

O'KEY GROUP S.A. ANNOUNCES OPENING OF 54th HYPERMARKET

April 30, 2013 - O'KEY GROUP S.A. (the "Company" or "O'KEY"), one of the leading Russian food retailers, announces the opening of its 2nd hypermarket in Novosibirsk.

The new hypermarket is located within the city boundaries in a commercial center. Total space of the hypermarket is 5,820 sq.m.. The trading area of the hypermarket is 3,720 sq.m.. The store offers customers more than 23,000 SKUs, with non-food items accounting for approximately 60% of the total. The store has 370 employees.

This is the Company's 54th hypermarket, and 85th store overall, including supermarkets, with aggregate trading space exceeding 437,000 sq.m.

This is the second hypermarket 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 December 31, 2012, O'KEY operated 83 stores in 21 cities across Russia: 52 hypermarkets with an aggregate selling space of approximately 387,000 square meters and 31 supermarkets with an aggregate trading space of approximately 41,000 square meters. As at December 31, 2012, O'KEY employed more than 23,000 people.

In accordance with the unaudited consolidated financial statements for the FY 2012, O'KEY's revenue was RUR 117.3 billion, like-for-like revenue growth rate was 7.0% and its EBITDA margin was 8.0%.

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