

Press Release
21 September 2015

ORGANISATIONAL CHANGES IN O'KEY GROUP: NEW APPOINTMENTS IN SALES DEPARTMENT

O'KEY Group S.A (LSE: OKEY), one of the leading Russian food retailers, today announces the appointment of Pavel Tomanek as Sales Director for Northwest and South and Ivan Styk as Sales Director for Center, Urals and Siberia, both reporting directly to the Company's CEO Heigo Kera.

Ivan and Pavel will focus on developing and implementing the Company's strategy in order to reinforce its strong foothold in the retail landscape, enhance sales performance and drive profitability in regions, as well as introduce the most advanced and innovative best practices.

Pavel Tomanek has a proven track record in retail with 15 years of experience in major international retail chains. From 2012 to 2015, Pavel served as Operational Director for X5 Retail Group. Prior to this, he worked for Lenta managing its operational and logistics agenda in 27 hypermarkets preceded by the position of Regional Manager at Tesco in the Czech Republic (13 hypermarkets).

Ivan Styk has a comprehensive expertise and strong skills in commerce, business strategy, supply chain, office operational support and finance. Ivan was managing regional offices of Tesco, delivering operational excellence in the UK, Czech Republic, Slovakia and India.

Vladislav Kurbatov has made a decision to leave the Company and pursue other career interests. During his 13 years at O'KEY, he made his way from Department Manager for Manufactured Products in the first O'KEY hypermarket in St. Petersburg to the Group Sales Director. Under his leadership, the Company opened 112 stores in 29 Russian cities. Vladislav's last day in the office will be September 30, 2015.

COMPANY OVERVIEW

O'KEY is one of the largest retail chains in Russia. Its primary retail format is the modern Western European style hypermarket under the "O'KEY" brand, complemented by "O'KEY" supermarkets. The Group opened its first hypermarket in St. Petersburg in 2002 and has demonstrated continuous growth ever since. As of 30 June 2015, O'KEY operated 113 stores across 29 cities in Russia: 71 hypermarkets with an aggregate selling space of approximately 515,000 m² and 42 supermarkets with an aggregate trading space of approximately 53,000 m². As of 30 June 2015, O'KEY employed over 22,000 people.

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