

## LAMODA TO OPEN 500 PICK-UP POINTS AT PYATEROCHKA STORES

**Moscow, 24 June 2019** – X5 Retail Group, a leading Russian food retailer, announces a strategic partnership agreement between its subsidiary X5 OMNI and Lamoda Group, one of Russia's largest online fashion and lifestyle platforms. Under the agreement, Lamoda will open pick-up points at X5 stores, while X5 OMNI will also make its parcel pick-up network available for Lamoda customers.

Fifty Lamoda pick-up points will be launched at Pyaterochka stores by the end of the year as part of a pilot project. If the pilot is successful, Lamoda plans to open up to 500 pick-up points at X5 stores by the end of 2020. They will continue to offer the same high level of service as other Lamoda pick-up points, with fitting rooms and rapid delivery, a try-before-you-buy experience, payment by cash, card, or instalments, merchandise returns, children's play spaces, etc.

On top of that, the parties have agreed that Lamoda Group's customers will be able to receive their orders at all pick-up points located at X5 retail stores, including partner and pharmacy pick-up facilities and Pyaterochka checkouts. As of today, X5 has agreements of intent with Ozon and a number of pharmacy operators to open 2,000 and 1,400 pick-up points, respectively. Other online stores and marketplaces working with X5 OMNI will also be able to use Lamoda's pick-up points for delivery of their online orders.

Ilya Starodubtsev, Delivery Director at Lamoda Group, said: *"Our partnership with X5 Retail Group, Russia's leading retailer, is clearly a success and a step towards expanding Lamoda's offering, sales channels, and B2B portfolio. Customers will gain even easier access to our fashion and lifestyle product range and our high level of service. We still have a lot to do together, but we feel confident and positive about our future strategic partnership."*

Timothy Post, Director of Global Strategic Partnerships at X5 OMNI, said: *"The partnership with Lamoda Group is a major milestone in the development of our pick-up point programme that is sure to enhance our capabilities and improve the quality of our parcel delivery service. Thanks to this agreement, over four million products from more than 3,000 of the world's and Russia's best fashion and lifestyle brands offered by Lamoda will be available to millions of customers who will be able to pick them up at our Pyaterochka proximity stores across the country. Our partners enjoy preferential long-term lease terms and, in return, give access to their pick-up points to the customers of other companies partnering with X5 OMNI."*

### Note to Editors:

**X5 Retail Group N.V.** (LSE and MOEX: FIVE, Fitch – 'BB+', Moody's – 'Ba1', S&P – 'BB', RAEX – 'ruAA') is a leading Russian food retailer. The Company operates several retail formats: the chain of proximity stores under the Pyaterochka brand, the supermarket chain under the Perekrestok brand and the hypermarket chain under the Karusel brand.

# X5 RETAIL GROUP

As of 31 March 2019, X5 had 14,779 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 13,917 Pyaterochka proximity stores, 771 Perekrestok supermarkets and 91 Karusel hypermarkets. The Company operates 41 DCs and 3,837 Company-owned trucks across the Russian Federation.

For the full year 2018, revenue totalled RUB 1,532,537 mln (USD 24,439 mln), Adjusted EBITDA reached RUB 109,871 mln (USD 1,752 mln), and net profit for the period amounted to RUB 28,642 mln (USD 457 mln). In Q1 2019, revenue totalled RUB 405,864 mln (USD 6,138 mln), adjusted EBITDA reached RUB 29,473 mln (USD 446 mln), and net profit amounted to RUB 9,297 mln (USD 141 mln).

X5's Shareholder structure is as follows: CTF Holdings S.A. – 47.86%, Intertrust Trustees Ltd (Axon Trust) – 11.43%, X5 Directors – 0.07%, treasury shares – 0.02%, Shareholders with less than 3% – 40.62%.

**X5 OMNI** seeks to build a nationwide package delivery network by leveraging the potential of X5 retail stores and logistics capabilities. Some 2,600 stores already have parcel lockers and pick-up points with about 7,000 parcels received on a daily basis. More than 1.2 million orders have been picked up in X5 stores since the project launch in August 2018. One of its key objectives is to employ X5's extensive logistics infrastructure for deliveries from small-scale regional producers and online stores. Local businesses will be able to send orders to customers in the nearest X5 store. By the end of 2020, parcel delivery services will be available at most of the X5 stores.

## **Forward looking statements:**

*This announcement includes statements that are, or may be deemed to be, "forward-looking statements". These forward-looking statements can be identified by the fact that they do not only relate to historical or current events. Forward-looking statements often use words such as "anticipate", "target", "expect", "estimate", "intend", "expected", "plan", "goal", "believe", or other words of similar meaning.*

*By their nature, forward-looking statements involve risk and uncertainty because they relate to future events and circumstances, a number of which are beyond X5 Retail Group N.V.'s control. As a result, actual future results may differ materially from the plans, goals and expectations set out in these forward-looking statements.*

*Any forward-looking statements made by or on behalf of X5 Retail Group N.V. speak only as of the date of this announcement. Save as required by any applicable laws or regulations, X5 Retail Group N.V. undertakes no obligation publicly to release the results of any revisions to any forward-looking statements in this document that may occur due to any change in its expectations or to reflect events or circumstances after the date of this document.*

*Elements of this press release contain or may contain inside information about X5 Retail Group N.V. within the meaning of Article 7(1) of the Market Abuse Regulation (596/2014/EU).*

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