

## CHIZHIK OPENS ITS FIRST STORES IN SAMARA REGION

**Samara, 18 April 2023** – X5 Group (“X5” or the “Company”, LSE and MOEX ticker: FIVE), a leading Russian food retailer, announces the opening of its first hard discounters under the Chizhik brand in the Samara Region. On Tuesday, the Company opened two stores in Samara, on 4 Georgiya Dmitrova Street and 17 Sovetskoy Armii Street, and three stores in Togliatti, on 5 40 Let Pobedy Street, 63 Larina Street and 75 Golosova Street.

The product assortment at each store features approximately 750 SKUs, including over 400 private label items that have already become popular with Chizhik customers. These include Svetaevo, Verner, Shchedry God, Greenola, Axl, Tafo, and others.

Chizhik’s business model is based on offering a small but sought-after selection of high-quality products. The retailer delivers low prices for its customers thanks to business process optimisation and relentless cost discipline, while the large share of private labels in its assortment enable Chizhik to offer only those products that meet its high standards of quality and charge fair prices and markups. Chizhik also stands out for its unique Nado Uspet (“Catch the Price”) zone that highlights the best deals in household, kitchen, gardening supplies and other products – all in one place.

The new stores will be supplied from Chizhik’s distribution centre in Kazan with shipments from both nationwide and local suppliers. By the end of the year, the retailer expects to bring the total number of new jobs created for local communities to approximately 180.

The Samara Region is the 10th region in the retail chain’s footprint. Chizhik plans to open 55 more stores in Samara, Ulyanovsk and Togliatti before the end of the year.

At the end of 2022, Chizhik had more than 500 stores across eight regions of Russia. In 2023, the retail chain plans to press ahead with its rapid expansion by doubling the number of store openings and new regions of operation.

**Note to Editors:**

**X5 Retail Group N.V.** (LSE and MOEX: FIVE; Expert RA – ruAAA; ACRA – AAA(RU)) is a leading Russian food retailer. The Company operates proximity stores under the Pyaterochka brand, Perekrestok supermarkets and Chizhik hard discounters. X5 provides an omnichannel experience to its customers, integrating retail stores and e-commerce through its businesses Vprok.ru, 5Post and Mnogo Lososya.

As of 31 March 2022, X5 had 21,760 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 19,549 Pyaterochka proximity stores, 956 Perekrestok supermarkets, 591 Chizhik hard discounters and 596 Krasny Yar and Slata stores. The Company operates 55 DCs and 4,490 Company-owned trucks across the Russian Federation.

X5 is one of the largest employers in Russia. The Company employs over 345 thousand people.

For the full year 2022, revenue totalled RUB 2,605,232 million (USD 38,005 million\*), EBITDA pre-IFRS 16 reached RUB 186,788 million (USD 2,725 million\*), and net profit pre-IFRS 16 for the period amounted to RUB 52,248 million (USD 762 million\*).

**Forward-looking statements**

*This announcement includes statements that are, or may be deemed to be, “forward-looking statements”. These forward-looking statements can be identified by the fact that they do not only relate to historical or current events. Forward-looking statements often use words such as “anticipate”, “target”, “expect”, “estimate”, “intend”, “expected”, “plan”, “goal”, “believe”, or other words of similar meaning.*

*By their nature, forward-looking statements involve risk and uncertainty because they relate to future events and circumstances, a number of which are beyond X5 Group N.V.'s control. As a result, actual future results may differ materially from the plans, goals and expectations set out in these forward-looking statements.*

*Any forward-looking statements made by or on behalf of X5 Group N.V. speak only as of the date of this announcement. Save as required by any applicable laws or regulations, X5 Group N.V. undertakes no obligation publicly to release the results of any revisions to any forward-looking statements in this document that may occur due to any change in its expectations or to reflect events or circumstances after the date of this document.*

\* FX rate: 68.5494 USD/RUB

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