

Kyiv Post BrandStudio

MEDIA KIT | 2021

TELLING YOUR BRAND'S STORY WITH A NEW, ENGAGING VOICE

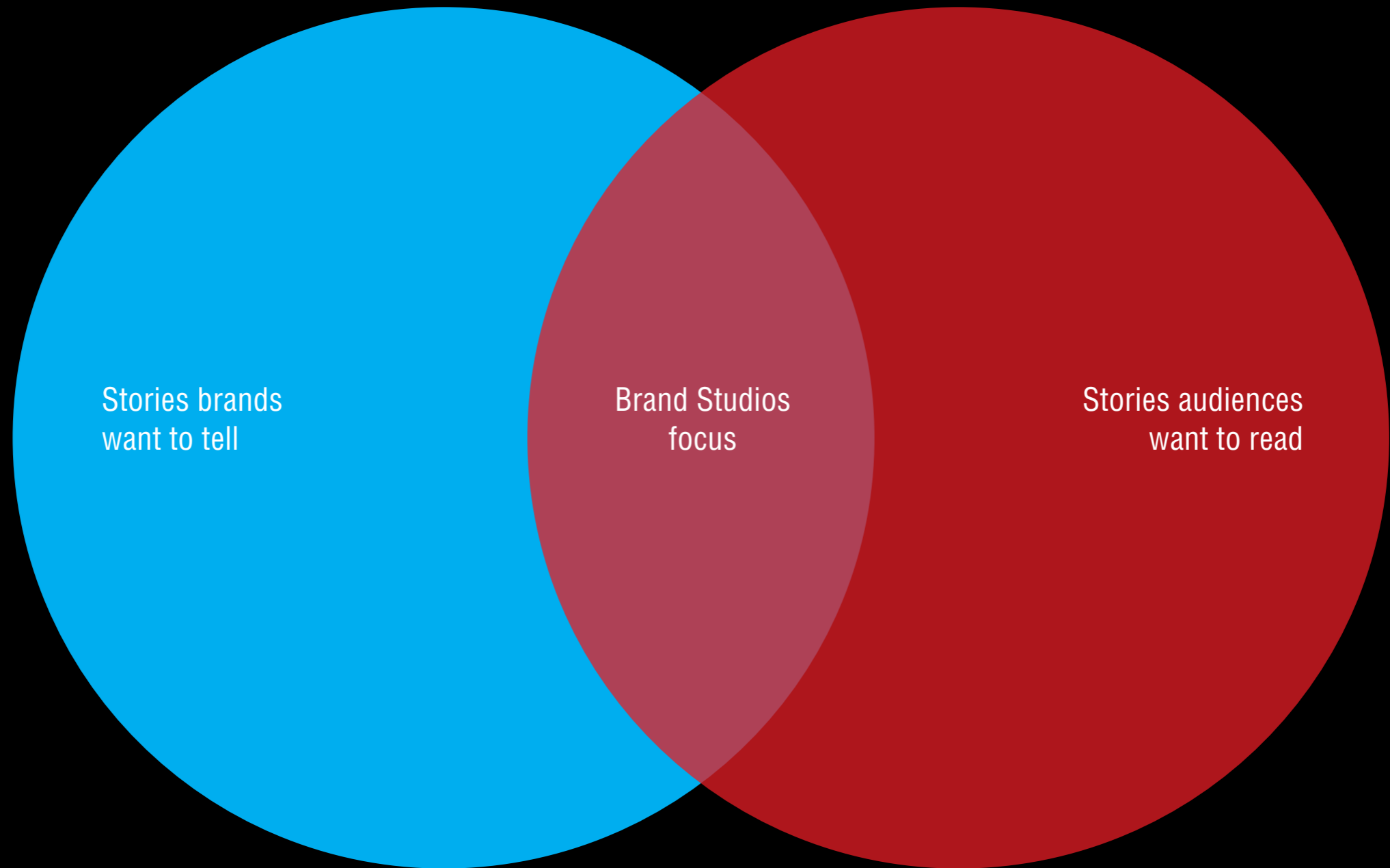
We use our 26 years of Kyiv Post experience to combine our expertise with new, creative techniques and tell an engaging story about your brand

WHO WE ARE

Kyiv Post BrandStudio

Launched in 2019, KP BrandStudio as part of Kyiv Post, combines a creative staff with business, design, data analysis and journalistic backgrounds to create compelling branded content

WE BRING A BETTER LEVEL OF STORYTELLING TO BRANDS



KP BrandStudio brings to life the issues that matter to your company, products and mission and capture readers' imaginations through interesting, real and important stories

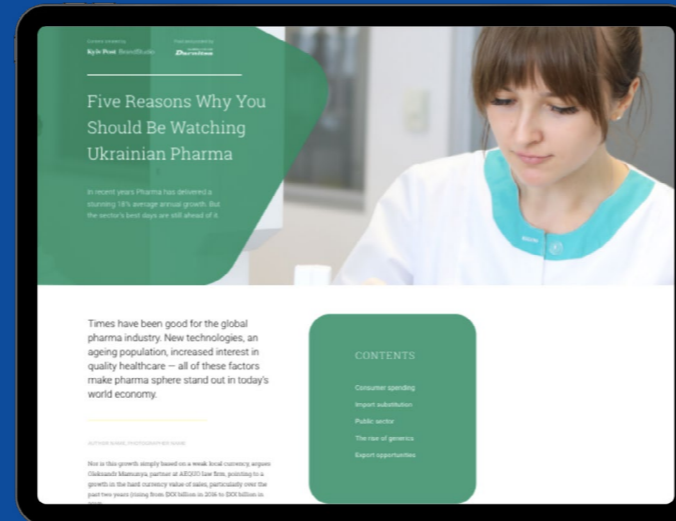
FULL SET SERVICES

PRINT



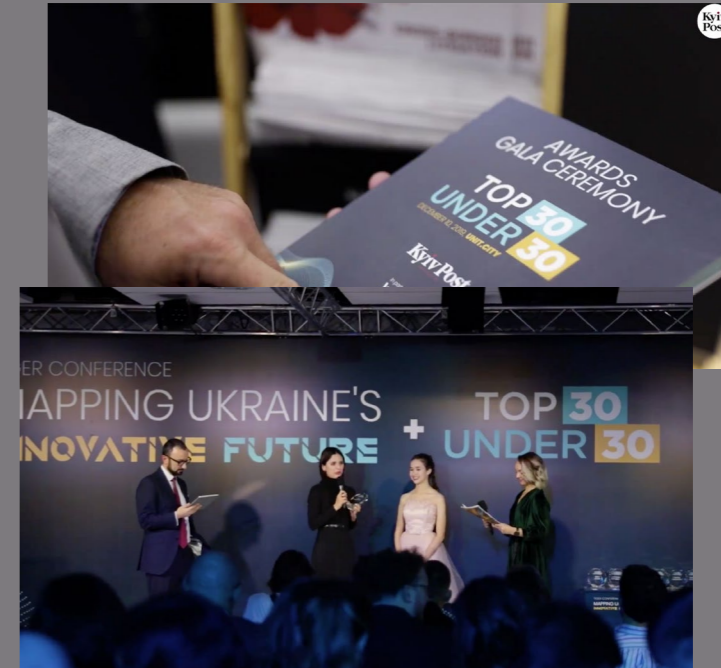
- Weekly Newspaper
- 9,500 copies/ week
- Audience: Business executives, owners, professionals at international firms in Ukraine, diplomats, experts, academia

DIGITAL



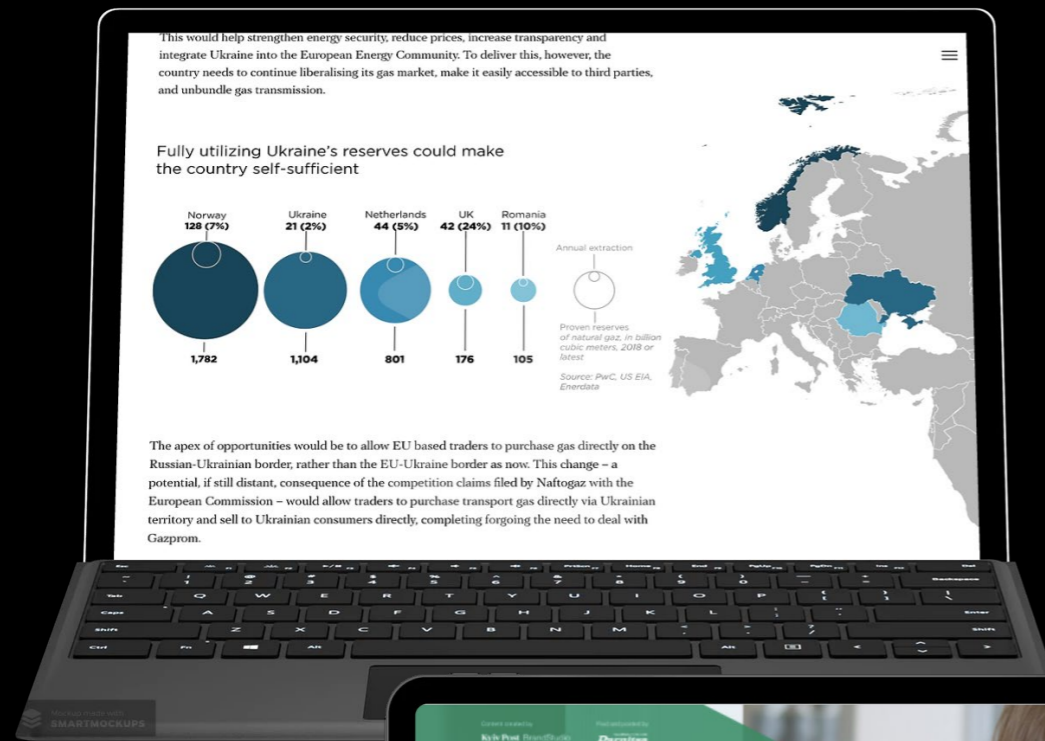
- Tailored content created together with brands
- New creative storytelling techniques
- Social media promotion with over 220 000 followers across about

VIDEO

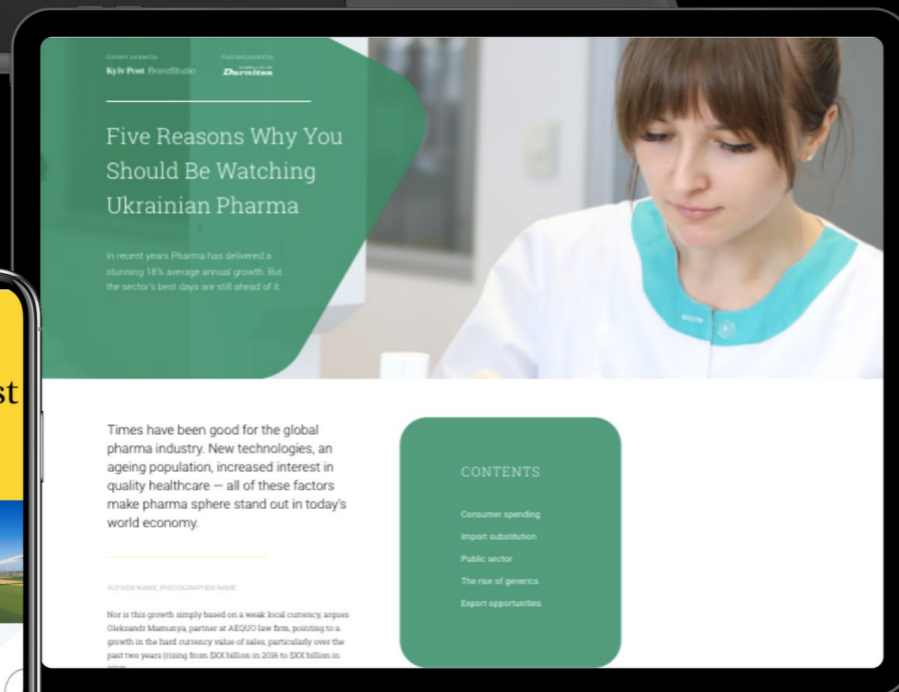


- Experienced video team that will show your brand's story from new, inspiring perspective
- Full cycle video production
- Novel, fresh formats. We are ready to experiment!

DIGITAL ARTICLES THAT EMPOWER YOUR BRAND



- Digital articles with special tailored webpages set up
- Interactive and engaging visuals
- No limits for creativity — we are free to experiment and text new approaches together with your brand



PRINT STORIES THAT MAKE YOU DREAM

- Featured business articles
- In-depth coverage on topic that matter to the audience and your brand
- Circulation among the top-executives in Kyiv and other big cities in Ukraine

Ukraine's most promising sectors for investors

In recent years Ukraine's economy has delivered a strong turnaround – going from almost 7 percent contraction in 2014 to 3 percent growth last year. Its highly educated workforce, vast and fertile lands, developed industrial infrastructure and low cost base make Ukraine a desirable location for businesses targeting the European or Middle Eastern markets.

A look at capital investment flows, typically a marker of longer-term commitment, shows how what areas pulled Ukraine's economy forward – and will continue to drive growth in the future. Comparing 3-year average growth rates for the 2016-2018 period shows five large sectors that drove the recovery, as well as five smaller but fast-growing sectors that can help sustain dynamism going forward.

Ukraine's recovery builds on a wide-scale transformation, perhaps best illustrated by progress in the World Bank's Ease of Doing Business rankings. Ukraine went from 142nd a decade ago to 71st in 2019. Once current presidential and parliamentary election uncertainties abate, "growth can recover to 4 percent in the medium term," says the 2019 World Bank report.

Survey investors recognize the ground-floor opportunities that Ukraine offers, powered by its competitive advantages in brains, hands and grains. "Anna Kostarova, CEO of private equity firm Horizon Capital, told the Financial Times in an interview.

Manufacturing Traditionally one of the biggest sectors in Ukraine – employing up to a quarter of the population according to government figures – manufacturing comprises a wide and diverse set of subsegments.

As in the rest of the world, Ukraine's heavy industry has gone through a painful transformation over the last decade. However, the lighter end of the spectrum, which includes such areas, electrical equipment or textiles, has seen rapid growth. Manufacturing has provided a major boost to Ukraine's exports. Some of the fastest rising categories have been textiles and clothing, for which exports have grown by 33 and 38 percent over the 2015-2018 period, respectively.

In 2018, Amsterdam-based H&M, a sports and clothing company, bought a plot in Vinnytsia for \$1.2 million to build one of the world's largest winter sportswear production plants.

According to national investment agency Ukraininvest, chairman Daniel Blak, attracting an investor of this caliber is a major achievement for Ukraine. It not only creates high value production and jobs, it helps position Ukraine as an attractive investment destination for global brands.

Agricultural business Ukraine's traditional heavyweights – agriculture and agribusiness – continue to drive growth as the country invests in new technologies to boost yields and conquer new export markets.

Home to some of the world's most fertile lands, Ukraine is a key player in such crops as corn and wheat, in addition to being the largest in sunflower oil production, accounting for close to a third of global output. Ukraine also scores high in such products as poultry, milk, eggs and honey.

The biggest obstacle for foreign investors, however, is a moratorium on land sales, which continues to be blocked by the legislative branch. As a result, the creation of a competitive land market remains an hold as investors bide their time for opportunity to arise.

Yet that has not stopped forays into agriculture infrastructure. In 2018, Korea's Posco Daewoo bought 75% of the Mykhailiv port farm terminal in Southern Ukraine for an estimated \$40-75 million. Meanwhile, the Saudi Agriculture and Livestock Investment Company recently quadrupled their presence in Ukraine by acquiring Myra, one of Ukraine's top-ten largest agricultural enterprises, by land bank.

Indeed, growth in Asia, which has gone from accounting for 23 percent of exports in 2010 to 45 percent in 2017, according to the Ukrainian Agribusiness Club, and Europe (up from 20 percent to 32 percent, respectively), has more than compensated for a drop in sales to CIS markets.

Meat producer MHP has hugely benefited from this expansion, moving into Middle Eastern and Asian markets. In 2007-2018 the firm's poultry production increased fourfold to \$20,000 tons while revenues more than doubled to \$1.5 billion.

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Fashion and cultural products

Cultural products shine brightly on Ukraine's economic map. Although starting from a low base, fashion in particular has had a great year with double-digit growth rates.

When it comes to Ukrainian clothing, new products are as iconic as the vyshyvanka, a traditional embroidered shirt worn on festive occasions. These have been increasingly visible in the world's fashion capitals – in 2016, designer Kulya Magdych's creations appeared in the prestigious Saks Fifth Avenue in central London.

This year, famed style magazine Vogue devoted an article to our May 19, also known as National Vyshyvanka Day in Ukraine. The success of Ukraine's fashion scene is not limited to traditional garbs, indeed, such as Ukrainian designers as Olena Dats, Rostislava

Healthcare and medical services

An aging population has meant that health plays an increasingly important role for Ukrainians. The rise of real disposable incomes led 10 percent in 2018 and a growing health consciousness are increasingly shifting the population toward private health care.

Private medicine in Ukraine has been growing fast, with the number of private health facilities growing from 4,255 in 2016 to 4,971 in 2018, according to the Ministry of Health. The market has grown even faster: over the same two years, total turnover has gone up some 46 percent, from \$3.5 billion to \$5.8 billion, according to advisory firm ProConsulting.

Some of the first sizable market deals have followed. Dobrodol, one of the largest private medical networks, has recently expressed interest in buying a 50 percent stake in competitor network Bero, in a deal expert estimate to be around \$30 million, if approved. Dobrodol would become the leading national player.

Professional services

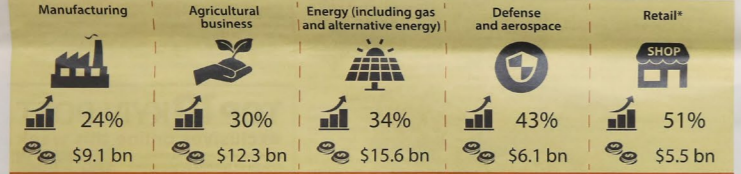
The boom in Ukraine's professional services has been largely driven by Business Process Outsourcing (BPO), which helps companies save money by moving back-and-forth office operations such as finance to less expensive locations.

Once focused on large, cheap and English-speaking India, the industry has been bringing operations "back home," notably to improve communication between offices. As a result, new jobs have sprung up in places like Costa Rica, Poland or Ukraine.

This has motivated such companies as consultancy firm PwC, to open a center in Ukraine, joining the ranks of such firms as KPMG, Grant Thornton and Deloitte. Their Kyiv office is 350 strong, supporting service delivery in audit, advisory and tax.

"Low cost, high expectations, access to highly educated local talent, convenient location, open business environment, not to mention the growing role of Ukraine in the regional business community," said Richard Pollard, the firm's Ukraine country manager. Furthermore, the trend is set to continue. According to Volodymyr Yarmoshev, a partner at global consultancy firm Deloitte, the BPO field will require an additional 245,000 jobs by 2025. "We have the opportunity to get a decent fraction of the mentioned 245,000 jobs," he said.

Five sectors driving growth



Energy (incl. gas and renewables) Few industries have seen as profound a transformation since 2014 as Ukraine's energy sector. On the gas front, the country has boosted local production, eliminated Russian gas imports and carried out profound reforms. In turn, electricity generation and supply has gone through its own transform, driving big gains in efficiency and sustaining the growth of alternative energy.

While gas has historically dominated Ukraine's energy sector, land energy security concerns the last few years have seen its significance fade. The nation's gas consumption was as high as 76 billion cubic meters in the early 2000s, but was down to 32 billion cubic meters in 2018.

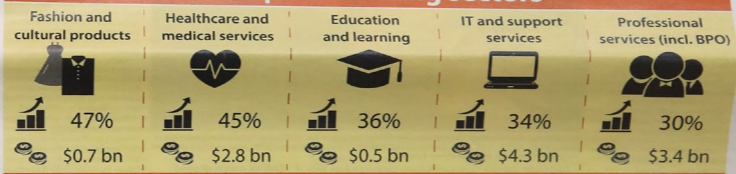
Alternative energy has been following the opposite trajectory, with wind, solar and biomass showing promise and attracting international investments. National investment agency InvestUkraine forecasts see these going as high as \$18 billion by 2023, notably driven by green tariffs meant to increase renewables in the energy mix. From the current 2.4 percent to 25 percent by 2025, DTEK, Ukraine's largest energy holding, has been particularly active in the field. Recent investments include the construction of new wind farms for which DTEK raised EUR 335 from German banks, followed a more recent EUR 134 deal with Chinese company CMEC.

It is important to work on new legislation on renewables and switch from feed-in-tariff to a new auction system, the way it is done in EU. DTEK participates in various working groups aimed at elaborating this new approach and turn it into legislation. The industry will only benefit if we bring our legislation on RES in line with the EU trends," commented Maxim Timchenko, DTEK's CEO.

Defense and aerospace Once a core element of the post-Soviet military and space industry, since 2014 and the start of the Donbas war, Ukraine has diversified its network of partnerships, attracting international investments. Companies from communist times continue to play a major role. Motor Sich, based in south-eastern Ukrainian city of Zaporozhzhia, is one of the biggest engine manufacturers for helicopters and airplanes. The rocket manufacturer "Izhmash," based in nearby Dnipro, now partners with over 20 countries, ranging from the United States to Indonesia to develop satellite and aerospace solutions.

While much of the growth is linked directly to the war in Eastern Ukraine, there are also many cases of international interest in the country's capabilities. Boeing has started working with Antonov, producer of the world's largest plane, to reduce reliance on Russia. Meanwhile, China has shown interest in Motor Sich, with a deal confirmed in February 2019.

Five up and coming sectors



Fashion and cultural products The 2014 revolution fundamentally transformed Ukraine's political landscape, shifting the country toward a Western model of development. To reform the economy and policy-making fields, however, the country needed to quickly build a pool of talent achieving Western educational standards.

As a result, the field has seen explosive growth in the number of corporate and government training programs, not to mention numerous international educational efforts such as the ULM-Immerging Leaders Program from Stanford University. The diverse field ranges educational support provided by the international community, traditional private and non-profit educational institutions and corporate academies. A prime example of the latter is Academy DTEK, run by the energy holding, which works with and trains almost 36 organizations including the Ministry of Finance and/or Ukreprosita.

Academy DTEK is becoming an innovative educational business platform open to business representatives, the public sector, and multinational partners. "Dekasand Kucherenko, the Director for Sustainable Development at DTEK, said at a press conference.

Programs supported by the international community have also played a role, mainly in such areas as public sector reform, decentralization, and e-governance. SIDA, the Swedish aid agency, has by itself committed over \$20 million just in 2018, much of it going to educational and training programs.

IT and support services Over the past four years Ukraine has been part of the Eastern European boom in IT services. Together with Poland, Romania and Bulgaria, the region accounts for over 470 companies, generating over \$5 billion in annual revenues, according to a recent study by venture capital firm Aventaris Capital. IT investor Avenue Capital, and the Capital Times news media.

But Ukraine's IT sector is not all about outsourcing, with a number of globally successful start-ups having found their home in what national investment agency InvestUkraine chairman Daniel Blak has dubbed the "Silicon Steppe." The biggest recent success stories include Grammarly, an online grammar and spell-checker that recently signed a deal to support Google Docs, and GitLab, a development and source code management provider. In 2017-2018, both Grammarly and GitLab raised \$110 million in seed rounds, boosting their valuations. Jeremy Phelps, a general partner at Spark Capital, a venture capital firm that invested in Grammarly, told TechCrunch website that they decided to put their money in the Ukrainian firm because they "love the product and the mission of improving the way people communicate."

VIDEOS THAT WILL SHAKE UP YOUR AUDIENCE

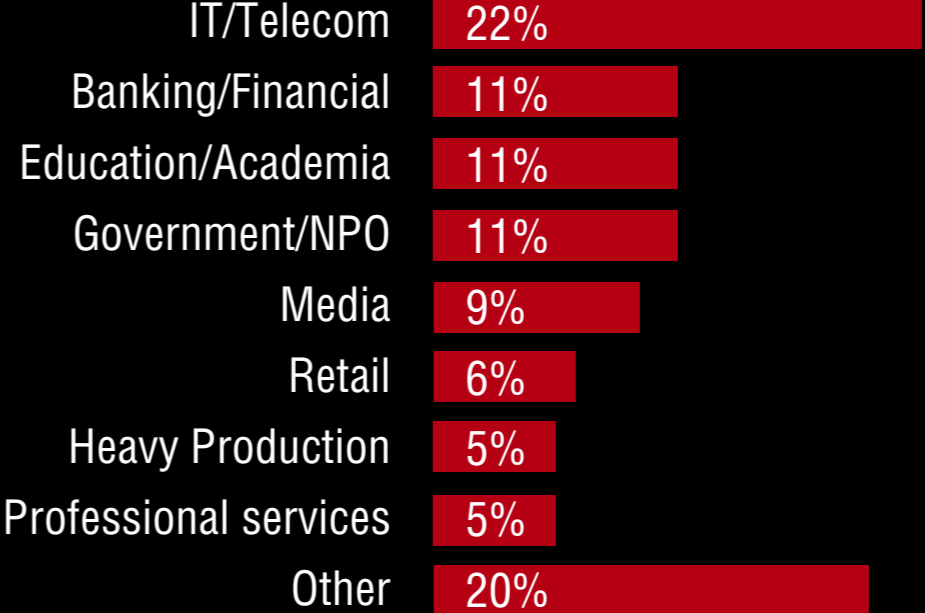


KYIV POST IN NUMBERS

ROLE



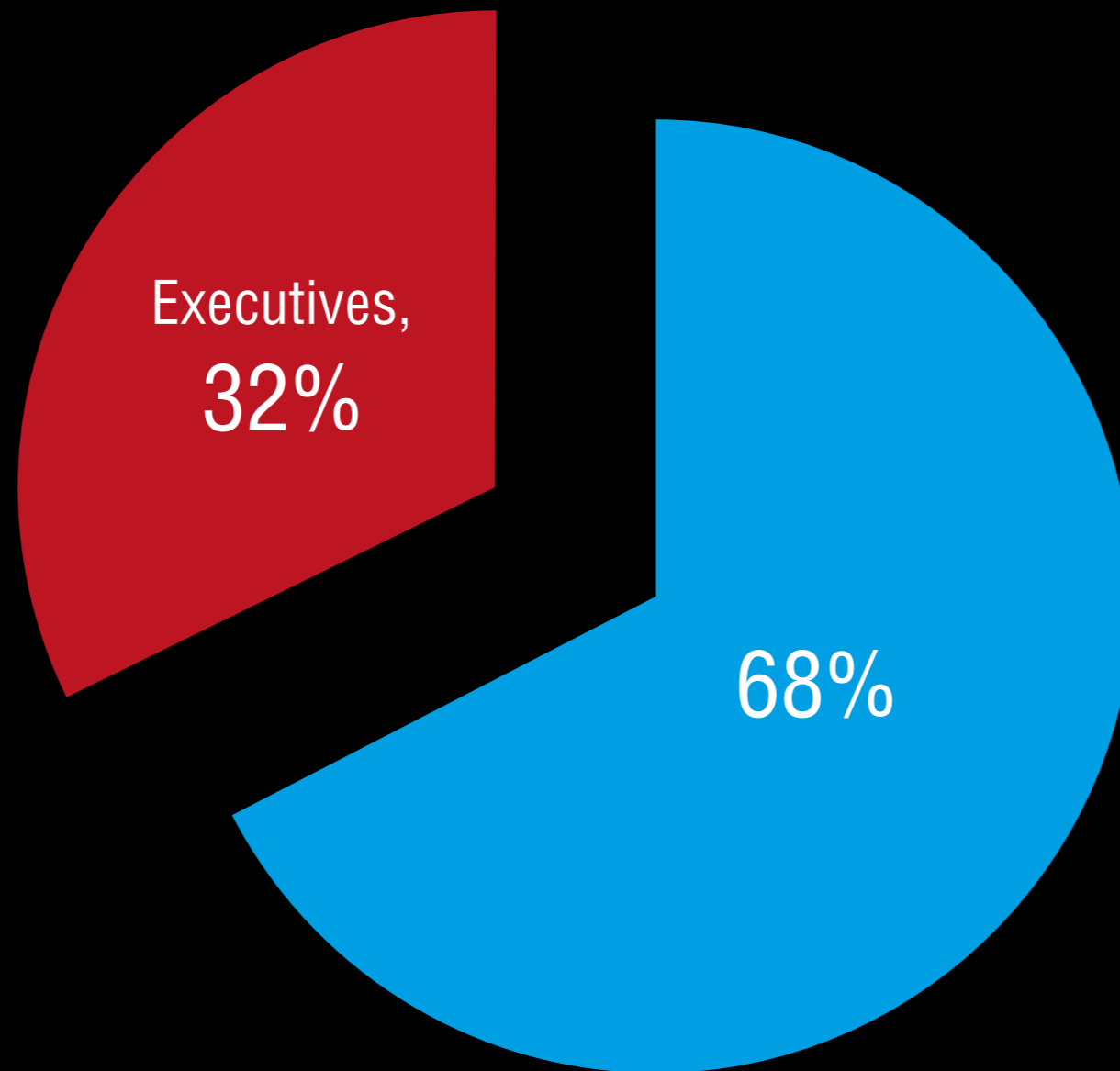
SECTOR



*Other (Music / Culture /Sports, FMCG, Oil / Gas /Emergy, HoReCa)

Data is taken from EY Kyiv Post Readership Survey

WE REACH THE DECISION-MAKERS



*Other (Music / Culture /Sports, FMCG, Oil / Gas /Emergy, HoReCa)

Data is taken from EY Kyiv Post Readership Survey

BRINGING UKRAINIAN STORIES TO THE WORLD



Key figures



10.2 million
page views in 2019



180,000+
followers on Twitter



40,000
followers on Facebook



USA **26%**
Ukraine **14%**
Canada **12%**

UK **7%**
France **2%**
Other Markets .. **39%**

KYIV POST IN A NUTSHELL

1. **Ukraine's leading English-language publication**
2. **26 years in business**
3. **Opinion leader** – quoted on Ukrainian current and business affairs by top publications globally (including the New York Times, Washington Post, the Guardian)
4. **Proud winner of the 2014 Missouri Honor Medal** for Distinguished Service in Journalism, a lifetime staff achievement award. First and only recipient in Ukraine
5. **History of mentorship and nurturing** the talent Kyiv Post alumni work at leading publications such as Bloomberg, the Financial Times, the Wall Street Journal
6. **Community Paper** – 9,500 print weekly circulation
7. **Ukraine's Global Voice** – the world's window on Ukraine, (64 million page views in 2014; most quoted outlet in US and EU media during Euromaidan Revolution)
8. **Provider of diverse content**, including coverage of business, politics, security, lifestyle, and special themes such as technology, international cooperation and reforms
9. **Leader in media and business solutions** – first media in Ukraine to introduce a paywall for content
10. **Exclusive events** organized for members of local and international business and political community



Kyiv Post
UKRAINE'S GLOBAL VOICE

CONTACTS

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