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13 July 2017

**O'KEY GROUP ANNOUNCES APPOINTMENT OF
NEW INFORMATION TECHNOLOGIES DIRECTOR**

O'KEY Group S.A. (LSE: OKEY, the "Group"), one of the leading Russian food retailers, announces the appointment of Tariel Bokuchava as its new Director of Information Technologies.

All materials published by the Group are available on its website www.okeyinvestors.ru.

Mr. Bokuchava is succeeding Nikolay Zatravin from July 2017. In the role of Information Technologies Director, Mr. Bokuchava will be primarily focused on modernization and improvement of IT system processes and infrastructure.

Tariel Bokuchava, 37, has a broad experience in IT industry. Since 2015, he has been IT Support & Operations Director of X5 Retail Group, where he was responsible for improvement of IT services stability, acceleration of IT capacity management routines and optimization of incident management. Prior to that, Mr. Bokuchava held various executive positions at the X5 Retail Group IT department, overseeing IT projects related to office operations and business transformation. Up to 2013, he was managing a business application department at "Mars" LLC. Mr. Bokuchava holds degree in Computational Mathematics and Computer Science from the Moscow State University. He speaks Russian and English.

Miodrag Borojević, Chief Executive Officer of O'KEY Group, said:

"We are pleased to welcome Tariel Bokuchava to the management team. With the constantly evolving retail market and strong competition, we strive to be at the cutting edge of modern technologies in our business. I am confident that modernization and automation of IT infrastructure, backed by Tariel's level of expertise, will enable us to be fast and efficient in delivering our strategic initiatives."

Tariel Bokuchava commented:

"I am delighted to be joining O'KEY Group at a time of strategic transformation. I look forward to realizing the significant opportunities available to us. I believe that the new strategic course set by the management aimed at processes optimization and modernization is essential for any business with ambitions of market leadership. I look forward to implementing and streamlining high-end IT solutions for the overall benefit of O'KEY Group."

COMPANY OVERVIEW

O'KEY is one of the largest retail chains in Russia. The Company operates under three main formats: hypermarkets and supermarkets under "O'KEY" brand and discounters 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 its hypermarket assortment.

The Group opened its first hypermarket in St. Petersburg in 2002 and has since demonstrated continuous growth. As of July 13, 2017, the Group operates 164 stores across Russia - 72 hypermarkets, 37 supermarkets and 55 discounters.

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