

PYATEROCHKA NAMED BEST STORE IN ST. PETERSBURG

Moscow, 29 July 2013 – X5 Retail Group N.V. (“X5” or the “Company”), a leading Russian retailer, announced today that the Company’s Pyaterochka soft discounter and Perekrestok supermarket were recognized by the Golden Hermes Award in St. Petersburg.

The Golden Hermes Award (the “Award”) recognizes the best companies operating in the consumer market and is organized by the St. Petersburg Committee for Entrepreneurship and Consumer Market Development. The Award Committee and the Organization Committee, whose members include representatives from trade, service and social organizations and the executive bodies of the St. Petersburg administration, are responsible for selecting the winners.

The Pyaterochka soft discounter store located at 6/2 Lenskaya Street received first place in the “Best St. Petersburg Store” category. The Perekrestok supermarket located at 88A Maly Prospekt received second place and the Pyaterochka soft discounter store located at 11 Lyotchika Pilyutova Street, Building 4 placed third.

The winning Pyaterochka store was reopened in December 2012, after reconstruction. The reconstruction included the following: replacement of all equipment, improvements in store navigation and the launch of an in-store bakery. Customers of the store are served by one of the best teams among local retail chains. Previously, the team has been recognized as top professionals in corporate competitions, as well as in a contest sponsored by the St. Petersburg Administration.

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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 30 June 2013, X5 had 4,031 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 3,419 soft discounter stores, 378 supermarkets, 79 hypermarkets and 155 convenience stores. The Company operates 29 DCs and 1,865 Company-owned trucks across the Russian Federation. At 30 June 2013, 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. 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 – 16.35%, X5 Directors – 0.02%, treasury shares – 0.06%, free float – 35.71%.