

TRANSACTIONS OF DIRECTORS AND CONNECTED PERSONS

September 28, 2017 - O'KEY Group S.A. (LSE: OKEY) (the "Company") announces that today it has received notification that Boris Volchek, member of the Board of Directors (Caraden Director) of O'KEY Group S.A., purchased 4 042 157 Global Depositary Receipts of the Company (GDRs).

Further details on the transaction and change of interest of Caraden Director in the share capital of O'KEY Group S.A. are provided in the table below:

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Boris Volchek
2	Reason for the notification	
a)	Position/status	Member of the Board of Directors - Caraden Director
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	O'KEY Group S.A.
b)	LEI	213800133YYU23T4L791
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument	O'KEY Group S.A. - Global Depositary Receipts, representing ordinary shares
	Identification code	US6708662019
b)	Nature of the transaction	Purchase

c)	Price(s) and volume(s)	Price(s)	Volume(s)
		\$2	4 042 157
d)	Aggregated information		
	- Aggregated volume	4 042 157	
	- Price	\$ 8 084 314	
e)	Date of the transaction	September 25, 2017	
f)	Place of the transaction	Outside a trading venue	

COMPANY OVERVIEW

O'KEY is one of the largest retail chains in Russia. The Company operates under three main formats: hypermarkets and supermarkets under "O'KEY" brand and discounters 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 its hypermarket assortment.

The Group opened its first hypermarket in St. Petersburg in 2002 and has since demonstrated continuous growth. As of September 28, 2017, the Group operates 168 stores across Russia – 72 hypermarkets, 37 supermarkets and 59 discounters.

Disclaimer

These materials contain statements about future events and expectations that are forward-looking statements. These statements typically contain words such as "expects" and "anticipates" and words of similar import. Any statement in these materials that is not a statement of historical fact is a forward-looking statement that involves known and unknown risks, uncertainties and other factors which may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. None of the future projections, expectations, estimates or prospects in this announcement should be taken as forecasts or promises nor should they be taken as implying any indication, assurance or guarantee that the assumptions on which such future projections, expectations, estimates or prospects have been prepared are correct or exhaustive or, in the case of the assumptions, fully stated in this announcement. We assume no obligations

to update the forward-looking statements contained herein to reflect actual results, changes in assumptions or changes in factors affecting these statements.

For further information please contact:

Veronika Kryachko

Head of Investor Relations

+7 495 663 6677 ext. 404

Veronika.Kryachko@okmarket.ru

www.okeyinvestors.ru