

OKEY GROUP S.A. ANNOUNCES THE OPENING OF ITS 37TH HYPERMARKET

09.09.2011 - O'KEY GROUP S.A. (the "Company" or "O'KEY"), a leading Russian food retailer, is pleased to announce the opening of a hypermarket in Saint Petersburg located at Nauki avenue, 17/1, A. The hypermarket is a 11,686 sq.m. store, with 5,700 sq.m. of trading space. The store will have up to 30,000 SKUs, with non-food items accounting for 60% of the customer assortment. The hypermarket employs 349 people.

With the opening of the Saint Petersburg hypermarket, O'KEY has 61 stores in operation, with trading space of over 299,000 sq.m. O'KEY has opened four new stores to date in 2011.

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 Company opened its first hypermarket in St. Petersburg in 2002 and has demonstrated continuous growth ever since. As at 30 June 2011, O'KEY operated 59 stores in 15 cities across Russia: 36 hypermarkets with an aggregate selling space of approximately 264,000 square meters and 23 supermarkets with an aggregate selling space of approximately 29,000 square meters. As of 30 June 2011 OKEY employed more than 16,000 people.

In accordance with the unaudited consolidated financial statements for 1st half 2011, O'KEY's revenue was RUR 42,798 million, like-for-like revenue growth rate was 4.8% and EBITDA margin was 6.5%.

FOR FURTHER INFORMATION PLEASE CONTACT

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