

Press release

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O`KEY Group opens new hypermarket in Sergiyev Posad

O`KEY Group S.A. (LSE, MOEX: OKEY, the “Group” or the “Company”), one of Russia’s largest food retailers, announces the expansion of its hypermarket business in the Moscow region. A new O`KEY hypermarket has opened in Sergiyev Posad at 29/1, Vifanskaya St. replacing a former Karusel hypermarket [acquired](#) from X5 Group in February 2022.

With a selling space of 4,067 sq m, the new hypermarket places emphasis on a rich and well-balanced selection of goods and a high-quality shopping experience.

The store offers more than 30,000 food and non-food SKUs, including a wide range (more than 5 000 SKUs) of fresh and ultra-fresh products: chilled meat, poultry, fish and seafood, fruit, vegetables, and confectionery. The Company never stops improving the assortment and consumer properties of these products by engaging only reliable and reputable suppliers. Customers will also get to enjoy fresh bread and pastries from the chain’s own bakery, and shop in the ready-to-eat section. On top of that, there is a selection of around 2,000 SKUs of our O`KEY daily, O`KEY, and O`KEY Selection private labels available in different price segments. The hypermarket will have a team of 131 employees dedicated to providing the highest level of service.

The opening of hypermarkets in Moscow and the Moscow region is part of O`KEY Group’s strategy to strengthen its presence in central Russia. In February, the Group signed an agreement with X5 Group to acquire and lease four Karusel hypermarkets in the cities of Klin, Voskresensk, Sergiyev Posad, and Moskovsky. The deal saw the Company expand its store network in Russia’s Central Federal District to 25 (of which 18 are located in Moscow and the Moscow region). The selling space of the newly acquired/leased stores, which take up 26,700 sq m both as free-standing and mall-based stores, totals 14,900 sq m.

The Company expects the new O`KEY hypermarkets will foster the region’s retail development for the benefit of consumers, suppliers and other market players.

ABOUT O`KEY GROUP

As of 31 December 2021, the Group operated 230 stores across Russia (78 hypermarkets and 152 discounters) with the total selling space of 625,572 sq m. The Company opened its first hypermarket in St Petersburg in 2002 and has since demonstrated continuous growth. O`KEY was the first Russian food retailer to launch e-commerce operations in St Petersburg and Moscow, offering a full range of hypermarket products for home delivery. The Group has six e-commerce pick-up points in Moscow and six e-commerce pick-up points in St Petersburg. In 2015, the Group launched the DA! discount chain. The Group operates five distribution centres in Russia – three in Moscow and two in St Petersburg. It employs more than 20,000 people. In 2020, the Group’s revenue amounted to RUB 174.3 billion, while EBITDA reached RUB 14.8 billion. The O`KEY Group’s shareholder structure is as follows: NISEMAX Co Ltd – 43.20%, GSU Ltd – 30.03%, free float – 26.77%.

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