



X5 MEDIA LAUNCHES BLOGGING PLATFORM

Moscow, 31 October 2023 – X5 Group (“X5” or the “Company”, LSE and MOEX ticker: FIVE), a leading Russian food retailer, announces the launch of a proprietary blogging platform called [X5Blogger](#). The new tool from X5 Media — which is also developing X5’s online media platform Food.ru — will help brands to promote their products through partnerships with influencers, while also providing the most granular analytics available on the market to measure the financial impact of influencer marketing campaigns. X5Blogger will provide its users with the unique advantage of being able to track the impact of their campaigns on sales at X5 retail chains.

Some 80,000 bloggers have already registered with the platform, which offers two partnership formats centred on a CPA (cost per action) or CPP (cost per publication) model. Advertisers gain full access to relevant statistics via their personal account, where they can also adjust their offer, select bloggers to match their target audience, choose or change creatives, and track the campaign’s performance.

“Bloggers are an important part of modern marketing communications: they create content, advertise products, and become brand ambassadors. We have leveraged our experience and best practices to bring this exciting new tool to our partners. Through integration with the Food.ru platform and X5 retail chains, advertisers can unlock wider opportunities for promotion along with attractive partnership terms while benefitting from advanced analytics that help brands optimise costs and streamline marketing activities, thus boosting marketing return on investment,” said Nikolay Shestakov, Head of X5 Media.

In the future, X5 Media expects to build a brand community to bring together loyal Food.ru users, partners and bloggers.

For partnership inquiries, please contact us at sales@x5blogger.ru.



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 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 9M 2023, revenue totalled RUB 2,264,643 million (USD 27,386 million**), adjusted EBITDA pre-IFRS 16 reached RUB 163,212 million (USD 1,974 million**), and net profit pre-IFRS 16 amounted to RUB 71,250 million (USD 862 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: 82.6934 USD/RUB

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