

## PEREKRESTOK JOINS MASTERCARD PLUS PROGRAM

**Moscow, 16 July 2012** – X5 Retail Group N.V., (“X5” or the “Company”), Russia's largest retailer in terms of revenue (LSE ticker symbol: FIVE), announced today that the Company’s Perekrestok and Green Perekrestok supermarkets will participate in MasterCard’s program MasterCard Plus launched on 1 June 2012. The program, which has been launched in Russia, will offer discounts and special offers to holders of MasterCard and Maestro bank cards.

Beginning in mid-July, Perekrestok and Green Perekrestok customers who hold Perekrestok Club and Special Preference, respectively, bonus cards will receive 50% more bonus points when they pay with MasterCard or Maestro bank cards than customers who pay for their purchases with other cards or cash in stores located in Russia.

Bonus card points are Perekrestok’s and Green Perekrestok’s internal currency and customers may use their points to pay for purchases made in the chain’s supermarkets. As of 30 June 2012, X5 operated 341 Perekrestok supermarkets, including 12 Green Perekrestok premium supermarkets and more than four million customers participate in the chain’s loyalty programs.

The MasterCard Plus program will remain in effect until 31 December 2012 and may be extended after this date.

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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 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 30 June 2012, X5 had 3,298 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 2,783 soft discounter stores, 341 supermarkets, 77 hypermarkets and 97 convenience stores. The Company operates 28 DCs and 1,539 Company-owned trucks across the Russian Federation.

X5 is run on an SAP platform.

As at 30 June 2012, X5's direct franchisees operated 399 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. For the first quarter 2012, net sales totaled USD 3,871 mln, EBITDA reached USD 274 mln and net profit amounted to USD 66 mln.

X5 Shareholder structure is as follows: Alfa Group – 47.86%, founders of Pyaterochka – 19.85%, X5 Directors – 0.14%, treasury shares – 0.11%, free float – 32.04%.

**MasterCard** (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a global payments and technology company. It operates the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter @mastercardnews, join the conversation on The Heart of Commerce Blog and subscribe for the latest news.