

1 September 2014

O'KEY GROUP APPOINTS DIRECTOR OF INVESTOR AND PUBLIC RELATIONS

O'Key Group S.A. ("O'Key Group", "the Group" or "the Company"), today announces the appointment of Marina Kagan as Director of Investor Relations and Public Communications with immediate effect. Ms. Kagan will report to the Company's CEO, Tony Maher. Maksim Kravtsov, who previously served as Head of Investor Relations, is leaving the Company to pursue other interests.

Tony Maher, CEO of O'Key Group, commented: "We are pleased to welcome Marina as our new Director of Investor Relations and Public Relations. Marina's expertise and in-depth knowledge of the industry and market will be of great value. We would like to thank Maksim Kravtsov, who has played a vital role in building and maintaining O'Key's investor relations function, and wish him all the best for his future endeavours."

Marina Kagan previously served as the Vice President for East Europe Corporate Communications at PepsiCo. Prior to this, she worked as Head of Public Affairs at Wimm-Bill-Dann Foods' and was a member of the Management Board. From 1998 to 2004, Ms. Kagan held various senior positions at Shared Value and Gavin Anderson & Co., international investor and public relations consultancy firms. From 1995 to 1998, Ms. Kagan worked as a Moscow correspondent for the BBC World Service. She graduated from Westminster University in London, England.

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 Company opened its first hypermarket in St. Petersburg in 2002 and has demonstrated continuous growth ever since. As of June 30, 2014, O'KEY operated 96 stores in 23 cities across Russia: 63 hypermarkets with an aggregate selling space of approximately 466,000 square meters and 34 supermarkets with an aggregate trading space of approximately 42,000 square meters. As at 30 June 2014, O'KEY employed more than 23,000 people.

Based on the consolidated financial statements for the 1H 2014, O'KEY's revenue was RUB 72.7 billion, like-for-like revenue growth rate was 4.0% and its EBITDA margin was 6.7%.

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