

TRANSACTIONS OF DIRECTORS AND CONNECTED PERSONS

December 24, 2014 - O'KEY Group S.A. (LSE: OKEY) (the "Company") announces that today it has received notification that Tony Maher, chief executive officer and chairman of the Board of Directors of O'KEY Group, purchased 4,000,000 Global Depository Receipts of the Company (GDRs) for the total price of US\$10 million on December 23, 2014.

The GDRs were purchased from Nisemax Co Limited – a company, indirectly controlled by two Directors of the Company: Dmitry Korzhev and Dmitrii Troitskii.

Following the transaction Tony Maher holds 4,000,000 GDRs which constitutes 1.4865% of the issued and outstanding share capital of the Company, and Nisemax Co Limited holds 50.8715% of the issued and outstanding share capital of the Company, represented both by shares and GDRs.

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 December 15, 2014, O'KEY operated 107 stores in 27 cities across Russia: 69 hypermarkets with an aggregate selling space of approximately 469,000 m² and 38 supermarkets with an aggregate trading space of approximately 46,000 m². As of December 15, 2014, O'KEY employed over 22,000 people.

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