

Press release  
4 August 2022

## **O`KEY Group unveils renovated hypermarket in Sochi**

**O`KEY Group S.A. (LSE, MOEX: OKEY, the “Group” or the “Company”), one of Russia’s largest food retailers, continues its hypermarket transformation programme. Following large-scale renovation, a new hypermarket opened in Sochi at 7 Novaya Zarya Street.**

O`KEY’s renovated hypermarket at the MoreMall shopping centre has a selling space of 4,550 sq m upgraded in line with the latest trends in the retail industry and global best practices. Tailored design solutions for each department, widened aisles, and improved layout system contributes to a better customer experience and superior convenience when shopping.

Continuously working to improve the structure and quality of its product range, the new concept hypermarket has an expanded offering of the fresh and ultra-fresh categories. These include chilled meats, poultry, fish and seafood, dairy products, freshly-baked goods, ready-to-eat options, and vegetables and fruits. The above categories have a larger selling space allocated to them, with their share in the total product range now increased to 20%. Traditionally, a high share in fresh categories is occupied by products of local suppliers. Customers will be able to appreciate the high quality of Krasnodar manufacturers’ goods presented in the assortment. The new approach to the product range and retail space design also includes non-food items. We have put the focus on high-quality everyday items that enjoy the greatest demand from customers, as well as seasonal goods.

The new hypermarket also features a renovated cafe for those who want to have a break from shopping. Customers can now comfortably have a snack, a coffee or try one of O`KEY’s freshly-baked goods or house-made dishes for lunch. O`KEY currently offers around 300 ready-to-eat and baked products.

To make the shopping process considerably easier, the Company relies on digital solutions such as its cutting-edge Digital Sommelier system. Customers picking out a wine will find a screen with all the details they need, from the grape variety to dishes that would pair well with it.

### **Armin Burger, CEO of O`KEY Group:**

“O`KEY’s upgraded hypermarkets have already opened their doors in the Central and Northwestern Federal Districts. The renovation programme remains in place, delivering strong results in sales. Its key goal is to strengthen O`KEY’s market position, increase format competitiveness and lay the foundations for long-term growth. As we have already announced, going forward we plan to have our entire hypermarket chain undergo this transformation in stages.”

At the renovated O`KEY hypermarket, customers will be able to choose from around 1,500 food and non-food items available in a weekly catalogue with major discounts.

## **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 30 June 2022, the Group operated 243 stores across Russia (79 hypermarkets and 164 discounters) with the total selling space of 638,638 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 nine e-commerce pick-up points in Moscow and ten 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 22,000 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 – 49.11%. GSU Ltd – 34.14%, free-float and other holders – 16.75%.

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