

Magnit in focus

Magnit is one of Russia's leading food retail chains founded in 1994 in Krasnodar. Today, we are the country's largest retail operator by the number of stores and geographical coverage.

29,165
stores

in 67 regions of Russia and in the Republic of Uzbekistan

>360
thous. employees

as at 31 December 2023

10,053
thous. sq. m

selling space

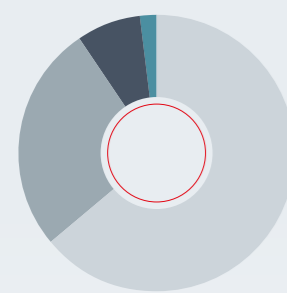
~17 mln
customers daily

76.4 mln
loyalty card holders

300
thous. tonnes

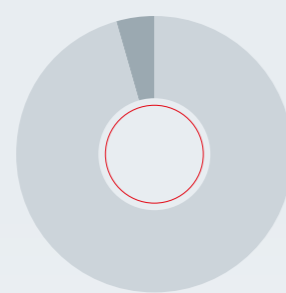
of in-house produce in 2023¹

Core formats



- 18,701 ● Magnit convenience stores²
- 7,740 ● Drogerie stores³
- 2,235 ● DIXY convenience stores
- 489 ● Supermarkets

New formats



- 1,176 ● My Price stores
- 53 ● First Choice discounters⁴

Magnit is one of Russia's largest retailers with a total selling space of 10,053 thous. sq. m and 29,165 stores of various formats operating in 67 regions of Russia and in the Republic of Uzbekistan.

Our multiformat model includes convenience and drogerie stores, supermarkets and pharmacies under the Magnit and DIXY brands. In 2023, Magnit launched the V1 chain of hard discounters, which focuses on a limited range of quality products at appealing prices to meet all of the key consumer needs. Customers can also shop across the Company's formats online, choosing between regular or express delivery options.

Magnit boasts one of the largest logistics network in Russia. The Company is continuously developing its own logistics infrastructure while also testing new logistics formats. Today, Magnit operates 45 distribution centres, warehousing facilities with a total area of 1.9 mln sq. m, and fleet of over 5,700 trucks, making it one of Russia's largest own fleets.

Magnit is the only retailer in Russia with its own food production capacities. It operates 20 production facilities, including six agricultural and 14 dry food and confectionery complexes.

Magnit is actively developing private labels to offer unique products with excellent value for money. Magnit's private label portfolio includes over 50 brands and around 5,500 SKUs. The portfolio boasts over 45 unique brands from various product groups and price segments. Available only in Magnit stores, private label items are made predominantly by Russian businesses and by Magnit's in-house facilities.

The Magnit Group includes, inter alia, PJSC Magnit and its subsidiaries JSC Tander, JSC DIXY Ug, Selta LLC, and Retail Import LLC.

For the list of the key Group companies, see our [consolidated financial statements](#).

Our mission, culture and values

At Magnit, we are committed to continuous operational improvement and professionalism in all areas of activity, while aiming to deliver exceptional quality and customer service.

Magnit's sustainability strategy to 2025, "Retail with Purpose", sets ambitious goals, promotes a sustainable corporate culture and focuses on embedding sustainability principles into all aspects and facets of our business.

We highly value the principles of teamwork and respect for each other and our customers, and encourage open and constructive dialogue and effective cross-functional cooperation.

We implement best practices and innovative technologies in our operations and seek to build a better future for all.

Our values

Customers at the heart of everything we do

Caring for our customers

We build long-lasting connections with our customers. Our team members are regular shoppers at Magnit stores and can easily relate to customers.



Stronger together

We achieve success through teamwork, incorporating the views of our employees.



Focusing on results

We strive to accomplish our goals in the most efficient manner.



Taking responsibility

We scrupulously follow the Company's principles and we take responsibility for our decisions.



¹ Net of contract manufacturing.
² Including convenience stores, Magnit City stores, My Price soft discounters and First Choice hard discounters.
³ The names drogerie, drogerie stores, cosmetics stores and Magnit Cosmetic are interchangeable.
⁴ The names First Choice and V1 are interchangeable.