

# O'KEY GROUP INVESTOR UPDATE

*Conference call*

*May 17th 2017*

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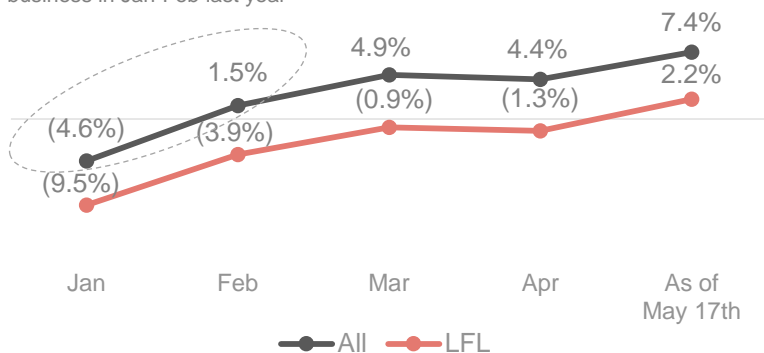
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# Group operating results

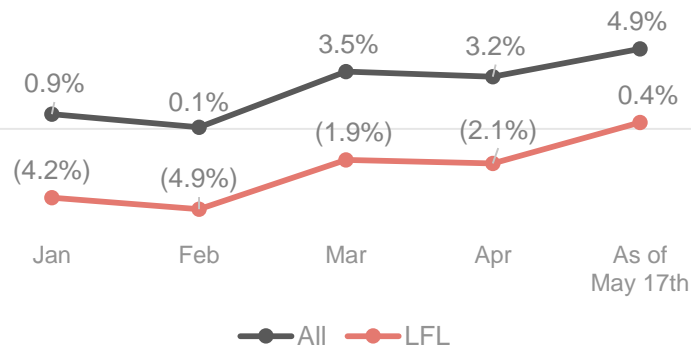
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## Net retail revenue, YoYΔ

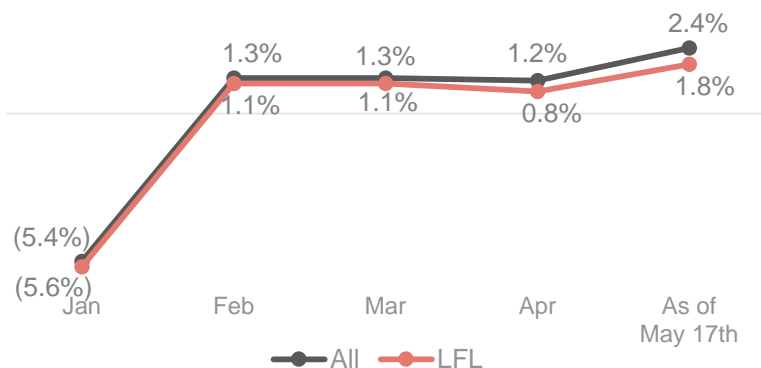
The results were affected by successful promo in hypermarkets business in Jan-Feb last year



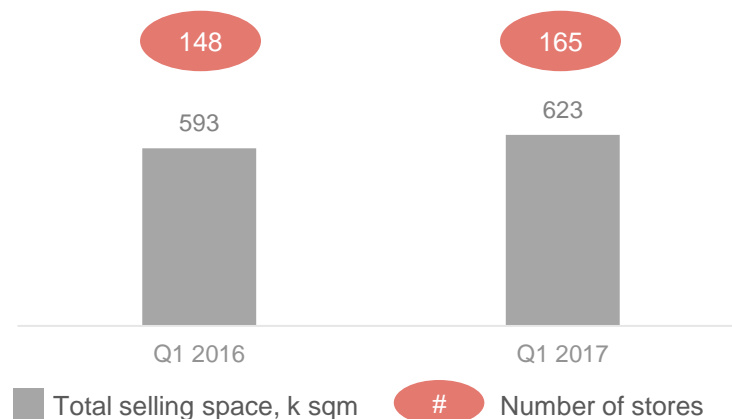
## Customer traffic, YoY Δ



## Average ticket, YoYΔ



## Store portfolio

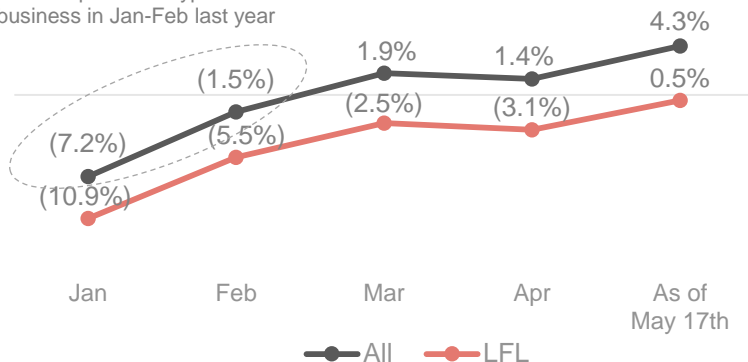


# Hypermarkets & supermarkets: trending up in Q2

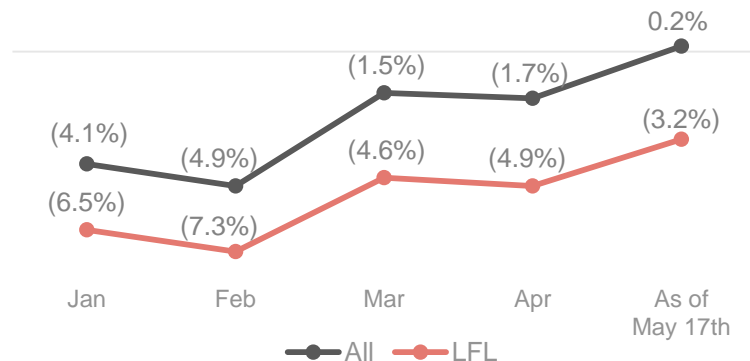
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## Net retail revenue, YoYΔ

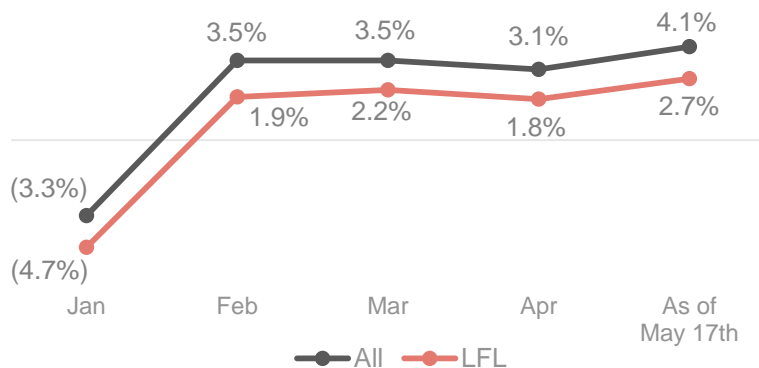
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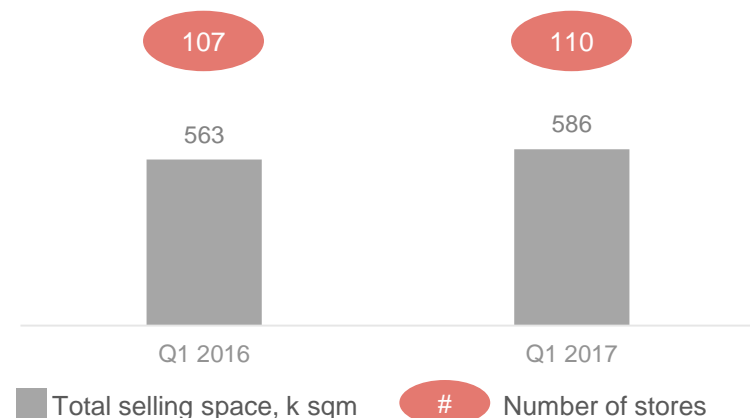
## Customer traffic, YoYΔ



## Average ticket, YoYΔ



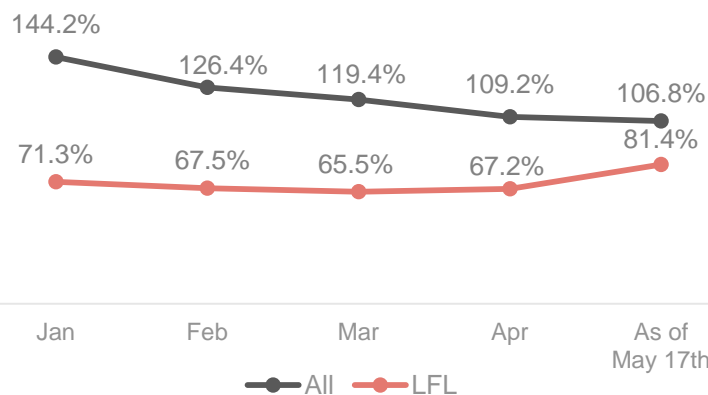
## Store portfolio



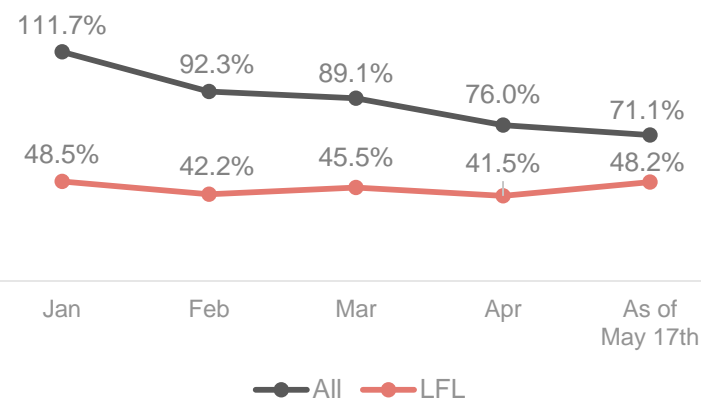
# Discounters: strong momentum continues

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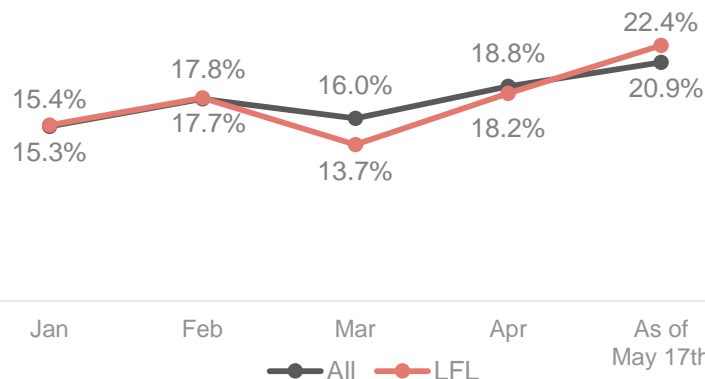
## Net retail revenue, YoYΔ



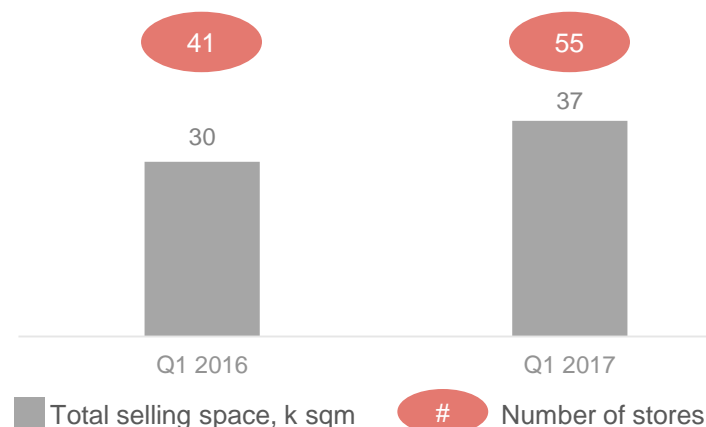
## Customer traffic, YoYΔ



## Average ticket, YoYΔ



## Store portfolio



- New openings: 2 stores in 2017
- Store openings beyond 2017: 2-3 stores every year
- EBITDA margin 2018-2020E: 7 - 8%
- Costs to decrease by at least 10% by 2020
- CAPEX: Rub 7 – 8 bln annually

- New openings: at least 20 stores in 2017
- Total number of stores: 200 stores by 2020
- Net retail revenue: at least double in 2017
- Long-term EBITDA margin: 6 - 7%
- Breakeven: mid 2018 (excl. expansion costs)

## 2Q 2017

17.05.2017	Strategy call
19.05.2017	CEEMEA Consumer Trip (Citi)
June	NDR in London
19-23.06.2017	Rencap 21th Annual Russia 1:1 Investor Conference

## 3Q 2017

24.07.2017	Consumer Trip (CS)
28.07.2017	Q2 trading update
29.08.2017	1H conference call results
September	NDR in Europe
September	Investor day

## 4Q 2017

14-15.10.2017	VTBC Russia Calling
27.10.2017	Q3 trading update
13-14.11.2017	GS CEEMEA 1x1 Conference in London
07.12.2017	Wood Winter Wonderland Conference



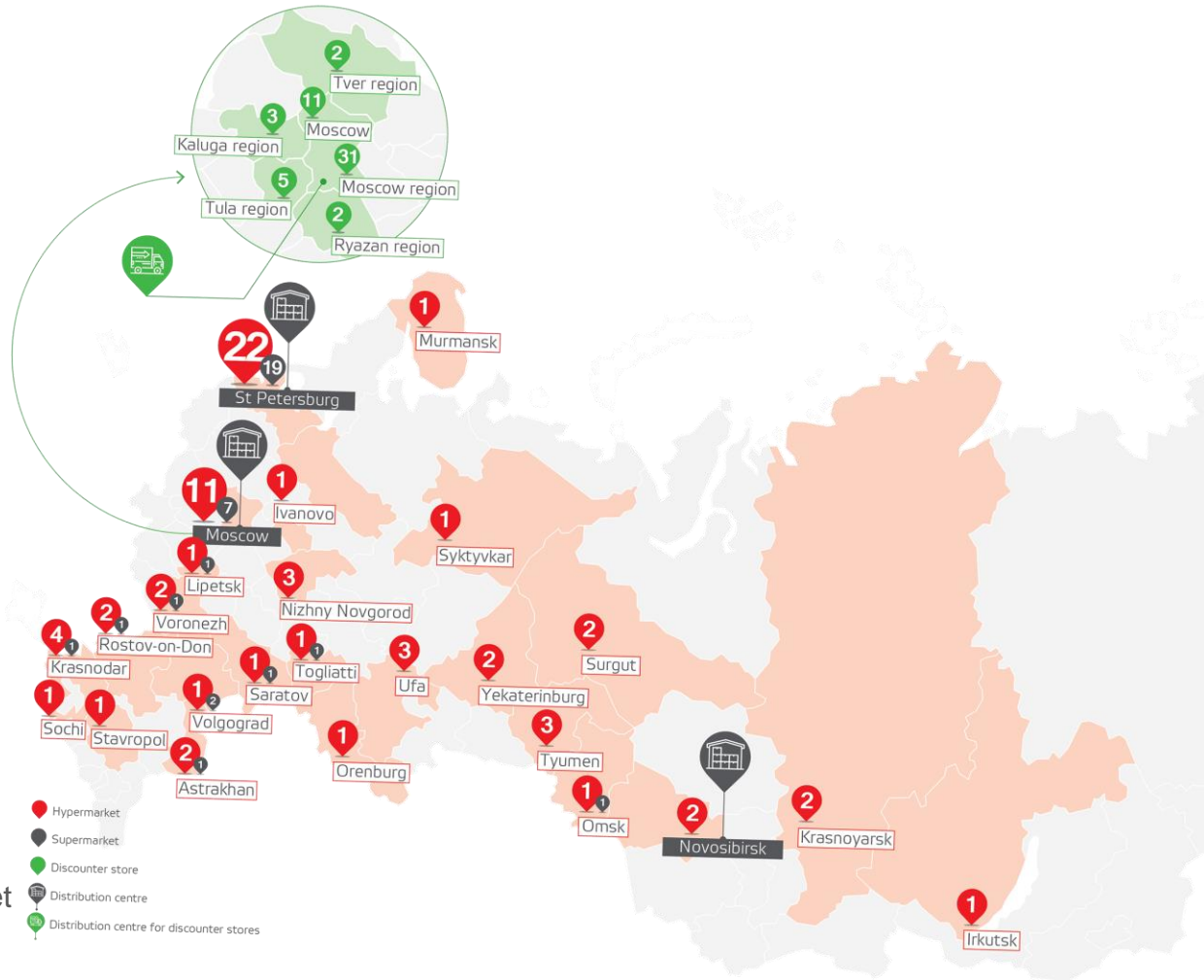
# About O'KEY GROUP

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- O'KEY Group is the seventh largest food retailer in Russia by revenue
- Our primary retail format is the modern, Western European style hypermarket under the O'KEY brand (O'KEY supermarket chain and our DA! discount chain)

## Key facts:

- 15 years history
- Experienced management team
- One of the market leaders in St Petersburg with a strong presence in Moscow and other large cities in Russia
- Strong brand known for the quality of products and best-in-class shopping experience
- Three differentiated formats of modern food retail: hypermarket, supermarket and discount format
- High logistics centralisation level: one federal and two regional distribution centres for hypermarket and supermarket segment, one distribution centre for discount stores
- More than 25,000 employees



# IR CONTACTS

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