

Mission, vision and values

X5 Retail Group is Russia's leading food retailer. We create, develop and manage a portfolio of retail formats with distinct value propositions and brands that together target all categories of Russian customers.

We are a large business with a sustainable track record of more than 20 years. The Company has evolved from its roots as an entrepreneurial initiative to build a leading Russian retailer that is committed to adopting international best practices. Today, X5 is a business that draws on its entrepreneurial nature to drive growth in the food retail sector. It is a client-oriented business that strives to create value for its customers, shareholders, employees and other stakeholders.

Mission

X5 believes that it should offer all of its customers in all regions, regardless of income level, accessible food products and modern retail services. X5 is a company capable of delivering this by leveraging its scale and the value proposition of its portfolio of retail brands.

We aim to fulfil our mission by:

- Satisfying the food needs and desires of the Russian consumer
- Acting as a reliable partner for national and regional food producers
- Investing to expand Russia's modern food retail infrastructure

Vision

On a sustainable basis, X5 aims to become the recognised leader of the Russian food market and the #1 food store in the hearts of Russian consumers.

Our goal is to be #1 in the hearts of Russian consumers

Values

In order to achieve our mission and our strategic goals and to make our vision a reality, we adhere to a set of values that we believe are best suited to our business:

Customer orientation:

in addition to excellence in every store, we leverage technology and innovations to better adapt to changing demand and to make it possible to bring each of our customers a more personalised shopping experience in an efficient manner.

Innovation:

technology is changing our industry with ever-greater speed, and we intend to be at the forefront of this technological transformation, developing and implementing new ways to increase efficiency and better meet our customers' shopping needs.

Strong leadership:

our management team consists of experienced and highly qualified professionals, and we have implemented long- and short-term incentive programmes to align management interests with our goals of sustainable, long-term, profitable growth for the business.

Effective operating model:

X5 aims to decentralise its operations by giving each of its retail formats significant responsibility for the success of their segment of the business.

Intelligent organic growth:

we expanded our selling space by more than 1 million sq m in 2017, and 87% of our growth was organic. We are constantly optimising store opening procedures.

Efficiency:

we are always seeking ways to improve the efficiency of our operations, optimising business processes to enable us to do our job better and more efficiently.