

*Press release*  
*11 July 2016*

### **O'KEY GROUP APPOINTS COMMERCIAL DIRECTORS**

O'KEY Group S.A. (LSE: OKEY), one of the largest food retailers in Russia, announces the appointment of commercial directors responsible for purchasing of food and non-food products for hypermarkets and supermarkets.

In April 2016, the Group established three divisions responsible for implementation of commercial policies in the areas of: (1) Products with long shelf life, including drinks and alcohol; (2) Products with short shelf life and "Fresh" products; (3) Non-food products. Each division is headed by commercial director overseeing assortment, turnover and profitability of these categories and reporting to Mr. Heigo Kera, the CEO of the Group.

Alla Sinko manages purchasing of the products with long shelf life, drinks and alcohol. As a commercial director with expanded responsibilities, she is also responsible for control of the commercial margin of the Company, development of private labels and other areas.

Oxana Shuliko manages the purchasing of short shelf life products and "Fresh" products. She is also in charge of the own production of the Group: bakery and culinary.

Maxim Platonov appointed as commercial director of non-food division is in charge of the assortment of non-food products, including products for kids and shoes & clothes for adults.

Mr. Hego Kera, Chairman and CEO of the Group, commented,

"We have completed the build-up of our commercial team under a new structure. As I had commented previously, the rationale behind the organisational changes is to increase the focus on specific categories and their profitability, to offer assortment that our customers need and generate higher sales. Given the changes to the Retail Law, it is equally important for us to build partner relations with producers and suppliers during the autumn negotiating campaign and to ensure reliable supplies and attractive price offerings before and after 01 January 2017."

All of the newly appointed directors know O'KEY well having served in various roles in commercial and operations departments,

#### **Biographies**

**Alla Sinko** joined the Group from Kesko FoodRus where she has worked for four years as commercial director. She started working at O'KEY in 2005 as a category manager and was later promoted to head of purchasing for North-West region. In 2010, she was appointed as operations director for supermarkets. Alla graduated from the Saint-Petersburg University of Economics and Finance with a degree in economics.

**Oxana Shuliko** joined O'KEY from Lenta where she worked as director for products with short shelf life for six years. Prior to joining Lenta, she worked at X5 Retail Group. She started her career at O'KEY in 2001, at the founding of the Company and served as a category manager, launched sales of culinary products before being promoted to head of products with short shelf life and fresh products. Oxana graduated from the Saint-Petersburg State Electrotechnic University.

**Maxim Platonov** joined O'KEY from Intertorg where he was responsible for hypermarkets operating under the SPAR brand. In 2001 – 2010 he worked at O'KEY as head of assortment in the purchasing department in Saint-Petersburg, assortment director and director for purchasing of non-food products. Maxim graduated from the Saint-Petersburg University of Economics and Finance with a degree in management.

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## 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 11 July 2016, O'KEY operates 157 stores across Russia: 71 hypermarkets, 37 supermarkets and 49 discounters.

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