



PRESS-RELEASE

DIXY GROUP OFFERS DISCOUNTS OF UP TO 40% ON SCHOOL YEAR GOODS

Moscow, Russian Federation, 26 August 2015

On the eve of the new school year, DIXY, Victoria and Megamart stores have expanded their seasonal selections of numerous goods for school kids of all ages. A set of most popular items needed at school at «neighborhood» stores - an exercise book, several ballpoint pens, multicolor pencil and an album for drawings - will cost the parents 139 rubles.

Specialized boards displaying school goods are features of all DIXY stores. The range of these goods is updated annually; aside from the essentials - exercise books and stationery, this year's novelties include material for children's creative pursuits – albums for drawings, multicolor cardboard, curved scissors for paper silhouettes and the like. Compared to the similar period of last year, quantitative turnover of stationery goods over the first two weeks of sales increased by 11%.

At Victoria supermarkets, parents can find over 360 product names for school kids. The chain's stores offer not only stationery, exercise books and albums for drawings but also backpacks, textile goods for children, logic-promoting games and encyclopedias. This year's new additions include environmentally friendly stationery – note pads, files and pencils made of kraftpaper. In addition, by way of preparations for Knowledge Day, the supermarkets display bunches of flowers traditional for the season – gladioli and chrysanthemums. Victoria has issued a topical booklet with special action offers names «School Years». The discounts off school goods are as high as 30%.

Megamart compact hypermarkets hold fairs of school goods, and they are open until the end of September. All year, the regular assortment of stationery at the hypermarkets numbers about 700 product names, and by the school year, the selection has increased by almost one-quarter. Particularly popular with the parents of junior school kids are goods with pictures of characters from well-known cartoons. Throughout the period of seasonal sales, customers can make use of special discounts of up to 40% off children's clothes, stationery, and drawing and sculpture sets.

PJSC DIXY Group (MOEX: DIXY) is one of Russia's leading retailers of foods and everyday products.

The first DIXY store was opened in Moscow in 1999, and after that the Company has been experiencing the period of the intensive organic development, followed by the major acquisition of Victoria Group in June 2011.

As of July 31, 2015, the Company operated 2,509 stores, including 2,375 DIXY neighborhood stores, 98 Victoria stores, 1 CASH store, and 35 compact hypermarkets MegaMart and MiniMart.

The Company operates in Central, Northwestern, Volga and Urals federal districts of Russia, and in Kaliningrad and Kaliningrad region.

As of July 31, 2015, the Company had a total of 840,291 square meters of selling space.

In 2014, the Company's total revenue amounted to RUR 229 bln (USD 6.0 bln).

The Company is the third largest national food retailer by revenue, selling area, and number of stores.

The Company employs over 50,000 people.

In May 2007, the Company raised USD 360 mln in its IPO on the RTS and MICEX. A controlling stake of 54.4% in OJSC DIXY Group is owned by Mercury Group of Companies, a diversified holding company.

The Russian business magazine Expert rates DIXY Group as one of the Top-100 largest Russian companies.

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