

Press release

22 April 2022

## **O`KEY Group opens four hypermarkets in Moscow Region in April 2022**

O`KEY Group S.A. (LSE, MOEX: OKEY, the “Group” or the “Company”), one of Russia’s largest food retailers, has opened a new hypermarket in Voskresensk (1 Fedinskaya Street). Earlier in April, O`KEY hypermarkets opened in Sergiyev Posad, Moskovsky, and Klin. In total, the Group launched four hypermarkets in April, which replaced the stores it had [acquired](#) from X5 Group.

The expansion in Russia’s Central Federal District brings the number of O`KEY stores there to 24, of which 17 are located in Moscow and the Moscow Region.

The hypermarket in Voskresensk has a selling space of 3,480 sq m. In line with the Company’s assortment policy, the new store will offer customers a wide range of high quality food and non-food products. The hypermarket will carry over 30,000 SKUs, of which 5,000 in the fresh and ultra-fresh categories. All O`KEY stores offer a large variety of house-made ready-to-eat meals and products from own bakery, where bread and pastry come out of the oven three times a day.

The new hypermarkets feature an improved design, product display and floor layout, making the shopping experience even more convenient and enjoyable. The newly-opened store in Voskresensk will have a team of 185 employees dedicated to providing the highest level of service.

The Company’s hypermarkets also offer around 2,000 SKUs of the O`KEY daily, O`KEY, and O`KEY Selection private labels, all available at more affordable prices than branded products of comparable quality. On top of that, to ensure the affordability of essential goods for consumers, the chain has capped the mark-up at up to 5% on some socially significant products, including bread, dairy, and basic vegetables.

### **Armin Burger, Chief Executive Officer at O`KEY Group:**

«We are pleased to announce that we have opened four O`KEY stores in the Moscow metropolitan area fully in line with our plans and solidified our presence in Central Russia. We continue with the Company’s strategy to modernise our hypermarkets, constantly improving their product mix and the quality of customer service. Hypermarkets remain a competitive format in Russia’s retail market, as evidenced by strong financial performance in 2021. We hope that the new O`KEY hypermarkets will contribute to the development of the retail sector in Moscow and the Moscow Region for the benefit of all market players».

### **ABOUT O`KEY GROUP**

O`KEY Group S.A. (LSE, MOEX: OKEY) is one of the leading grocery retailers in Russia, operating hypermarkets under the O`KEY brand and discounters under the DA! brand.

As of 31 December 2021, the Group operated 230 stores across Russia (78 hypermarkets and 152 discounters) with the total selling space of 625,572 square meters. The Company opened its first hypermarket in St. Petersburg in 2002 and has since demonstrated continuous growth. O`KEY was the first Russian food retailer to launch e-commerce operations in St. Petersburg and Moscow, offering a full range of hypermarket products for home delivery. The Group has seven e-commerce pick-up points in Moscow and six e-commerce pick-up points in St.

Petersburg. In 2015, the Group launched the first discount chain in Russia under the DA! brand. The Group operates five distribution centres in Russia – three in Moscow and two in St. Petersburg. The Group employs more than 20,000 people. In 2021, Group's revenue amounted to RUB 187.1 billion, while EBITDA reached RUB 15.5 billion. The O'KEY Group shareholder structure is as follows: NISEMAX Co Ltd – 43.20%, GSU Ltd – 30.03%, free-float and other holders – 26.77%.

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