

X5 OPENS EIGHT PEREKRESTOK SUPERMARKETS IN MARCH ACCORDING TO THE NEW CONCEPT

Moscow, 31 March 2015 – X5 Retail Group N.V., ('X5' or the 'Company') a leading Russian food retailer (LSE ticker: 'FIVE'), is pleased to announce the further expansion of its Perekrestok chain of supermarkets. Today, five new stores were opened, three of them located in Moscow, one in Kazan and one in Nizhny Novgorod, while on 25 March, Perekrestok opened the format's second supermarket in the city of Tula. In total, X5's supermarket format opened seven new stores and reopened one refurbished store during the month of March. All of the stores fully comply with the format's new "Perekrestok – Choose the Best!" concept, which was launched in October 2014.

The new Perekrestok concept is the culmination of the experience and know-how acquired by the chain over the past 20 years of operations with a focus on modern equipment, efficient layout of floor space, as well as interior and exterior improvements. The new look, location of promotional offers and interior colors are all designed to provide a better shopping experience for our customers.

The selling space of the new supermarkets varies between 800 to 1,500 square meters, with an assortment of up to 12,000 products. The assortment is focused on fresh and ultra-fresh products (up to 55% of total products) and an extended offering of bread and bakery, own-production of culinary items, fish and seafood. The format is actively targeting cooperation with regional suppliers, with their share of the total assortment varying between 20% and 40% (depending on the region) and reaching 60% to 70% in the fresh and ultra-fresh categories.

In addition to the enhanced promotional offers and loyalty program, this year Perekrestok extended the pensioner program that provides a 10% discount on the top thirty essential products for these shoppers.

The opening of the new supermarkets has resulted in the creation of approximately 400 new jobs.

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%.

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