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O'KEY 113th STORE*. HYPERMARKET IN TUMEN

O'Key Group S.A (LSE: OKEY), a leading food retailer in Russia, announces that the new hypermarket in Tumen, the Group's 71st hypermarket and 113th store overall, was opened on 17 April 2015. The new hypermarket expands O'KEY's presence in Russia's Urals Federal District, bringing the total number of stores in this area to 7. This is O'KEY Group's second hypermarket in the city.

The 7,747m2 hypermarket, with a trading area of 4,775m2 is leased by O'KEY Group. The product range of about 22,000 SKUs (including 37% non-food) has been customised to meet local needs. The new hypermarket offers a variety of O'KEY private label goods with approximate 5% share of total assortment. The hypermarket is located at Ostrov shopping mall, Feduninskogo Street, 67, Tumen. It is a center for family shopping, aimed at residents of vibrant new housing distict with high population density and many recently build estates. It is open seven days a week from 9:00AM to 23:00PM, operating 22 checkout counters. To make shopping more convenient, Ostrov mall offers parking spaces for 900 cars.
Estimated daily customers traffic is 6,000.

**O'KEY has closed Draiv hypermarket in Moscow in April 2015.*

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 Group opened its first hypermarket in St. Petersburg in 2002 and has demonstrated continuous growth ever since. As of 1Q15, O'KEY operated 113 stores across 29 cities in Russia: 71 hypermarkets with an aggregate selling space of approximately 515,000 m2 and 42 supermarkets with an aggregate trading space of approximately 53,000 m2. As of 31 December 2014, O'KEY employed over 25,000 people.
O'KEY stores offer a vast selection of groceries, including cooking, specialties and non-food products, bringing the overall range to 64,000 SKUs. O'KEY also has a dedicated private-label business in dairy, meat and other FMCG segments charging no extra margin or mark-up on these products.

For further information, please contact:

Marina Kagan
Head of Corporate Communications and Investor Relations
Ph: +7(495)6636677, ext.152
E-mail: ir@okmarket.ru

Tatiana Kormiltseva
Investor Relations
Ph: +7(495)6636677, ext.285
E-mail: Tatyana.Kormiltseva@okmarket.ru