

## CHIZHIK OPENS ITS FIRST STORES IN MORDOVIA

**Saransk, 21 December 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 Republic of Mordovia. On Thursday, the chain launched its first two stores<sup>1</sup> in Saransk, with up to ten Chizhik stores expected to operate in the city in 2024.

Chizhik stores offer a small but sought-after selection of value-for-money products. The assortment features approximately 750 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.

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<sup>1</sup> The two stores are located in the city of Saransk, at the addresses 200 70 Let Oktyabrya Avenue and 3/3 Rossiyskoy Armii Avenue.



## 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 Slata 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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