

## OKEY GROUP S.A. ANNOUNCES THE OPENING OF ITS 36<sup>TH</sup> HYPERMARKET

**23.03.2011** - O'KEY GROUP S.A. (the "Company" or "O'KEY"), a leading Russian food retailer, is pleased to announce the opening of its first hypermarket in Novosibirsk located at Voennaya street, 5, Novosibirsk. The hypermarket is a 6,616 sq.m. store, with 4,100 sq.m. of trading space. The store will have up to 25,000 SKUs, with non-food items accounting for 60% of the customer assortment. The hypermarket employs 261 people.

With the opening of the Novosibirsk hypermarket, O'Key has 59 hypermarkets and supermarkets in operation, with total space of over 570,000 sq.m. and trading space of over 293,000 sq.m. O'KEY has opened two new stores to date in 2011.

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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 hypermarket under the "O'KEY" brand, complemented by "O'KEY - Express" supermarkets.

The Company opened its first hypermarket in St. Petersburg in 2002 and has demonstrated continuous growth ever since. As at 30 June 2010, O'KEY operated 52 stores in 18 cities across Russia: 32 hypermarkets with an aggregate selling space of approximately 242,500 square meters and 20 supermarkets with an aggregate selling space of approximately 24,000 square meters. As of 30 June 2010 OKEY employed more than 14,000 people.

In accordance with the unaudited consolidated financial statements for 1st half 2010, O'KEY's revenue was RUR 38,254 million, like-for-like revenue growth rate was 6.9% and EBITDA margin was 8.2%.

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### FOR FURTHER INFORMATION PLEASE CONTACT

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