

## **X5 SUCCESSFULLY COMPLETES INTEGRATION OF ACQUIRED POKUPOCHKA STORES INTO THE PYATEROCHKA RETAIL CHAIN**

**Samara, 13 April 2015** – X5 Retail Group (‘X5’ or the ‘Company’), a leading Russian food retailer, announced today that the Company has completed the successful integration of 103 Pokupochka stores, in the Samara Region, into the store base of Pyaterochka, the Company’s proximity store format.

X5 acquired the stores in October 2014 and the integration, including refurbishment and rebranding, was launched in November 2014. On 12 April, in downtown Volzhsky, the last store was rebranded as Pyaterochka.

All 103 stores were refurbished and rebranded in-line with the new Pyaterochka concept and most of the 1,000 employees were retained after completing supplementary training courses that were aligned with retail best practices and modern retail standards.

Currently, the Pyaterochka retail chain comprises 281 stores in the Samara Region. On top of that, there are 16 Perekrestok supermarkets and five Karusel hypermarkets also operating in the Region. The total number of employees working for X5 in the Samara Region is approximately 6,000, including employees of the three retail chains, two distribution centers and administrative offices.

The addition of the new Pyaterochka stores in the Samara Region opens up broader opportunities for local producers to sell and promote their goods. The share of local suppliers in the product mix offered by X5's Samara stores stands at between 30–35%, climbing as high as 70–90% in a select group of categories, such as bakery and confectionery, grocery and dairy products.

**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 March 2015, X5 had 5,639 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 4,958 Pyaterochka proximity stores, 405 Perekrestok supermarkets, 83 Karusel hypermarkets and 193 convenience stores. The Company operates 33 DCs and 1,407 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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