

## PEREKRESTOK LAUNCHES “NEW OCEAN” IN-STORE FISH MARKET

**Moscow, 20 May 2013** - X5 Retail Group N.V., (“X5” or the “Company”) a leading Russian retailer (LSE ticker symbol: FIVE), has announced the launch of the New Ocean project in Perekrestok supermarket stores. In late April, the Company launched the first three fish and seafood in-store markets on the premises of its Perekrestok supermarkets. Today, the Company is holding the official opening of the project to the public launching the first full-scale New Ocean store at the Perekrestok store located at Moscow’s Tishinskaya Square.

The New Ocean markets are located in Perekrestok supermarkets at the following addresses:

- 1/1 Tishinskaya Square, Moscow;
- 6 Sosnovaya Street, Dubrovka, Sosensky, the Leninsky District, the Moscow Region;
- 50/1 Shipilovskaya Street, Moscow.

The New Ocean project is part of Perekrestok’s “Fresh” sector strategy. The customers are offered a wide range of high quality products including live, ice-cooled, dried, salted and smoked fish (including fish products manufactured by the Company), seafood, preserves, exotic delicatessen, ready meals and accompanying goods.

The average trade area of these stores stands at 150 square meters. The product range includes more than 400 stock keeping units. New Ocean customers may use additional services, for example, the delivery of pre-ordered exotic fish and seafood and fish cleaning and gutting. Customers may also take part in culinary master classes.

The majority of fish and seafood products sold in New Ocean stores has been fished or grown in Russia. The share of local products in the stores’ product range is approximately 80%, and prices for the most popular products are lower than in non-organized retail segment. The largest share of project expenses were investments in new equipment and personnel training, as ensuring the high quality of New Ocean products is the Company’s top priority.

To provide the opportunity of purchasing high quality fish at moderate prices to the widest circle of customers, the New Ocean stores will organize promotional campaigns with lower prices for some products. Moreover, New Ocean customers holding the Moscow Social Card will be able to get discounts, and pensioners will get a daily 5% discount for all products purchased from 9 a.m. to 1 p.m. (the pensioners’ discount is effective for all purchases made in the Perekrestok chain).

**Valery Tarakanov**, General Director, Supermarkets Division, X5 Retail Group N. V., said:

*“I am proud that Perekrestok supermarkets have become the first retail chain to restore the ocean fish store concept that used to be very popular in our country in the past. I would like to thank the Moscow government, the industry’s ministries and the Federal Agency for Fishery for supporting our project. Our customers now have more opportunities to buy seafood, to make their meals healthier and to diversify their menu with high quality fish and exotic delicatessen at affordable prices. During the first days of trial operation of the New Ocean stores, customers showed a keen interest in this format, so I am sure that these stores will have a great future.”*

**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 March 2013, the number of X5 employees totaled 106 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. For the first quarter 2013, net sales totaled USD 4,160 mln, EBITDA reached USD 284 mln and net profit amounted to USD 65 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%.

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