

X5 OPENS FIRST REFURBISHED PYATEROCHKA IN SAINT-PETERSBURG

Saint-Petersburg, 10 October 2013 – X5 Retail Group N.V. (“X5” or the “Company”), a leading Russian food retailer, announced today the opening of the first refurbished Pyaterochka in St. Petersburg under the format’s new brand concept.

The refurbished Pyaterochka is located at 25 Staroderevenskaya Street in Saint-Petersburg’s Primorsky district. Stephan DuCharme, X5 Retail Group CEO, Olga Naumova, General director of the Pyaterochka format and Ivan Mikhailov, Head of Pyaterochka’s North-West division all took part in store opening ceremony.

The refurbishment included changes to equipment, store lay-out and facade as well as new uniforms for in-store employees. Over 130 new products were introduced to the assortment of the rebranded store, including non-alcoholic drinks, puddings, yoghurts, porridge and sweets.

According to the program more than 50 stores are scheduled to be refurbished in the North-West region by the end of this year. Currently there are 238 Pyaterochka stores in Saint-Petersburg, 177 stores in the St. Petersburg region and 669 stores in the North-West region.

In October 2013, X5 began to roll-out the Pyaterochka refurbishment program in the Central, North-West and Ural regions. Later the program will encompass stores in other regions. The store refurbishment program includes updates for store facades and equipment, improvements in navigation and lighting, optimization of trade areas and new staff uniforms. The program will continue into 2014 and beyond.

For further details please contact

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 food 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 30 June 2013, X5 had 4,031 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 3,419 soft discounter stores, 378 supermarkets, 79 hypermarkets and 155 convenience stores. The Company operates 29 DCs and 1,865 Company-owned trucks across the Russian Federation. At 30 June 2013, the number of X5 employees totaled 109 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 six months of 2013, net sales totaled USD 8,382 mln, EBITDA reached USD 576 mln and net profit amounted to USD 139 mln.

X5's Shareholder structure is as follows: Alfa Group – 47.86%, founders of Pyaterochka – 16.35%, X5 Directors – 0.02%, treasury shares – 0.06%, free float – 35.71%.