

## X5'S HARD DISCOUNTER LAUNCHES IN SIBERIA

**Novosibirsk, 20 October 2023** – X5 Group (“X5” or the “Company”, LSE and MOEX ticker: FIVE), a leading Russian food retailer, announces the opening of its Chizhik hard discounter stores in the Novosibirsk, Tomsk and Kemerovo Regions, as well as in the Altai Territory. The chain has launched 11 stores in 7 cities,<sup>1</sup> with the total count of Chizhik stores in these regions expected to reach 45 by October-end. Chizhik is planning to launch up to 90 stores in Siberia by the end of 2023.

Chizhik stores offer a small but sought-after selection of value-for-money products. The Chizhik store assortment features approximately 700 SKUs, including over 400 private label items that are unique to the chain.

A carefully selected product mix and continuous product quality assurance are among the key factors that set Chizhik apart. Only those products that have been top-rated by tasters hit the shelves. All suppliers are audited, with Chizhik verifying product formulation and label claims as well as compliance with Russian state standards and other requirements. Chizhik’s products are thoroughly tested by independent accredited laboratories. The chain also acts quickly on any customer feedback flagging potential quality issues, with ad-hoc supplier audits performed when non-conforming products are identified. In addition, Chizhik uses customer feedback to refine product formulations and ingredients or improve packaging, and offers customers a full refund with no receipt required if they are unhappy with the taste or quality of any product purchased at the chain.

Most SKUs offered by Chizhik are exclusive products that can rival major brands in terms of taste and quality while being more affordable. Chizhik also stands out for its unique Nado Uspet (“Catch the Price”) zone that highlights the best deals in household, kitchen, garden goods, children’s goods and other categories – all in one place. This highly popular selection is rotated every week.

The new stores will be supplied from Chizhik’s distribution centre in Novosibirsk with shipments from both nationwide and local suppliers. The 10,700 square metre multi-temperature warehouse launched this week has a capacity to store up to 11,000 pallets and can continuously serve over 200 Chizhik stores.

Chizhik has already created 360 jobs in the four regions, expecting to add another 200+ jobs in the Novosibirsk, Tomsk and Kemerovo Regions and the Altai Territory by the end of the year.

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*Novosibirsk, Aleksandra Yeryomina 18/6; Novosibirsk, Petukhova 12/1; Novosibirsk, Fedoseyeva 8; Novosibirsk, Kochubeya 4  
Novokuznetsk, Toreza 95B  
Kemerovo, Patriotov 33  
Barnaul, Popova 80; Barnaul, Energetikov Avenue 13  
Tomsk, Berdskaya 25B  
Ob, Lomonosova Building 38/1  
Leninsk-Kuznetsky, Suvorova 19/1, Building 1*



#### **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 September 2023, X5 had 23,466 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, as well as a growing presence in the Russian Far East. Its store base includes 20,761 Pyaterochka proximity stores, 955 Perekrestok supermarkets, 1,071 Chizhik hard discounters and 601 Krasny Yar and Slatka stores. The Company operates 61 DCs and 4,745 Company-owned trucks across the Russian Federation.

X5 is one of the largest employers in Russia. The Company employs over 364 thousand people.

For the full year 2022, revenue totaled 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 totaled 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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