating with the public and PR is afraid of talking to journalists, it can be a sign of problems in the company”.

In the Krasnodar Region, X5 operates 16 Pyaterochka “soft” discounters, 5 Perekrestok supermarkets and 1 Karusel hypermarket. X5’s entry in to the region as well as the opening of new stores, charitable events, social programs and cooperation with local authorities were all widely covered by regional press. In January 2013, X5 was appointed as an official retail partner of the Sochi 2014 Winter Olympics, which generated more than 100 articles and reports in local media.

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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 in 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.

As of December 31st, 2012, X5 had 3,802 Company-operated stores. It holds the leading market position in both Moscow and St. Petersburg and has a significant presence in the European part of Russia. Its store base includes 3,220 soft discounter stores, 370 supermarkets, 78 hypermarkets and 134 convenience stores. The Company operates 29 DCs and 1,956 Company-owned trucks across the Russian Federation. As of December 31st, 2012, the number of X5 employees totaled 109 thousand.



For 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%, the founders of Pyaterochka – 19.85%, X5 Directors – 0.13%, treasury shares – 0.11%, and free float – 32.05%.