

## O'KEY GROUP S.A. ANNOUNCES OPENING OF 44<sup>th</sup> HYPERMARKET

*15 February 2012* - O'KEY GROUP S.A. (the "Company" or "O'KEY"), one of the leading Russian food retailers, announces opening of its second hypermarket in Ufa.

The new store is located in a shopping center within the city boundaries. The total area of the hypermarket is 5,900 sq.m., including 3,700 sq.m. of trading space. The store offers customers more than 20,000 SKUs, with non-food items accounting for 60% of the total. The store has 200 employees.

This is the Company's 44<sup>th</sup> hypermarket, and 73<sup>rd</sup> store overall, including supermarkets, with aggregate trading space exceeding 358,000 sq.m.

This is the second store that the Company has opened in 2012.

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### 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 Company's 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 EBITDA margin was 6.5%.

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