

KARUSEL LAUNCHES BRAZIL FIFA 2014 MARKETING CAMPAIGN

Moscow, 7 May 2014 – X5 Retail Group N.V. (“X5” or the “Company”), a leading Russian food retailer (LSE ticker: “FIVE”), announced today that Karusel hypermarket chain has launched “Brazil Is Closer with Every Purchase” promotional campaign.

From May 7 to June 25, Karusel customers can enter for the chance to win a trip to Brazil for FIFA World Cup 2014. The prize pool includes 14 tour packages for two persons, 3,500 gift cards for RUB500 and 105,000 gift cards for RUB100. Tickets to Brazil and thousands of other prizes are raffled every week.

To participate in the lottery, one should have a Caviar loyalty card or buy one in the store. The customers may also get the card for free if the total check exceeds certain threshold. For more details please go to <http://www.ikra.karusel.ru/> (information is provided in Russian).

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 RUR 534,560 mln, EBITDA reached RUR 38,350 mln, and net income amounted to RUR 10,984 mln. In Q1 2014, revenue totaled RUR 144,167 mln, EBITDA reached RUR 9,796 mln, and net income amounted to RUR 2,469 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%.

For further details please contact

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

Andrey Napolnov, CFA
Senior IR manager
Tel.: +7 (495) 662-8888, ext. 22-455
e-mail: Andrey.Napolnov@x5.ru

Vladimir Rusanov
Head of PR
Tel.: +7 (495) 662-8888, ext. 11-357
e-mail: vladimir.rusanov@X5.ru