

15 October 2015

## **O'KEY OPENS ITS THIRD HYPERMARKET IN NIZHNY NOVGOROD**

**O'Key Group S.A (LSE: OKEY), one of the leading food retailers in Russia, announces the opening of its third hypermarket in Nizhniy Novgorod (Volga Federal District). The hypermarket was opened on 15 October 2015.**

The 11,303 m<sup>2</sup> hypermarket with a trading area of 7,222 m<sup>2</sup> is leased by O'KEY Group. The product range of about 32,400 SKUs (including 50% non-food) has been customised to meet local needs. The hypermarket offers a variety of O'KEY Ultra-Fresh and Fresh goods (meat, fish) with an attractive range of own production including salads, ready-to-go food and bakery. The share of O'KEY private label of total assortment is about 5%.

The hypermarket is located at the Zhar-Ptitsa shopping and leisure center in the center of the Sovetsky district. The store is open seven days a week from 9:00 to 23:00, operating 35 checkout counters. To make shopping more convenient, Zhar-Ptitsa offers parking spaces for more than 700 cars.

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### **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 Group opened its first hypermarket in St. Petersburg in 2002 and has demonstrated continuous growth ever since. As of September 30, 2015, O'KEY employed over 23,000 people.

O'KEY stores offer a vast selection of groceries, including cooking, specialties and non-food products, bringing the overall range to 64,000 SKUs. O'KEY also has a dedicated private-label business in dairy, meat and other FMCG segments charging no extra margin or mark-up on these products.

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