

Press Release  
9 September 2016

### **O'KEY OPENS HYPERMARKET IN TYUMEN (SIBERIA)**

**O'KEY Group S.A. (LSE: OKEY), one of the largest food retailers in Russia, announces the opening of a new hypermarket in Tyumen (Siberia), the Group's 73rd hypermarket in Russia and 159th store in the total Group portfolio.**

The new store is located on a busy highway, Profsoyuznaya Street, connecting the center of Tyumen with the part of the city beyond the river and serving massive traffic flows going out of the city to Tobolsk, Verkhny Bor and Salairsky Tract, including those heading to the countryside. A new residential complex is to be built in the territory adjacent to the hypermarket.

There is a spacious indoor parking for 416 cars on the first floor. The second floor is given to the hypermarket and smaller shops/food service facilities.

The 30,000 m<sup>2</sup> building with the approximately 8,000 m<sup>2</sup> O'KEY store is owned by the Group.

Previously, the Company opened two hypermarkets in Tyumen – at Shirotnaya Street in 2012 and Fedyuninskogo Street in 2015. What makes the new store different is not only the size (it is the largest O'KEY store in the city) but also the brand new look & feel of the selling space. Tyumen is the third city after Moscow and St Petersburg where the Company has implemented elements of the new in-store concept, navigation and merchandising.

#### **Mr. Heigo Kera, the Chairman of the Board and the CEO of the Group, commented:**

"Tyumen offers considerable opportunities to O'KEY as the city keeps a high level of consumption and demand for high quality food products and the local residents are sensitive to the customer service level in stores. The region is among the leaders by the size of capital invested in the food production industry. This allows us to offer high-demand goods manufactured in the Tyumen Region with the lowest logistics burden. Today we have 36 local companies supplying their products to our stores and will make this list longer in the near term."

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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 style hypermarket under the "O'KEY" brand reinforced by O'KEY supermarket. The Group is developing the innovative discounter format under the "DA!" brand. O'KEY is the first among Russian food retailers to launch e-commerce operations in St. Petersburg and Moscow based on hypermarket assortment.

The Group opened its first hypermarket in St. Petersburg in 2002 and has demonstrated continuous growth ever since. As of September 9, 2016, O'KEY operates 159 stores across Russia – 73 hypermarkets, 37 supermarkets and 49 discounters.

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