

# History and Development

## 2007

Fix Price is founded with the aim to offer Russian families a broad range of essential goods at a fixed, low price, pioneering the variety value retail concept in Russia and creating an affordable and attractive shopping destination

LLC Best Price, Fix Price's principal operating subsidiary, is incorporated, and **the first Fix Price store** opens in Moscow



## 2010

Fix Price launches **a franchise programme** in Russia, which rapidly expands our presence across the country

Fix Price launches its **first private label offering**

## 2013

Fix Price launches the Fix Price Club **loyalty programme**



## 2015

Fix Price doubles its network size, reaching over

**2,000**

stores including

**1,681**

Company-operated stores and

**397**

franchise stores

## 2016

Fix Price introduces **multiple fixed price points** for its merchandise, providing additional pricing flexibility to address the market environment and external factors, primarily FX volatility and inflation, as well as to expand its assortment proposition

Fix Price embarks on its **expansion into other countries**, granting franchise licences to open Fix Price stores in Georgia and Kazakhstan

## 2017

Franchise programme is launched in Belarus and Latvia

## 2018

Fix Price implements a **click-and-collect shopping option**, pivoting off the rapid growth in online shopping. Fix Price customers can now order online and collect their purchases from a convenient Fix Price store nearby

## 2019

Fix Price opens its **3,000<sup>th</sup>** store

Fix Price continues its expansion internationally, launching stores in Kyrgyzstan

## 2020

Fix Price opens its **4,000<sup>th</sup>** store

Fix Price opens its first store in Uzbekistan

Updating customer communications through brand ambassador integration

## 2021

Fix Price completes **an Initial Public Offering** of GDRs on the London and Moscow stock exchanges

## 2022

**~5,700**

stores

**10** DCs

**21.9** million  
loyalty cardholders

