

O'KEY GROUP S.A. ANNOUNCES OPENING OF 62nd HYPERMARKET

February 14, 2014 - O'KEY GROUP S.A. (the "Company" or "O'KEY"), one of the leading Russian food retailers, announces the opening of a hypermarket in the region of Saint-Petersburg.

The new store is a stand-alone hypermarket located in Gatchina, a satellite city near Saint-Petersburg. The trading area of the hypermarket is 5,600 sq.m. The store offers customers more than 33,000 SKUs, with non-food items accounting for approximately 68% of the total. The store has more than 290 employees.

This is the Company's 62nd hypermarket, and 96th store overall, including supermarkets, with aggregate trading space exceeding 501,000 sq.m.

This is the second hypermarket opened in 2014.

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 of December 31, 2013, O'KEY operated 94 stores in 22 cities across Russia: 60 hypermarkets with an aggregate selling space of approximately 444,000 square meters and 34 supermarkets with an aggregate trading space of approximately 45,000 square meters.

FOR FURTHER INFORMATION PLEASE CONTACT:

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

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

