

O'KEY GROUP S.A. ANNOUNCES OPENING OF 61st HYPERMARKET

January 31, 2014 - O'KEY GROUP S.A. (the "Company" or "O'KEY"), one of the leading Russian food retailers, announces the opening of its 1st hypermarket in Syktyvkar.

The new hypermarket is located in the city in a commercial center. The trading area of the hypermarket is 6,600 sq.m. The store offers customers more than 28,000 SKUs, with non-food items accounting for approximately 67% of the total. The store has more than 340 employees.

This is the Company's 61st hypermarket, and 95th store overall, including supermarkets, with aggregate trading space exceeding 495,000 sq.m.

This is the first hypermarket opened in 2014.

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 of December 31, 2013, O'KEY operated 94 stores in 22 cities across Russia: 60 hypermarkets with an aggregate selling space of approximately 444,000 square meters and 34 supermarkets with an aggregate trading space of approximately 45,000 square meters.

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