PJSC FIX PRICE

Q2 and H1 2026

Leading variety value retailer in Russia

August 2026

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Some of the Company's historical financial data for periods after 1 January 2019 are presented in this document under IAS 17, in addition to being presented under IFRS 16 "Leases," which the Company began applying from 1 January 2019. Presentation under IAS 17 for periods after 1 January 2019 is primarily due to the fact that the Company believes the investment community continues to refer to IAS 17 when analyzing retail company performance. However, the Company's results presented under IAS 17 after 1 January 2019 are shown for illustrative purposes only. You should note that these results have not been audited or reviewed by the Company's independent auditors. Furthermore, the Company reserves the right to change its approach to presentation of its results in the future. Accordingly, you are strongly cautioned not to rely on the Company's results presented under IAS 17.

The Company has an existing listing of its shares on the Moscow Exchange (MOEX) under the ticker "FIXR."

PJSC Fix Price: Q2 and H1 2026 financial and operating results

Key events

- On 8 May 2026, an Extraordinary General Meeting of Shareholders resolved to pay dividends on the ordinary shares of PJSC Fix Price.[1]

  The total amount allocated for dividend payment was RUB 11 billion, or RUB 0.11 per ordinary share, before applicable taxes and fees
- On 1 June, the second stage of the share buyback programme was launched by the Company's subsidiary, Best Price LLC:
  - Programme term: from 1 June 2026 for a period of up to 12 months
  - Buyback volume: up to 1% of the Company's share capital (1 bn shares)
- Fix Price and T-Bank launched an investor loyalty programme

Net openings	Loyalty programme members [2]
165/259	+12.0% YoY

Revenue	Net profit
82.2 / 155.3 RUB bn	2.6 / 2.7 RUB bn

Gross profit	Gross margin
27.7 / 51.0 RUB bn	33.7% / 32.8%

Adjusted EBITDA (IAS 17)[3]	Adjusted EBITDA margin (IAS 17)
5.6 / 8.3 RUB bn	6.8% / 5.4%

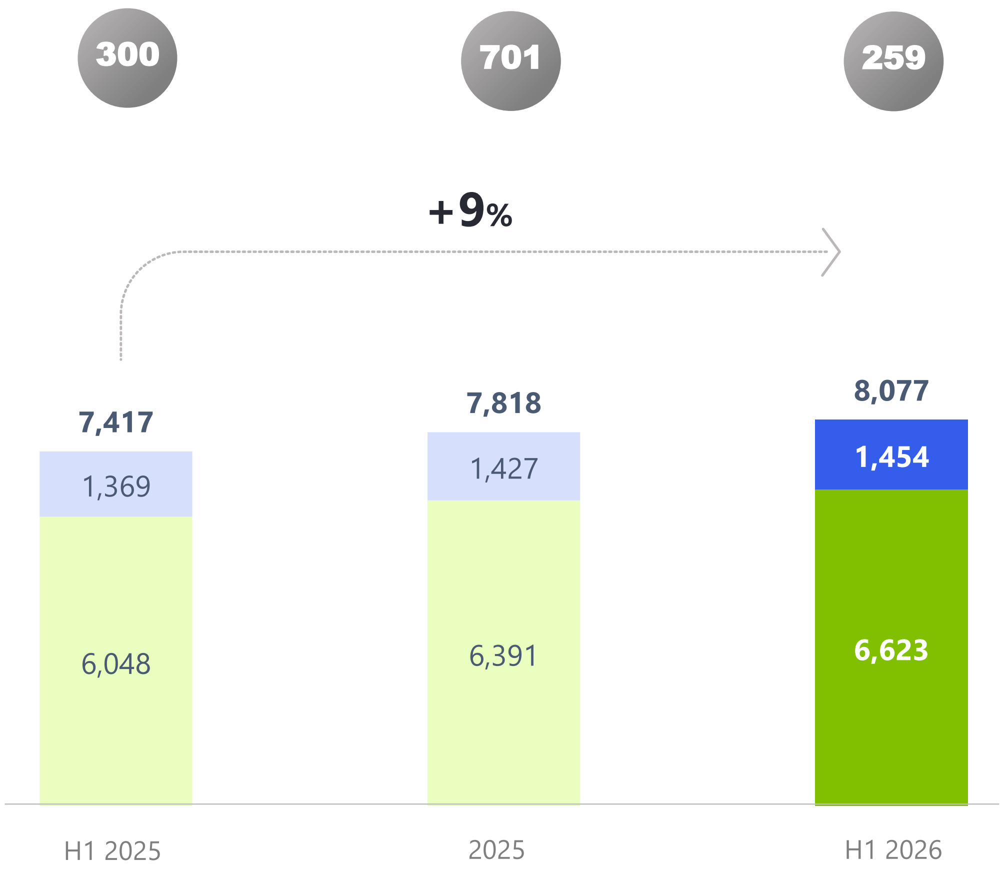
Source: Company data, Interim Condensed Consolidated Financial Information for the Six Months Ended 30 June 2026 (reviewed by an independent auditor), Management accounts for Q2 2026 and H1 2026

Notes: **(1)** Due to the specifics of intra-group profit allocation, the materials for the EGM set that the source of these dividend payments was the Company's net profit for the first quarter of 2026, as part of retained earnings available for distribution. The profit of PJSC Fix Price for 2025 would not be distributed and no dividends would be paid; **(2)** Unless otherwise specified, all loyalty programme data presented hereinafter refer to Fix Price stores operating in Russia; **(3)** EBITDA adjusted for LTIP expense. EBITDA is calculated as profit for the respective period before income tax expense, net interest income / (expense), depreciation and amortisation expense and foreign exchange gain / (loss)

Fix Price continues to expand its network

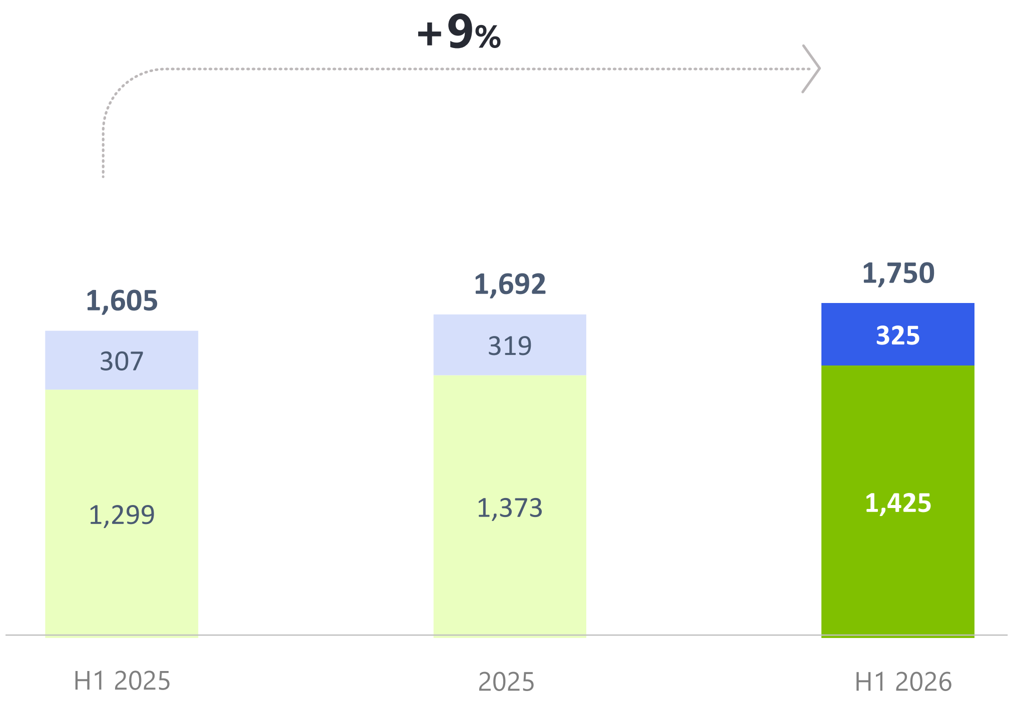
Fix Price store portfolio growth

Number of stores (as of period end), units



Selling space expansion

Selling space (as of period end), thous. sq. m[2]



X Net openings for the period, units [1]   Company-operated stores   Franchise stores

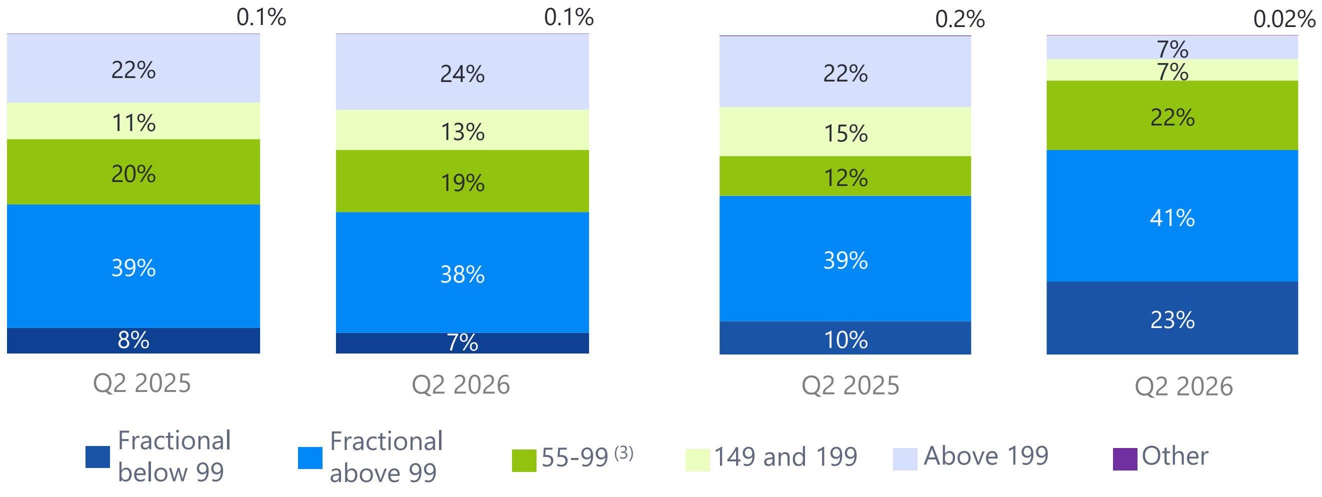
Source: Company data
Notes: **(1)** Net openings, including company-operated stores and franchise outlets in Russia and other markets, where the Company operates; **(2)** Total may not be equal the sum of the components due to rounding

Focus on expanding and updating the product range alongside pricing discipline

About 93% of assortment under RUB 199[(1) (2)]

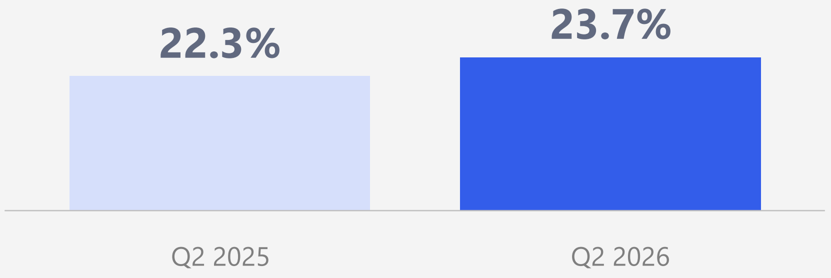
% of retail sales

% from SKU



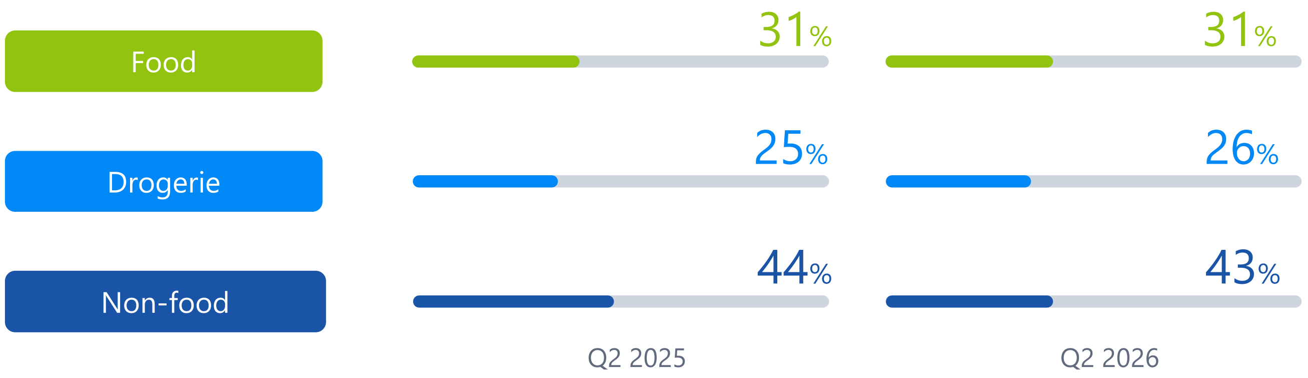
Import share in retail sales

%



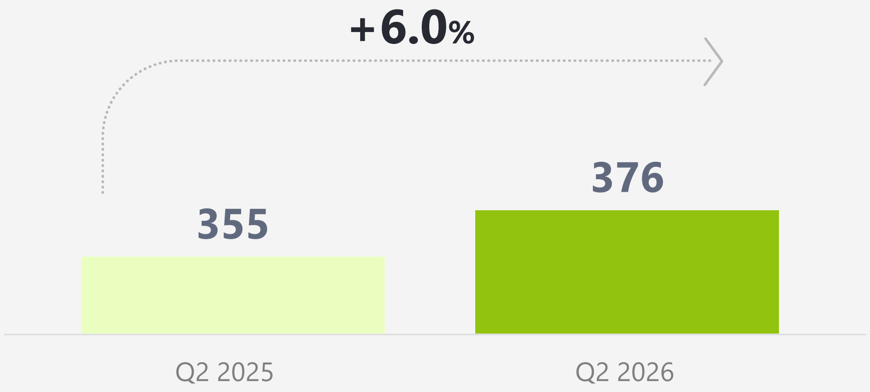
Retail sales composition [(1)]

%



Average ticket growth

RUB

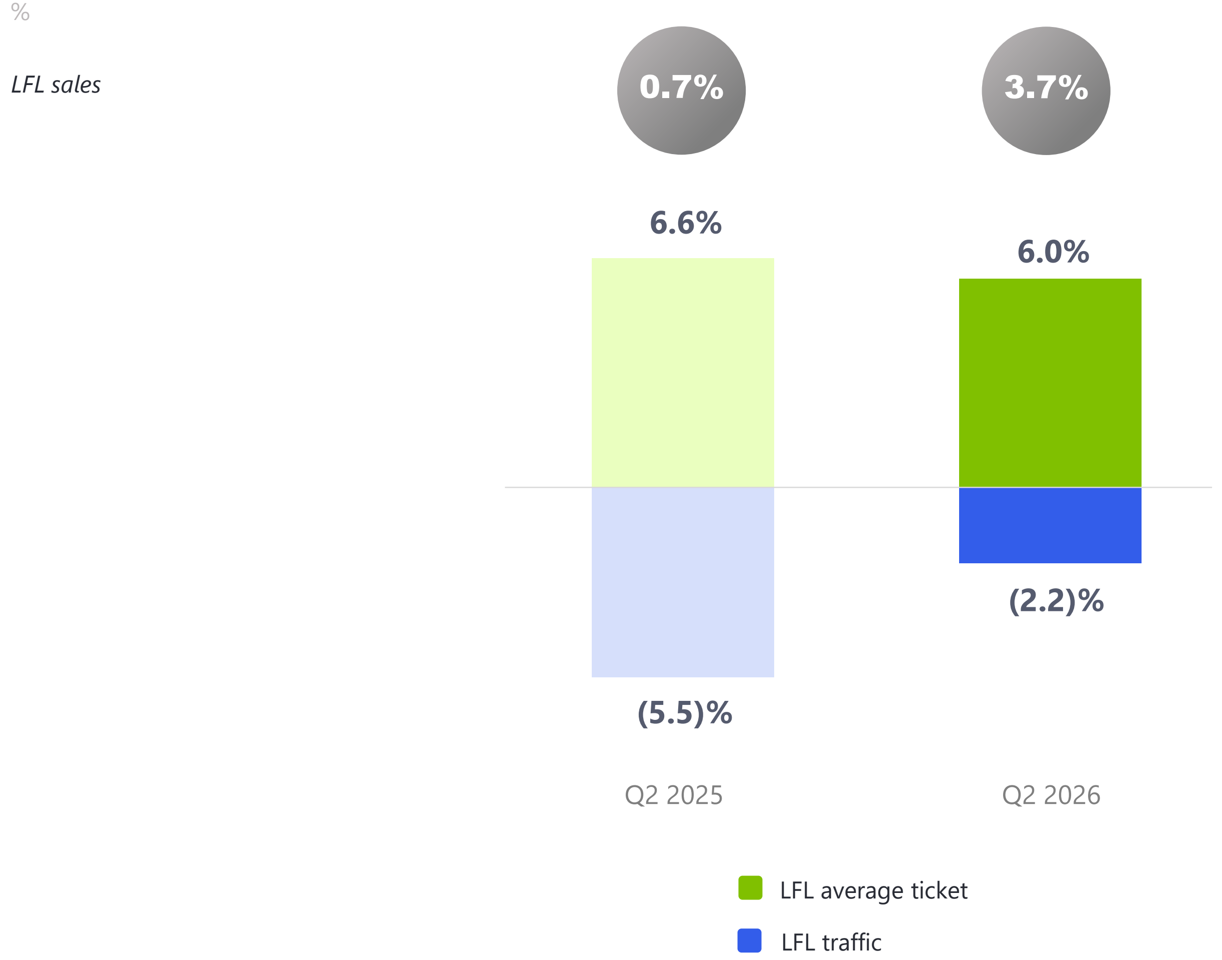


Source: Company data. Retail sales figures reflect performance of Company-operated stores in Russia
Notes: **(1)** Due to rounding, the sum may not be equal to 100%; **(2)** The Company is also testing RUB 449, RUB 499, RUB 549, RUB 599 price points; **(3)** The category includes prices of "55", "59", "79" and "99" roubles

LFL sales growth supported by effective assortment management

Dynamics of LFL metrics (1)

%



- In Q2 2026, the Company's LFL sales increased by 3.7% y-o-y, supported by regular updates to the product range and a focus on the most popular items
- The growing appeal of the product assortment, personalised promotions for loyalty programme members and disciplined management of the price architecture supported a 6.0% y-o-y increase in the LFL average ticket
- LFL traffic showed early signs of stabilisation, with the y-o-y decline narrowing to 2.2%

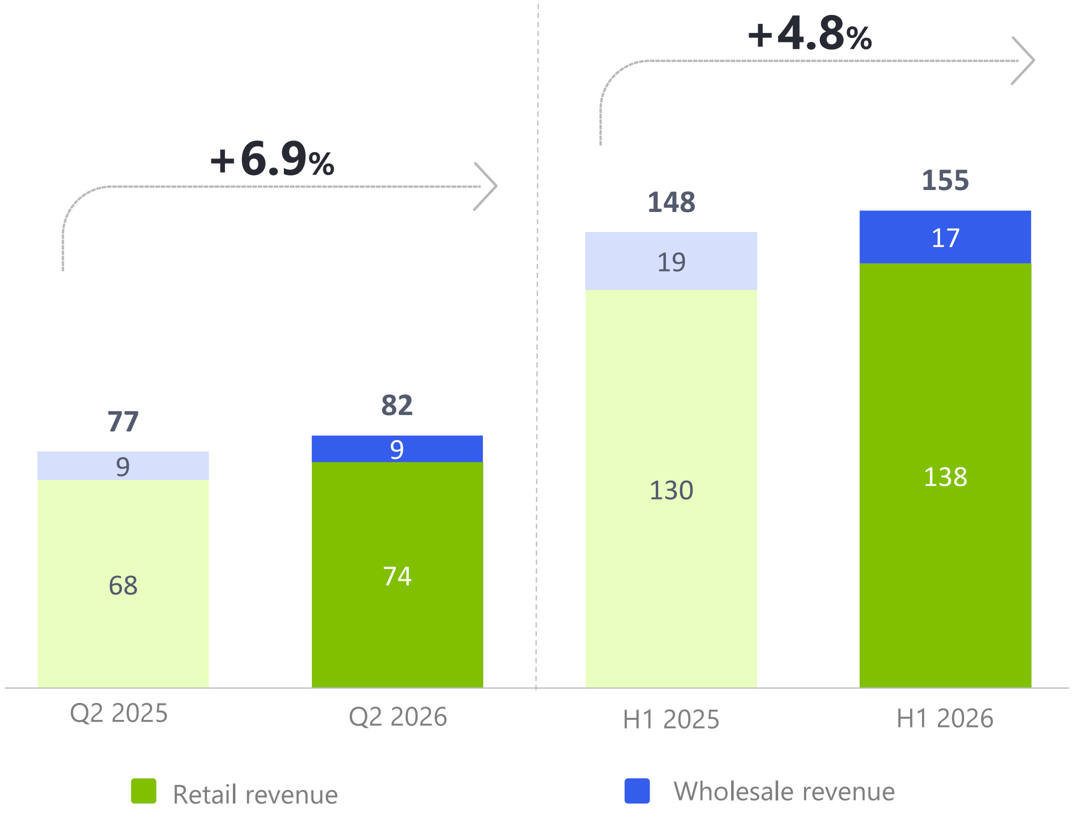
Source: Company data

Notes: **(1)** Here and hereinafter, like-for-like (LFL) sales, average ticket and number of tickets are calculated based on the results of stores operated by Fix Price and that were open for at least 12 full calendar months preceding the reporting date. LFL sales and average ticket are calculated based on retail sales including VAT. LFL numbers exclude stores that were temporarily closed for seven or more consecutive days during the reporting period and/or comparable periods

Revenue growth and further improvement of consistently high gross margin

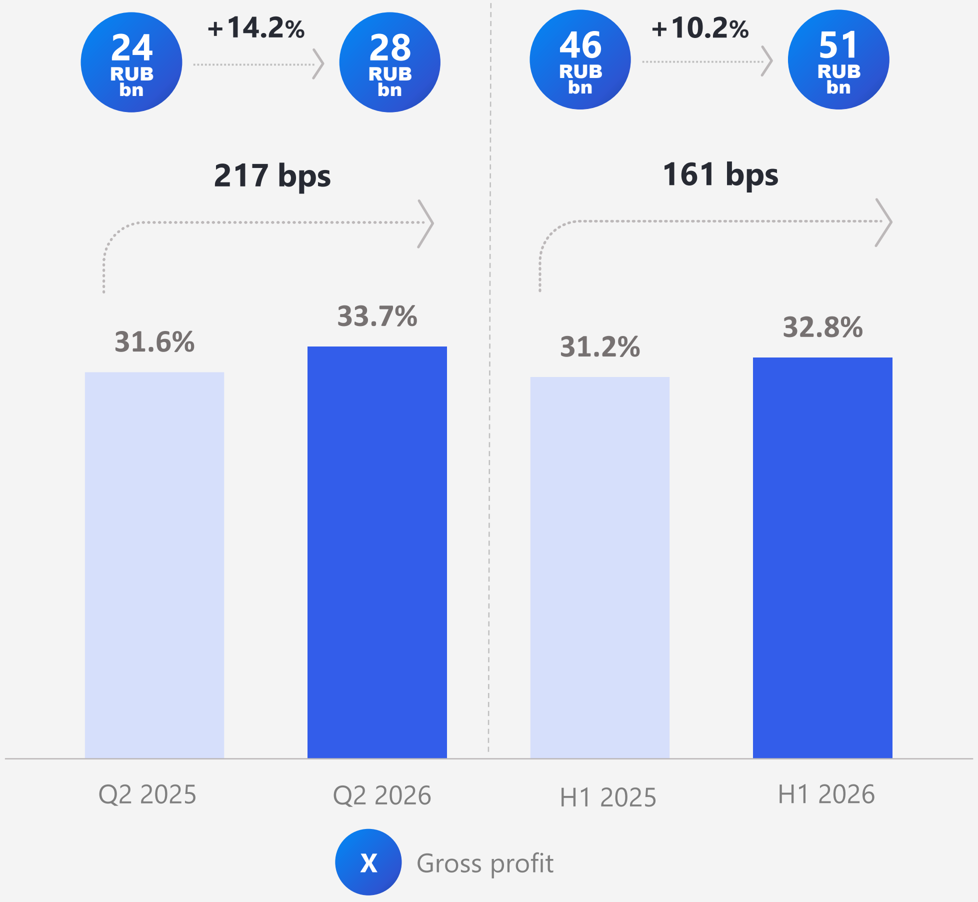
Total revenue

RUB bn [1]



Gross margin

%

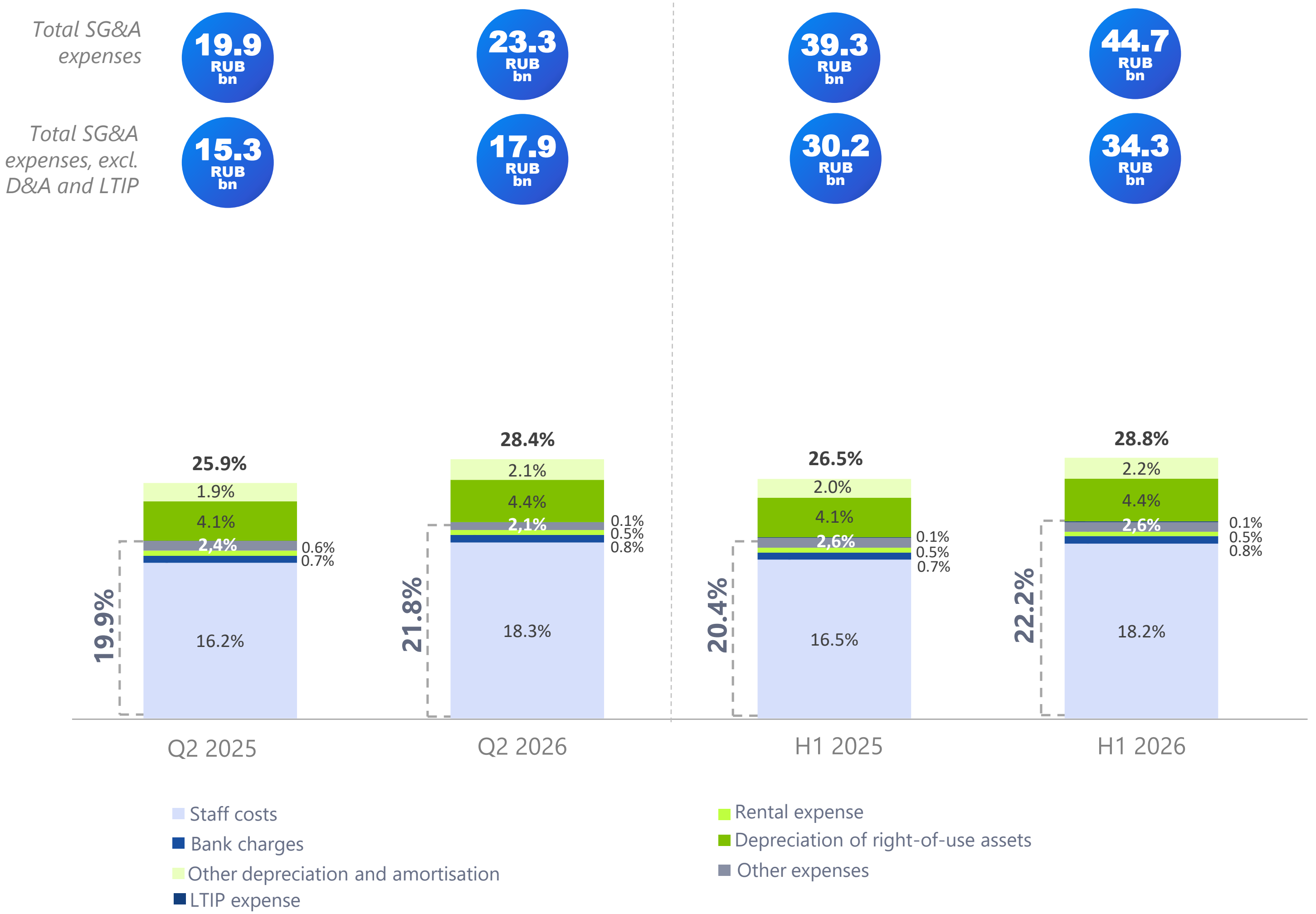


Source: Company data, Interim Condensed Consolidated Financial Information for the Six Months Ended 30 June 2026 (reviewed by an independent auditor), Management accounts for Q2 2025 and Q2 2026, H1 2025 and H1 2026
Notes: **(1)** Total may not be equal the sum of the components due to rounding

SG&A expense development

SG&A breakdown (IFRS 16)

% of revenue[(1)]

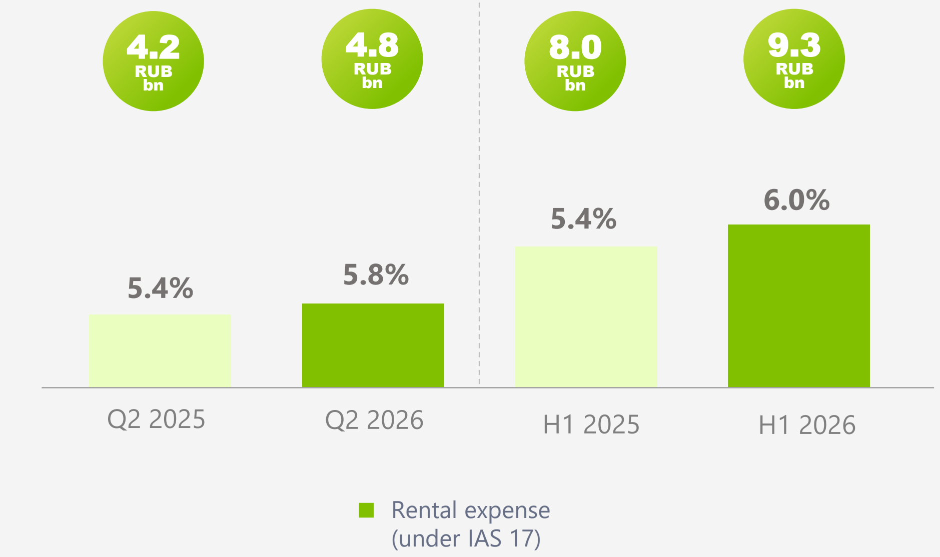


Operating expenses, excluding LTIP expenses and depreciation and amortisation (D&A), increased to 21.8% of revenue, mainly driven by a higher share of staff costs, utilities and bank charges, which were partly offset by lower security, rental, repair and maintenance and other expenses.

Rental expense under IAS 17 increased by 40 bps y-o-y to 5.8% of revenue (or by 35 bps y-o-y to 6.5% of retail revenue).

Rental expenses (under IAS 17)

% of revenue

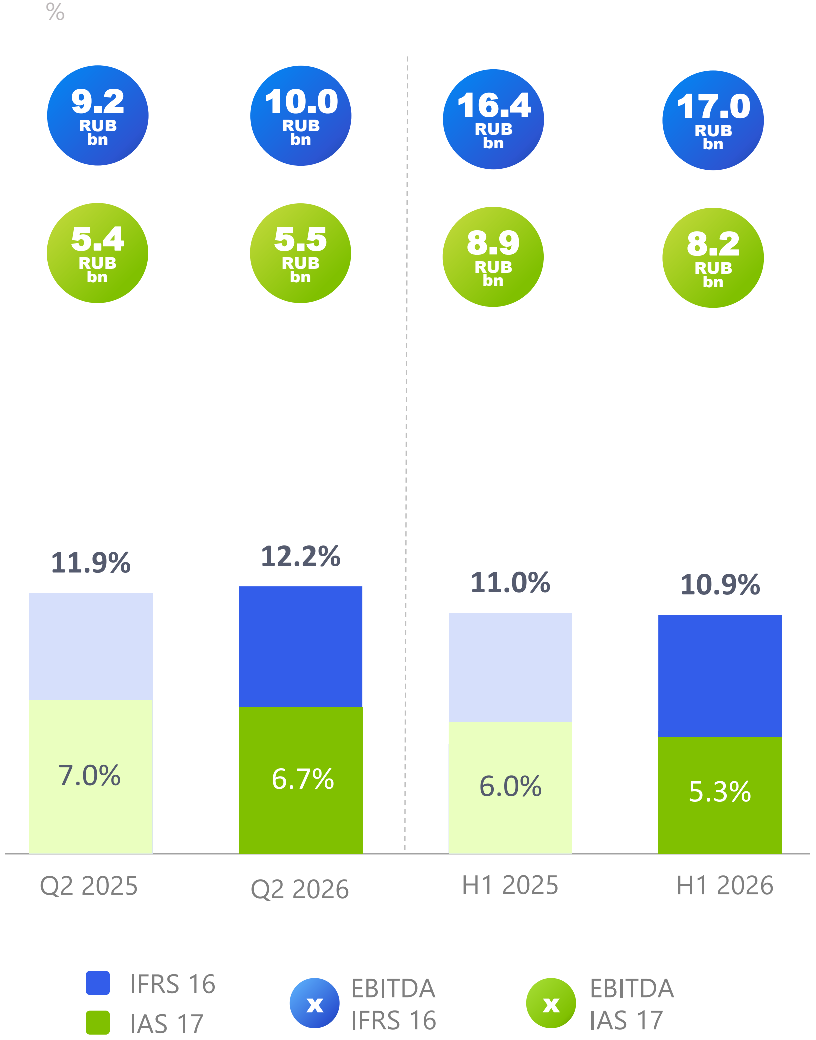


Source: Company data, Interim Condensed Consolidated Financial Information for the Six Months Ended 30 June 2026 (reviewed by an independent auditor), Management accounts for Q2 2025 and Q2 2026, H1 2025 and H1 2026

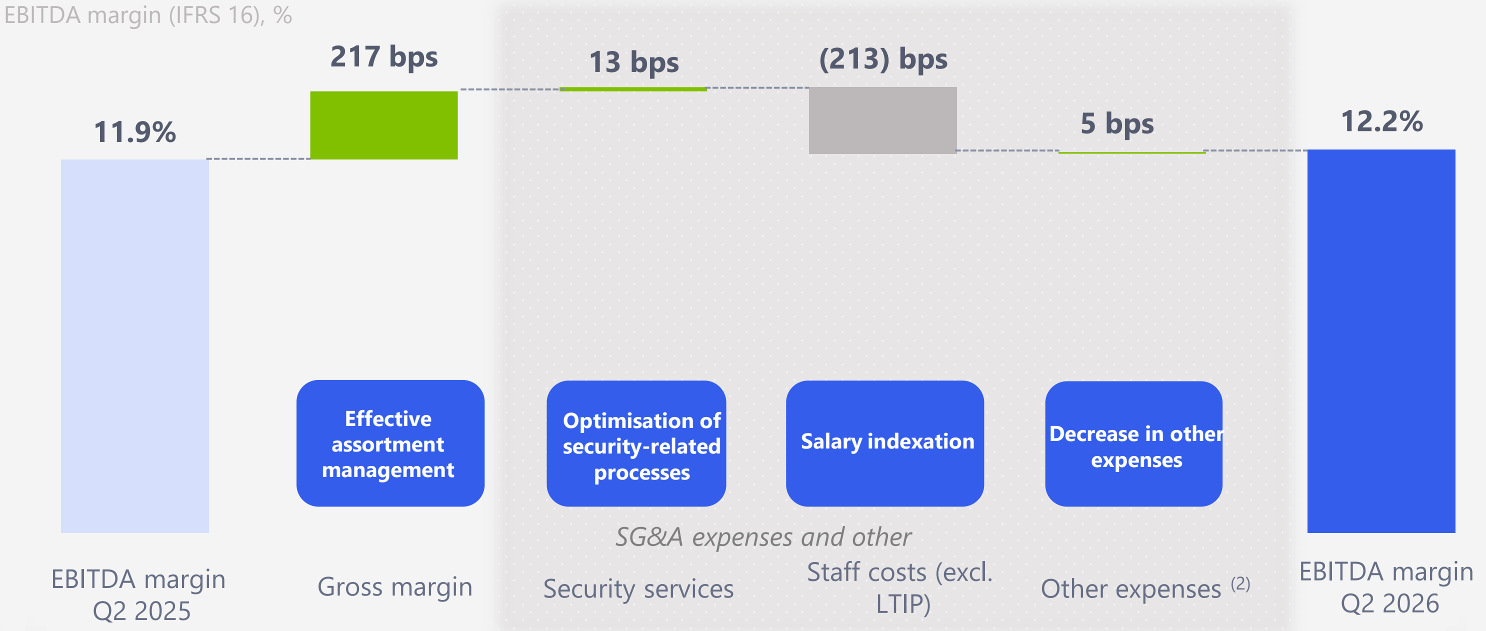
Notes: **(1)** Total may not be equal the sum of the components due to rounding

EBITDA recovery and margin growth driven by consistent strategy

EBITDA margin



Factors contributing to EBITDA margin trends (1)



Management insight into EBITDA margin dynamics & upside potential

- EBITDA margin growth was achieved through effective assortment management and gross margin expansion, despite continued pressure from staff costs
- Further margin expansion in the medium to long-term could be achieved as the labor market normalises, demand recovers, and management initiatives to improve LFL metrics are implemented
- Management successfully maintains the target cost of sales level and advances efforts to improve operational efficiency, including through expenses optimisation and automation initiatives in stores and distribution centers (DCs) to reduce workload on personnel

Source: Company data, Interim Condensed Consolidated Financial Information for the Six Months Ended 30 June 2026 (reviewed by an independent auditor), Management accounts for Q2 2025 and Q2 2026, H1 2025 and H1 2026
Notes: **(1)** Total may not be equal the sum of the components due to rounding; **(2)** Other includes expenses relating to bank charges, rent, marketing, utilities, repair and maintenance, as well as other operating income, income from interests in other entities and other items

Effective management of working capital and capital expenditures

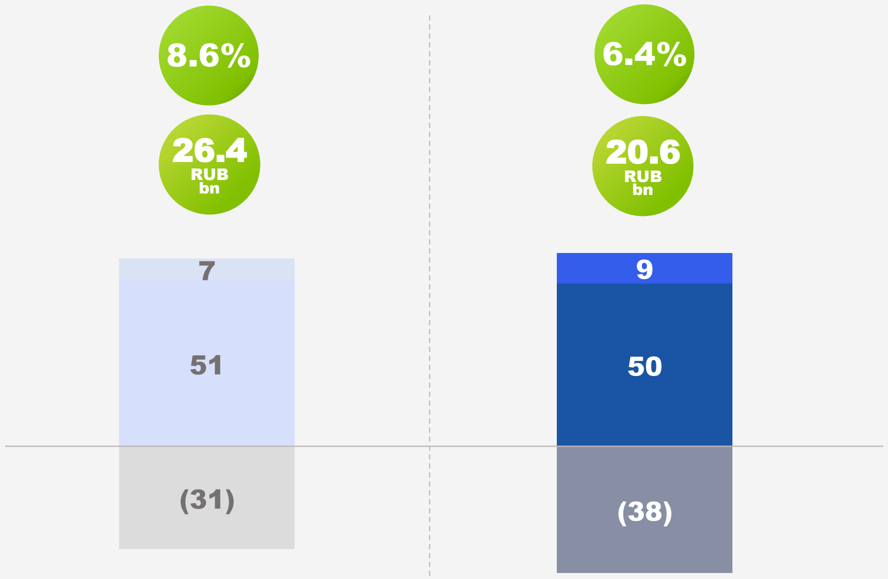
Working capital development

RUB bn as of the end of the period

% of revenue for the last 12 months

NTWC, RUB bn[1]

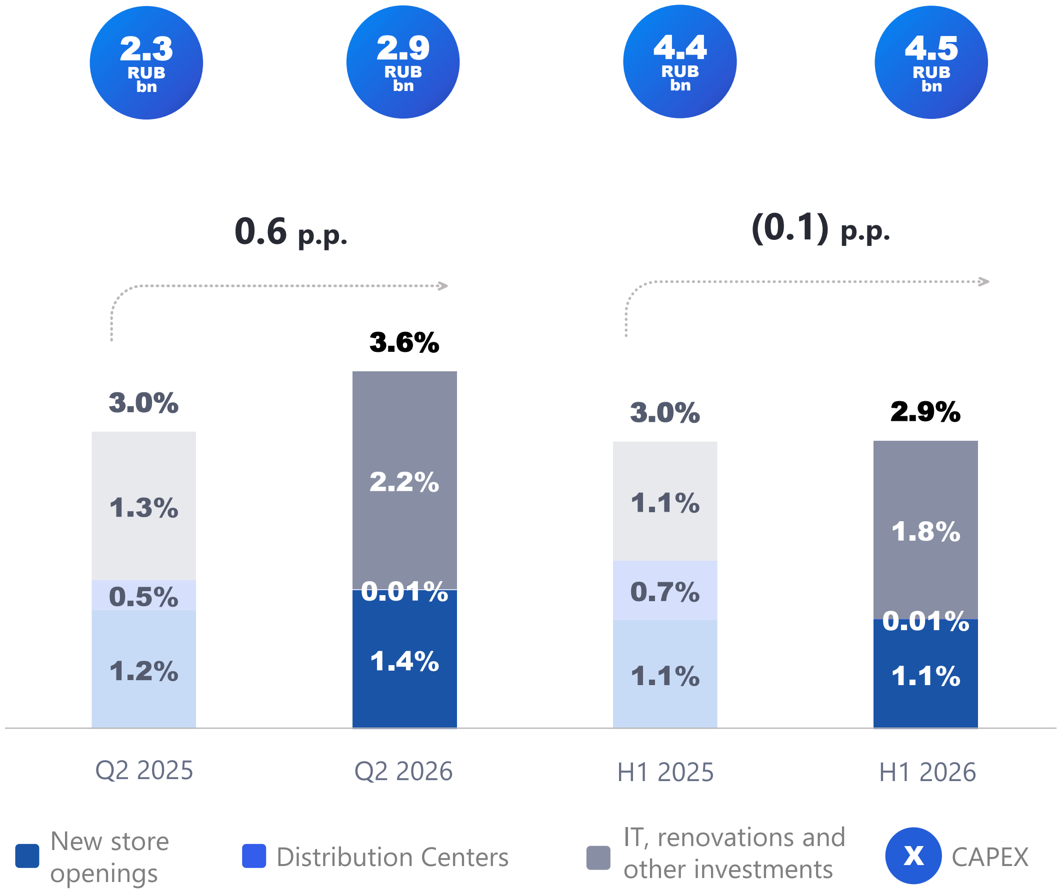
Improvement in the working capital metrics amid revenue growth, driven by efficient inventory management



Turnover, days	H1 2025	H1 2026
Receivables[2]	8	10
Inventories[3]	93	90
Payables[3]	60	67

Capital expenditures dynamics[4]

% of revenue



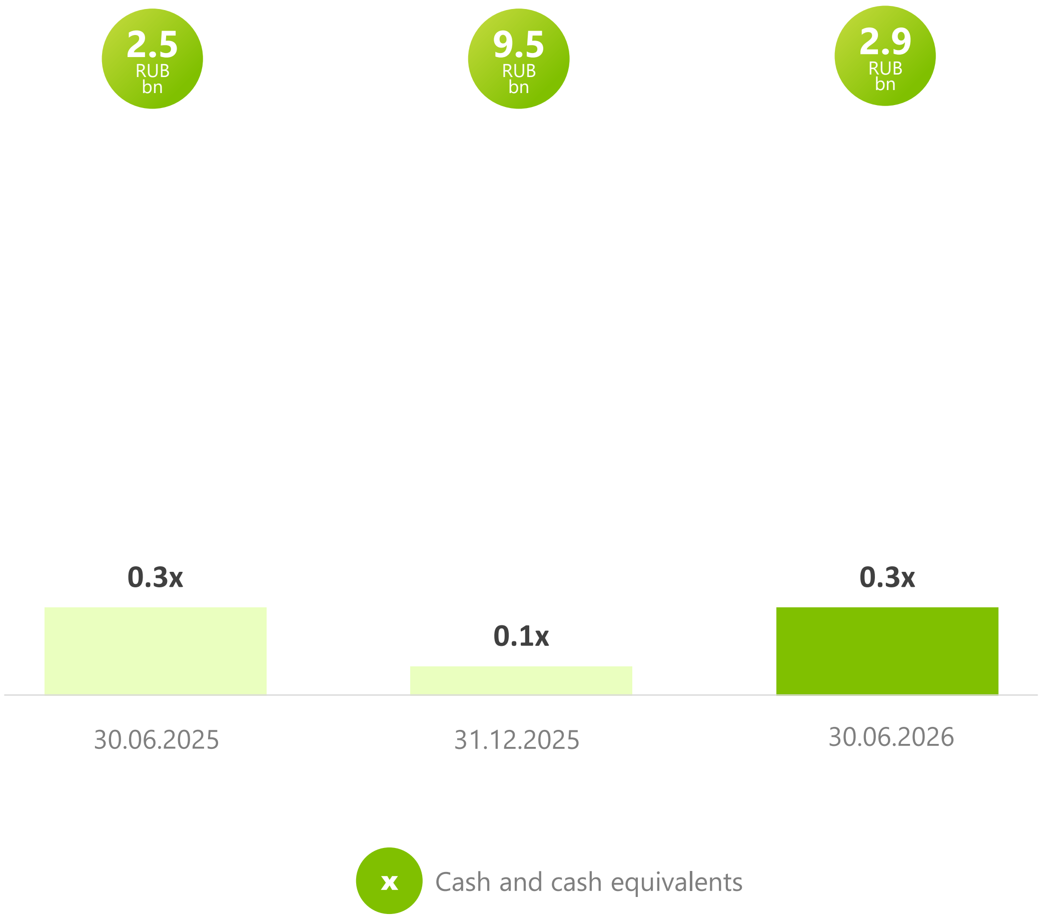
Source: Company data, Interim Condensed Consolidated Financial Information for the Six Months Ended 30 June 2026 (reviewed by an independent auditor), Management accounts for Q2 2025 and Q2 2026, H1 2025 and H1 2026

Notes: **(1)** Excludes other short-term assets and liabilities; Net trade working capital is calculated as inventories plus receivables and other financial assets minus payables and other financial liabilities; **(2)** Calculated as the average receivables for the beginning and the end of period divided by annualised revenue multiplied by 365 days; **(3)** Calculated as average Inventories (or Payables) for the beginning and the end of period divided by annualised Cost of sales multiplied by 365 days; **(4)** Total may not be equal the sum of the components due to rounding

Conservative debt level and positive FCF

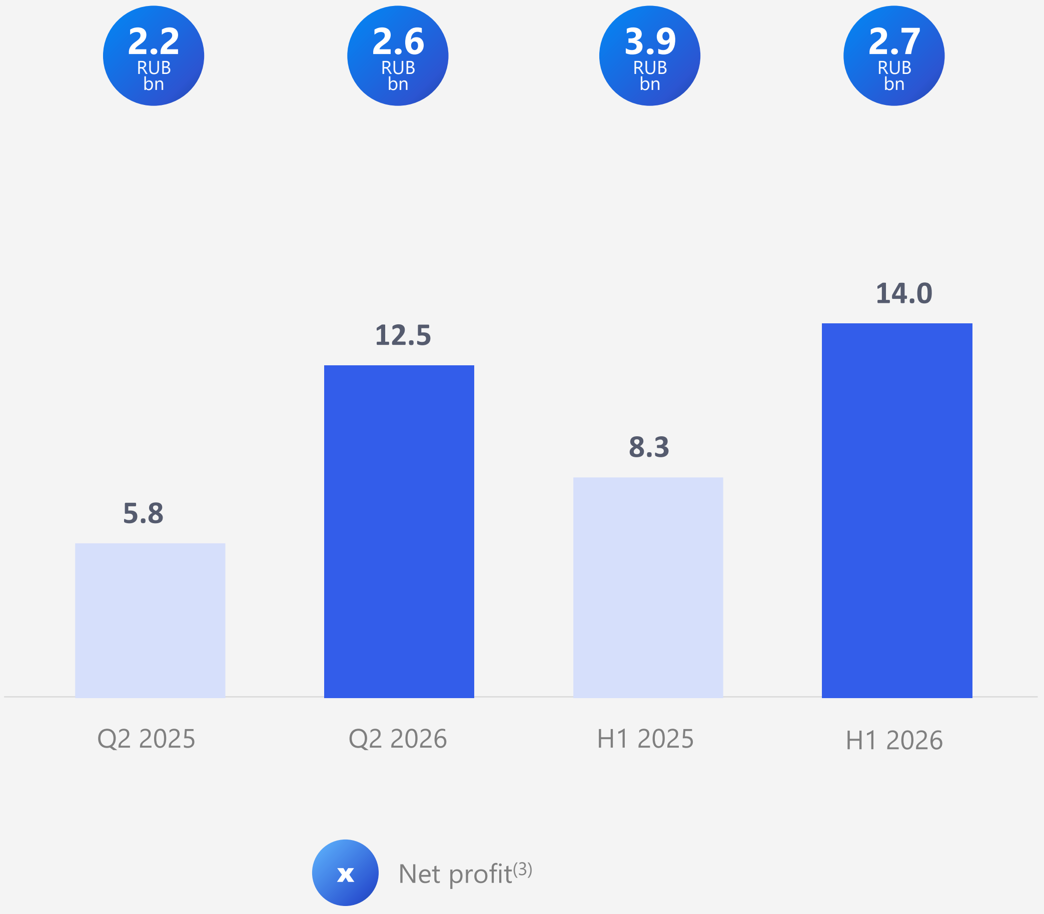
Net debt[1] to EBITDA (under IAS 17)

Net Debt / EBITDA (under IAS 17), x



Free cash flow (FCF[2], [3])

RUB bn



Source: Company data, Interim Condensed Consolidated Financial Information for the Six Months Ended 30 June 2026 (reviewed by an independent auditor), Management accounts for Q2 2025 and Q2 2026, H1 2025 and H1 2026
Notes: **(1)** Net debt (net cash position) under IAS 17 is calculated as the sum of long-term and short-term loans and borrowings, excluding lease liabilities, minus cash and cash equivalents; **(2)** FCF calculated as Net cash flows generated from operating activities less Net capital expenditures (calculated as Purchase of property, plant and equipment plus Purchase of intangibles less Proceeds from sale of property, plant and equipment); **(3)** Under IFRS 16

Appendix

Store base, geographical coverage and selling space

	30.06.2026	31.12.2025	30.06.2025
Total number of stores	**8,077**	**7,818**	**7,417**
Russia	7,222	6,999	6,652
Kazakhstan	408	392	368
Belarus	396	375	351
Uzbekistan	28	27	24
Georgia	10	9	6
Armenia	7	7	5
Kyrgyzstan	4	6	7
Mongolia	2	3	4
Number of Company-operated stores	**6,623**	**6,391**	**6,048**
Russia	6,623	6,391	6,048
Number of franchise stores	**1,454**	**1,427**	**1,369**
Russia	599	608	604
Kazakhstan	408	392	368
Belarus	396	375	351
Uzbekistan	28	27	24
Georgia	10	9	6
Armenia	7	7	5
Kyrgyzstan	4	6	7
Mongolia	2	3	4
Selling space (sq. m)	**1,749,685**	**1,691,600**	**1,605,463**
Company-operated stores	1,424,717	1,372,564	1,298,502
Franchise stores	324,968	319,036	306,961

Source: Company data

Statement of comprehensive income highlights

RUB million	Q2 2026	Q2 2025	Change	H1 2026	H1 2025	Change
Revenue	**82,218**	**76,917**	**6.9%**	**155,335**	**148,216**	**4.8%**
Retail revenue	73,593	67,714	8.7%	138,188	129,540	6.7%
Wholesale revenue	8,625	9,203	(6.3)%	17,147	18,676	(8.2)%
Cost of sales	(54,474)	(52,630)	3.5%	(104,309)	(101,909)	2.4%
Gross profit	**27,744**	**24,287**	**14.2%**	**51,026**	**46,307**	**10.2%**
Gross margin, %	*33.7%*	*31.6%*	*217 bps*	*32.8%*	*31.2%*	*161 bps*
SG&A (excl. LTIP and D&A)	(17,896)	(15,292)	17.0%	(34,286)	(30,183)	13.6%
Other op. income and share of profit of associates	192	181	6.1%	345	316	9.2%
Adjusted EBITDA(1)	**10,040**	**9,176**	**9.4%**	**17,085**	**16,440**	**3.9%**
Adjusted EBITDA margin, %	*12.2%*	*11.9%*	*28 bps*	*11.0%*	*11.1%*	*(9) bps*
EBITDA	**9,991**	**9,175**	**8.9%**	**16,961**	**16,364**	**3.6%**
EBITDA margin, %	*12.2%*	*11.9%*	*22 bps*	*10.9%*	*11.0%*	*(12) bps*
D&A	(5,376)	(4,647)	15.7%	(10,302)	(9,039)	14.0%
Operating profit	**4,615**	**4,528**	**1.9%**	**6,659**	**7,325**	**(9.1)%**
Operating profit margin, %	*5.6%*	*5.9%*	*(27) bps*	*4.3%*	*4.9%*	*(66) bps*
Net finance costs	(1,290)	(1,366)	(5.6)%	(2,511)	(2,737)	(8.3)%
FX gain / (loss), net	135	(113)	n/a	(379)	854	n/a
Profit before tax	**3,460**	**3,049**	**13.5%**	**3,769**	**5,442**	**(30.7)%**
Income tax expense	(907)	(842)	7.7%	(1,040)	(1,542)	(32.6)%
Profit for the period	**2,553**	**2,207**	**15.7%**	**2,729**	**3,900**	**(30.0)%**
Net profit margin, %	*3.1%*	*2.9%*	*24 bps*	*1.8%*	*2.6%*	*(87) bps*

Source: Company data, Interim Condensed Consolidated Financial Information for the Six Months Ended 30 June 2026 (reviewed by an independent auditor), Management accounts for Q2 2025 and Q2 2026, H1 2025 and H1 2026
Notes: **(1)** EBITDA adjusted for LTIP expense

Selling, general and administrative expenses

RUB million	Q2 2026	Q2 2025	Change	H1 2026	H1 2025	Change
Staff costs (excl. LTIP)	15,073	12,466	20.9%	28,270	24,519	15.3%
% of revenue	*18.3%*	*16.2%*	*213 bps*	*18.2%*	*16.5%*	*166 bps*
Bank charges	646	558	15.8%	1,234	1,073	15.0%
% of revenue	*0.8%*	*0.7%*	*6 bps*	*0.8%*	*0.7%*	*7 bps*
Rental expense	411	427	(3.7)%	700	756	(7.4)%
% of revenue	*0.5%*	*0.6%*	*(6) bps*	*0.5%*	*0.5%*	*(6) bps*
Security services	277	362	(23.5)%	554	780	(29.0)%
% of revenue	*0.3%*	*0.5%*	*(13) bps*	*0.4%*	*0.5%*	*(17) bps*
Advertising costs	168	130	29.2%	428	344	24.4%
% of revenue	*0.2%*	*0.2%*	*4 bps*	*0.3%*	*0.2%*	*4 bps*
Repair and maintenance costs	316	334	(5.4)%	783	660	18.6%
% of revenue	*0.4%*	*0.4%*	*(5) bps*	*0.5%*	*0.4%*	*6 bps*
Utilities	365	244	49.6%	746	518	44.0%
% of revenue	*0.4%*	*0.3%*	*13 bps*	*0.5%*	*0.3%*	*13 bps*
Other expenses	640	771	(17.0)%	1,571	1,533	2.5%
% of revenue	*0.8%*	*1.0%*	*(22) bps*	*1.0%*	*1.0%*	*(2) bps*
SG&A (excl. LTIP and D&A)	**17,896**	**15,292**	**17.0%**	**34,286**	**30,183**	**13.6%**
% of revenue	***21.8%***	***19.9%***	***189 bps***	***22.1%***	***20.4%***	***171 bps***
LTIP expense	49	1	48x	124	76	63.2%
% of revenue	*0.1%*	*0.0%*	*6 bps*	*0.1%*	*0.1%*	*3 bps*
Depreciation of right-of-use assets	3,611	3,177	13.7%	6,894	6,128	12.5%
% of revenue	*4.4%*	*4.1%*	*26 bps*	*4.4%*	*4.1%*	*30 bps*
Other depreciation and amortisation	1,765	1,470	20.1%	3,408	2,911	17.1%
% of revenue	*2.1%*	*1.9%*	*24 bps*	*2.2%*	*2.0%*	*23 bps*
Total SG&A	**23,321**	**19,940**	**17.0%**	**44,712**	**39,298**	**13.8%**
% of revenue	***28.4%***	***25.9%***	***244 bps***	***28.8%***	***26.5%***	***227 bps***

Source: Company data, Interim Condensed Consolidated Financial Information for the Six Months Ended 30 June 2026 (reviewed by an independent auditor), Management accounts for Q2 2025 and Q2 2026, H1 2025 and H1 2026
Notes: Total may not be equal the sum of the components due to rounding

EBITDA IFRS 16 and IAS 17 reconciliation

RUB million	Q2 2026	Q2 2025	Change	H1 2026	H1 2025	Change
EBITDA (IFRS 16)	**9,991**	**9,175**	**8.9%**	**16,961**	**16,364**	**3.6%**
EBITDA margin (IFRS 16), %	*12.2%*	*11.9%*	*22 bps*	*10.9%*	*11.0%*	*(12) bps*
LTIP expense	49	1	48x	124	76	63.2%
Adjusted EBITDA (IFRS 16)	**10,040**	**9,176**	**9.4%**	**17,085**	**16,440**	**3.9%**
Adjusted EBITDA margin (IFRS 16), %	*12.2%*	*11.9%*	*28 bps*	*11.0%*	*11.1%*	*(9) bps*
Rental expense	(4,366)	(3,731)	17.0%	(8,571)	(7,276)	17.8%
Utilities	(89)	(74)	20.3%	(172)	(141)	22.0%
Adjusted EBITDA (IAS 17)	**5,585**	**5,371**	**4.0%**	**8,342**	**9,023**	**(7.5)%**
Adjusted EBITDA margin (IAS 17), %	*6.8%*	*7.0%*	*(19) bps*	*5.4%*	*6.1%*	*(72) bps*
LTIP expense	(49)	(1)	48x	(124)	(76)	63.2%
EBITDA (IAS 17)	**5,536**	**5,370**	**3.1%**	**8,218**	**8,947**	**(8.1)%**
EBITDA margin (IAS 17), %	*6.7%*	*7.0%*	*(25) bps*	*5.3%*	*6.0%*	*(75) bps*

Source: Company data, Interim Condensed Consolidated Financial Information for the Six Months Ended 30 June 2026 (reviewed by an independent auditor), Management accounts for Q2 2025 and Q2 2026, H1 2025 and H1 2026

Statement of financial position highlights

RUB million	30 Jun 2026	31 Dec 2025	30 Jun 2025
Current loans and borrowings	7,700	9,131	8,998
Non-current loans and borrowings	1,332	3,436	3,334
Current lease liabilities	12,876	11,730	10,080
Non-current lease liabilities	14,973	11,829	7,923
Cash and cash equivalents	(2,888)	(9,505)	(2,528)
Net debt	**33,993**	**26,621**	**27,807**
Net debt to EBITDA (IFRS 16)[1]	**0.9**	**0.7**	**0.7**
Current lease liabilities	(12,876)	(11,730)	(10,080)
Non-current lease liabilities	(14,973)	(11,829)	(7,923)
IAS 17-based net debt	**6,144**	**3,062**	**9,804**
IAS 17-based net debt to EBITDA	**0.3**	**0.1**	**0.3**

Source: Company data, Interim Condensed Consolidated Financial Information for the Six Months Ended 30 June 2026 (reviewed by an independent auditor), Management accounts for H1 2025 and H1 2026 and 12M 2025
Notes: **(1)** The calculation of net debt / (net cash) to EBITDA is based on EBITDA for the last 12 months

Statement of cash flows highlights

RUB million	Q2 2026	Q2 2025	H1 2026	H1 2025
Profit before tax	3,460	3,049	3,769	5,442
Cash from operating activities before changes in working capital	10,803	9,673	18,527	17,413
Changes in working capital	5,951	(114)	3,996	(378)
Net cash generated from operations	**16,754**	**9,559**	**22,523**	**17,035**
Net interest paid	(1,278)	(1,388)	(2,435)	(2,803)
Income tax paid	(84)	(74)	(1,557)	(1,582)
Net cash flows from operating activities	**15,392**	**8,097**	**18,531**	**12,650**
Net cash flows used in investing activities	**(2,925)**	**(2,268)**	**(4,496)**	**(4,346)**
Net cash flows used in financing activities	**(12,924)**	**(5,344)**	**(20,637)**	**(12,100)**
Effect of exchange rate fluctuations on cash and cash equivalents	(8)	(14)	(15)	(162)
Net (decrease) / increase in cash and cash equivalents	**(465)**	**471**	**(6,617)**	**(3,958)**

Company data, Interim Condensed Consolidated Financial Information for the Six Months Ended 30 June 2026 (reviewed by an independent auditor), Management accounts for Q2 2025 and Q2 2026, H1 2025 and H1 2026

Public
Joint Stock
Company

Contacts

Contacts

Website

investors.fix-price.ru

Contacts for investors

investors@fix-price.ru

Contacts for media

pr@fix-price.ru