

O'KEY GROUP S.A. ANNOUNCES OPENING OF 53rd HYPERMARKET

March 4, 2013 - O'KEY GROUP S.A. (the "Company" or "O'KEY"), one of the leading Russian food retailers, announces the opening of its 4th hypermarket in Moscow region.

The new hypermarket is located outside of the city boundaries in a new commercial center. Total space of the hypermarket is 10,600 sq.m.. The trading area of the hypermarket is 6,900 sq.m.. The store offers customers more than 34,000 SKUs, with non-food items accounting for approximately 65% of the total. The store has 370 employees.

This is the Company's 53rd hypermarket, and 84th store overall, including supermarkets, with aggregate trading space exceeding 434,000 sq.m.

This is the first store opened in 2013.

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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