

## **X5 OPENS FIRST REFURBISHED PYATEROCHKAS IN MOSCOW**

**Moscow, 31 October 2013** – X5 Retail Group N.V. (“X5” or the “Company”), a leading Russian food retailer, announced today the opening of the first refurbished Pyaterochkas in Moscow under the chain’s new brand concept.

The refurbished Pyaterochkas are located at 50 Flotskaya Street, 127 Leninskyi Avenue and 2 Shchorsa Street. Stephan DuCharme, X5 Retail Group CEO, and Sergey Bakumov, Executive Director for Corporate Services took part in store opening ceremony at the Shchorsa Street store.

The refurbishment program was launched on 1 October 2013. According to the program, a significant number of Pyaterochka stores will be renovated within the next two years. The assortment at Pyaterochka will be refreshed weekly with up to 50 new products introduced each week, primarily in the fresh category. The program also includes new uniforms for in-store employees. As part of the brand positioning initiative, store Directors will also assume the role of Fresh Director and be responsible for control of product expiry dates, customer relations and service. They will also be available to customers on the trading floor.

Pyaterochka will also optimize subleasing arrangements and customers will find new services in stores, like E5.ru stands (X5’s online retail channel), pharmacies, dry cleaners, mobile phone outlets and payment terminals for utilities. For example, a bakery shop-in-shop and pharmacy operate in the Pyaterochka at Flotskaya Street.

The first refurbished Pyaterochkas were opened in Saint-Petersburg, Nizhny Novgorod, Perm and Yekaterinburg.

Currently Pyaterochka operates 467 stores in Moscow. By the end of 2013, X5 plans to refurbish 46 Pyaterochkas and open 15 new stores under chain’s new brand concept in Moscow.

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**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 chains: 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 September 2013, X5 had 4,187 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 3,568 Pyaterochkas, 382 Perekrestoks, 78 Karusels and 159 convenience stores. The Company operates 29 DCs and 1,823 Company-owned trucks across the Russian Federation.

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%.