

## PAKET SERVICE TOPS 1.1 MILLION USERS

**Moscow, 12 September 2023** – X5's Paket service has posted its results for the two years since launch. Subscription to this X5 service was piloted in 2021, gaining a wider audience in August 2022 following a hard launch as a market-ready product. Over this period, the service's sales reached RUB 44.5 billion, including RUB 28 billion to date in 2023. At the same time, the service's contribution to sales in the delivery segment came in at RUB 5.4 billion, with 17% of users preferring this option.

Over 1.1 million new users took up the service this year. The average bill of Paket user customers is RUB 650, or 5% higher than for non-user customers. The service's customer base has an almost even gender split of 49% women and 51% men, with an average age of 35 years, mostly inhabitants of cities with a population of a million or more. Paket service subscribers visit X5 stores almost twice as often as non-user customers, with user customers making an average of 14 purchases per month. A quarter of Paket users visit both Pyaterochka and Perekrestok stores operated by X5.

Yevgeny Galimsky, Development Director of ID and Subscription at X5 Group, said: *"Paket has become grocery retail's first subscription service to provide customers with all benefits and bonuses offered by a retail group's various businesses, both offline and online. We aim to improve our customers' quality of life while saving them time and money. We are talking not only about the premium segment: our service helps customers to save on their regular shopping at Pyaterochka and Perekrestok stores. Over a million people have already signed up and discovered the benefits offered by our subscription service. We plan to forge ahead with expansion of the service, including by engaging new partners and improving the customer experience."*

The service team plans to foster partnerships with major players and actively promote its offline business. An option has been launched recently allowing the service to be activated right at Pyaterochka and Perekrestok checkouts. The service team continues to gain insights into customers' preferences and adapt products accordingly. New rates were launched in August this year, with six- and twelve-month subscription options now available in addition to a monthly prepaid subscription.

A single version of the subscription service is currently available to customers: Paket for RUB 120, valid both for Pyaterochka and Perekrestok stores. Under it, customers can pay for purchases with bonus points instead of actual money, while collecting ten times as many points as under X5's standard loyalty programme.

**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 30 June 2023, X5 had 22,682 Company-operated stores. It has the leading market position in both Moscow and St Petersburg, as well as a significant presence in the European part of Russia and a growing presence in the Russian Far East. Its store base includes 20,248 Pyaterochka proximity stores, 956 Perekrestok supermarkets, 809 Chizhik hard discounters and 596 Krasny Yar and Slaty stores. The Company operates 59 DCs and 4,604 Company-owned trucks across the Russian Federation.

X5 is one of the largest employers in Russia. The Company employs over 358 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\*). In H1 2023, revenue totalled RUB 1,468,407 million (USD 19,095 million\*\*), adjusted EBITDA pre-IFRS 16 reached RUB 100,748 million (USD 1,310 million\*\*), and net profit pre-IFRS 16 amounted to RUB 41,661 million (USD 542 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

\*\* FX rate: 76.8996 USD/RUB

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