

X5 CEASES COMMERCIAL ACTIVITIES AT E5.RU

Amsterdam, 8 December 2014 - X5 Retail Group N.V., ('X5' or the 'Company'), a leading Russian food retailer (LSE ticker: 'FIVE'), announced today the cessation of active commercial operations at E5.RU ("E5"), the Company's online retail channel, effective 1 January 2015.

The Company continues to evaluate the role technology and innovation will play in complementing the value propositions of the current "brick-and-mortar" food retail business as well as delivering better services and value to customers.

E5 will cease taking online orders as of 10 December 2014 while the Company will continue to honor any obligations the online retailer has to customers.

E5.RU was launched by X5 in February 2012. The online retailer recorded net Russian Rouble sales of 502 million and 1,431 million in 2012 and 2013, respectively, or 0.1% and 0.2% of the Company's total net retail sales for the respective periods.

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%.

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