

O'KEY GROUP S.A. ANNOUNCES OPENING OF 46th HYPERMARKET

July 26, 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 Yekaterinburg.

The new store is a stand-alone hypermarket located within the city boundaries. The trading area of the hypermarket is 8,600 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 17,300 sq.m.. The store offers customers approximately 35,000 SKUs, with non-food items accounting for more than 65% of the total. The store has 400 employees.

This is the Company's 46th hypermarket, and 76th store overall, including supermarkets, with aggregate trading space exceeding 377,000 sq.m.

The Company has now opened 5 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 audited consolidated financial statements for FY 2011, O'KEY's revenue was RUR 93,134 million, like-for-like revenue growth rate was 5.3% and its EBITDA margin was 8.1%.

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