

X5 STORES TAKING PART IN MOSCOW JAM FESTIVAL

Moscow, 12 August 2014 – X5 Retail Group N.V., (“X5” or the “Company”), a leading Russian food retailer, is among the participants of the first Moskovskoye Varenye (Moscow Jam) festival taking place on 8–17 August and supported by the Moscow Government.

As part of the festival, X5 Retail Group has arranged for tasting and promotional events in some of its Pyaterochka, Perekrestok and Karusel stores. The festival hosts representatives from 15 countries and 40 Russian regions.

X5 stores sell over 10,000,000 jars of jam, jelly, confiture, marmalade and sugared crushed berries annually. Krasnaya Tsena and Varenka, X5's private labels available in all Pyaterochka, Perekrestok and Karusel stores, are highly popular among the customers.

Product quality is of top priority to the company: quality of foods is controlled upon delivery, at the distribution centres, while production of private labels is monitored by quality assurance experts at the manufacturing facilities.

Moscow Jam guests can taste the sweet treats and see their quality for themselves, as well as enjoy special discounts during the festival. For Russian manufacturers, the event is a unique opportunity to introduce their best products to Moscow customers.

In addition to tasting and buying their lifelong favourites, both Moscow residents and visitors to the capital can learn how to make them: X5 stores have organised special workshops for marmalade enthusiasts.

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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 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 30 June 2014, X5 had 4,779 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 4,128 Pyaterochka economy-class stores, 387 Perekrestok supermarkets, 81 Karusel hypermarkets and 183 Express stores. The Company operates 30 DCs and 1,622 Company-owned trucks across the Russian Federation.

For the full year 2013, revenue totaled RUB 534,560 mln, EBITDA reached RUB 38,350 mln, and net income amounted to RUB 10,984 mln. In H1 2014, revenue totaled RUB 299,746 mln, EBITDA reached RUB 21,194 mln, and net income amounted to RUB 6,449 mln.

X5's Shareholder structure is as follows: Alfa Group – 47.86%, founders of Pyaterochka – 14.43%, X5 Directors – 0.03%, treasury shares – 0.03%, free float – 37.65%.