

**O'KEY GROUP S.A. ANNOUNCES THE OPENING OF ITS 100TH STORE AND ENTRY TO 24<sup>TH</sup> REGION**

*15 October 2014*

O'KEY GROUP S.A. (LI: OKEY, the "Company" or "O'KEY"), a leading Russian food retailer, announced today the opening of its first hypermarket in Orenburg. This is O'KEY's 65th hypermarket and 100th store overall.

Tony Maher, CEO of O'KEY GROUP commented: «We are very happy to have reached this milestone. We understand that for a nation-wide chain this is only a beginning, and we are set to be much more aggressive next year, both in terms of the speed of our expansion and our geographical presence. Orenburg is an important region for us as it further strengthens our footprint in the Urals, where we already have two successful hypermarkets in Ekaterinburg».

The total space of the hypermarket is 11,630 sq.m., with the trading space amounting to 7,600 sq.m.

The shopping complex is equipped with the parking lot of 1,900 parking spaces. The store offers customers over 35,000 SKUs, with non-food items accounting for approximately 60% of the total. The store has 343 employees.

This is the Company's 100th store overall, including supermarkets, with an aggregate trading space exceeding 522,000 sq.m.

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**COMPANY OVERVIEW**

"O'KEY" is one of the largest retail chains in Russia. Its primary retail format is 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.

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