

Press release
04 July 2016

O'KEY GROUP ANNOUNCES CHANGES IN THE GROUP LEADERSHIP

O'KEY Group S.A (LSE: OKEY), one of the largest food retailers in Russia, announces the appointments of Dmitry Pryanikov as Deputy CEO of the Group and Konstantin Arabidis as CFO of the Group.

Dmitry Pryanikov who served as the CFO of the Group since 2001 has been appointed Deputy CEO and in this role will be responsible for overseeing business support functions: division of business procedures and processes, IT department, project office, legal and insurance department as well internal control and audit departments.

Mr. Heigo Kera, the Chairman of the Board and CEO of the Group, commented,

“Dmitry Pryanikov becomes my only Deputy and in this capacity will oversee supporting functions of the Group and lead the key infrastructure projects (“Mercury” and “Lean Store”) designed to modernise our IT platform and overhaul business processes. Dmitry’s appointment will allow me to focus more on enhancing offerings for our customers. This involves enhancing commercial policy and purchasing, working with the assortment and pricing, coordinating marketing activities and improving efficiency of the selling space. I will also have more time to devote to our operating activities where the quality of the customer service remains our top priority.”

Konstantin Arabidis has been appointed CFO reporting to the CEO of the Group. Konstantin has worked in the Group since 2012. Prior to this appointment he served as Head of corporate reporting, planning and controlling in the finance department.

Appointments of Dmitry Pryanikov and Konstantin Arabidis are effective as of 01 July 2016.

Biographies

Dmitry Pryanikov has been with O'KEY from the first months of the establishment of the Group. For a few years he served as the finance director of the O'KEY trading company prior to appointment as the CFO of the Group. Dmitry graduated from the department of Economics and Management of the Peter the Great Saint Petersburg Polytechnic University. Dmitry was born in Leningrad.

Konstantin Arabidis joined the Group in January 2012 from PwC where he was involved in auditing and consulting projects in various industries. In O'KEY he managed a full array of finance functions. He is a graduate of the department of Technical Cybernetics of the Peter the Great Saint Petersburg Polytechnic University and of the Economics department of the Saint Petersburg University. Konstantin is an ACCA member. He was born in Leningrad.

COMPANY OVERVIEW

O'KEY is one of the largest retail chains in Russia. Its primary retail format is the modern Western European style hypermarket under the “O'KEY” brand reinforced by O'KEY supermarket. The Group

is developing the innovative discounter format under the “DA!” brand. O’KEY is the first among Russian food retailers to launch e-commerce operations in St. Petersburg and Moscow based on hypermarket assortment.

The Group opened its first hypermarket in St. Petersburg in 2002 and has demonstrated continuous growth ever since. As of 04 July 2016, O’KEY operates 156 stores across Russia: 71 hypermarkets, 37 supermarkets and 48 discounters.

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