



X5 Retail Group Chooses NCR SelfServ Checkouts to Drive Greater Efficiency and Enhance Customer Service

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Russia's largest food retailer addresses public demand for time-saving retail solutions and exceptional shopping experiences

MOSCOW--(BUSINESS WIRE)--Oct. 29, 2014-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that [X5 Retail Group](#), one of the leading retail companies in Russia, is improving customer service and the overall brand experience by deploying [NCR SelfServ™ Checkouts](#) at its stores in Moscow, Ekaterinburg and St Petersburg.

The project, which started at the end of 2013 with the installation of NCR solutions at the Perekrestok supermarket and Karusel hypermarket in Moscow, provides shoppers the choice to scan, bag and pay for goods themselves. It helps X5 reduce queues and save customer's time. As a result, X5 will increase consumer traffic and sales at existing stores. The NCR solution increases the throughput at the checkout and frees X5 staff to provide more value-add and customer focused activities. This includes finding merchandise, consulting on purchasing decisions and improving the availability of products in the store.

Today, more than 4,000 customers per day visit the Perekrestok store and over 7,000 per day at the Karusel hypermarket.

"We want to be an effective retailer and for this cutting edge technologies are necessary for us," said Olga Karaeva at X5. "As part of our store effectiveness program we looked at many different options. We believe that technology, such as NCR SelfServ Checkouts, will improve the profitability of our business while also addressing the shortage of cashiers in Russia. We chose to work with NCR as it is a leader in innovative technologies for self-checkouts."

NCR is a one-stop-shop for retail and led consultancy and installation of the self-checkout solutions as well as helping to configure units and train staff to drive high usage rates. The realization of the whole project including integration and installation was carried out in less than two months.

"Today's shoppers are looking for ways that retailers and the technology they deploy can make their lives easier, as time and good service becomes more valuable," says Andriy Pinkevych, Area Industry Leader for Retail at NCR Russia. "By systematically applying our experience of diverse retail formats, as well as cultural nuances, we were able to significantly reduce the learning phase. Together with X5, we carried out this project in record time."

NCR SelfServ Checkout solutions handled more than seven billion shopping transactions last year in the grocery, do-it-yourself, general merchandise and health and beauty retail sub-sectors.

About X5 Retail Group N.V.

[X5 Retail Group N.V.](#) (LSE: FIVE, Moody's - "B2", S&P - "B+") is a leading Russian food retailer. The Company operates several retail formats: the chain of economy class stores under the Pyaterochka brand, the supermarket chain under the Perekrestok brand, the hypermarket chain under the Karusel brand, Express convenience stores under various brands and the online retail channel under the E5.RU brand.

At 30 September 2014, X5 had 5,005 Company-operated stores. It has the leading market position in both Moscow and St. Petersburg and a significant presence in the European part of Russia. Its store base includes 4,342 Pyaterochka economy-class stores, 389 Perekrestok supermarkets, 81 Karusel hypermarkets and 193 Express stores. The Company operates 31 DCs and 1,528 Company-owned trucks across the Russian Federation.

For the full year 2013, revenue totaled RUB 534,560 mln, EBITDA reached RUB 38,350 mln, and net income amounted to RUB 10,984 mln. In H1 2014, revenue totaled RUB 299,746 mln, EBITDA reached RUB 21,194 mln, and net income amounted to RUB 6,449 mln.

X5's Shareholder structure is as follows: Alfa Group – 47.86%, founders of Pyaterochka – 14.43%, X5 Directors – 0.03%, treasury shares – 0.04%, free float – 37.64%.

About NCR

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 485 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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