

Press Release
18 February 2015

O'KEY OPENS ITS 109TH STORE

18 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 St. Petersburg, the Group's 40th supermarket and 109th store overall.

The new supermarket expands O'KEY's presence in Russia's Northwest Federal District, bringing the total number of stores in this district to 44. St Petersburg, the Group's hometown, now has 40 stores, including 20 supermarkets.

The 2,877m² supermarket, with a trading area of 1,413m² is owned by O'KEY Group. The store located at 46 Parashutnaya Street, St Petersburg. It is open seven days a week from 8:00AM to midnight, providing local residents with convenient shopping options before work or after a busy day. To make shopping more pleasant and convenient, there are parking spaces for 265 cars, a small café and 12 checkout counters. The product range of about 11,000 SKUs (including 30% non-food) has been customised to meet local needs.

Sergey Shamov, the Group's Sales Director for Supermarkets, commented: "We opened our first supermarket here in St Petersburg back in 2006 and, since then, we have never changed our priorities. We continue to see considerable opportunities for expansion and development opportunities here, so it is a fitting location for our first store opening in 2015. We are pioneers in this district, which continues to develop, and we aim to take advantage of this considerable potential."

O'KEY has been popular in St Petersburg with its successful combination of hyper- and supermarket formats providing customers with access to a broad range of high quality products at attractive prices. The location of the new store in a promising and fast developing area should help ensure strong traffic and the Group expects to attract 1,500-2,000 customers per day initially.

The O'KEY supermarket is part of infrastructure being built around the Shuvalovsky 24-household residential complex with 8,500+ apartments aimed at younger residents launching an independent life. This should help ensure growing traffic in the store as the neighbourhood develops.

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 31 December 2014, O'KEY operated 108 stores in 28 cities across Russia: 69 hypermarkets with an aggregate selling space of approximately 503,000 m² and 39 supermarkets with an aggregate trading space of approximately 49,000 m². As of 31 December 2014, O'KEY employed over 25,000 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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