

**X5 RETAIL GROUP APPOINTS OLGA NAUMOVA
AS GENERAL DIRECTOR OF THE SOFT DISCOUNTER FORMAT**

Amsterdam, 16 May 2013 – X5 Retail Group N.V. (“X5” or the “Company”), a leading Russian retailer (LSE ticker: “FIVE”), announced today the appointment of Olga Naumova as the Company’s General Director of the Soft Discounter Format.

Mrs. Naumova has over 20 years of managerial experience at the senior executive level with leading Russian and international companies, including Rimera, Severstal and IBS. During this time she has effectively managed very large teams in both Russian and international environments and has a track record of success in business integration and restructuring.

Note to Editors:

X5 Retail Group N.V. (LSE: FIVE, Moody's - "B2", S&P - "B+") is a leading Russian retailer. 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 31 March 2013, X5 had 3,868 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 3,279 soft discounter stores, 371 supermarkets, 78 hypermarkets and 140 convenience stores. The Company operates 29 DCs and 1,924 Company-owned trucks across the Russian Federation. At 31 December 2012, the number of X5 employees totaled 109 thousand.

For the full year 2012, net sales totaled USD 15,795 mln, EBITDA reached USD 1,124 mln, and net loss amounted to USD 126 mln.

X5's Shareholder structure is as follows: Alfa Group – 47.86%, founders of Pyaterochka – 19.85%, X5 Directors – 0.01%, treasury shares – 0.11%, free float – 32.17%.

Contacts:

Gregory Madick
Executive IR Director
Tel.: +7 (495) 502-9783
e-mail: Gregory.Madick@x5.ru

Vladimir Rusanov
Head of PR
Tel.: +7 (495) 662-8888, ext. 31-328
e-mail: Vladimir.Rusanov@x5.ru