

Press Release
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O'KEY GROUP OPENS NEW CONCEPT HYPERMARKET IN ST PETERSBURG

O'KEY Group S.A. (LSE: OKEY), one of the largest food retailers in Russia, announces the opening of a new hypermarket in St Petersburg, the Group's 74th hypermarket in Russia and 162th store in the total Group portfolio.

The 2,700 m² hypermarket is located in the River House business center (5 Academician Pavlov Street) that hosts numerous offices, including editorial offices of the leading city media, and is surrounded by residential buildings.

Among the novelties introduced in the new store is the Fresh area arranged like an open market, self-service green salad bar and a "Farmer's Corner" with fresh dairy products coming every morning from the Leningrad Region farms. For the pragmatic shoppers, the target audience of O'KEY, the new store has 6 self-checkout counters with the Self Scanning technology coming soon after a trial to make sure the customers can quickly scan and pay for their purchases.

Mr. Heigo Kera, the Chairman of the Board and the CEO of the Group, commented:

"We are pleased to invite our St Petersburg customers to the new hypermarket featuring our new concept of the "compact urban hypermarket", where we offer a big choice of fresh produce, including farm products, and an extended range of our own production items. We made the new store as convenient as possible for the business people and office center employees working in this part of the city. Apart from shopping, our customers can enjoy a tasty and healthy snack and a cup of coffee at any time. And those who live in the city center or nearby have an excellent opportunity to buy here the most fresh and high quality products for their families with the utmost comfort and great service while spending minimum time to reach the store."

COMPANY OVERVIEW

O'KEY is one of the largest retail chains in Russia. Its primary retail format is the modern Western European style hypermarket under the "O'KEY" brand reinforced by O'KEY supermarket. The Group is developing the innovative discounter format under the "DA!" brand. O'KEY is the first among Russian food retailers to launch e-commerce operations in St. Petersburg and Moscow based on hypermarket assortment.

The Group opened its first hypermarket in St. Petersburg in 2002 and has demonstrated continuous growth ever since. As of December 15, 2016, O'KEY operates 162 stores across Russia – 74 hypermarkets, 36 supermarkets and 52 discounters.

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