



X5 APPOINTED OFFICIAL RETAIL PARTNER OF THE SOCHI 2014 WINTER OLYMPICS

Moscow, 22 January 2013 – X5 Retail Group N.V. (“X5” or the “Company”), Russia's largest retailer in terms of sales (LSE ticker symbol: FIVE), has announced today that the Company and the “Organizing Committee for Sochi 2014” (the “Committee”) have signed a license agreement (the “Agreement”) establishing X5 as the official retail partner of the Committee. According to the Agreement signed by Dmitry Chernyshenko, the President of the Committee, and Mikhail Susov, Director for X5 Corporate Relations, the Company will be licensed to sell Olympic souvenirs in all of X5’s stores.

As a result of the Agreement, retail coverage of the Sochi 2014 Olympic Games will be among the most extensive in the history of the Winter Olympic Games. With more than 4,300 retail outlets and extensive geographical coverage, X5 will make Olympics-branded goods readily available to a wide range of customers. All of X5’s main formats – “soft” discounters, supermarkets and hypermarkets – will offer customers a wide assortment of licensed Olympic souvenirs, including more than 1,000 items, ranging from toys, clothes and food products to plates and kitchenware.

Dmitry Chernyshenko, President of the “Organizing Committee for Sochi 2014”, commented: *“Our cooperation with the largest Russian food retailer will bring the distribution of Olympic goods to a brand new level. We will utilize the best and the most convenient retail channel – conveniently located stores – to present a wide assortment of licensed products in specially designed displays. This Agreement provides us with a unique opportunity to promote the Sochi 2014 brand by utilizing the wide geographical coverage and popular appeal of X5’s stores to ensure that the Olympic souvenirs will always be in the public eye. This provides X5 customers with a convenient opportunity to purchase a souvenir that will remind them of the Olympic Games while they do their shopping!”*

Mikhail Susov, Director for Corporate relations, X5 Retail Group, commented: *“Hosting the 2014 Olympic Games is an important milestone for Russia. We are proud that our Pyaterochka, Perekrestok and Karusel stores, and the more than two billion customers who visit them per year, will become a part of this historic event and also contribute to the promotion of a healthier lifestyle and the development of sport in Russia. X5 has always strived to be a leader in the retail market and we are honored that the Committee has recognized our capabilities and potential for promoting the distribution of Sochi 2014 Olympic products. X5 Retail Group has extensive expertise in selling a diverse array of product categories and I am convinced that these products will be popular with millions of our customers.”*

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Note to Editors:

X5 Retail Group (LSE: FIVE, Moody's - "B2", S&P - "B+") is Russia's largest retailer in terms of sales. The Company operates several retail formats: the soft discounter chain under the Pyaterochka brand, the supermarket chain under the Perekrestok brand, the hypermarket chain under the Karusel brand, the online retail channel under the E5.ru brand and convenience stores under various brands.

At 30 September 2012, X5 had 3,472 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. Its store base includes 2,936 soft discounter stores, 350 supermarkets, 76 hypermarkets and 110 convenience stores. The Company operates 28 DCs and 1,854 Company-owned trucks across the Russian Federation. At 30 September 2012, the number of X5 employees totaled 102 thousand.

For the full year 2011, net sales totaled USD 15,455 mln, EBITDA reached USD 1,130 mln, and net profit amounted to USD 302 mln. For the nine months of 2012, net sales totaled USD 11,475 mln, EBITDA reached USD 774 mln and net profit amounted to USD 147 mln.

X5's Shareholder structure is as follows: Alfa Group – 47.86%, founders of Pyaterochka – 19.85%, X5 Directors – 0.13%, treasury shares – 0.11%, free float – 32.05%.