



HELPING LOST PEOPLE WITH LIZAALERT AND THE CENTRE FOR SEARCHING MISSING PEOPLE

X5 and its partners offer assistance to individuals who are lost or disoriented through in-store Safety Zones – specially designated areas in stores that are marked by an orange geolocation sign. Individuals who have lost their way can enter a Pyaterochka or Perekrestok store and wait for assistance at the Safety Zone or ask any store employee for help. A total of 3,831 people have received assistance since the project launched in 2019, including 228 children.

[Link to case](#)