

## E5.RU JOINS PEREKRESTOK CLUB LOYALTY PROGRAM

**Moscow, 21 May 2012** – E5.RU, the online store launched by X5 Retail Group, X5 Retail Group N.V., (further, “X5” and/or the “Company”), Russia's largest retailer in terms of revenue (LSE ticker symbol: FIVE), has become a partner in the Perekrestok Club loyalty program. Now, Perekrestok Club members can get points on their cards for all purchases made at the E5.RU web site.

To use the service, a customer should enter his / her Perekrestok Club card number on the store’s web site ([www.e5.ru](http://www.e5.ru)). The points of the loyalty program are charged after payment of the purchases made not only in the Perekrestok stores, but also in the Pyaterochka stores and other types of payment and receipt of purchases. Any purchases made in the Perekrestok chain can be paid for with points.

Starting on May 18<sup>th</sup>, Perekrestok Club card members registered on the E5.RU web site can receive 4 points for each 10 rubles spent; beginning June 19<sup>th</sup>, customers will get 1 point for each 10 rubles spent. Promotional codes that offer a discount on E5.RU are still valid when using the Perekrestok Club card.

**Kirill Grodinsky**, E5.RU General Director, commented:

*“We are happy that now E5.RU allows our customers to not only use all the advantages associated with making online purchases, but also generates additional benefits from their participation in the Perekrestok Club loyalty program.”*

The E5.RU project was launched in early 2012; it is an online store that offers more than 400,000 non-food products to its customers.

Customers may pay for and receive the goods selected on the web site in 152 Perekrestok stores in Moscow and the Moscow Region, as well as in 20 Perekrestok stores in St. Petersburg and three Pyaterochka stores in Moscow. E5.RU was launched to make customers’ lives more comfortable; it allows them to save time, buying goods in familiar stores with high quality service using traditional types of cash payment in stores. The online store’s catalogue includes: books, electronics, home appliances, cookware, tools, toys, gifts and souvenirs, etc.

The Perekrestok Club is an accumulative program that functions on the internal currency principle. Customers receive points on their accounts by using loyalty cards. The number of points and total points is indicated on the receipt. The program was launched in 2006, as of now, it has approximately 4 million participants.

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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%.