

O'KEY GROUP S.A ANNOUNCES OPENING OF 102nd STORE AND ENTRY TO 25th REGION**Press Release****23.10.2014**

O'KEY GROUP S.A. (LSE: OKEY), a leading Russian food retailer, announces the opening of its first "O'KEY - Express" supermarket in Tambov.

The new store is located inside a shopping mall. The total space of the supermarket is 2,111 square metres, with the trading space amounting to 1,213 square metres.

The shopping complex is equipped with a parking lot of 570 parking spaces. The store offers customers more than 9,000 SKUs, with non-food items accounting for approximately 30% of the total. The store has 69 employees.

This is the Company's 37th supermarket, first store in Tambov and 102nd store overall, including hypermarkets, with an aggregate trading space exceeding 523,000 square metres.

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 September 30, 2014, O'KEY operated 98 stores in 23 cities across Russia: 64 hypermarkets with an aggregate selling space of approximately 469,000 square meters and 34 supermarkets with an aggregate trading space of approximately 46,000 square meters. As of September 30, 2014, O'KEY employed over 23,000 people.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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