

18 June 2015

O'KEY 113th STORE AND ENTRY TO NEW CITY. HYPERMARKET IN IRKUTSK

O'Key Group S.A (LSE: OKEY), a leading food retailer in Russia, announces that the new hypermarket in Irkutsk, the Group's 71st hypermarket and 113th store overall, was opened on 17 March 2015. The new hypermarket expands O'KEY's presence in Russia's Siberian Federal District, bringing the total number of hypermarkets and total number of stores in this area to 9 and 12, respectively. This is O'KEY Group's first store in the city.

The 10,277m² hypermarket, with a trading area of 6,390m² is leased by O'KEY Group. The product range of about 26,600 SKUs (including 53% non-food) has been customised to meet local needs. The new hypermarket offers a variety of O'KEY private label goods with the 6% share of total assortment. The hypermarket is located at shopping and leisure center KomsoMall at Angara river bottomland, in 5 minutes from city's historical downtown district. Shoppers benefit from store's close proximity to city's central transport corridor - Lenin street and new bridge, connecting two parts of the city. It is open seven days a week from 9:00AM to 23:00PM, operating 36 checkout counters. To make shopping more convenient, KomsoMall offers parking spaces for 1,200 cars. Estimated daily customers traffic is 7,500.

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.

For further information, please contact:

Marina Kagan
Head of Corporate Communications and Investor Relations
Ph: +7(495)6636677, ext.152
E-mail: ir@okmarket.ru

Tatiana Kormiltseva
Investor Relations
Ph: +7(495)6636677, ext.285
E-mail: Tatyana.Kormiltseva@okmarket.ru

