O'KEY GROUP S.A. ANNOUNCES OPENING OF 48th HYPERMARKET

November 15, 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 Surgut.

The new store is located in a shopping center within the city boundaries. The trading area of the hypermarket is 7,700 sq.m. Total space of the hypermarket is 12,200 sq.m.. The store offers customers more than 35,000 SKUs, with non-food items accounting for approximately 60% of the total. The store has 375 employees.

This is the Company's 48th hypermarket, and 79th store overall, including supermarkets, with aggregate trading space exceeding 393,000 sq.m.

The Company has now opened 8 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 30 June 2012, O'KEY operated 75 stores in 18 cities across Russia: 45 hypermarkets with an aggregate selling space of approximately 329,000 square meters and 30 supermarkets with an aggregate selling space of approximately 39,000 square meters. As of 30 June 2012 OKEY employed more than 20,000 people.

In accordance with the unaudited consolidated financial statements for 1H 2012, O'KEY's revenue was RUR 54,122 million, like-for-like revenue growth rate was 7.9% and its EBITDA margin was 6.8%.

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