

## O'KEY GROUP S.A. ANNOUNCES THE OPENING OF ITS 39TH HYPERMARKET

*26 November 2011* O'KEY GROUP S.A. (the "Company" or "O'KEY"), a leading Russian food retailer, announced today the opening of its second hypermarket in Astrakhan. This is O'KEY's 39th hypermarket and 65th store overall.

The store is located in a shopping mall within the city boundaries. The total area of the hypermarket is 5,896 sq.m., including 3,100 sq.m. of trading space. The store offers customers more than 20,000 SKUs, with non-food items accounting for 65% of the total.

The Astrakhan hypermarket is the Company's 65th store, including supermarkets. This opening increases the Company's trading area to more than 313,000 sq.m.

O'KEY's Astrakhan store is the eighth that the Company has opened in 2011.

---

### 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 at 30 June 2011, O'KEY operated 59 stores in 15 cities across Russia: 36 hypermarkets with an aggregate selling space of approximately 264,000 square meters and 23 supermarkets with an aggregate selling space of approximately 29,000 square meters. As of 30 June 2011 OKEY employed more than 16,000 people.

In accordance with the unaudited consolidated financial statements for 1H 2011, O'KEY's revenue was RUR 42,798 million, like-for-like revenue growth rate was 4.8% and EBITDA margin was 6.5%.

---

### FOR FURTHER INFORMATION PLEASE CONTACT:

Maksim Kravtsov  
Head of investor relations  
Num. +7(495)6636677, ext. 220  
e-mail: [ir@okmarket.ru](mailto:ir@okmarket.ru)  
[www.okmarket.ru](http://www.okmarket.ru)

Artem Glushchenko  
Head of public relations  
Num. +7(495)6636677, ext. 338  
e-mail: [corpcom@okmarket.ru](mailto:corpcom@okmarket.ru)  
[www.okmarket.ru](http://www.okmarket.ru)

