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O'KEY 112th STORE. SUPERMARKET IN MOSCOW REGION

O'Key Group S.A (LSE: OKEY), a leading food retailer in Russia, announces that a new supermarket in Moscow region, the Group's 42nd supermarket and 112th store overall, was opened on 6 March 2015.

The new supermarket expands O'KEY's presence in Moscow and Moscow region, bringing the total number of supermarkets and total number of stores in this area to 7 and 17, respectively.

The 2,262m² supermarket, with a trading area of 1,131m² is leased by O'KEY Group. The product range of about 11,900 SKUs (including 13% non-food) has been customised to meet local needs. The share of private label in total assortment is almost 5%.

The store is located in densely populated north part of the town, on Moskovskoe Maloe Koltso, that is one of Moscow oblast's major highways, at Meridian shopping mall, at Yalagina Street 4, Elektrostal. It is open seven days a week from 9:00AM to 23:00PM, operating 8 checkout counters. To make shopping more convenient, Meridian mall offers parking spaces for 200 cars. Estimated daily customers traffic is 2,600.

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 m² and 42 supermarkets with an aggregate trading space of approximately 53,000 m². 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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