

Press Release
30 March 2017

O'KEY GROUP TO HOST STRATEGY CALL

O'KEY Group S.A. (LSE: OKEY) announces today that it will host a conference call involving Heigo Kera, Chairman of the Board, Miodrag Borojevic, new CEO of hypermarket and supermarket segment, and Armin Burger, CEO of discounter segment, to discuss the Group strategy and results on May 17, 2017 at 5:00 PM Moscow time. The conference call details will be provided later.

All related materials will be published on the "Investor" section of the Company's website at <http://okeyinvestors.ru>.

COMPANY OVERVIEW

O'KEY is one of the largest retail chains in Russia. Its primary retail format is the modern Western European style hypermarket under the "O'KEY" brand reinforced by O'KEY supermarket. The Group is developing the innovative discounter format under the "DA!" brand. O'KEY is the first among Russian food retailers to launch e-commerce operations in St. Petersburg and Moscow based on hypermarket assortment.

The Group opened its first hypermarket in St. Petersburg in 2002 and has demonstrated continuous growth ever since. As of March 30, 2017, O'KEY operates 164 stores across Russia – 74 hypermarkets, 36 supermarkets and 54 discounters.

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