

X5 CLUB OFFERS NEW LOYALTY BENEFITS AND UP TO 20% CASHBACK

Moscow, 1 November 2022 – X5 Group, a leading Russian food retailer, has launched new features of its [X5 Club](#) loyalty programme. Customers can now accumulate bonus points more quickly across their favourite product categories and have the option to upgrade their membership level. Points can be accumulated and used at X5's Pyaterochka proximity stores and Perekrestok supermarkets across all regions where X5 operates.

The X5 Club loyalty programme now has two levels of membership. Each one offers new opportunities for the card holder to accumulate even more points and gives access to favourite product categories. The first level offers a basic cashback of 0.5% on all purchases, as well as one favourite category to choose from in each retail chain with an increased cashback of 10%. At the second level, customers can select three favourite categories with 20% cashback for each retail chain, while the basic cashback stands at 1% at Pyaterochka and 1.5% at Perekrestok¹.

The customer's membership level depends on the amount spent in each calendar month and is updated on the first day of the month. Customers hold the first level by default, simply by being a member of X5 Club. To reach the second level and receive increased cashback, customers need to make purchases at Pyaterochka and/or Perekrestok stores in the current month and track their progress in the dedicated mobile apps of the retail chains or in their personal X5 Club account. When the customer reaches the total purchase amount target, they are admitted to the second level the following month. Customers can maintain second-level membership by continuing to reach the target purchase amount each subsequent month.

Customers can choose their favourite category separately for Pyaterochka and Perekrestok once a month in their personal account on [X5 Club's](#) website. For Pyaterochka, this option is also available in its new app. This means that by buying products in their favourite categories, customers can earn up to 20 times more bonus points compared to the basic membership level.

"The loyalty programme is a key element in improving customer experience and building long-term relationships with our customers. X5 Club is introducing new levels of membership with opportunities to earn increased bonus points, so that even more of our loyal customers can take advantage of our updated programme and spend their universal points while shopping at both retail chains. We plan to further upgrade the programme by introducing personalised customer offers, gamification elements, new partner products and bundle offers from the Group's other businesses," said Alexandr Chukhontsev, Head of Loyalty and Partnerships at X5 Group.

For subscribers of Paket by X5 – which unites the benefits available at Pyaterochka and Perekrestok stores into a single subscription – cashback for purchases is credited in line with the product's terms. Subscribers can also select one favourite category with 10% cashback in the first membership level, and three favourite categories with 20% cashback at the second level. The customer's membership level is determined based on the previous month's spending, the same as for loyalty programme members who have no subscription.

¹ Points are not awarded on goods sold at promo prices, tobacco and tobacco products, gift cards, and lottery tickets.

Cashback for favourite categories is credited on top of other benefits offered by the subscription.

To date, the updated X5 Club loyalty programme has more than 65 million customers and is available at more than 19,500 stores. In Q3 2022, loyalty programme penetration as a total share of sales reached 73.4%. The average ticket of an active customer increases by 2.3 times when using a loyalty card.

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 September 2022, X5 had 20,227 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 18,865 Pyaterochka proximity stores, 972 Perekrestok supermarkets and 316 Chizhik hard discounters. The Company operates 52 DCs and 4,247 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 9M 2022, revenue totalled RUB 1,900,049 million (USD 26,908 million**), adjusted EBITDA pre-IFRS 16 reached RUB 152,894 million (USD 2,165 million**), and net profit pre-IFRS 16 amounted to RUB 46,395 million (USD 657 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: 70.6135 USD/RUB

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