O'KEY GROUP S.A. ANNOUNCES OPENING OF 58th HYPERMARKET

December 28, 2013 - O'KEY GROUP S.A. (the "Company" or "O'KEY"), one of the leading Russian food retailers, announces the opening of its fourth store in Krasnoyarsk.

The new store is a stand-alone hypermarket located in the city. The trading area of the hypermarket is 7,400 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. The store offers customers more than 40,000 SKUs, with non-food items accounting for approximately 60% of the total. The store has more than 360 employees.

This is the Company's 58th hypermarket, and 92nd store overall, including supermarkets, with aggregate trading space exceeding 477,000 sq.m.

This is the sixth hypermarket opened in 2013.

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 June 30, 2013, O'KEY operated 85 stores in 21 cities across Russia: 54 hypermarkets with an aggregate selling space of approximately 396,000 square meters and 31 supermarkets with an aggregate trading space of approximately 41,000 square meters. As at June 30, 2012, O'KEY employed more than 24,000 people.

In accordance with the consolidated financial statements for the 1H 2013, O'KEY's revenue was RUR 64.7 billion, like-for-like revenue growth rate was 7.5% and its EBITDA margin was 6.6%.

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