

## **PEREKRESTOK LAUNCHES ONLINE STORE IN ST PETERSBURG**

**St Petersburg, 3 October 2018** – X5 Retail Group (“X5” or the “Company”), a leading Russian food retailer (LSE and MOEX ticker: FIVE), announces the launch of its Perekrestok online supermarket in St Petersburg, in line with its omnichannel business development strategy. St Petersburg and its surrounding communities are the second region (after Moscow and part of the Moscow region) where goods purchased online on perekrestok.ru are delivered.

Online orders will be handled at the city’s first dark store. Dark stores are a new format for the Company, and are only accessible to personnel responsible for picking and delivering perekrestok.ru online orders. The total area of the no-customer store is over 7,000 sq m.

With some 15,000 SKUs, Perekrestok online offers St Petersburg customers a similar product range to what is available at brick-and-mortar supermarkets. At first, the online store will have a headcount of around 200 people and a fleet of 20 delivery vans, with more to be added as the number of orders grows.

Denis Vasiliev, E-commerce Director at Perekrestok, said: *“E-commerce has significant growth potential both in Russia as a whole and in St Petersburg. Existing customers have been buying more, complementing an inflow of new patrons. Our online service has received high praise from our Moscow customers, with the average NPS reaching 82% in Q2 2018.”*

The launch of Perekrestok online in April 2017 coincided with the opening of the supermarket format’s first hybrid store in Moscow, which functions as both a regular supermarket and a warehouse for picking online orders. Currently, it services up to 2,000 online customers per day, with the average ticket exceeding RUB 3,000. In August, the first Perekrestok dark store opened in Moscow, ramping up the capacity of the city's online supermarket by 3.5 times.

**Note to Editors:**

X5 Retail Group N.V. (LSE and MOEX: FIVE, Fitch – ‘BB+’, Moody's – ‘Ba2’, S&P – ‘BB’, RAEX – ‘ruAA’) is a leading Russian food retailer. The Company operates several retail formats: the chain of proximity stores under the Pyaterochka brand, the supermarket chain under the Perekrestok brand, the hypermarket chain under the Karusel brand and Express convenience stores under various brands.

As of 30 June 2018, X5 had 13,178 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 12,314 Pyaterochka proximity stores, 691 Perekrestok supermarkets, 93 Karusel hypermarkets and 80 convenience stores. The Company operates 40 DCs and 2,983 Company-owned trucks across the Russian Federation.

For the full year 2017, revenue totalled RUB 1,295,008 mln (USD 22,193 mln), Adjusted EBITDA reached RUB 99,131 mln (USD 1,699 mln), and adjusted net profit for the period amounted to RUB 33,768 mln (USD 579 mln). In H1 2018, revenue totalled RUB 734,077 mln (USD 12,368 mln), adjusted EBITDA reached RUB 51,697 mln (USD 871 mln), and net profit amounted to RUB 14,313 mln (USD 241 mln).

X5's Shareholder structure is as follows: CTF Holdings S.A. – 47.86%, Intertrust Trustees Ltd (Axon Trust) – 11.43%, X5 Directors – 0.06%, treasury shares – 0.01%, Shareholders with less than 3% – 40.64%.

**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 Retail 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 Retail Group N.V. speak only as of the date of this announcement. Save as required by any applicable laws or regulations, X5 Retail 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.*

*Elements of this press release contain or may contain inside information about X5 Retail Group N.V. within the meaning of Article 7(1) of the Market Abuse Regulation (596/2014/EU).*

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