

X5 LAUNCHES OWN MEDIA PLATFORM

Moscow, 6 July 2021 – X5 Group (“X5” or the “Company”), a leading Russian food retailer (LSE and MOEX ticker: “FIVE”), has launched its own food.ru media platform. In addition to featuring entertaining and educational content that focuses on the most popular food-related activities, the platform will enable users to search for recipes, take cooking classes, learn about healthy eating, find the right products and more.

The platform is a useful and convenient resource for all things food related, including recipes, healthy diet advice, the latest and best X5 offers, with a community of people who share culinary interests. The platform will expand customer reach, generate traffic, and increase sales conversion in X5’s core businesses. Its presence includes the food.ru website, a mobile app of the same name, and social media accounts. These accounts will be based on existing social network groups, blogging websites, and messenger channels that operate under the Bon Appetit brand. They have been acquired by X5 and will also be renamed into food.ru. Through this, X5 will connect with customers at the food purchase planning and product selection stages.

“X5 aims to be present at all stages of the customer journey, which starts long before the customer enters one of our stores and stretches into the online environment. Consumer preferences are increasingly shaped by the media, particularly social networks, food-related sites, blogs, and podcasts. Our own food-related media platform is an important communication channel that connects X5 with our customers at the purchase planning stage,” commented Igor Shekhterman, CEO of X5 Group.

Food.ru will be developed by Nikolay Shestakov, the founder of the Adventum digital marketing agency and a shareholder of YouDo.com and CallToVisit, who heads X5 Media, the internal operator of the media platform. Food.ru will combine a standard website with recipes and social networking elements. For example, registered users will have internal ratings, varied levels of access to educational content, and the chance to earn achievement badges. They will also be able to run their own food blogs, through which they have the opportunity earn revenue.

Note to Editors:

X5 Retail Group N.V. (LSE and MOEX: FIVE, Fitch – ‘BB+’, Moody’s – ‘Ba1’, S&P – ‘BB+’, RAEX – ‘ruAA+’) is a leading Russian food retailer. The Company operates proximity stores under the Pyaterochka brand, Perekrestok supermarkets and Karusel hypermarkets. X5 provides an omnichannel experience to customers, integrating retail stores and e-commerce, through its businesses Vprok.ru Perekrestok, 5Post and Okolo.

As of 31 March 2021, X5 had 17,959 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 16,960 Pyaterochka proximity stores, 940 Perekrestok supermarkets and 49 Karusel hypermarkets. The Company operates 41 DCs and 4,014 Company-owned trucks across the Russian Federation.

X5 is one of the largest employers in Russia. The Company employs over 339 thousand people.

For the full year 2020, revenue totalled RUB 1,978,026 mln (USD 27,417 mln), EBITDA pre-IFRS 16 reached RUB 145,137 mln (USD 2,012 mln), and net profit pre-IFRS 16 for the period amounted to RUB 39,180 mln (USD 543 mln). In Q1 2021, revenue totalled RUB 507,191 mln (USD 6,822 mln), adjusted EBITDA pre-IFRS 16 reached RUB 35,475 mln (USD 477 mln), and net profit pre-IFRS 16 amounted to RUB 9,163 mln (USD 123 mln).

X5’s Shareholder structure is as follows: CTF Holdings S.A. – 47.86%, Intertrust Trustees Ltd (Axon Trust) – 11.43%, X5 Directors – 0.09%, treasury shares – 0.01%, Shareholders with less than 3% – 40.61%.

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

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