

## X5 TO CELEBRATE OPENING OF 5,000<sup>th</sup> STORE

**Moscow, 26 November 2014** – X5 Retail Group N.V., (“X5” or the “Company”), a leading Russian food retailer (LSE ticker: “FIVE”), announced today the launch of **X5000** (the “**Project**”), the Company’s pre-New Year project organized around the opening of X5’s 5,000<sup>th</sup> store. The **Project** will mark this symbolic milestone with a number of ceremonial store openings across Russia. The **Project** also has a special focus on the Urals in line with X5’s strategic development plans for the region, which are supported by signed cooperation agreements with the governments of the Tyumen, Sverdlovsk and Chelyabinsk Regions.

X5’s supermarket chain, “Perekrestok”, will have the honor of opening the Company’s 5,000<sup>th</sup> store in the city of Chelyabinsk on 28 November. The new Perekrestok supermarket will have a sales area of 1,745 square meters and an assortment of approximately 13,000 products, including own-production of prepared dishes and bakery items. This will be the first supermarket opened in the Urals under the new Perekrestok concept, “Choose the Best”, which the chain introduced this summer. It will also be Perekrestok’s second supermarket in the city of Chelyabinsk and the fourth in the Chelyabinsk Region.

The opening ceremonies will be attended by Stephan DuCharme, X5 Retail Group CEO, and Perekrestok’s General Director, Vladimir Sorokin.

The opening of X5’s 5,000<sup>th</sup> store will be accompanied by a number of ceremonial openings at the Company’s other formats as part of the **Project**. On 27 November, Perekrestok plans to open the chain’s 400<sup>th</sup> supermarket in Southern Moscow while on the same day Pyaterochka will open the format’s 500<sup>th</sup> store in the city of Dobryanka in the Perm Territory. The **Project** will also include the re-opening of two refurbished Karusel hypermarkets in the city of Ekaterinburg on 29 November, which will be followed by the opening of a new hypermarket in Mitishchi, the 500<sup>th</sup> Moscow Pyaterochka and the 200<sup>th</sup> Tatarstan Pyaterochka, all in December.

The planned openings of new and refurbished Pyaterochkas, Perekrestoks, Karusels and Express stores will be a true celebration not only for X5, but for millions of customers as well.

**Stephan DuCharme**, X5 Retail Group CEO, commented:

*“X5 remains focused on the strategic expansion of its multi-format offering and providing quality food products at fair prices to as many customers as possible. We will continue to expand our presence in the regions, to create new job opportunities for local residents, to increase cooperation with local suppliers and continue to develop our social and charitable programs. 5,000 stores – this is a new stage in the development of X5.”*

**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 September 2014, X5 had 5,005 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 4,342 Pyaterochka economy-class stores, 389 Perekrestok supermarkets, 81 Karusel hypermarkets and 193 Express stores. The Company operates 31 DCs and 1,528 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 9M 2014, revenue totaled RUB 452,285 mln, EBITDA reached RUB 32,365 mln, and net income amounted to RUB 9,869 mln.

X5's Shareholder structure is as follows: Alfa Group – 47.86%, founders of Pyaterochka – 14.43%, X5 Directors – 0.03%, treasury shares – 0.04%, free float – 37.64%.

**Contacts:****Gregory Madick****Executive IR Director****Tel.: +7 (495) 502-9783****e-mail: [Gregory.Madick@x5.ru](mailto:Gregory.Madick@x5.ru)**