

FIX PRICE ANNOUNCES THE RESULTS OF THE EXCHANGE OF GDRs FOR SHARES OF PJSC FIX PRICE

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Reference is made to an invitation by Retail Technologies & Solutions Limited ("RTS") to the holders of global depositary receipts ("GDRs") (ISIN US33835G2057) of Fix Price Group PLC ("FPG") to submit offers to exchange their FPG GDRs for ordinary shares of PJSC Fix Price (the "Exchange").

- **AS OF 20 AUGUST, RTS HAS COMPLETED THE SETTLEMENTS WITH RESPECT TO THE VAST MAJORITY OF ACCEPTED OFFERS**
- **EXCHANGE RESULTS: IN TOTAL, UNDER EXCHANGE VIA STOCK EXCHANGE AND OTC EXCHANGE, 104.2 MILLION GDRs WERE EXCHANGED FOR 16.5 BILLION SHARES OF PJSC FIX PRICE CORRESPONDING TO APPROXIMATELY 16.5% OF THE AUTHORISED CAPITAL OF PJSC FIX PRICE**

20 August 2025 – Fix Price ("Fix Price" or the "Group"), one of the leading variety value retailers globally and the largest in Russia, announces that the Group's company RTS has completed the settlements in respect of the vast majority of accepted offers under the Exchange. It is expected that the settlements of the remaining minor number of the OTC offers will be completed shortly.

Results of the Exchange

As of 20 August 2025, under the Exchange via stock exchange and OTC Exchange, a total of 104.2 million GDRs were exchanged for 16.5 billion shares of PJSC Fix Price. As a result, the Exchange participants collectively acquired approximately 16.5% of PJSC Fix Price's authorised capital that constitute the free-float of the company. At the same time, FPG will remain a majority shareholder of PJSC Fix Price with its share decreasing to approximately 83.5% of PJSC Fix Price's authorised capital as a result of the Exchange. The company is not aware of other shareholders owning 5% of PJSC Fix Price's authorised capital or more, other than FPG.

For the offers that have been settled, the corresponding shares of PJSC Fix Price have already been credited to investors or brokers for subsequent transfer to investors. Please note that the timing of crediting shares by brokers to their clients' accounts may vary. If there are any questions regarding the crediting of shares of PJSC Fix Price, an investor should contact the broker through which the offer was submitted.

«The completion of the exchange of GDRs for shares of PJSC Fix Price and the commencement of trading on the Moscow Exchange mark a milestone in the company's nearly 20-year history. This resolves infrastructure obstacles that prevented some of our shareholders from fully exercising their shareholder rights.

We are pleased by the strong interest that investors showed in the exchange. Importantly, the offered GDR-to-share exchange ratio was attractive and the transaction was carried out on the terms favourable to shareholders. The launch of trading under the new ticker FIXR provides investors with access to a liquid instrument free from the restrictions applicable to GDRs.»

Dmitry Kirsanov, Fix Price Group PLC CEO

Trading of PJSC Fix Price shares on the Moscow Exchange commences on 20 August 2025. From this date, all settlement codes for shares of PJSC Fix Price are available on the Moscow Exchange under the ticker FIXR.

The holders of FPG GDRs who, for any reason, did not participate in the Exchange but wish to exchange their GDRs for ordinary shares of PJSC Fix Price may contact RTS at exchange@fix-price.com to discuss the available options.

Detailed terms of the Exchange are set out in the RTS Memorandum on the Exchange dated 5 June 2025, published on the website <https://exchange.fix-price.com/> (the “**Memorandum**”).

Capitalised terms not defined in this press release shall have the meanings given to them in the Memorandum. This press release should be read and interpreted in conjunction with the Memorandum.

Questions regarding settlements under the offers should be directed to the Russian broker of the corresponding holder of FPG GDRs.

General inquiries regarding the Exchange may also be sent to exchange@fix-price.com.

All information regarding the Exchange will be published at <https://exchange.fix-price.com>.

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