

## O'KEY GROUP S.A. ANNOUNCES OPENING OF 52<sup>nd</sup> HYPERMARKET

*December 26, 2012* - O'KEY GROUP S.A. (the "Company" or "O'KEY"), one of the leading Russian food retailers, announces today the opening of its hypermarket in St. Petersburg region.

The new store is a stand-alone hypermarket located on the outer ring of the city. Total space of the building including the shopping area is 16,800 sq.m.. The trading area of the hypermarket is 9,500 sq.m. in addition to which the store offers to the customers a large shopping area that is leased out to other retailers and service providers. The store offers customers more than 45,000 SKUs, with non-food items accounting for approximately 60% of the total. The store has 350 employees.

This is the Company's 52<sup>nd</sup> hypermarket, and 83th store overall, including supermarkets, with aggregate trading space exceeding 428,000 sq.m.

The Company has now opened 12 stores in 2012.

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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 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 2012, O'KEY operated 75 stores in 18 cities across Russia: 45 hypermarkets with an aggregate selling space of approximately 329,000 square meters and 30 supermarkets with an aggregate selling space of approximately 39,000 square meters. As of 30 June 2012 OKEY employed more than 20,000 people.

In accordance with the unaudited consolidated financial statements for 1H 2012, O'KEY's revenue was RUR 54,122 million, like-for-like revenue growth rate was 7.9% and its EBITDA margin was 6.8%.

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