



Dear friends.

The 2019/20 season has become for each of us a season of new challenges and trials, but for Shakhtar it has also become a year of great discoveries, a year of beautiful victories. Together with Shakhtar, we experienced many vivid emotions, together we wrote the history of the club and of the entire Ukrainian football.

Shakhtar became the Champions of Ukraine for the fourth season in a row and for the 13th time in their history. The team did not just win the title - they did it very confidently 5 rounds away from the league season end, finishing 23 points clear of the opponents which is the league record. We had a great season in European competitions! Our decent performance in the Champions League group stage and playing in the Europa League semi-finals is the result we can and should be proud of. And most importantly, throughout the season the team have showcased some truly spectacular performance, delighting the fans with attacking and goal-rich football.

This successful season would not have been possible without the quality work of the manager Luis Castro and his staff. We believed in this specialist, in his experience and ideas, and he made Shakhtar even stronger. It is very important that Luis Castro does his utmost for the progress and growth of young players, giving everyone a chance. Just look how many talented footballers have fulfilled their potential this season! I am sure they all have a great future!

I am also very glad that Darijo Srna rejoined us in a new capacity in the 2019/20 season. I know for sure that his expertise and passion

for the native club will help Shakhtar reach new heights on many occasions. In 2020, the world faced the coronavirus epidemic. This trouble has not spared football either. We found it particularly difficult during the guarantine, but we coped with it thanks to the management and coaching staff, thanks to our players and, of course, to every staff member at the club. All your efforts were aimed at ensuring the safe and continuous training process even during guarantine. Thank you for that!

Of course, we once again felt and realized how important the support of fans is for the team! Empty stands make the game passionless, but this is a necessary measure when it comes to thousands of human lives. I have always said that in such situations we will never be aloof - we helped people, we help them now and we will help them in the future. I made a decision to combine all the resources - those of the Charitable Foundation, DTEK and Metinyest companies, of the Shakhtar football club and all SCM assets - to help Ukraine. We have done and continue doing everything to prevent the coronavirus epidemic in the cities of presence of our companies and throughout the country. Only by joining forces in the face of danger, we can make sure that Ukraine and Ukrainian football will cope with all the challenges.

I believe that we will all return to a normal and safe life, and that football will help us in that. Ahead is a new season which we are looking forward to with great hopes and expectations. And our philosophy remains unchanged: we are strong, we are ambitious, we want to win and keep trophies in our hands!

> Yours respectfully, Rinat Akhmetov FC Shakhtar president



President's statement CEO report

CLUB

Philosophy Management Infrastructure

FOOTBALL

ream Manager's statemer

	Season review
	Transfers
	Statistics
	Academy
	SHAKHTAR SOCIAL
	Vision
	Grassroots football
	(health)
4	Education
	0 1 19

Social inclusion Charity
COMMUNICATIONS Digital Direct communications Partnership and sponsorship
FINANCE Revenue Taxes

59 64

66





Last season, Shakhtar proved again that they are the leaders of Ukrainian football. For the fourth time in a row and for the 13th time in their history, the team have won gold medals in the domestic league. The philosophy of our club includes the goals of setting trends and developing the football culture in the country. And we manage to do this year after year thanks to our systematic approach, the correctly chosen strategy, planning and well-coordinated work in all directions.

Shakhtar became the champions of Ukraine with a record lead over the second-spot side. Starting from the very first rounds, the team showed with their winning streak that they were ready to achieve the maximum result. At the same time, some new players joined the squad recently - they, along with more experienced players, have made a great contribution to this season's victories. Our ambition is to develop young footballers, the Academy boys. Some of them already play in the first team, with the younger graduates topping the U21 and U19 leagues before the season was stopped.

The work of Shakhtar's new coaching staff headed by Luis Castro deserves a special mention. I want to thank Mr Castro and his assistants for their professionalism, ambition, will to win and the ability to correctly convey their vision of football to the players. Their hard work from day one confirmed the obvious thing: our choice of the coach is fully dictated by the system approach and it corresponds to the club philosophy. Shakhtar play some beautiful, spectacular football, they know how to overcome difficulties, analyze mistakes and get better.

Aggregately, we have not suffered any league defeats for nearly two years, with the unbeaten run lasting 48 games. The team had an excellent season, and its result is not only well-deserved gold medals. but also more personal awards. Junior Moraes won the Premier League scoring race again, cementing the status of a high-profile forward by his consistency and efficiency. Taison received the Best Player award and Andriy Pyatov won the country's Best Goalkeeper award.

In the Champions League, Manchester City extraordinarily became Shakhtar's opponents for the third year in a row. This time, we managed to claim points in Manchester thanks to the full dedication and teamwork. The matches against Atalanta and Dinamo Zagreb turned out to be very entertaining and exciting. In Italy, Shakhtar managed to snatch a late win, while in Croatia they saved the game and scored twice in stoppage time. Our Europa League campaign was interrupted by a break of several months due to the COVID-19 pandemic. However, this did not negatively affect the team who made it past Benfica, Wolfsburg and Basel in great style and played in the semi-finals of this prestigious competition again.

In April, Shakhtar was the first football club in Ukraine to launch a club TV channel available on major media platforms. In the first three months of broadcasting, Shakhtar TV's audience reached 1.2 million people.

The club is doing everything to be closer to its fans not only in the communications field, but also in terms of its corporate social responsibility. Charitable initiatives are implemented as part of the activities of Shakhtar Social Foundation. The biggest children's grassroots football project in Ukraine called Come On, Let's Play! has expanded its geographic reach, being present in 36 settlements now. In November it was recognized as Europe's best CSR initiative, and in December it received a UN award in the Society category.

However, more important than any awards are the number of children having the opportunity to play football for free, their genuine emotions and joy. By investing in children today, we invest into the health of the country and shape our future.

You can read more about the club's operations in the 2019/20 season in the traditional annual report. We have new challenges, important matches and big goals ahead, and I am sure that Shakhtar will get just stronger!

> Sergei Palkin FC Shakhtar CEO







OUR MISSION

To redefine the boundaries and standards of excellence in football.

OUR VISION

To be the ambassador of Ukrainian football in the world and of international football in Ukraine, ultimately driving the development of football culture in our country.

OUR GOAL

To be one of Europe's top football clubs.

OUR VALUES

Youth

We believe in youth as a universal source of change, ambition and achievement. We believe that youth is the time when talent and skills are most brightly shown. That is why we give our players and the Academy pupils the opportunity for their complete fulfilment in football and in life. We believe in our country's youth, its growing potential and the role football can play as a unifying, sincere and passionate force.

Loyalty

Our history is a part of us, just as our future: we are true to what we have been and what we aspire to be. We are devoted to the people who believe in us – to our fans. Fans are the key focus, the essence, the purpose and the prime reason for our existence. For their sake the team take the field. For their sake the team try to win every game in every competition. FC Shakhtar highly appreciates and values its every fan.

Determination

We are not afraid of thinking big. We set the goals which others can only dream of. We always fight to the end. Team spirit leads us to the victory. We do not stop at what has already been achieved, setting new, even more ambitious goals instead.

Knowledge

We believe that knowledge is a source of growth and development. We write our new history by applying knowledge and experience of many generations of the players, club staff and fans. We involve the best minds in every field from all over the world.





Sergei Palkin



Gyulnara Akhmedzhanova Chief Financial Officer



Aleksandr Cherkasov General Secretary



Darijo SrnaDirector of Football



Jose Boto Chief Scout



Dmitriy Kirilenko Commercial Director



Andrei Kharitonchuk Head of Legal Office



Svetlana Slobodyanyuk HR Department Director





Yuriy Sviridov Strategic Development and Communications Director



Jorge Raffo Academy Director



Inna Khmyzova Shakhtar Social Director



Yuriy Taktashev Sports Facilities Department Director



Dmitrii Skibinskiy Medical Department Director



Vadim Gunko Facilities Department Director



Maksim Karachentsev Shakhtar Trading LLC Director











FOOTBALL

DYNAMO 1 - SHAK SHAK SHAKHTAR 5 - 1 MAR OLIMPIK 0 - 4 SHA



TEAM

In the 2019/20 season, 32 footballers played for Shakhtar.
Junior Moraes (41), Mykola Matviienko (39), Taison and Alan Patrick (38 each) made the most appearances in all competitions.
Five players debuted for Shakhtar: Yevhen Konoplyanka, Vitao, Danyil Sikan, Artem Bondarenko and Vladyslav Vakula. Junior Moraes was the most productive player (26 goals).





FOOTBALL | TEAM



Oleksii Shevchenko

Date of birth: 24/02/1992



Andriy Pyatov

Date of birth: 28/06/1984





Anatolii Trubin

Date of birth: 01/08/2001





Sergii Kryvtsov

Role: defender

Date of birth: 15/03/1991





David Khocholava

In the 2019/20 season: 16/0



Mykola Matviienko

Country: Ukraine

In the 2019/20 season: 39/1



In the 2019/20 season: 32/2





Vitao

In the 2019/20 season: 4/0





Valerii Bondar

Total apps/goals: 13/1 In the 2019/20 season: 12/1





Dodo

Date of birth: 17/11/1998 Total apps/goals: 37/3

In the 2019/20 season: 34/3





Taras Stepanenko

Date of birth: 08/08/1989

Total apps/goals: 311/22

In the 2019/20 season: 37/3





Taison

Date of birth: 13/01/1988

Total apps/goals: 275/53 In the 2019/20 season: 38/11





FOOTBALL | TEAM



Marcos Antonio

Role: midfielder Country: Brazil

Date of birth: 13/06/2000



Dentinho

Country: Brazil

Date of birth: 19/01/1989









Tete

Country: Brazil



In the 2019/20 season: 30/5





Viktor Kovalenko

In the 2019/20 season: 27/2





Alan Patrick

In the 2019/20 season: 38/9





Vladyslav Vakula

Total apps/goals: 2/0 In the 2019/20 season: 2/0





Maycon

Date of birth: 15/07/1997

Total apps/goals: 42/6 In the 2019/20 season: 12/1





Marquinhos Cipriano

Total apps/goals: 17/1



Date of birth: 13/06/1993

Total apps/goals: 55/3

In the 2019/20 season: 23/0







FOOTBALL | TEAM



Artem Bondarenko

Role: midfielder

Country: Ukraine

Date of birth: 21/08/2000



Oleksandr Pikhalyonok

Role: midfielder

Country: Ukraine

Date of birth: 07/05/1997



Mykhailo Mudryk

Role: midfielder

Country: Ukraine

Date of birth: 05/01/2001





Fernando

Role: midfielder

Country: Brazil

Date of birth: 01/03/1999





Junior Moraes

In the 2019/20 season: 41/26



Gustavo Blanco Leschuk

In the 2019/20 season: 2/0



Andrii Boriachuk

Date of birth: 23/04/1996

In the 2019/20 season: 3/1



Danyil Sikan

In the 2019/20 season: 8/0





Vitor Severino

First assistant manager Country: Portugal Date of birth: 16/08/1983



Filipe Celikkaya

Assistant manager Country: Portugal Date of birth: 19/01/1985



Pedro Brito

Assistant manager
Country: Portugal
Date of birth: 17/02/1991



Jose Costa

Analyst coach

Country: Portugal

Date of birth: 09/12/1985

MARLOS

KONOPLYANKA





We had a wonderful season. From day one at Shakhtar, we were going up our successful path with the main purpose of earning the title. I had a goal - to become champions. I wanted to be at a club that would allow me to compete for gold medals. I'm really delighted that we have achieved this

When joining Shakhtar, we understood what kind of responsibility we were facing. We knew that this is a top-tier club of European standing, and that we need to give our all to earn titles. Shakhtar always play to win and delight the fans with spectacular football. Our task is to develop all footballers, in particular the young guys, in a collective context. It was a big challenge.

Some really tough things happened during the year. For the first time in my life, the season was so atypical. It was suspended due to the pandemic, and we did not know when we would be able to continue our full-time work. However, everything we managed to do, all the tough daily work with incredible dedication has always been a pleasure for us. The administration, coaching staff, players, personnel and fans - we all were and are one big and close-knit Shakhtar family.

It is a great honour to represent Shakhtar, to be part of the family in which the coaching staff, personnel, fans and administration all look in the same direction and achieve a common result, being passionate about their work and every upcoming match. The performance on the pitch is fruit of the hard work of the players and the coaching staff. Football players make coaches grow by their professional dedication to the job.

We finished the Ukrainian league campaign 23 points clear of the second-spot team. I would not say that it was a sensation for me, but it's a record figure. And knowing how hard the players worked during the season, I want to say that they deserved this record. We managed to do it! Anyone who sees those numbers in the league table, might think it was easy. But no one gave us anything, we achieved this on our own through our dedication, ambition and respect for each other. That's a huge number of days of labour of one family to win the title. And in the end, we had a sense of accomplishment. We are delighted to see our happy fans, team staff, administration, the president and, of course, the coaching staff. The Shakhtar family is happy. We've added another trophy to the great club's collection!

And my guys fully deserved to reach the Europa League semis. We delivered an excellent European campaign and beat the strong opponents Benfica, Wolfsburg and Basel in the knockout stages. We amassed 14 goals in five games against them - it was fantastic! Throughout the season, Shakhtar have showcased their strength, character, ambition and will to win. We stopped just a step away from the final - our only defeat outside Ukraine happened in the encounter with Internazionale

We have covered a very difficult but successful way. I hope this will continue. There is always an opportunity to grow, we are able to get better. The team can step it up - for this we work every day. I believe we will be successful to give the club of Shakhtar only what it deserves. We will continue developing young players by displaying quality football. Everyone deserves it!

> Yours faithfully. Luis Castro FC Shakhtar manager







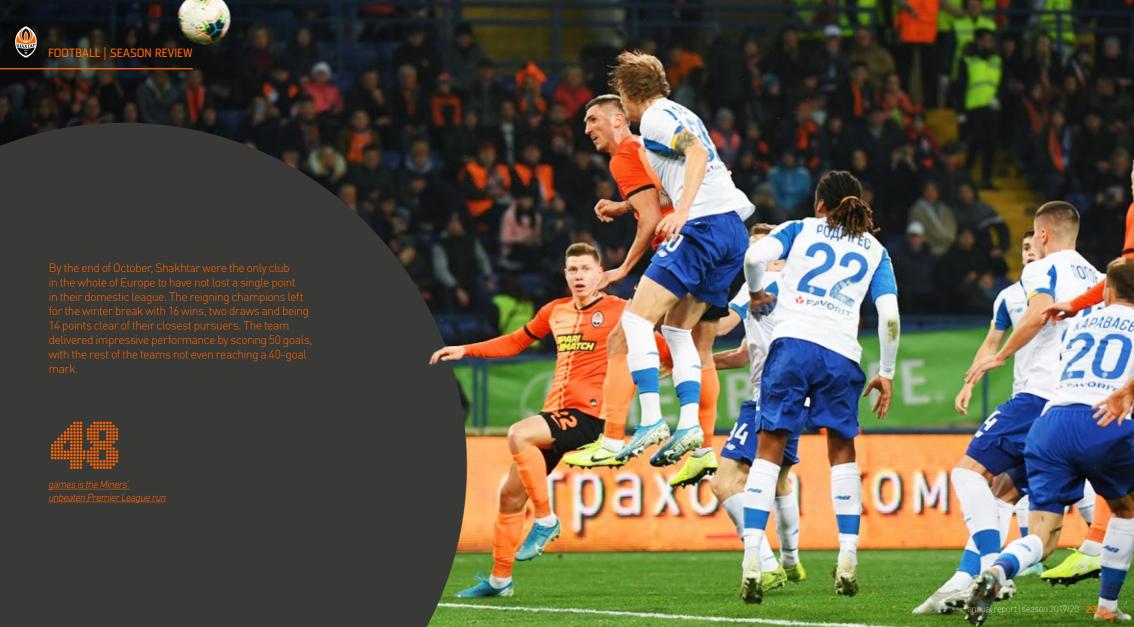


Ukrainian Championship

Shakhtar began playing with the new coaching staff at the helm. Paulo Fonseca and his assistants left the club, with Luis Castro being appointed as the head coach - this is his first experience of working outside Portugal. In the UPL, the Miners started with an impressive streak of 11 victories, including seven clean sheets. For the second time in their history, the Orange-and-Blacks won all games in the nominal first stage: in the 2012/13 season, there were 16 participant teams in the Championship (15 straight wins), with 12 participants last season (11 straight wins).











In February 2020, the Orange-and-Blacks extended their unbeaten league run to 48 games and then cemented their lead in the table. In the spring, the second UPL stage kicked off: their rivals were five more clubs from the top of the table, although there was a two and a half months break between rounds 23 and 24 due to the COVID-19 pandemic.

months long was the league break due to the COVID-19 pandemic























In the Round of 32, Shakhtar beat the strong Portuguese Benfica on aggregate (2-1 in Kharkiv and 3-3 in Lisbon). In the Round of 16, they defeated the German Wolfsburg (2-1 away and 3-0 at home). Starting from the quarter-finals, all the Europa League rounds comprised one-leg ties. Shakhtar confidently beat the Swiss Basel (4-1 in Gelsenkirchen), but stopped competing just a step away from the final (losing 0-5 to Inter in Dusseldorf). Junior Moraes scored four goals in the competition, Alan Patrick netted three, with Taison being included in the Europa League squad of the season.

UEFA EUROPA LEAGUE

90:00+4





SLB

3-3

FKS















BPAR! BMATCH





TRANSFERS

The Ukrainian Vladyslav Vakula moved from Mariupol. He is capable of operating both as a wide striker and a fullback. Before the transfer window closed, the club had signed deals with a former halfback of Sevilla and Schalke 04 Yevhen Konoplyanka and a young Brazilian



Incoming transfers

Player	Came from	Rights status	Date
Vladyslav Vakula	Mariupol	acquired	26/08/2019
Vitao	Palmeiras (Brazil)	acquired	02/09/2019
Yevhen Konoplyanka	Schalke 04 (Germany)	acquired	02/09/2019



Outgoing transfers

Player	Moved to	Rights status	Date
Serhii Vakulenko	Karpaty Lviv	sale	01/07/2019
Oleksandr Hlahola	Minaj	sale	01/07/2019
Taras Kacharaba	Slovan (Czech Republic)	sale	10/07/2019
Volodymyr Yakymets	Karpaty Lviv	sale	25/07/2019
Murad Khachaev	Sumgait (Azerbaijan)	sale	09/08/2019
Gustavo Blanco Leschuk	Antalyaspor (Turkey)	sale	24/08/2019
Yevhen Chahovets	Minsk (Belarus)	sale	13/01/2020
Vladyslav Kulach	Vorskla Poltava	sale	17/01/2020
Andrii Totovytskyi	Desna Chernihiv	sale	17/01/2020

Data valid as of 30/06/2020

Several Shakhtar players continued their careers in other clubs. Forward Gustavo Blanco Leschuk joined the Turkish Antalyaspor in the summer. In the winter transfer window, midfielder Andrii Totovytskyi signed a deal with Desna, and forward Vladyslav Kulach did so with Vorskla. A number of footballers played on loan in Ukrainian and foreign teams.

HUBLOT





FOOTBALL | STATISTICS

Premier League

	Date	Match	Score
	31/07/2019	Oleksandriia v Shakhtar	1-3
	04/08/2019	Shakhtar v Karpaty	3-0
	10/08/2019	Dynamo v Shakhtar	1-2
	18/08/2019	Lviv v Shakhtar	0-2
	25/08/2019	Shakhtar v Mariupol	5-1
	01/09/2019	Olimpik v Shakhtar	0-4
	14/09/2019	Shakhtar v Zorya	4-3
	22/09/2019	Desna v Shakhtar	0-1
	27/09/2019	Shakhtar v Vorskla	4-0
	06/10/2019	Dnipro-1 v Shakhtar	0-2
	18/10/2019	Shakhtar v Kolos	6-0
	27/10/2019	Shakhtar v Oleksandriia	0-0
	02/11/2019	Karpaty v Shakhtar	0-3
١	10/11/2019	Shakhtar v Dynamo	1-0
ı	22/11/2019	Shakhtar v Lviv	
	01/12/2019	Mariupol v Shakhtar	
	06/12/2019	Shakhtar v Olimpik	3-0
	14/12/2019	Zorya v Shakhtar	1-2
	23/02/2020	Shakhtar v Desna	1-0
	01/03/2020	Vorskla v Shakhtar	1-0
	04/03/2020	Shakhtar v Dnipro-1	4-1
	08/03/2020	Kolos v Shakhtar	3-4
	15/03/2020	Zorya v Shakhtar	1-0
	31/05/2020	Shakhtar v Dynamo	3-1
	06/06/2020	Shakhtar v Desna	3-2
	14/06/2020	Kolos v Shakhtar	0-1
	20/06/2020	Shakhtar v Oleksandriia	3-2
	27/06/2020	Shakhtar v Zorya	0-0
	04/07/2020	Dynamo v Shakhtar	2-3
	12/07/2020	Desna v Shakhtar	2-4
	15/07/2020	Shakhtar v Kolos	2-0
	19/07/2020	Oleksandriia v Shakhtar	2-2







Date	Match	Score
30/10/2019	Dynamo v Shakhtar	2-1





UEFA Champions League

Date	Match	Score
18/09/2019	Shakhtar v Manchester City	0-3
01/10/2019	Atalanta v Shakhtar	1-2
22/10/2019	Shakhtar v Dinamo Zagreb	2-2
06/11/2019	Dinamo Zagreb v Shakhtar	3-3
26/11/2019	Manchester City v Shakhtar	1-1
11/12/2019	Shakhtar v Atalanta	0-3











2' JÚNIOR MORAES 22' TAISON 75' (P) ALAN PATRICK 88' DODÔ

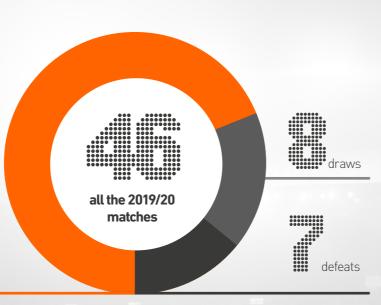


Date	Match	Score
20/02/2020	Shakhtar v Benfica	2-1
27/02/2020	Benfica v Shakhtar	3-3
12/03/2020	Wolfsburg v Shakhtar	1-2
05/08/2020	Shakhtar v Wolfsburg	3-0
11/08/2020	Shakhtar v Basel	4-1
17/08/2020	Inter v Shakhtar	5-0





MATCHES



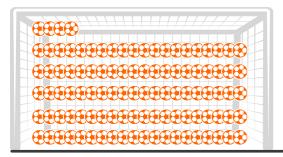


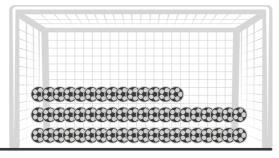












Average performance

(all competitions)

Season	Goals per game
2015/16	2.48
2016/17	2.06
2017/18	2.2
2018/19	2.08
2019/20	2.26

Unbeaten league run

48 games (August 2018 - March 2020)

90-minute average

(all competitions)

Shots	13.2
Passes	589
Possession	60.64%
Challenges won	49%
Positional attacks	30.3
Corners	5.5
Interceptions	36.1



Average attendance

(games with crowd)

15,679

Average home attendance

(games with crowd)

12,178

Highest home attendance 36,675

18 September 2019. Champions League Shakhtar v Manchester City OSK Metalist





Highest away attendance **52,020**

26 November 2019. Champions League Manchester City v Shakhtar City of Manchester (Etihad)

Biggest win

Shakhtar 6-0 Kolos

Games with most goals

Shakhtar **4-3** Zorya Kolos **3-4** Shakhtar



TOP 5

Games

Junior Moraes	41
Mykola Matviienko	39
Taison	38
Alan Patrick	38
Andriy Pyatov	37
Sergii Kryvtsov	37
Taras Stepanenko	37

Goals

Junior Moraes	26
Marlos	13
Taison	11
Alan Patrick	9
Tete	9

Assists

Junior Moraes	9
Taison	8
Marlos	8
Manor Solomon	4
Ismaily	4
<u>Tete</u>	4
Alan Patrick	4
Yevhen Konoplyanka	4

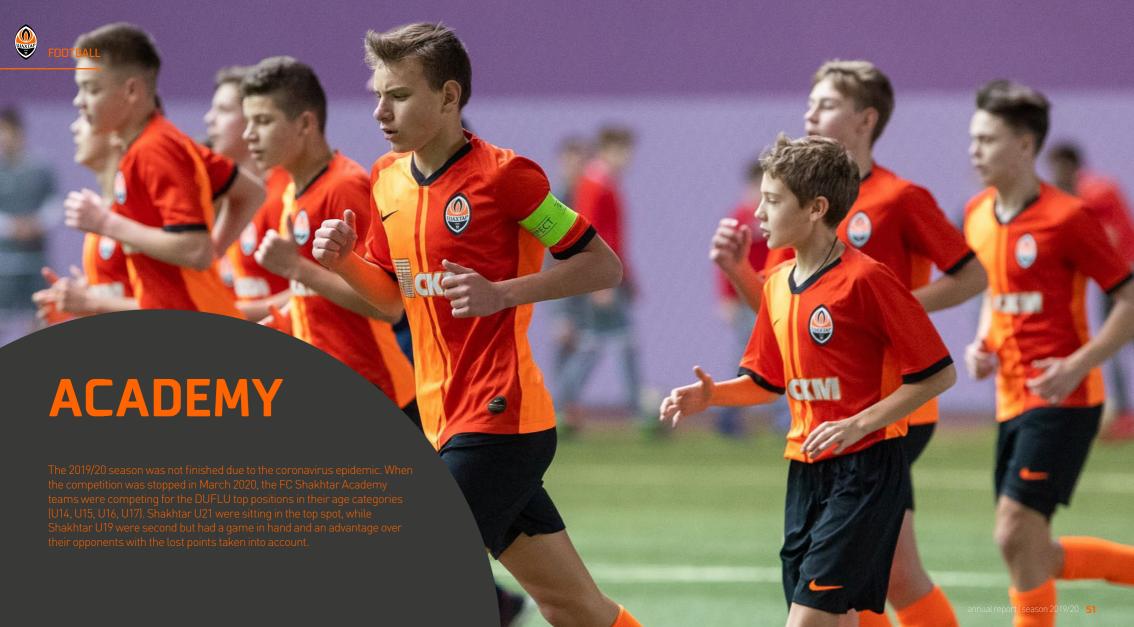
Top 5 players in Shakhtar history for the number of appearances

Darijo Srna	<u>536</u>
Mikhail Sokolovskiy	485
Andriy Pyatov	461
Sergey Yaschenko	444
Yuriy Degterev	379



Anatolii Trubin

The youngest captain in histor (18 years and 349 days) 15 July 2020 Shakhtar 2-0 Kolos









seasons were spent by the Spanish coach Andres Carrasco in charge of Shakhtar U19

Shakhtar U19 have had their second season with the Spanish coach Andres Carrasco at the helm. In the UEFA Youth League, the Miners finished fourth in the group with their counterparts Atalanta, Dinamo Zagreb and Manchester City. Out of 15 Ukrainian league games, the Orange-and-Blacks won 14. The goal difference is 49-10. Before the competition was stopped, Shakhtar U19 was second, 1 point behind the leader, but had a match in reserve. Forward Abdulla Abdullaiev led the scoring race (21 goals in 15 games).





"We always expect to win - there's no other approach existing for me. Last year, we suffered only one defeat and lost by one point in the end, but this year we've been in a still better shape, so I hope only for victory and expect just this result. I see in the players' eyes their focus and strength. We must develop and get even better. You need to take a step forward to stay at the top of the league"

Andres Carrasco, FC Shakhtar U19 head coach





goals were scored by Shakhtar U14 footballers in 11 games

Shakhtar U17 coached by Oleksandr Sytnyk and Oleksandr Maksymov were leading after 10 games, never losing a single encounter (9 wins and 1 draw). The goal difference is 39-4. The Miners scored 28 points.

Shakhtar U16 coached by Oleksandr Knyazev and Serhii Datsenko also did not suffer any defeats in the premiership (8 wins and 3 draws after 11 meetings). The team stood out for their finishing - 28 goals scored and only 3 conceded. The top scorer is Denys Pochapskyi (9 goals).

Shakhtar U15 played 10 games (7 wins) under the supervision of Volodymyr Samborskyi and Oleksii Ovchynnikov. The goal difference is 35-7. With 23 points, the Orange-and-Blacks were sitting in the fourth spot.

Shakhtar U14 led by Oleksandr Alimov and Dmytro Yefymov scored 29 points in 11 matches (9 wins, 2 draws) and were the top side in the competition. Their goal difference is 50-4.





SHAKHTAR SOCIAL

DYNAMO 1 - 2 LVIV 0 - 2 SHAKH SHAKHTAR 5 - 1 MARI OLIMPIK 0 - 4 SHAK SHAKHTAR 4 - 0 VOR





Shakhtar Social is a non-profit foundation established by FC Shakhtar to implement the club's CSR and charitable projects, as well as to develop children's grassroots football in Ukraine. Its objectives are to promote healthy lifestyles, instil the right values and create equal opportunities for all those who like and play football. Shakhtar Social implements projects across five activity areas: health, education, gender equality, social inclusion and charity.





GRASSROOTS FOOTBALL (HEALTH)

Come On, Let's Play! is the biggest CSR project for children's grassroots football in Ukraine. In the 2019/20 season, its reach extended to 36 settlements in the country: Donetsk, Kyiv, Kharkiv, Lviv, Ivano-Frankivsk, Mariupol, Makiivka, Toretsk, Kramatorsk, Bilozirske, Dobropillia, Avdiivka, Krasnohorivka, Kurakhove, Mar'inka, Volnovakha, Severodonetsk, Popasna, Shchastia, Zelenodolsk, Chervonohrad, Dobrotvir, Burshtyn, Stanytsia Luhanska, Zaporizhia, Demyaniv, Pokrovsk, Ladyzhyn, Demeshkivtsi, Kamyanka-Buz'ka, Bilytske, Zadnistryanske, Bovshiv, Myrnohrad, Enerhodar and Poltava.







SHAKHTAR SOCIAL | GRASSROOTS FOOTBALL (HEALTH)

The project's general partner is DTEK. They implement the Come On, Let's Play! project jointly with UEFA in the towns near the contact line in Donbass.

As part of the Come On, Let's Play! project, children aged 7 to 12 have the opportunity to play football for free on high-quality pitches with all the necessary equipment and under the guidance of C-license coaches. In total, 4,787 children trained at 66 project sites in the 2019/20 season.



<u>children were engaged in the project</u> <u>in the 2019/20 season</u>





SHAKHTAR SOCIAL | GRASSROOTS FOOTBALL (HEALTH)

In November, Barcelona hosted the 13th European Football for Development Network (EFDN) conference. In the More than Football Award 2019 competition, they picked the best CSR project in Europe. About 40 continental clubs have taken part in it, with Chelsea, Juventus, Rangers, and Shakhtar being shortlisted as the last-four best competitors. Shakhtar Social's Come On, Let's Play! project was recognized as Europe's best CSR initiative.







SHAKHTAR SOCIAL | GRASSROOTS FOOTBALL (HEALTH)

In December, Come On, Let's Play! won a UN award in the Society category. The project was short-listed in an international competition of partnership projects called Partnership for Sustainability Award 2019 between various stakeholder groups to achieve their sustainable development. More than 80 cases from across four countries were presented in four categories last year.



















COMMUNICATIONS

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FC Shakhtar is the leader of Ukrainian football who sets trends by developing football culture in our country.

Official website

In the 2019/20 season, the number of unique site visitors reached 1,603,000 (up 24.4% on last season).



unique users visited shakhtar.com in the 2019/20 season



Social media

Social networking accounts are a highly important tool of communication with fans. Shakhtar has a total of 2.79 million followers, which is 222 thousand more than last season (+8,6%).



people are subscribed to Shakhtar's social media



The largest audience follows the club's Facebook page - 1.39 million users. The biggest audience surge was registered on Viber - up to 96 thousand people (+ 539%) and on YouTube - 138 thousand fans (+ 46%). The number of followers on Instagram and Telegram increased by 40% and 41%, respectively.



is the percentage of new subscribers to Shakhtar's YouTube channel



NUMBER OF SOCIAL MEDIA FOLLOWERS

f







1,393,385 | 341,079 | 138,022 | 96,392 | 73,686 |





<u>viewers is Shakhtar TV's potential</u> <u>audience reach through cable</u> <u>and digital providers</u>

Shakhtar TV

The club TV began broadcasting on 15 April 2020 on the OLL.TV platform. Within five months, the audience reach through cable and digital providers surged to 1,200,000.

Shakhtar TV is available across all major OTT services and a number of cable TV providers in Donetsk, Dnipropetrovsk, Kyiv, Luhansk, Lviv and Odesa Oblasts.

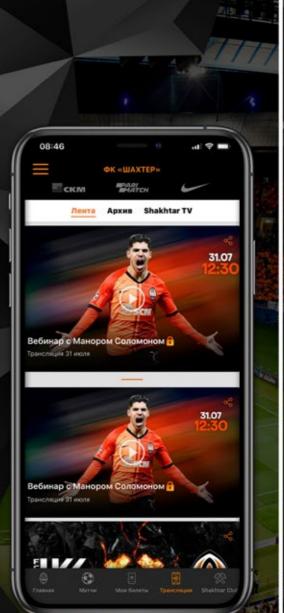




Mobile entertainment

In July 2020, Shakhtar announced the launch of a new service for its fans called Shakhtar Club - a unique product combining the possibility of purchasing tickets with that of viewing exclusive content by subscribers.









DIRECT COMMUNICATIONS

Throughout the season, FC Shakhtar actively communicated with the fans, informing them about upcoming events and inviting them to games and other events. The club sent a total of 9,351,000 email messages, 123,000 SMS messages, and 217,000 Viber messages.

The database of fan contacts increased from 139 thousand to 186 thousand.







In the 2019/20 season, the club and its partners conducted various kinds of draws for tickets and merchandise for the fans, they also carried out several communication campaigns.





FC Shakhtar's sponsors and partners in the 2019/20 season













pepsi. herbalife nutrition



Sponsor/partner	Status	Business type
SCM	General sponsor	Multi-sector holding
Nike	Technical sponsor	Sportswear and equipment
Parimatch	Title partner	Betting / gambling
SkyUp	Premium partner	Air travel
Rexona	Premium partner	Body care products
Pepsi	Premium partner	Soft drinks / FMCG
Herbalife Nutrition	Premium partner	Sports nutrition
FUIB	Official partner	Banking and finance services





FINANCE

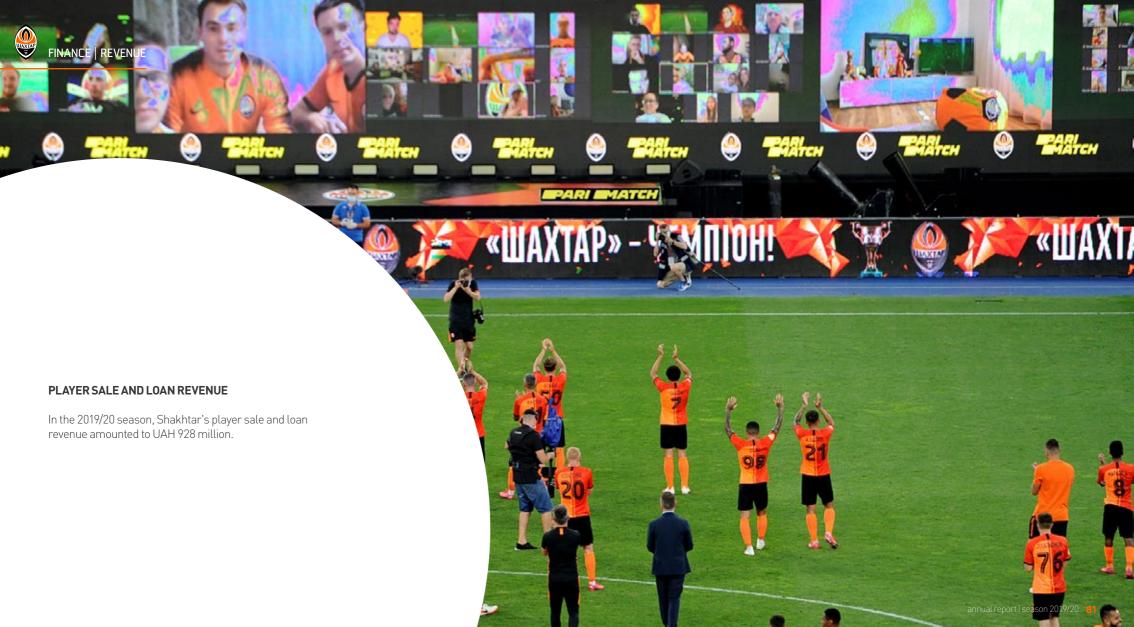
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REVENUE

The total revenue of FC Shakhtar, including VAT, amounts to UAH 2 billion and 522 million. The club's revenue items are: player sale and loan revenue, revenue from UEFA and FIFA, business revenue.







REVENUE FROM UEFA AND FIFA

Shakhtar took part in the UEFA Champions League group stage and reached the semi-finals in the UEFA Europa League. The club revenue generated from UEFA and FIFA amounts to UAH 1 billion and 256 million.

FC Shakhtar revenue, UAH (m), VAT inclusive

Revenue item	Season 2019/20
Player sale & loan	928
UEFA and FIFA	1,256
Business revenue	338
Total	2,522

The report was compiled for Shakhtar Group based on business data, VAT inclusive





BUSINESS REVENUE

Total business revenue amounts to UAH 338 million. Sponsorship and advertising revenue is UAH 275 million, merchandise revenue is UAH 14 million, TV rights revenue is UAH 13 million.

Business revenue, UAH (m), VAT inclusive

Revenue item	Season 2019/20
Sponsorship and advertising	275
TV rights	13
Tickets and season tickets	32
Corporate boxes	3
Merchandise	14
Premier League	1
Total	338





TAXES

In the 2019/20 season, FC Shakhtar paid UAH 370.2 million in taxes to the state budget of Ukraine.

The paid Personal Income Tax amount is UAH 317.9 m.



is the UAH amount Shakhtar paid in taxes in the 2019/20 season



