

X5 LAUNCHES SELF-SERVICE CHECKOUT PILOT

Moscow, 11 December, 2013 - X5 Retail Group N.V., (“X5” or the “Company”) a leading Russian food retailer, announced today that the Company’s Perekrestok and Karusel retail chains have launched self-service checkout systems at a Perekrestok supermarket and Karusel hypermarket located in Moscow.

As a part of the pilot program, four self-service checkout units were installed at the Perekrestok located at 37 Miklukho Maklaya Street and six self-service check-outs were installed at the Karusel located at 8 Andropova Avenue. Currently, the Perekrestok store records more than 4,000 customer check-outs per day and at the Karusel store this number is over 7,000.

The effectiveness, both in terms of costs and addressing the cashier shortage, will be calculated on the basis of the pilot program’s results after which, a decision on the future development of this initiative will be taken.

The introduction of self-service technology has the potential to increase operational efficiencies and customer loyalty. The use of self-service checkout systems in Western and Eastern Europe have proven the effectiveness of the technology in increasing turnover and a reducing lines, losses and expenses due to the optimization of the cashier function and subsequent increase in the check-outs per selling space ratio.

NCR Corporation, a leader in consumer transaction technologies, installed the self-service systems in X5’s stores and has provided similar self-service solutions in more than 80 countries worldwide over the past twenty years.

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Note to Editors:

X5 Retail Group N.V. (LSE: FIVE, Moody's - "B2", S&P - "B+") is a leading Russian food retailer. The Company operates several retail chains: 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 September 2013, X5 had 4,187 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 3,568 Pyaterochkas, 382 Perekrestoks, 78 Karusels and 159 convenience stores. The Company operates 29 DCs and 1,823 Company-owned trucks across the Russian Federation.

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 nine months of 2013, net sales totaled USD 12,152 mln, EBITDA reached USD 856 mln and net profit amounted to USD 209 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%.