

Press release
10 August 2016

O'KEY GROUP OPENS HYPERMARKET IN THE EAST OF MOSCOW

O'KEY Group S.A (LSE: OKEY), one of the largest food retailers in Russia, announces the opening of a new hypermarket in Moscow, the Group's 72^d hypermarket in Russia and 158th store in the total Group portfolio.

The new hypermarket with the total area of over 10,000 sq.m. and sales area of 6,500 sq.m. opened in *Kosino Park* mall at 1a, Svyatoozerskaya street. It will target the inhabitants of the fast-growing Kosino-Ukhtomskiy district and the transit traffic towards Lubertsy. Part of the mall where the hypermarket is located is owned by the Group.

New store is a typical example of a "compact/city hypermarket". Good transport infrastructure within this area and a parking lot for 900 cars make it easily accessible for customers coming in cars to do their weekly shopping. And the store is located within walking distance from residential buildings, making it convenient for daily shopping. The store is also equipped with a pick-up point for deliveries made at our online store www.okeydostavka.ru.

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

"The Moscow market with its strong growth potential is strategically important for the Group. We are growing our footprint in the region both in hypermarket/supermarket format and in the discounter format under the DA! brand. In the new store at Svyatoozerskaya street we have for the first time introduced in the Moscow market the renewed approach to zoning and design of the selling space in hypermarkets. We are catering to the needs of modern, rational consumers who want the stores to be convenient and well-organized. New zoning and easier in-store navigation enable customers to easily find the products they need and spend less time on shopping, while this approach also allows us to use selling space in a more efficient way."

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 10 August 2016, O'KEY operates 158 stores across Russia: 72 hypermarkets, 37 supermarkets and 49 discounters.

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