

X5 UPGRADES PAKET BY X5 SUBSCRIPTION SERVICE

Moscow, 30 August 2022 – X5 Group (“X5” or the “Company”, LSE and MOEX ticker: FIVE), a leading Russian food retailer, announces the upgrade of its Paket by X5 subscription service across all regions where it operates. After successfully completing the pilot stage of the service, the Company decided to expand its geography and enhance the attractiveness of the subscription offering.

Customers can now sign up for the new Paket by X5 subscription plan, which unites the benefits available at X5’s Pyaterochka and Perekrestok stores into a single subscription. By signing up for the plan, customers will be able to pay for their purchases with bonus points instead of real money while collecting ten times as many bonus points as under X5’s standard loyalty programmes. Paket by X5 will be a valuable addition to X5’s loyalty programme relaunched in July, and is geared toward cost-conscious customers who seek to earn bonus points by making purchases across X5 Group’s retail chains and businesses.

“X5’s subscription service is a part of the X5 ecosystem that gives access to all the perks and benefits available at the Group’s various businesses – both offline and online. We launched Paket by X5 last year with an aim to bring a better quality of life to our customers and help them save time and money. The new plan caters to a broad audience and will draw new customers across X5 Group’s retail chains and services. We believe Paket by X5 will enable us to successfully meet the growing demand for conscious consumption and cost saving,” said Evgeny Galimskiy, Director of Identification Services and Subscriptions at X5 Group.

For a monthly fee of RUB 120, Paket by X5 offers 5% cashback on purchases in the form of bonus points to be credited to the customer’s existing loyalty card. Customers can also receive 5% cashback on purchases above RUB 600 at X5’s Mnogo Lososya ready-meal delivery service in the form of bonus points, a 10% discount at X5’s online hypermarket Vprok.ru, as well as six free-of-charge express deliveries monthly and cashback on coffee, bakery, ready meals and more. Paket by X5 subscribers will be able to manage their subscription and track their monthly spending using a personal account.

The service is working actively to extend its list of partners. At present, subscribers can receive a 30% discount at the Foxford online school, a 20% discount on lab tests at INVITRO clinics and a 25% discount at the online bookstore LitRes, plus one book free of charge. To mark the relaunch of the service, Paket by X5 is offering customers a promo code for a one-month subscription in the amount of RUB 1 to invite customers to take advantage of all the benefits the new service has to offer.

Based on the results of the pilot from September 2021 to March 2022, the project delivered an increase in revenue across X5’s retail chains as well as an influx of new customers across nearly every age group, with several hundred thousand people subscribing to Paket by X5 during this period.

To subscribe, customers need to sign up or sign in on the Paket by X5 [website](#) with their X5 ID and register for the plan to start receiving benefits through their Pyaterochka and Perekrestok loyalty cards. The plan requires no additional cards, QR codes or coupons – the service is connected to X5’s loyalty programme and has access to the customer’s previously accrued bonus points. In addition, subscribers can share all the benefits of the subscription service with family members at no extra cost by showing their loyalty card connected to the Paket by X5 service (or the bar code of the card in-app) during checkout.

Note to Editors:

X5 Retail Group N.V. (LSE and MOEX: FIVE; Expert RA: ruAAA) 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, 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 H1 2022, revenue totalled RUB 1,252,180 million (USD 16,412 million**), adjusted EBITDA pre-IFRS 16 reached RUB 104,909 million (USD 1,375 million**), and net profit pre-IFRS 16 amounted to RUB 33,731 million (USD 399 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: 76.2975 USD/RUB

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