

Press release
17 June 2016

O'KEY GROUP OPENS FIRST HYPERMARKET IN A NEW FORMAT

O'KEY Group S.A (LSE: OKEY), one of the largest food retailers in Russia, announces the opening of a new hypermarket in St. Petersburg, the Group's 71st hypermarket in Russia. The hypermarket located at 2, Partisana Germana street will target the inhabitants of the Krasnoselskiy district and the customers en route to Krasnoe selo, Strelina and New Petergof.

New hypermarket is the first store of the retail chain representing the new visual idea of the O'KEY brand oriented at rational customers. It is reflected in the new concept of the selling space, its zoning, navigation and design. Still, the hallmark of the O'KEY brand remains unchanged: diversified and attractive assortment, competitive price offerings and high level of customer service.

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

“The new store at Partisana Germana street is the first store of the chain where we implemented new solutions in organization and design of the selling space. Our objective is to transform O'KEY to cater to the needs of the modern customers who are becoming increasingly rational. To achieve this objective, our stores need to become more functional and better organized with in-store navigation enabling customers to easily find the products they need and spend less time on shopping. This approach also allows us to use selling space more efficiently. Our customers in St. Petersburg will be the first to appreciate the new store concept and I hope they will like the new look and feel of O'KEY.”

The new hypermarket is the 40th O'KEY store in St. Petersburg and 155th store in the Group's portfolio including 108 hypermarkets and supermarkets under the “O'KEY” brand and 47 discounters under the “DA!” brand. The new store with the total area of almost 20,000 sq.m. and the sales area of 8,000 sq.m. boasts a 20,000 sq.m. underground parking for 400 cars which O'KEY customers will be sharing with Leroy Merlin clients. Leroy Merlin has co-invested with O'KEY in the construction of the mall.

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 17 June 2016, O'KEY operates 155 stores across Russia: 71 hypermarkets, 37 supermarkets and 47 discounters.

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