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## **O'KEY GROUP OPENS A SUPERMARKET IN THE SOUTH OF MOSCOW**

O'KEY Group S.A. (LSE: OKEY), a leading food retailer in Russia, announces the opening of a supermarket in the south of Moscow demonstrating its focus on the strategically important Moscow market.

The new supermarket with a trading area of 1,061 square meters is located at 16A, Balaklavskiy prospect, near Chertanovo metro station. The shop offering an assortment of about 10,000 SKUs targets customers living in this densely populated as well over 50,000 people using Chertanovo metro station on a daily basis. With the launch of a store conveniently located near highways and easily accessible by public transport, we are also getting closer to the customers living in the neighbouring areas.

Group's strategy envisions supermarkets as a format complementary to our key hypermarket format. Supermarkets with smaller trading space are located in the areas of high foot traffic, near metro stations, in transport hubs and densely populated residential areas where it is difficult to find the right location for bigger hypermarkets. Each supermarket boasts a wide selection of high-quality fresh products, including vegetables, food, meat and fish, cheese and dairy products for all wallets, and has its own bakery and prepared foods counter.

O'KEY entered the Moscow market in 2009 and currently operates 18 stores, including 10 hypermarkets and 8 supermarkets.

### **Disclaimer**

These materials contain statements about future events and expectations that are forward-looking statements. These statements typically contain words such as "expects" and "anticipates" and words of similar import. Any statement in these materials that is not a statement of historical fact is a forward-looking statement that involves known and unknown risks, uncertainties and other factors which may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements.

None of the future projections, expectations, estimates or prospects in this announcement should be taken as forecasts or promises nor should they be taken as implying any indication, assurance or guarantee that the assumptions on which such future projections, expectations, estimates or prospects have been prepared are correct or exhaustive or, in the case of the assumptions, fully stated in this announcement. We assume no obligations to update the forward-looking statements contained herein to reflect actual results, changes in assumptions or changes in factors affecting these statements.

### **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 supermarkets and DA! discounters. The Group has launched market leading e-commerce operations in St. Petersburg and Moscow.

The Group opened its first hypermarket in St. Petersburg in 2002 and has demonstrated continuous growth ever since. As of December 31, 2015, O'KEY operates 146 stores across 32 cities in Russia: 71 hypermarkets with an aggregate selling



space of approximately 518,000 m<sup>2</sup>, 40 supermarkets with an aggregate trading space of approximately 51,000 m<sup>2</sup> and 35 discounters with an aggregate trading space of approximately 24,000 m<sup>2</sup>. O'KEY employs over 24,000 people as of December 31, 2015.

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For further information please contact:

Nikolay Minashin, Head of Investor Relations

Ph. +7(495)663-6677, ext. 127

e-mail: [Nikolay.Minashin@okmarket.ru](mailto:Nikolay.Minashin@okmarket.ru)

[www.okeyinvestors.ru](http://www.okeyinvestors.ru)

