

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 10,277m<sup>2</sup> hypermarket, with a trading area of 6,390m<sup>2</sup> 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 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.

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](mailto:ir@okmarket.ru)

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

