

29 April 2016

O'KEY ANNOUNCES ORGANISATIONAL CHANGES IN COMMERCIAL PURCHASING

O'KEY Group S.A. (LSE: OKEY), a leading food retailer in Russia, announces the changes in management of the commercial purchasing for its hypermarkets and supermarkets.

The Group has set up in its head office three departments in charge of implementation of commercial policies in the following areas: "Food-1" responsible for dry products, drinks and alcohol, "Food-2" responsible for fresh products and "Non-food" responsible for non-food products.

"Food-1" department will be headed by Alla Sinko who has worked in management roles in O'KEY commercial and sales departments from 2005 to 2012 and served as commercial director at Kesko Food Rus for the last four years. As a commercial director with expanded functionality, Alla will oversee a number of areas, including private labels development and regional assortment management.

The appointment of commercial directors of two other departments will be announced separately.

Mr. Heigo Kera, CEO and Chairman of the Board of Directors of O'KEY Group commented,

"The organisational changes in the commercial purchasing are aimed at increasing our focus on individual product categories. We want to introduce more detailed and elaborate approach to planning of assortment and formulating of the stores' pricing policies in line with the needs and expectations of our customers. With the new management structure comprising of three category blocks, we will enhance our work with suppliers on improving purchasing conditions and introduce new approaches to partnerships.

We have offered Mr. Angelo Turati, who has headed commercial department since September 2014, to continue working in the Group within the new organisational structure, but he has decided to leave O'KEY. We respect his decision and thank him for his major contribution to the development of the commercial policy and the growth of the Group."

29 April 2016 was Angelo Turati's last day with the Group.

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 31 March 2016, O'KEY operates 148 stores across 49 cities in Russia: 70 hypermarkets with an aggregate trading space of 514,976 m², 37 supermarkets with an aggregate trading space of 48,215 m² and 41 discounters with an aggregate trading space of 29,700 m². O'KEY employs around 26,000 people as of 31 March 2016.

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