

O'KEY GROUP S.A. ANNOUNCES OPENING OF 45th HYPERMARKET

April 19, 2012 - O'KEY GROUP S.A. (the "Company" or "O'KEY"), one of the leading Russian food retailers, announces today the opening of its first hypermarket in Tyumen.

The new store is a stand-alone hypermarket located within the city boundaries. The trading area of the hypermarket is 9,110 sq.m. in addition to which the store offers to the customers a large shopping area that is leased out to other retailers and service providers. Total space of the building including the shopping area is 16,770 sq.m.. The store offers customers approximately 35,000 SKUs, with non-food items accounting for more than 70% of the total. The store has 348 employees.

This is the Company's 45th hypermarket, and 74th store overall, including supermarkets, with aggregate trading space exceeding 367,000 sq.m.

The Company has now opened 3 stores in 2012.

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 at 31 December 2011, O'KEY operated 71 stores in 17 cities across Russia: 42 hypermarkets with an aggregate selling space of approximately 308,000 square meters and 29 supermarkets with an aggregate trading space of approximately 38,000 square meters. As of 31 December 2011 OKEY employed more than 19,000 people.

In accordance with the unaudited consolidated financial statements for 1H 2011, O'KEY's revenue was RUR 42,798 million, like-for-like revenue growth rate was 4.8% and its EBITDA margin was 6.5%.

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