

**X5 RETAIL GROUP APPOINTS JANUSZ LELLA
AS GENERAL DIRECTOR OF THE SUPERMARKET FORMAT**

Amsterdam, 12 August 2013 – X5 Retail Group N.V. (“X5” or the “Company”), a leading Russian food retailer (LSE ticker: “FIVE”), announced today the appointment of Janusz Lella as the Company’s General Director of the Supermarket format effective 1 September 2013.

Mr. Lella has approximately 20 years of managerial and operational experience at the senior executive level with leading Russian and international retailers, including; Castorama, Office Depot, M.video, Yoplait and CPC Amino/Bestfoods. During this time he has been involved in various restructuring programs to improve operational efficiencies and distribution platforms to increase sales and profits.

Mr. Lella replaces Valeriy Tarakanov who will continue to lead X5’s Convenience Store format as well as cooperating on strategic projects to strengthen the Company’s multi-format value proposition.

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%.

Contacts:**Gregory Madick****Executive IR Director****Tel.: +7 (495) 502-9783****e-mail: Gregory.Madick@x5.ru****Vladimir Rusanov****Head of PR Department****Tel.: +7 (495) 662-8888, ext. 31-328****e-mail: Vladimir.Rusanov@x5.ru**