

Product

Our Accomplishments in 2022

In spring 2022, Fix Price was recognised at the 12th annual Golden Bear Cub National Awards for its achievements in providing goods for kids, specifically for its private label Kid's Fantasy, which encompasses educational water colouring cards, a multiple-use water colouring book and a set of colour stencils



In autumn 2022, at the Quality Guarantee 2022 contest, which celebrates excellence in food products, three Fix Price products won gold medals: creamy waffles, dates and roasted shelled peanuts

Fix Price's loyalty programme was named the Project of the Year at the Time for Innovations Awards

~2,000 SKUs
in our assortment

60%
Net Promoter Score
(NPS)

~22 million
registered loyalty
cardholders

3,107
quality and safety tests
performed¹ including

2,018
voluntary tests



¹ Includes laboratory tests to obtain certifications and declarations of conformity for imported products; tests performed in external laboratories to confirm product composition, quality and safety; inspections by our in-house Quality Control Centre; and additional tests performed in external laboratories after in-house inspections

² Based on publicly available Rosstat data for 2021

³ Based on Vector Market Research studies conducted in autumn 2021 and autumn 2022 of Fix Price's target customer base in cities with a population of over 1 million people

Our Approach to Pricing and Product Range

Since its inception, Fix Price has strived to offer the most competitive pricing without compromising on either the quality or variety of the product mix. Our value proposition is designed to meet the needs of the entire household and to improve the lives of our customers by offering them savings on products they use every day. They can always find what they are looking for in our unique, constantly refreshed and affordable product range.

Fix Price has stores in even the most remote locations. Our geography encompasses 80 regions of Russia and neighbouring countries. Our stores are conveniently placed near key traffic intersections, with easy access via public transportation and within highly populated residential districts.

According to Rosstat, around 70% of Russian households have a monthly income below RUB 45,000.² In this context, we are committed to offering access to the goods they need to the widest audience possible, regardless of their income or the broader economy. We have also observed rising demand among the more affluent shoppers with an average household monthly income exceeding RUB 50,000. The share of these customers in 2022 was 4 pps higher than in 2021.³ The growing popularity of our stores within the various target segments and social groups proves our pricing and assortment strategy resonate with consumers and our treasure hunt concept is successful.