

Press Release
21 April 2017

O'KEY GROUP OPENS NEW SUPERMARKET IN SESTRORETSK

O'KEY Group S.A. (LSE: OKEY), one of the largest food retailers in Russia, announces the opening of a new supermarket in Sestroretsk, the Group's 110th store and 42nd store in St Petersburg.

The 1,300 m² supermarket is located in Kurortny region of St Petersburg (Sestroretsk, Primorskaya road, 268 A). The new supermarket will be the second store in Sestroretsk (first store was opened in 2008 on Volodarskiy str.).

Key emphasize in the new store is made on fresh products, such as vegetables and fruits, meat and poultry, fish, gastronomy and dairy products. The product range of nonfood is represented by essential products, including goods for children and expanded toys section. By summer the surrounding area of the store will be equipped with pavilion offering the variety of items for garden, picnic and leisure time, as well as for summer sports and fishing.

Onsite bakery and cozy café are also among the novelties introduced at the new store. Our clients will be served by 8 checkout counters in order not to create lines even at peak hours.

Mr. Heigo Kera, CEO of Hypermarket and Supermarket segment and Chairman of the Board of Directors, commented:

"We pay a lot of attention to the development of new supermarket format – compact stores, which help us to be closer to the clients. At the new store in Sestroretsk we created understandable space with modern navigation and well thought out assortment, what will help our customers to shop reasonably, conveniently and with maximum economy. I am sure that the new store will become popular among the residents of Kurortny region and St Petersburg."

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 April 21, 2017, O'KEY operates 165 stores across Russia – 73 hypermarkets, 37 supermarkets and 55 discounters.

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