

X5 AND YANDEX LAUNCH BUNDLE SUBSCRIPTION OFFER

Moscow, 13 October 2022 – X5 Group and Yandex have launched the joint promotion and sale of subscription offerings. Customers will now be able to enjoy a subscription bundle featuring a unique set of offers from the Yandex Plus and Paket by X5 subscription services for RUB 399 per month.

The partners have agreed to jointly pilot the development of the subscription bundle. During the partnership period, Yandex Plus will offer its subscribers exclusive access to the Paket by X5 subscription service, which offers 5% cashback at X5's Pyaterochka and Perekrestok stores. In parallel, Paket by X5 subscribers will have access to exclusive offers from Yandex ecosystem services, including the KinoPoisk online movie streaming service, the Yandex Music streaming service and the Yandex Taxi ride hailing service, as well as the accumulation and accrual of points on transactions at Yandex services such as Market, GO, Food and others. The subscription bundle is already available for purchase via the [Yandex Plus](#) website and will also become available at [X5Paket.ru](#).

"Today, we are launching a product that covers all major customer needs, while our customers will gain simultaneous access to subscriptions from two leading market players. The new bundle boasts the joint advantages of a technology leader and a major food retailer. This is a great example of a partnership that benefits the customers and the companies alike. It will enable X5 to more quickly grow its subscriber base while boosting engagement and frequency of use. For customers, the subscription bundle will be an opportunity to save wisely and earn extra bonus points on everyday expenses – from shopping to refuelling, from watching a movie to ordering online delivery," said Anton Mironenkov, Head of X5 Technologies.

"We continue to expand Yandex Plus with a variety of options, so that every subscriber can get the most out of our service. In September, we launched a joint option with S7 Airlines that will appeal to active travellers, and now we have addressed the needs of a wider audience. Our new offering, designed in partnership with Russia's leading food retailer, will make the Yandex Plus service even more functional and valuable for its users," said Andrew Gevak, CEO of Yandex Plus.

Subscribers will have access to the full range of Yandex Plus benefits, including content from KinoPoisk and Yandex Music, 10% cashback points for taxi rides at the Comfort rate and higher, up to 5% in cashback points at Yandex Food and Yandex Market, and much more.

Subscribers will also be able to pay for their purchases at X5's Pyaterochka and Perekrestok stores with bonus points from the X5 loyalty programme, while collecting ten times as many bonus points as under the stores' conventional loyalty programmes. Paket by X5 offers 5% cashback in X5 bonus points on every purchase made at X5 Group stores. It also offers 5% cashback in bonus points on purchases above RUB 600 at X5's Mnogo Lososya ready-made meal service, three free-of-charge express deliveries per month from Pyaterochka and Perekrestok, as well as 50% cashback on coffee and up to 20% cashback on bakery items, ready meals at the Group's stores, and more. Paket by X5 subscribers will be able to manage their subscription and track their monthly spending through their personal account.

Customer data used by Paket by X5 and Yandex Plus will be stored and protected separately; no data sharing is planned. To subscribe, customers can go to the service's websites, sign up or log in



with their X5 ID or Yandex Passport, and pay for the service. No additional cards, QR codes or coupons are required. The service has been integrated with X5's customer loyalty programme and can access customers' previously accrued bonus points and services used. First-time customers will be asked to register in the system.

Note to Editors:

X5 Retail Group N.V. (LSE and MOEX: FIVE; Expert RA: ruAAA; ACRA: AAA(RU)) 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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Yandex Plus offers the best selection of content services and benefits in one subscription. With Yandex Plus, subscribers can watch movies and TV series on KinoPoisk, listen to music, podcasts and audiobooks on Yandex Music, and save and spend points on travelling, shopping and entertainment in Yandex services.

Yandex Plus currently has more than 13 million subscribers. As of the beginning of 2021, KinoPoisk is the largest video streaming service in Russia by number of subscribers, [according](#) to international market research agency GfK. Yandex Music ranks among the world's top music streaming services, according to MIDiA, a market intelligence and consulting firm.