

Press Release
27 February 2015

DOUBLE ANNIVERSARY – O'KEY OPENS ITS 110TH STORE

27 February 2015. Moscow – O'KEY Group S.A. (LSE: OKEY), a leading food retailer in Russia, today announces the opening of a new store in Moscow, the Group's 70th hypermarket and 110th store overall. The new hypermarket expands O'KEY's presence in the Moscow region bringing the total number of stores in this area to 17.

The 9,173 m² hypermarket with a trading area of 5,615 m² is part of the Columbus mall near the Prazhskaya metro station down to the south of Moscow (13a Kirovogradskaya Street). The store is open seven days a week from 9:00 AM to 11:00 PM, which is convenient for all residents of Chertanovo, one of the well-known high density development suburbs in Moscow. To make shopping more pleasant and convenient, there are parking spaces for 1,984 cars and 30+ checkout counters. The product range of over 31,000 SKUs is expected to attract 170,000-180,000 customers per month.

Tony Maher, CEO of O'KEY Group, commented: "We opened our first store here in Moscow back in 2009 making the Russian capital a landmark in our expansion journey. Here we see considerable development opportunities that will fuel our strong organic growth and entry into new channels in 2015 despite increasing competition in the region. Our near term plans include more stores in Moscow and the Moscow region, and we aim to take advantage of these development undertakings."

The advantageous location on the Varshavskoe Highway, a strategic road going to the New Moscow, between the Third Ring and the Moscow Ring Road, a metro station and bus stops just 50 meters away from the hypermarket entrance make the store accessible on any day of the week due to an excellent transport infrastructure. Families can enjoy various leisure options switching from shopping in O'KEY to an entertainment gallery, one of the 15 cinemas and restaurants, a year-round ice rink or a playground.

There is a large in-house production area in the hypermarket running a Tasty Breakfast promotion from 9:00 AM to 10:00 AM with 20% discount on cakes, pizza, puffs, rolls, donuts, drinks and desserts and a Tasty Hour promotion from 10:00 PM to 11:00 PM with 30% discount on cakes, salads and hot dishes. The store also accepts orders for holiday cooking.

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 March 1, 2015, O'KEY operated 110 stores in 28 cities across Russia: 70 hypermarkets with an aggregate selling space of approximately 508,615 m² and 40 supermarkets with an aggregate trading space of approximately 50,413 m². As of March 1, 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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