



FIX PRICE ANNOUNCES APPLICABLE EUR/RUB FX RATE FOR SETTLEMENT OF THE OTC EXCHANGE

NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION, IN WHOLE OR IN PART, IN, INTO OR FROM ANY JURISDICTION WHERE TO DO SO WOULD CONSTITUTE A VIOLATION OF THE RELEVANT LAWS OF SUCH JURISDICTION.

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").

7 July 2025 – Fix Price ("**Fix Price**", the "**Company**" or the "**Group**"), one of the leading variety value retailers globally and the largest in Russia, announces that Group's company RTS has determined the applicable EUR/RUB FX rate for calculating the Cash Payment in accordance with the conditions of the Exchange at the exchange rate of the Bank of Russia effective on 7 July 2025 (the first day of the OTC Offer Acceptance Period), namely:

93.0103 (ninety-three point zero one hundred and three) roubles per 1 (one) euro.

The participants of the Exchange are reminded that holders of FPG GDRs who submitted an OTC Offer must additionally pay to RTS, as part of the purchase price of the PJSC Fix Price Shares, an amount equal to EUR 0.075 (seven point five eurocents), multiplied by the number of FPG GDRs in respect of which the OTC Offer was submitted.

The Cash Payment shall be made at the discretion of the holder of FPG GDRs that submitted an OTC Offer:

- in euros to the Foreign Bank Account of RTS (as specified in the OTC Offer); or
- in Russian roubles, at the exchange rate of the Bank of Russia set out above (which equals to 6.98 (six point ninety-eight) roubles, multiplied by the number of FPG GDRs in respect of which the OTC Offer was submitted), to the Russian Bank Account of RTS (as specified in the OTC Offer).

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 the procedure for submitting 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>.

CONTACTS

Fix Price Investor Relations

Elena Mironova
ir@fix-price.com
investors@fix-price.ru

Fix Price Media Relations

Ekaterina Makurina
pr@fix-price.ru

EM

fixprice@em-comms.com

THIS PRESS RELEASE DOES NOT CONSTITUTE THE COMPLETE TERMS FOR THE INVITATION MADE BY RTS TO MAKE OFFERS TO EXCHANGE FPG GDRS FOR PJSC FIX PRICE ORDINARY SHARES (THE "**INVITATION**"). ANY HOLDER OF FPG GDRS WISHING TO PARTICIPATE IN THE INVITATION MUST REVIEW THE MEMORANDUM RELATED TO THE INVITATION, AVAILABLE AT [HTTPS://EXCHANGE.FIX-PRICE.COM/](https://exchange.fix-price.com/) (THE "**MEMORANDUM**").

THE INFORMATION CONTAINED HEREIN IS INTENDED SOLELY FOR HOLDERS OF FPG GDRS (AS DEFINED IN THE MEMORANDUM), THEIR BROKERS, AND AUTHORIZED REPRESENTATIVES. THIS PRESS RELEASE DOES NOT CONSTITUTE AN OFFER UNDER THE LAWS OF THE RUSSIAN FEDERATION OR ANY OTHER JURISDICTION, OR AN ADVERTISEMENT, OR AN OFFER OF SECURITIES TO AN UNLIMITED NUMBER OF PERSONS WITHIN OR OUTSIDE THE RUSSIAN FEDERATION, OR AN INVESTMENT RECOMMENDATION, OR A NOTICE OF AN AUCTION, OR AN OFFER TO CONCLUDE A CONTRACT ON AN AUCTION IN ACCORDANCE WITH ARTICLES 447-449 OF THE CIVIL CODE OF THE RUSSIAN FEDERATION AND APPLICABLE LAW OF THE RUSSIAN FEDERATION.

THE TRANSACTIONS (AS DEFINED IN THE MEMORANDUM) CONTEMPLATED BY THE MEMORANDUM ARE NOT CARRIED OUT, EITHER DIRECTLY OR INDIRECTLY, ON THE TERRITORY OF THE UNITED STATES OF AMERICA, NOR ARE THEY CARRIED OUT THROUGH THE USE OF THE UNITED STATES POSTAL SERVICE, ANY INSTRUMENTS OF INTERSTATE OR FOREIGN TRADE OF THE UNITED STATES OF AMERICA, OR ANY INFRASTRUCTURE OF THE NATIONAL STOCK EXCHANGE OF THE UNITED STATES OF AMERICA. THE AFOREMENTIONED RESTRICTION APPLIES, INTER ALIA, TO THE TRANSMISSION BY FAX, EMAIL, TELEPHONE, AND THE INTERNET. ACCORDINGLY, COPIES OF THIS PRESS RELEASE AND THE MEMORANDUM, AS WELL AS ANY OTHER DOCUMENTS OR MATERIALS RELATED TO THE TRANSACTIONS SHALL NOT, DIRECTLY OR INDIRECTLY, BE SENT BY MAIL OR OTHERWISE TRANSMITTED, DISTRIBUTED, OR FORWARDED (INCLUDING BY CUSTODIANS, NOMINEES, OR TRUST MANAGERS) WITHIN THE TERRITORY OF THE UNITED STATES OF AMERICA. ANY OFFER (AS DEFINED IN THE MEMORANDUM) THAT DIRECTLY OR INDIRECTLY VIOLATES THE AFOREMENTIONED RESTRICTIONS, AS WELL AS ANY OFFER MADE BY A PERSON LOCATED IN THE UNITED STATES OF AMERICA, OR BY ANY AGENT, ATTORNEY, OR OTHER INTERMEDIARY ACTING ON THE INSTRUCTIONS OF A PRINCIPAL ORIGINATING IN THE UNITED STATES OF AMERICA, SHALL BE INVALID AND SHALL NOT BE ACCEPTED.

THIS PRESS RELEASE IS NOT ADDRESSED TO U.S. PERSONS (AS DEFINED IN REGULATION S OF THE U.S. SECURITIES ACT OF 1933, AS AMENDED AND SUPPLEMENTED) OR PERSONS LOCATED IN THE TERRITORY OF THE USA.

This press release may constitute or include forward-looking statements. Forward-looking statements are statements that are not historical facts and may be identified by words such as "plans", "targets", "aims", "believes", "expects", "anticipates", "intends", "estimates", "will", "may", "continues", "should" and similar expressions. These forward-looking statements reflect, at the time made, the Group's beliefs, intentions and current targets/aims concerning, among other things, the results of operations, financial condition, liquidity, prospects, growth and strategies of the Group and the companies of the Group. Forward-looking statements include statements regarding: objectives, goals, strategies, outlook and growth prospects, as well as future plans, events or performance and potential for future growth. Forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. The forward-looking statements in this press release are based upon various assumptions, many of which are based, in turn, upon further assumptions, including without limitation, management's examination of historical operating trends, data contained in the records of the Group and the companies of the Group, as well as other data available from third parties. Although the Group believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors which are difficult or impossible to predict and are beyond its control. Forward-looking statements are not guarantees of future performance and such risks, uncertainties, contingencies and other important factors could cause the actual outcomes and the results of operations of the Group and the companies of the Group or the industry to differ materially from those results expressed or implied in this press release by such forward-looking statements. No representation or warranty is made that any of these forward-looking statements or forecasts will come to pass or that any forecast result will be achieved. Undue influence should not be given to, and no reliance should be placed on, any forward-looking statement. No statement in this press release is intended to be nor may be construed as a profit forecast.