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### O'KEY 111th STORE. SUPERMARKET IN LIPETSK

**O'Key Group S.A (LSE: OKEY), a leading food retailer in Russia, announces that a new store in Lipetsk, the Group's 41st supermarket and 111th store overall, was opened on 5 March 2015.**

The new supermarket expands O'KEY's presence in Russia's Central Federal District, bringing the total number of supermarkets and total number of stores in this district to 10 and 25, respectively. This is O'KEY Group's first supermarket and second store in the city.

The 2,002m<sup>2</sup> supermarket, with a trading area of 1,061m<sup>2</sup> is leased by O'KEY Group. The product range of about 11,000 SKUs (including 13% non-food) has been customised to meet local needs. The supermarket offers private label goods with a share of more than 5% of total assortment.

The store located at Armada shopping mall, near big new build apartment complex Oktyabrskiy, at Petra Smorodina Street 13a, Lipetsk. It is open seven days a week from 9:00AM to 23:00PM, operating 10 checkout counters. To make shopping more convenient, Armada mall offers parking spaces for 250 cars. Estimated daily customers traffic is almost 3,000.

### **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 Group opened its first hypermarket in St. Petersburg in 2002 and has demonstrated continuous growth ever since. As of 1Q15, O'KEY operated 113 stores across 29 cities in Russia: 71 hypermarkets with an aggregate selling space of approximately 515,000 m<sup>2</sup> and 42 supermarkets with an aggregate trading space of approximately 53,000 m<sup>2</sup>. As of 31 December 2014, O'KEY employed over 25,000 people.

O'KEY stores offer a vast selection of groceries, including cooking, specialties and non-food products, bringing the overall range to 64,000 SKUs. O'KEY also has a dedicated private-label business in dairy, meat and other FMCG segments charging no extra margin or mark-up on these products.

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