

PRESS RELEASE

O'KEY Group successfully completed implementation of JDA Category Management Solution

Moscow, 19 April 2017 - [O'KEY Group](#) (LSE: OKEY), one of the leading Russian grocery retailers announced the implementation of a principally new JDA Category Management System.

JDA Category Management solution, chosen by the company, automates business processes related to retail ("shelf") space management of hypermarkets and supermarkets and their assortment.

The system ensures the control over the availability of products in stores, allows to streamline the merchandise display of products in accordance with planograms and ensures correct auto-ordering.

All solutions easily adapt to the needs of each store using the integration with Microsoft Dynamics AX and ORACLE RPAS - taking into account the sales specifics and regional features.

Sergey Shamov, Head of Business Development of GC O'KEY, commented:

"Before the implementation of JDA Category Management system, the process of replenishment of shelves with products has not been automated, and the influence of the "human" factor was very high. This caused errors in the orders and as a result, not all the products were displayed on a permanent basis or on the contrary the deliveries were excessive.

JDA system allows us to automate the process of replenishing the shelf stock and minimize the likelihood of the absence of a particular product, which will significantly improve the level of satisfaction of our customers. "

Works on implementation of the JDA Solution were launched at O'KEY in early 2016. In cooperation with the General Contractor, Strategix CFT, which has more than 25 years' experience in Category Management and Supply Chain Management, we have successfully implemented this project.

Jan Hanussek, CEO Strategix CFT, said:

"We are pleased that O'KEY has chosen JDA Category Management Solution and would like to thank you for the cooperation that led to the successful completion of the project. This decision is very much in line with the current strategy to strengthen O'KEY's Category Management competencies.

About O'KEY

"O'KEY" is one of the largest grocery retail chains in Russia. The main retail format of the Group is a hypermarket under the brand "O'KEY", corresponding to European standards. Supermarkets under the brand "O'KEY" complement the basic format of hypermarkets. The group develops an innovative format of discounters under the brand "DA!". "O'KEY" was the first Russian retail chain to launch online sales channel with hypermarket based assortment in Moscow and St. Petersburg.

The group opened its first hypermarket in St. Petersburg in 2002 and since then has been showing steady growth. To the date of April 19, 2017, the chain "O'KEY" has 164 stores: 73 hypermarkets, 36 supermarkets and 55 discount stores.

For additional information, please contact:

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About Strategix CFT

[Strategix CFT](#) is a global organization that provides integrated and market proven solutions as well as consulting and services in the areas of Category Management and Supply Chain Management. Strategix CFT relies on a deep subject matter expertise of technical and business process themes, as well as the required IT infrastructure. The organization has already assisted leading retailers and manufacturers worldwide to implement comprehensive environments supporting Category Management and Supply Chain Management.

Strategix CFT has emerged from the consolidation between the German boutique consulting firm Strategix Enterprise Technology and the Chicago based IT service company CFT Inc. and shows over 25 years of experience in CM and SCM. It employs over 250 people worldwide, with offices in Germany, Poland, Russia, Turkey and the USA.

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