

## PYATEROCHKA LAUNCHES OPERATIONS IN TRANSBAIKAL TERRITORY

**Chita, 29 March 2024** – X5 Group (“X5” or the “Company”, LSE and MOEX ticker: FIVE), a leading Russian food retailer, has launched operations of its Pyaterochka proximity store chain in the Transbaikal Territory, expanding the Company’s geographic footprint to a total of 70 regions in Russia. Nine Pyaterochka stores<sup>1</sup> have opened almost simultaneously in the city of Chita, with their total selling space measuring around 4,000 sq m.

Yulia Tyuleneva, Executive Director of the East Territory division at Pyaterochka, said:

*“We continue to expand our footprint and consolidate our position in eastern Russia. Today, Pyaterochka has opened its first stores in a new region, the Transbaikal Territory. We plan to develop and strengthen our ties with local producers and create new jobs in the region, doing all we can to drive local social and economic development. We hope that customers in the Transbaikal Territory will appreciate the distinct value proposition of our stores, for which millions of Russians choose us every day. We help customers to save money on shopping by offering low prices, convenient express delivery, and a broad assortment of ready-to-eat foods and fresh bakery.”*

The new stores have a selling space of 300 sq m to 650 sq m and offer an assortment of some 3,500–6,000 SKUs. Customers can choose from new brands, including Pyaterochka’s private labels, as well as already familiar brands from local producers. The latter include bread from Chernovsky Bakery or Kenon, milk from Chita Dairy, deli meat from Daurisky Meat Plant, beverages from Chitinskiye Klyuchi and many others. More than 40% of the fresh product assortment is already sourced locally: this includes 80% of the assortment in bread, cakes and pastries, as well as in chilled and frozen poultry; 60% in deli fish; and about 40% in sausages and dairy products.

The new stores in Chita stores also stand out for their offering of X5’s own imports from Asian countries across categories such as household chemicals, cosmetics, dry foods and beverages.

Pyaterochka stores offer a wide range of ready-to-eat foods, ranging from hot coffee and fresh bakery products to ready-to-eat meals that include salads, breakfasts and lunches. All Pyaterochka stores in the Transbaikal Territory have their own bakeries that produce fresh items several times a day. These include breads, baguettes as well as sweet and savoury pastries.

To make its prices even more affordable, Pyaterochka leverages a number of factors, including relentless cost optimisation, strategic partnerships with suppliers, and a strong focus on private labels whose quality is comparable to that of market brands at a lower cost.

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<sup>1</sup> The new stores are located at the following addresses:

- 1) 54 Krasnoarmeyskaya St., Chita
- 2) 7 Nazara Shirokikh St., Chita
- 3) 8 Fyodora Gladkova St., Chita
- 4) 17 Ugdanskaya St., Chita
- 5) 25 Olimpiyskaya St., Chita
- 6) 50 Yaroslavskogo St., Chita
- 7) 1 Generala Belika St., Chita
- 8) 1m Nedorezova St., Chita
- 9) 9a Babushkina St., Chita

The retail chain is actively deploying advanced technologies to enhance the customer experience and automate its own operating processes. For example, the new stores feature three regular checkouts and four self-checkouts. In addition, local customers will be able to enjoy the Pyaterochka Delivery service offering fast home delivery from stores in as little as 30 minutes. The delivery service is available via the Pyaterochka mobile app.

The first Pyaterochka stores in the Transbaikal Territory currently employ 150 people. The retail chain plans to open nine more stores in April and expects to bring the total store count in the region to over 60 by the end of the year, which would create up to 1,000 additional jobs for local residents.

**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 December 2023, X5 had 24,472 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 21,308 Pyaterochka proximity stores, 972 Perekrestok supermarkets, 1,500 Chizhik hard discounters and 610 Krasny Yar and Slata stores. The Company operates 62 DCs and 5,344 Company-owned trucks across the Russian Federation.

X5 is one of the largest employers in Russia. The Company employs over 372 thousand people.

For the full year 2023, revenue totalled RUB 3,145,859 million (USD 36,903 million\*), EBITDA pre-IFRS 16 reached RUB 214,764 million (USD 2,519 million\*), and net profit pre-IFRS 16 for the period amounted to RUB 90,284 million (USD 1,059 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: 85.2466 USD/RUB*

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