

Fix Price at a Glance

2022 Performance Highlights

Our Mission

Our mission is to help people live better lives and save money by offering a wide and unique assortment of goods for the whole family at several fixed price points across thousands of Fix Price stores in Russia and its neighbouring countries.

We provide great value to millions of households regardless of their purchasing power.

Our Values



Customer first

Our work is guided by customer satisfaction, and we strive every day to improve our offer and service quality and ensure a unique customer experience



Professionalism, transparency and responsibility

We are confident that professionalism, transparency and responsibility towards our customers, partners, employees, and shareholders help us become a better company



One team

We create a safe and respectful work environment that offers all of our employees opportunities for career development and personal growth

Continued expansion:
+ 759 net store openings

Revenue growth:
+ 20.5% y-o-y

Robust profitability:

EBITDA margin stood at

19.5%

Gross profit margin hit

33.1%

a five-year high for both metrics

Loyalty membership growth:

+ 28.7% y-o-y

Balance sheet strength:

the IAS 17-based Net Cash to EBITDA ratio was

0.04_x

- One of the fastest-growing variety value retailers globally
- The undisputed leader in Russian value retail
- Purpose-built from day one to disrupt a large and growing market at scale
- An easy-to-roll-out store format standardised for rapid scaling
- Strong value across a diverse product offering
- Years of solid profitability performance
- State-of-the-art IT infrastructure that is constantly upgraded to support growth

