

PEREKRESTOK LAUNCHES FIRST ST. PETERSBURG “NEW OCEAN” IN-STORE FISH MARKET

Moscow, 20 September, 2013 - X5 Retail Group N.V. (“X5” or the “Company”), a leading Russian retailer, has announced the launch of the first “New Ocean” fish market in a Perekrestok in Saint-Petersburg. Today, the “New Ocean” in-store fish market was officially opened in a Perekrestok, located in the “South Pole” Shopping Mall at 48/50 Prazhskaya Street.

The trade area of the New Ocean fish market is 170 square meters. The product range includes more than 600 stock keeping units (fish, seafood – fresh fish, hot smoked fish, dried fish, salted fish, frozen and cooled fish) including tanks for lobsters and crabs. New Ocean customers are offered additional services, for example, the delivery of pre-ordered exotic fish and seafood, fish cleaning and scaling, pre-cooked fish dishes and sushi by the in-store chefs.

The first New Ocean in-store markets were launched in Moscow Perekrestok’s with the support of the Russian Federal Agency for Fisheries and the Moscow Department of Trade and Services. Currently, there are eight supermarkets in Moscow with New Ocean in-store markets.

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. Customers may also take part in culinary master classes.

The majority of fish and seafood products sold in New Ocean markets 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 the 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 and service is the Company’s top priority.

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 six months of 2013, net sales totaled USD 8,382 mln, EBITDA reached USD 576 mln and net profit amounted to USD 139 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%.

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