

PYATEROCHKA OPENS X5'S STORE NUMBER 5,555

Moscow, 30 March 2015 – X5 Retail Group N.V., ('X5' or the 'Company') a leading Russian food retailer (LSE ticker: 'FIVE'), is pleased to announce today the opening of the Company's 5,555th store, a Pyaterochka proximity store in Lyubertsy, Moscow Region, marking an important milestone for X5.

It took only four months to open store number 5,555 after the Company announced the opening of store number 5,000, a Perekrestok supermarket in Chelyabinsk, in November 2014.

The new Pyaterochka, located within a residential complex in the city of Lyubertsy, at 1 Oktyabrsky Avenue, is Pyaterochka's 20th store in Lyubertsy (the first Pyaterochka store opened in the city 10 years ago). The new store has a total floor space of 740 square meters, including 548 square meters of selling space, with an assortment of 4,332 SKUs. The new store fully complies with the 'New Pyaterochka' concept.

Among those attending the opening ceremony were Stephan DuCharme, X5 Retail Group CEO, Olga Naumova, CEO of Pyaterochka, senior management of the Perekrestok and Karusel retail chains, Lyubertsy's municipal authorities and various Russian suppliers.

Stephan DuCharme, X5 Retail Group CEO, commented:

'The opening of store number 5,555 demonstrates the outstanding progress and solid results X5 achieved in 2014 developing its retail chains, and the Company continues to capitalize on these achievements. We remain committed to accelerating openings of new modern retail stores, creating additional jobs, enhancing cooperation with Russian suppliers and offering a best in class assortment for a wide range of customers.'

Note to Editors:

X5 Retail Group N.V. (LSE: FIVE, Fitch – ‘BB’, Moody's – ‘B2’, S&P – ‘B+’) is a leading Russian food retailer. The Company operates several retail formats: the chain of proximity stores under the Pyaterochka brand, the supermarket chain under the Perekrestok brand, the hypermarket chain under the Karusel brand and Express convenience stores under various brands.

At 31 December 2014, X5 had 5,483 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 4,789 Pyaterochka proximity stores, 403 Perekrestok supermarkets, 82 Karusel hypermarkets and 209 convenience stores. The Company operates 34 DCs and 1,438 Company-owned trucks across the Russian Federation.

For the full year 2014, revenue totaled RUB 633,873 mln (USD 16,498 mln), EBITDA reached RUB 45,860 mln (USD 1,194 mln), and profit for the period amounted to RUB 12,691 mln (USD 330 mln).

X5's Shareholder structure is as follows: Alfa Group – 47.86%, founders of Pyaterochka – 14.43%, X5 Directors – 0.04%, treasury shares – 0.04%, free float – 37.63%.

Contacts:**Gregory Madick****Executive IR Director****Tel.: +7 (495) 502-9783****e-mail: Gregory.Madick@x5.ru****Anastasiya Kvon****IR Director****Tel.: +7 (495) 792-3511****e-mail: Anastasiya.Kvon@x5.ru**