

O'KEY GROUP S.A. ANNOUNCES OPENING OF 64th HYPERMARKET

September 18, 2014 - O'KEY GROUP S.A. (the "Company" or "O'KEY"), one of the leading Russian food retailers, announces the opening of its 9th hypermarket in the Moscow region.

The new hypermarket is located in a commercial centre. The trading area of the hypermarket is 3,150 sq.m. The store offers customers more than 18,000 SKUs, with non-food items accounting for approximately 52% of the total number. The store has 244 employees.

This is the Company's 64th hypermarket, and 98th store overall, including supermarkets, with aggregate trading space exceeding 514,000 sq.m.

This is the fourth 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. As at 31 December 2013, O'KEY employed more than 24,500 people.

Based on the audited consolidated financial statements for the FY 2013, O'KEY's revenue was RUB 139.5 billion, like-for-like revenue growth rate was 8.0% and its EBITDA margin was 7.9%.

FOR FURTHER INFORMATION PLEASE CONTACT:

Artem Glushchenko
Head of public relations
Num. +7(495)6636677, ext. 338
e-mail: corpcom@okmarket.ru
www.okmarket.ru
<http://okeyinvestors.ru/>

