

X5 RELAUNCHES PYATEROCHKA AND PEREKRESTOK LOYALTY PROGRAMMES AS X5 CLUB

Moscow, 22 July 2022 – X5 Group (“X5” or the “Company”, LSE and MOEX ticker: FIVE), a leading Russian food retailer, has reimagined the loyalty programmes for its Pyaterochka and Perekrestok retail chains as [X5 Club](#).

The loyalty programme enables customers to earn and spend bonus points interchangeably at any of the chains’ stores across the country. All Pyaterochka and Perekrestok stores have been transferred to the new platform.

Igor Shekhterman, CEO of X5 Group, commented:

“Our strategy envisions presence at all stages of the customer journey, as well as a seamless shopping experience and added value across X5 businesses. Reworking the Pyaterochka and Perekrestok loyalty programmes into X5 Club is a major stepping stone towards these strategic goals, harmonising the customer experience for Pyaterochka and Perekrestok shoppers. In the future, we want to bring the same level of convenience to all our customers by incorporating other Group businesses into X5 Club, including the online hypermarket Vprok.ru Perekrestok, Mnogo Lososya, [Food.ru](#), our unified subscription service X5 ID and more. We also plan to add new services to X5 Club by partnering with other companies, thus catering to an even broader range of customer needs.

“X5 Club represents a milestone in realising X5’s mission of improving people’s quality of life by offering affordable and healthy products, delicious foods and help with everyday needs. At the heart of this new solution is a new, domestically developed processing platform. Since March 2022, more than 60 million customers have transferred to the platform, in what has become the biggest loyalty programme system migration in Russian retail. This processing revamp has allowed us to increase the system’s reliability and shore up data protection.”

At the initial stage, customers who participate in X5 Club will receive cashback in the amount of 0.5% on every purchase. They will also be able to see their total number of accumulated bonus points on all purchases across the two retail chains. X5 will gradually introduce new benefits for different categories of loyalty programme participants, with active users to accrue bonus points at a higher percentage of their ticket amount. X5 Club members can continue to use the Pyaterochka and Perekrestok mobile apps and can present any of the eligible loyalty cards – for Pyaterochka, Perekrestok or X5 Club – during checkout.

Customers will be able to earn and spend bonus points when shopping at Pyaterochka and Perekrestok using the chains’ physical or virtual loyalty cards. At present, customers using self-checkouts in Pyaterochka stores can only write off bonus points using physical cards. The option to write off bonus points from the Pyaterochka mobile app will be launched in the near future.

In the autumn, the Company plans to further develop X5 Club by enabling users to choose higher cashback categories and receive personalised offers, among other benefits.

From March to July 2022, while the processing system for X5’s loyalty programmes was being upgraded, all bonus points were credited to customer accounts. The Company has extended the deadline for using previously earned points, while points earned during the system transition period will become available for spending.

Note to Editors:

X5 Retail Group N.V. (LSE and MOEX: FIVE; RAEX: ruAA+) is a leading Russian food retailer. The Company operates proximity stores under the Pyaterochka brand, Perekrestok supermarkets and Chizhik hard discounters. X5 provides an omnichannel experience to its customers, integrating retail stores and e-commerce through its businesses Vprok.ru Perekrestok, 5Post and Mnogo Lososya.

As of 30 June 2022, X5 had 19,779 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 18,558 Pyaterochka proximity stores, 986 Perekrestok supermarkets and 153 Chizhik hard discounters. The Company operates 48 DCs and 4,347 Company-owned trucks across the Russian Federation.

X5 is one of the largest employers in Russia. The Company employs over 325 thousand people.

For the full year 2021, revenue totalled RUB 2,204,819 million (USD 29,935 million*), EBITDA pre-IFRS 16 reached RUB 161,024 million (USD 2,186 million*), and net profit pre-IFRS 16 for the period amounted to RUB 48,513 million (USD 659 million*). In Q1 2022, revenue totalled RUB 604,230 million (USD 7,020 million**), adjusted EBITDA pre-IFRS 16 reached RUB 70,179 million (USD 815 million**), and net profit pre-IFRS 16 amounted to RUB 2,499 million (USD 29 million**).

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 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 Group N.V. speak only as of the date of this announcement. Save as required by any applicable laws or regulations, X5 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.

* FX rate: 73.6541 USD/RUB

** FX rate: 86.0693 USD/RUB

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