

FIRST "PEREKRESTOK" SUPERMARKET OPENS IN TULA REGION

Moscow, 30 May 2013 - X5 Retail Group NV ("X5" or the "Company"), a leading Russian retailer (LSE ticker: "FIVE"), has announced the opening of the Company's first Perekrestok supermarket in the Tula Region.

The supermarket is located at 20 Mayakovsky Street in the city of Novomoskovsk and has 608 square meters of selling space, six checkout points and 40 employees.

The Perekrestok store was opened in accordance with X5's reverse franchising program. Under the program, the Company provides its partner in the Tula Region with goods for sale, the results of market research and marketing and advertising support. X5's partner manages the supermarket under the Perekrestok brand and receives a commission based on the stores results. The reverse franchising program is becoming more popular due to the minimal investment required and the support from a recognized leader in Russia's retail market leader.

X5 has previously opened supermarket stores under the reverse franchising program in the Moscow region and other regional cities, including Saransk, Surgut and Megion.

Perekrestok is X5's supermarket brand and its product range includes groceries, prepared food, fresh category products (chilled fish, vegetables, and fruits), household goods and pet supplies. Perekrestok supermarkets offer the best prices in Russia's supermarket segment as well as a high level of service and quick and convenient shopping.

Contacts:

Gregory Madick
Executive IR Director
Tel.: +7 (495) 502-9783
e-mail: Gregory.Madick@x5.ru

Vladimir Rusanov
Head of PR
Tel.: +7 (495) 662-8888, ext. 31-328
e-mail: Vladimir.Rusanov@x5.ru

Note to Editors:

X5 Retail Group N.V. (LSE: FIVE, Moody's - "B2", S&P - "B+") is a leading Russian retailer. 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 31 March 2013, X5 had 3,868 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 3,279 soft discounter stores, 371 supermarkets, 78 hypermarkets and 140 convenience stores. The Company operates 29 DCs and 1,924 Company-owned trucks across the Russian Federation. At 31 March 2013, the number of X5 employees totaled 106 thousand.

For the full year 2012, net sales totaled USD 15,795 mln, EBITDA reached USD 1,124 mln, and net loss amounted to USD 126 mln. For the first quarter 2013, net sales totaled USD 4,160 mln, EBITDA reached USD 284 mln and net profit amounted to USD 65 mln.

X5's Shareholder structure is as follows: Alfa Group – 47.86%, founders of Pyaterochka – 19.85%, X5 Directors – 0.01%, treasury shares – 0.11%, free float – 32.17%.