

## **X5 RETAIL GROUP PARTNERS WITH LIVE CLASSICS FOUNDATION**

**Moscow, 16 April 2014** – X5 Retail Group N.V. (“X5” or the “Company”), a leading Russian food retailer (LSE ticker: “FIVE”), announced today that the Company has signed a strategic cooperation agreement (the “Agreement”) with Live Classics International Awards Foundation (the “Foundation”).

The Agreement was signed in the office of the Strategic Initiative Agency, by Stephan DuCharme, Chief Executive Officer of X5 Retail Group, and Marina Smirnova, President of the Foundation. Among the participants present at the signing ceremony were: Sergei Bakumov, Executive Director of Corporate Services, X5 Retail Group, Vladimir Yablonsky, Director of Social Projects Business, the Strategic Initiative Agency, Natalia Dementyeva, Senator and member of the Russian Federal Assembly, and Dmitry Bak, Director of the State Literary Museum and a member of the jury.

Live Classics Award is a unique, large-scale project promoting reading among 11 and 12 year old children. Each year, approximately two million children compete by reciting portions from their favorite literary works. The contest is one of Russia's largest school contests and an influential event aimed at promoting reading in Russia. The competition's goal is to promote Russian language and literature among children, to increase public interest in the Russian language and literature, to identify talented children and to develop international cooperation in education. The Live Classics Award is supported by the Moscow Government, the St. Petersburg Government, the Russian Ministry of Education and Science, the Ministry of Culture, the Federal Agency for Mass Media, Regional governors and leading cultural figures.

According to the Agreement, X5 Retail Group will support the Live Classic Award project in all stages, and will also provide prizes for participants and winners. Moreover, the Foundation has established three categories of awards from X5 Retail Group and its retail chains: the X5 Award – “for Best Performance in Russian,” the Pyaterochka Award – “for Artistic Impression,” the Perekrestok Award – “for Best Choice of Text,” and the Karusel Award – “for Best Contest Organization in the Region/Country.” The awards and prizes from X5 Retail Group will be given to participants and winners of the final contests. The all-Russian final will be held 26 May in St. Petersburg, and the International Final will take place on 6 June in Moscow. The Company's managers will participate as jury members.

In 2015, X5 Retail Group and the Foundation will organize the “Reading in Good Taste” contest in the Russian regions where the Company operates. Children of the Company's employees and young customers will be eligible to take part in the contest.

President Putin designated 2014 as a Year of Culture in Russia. X5 Retail Group as a socially responsible company pays great attention to support initiatives aimed at promoting traditional moral values in young people. Given X5's scale of business, the Company is able to attract wide audiences domestically for these projects.



### **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 chain of economy class stores under the Pyaterochka brand, the supermarket chain under the Perekrestok brand, the hypermarket chain under the Karusel brand, Express convenience stores under various brands and the online retail channel under the E5.RU brand.

At 31 March 2014, X5 had 4,618 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 3,966 Pyaterochka economy-class stores, 384 Perekrestok supermarkets, 81 Karusel hypermarkets and 187 Express stores. The Company operates 32 DCs and 1,690 Company-owned trucks across the Russian Federation.

For the full year 2013, revenue totaled USD 16,785 mln, EBITDA reached USD 1,204 mln, and net income amounted to USD 345 mln.

X5's Shareholder structure is as follows: Alfa Group – 47.86%, founders of Pyaterochka – 14.43%, X5 Directors – 0.02%, treasury shares – 0.08%, free float – 37.61%.

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