

KARUSEL HYPERMARKET CHAIN ENTERS MARI-EL REPUBLIC

Yoshkar-Ola, 17 December 2013 – X5 Retail Group N.V., (“X5” or the “Company”) a leading Russian food retailer, has announced the opening of its 81st Karusel hypermarket. The store was opened 13 December in Yoshkar-Ola the capital city of the Russian Republic, Mari-El. Prior to this, X5 was represented by Pyaterochka and Perekrestok stores in the Republic. The new Karusel is located between two large residential areas at 1 Zelenaya Street.

The new store employs 118 people and comprises 5,683 square meters of total space, or 3,238 square meters of net selling space with 20 checkout counters, located in a stand-alone building owned by the Company.

The product range includes approximately 24,000 items 60% of which are food products, including meat, fish and salad own-production departments and a bakery, the remaining 40% are non-food products. The fresh products’ category represents approximately half of all products and the store has a wide selection of seasonal goods and gifts as well.

The store pays special attention to products produced by local suppliers, as well as from the neighboring regions and these products’ share in the fresh products’ category amounts to 50%.

Ever since the store opened, customers have shown special interest not only in the product range, but also in the chain’s new “Ikra” loyalty program.

Yoshkar-Ola is an important industrial center located on the bank of the Volga River. Leading enterprises include engineering companies, construction materials manufacturers and food production companies. The city is also an important investment center as half of the investments in the Republic are used to finance investment projects in the city. In recent years, trade and consumer related industries have been actively developing as well.

On 14 December, the Company opened the 82nd Karusel hypermarket in the city of Rybinsk, making it the third Karusel in the Yaroslavl region.

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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%.