

PEREKRESTOK CLUB WINS THE LOYALTY AWARDS CONTEST

Moscow, 16 June 2014 - X5 Retail Group N.V., (“X5” or the “Company”), a leading Russian food retailer, announced today that the Company was named the winner of the 2014 Loyalty Awards national contest in “The Best Food Retailer Loyalty Program” category. The awards ceremony took place at the conference “Loyalty Programs as the Key to Efficient Business,” hosted by RBC.

The Loyalty Awards Prize was established to identify the best professionals in the loyalty programs’ market in Russia and CIS countries. This was the first time the Loyalty Awards contest was held in Russia. The contest involved 28 categories dealing with 65 projects submitted by professionals from Russia, Belarus, Ukraine and Kazakhstan. The international jury assessed the projects using a ten-point scale (ranging from 1 to 10). In each category a winner was determined based on points for 2013 achievements.

Perekrestok Club, X5’s supermarket loyalty program, was launched in 2006 and allows customers to receive points for purchases made in Perekrestok supermarket stores, as well as in partner stores and outlets (over 20 companies). The total number of Perekrestok Club card holders exceeds five million customers and the annual growth rate of new loyalty card holders is 10% to 15%.

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 formats: the chain of economy class stores under the Pyaterochka brand, the supermarket chain under the Perekrestok brand, the hypermarket chain under the Karusel brand, Express convenience stores under various brands and the online retail channel under the E5.RU brand.

At 31 March 2014, X5 had 4,618 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 3,966 Pyaterochka economy-class stores, 384 Perekrestok supermarkets, 81 Karusel hypermarkets and 187 Express stores. The Company operates 32 DCs and 1,690 Company-owned trucks across the Russian Federation.

For the full year 2013, revenue totaled RUR 534,560 mln, EBITDA reached RUR 38,350 mln, and net income amounted to RUR 10,984 mln. In Q1 2014, revenue totaled RUR 144,167 mln, EBITDA reached RUR 9,796 mln, and net income amounted to RUR 2,469 mln.

X5’s Shareholder structure is as follows: Alfa Group – 47.86%, founders of Pyaterochka – 14.43%, X5 Directors – 0.02%, treasury shares – 0.08%, free float – 37.61%.

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