

E5.RU OPENS POINTS OF SALE IN PYATEROCHKA STORES

Moscow, 15 May 2012 – X5 Retail Group N.V., (further, “X5” and/or the “Company”), Russia's largest retailer in terms of revenue (LSE ticker symbol: FIVE), announces that its online store E5.RU has opened its points of sales in the Pyaterochka stores.

The E5.RU project has been launched in early 2012; it works as an online store providing over 400,000 non-food products to its customers. At the first stage the customers could pay and receive the products selected at the E5.RU web site (www.e5.ru) in the nearest Perekrestok store in Moscow and Moscow region.

In April 2012, E5.RU entered St. Petersburg, providing the customers an opportunity to get their purchases in 20 Perekrestok stores. In May the company opened the points of sales in three Pyaterochka stores in Moscow; by June the customers will be able to get goods provided by E5 in 20 Pyaterochka stores in Moscow. By the end of 2011, E5 plans to expand its operations in Pyaterochka stores in Moscow and Moscow region, and to open its POS in Pyaterochka stores in St. Petersburg, as well as in other X5 chains' stores in Russian regions.

E5.RU is actively operating in Russian regions delivering goods using points of sales if its partners and via courier delivery services. Currently E5 delivers its goods to more than 100 Russian cities.

E5.RU offers its customers convenience in time and location of purchases and payment option. The average daily number of E5 web site's visitors is 100,000 people. The online store's catalogue includes books, electronics, home appliances, cookware, tools, toys, gifts and souvenirs etc.

Kirill Grodinsky, General Director, E5, commented:

“We are happy with the fact that E5 managed to sell goods to tens of thousands customers. The key criterion of E5's success is a usage of well tuned logistics of the existing chains and connection with recognized brands used by the customers for a long time. I believe we are on the right track, and our project creates all necessary conditions for dynamic development of the electronic commerce in all regions where the company operates.”

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Notes to editors:

Headquartered in Moscow, X5 Retail Group (LSE: FIVE, Moody's - "B2", S&P - "B+") is Russia's largest retailer in terms of revenue. 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 E5.ru brand and convenience stores under various brands.

As at 31 March 2012, X5 had 3,139 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 2,643 soft discounter stores, 337 supermarkets, 77 hypermarkets and 82 convenience stores. The Company operates 29 DCs and 1,392 Company-owned trucks across the Russian Federation.

X5 is run on an SAP platform.

As at 31 March 2012, X5's franchisees operated 434 stores across Russia.

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.

X5 Shareholder structure is as follows: Alfa Group – 47.86%, founders of Pyaterochka – 19.85%, X5 Management and/or Supervisory Board members – 0.12%, treasury shares – 0.11%, free float – 32.06%.