



ANNUAL REPORT  
2017-18







## President's Statement

Dear friends,

a successful season means bright victories and trophies, spectacular performance, respect and applause of the fans. I consider the 2017/18 season to be one of the best ones in Shakhtar's history. The team have won the league title and raised the Ukrainian Cup for the second time in a row, they have secured a 'golden double' for the second time in a row, topping it with the Super Cup win. Three trophies in one year is definitely an excellent result.

Shakhtar showcased some strong European football in both the league and the Champions League. Manchester City, Napoli and Feyenoord – everyone said that we got into the Group of Death. But we claimed four wins against those teams and produced two decent Round of 16 performances vs Roma. The team have earned great respect and recognition with their play.

At the end of the season, Darijo Srna left Shakhtar. He is a great man, a great player and a great captain. Darijo is the club legend. He won multiple trophies with Shakhtar and, most importantly, he won the fans' hearts. Records can be updated, but love and respect of millions of people will stay forever.

We look only forward, so we invite to the club the ambitious young men who want to play, to claim victories and win titles. The change of generations brings new energy and young blood. We will develop strong players and build a new team with great enthusiasm.

We will continue the journey with Paulo Fonseca. Many European clubs wanted to see him as their coach, but Paulo stayed at Shakhtar. He is a strong and ambitious specialist, we believed in him, and he helped us win five trophies in two seasons. This result suggests the top quality work of the head coach and the entire staff. We want to win on. And we will do so with Paulo Fonseca.

Our team have a great potential and I want to say that Shakhtar gets just stronger from year to year. We have the strong players, the strong coach and the best fans in the world. I am sure that we will continue displaying some spectacular football, we will continue winning and holding trophies. The club ambitions are unchanged: gold medals, Champions League and applause from our fans.

*Yours respectfully,  
Rinat Akhmetov  
FC Shakhtar president*



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## CEO Report

The 2017/18 season will be remembered as one of the brightest and most interesting, being filled with important moments for the club and with beautiful victories. Shakhtar won gold medals for the eleventh time in their history and for the second year in a row. Together with the championship, the team won the Ukrainian Cup and the Super Cup, having gathered a full collection of trophies and securing the 'golden hat-trick'.

Shakhtar have taken part in the Champions League group stage for the eleventh time in the last 15 seasons. We advanced from a very difficult group, defeating Manchester City, Napoli and Feyenoord. In the Round of 16, the Miners were just as good as Roma, being close to making it to the next round. I want to mention the support of the audience in the stands in the Champions League home games. The games in Kharkiv were attended by 125 thousand spectators, with the fans coming from different regions of Ukraine and with their energy helping Shakhtar to claim four wins at the OSK Metalist. Everyone has their own story of starting to have a liking for the team, for the things they love and appreciate about the club these days. And we have brought together a part of those stories in this annual report.

Both the whole team and individual players had an excellent season. According to the league results, Marlos was recognised as the best UPL player, with Andriy Pyatov being the best goalkeeper. Facundo Ferreyra became the most prolific player in the league. Personal achievements are also important

because that's a recognition of good individual performance and the club's image.

The first team's successes served as a model and motivation for the FC Shakhtar Academy players. The Shakhtar U21 team coached by Valeriy Kryventsov won the U21 league title, while the teams of U17, U15 and U14 became the Colt Football League champions in their age categories. We want to see the young talents in the senior team, so we work on strengthening Shakhtar with our academy graduates.

We also strive to help increasingly more children across the country to play football and lead healthy lifestyles. Shakhtar has always been socially responsible, so in order to integrate numerous social and charity projects we decided to set up the Shakhtar Social foundation. Our vision is to develop football culture, so that thousands of girls and boys would be able to engage in sports. Even today, the club's social projects are present in many Ukrainian cities and towns. Together with the foundation's partner DTEK, we intend to expand the presence constantly. I feel confident that we will make football the truly grassroots sport.

There can't be any great interest in the game without the quality infrastructure. Throughout the season, the club has provided the OSK Metalist audience with top comfort and security. We made a number of improvements and upgraded many systems in the stadium bowl. We fully replaced the pitch turf, improved the turnstile system for

fans, updated the video surveillance system and did some other things.

This season, we have made a record transfer in the history of Ukrainian football by selling Fred to Manchester United. In Europe, they know that Shakhtar has brought together top players and that they can buy them only for big money. Proceeds from the transfer along with the Champions League revenue allow us to have balanced financial results.

Darijo Srna, Fred, Bernard and Facundo Ferreyra have left the club. They used to be an important part of the team for many years and we want to thank them for their contribution to Shakhtar's success. To replace them, we have invited both promising and experienced football players: Olarenwaju Kayode, Dodo, Maycon, Fernando, Marquinhos Cipriano, Junior Moraes, Oleksii Shevchenko. I am sure that Shakhtar will become even stronger with them. We are entering the new season with big ambitions and great optimism.

Sergei Palkin,  
FC Shakhtar CEO







# CLUB







#### 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.

# PHILOSOPHY





Sergei Palkin  
CEO



Gyulnara Akhmedzhanova  
Chief Financial Officer



Jorge Raffo  
Academy Director



Aleksandr Cherkasov  
General Secretary



Artur Gluschenko  
Medical Department Head



Yuriy Taktashev  
Sports Facilities Director



Dmitriy Kirilenko  
Commercial Director



Yuriy Sviridov  
Marketing and Communications  
Director



Svetlana Slobodyanyuk  
Human Resources Director



Andrei Kharitonchuk  
Head of Legal Office

# MANAGEMENT





# INFRASTRUCTURE

## Donbass Arena

Since August 2009, Donbass Arena has been Shakhtar's home ground for five seasons. However, with the beginning of the military conflict in the Donbass, the team cannot hold games here.





CLUB  
INFRASTRUCTURE

# 1,520

*the number of days Shakhtar have not played at the Donbass Arena*

гуманитарная помощь  
Фонд Рината Ахметова

From 2014 through 2017, the stadium served as a logistic facility of the Aid+Help Humanitarian Centre. In March 2017, the SCM Group announced a total loss of control over the Donbass Arena.





### OSK Metalist

In the 2017/18 season, the OSK Metalist turned into a provisional home ground of Shakhtar. The club fully refurbished the pitch, upgraded the systems of turnstiles, video surveillance and sound, along with IT components.

22

games held by Shakhtar  
at the OSK Metalist in the 2017/18 season







In the 2017/18 season, the Miners had 22 matches in Kharkiv: 16 domestic league games, 2 Ukrainian Cup ones, and 4 Champions League ones. At the OSK Metalist, the Orange-and-Blacks received Napoli, Feyenoord and Manchester City in the group stage, as well as Roma in the Round of 16, claiming four wins.





CLUB  
INFRASTRUCTURE







CLUB  
INFRASTRUCTURE

# 125,527

*fans attended the team's home games in the  
2017/18 Champions League campaign*

The attendance record was set at the UCL Round of 16 meeting with Roma, Italy (35,124 spectators). Aggregately, 125,527 fans attended Shakhtar's home fixtures in the 2017/18 season.







### STB Kirsha

The multipurpose facility was put into operation in 1999. For 15 years, STB Kirsha used to be the main sport & training centre of FC Shakhtar. The first team and the Academy were based here.





Game room



Recreation area

Since May 2014, the training fields and other base facilities have not been used, with the infrastructure being maintained at the minimally required level.

On the night of August 29-30, 2014, the base was seriously damaged as a result of shelling. After direct strikes, two shells damaged the upper floor of the main building, fully destroying the recreation area and gym. A fire started, causing major damage to residential and auxiliary premises.

In March 2017, the club lost control over the STB Kirsha. At the moment, the site activity is suspended.







### Sviatoshyn training complex

In July 2014, Shakhtar organised team training at the Sviatoshyn Olympic complex, located 20 kilometres away from Kyiv.

Football field with natural grass is prepared by experts from the groundskeeping service. The players also have a fitness room, a recovery facility and a theory session room.





## A FAN'S STORY



Valeria SKIZENOK



***Shakhtar is a friend team!  
A close friend, part of the heart. The  
team I can't imagine my life without.***

Shakhtar is not just a team, not just football players. I put a broader meaning into this word. Each person working in the group of companies or a fan of the club is Shakhtar. Each genuine football emotion, every nerve at the stadium or in front of the TV is Shakhtar. Shakhtar is a breath of fresh air for me. It were the Miners who brought me into the world of football. My passion for this sport has begun with the Donetsk team who have strong character.

Why did I compare the club with a friend? Because I feel a huge responsibility for the Orange-and-Blacks, I worry about them,

just like about my nearest ones. I want to support them to the max in every game, just like we do to our close friends in everyday life.

Shakhtar is different. It does not look like the rest of clubs. Yes, of course, each of them is unique and distinctive, with its own leadership and vision. But still, I am absolutely delighted at the fact of how valuable is a fan for the team, about the conditions created for them, since football without an audience is not that spectacular. Shakhtar can show the fan that the latter is important and interesting. Well, we, the fans, are ready to support the Miners with even greater enthusiasm. The club having a close relationship with its supporters is the actual fact, for which I want to tell them a special thank you!

Shakhtar has a special character, it is no similar to any other club. Zeal for victory, fearlessness and perseverance – that's about us! The club knows how to make people like it. For instance, I have a close lady friend, who has become a fan just recently: she attends all games, travels with me to away games and really enjoys it. Now she says to me: When is the game? I can't get it how I used to live without football?! And now we share those emotions, which is particularly pleasant.

For me, going to the stadium is a festival. That's the weekend that you look forward to. We often meet with friends and support the team in the stands, being a jolly company. Here is another thing: Shakhtar unites people!

For now, the Roma vs Shakhtar game, when we travelled to Italy, has been special for me. It used to be my dream, and now I'm happy to enjoy the memories of the trip. Well, we lost it, we got terribly upset, seeing off football players with tears in our eyes, but the atmosphere in the stadium was really great. I was delighted by the fans, the fans just like us, who came from Ukraine, those who reside in Rome and don't forget the native team. It was touching in a proud way! The events at the stadium brought me back to the Donbass Arena in my memories. I tried to suppress the tears of nostalgia, but I also was happy at that moment because my liking for the football club Shakhtar gave me the possibility to feel the atmosphere of Stadio Olimpico. This is special to me – the support for which we covered thousands of kilometres.





# FOOTBALL







TEAM





**Mykyta  
SHEVCHENKO**

**26**

Role: **goalkeeper**  
Country: **Ukraine**  
Date of birth: **26/01/1993**  
Height: **192 cm**  
Total apps/ mistakes: **6/6**  
In the 2017/18 season: **1/1**



**Andriy  
PYATOV**

**30**

Role: **goalkeeper**  
Country: **Ukraine**  
Date of birth: **28/06/1984**  
Height: **189 cm**  
Total apps/ mistakes: **386/315**  
In the 2017/18 season: **44/38**



**Oleh  
KUDRYK**

**55**

Role: **goalkeeper**  
Country: **Ukraine**  
Date of birth: **17/10/1996**  
Height: **189 cm**  
Total apps/ mistakes: **1/1**  
In the 2017/18 season: **0/0**

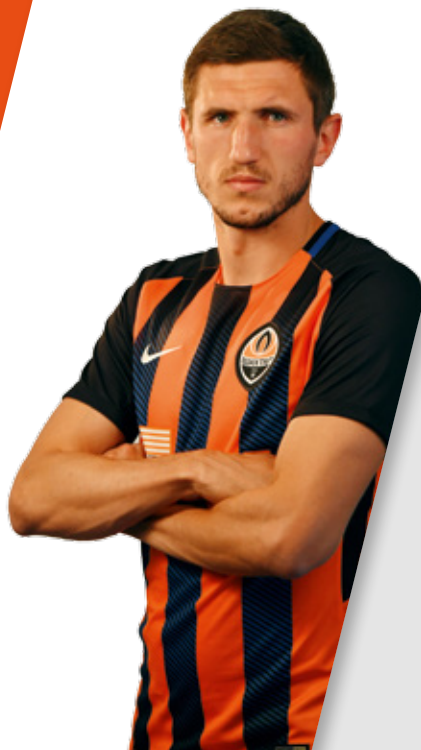


**Bohdan  
BUTKO**

**2**

Role: **defender**  
Country: **Ukraine**  
Date of birth: **13/01/1991**  
Height: **181 cm**  
Total apps/ goals: **45/1**  
In the 2017/18 season: **29/0**

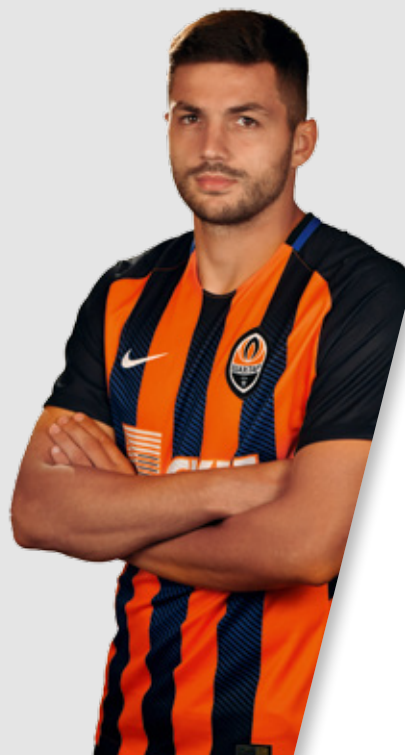




**Sergii  
KRYVTSOV**

4

Role: **defender**  
Country: **Ukraine**  
Date of birth: **15/03/1991**  
Height: **188 cm**  
Total apps/goals: **113/10**  
In the 2017/18 season: **16/2**



**David  
KHOCHOLAVA**

5

Role: **defender**  
Country: **Georgia**  
Date of birth: **08/02/1993**  
Height: **192 cm**  
Total apps/goals: **22/1**  
In the 2017/18 season: **22/1**



**Ivan  
ORDETS**

18

Role: **defender**  
Country: **Ukraine**  
Date of birth: **08/07/1992**  
Height: **194 cm**  
Total apps/goals: **97/4**  
In the 2017/18 season: **26/0**



**Mykola  
MATVIIENKO**

22

Role: **defender**  
Country: **Ukraine**  
Date of birth: **02/05/1996**  
Height: **181 cm**  
Total apps/goals: **13/0**  
In the 2017/18 season: **4/0**

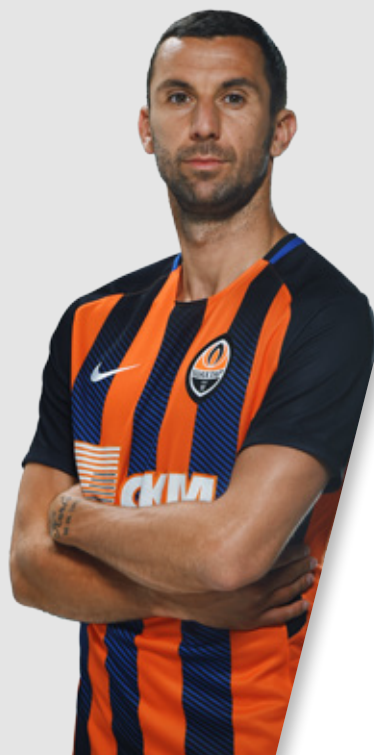




ISMAILY

31

Role: **defender**  
Country: **Brazil**  
Date of birth: **11/01/1990**  
Height: **177 cm**  
Total apps/goals: **133/12**  
In the 2017/18 season: **41/4**



Darijo  
SRNA

33

Role: **defender**  
Country: **Croatia**  
Date of birth: **01/05/1982**  
Height: **182 cm**  
Total apps/goals: **536/49**  
In the 2017/18 season: **10/0**



Yaroslav  
RAKITS'KYY

44

Role: **defender**  
Country: **Ukraine**  
Date of birth: **03/08/1989**  
Height: **185 cm**  
Total apps/goals: **310/13**  
In the 2017/18 season: **34/1**



Marcio  
AZEVEDO

66

Role: **defender**  
Country: **Brazil**  
Date of birth: **05/02/1986**  
Height: **174 cm**  
Total apps/goals: **28/0**  
In the 2017/18 season: **6/0**

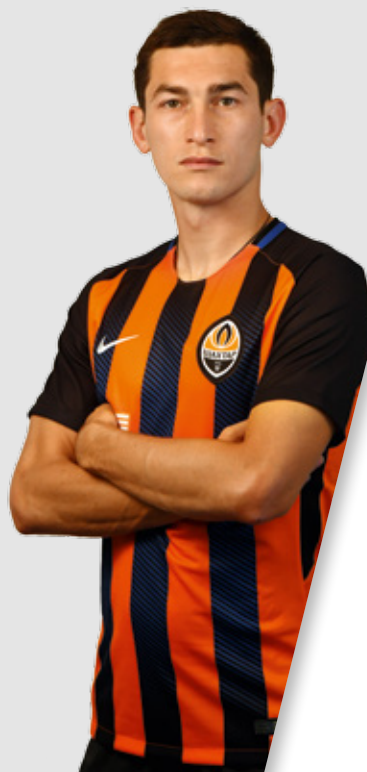




DODO

98

Role: **defender**  
Country: **Brazil**  
Date of birth: 17/11/1998  
Height: 166 cm  
Total apps/goals: 3/0  
In the 2017/18 season: 3/0



Taras  
STEPANENKO

6

Role: **midfielder**  
Country: **Ukraine**  
Date of birth: 08/08/1989  
Height: 183 cm  
Total apps/goals: 238/15  
In the 2017/18 season: 38/0



TAISON

7

Role: **midfielder**  
Country: **Brazil**  
Date of birth: 13/01/1988  
Height: 172 cm  
Total apps/goals: 202/36  
In the 2017/18 season: 36/7



FRED

8

Role: **midfielder**  
Country: **Brazil**  
Date of birth: 05/03/1993  
Height: 169 cm  
Total apps/goals: 155/15  
In the 2017/18 season: 37/4





**DENTINHO**

9

Role: **midfielder**  
Country: **Brazil**  
Date of birth: **19/01/1989**  
Height: **176 cm**  
Total apps/goals: **138/16**  
In the 2017/18 season: **34/1**



**BERNARD**

10

Role: **midfielder**  
Country: **Brazil**  
Date of birth: **08/09/1992**  
Height: **164 cm**  
Total apps/goals: **157/28**  
In the 2017/18 season: **29/10**



**MARLOS**

11

Role: **midfielder**  
Country: **Ukraine**  
Date of birth: **07/06/1988**  
Height: **174 cm**  
Total apps/goals: **168/46**  
In the 2017/18 season: **41/22**



**Wellington  
NEM**

12

Role: **midfielder**  
Country: **Brazil**  
Date of birth: **06/02/1992**  
Height: **165 cm**  
Total apps/goals: **54/9**  
In the 2017/18 season: **3/0**





**Maksym  
MALYSHEV**

17

Role: **midfielder**  
Country: **Ukraine**  
Date of birth: **24/12/1992**  
Height: **183 cm**  
Total apps/ goals: **73/7**  
In the 2017/18 season: **3/0**



**Viacheslav  
TANKOVSKIY**

20

Role: **midfielder**  
Country: **Ukraine**  
Date of birth: **16/08/1995**  
Height: **169 cm**  
Total apps/ goals: **8/0**  
In the 2017/18 season: **1/0**



**Alan  
PATRICK**

21

Role: **midfielder**  
Country: **Brazil**  
Date of birth: **13/05/1991**  
Height: **178 cm**  
Total apps/ goals: **50/6**  
In the 2017/18 season: **32/3**



**Dmytro  
HRECHYSHKIN**

24

Role: **midfielder**  
Country: **Ukraine**  
Date of birth: **22/09/1991**  
Height: **177 cm**  
Total apps/ goals: **18/1**  
In the 2017/18 season: **1/0**





**Ivan  
PETRYAK**

**34**

Role: **midfielder**  
Country: **Ukraine**  
Date of birth: **13/03/1994**  
Height: **171 cm**  
Total apps/goals: **17/2**  
In the 2017/18 season: **17/2**



**Oleksandr  
ZUBKOV**

**59**

Role: **midfielder**  
Country: **Ukraine**  
Date of birth: **03/08/1996**  
Height: **183 cm**  
Total apps/goals: **23/0**  
In the 2017/18 season: **11/0**



**Oleksandr  
PIKHALYONOK**

**67**

Role: **midfielder**  
Country: **Ukraine**  
Date of birth: **07/05/1997**  
Height: **179 cm**  
Total apps/goals: **2/0**  
In the 2017/18 season: **1/0**

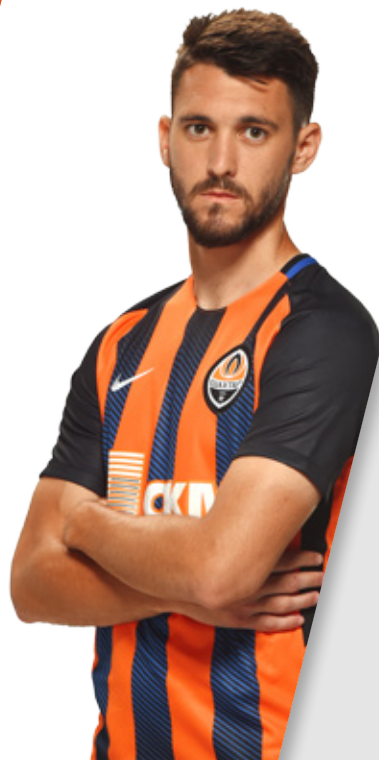


**Viktor  
KOVALENKO**

**74**

Role: **midfielder**  
Country: **Ukraine**  
Date of birth: **14/02/1996**  
Height: **183 cm**  
Total apps/goals: **125/19**  
In the 2017/18 season: **37/5**





**Facundo  
FERREYRA**

**19**

Role: **forward**  
Country: **Argentina**  
Date of birth: **14/03/1991**  
Height: **183 cm**  
Total apps/goals: **115/59**  
In the 2017/18 season: **42/30**



**Ruslan  
FOMIN**

**86**

Role: **forward**  
Country: **Ukraine**  
Date of birth: **02/03/1986**  
Height: **187 cm**  
Total apps/goals: **30/5**  
In the 2017/18 season: **0/0**



**Olarenwaju  
KAYODE**

**88**

Role: **forward**  
Country: **Nigeria**  
Date of birth: **08/05/1993**  
Height: **174 cm**  
Total apps/goals: **8/3**  
In the 2017/18 season: **8/3**



**Gustavo  
BLANCO LESCHUK**

**99**

Role: **forward**  
Country: **Argentina**  
Date of birth: **05/11/1991**  
Height: **192 cm**  
Total apps/goals: **31/8**  
In the 2017/18 season: **17/3**





## A FAN'S STORY



Nelya HLUSHKO, 60 years old, Myrnohrad



*Our friends from Donetsk introduced us to football. In 2003, we entered a fan club of Shakhtar and began to attend games with them. It was unforgettable. We were standing in the fan section and chanting. We travelled throughout Ukraine with those chants. I did not understand football before, but liked it very much after that. We even took a vacation to attend the Miners' game. And when we couldn't go, we would just put on the t-shirts, go to the cafe with a TV to support our club there.*

After returning home from the stadium, we watched the regiment again first, discussed every move, every situation, not calming down until we have discussed all of it. And if Shakhtar lost, I did not even leave my home. It was so painful, as I took it very much to heart.

My grandson always went to football games with us, being like the son of a regiment. He led players to the pitch on several occasions, just like in the Champions League game against Chelsea. Back then, while we waited for him to come back to our block, the Orange-and-Blacks scored a goal. What started at the stadium! Those cries, joy, chants – it was just indescribable.

Our family followed Shakhtar in other countries. When we went to Israel for a friendly competition and the Miners lost there on penalties, we just cried. Even men wept: how can it be, how unfair that is! A penalty shootout is always a roulette, but for us, despite the defeat, Shakhtar were the strongest. Thanks to them, we saw the international football and realized that people all over the world know our team.

I just could not start rooting for another club. I am the daughter of a miner, a miner's wife. I can't love another team, dreaming of them getting back home as soon as possible.



A large group of FC Shakhtar Donetsk players and staff are celebrating on a podium. They are wearing orange and blue striped jerseys with "CKM" on the front. One player is holding a large silver trophy with a yellow ribbon that says "УКРАЇНСКА ПЕРША ЛІГА". The background is filled with a dense crowd of fans and a shower of white and orange confetti.

# SEASON REVIEW

Shakhtar have spent the fourth year away from Donetsk. The team trained in Kyiv and hosted the opponents in Kharkiv, at the OSK Metalist. The Miners fulfilled the domestic arena objectives, winning all three competitions – the Ukrainian League, the Cup and Super Cup.





The season opened on July 15, 2017 in Odesa. In the Super Cup tie, Paulo Fonseca's men locked horns with Dynamo Kyiv. Early in the game, Facundo Ferreyra brought the Orange-and-Blacks in front owing to Ismaily's pass, also grabbing a brace in the second half. Shakhtar won 2-0 and updated the domestic record for the number of lifted Super Cups, becoming the holders of their eighth trophy.

30<sup>th</sup>

trophy in the Ukrainian history is  
the Miners' Ukrainian Super Cup

5

times the Orange-and-Blacks  
defeated Dynamo in the Super  
Cup







July 15, 2017, Ukrainian Super Cup.  
SHAKHTAR 2-0 DYNAMO





July 15, 2017. Ukrainian Super Cup.  
SHAKHTAR 2-0 DYNAMO







July 15, 2017. Ukrainian Super Cup.  
SHAKHTAR 2-0 DYNAMO





In the autumn, Shakhtar had their 12th UEFA Champions League group stage campaign in 18 years. The Miners claimed home wins vs Napoli (ITA) and Manchester City (ENG), also defeating Feyenoord (NED) both in Rotterdam and in Kharkiv. That way, the team scored 12 points to claim the second spot in the quartet and reach the knockout phase for the fourth time in their history.

September 13, 2017. UEFA Champions League.  
SHAKHTAR 2-1 NAPOLI





September 13, 2017, UEFA Champions League.  
SHAKHTAR 2-1 NAPOLI

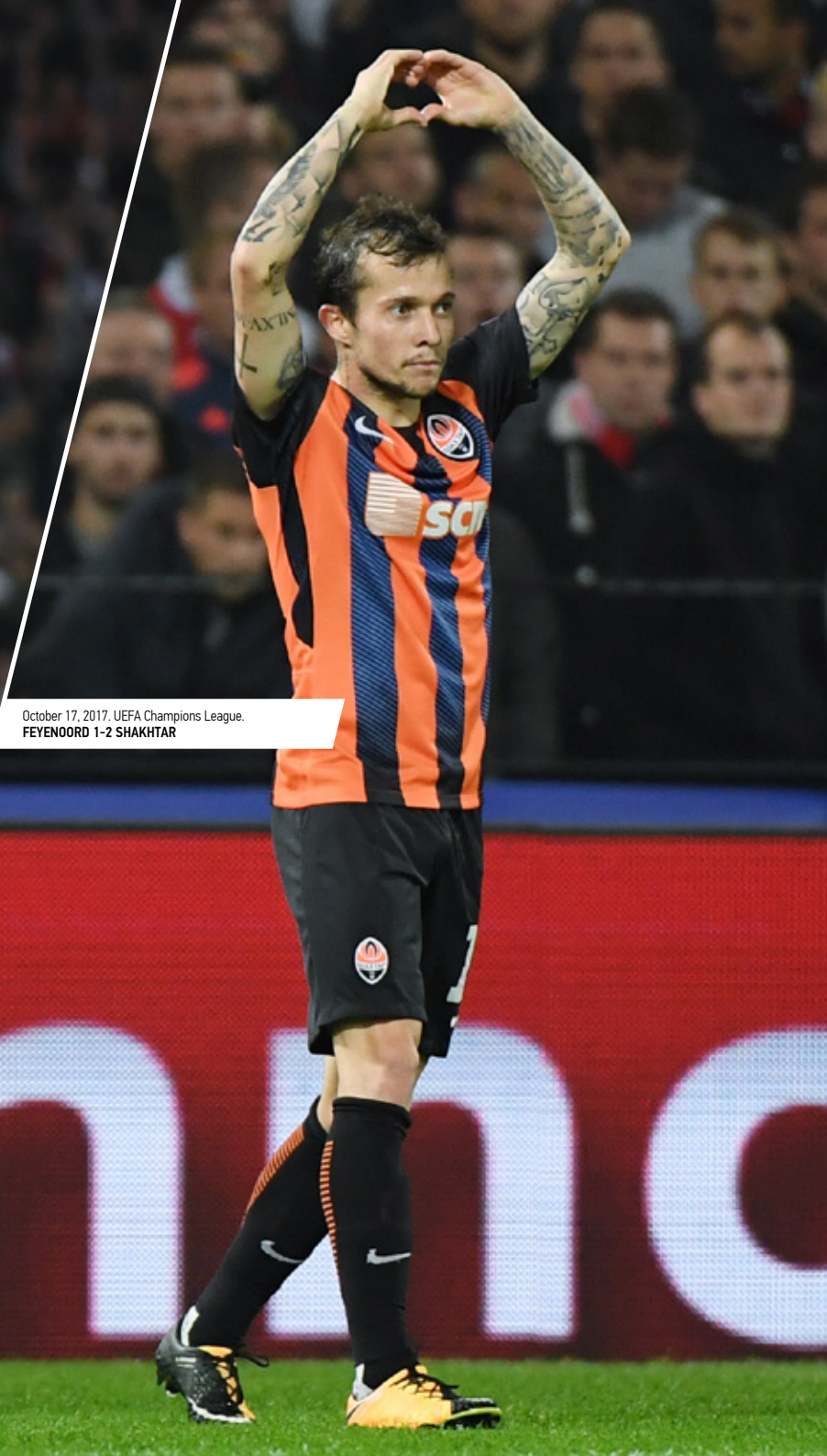






September 13, 2017. UEFA Champions League.  
SHAKHTAR 2-1 NAPOLI





October 17, 2017. UEFA Champions League.  
FEYENOORD 1-2 SHAKHTAR





November 1, 2017. UEFA Champions League.  
SHAKHTAR 3-1 FEYENOORD







December 6, 2017. UEFA Champions League.  
SHAKHTAR 2-1 MANCHESTER CITY







December 6, 2017, UEFA Champions League.  
SHAKHTAR 2-1 MANCHESTER CITY





December 6, 2017. UEFA Champions League.  
SHAKHTAR 2-1 MANCHESTER CITY





December 6, 2017. UEFA Champions League.  
SHAKHTAR 2-1 MANCHESTER CITY







In the last 16, the draw pitted the Orange-and-Blacks against Roma (ITA). This meeting turned out to be the sides' third European club cup encounter. At the OSK Metalist on February 21, goals by Ferreyra and Fred secured the Ukrainian Champions a 2-1 comeback win. In the return leg in Rome, the only goal by Edin Dzeko decided everything: the Italians made it further thanks to the away goal rule.

4<sup>th</sup>

time when the Miners advanced to the UCL round of 16





# FOOTBALL

SEASON REVIEW



February 21, 2018. UEFA Champions League.  
SHAKHTAR 2-1 ROMA







35,124

*fans supported Shakhtar  
in the game vs Roma in Kharkiv*

February 21, 2018. UEFA Champions League.  
SHAKHTAR 2-1 ROMA







March 13, 2018. UEFA Champions League.  
ROMA - SHAKHTAR







## A FAN'S STORY



Stanyslav ZHAKUN 

*My favourite Shakhtar means a lot to me. Firstly, that's faith in victory, successful performance and players' willpower. Secondly, that's happiness from the Miners' success. Thirdly, that's freedom from problems and worries. The game distracts from everything. That's why my favourite team is Shakhtar. This is my pivot in the world.*

I always support the club. We gather together with the guys in the backyard near the house to come up with some funny chant for the game. We really

enjoy it, we like the performance and excitement arising before the decisive goal. They called me once to attend the game that the whole city had been waiting for. I was looking forward to another occasion of our strong support of Shakhtar. We arrived at the stadium, where a great number of friends had gathered by then. Our necks were wrapped in scarves featuring the club name. I looked around the stands - there wasn't a single vacant seat there. There was the roaring noise of everyone discussing the outcome of the upcoming match. The referee entered

the pitch, followed by the teams. At that moment, we stood up and began to psych up the guys for the game. The clash kicked off. The teams were decent, so we had to wait for the first goal for quite a while. The boys and I were making noise with vuvuzelas. I screamed, sang, thumped the drums, started the waves. Everyone tried to support our favourites together with me. And at the time of threat on goal, the block was trembling as the fans were stomping. The Shakhtar players were set to win it.





*WE HAD A GREAT CHAMPIONS  
LEAGUE CAMPAIGN. WE  
ADVANCED  
FROM A VERY TOUGH GROUP,  
DESPITE THE FACT THAT  
AFTER THE DRAW PEOPLE SAID  
THAT WE WOULD HARDLY  
MAKE IT EVEN TO THE EUROPA  
LEAGUE. WE WERE CLOSE  
TO MAKING IT PAST ROMA.  
THE TEAM SHOULD BE PROUD  
OF THEIR PERFORMANCE  
IN SUCH A STRONG COMPETITION.  
WE HAVE NOT ONLY  
STRENGTHENED  
SHAKHTAR'S IMAGE, BUT ALSO  
SHOWN WHAT FOOTBALL  
CAN BE LIKE IN UKRAINE -  
OUR PERFORMANCE WAS  
PRESTIGIOUS*

Paulo Fonseca,  
FC Shakhtar Manager





Shakhtar started their Premier League campaign as the ten-time champions. From the first rounds, the team gathered momentum and claimed 7 wins in 8 meetings. The performance exceeded 2 goals in each game. The Miners consolidated their top position in the table. Until the end of 2017, Paulo Fonseca's men claimed 13 wins and 3 draws. Shakhtar left for the winter break three points clear of the second spot.

107

the number of flights the team had during the season

July 18, 2017, Ukrainian Premier League  
VORSKLA 0-3 SHAKHTAR





30

goals scored by  
Facundo Ferreyra this season



July 18, 2017, Ukrainian Premier League.  
VORSKLA 0-3 SHAKHTAR







August 5, 2017. Ukrainian Premier League.  
SHAKHTAR 3-1 MARIUPOL







August 12, 2017, Ukrainian Premier League.  
OLEKSANDRIIA 1-2 SHAKHTAR







597, 414

spectators attended  
Shakhtar games

August 12, 2017. Ukrainian Premier League.  
OLEKSANDRIYA 1-2 SHAKHTAR







September 9, 2017, Ukrainian Premier League.  
SHAKHTAR 3-1 ZORYA







August 27, 2017. Ukrainian Premier League.  
VERES 1-2 SHAKHTAR







In December, the Orange-Blacks received prestigious awards from the Football Federation of Ukraine and the All-Ukrainian Association of Professional Football Players as part of the 2017 Ukraine's Football Stars gala ceremony. Paulo Fonseca was recognised as the country's best coach, with Marlos being awarded the Golden Ball as the Player of the Year. 8 Miners entered the dream team: Andriy Pyatov, Bohdan Butko, Yaroslav Rakits'kyi, Ismaily, Fred, Taras Stepanenko, Taison and Marlos.

# 2.2

*goals per game - average  
Premier League scoring performance  
of Shakhtar*

MARLOS







The 2017/18 Premier League was held based on the 2-stage pattern for the second time. In the spring part, Shakhtar produced a streak of 7 clean sheets with an aggregate goal difference of 24–0, defeating Chornomorets, Zirka, Karpaty, Vorskla, Mariupol, Zorya and Veres. One round away from the league end, the Miners won gold medals early. On May 13, Kharkiv hosted a the title-winning game with Marlos scoring one against Veres.

11

the number of Shakhtar's  
Ukrainian League titles





February 16, 2018. Ukrainian Premier League.  
SHAKHTAR 5-0 CHORNOMORETS







***I'M REALLY HAPPY TO HAVE  
BECOME THE TOP SCORER  
IN THE TEAM AND IN  
THE UKRAINIAN PREMIER LEAGUE.  
I PAY ATTENTION NOT TO THE TOTAL  
NUMBER OF GOALS, BUT TO THEIR  
HAVING BEEN HELPFUL TO SHAKHTAR.  
IT WAS IMPORTANT TO SCORE GOALS  
IN THE SUPER CUP, IN THE UKRAINIAN  
CUP FINAL, IN THE CHAMPIONS  
LEAGUE. THE PERSONAL RECORD IS  
A GOOD THING, BUT I FEEL GREATER  
SATISFACTION FROM THE CLUB  
SUCCESS IN GENERAL***

Facundo Ferreyra,  
FC Shakhtar forward





FOOTBALL  
SEASON REVIEW



April 1, 2018. Ukrainian Premier League.  
ZORYA 0-3 SHAKHTAR







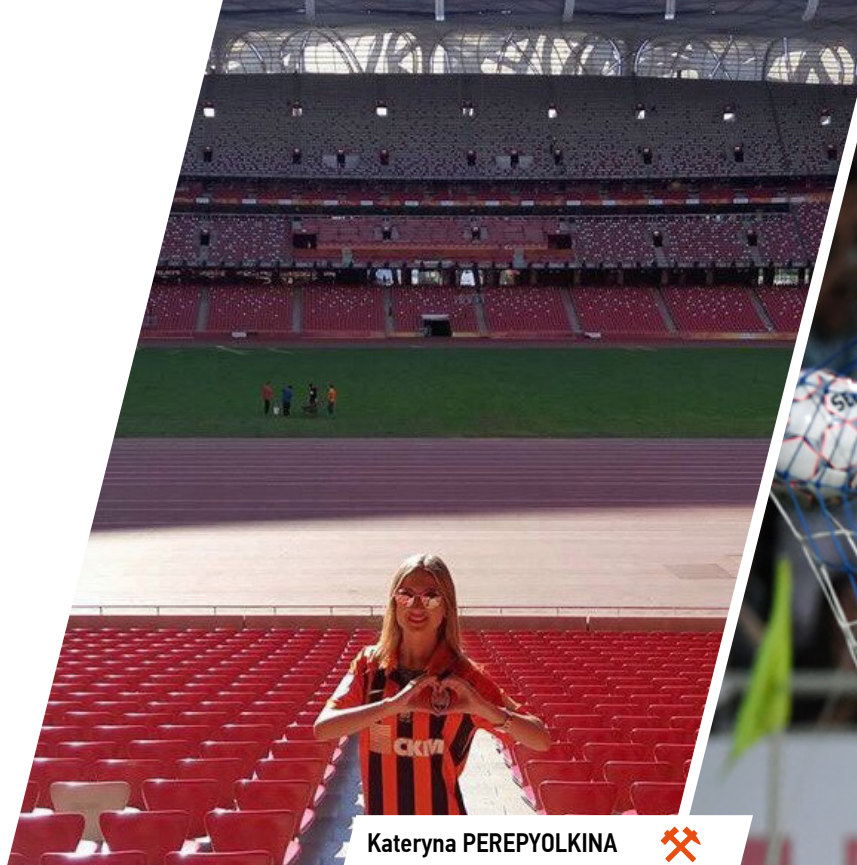
April 21, 2018, Ukrainian Premier League.  
SHAKHTAR 4-2 VORSKLA







## A FAN'S STORY



Kateryna PEREPYOLKINA



***Shakhtar is an integral part of my life. This is something that always stays with you.***

Shakhtar is forever. Shakhtar is the only one. And it will be the best, whatever happens, because it's dear. I can remember myself for just as long as I remember Shakhtar. We grew up together and continue to do so.

On the matchday, the plans are adjusted to the game. A regular person can't understand how you can go 700 kilometres alone to support the Miners

while working to tight deadlines. I have already acquired another reflex – to gesture hammers over my head at the sight of club markings. I heard from others that I don't know what SD means, but since age 7 I've supported the team with all my heart and soul, wherever I am and whatever happens in my life and in the life of Shakhtar. And if there are some guidelines for fans I don't know about, let it stay somewhere away. Because genuine love for the native club is not subject to a set of rules. As it comes from your heart.





Following the season results, the Shakhtar players won some individual UPL nominations. Andriy Pyatov was awarded the Best Goalkeeper prize, and Marlos got the Best League Player award.

**SCM**

***EVERY CHAMPIONSHIP IS SPECIAL.  
WE ARE VERY HAPPY!  
THE SEASON IS MEMORABLE FOR  
THE FACT THAT IN LITERALLY FOUR DAYS,  
WE WON THE CUP AND GOLD  
MEDALS – THAT’S THE MOST  
IMPORTANT THING.  
BESIDES, WE ALWAYS WANT TO PLAY  
IN THE CHAMPIONS LEAGUE,  
SO WE’VE FULFILLED OUR OBJECTIVE***

Andriy Pyatov,  
FC Shakhtar goalkeeper





12

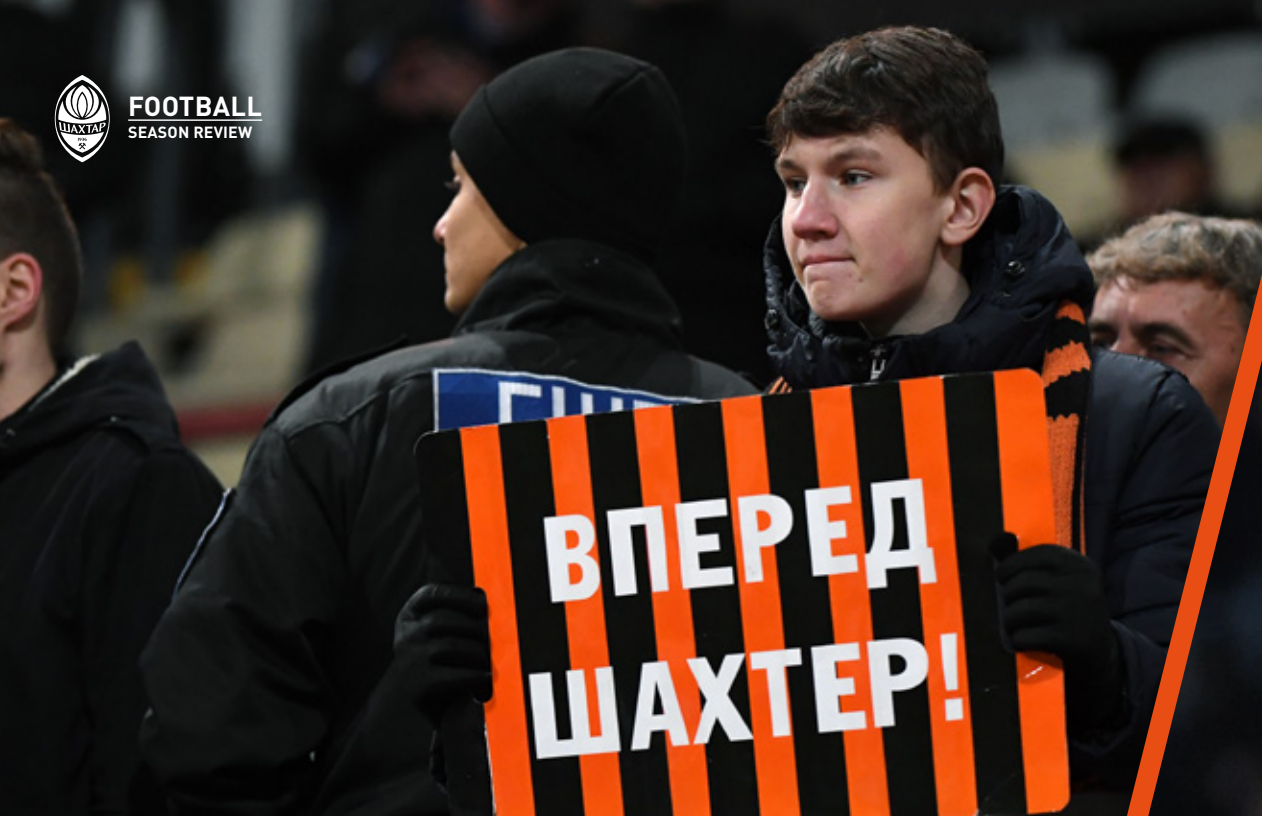
Ukrainian Cups –  
Shakhtar's record figure

After winning the Ukrainian Cup, the Orange-and-Blacks secured their second golden double in a row and continued their successful run in the competition under Paulo Fonseca. On the way to the final, they defeated Zorya (4-3), Veres (4-0) and Mariupol (5-1). On May 9, Dnipro hosted a decisive encounter with Dynamo: Shakhtar lifted the 12th cup in their history owing to the goals by Facundo Ferreyra and Yaroslav Rakits'kyi.



May 9, 2018. Ukrainian Cup.  
DYNAMO 0-2 SHAKHTAR





October 25, 2017. Ukrainian Cup.  
ZORYA 3-4 SHAKHTAR



9

major wins  
by Shakhtar







May 9, 2018. Ukrainian Cup.  
DYNAMO 0-2 SHAKHTAR







May 9, 2018. Ukrainian Cup.  
DYNAMO 0-2 SHAKHTAR





May 9, 2018. Ukrainian Cup.  
DYNAMO 0-2 SHAKHTAR





***THE LEAGUE COMPETITION  
PLOT LASTED THROUGH  
THE LAST ROUND - THAT'S  
REALLY GOOD. THERE WERE  
SOME DIFFICULTIES  
AND OBSTACLES. BUT MOST  
IMPORTANTLY, GOLD MEDALS  
AND THE CUP ARE  
IN OUR HANDS.  
MY CONGRATULATIONS  
TO EVERYONE ON THIS FACT.  
OUR CLUB IS AMBITIOUS,  
IT SETS THE HIGHEST  
OBJECTIVES FOR ITSELF,  
AND WE WILL CONFIDENTLY  
MOVE TOWARDS OUR  
GOAL - TO WIN, WIN AND WIN  
AGAIN. AND WE WILL DO  
ALL THAT FOR OUR FANS***

Rinat Akhmetov,  
FC Shakhtar president





# TRANSFERS

Before the season start, David Khocholava joined Shakhtar defenders after his spell at Chornomorets, Ukraine. In December, the Brazilian defender Dodo signed a five-year deal with the club after playing at Coritiba.



# CKM

David KHOCHOLAVA

DODO





Olarenwaju KAYODE

During the winter break, Marcio Azevedo moved to PAOK, Greece. A number of players went on loan to other teams, with Ruslan Fomin, Dmytro Hrechyshkin, Mykola Matviienko and Viacheslav Tankovskyi returning to Shakhtar. In March, Manchester City (ENG) loaned out their forward Olarenwaju Kayode to Shakhtar. Upon expiration of the agreement with Sao Paulo (BRA), Wellington Nem returned to Shakhtar as well.



CKM





At the end of the season, Shakhtar reached an agreement with Manchester United (ENG) about the transfer of Fred. The Brazilian had played for Shakhtar since 2013, making 155 appearances and scoring 15 goals. Bernard and Facundo Ferreyra left the team as free agents.



FRED





## OUTGOING TRANSFERS

Name	Moved to	Rights status	Date
Andrii Boriachuk	Mariupol	loan	01/07/2017
Oleh Danchenko	Anji (Russia)	loan	01/07/2017
Ihor Kiryukhantsev	Mariupol	loan	01/07/2017
Vladyslav Kulach	Vorskla Poltava	loan	01/07/2017
Mykola Matviienko	Vorskla Poltava	loan	01/07/2017
Viacheslav Churko	Mariupol	loan	01/07/2017
Serhii Bolbat	Mariupol	loan	07/07/2017
Pylyp Budkovskyi	Kortrijk (Belgium)	loan	07/07/2017
Eduard Sobol	Slavia (Czech Republic)	loan	09/08/2017
Viacheslav Tankovskyi	Mariupol	loan	15/08/2017
Oleksandr Karavaev	Zorya Luhansk	sale	23/08/2017
Andrii Totovytskyi	Mariupol	loan	01/09/2017
Marcio Gonzaga de Azevedo	PAOK (Greece)	loan	12/01/2018
Oleksandr Pikhalyonok	Mariupol	loan	05/02/2018
Serhii Hryn	Arsenal-Kyiv	loan	02/03/2018
Frederico Rodrigues de Paula Santos (Fred)	Manchester United (England)	sale	15/06/2018
Pylyp Budkovskyi	Sochaux-Montbéliard (France)	loan	18/06/2018

Data valid as of 30/06/2018





BERNARD



Facundo FERREYRA





Our Mission  
to break the boundaries  
and standards  
and achieve excellence in football

Mission

break the boundaries

and standards

and achieve excellence in football

In the summer of 2018, the club made a few acquisitions on the transfer market. They signed a five-year deal with the Man. City striker Ola Egbewo. The Brazilians Junior Moraes, Fernando, Maycon, Marquinhos Cipriano and the Ukrainian goalkeeper Oleksii Shevchenko joined the club.

FERNANDO

Marquinhos CIPRIANO





Junior MORAES



MAYCON



Oleksii SHEVCHENKO





## INCOMING TRANSFERS

Name	Came from	Rights status	Date
David Khocholava		free agent	01/07/2017
Domilson Cordeiro dos Santos (Dodo)	Coritiba (Brazil)	acquired	08/12/2017
Olarenwaju Kayode	Girona (Spain)	sub-loan	01/03/2018
Maycon de Andrade Barberan	Corinthians (Brazil)	acquired	16/03/2018
Olarenwaju Kayode	Manchester City (England)	acquired	18/05/2018
Fernando dos Santos Pedro (Fernando)	Palmeiras (Brazil)	acquired	16/06/2018
Oleksii Shevchenko	Karpaty Lviv	acquired	16/06/2018
Aluizio Chaves Ribeiro Moraes Junior (Junior Moraes)		free agent	18/06/2018



# STATISTICS

## UKRAINIAN SUPER CUP



Date	Game	Score
15/07/2017	Shakhtar – Dynamo	2-0

99

goals scored by the Orange-Blacks in  
all competitions







Українська  
Прем'єр-ліга

## PREMIER LEAGUE

Date	Match	Score
18/07/2017	Vorskla – Shakhtar	0-3
22/07/2017	Shakhtar – Dynamo	0-1
29/07/2017	Stal – Shakhtar	1-2
05/08/2017	Shakhtar – Mariupol	3-1
12/08/2017	Oleksandriia – Shakhtar	1-2
19/08/2017	Shakhtar – Olimpik	2-0
27/08/2017	Veres – Shakhtar	1-2
09/09/2017	Shakhtar – Zorya	3-1
17/09/2017	Chornomorets – Shakhtar	0-0
23/09/2017	Zirka – Shakhtar	2-4
01/10/2017	Shakhtar – Karpaty	2-0
13/10/2017	Shakhtar – Vorskla	3-2
22/10/2017	Dynamo – Shakhtar	0-0
28/10/2017	Shakhtar – Stal	1-1
05/11/2017	Mariupol – Shakhtar	1-3
17/11/2017	Shakhtar – Oleksandriia	1-2
25/11/2017	Olimpik – Shakhtar	2-4
02/12/2017	Shakhtar – Veres	2-0
10/12/2017	Zorya – Shakhtar	2-1
16/02/2018	Shakhtar – Chornomorets	5-0
25/02/2018	Shakhtar – Zirka	5-0
04/03/2018	Karpaty – Shakhtar	0-3
09/03/2018	Vorskla – Shakhtar	0-3
18/03/2018	Shakhtar – Mariupol	3-0
01/04/2018	Zorya – Shakhtar	0-3
07/04/2018	Veres – Shakhtar	0-2
14/04/2018	Shakhtar – Dynamo	0-1
21/04/2018	Shakhtar – Vorskla	4-2
27/04/2018	Mariupol – Shakhtar	0-1
05/05/2018	Shakhtar – Zorya	2-1
13/05/2018	Shakhtar – Veres	1-0
19/05/2018	Dynamo – Shakhtar	2-1





## UKRAINIAN CUP



Date	Match	Score
25/10/2017	Zorya – Shakhtar	3-4
29/11/2017	Shakhtar – Veres	4-0
18/04/2018	Shakhtar – Mariupol	5-1
09/05/2018	Dynamo – Shakhtar	0-2





## UEFA CHAMPIONS LEAGUE



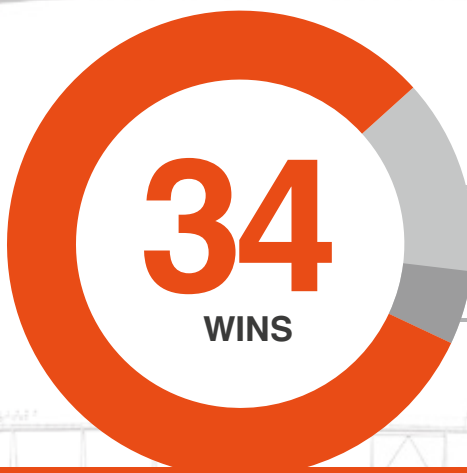
Date	Match	Score
13/09/2017	Shakhtar – Napoli	2-1
26/09/2017	Manchester City – Shakhtar	2-0
17/10/2017	Feyenoord – Shakhtar	1-2
01/11/2017	Shakhtar – Feyenoord	3-1
21/11/2017	Napoli – Shakhtar	3-0
06/12/2017	Shakhtar – Manchester City	2-1
21/02/2018	Shakhtar – Roma	2-1
13/03/2018	Roma – Shakhtar	1-0





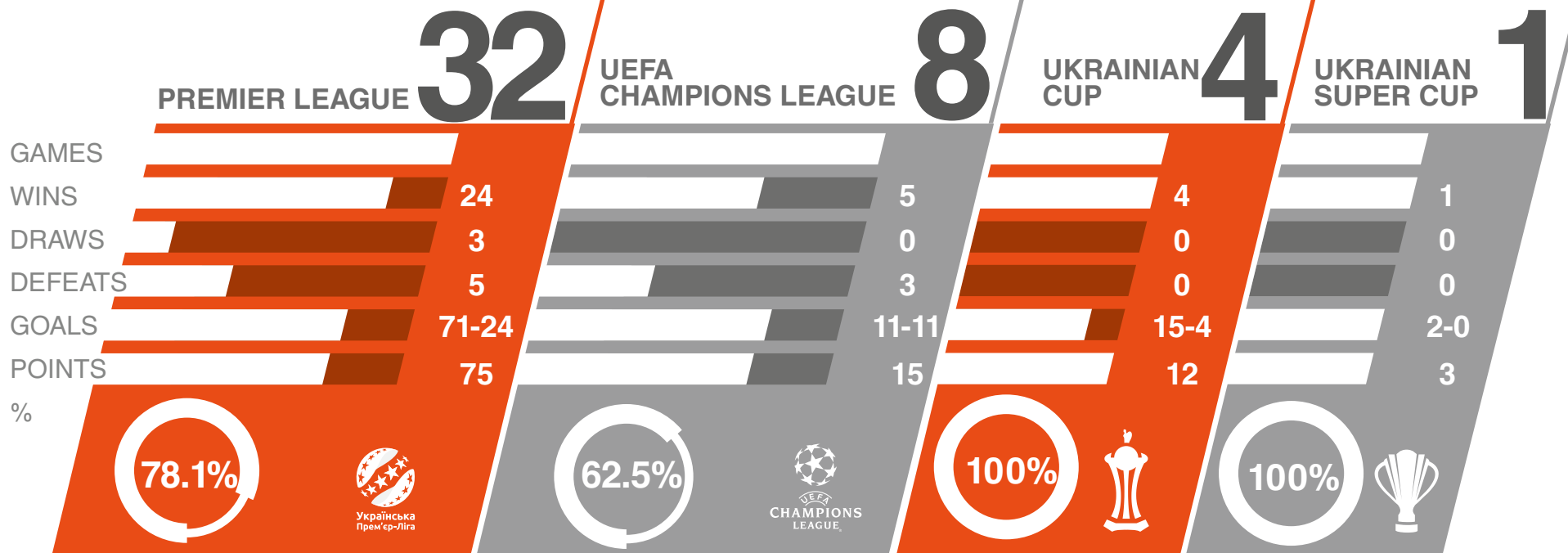
ALL GAMES  
2017/18 SEASON

45



8  
DEFEATS

3  
DRAWS







## GOALS SCORED IN THE 2017-18 SEASON

# 99

71

PREMIER LEAGUE

15

UKRAINIAN CUP

11

UEFA  
CHAMPIONS LEAGUE

2

UKRAINIAN SUPER CUP

24

goals conceded

4

11

# 39



# 78

### From open play:

In positional attacks	60	████████████████████
In blistering attacks	18	██████████████████
Through the right wing	20	██████████████████
Through the middle	37	██████████████████
Through the left wing	21	██████████████████

### AVERAGE SCORING PERFORMANCE (all competitions)

Season	Goals per game
2014/15	2.4
2015/16	2.48
2016/17	2.06
2017/18	2.2



# 21

### From set play:

From corner kicks	8	██████████████████
From spot-kicks	6	██████████████████
From free kicks	4	██████████████████
After playing free kicks	3	██████████████████

### MOST FREQUENT SCORES

2-1 – 8 times  
2-0 – 6 times

### GOALS CONCEDED (all competitions)

Season	Goals conceded in one game
2014/15	0,81
2015/16	0,98
2016/17	0,75
2017/18	0,87



### PREMIER LEAGUE SCORING TIMELINE



Average home game  
attendance at the OSK Metalist  
in all competitions

# 11,318







### TOP 5. GOALS

<b>Facundo Ferreyra</b>	<b>30</b>
Marlos	22
Bernard	10
Taison	7
Viktor Kovalenko	5

### TOP 3. PASSES / COMPLETED

<b>Fred</b>	<b>3 095/2 770</b>	<b>89%</b>
Ismaily	2 503/2 199	88%
Taras Stepanenko	2 238/2 022	90%

### TOP 5. ASSISTS

<b>Marlos</b>	<b>16</b>
Bohdan Butko	8
Ismaily	8
Fred	8
Taison	7
Facundo Ferreyra	7

### TOP 3. DRIBBLES / SUCCESSFUL

<b>Marlos</b>	<b>425/264</b>	<b>62%</b>
Ismaily	219/132	60%
Bernard	178/106	60%

### MOST APPEARANCES

<b>Andriy Pyatov</b>	<b>44</b>
Facundo Ferreyra	42
Ismaily	41
Marlos	41

### TOP 3. SHOTS / ON TARGET

<b>Facundo Ferreyra</b>	<b>119/72</b>	<b>61%</b>
Marlos	104/50	48%
Fred	77/20	26%

### GOALKEEPERS APPS / MISTAKES

<b>Andriy Pyatov</b>	<b>44/38</b>
Mykyta Shevchenko	1/1





## TOP 10 SHAKHTAR REGULARS 1936–2018

	Player	Apps
1	<b>Darijo Srna</b>	<b>536</b>
2	Mikhail Sokolovskiy	485
3	Sergei Yaschenko	444
4	Andiy Pyatov	386
5	Yuriy Degterev	379
6	Dmytro Shutkov	347
7	Valerii Rudakov	341
8	Valerii Yaremchenko	337
9	Viktor Grachev	334
10	Igor Petrov	332

## TOP 10 SHAKHTAR SCORERS 1936–2018

	Player	Goals	Apps	Ratio
1	<b>Luiz Adriano</b>	<b>128</b>	<b>266</b>	<b>0.48</b>
2	Andrii Vorobei	114	319	0.36
3	Vitalii Starukhin	110	270	0.41
4	Mikhail Sokolovskiy	105	485	0.22
5	Brandao	91	220	0.41
6	Alex Teixeira	89	223	0.40
7	Igor Petrov	84	332	0.25
8	Sergei Atelkin	82	265	0.31
9	Viktor Grachev	80	334	0.24
10	Oleg Matveev	78	172	0.45





## A FAN'S STORY



Andrii LENDA, 19 years old, Donetsk



*Hello, dear fans of our favourite club Shakhtar! My name is Andrii, I'm 19, I'm a student of the Zaporizhia National University and I would like to tell you how the club became an integral part of my life.*

It's July 1998. A regular summer evening. My family are having dinner and watching TV. The World Cup final Brazil vs France. I hear the emotional commentator, the roar of the stadium, but everything seems to be happening in the darkness. Since then, football has accompanied me throughout my life. In a couple of months, I will be born and, seeing me for the first time, my grandfather will say: "Here he is! The would-be football player has been born! My mom told me this particular story when she saw in me the signs of being fond of football.

And now I'm 6. As usual, I went outdoors to play football with the guys. A high-school student

approached us whom we considered to be a virtuoso football player in our yard. He was wearing an orange kit featuring Vorobei lettering on its back. Back home, I asked the grandfather who had used to be a football player, to tell me about the legendary Vorobei. Having heard the long story about the player and about Shakhtar, I started learning everything related to the club.

It's the year 2009 now. I am 11 years old, being well-versed in football and loudly arguing with my grandfather about the UEFA Cup winners. My happiness had no bounds when I witnessed with my own eyes Shakhtar gradually approaching the final. And here comes this exciting moment. On May 20, the same calm warm evening, just like in 1998. The family have gathered by the TV.

Those 90 minutes were the longest and tensest in my entire life. But they were really worth the emotions

that I've remembered forever. The final whistle sounds and Shakhtar defeat Werder Bremen 2-1 and become the UEFA Cup Winners. It was unforgettable. Well, and then I watched one of the best stadiums in the world being opened - the Donbass Arena. I watched the Miners successfully performing in the Champions League, winning trophies in the domestic stage. I understood that I'm the happiest person. Shakhtar has a great history. No wonder they are proudly named after the coal mining profession. Miners are people with a capital M, with incredible strength of spirit and hard-working. It's they who are a symbol of Donetsk and Donbass. And even despite the fact that now our country is going through a difficult period, I believe that very soon, the Orange-and-Blacks will return to their home city, to their home Donbass Arena and that the Shakhtar anthem will sound at the stadium again.





# ACADEMY

The FC Shakhtar Academy teams were based in Shchaslyve, Kyiv Oblast in the 2017/18 season. In July 2017, the Argentine specialist Jorge Raffo was appointed the Academy Director after heading the Barcelona Academy. In the very first year of his tenure, the Miners won the DUFLU gold medals in three age categories out of four (U14, U15, U17).

## 3

*Academy teams became the DUFLU champions*





Valeriy Kryventsov's Shakhtar U21 won the league title in 6 years by outstripping Dynamo by 2 points. The last-round game was key, with the Orange-and-Blacks drawing 2-2 with the Kyiv side after being 0-2 behind. After 4 encounters with the major rivals, the Miners claimed 3 wins and 1 draw. In 32 games of the U21 league, the Miners scored 68 goals and conceded only 21, proving to be the safest team in the season.







19

wins claimed by Shakhtar U21  
on their way to the title





***SHAKHTAR ARE THE CHAMPIONS.  
THROUGHOUT THE SEASON  
I SAW HOW WELL-KNIT, BOLD  
AND RESOLUTE THE GUYS WERE.  
OUR FOOTBALLERS ARE READY  
TO BACK ONE ANOTHER, THEY  
GAVE THEIR ALL, AND CREDIT  
FOR THIS RESULT GOES TO THEM***

*Valeriy Kryventsov,  
FC Shakhtar U21 head coach*







Shakhtar U19 participated in two competitions. In the UEFA Youth League Group F, the Orange-and-Blacks ranked third: they were tied with Feyenoord U19, defeated Napoli U19 and Manchester City U19. In the Ukrainian League, the team scored 56 points and became the silver medalists. The team were coached by Serhii Shyschenko for most of the season. At the final stage, he was replaced by Mykhailo Starostyak.

7

points scored by Shakhtar U19  
in the UEFA Youth League  
group stage





UEFA Youth League 2017/18  
SHAKHTAR U19







Shakhtar U14 enjoyed an unbeaten run throughout the league campaign and claimed 5 wins in its final part. In the decisive game, the guys of Oleksandr Knyazev and Oscar Ratulutra defeated Dynamo Kyiv (1-0). Shakhtar U15 also proved stronger than their Dynamo counterparts: at 1-1 in regular time, the trophy's future was decided in a penalty shootout (7-6 in favour of the Orange-and-Blacks). The U16 team won silver medals in the DUFLU, and Shakhtar U17 secured all clean sheets in the closing stage, also winning the title decider against UFK-Karpaty (1-0).

SHAKHTAR U14 are Champions of Ukraine





**FOOTBALL**  
THE ACADEMY



SHAKHTAR U15 are Champions of Ukraine



***THIS RESULT IS THE REWARD  
FOR THEIR HARD WORK  
THROUGHOUT THE SEASON.  
WELL DONE, GUYS, CONGRATS  
TO EVERYONE ON THE WIN!  
IT'S DOUBLY PLEASANT  
THAT A FEW ACADEMY TEAMS  
HAVE BECOME CHAMPIONS  
THIS YEAR***

Henadii Zubov,  
Shakhtar U15 coach







SHAKHTAR U15 are Champions of Ukraine



SHAKHTAR U17 are Champions of Ukraine





U17. The Best Player is Mykhailo Mudryk



U17. The Best Goalkeeper is Anatolii Trubin



U15. The Best Player is Mark Mampassi



U14. The Best Defender is Andrii Buleza



U14. The Best Player is Ivan Losenko



U14. The Best Goalkeeper is Denys Barchenko



U15. The Best Goalkeeper is Tymur Puzankov



U16. The Best Defender is Dmytro Avdeev

A number of the Shakhtar Academy  
players received individual prizes  
in the final tournament.





***OUR OBJECTIVE IS TO BRING UP  
NOT JUST GOOD PLAYERS, BUT  
GOOD PEOPLE WITH HIGH  
INTELLIGENCE AND THE RIGHT  
MORAL VALUES***

Jorge Raffo  
*FC Shakhtar Academy Director*





# SHAKHTAR SOCIAL



3

SHAKHTAR  
SOCIAL







# SHAKHTAR SOCIAL

Shakhtar Social is a non-profit foundation established by FC Shakhtar to implement the club's social and charitable projects, as well as to develop the children's grassroots football in Ukraine. Its objectives are to promote healthy lifestyles, instil the right values and create equal opportunities for everyone who likes and plays football

### **Vision**

Shakhtar Social is the company that will change the Ukrainians' attitude to the game of football. We will create and fulfil the new concept, according to which children and adults of any physical ability will play football without any restrictions and barriers. Similar to the best European examples, we will make football a truly grassroots sport, we will also make Shakhtar the most popular football club.

### **Mission**

Forming the FC Shakhtar brand perception as a socially responsible club.





## FOUNDATION'S MAJOR ACTIVITY AREAS

### Health

The club develops the Come On, Let's Play! project in different Ukrainian cities and towns, also holding large-scale children's football festivals. This allows to engage boys and girls in the sport and to introduce them to healthy lifestyles.

### Education

FC Shakhtar regularly organizes free programmes for volunteer coaches and workshops for young mentors.

### Gender equality

Jointly with the United Nations Population Fund (UNFPA) in Ukraine,

the club supports the equal rights of women and men, also being engaged in promoting football among girls.

### Social inclusion

At the initiative of the club, they hold training sessions for children with special needs and dedicated workshops to train coaches in working with children with impaired hearing, vision, locomotor system and other disabilities

### Charity

FC Shakhtar regularly provides help to displaced children and orphans as well as medical institutions.



**FOOTBALL IS NOT JUST A GAME,  
BUT ALSO A SOCIAL TOOL THAT  
CAN CHANGE LIVES OF  
MILLIONS OF PEOPLE.  
SHAKHTAR IS A SOCIALLY  
RESPONSIBLE CLUB. WE  
UNDERSTAND THAT OUR  
BRAND AND THE PLAYERS'  
CELEBRITY MUST WORK  
TO BENEFIT THE SOCIETY,  
THEREFORE WE TOOK  
THE DECISION TO ESTABLISH  
THE SHAKHTAR SOCIAL  
FOUNDATION AT THE CLUB,  
WHICH WILL BRING TOGETHER  
ALL SOCIAL PROJECTS  
AND WILL DEVELOP  
CHILDREN'S GRASSROOTS  
FOOTBALL**

Sergei Palkin,  
FC Shakhtar CEO





A photograph of two young boys playing soccer on a grassy field. The boy on the left is wearing a blue jersey with a black vest and red socks, while the boy on the right is wearing an orange jersey with a black vest and black socks. They are both focused on an orange soccer ball on the ground. In the background, other children and spectators are visible, along with green banners featuring the 'ATEK' logo.

# HEALTH

## **Come On, Let's Play!**

Come On, Let's Play! is the country's biggest social project for development of children's grassroots football. Over the last year, Mariupol and Dobropillya joined Donetsk, Makiivka, Lviv, Kramatorsk, Kurakhove and Severodonetsk, with the project currently covering 8 Ukrainian cities and towns, involving over 1,000 guys training at 23 sites. In just 6 years, they attracted 2,470 children.





During the season, those places hosted qualifying competitions; and in May 2018, Shchaslyve played host to the final stage of the Come On, Let's Play! competition, where 8 teams played for medals in the age groups of U10 and U12. The winners are Donbass (Donetsk) and Hirnyky (Dobropillia). The guys were awarded by the best Ukrainian lady player Olha Ovdichuk and the Shakhtar defender Ivan Ordets.





## A FAN'S STORY



Yuliia SOVTUS, Mukacheve 

*Shakhtar means a great lot to me and has a special place in my heart. Thanks to the club, I met some wonderful, bright people, and found my friends. It is thanks to Shakhtar that I became more interested in football, delving into its subtleties and starting to understand it. And in 2016, I did what back in 2008 seemed impossible to me, a 14-year-old teenager - it seemed impossible to meet my idols in person! And I realized how many genuinely kind and warm-hearted people work at the club. Those memories, the emotional experience of meetings with my favourite team are priceless.*

Shakhtar is different from other clubs by the attitude its football players, coaches and ordinary employees have to their supporters, the fans, the common folk. Our team is much more open and accessible to them than

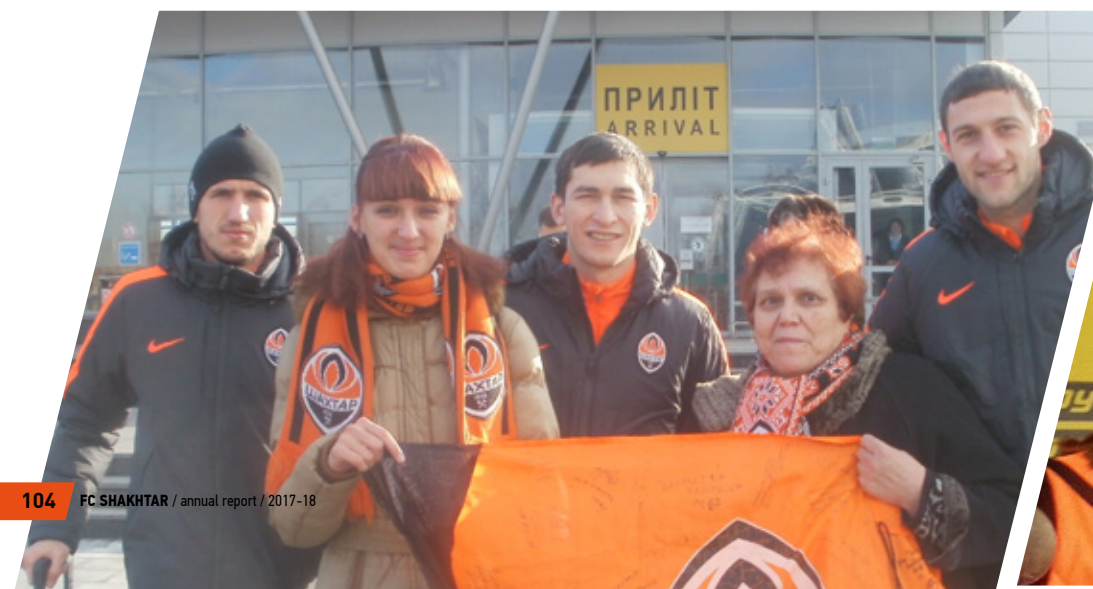
many other outfits. And this is important. After all, such communication is nice for both sides. Fans give the players a positive charge for the game, as well as presents, and the footballers in return give them some priceless emotions and memories for many years, fulfilling their dreams and desires.

My grandfather introduced me to football and Shakhtar in 2008. In absentia, so to speak. "If you want, come with me to watch football on TV. The team play well, they are called Shakhtar," he said. I agreed. "Just no questions asked!" the grandpa warned me, which I totally ignored and literally bombarded him with questions. Since then, we've watched Shakhtar games together, if only I'm not at the stadium.

Back then, in the distant 2008, I had no PC, no internet, no special sports channels or newspapers at home. I went to the stadium for the first time in 2013. My active

football life started back then, because previously I could watch the games of the Orange-and-Blacks only on TV. But this did not stop me from loving football and Shakhtar - that gave me so much - with all my heart.

I try to attend the games whenever I've got a chance. After all, football is my outlet. When I resided in Kyiv, I had a unique chance of visiting the training base, which became a kind of good tradition. Coming to the capital, I always strive to go there and see the players, because, alas, I don't have that many opportunities to attend matches. Also, I sometimes met the footballers at the airport - in Kyiv and Kharkiv. Words can't express the emotions. This is incredible, just amazing - to be so close to your team, because 10 years ago I could not even dream about that and even about ever seeing them and getting to the stadium. Unfortunately, I have never been at the Donbass Arena, but I sincerely hope that everything will improve and that I will still have the opportunity to fill this gap. With Shakhtar forever - on the days of victories and defeats! Shakhtar are the champions!







**THE COME ON, LET'S PLAY!  
TOURNAMENT IS A REAL  
FESTIVAL FOR KIDS. THE  
CURRENT TIME IS SUCH  
THAT MANY GUYS STOP DOING  
SPORTS, WHILE SHAKHTAR  
DOES EVERYTHING FOR THEM  
TO PLAY FOOTBALL AS  
A HOBBY, TO BE HEALTHY  
AND STRONG**

Ivan Ordets,  
FC Shakhtar defender



Грамота за 2 місце  
Фінальний турнір «Давай, грай!»

2018 р.





In May, Shakhtar organised in Kharkiv the first large-scale children's football festival. The event was attended by 108 children aged 7 to 10 and residing in Kharkiv Oblast, the refugees from Donetsk, as well as kids from Mariupol, Severodonetsk, Dobropillia, Kramatorsk and other places. Under the guidance of coaches, the boys and girls learnt the basics of football: dribbling, passing technique, shots on target. Every child received sportswear and the club scarf as a gift.







### Partnership between DTEK and Shakhtar Social

In May, FC Shakhtar and DTEK energy company signed a memorandum for development and promotion of amateur football in Ukraine. The first joint venture will be the Come On, Let's Play! project geography expansion. In 2018, it will start operating in 10 new cities and towns, settlements and villages, where they will build modern football pitches, organise sessions and regular competitions for the young athletes, along with professional training, internships and workshops involving European experts provided to the coaches. The players will be provided with the necessary gear and equipment. Over one year, DTEK plans to spend UAH 7.6 million on the project.

**7.6** million

*DTEK will allocate UAH 7.6 million  
for the development of children's football within  
the co-operation with Shakhtar Social*





SHAKHTAR SOCIAL  
HEALTH



SHAKHTAR  
SOCIAL

TEK

SHAKHTAR  
SOCIAL

D.TE

*THE DEVELOPMENT OF CHILDREN'S AMATEUR SPORTS IS THE BASIS FOR EVERYTHING. WE'RE CONFIDENT THAT WITH THE SUPPORT OF DTEK, THE COME ON, LET'S PLAY! WILL APPEAR IN MANY UKRAINIAN CITIES AND TOWNS. BY DOING SO, WE WILL GIVE A SERIOUS START TO SPREADING OF GRASSROOTS FOOTBALL IN THE COUNTRY.*

Sergei Palkin,  
FC Shakhtar CEO

*WE TEAM UP IN ORDER TO INVEST IN THE FUTURE GENERATIONS, TO DEVELOP OUR CHILDREN. FOR US, THIS PROJECT IS DOUBLY IMPORTANT BECAUSE WE ARE PLANNING TO BUILD FOOTBALL FIELDS, ORGANISE TEAMS, PROVIDE THEM WITH EVERYTHING THEY NEED IN THE CITIES AND TOWNS OF OUR PRESENCE. I THINK THIS WILL BE A CONTRIBUTION TO UKRAINE'S FUTURE.*

Maxim Timchenko,  
DTEK CEO








# EDUCATION

Shakhtar Social provides free training programmes for the volunteer coaches of children's grassroots football. At the invitation of the club, European experts, the representatives of the Scort Foundation, Total Soccer Method and the UEFA Foundation for Children conduct workshops and provide training to improve qualification of the young coaches.





The training programmes involve the coaches of the Come On, Let's Play! project from different cities and towns of Ukraine. The training covers several areas: organisation of the training process, communications, subject-oriented games, children's rights, behaviour, first aid treatment.





In October 2017, Kharkiv hosted a joint training initiated by Shakhtar Donetsk, Feyenoord Rotterdam and the European Football for Development Network. 25 coaches took part in the workshop, including 15 Come On, Let's Play! coaches who shared their experience with their counterparts from the Netherlands and conducted joint sessions with children.

25

young coaches participated  
in the training from Shakhtar and Feyenoord





**WE CONSIDER IT TO BE  
THE VALUABLE EXPERIENCE  
FOR YOUNG COACHES  
AND IMPORTANT FOR  
EVERY CHILD THEY WILL  
WORK WITH. IT'S GREAT THAT  
SHAKHTAR PAYS SUCH CLOSE  
ATTENTION TO THIS TOPIC  
AND CARES ABOUT THE YOUNG  
ATHLETES**

Hubert Rovers,  
European Football  
for Development Network CEO







# GENDER EQUALITY

Shakhtar Social together with the United Nations Population Fund in Ukraine advocate gender equality and family values.

In December 2017, FC Shakhtar and UNFPA signed the corresponding memorandum of partnership in the projects supporting responsible paternity, combating violence, promoting healthy lifestyles among children, families and youth. Within the framework of co-operation, they hold joint events to introduce people to healthy lifestyles, supporting gender equality, developing a zero tolerance approach to violence against women and girls, promoting football for girls.





The Come On, Let's Play! project involves not only boys, but also girls: in the final tournament of the season, they were represented across 4 teams out of 8. Also, in May, the OSK Metalist hosted a major children's football festival, which was attended by 108 children, including 21 girls.





***WE ARE GRATEFUL TO FC SHAKHTAR  
AND ITS PLAYERS FOR THEIR  
SUPPORT AND CONTRIBUTION TO THE  
DEVELOPMENT OF A TOLERANT  
SOCIETY WHERE EVERYONE CAN  
REALISE THEIR POTENTIAL,  
AND PEOPLE CAN FEEL  
FREE AND CONFIDENT***

Caspar Peek,  
UNFPA representative in Ukraine







# SOCIAL INVOLVEMENT

Shakhtar Social creates the necessary conditions for children with special needs to play football. As part of the joint project with the Football Club Social Alliance (FCSA) and the UEFA Foundation for Children, they hold workshops called Football for People with Disabilities.





# 40

*volunteer coaches underwent training to work with the children with special needs*



In April 2018, at the Shakhtar Academy base in Shchaslyve, they organised an educational module for 40 coaches from all over Ukraine, including the Come On, Let's Play! coaches and representatives of the Ukrainian Associations of People with Disabilities. Experts of Newcastle FC (ENG) and the Irish Football Association trained coaches based on the programme helping to work with mentally retarded children and children with special needs.







For Shakhtar, this is the fourth joint project with the Football Club Social Alliance (FCSA) and the UEFA Foundation for Children, supported by UNICEF.





# CHARITY

Shakhtar Social fulfils the club's charitable initiatives to help refugee children, orphans, and medical institutions.





### Aiding a hospital in Kharkiv

Shakhtar players and coaches continue providing assistance to the Kharkiv Regional Children's Clinical Hospital No. 1. In December, the Miners headed by Paulo Fonseca gave the hospital a unique cold plasma unit for ENT surgeries worth UAH 316 thousand. This is the team's fourth visit. Since 2014, the club regularly helps them with purchasing medication and specialised equipment.

**316** thousand

hryvnias was allocated by the club for purchasing highly specialised equipment for the children's hospital in Kharkiv





**IN 2014, SHAKHTAR TWICE BOUGHT US EXPENSIVE MEDICATION WORTH UAH 450 THOUSAND. IN THE SPRING 2017, PAULO FONSECA CAME WITH THE PLAYERS, THEY PRESENTED US WITH 53 BEDS AND A SPECTROPHOTOMETER FOR BIOCHEMICAL BLOOD ANALYSIS. THIS TIME, WE RECEIVED FROM THE CLUB SOME NEW EQUIPMENT THAT WILL HELP THE DOCTORS TO TREAT CHILDREN EVEN BETTER.**

Oksana Piontkovskaya,  
head doctor  
of the Kharkiv Regional Children's  
Clinical Hospital No. 1







Before the New Year holidays, 50 refugee children from Donbass attended a training session of the Orange-and-Blacks and received gifts from the football players and coaches. The legendary captain Darijo Srna met with children in Kyiv, Mariupol and Kharkiv.





100

refugee children received New Year  
gifts from FC Shakhtar







In April, Shakhtar players held a session with the refugee children within the framework of UEFA's European social campaign called #Morethanfootball Action Weeks and handed them memorable souvenirs.





Also, the first team players Maksym Malyshev, Viacheslav Tankovskiy, Oleksandr Zubkov, and Mykola Matviienko took part in the club's charitable events. They communicated with orphans and refugee kids from Donbass, gave them master classes, presented them with footballs, player kits and tickets for Shakhtar games.









## A FAN'S STORY



Valeria MENGLEBEI



*Words cannot express what Shakhtar means to me. Over many years, this football club has become an integral part of my life. Together we experienced victories and defeats, ups and downs, we won league titles one after another, raised Ukrainian Cups and Super Cups, and most importantly, we raised the UEFA Cup. I hope that our most important achievements are still ahead. After all, from year to year, the team gets better and better, stronger and more solid.*

Motivation, support, personal growth and the will to win are the things that come first to my mind when I think about the Miners. Because for me, Shakhtar is not just a football club. This is an example, the desire to strive for the better and never stop. Thanks to Shakhtar, I found many friends, I can't imagine my life without them now, just as without the team.

For every fan, their club is the very best, and I am no exception. The videos of the Orange-and-Blacks' training sessions are a pleasure to watch. I like the fact that the players are friends not only on the pitch, but in life as well.

Whenever possible, I try to go to the stadium to enjoy the football atmosphere, to support my favourite team. Unfortunately, I cannot attend all of Shakhtar's games, as I used to do a few years ago. But in the era of the Internet, you can address the words of support directly to the players who never disregard fan messages, which is very nice for each of us.





# COMMUNICATIONS

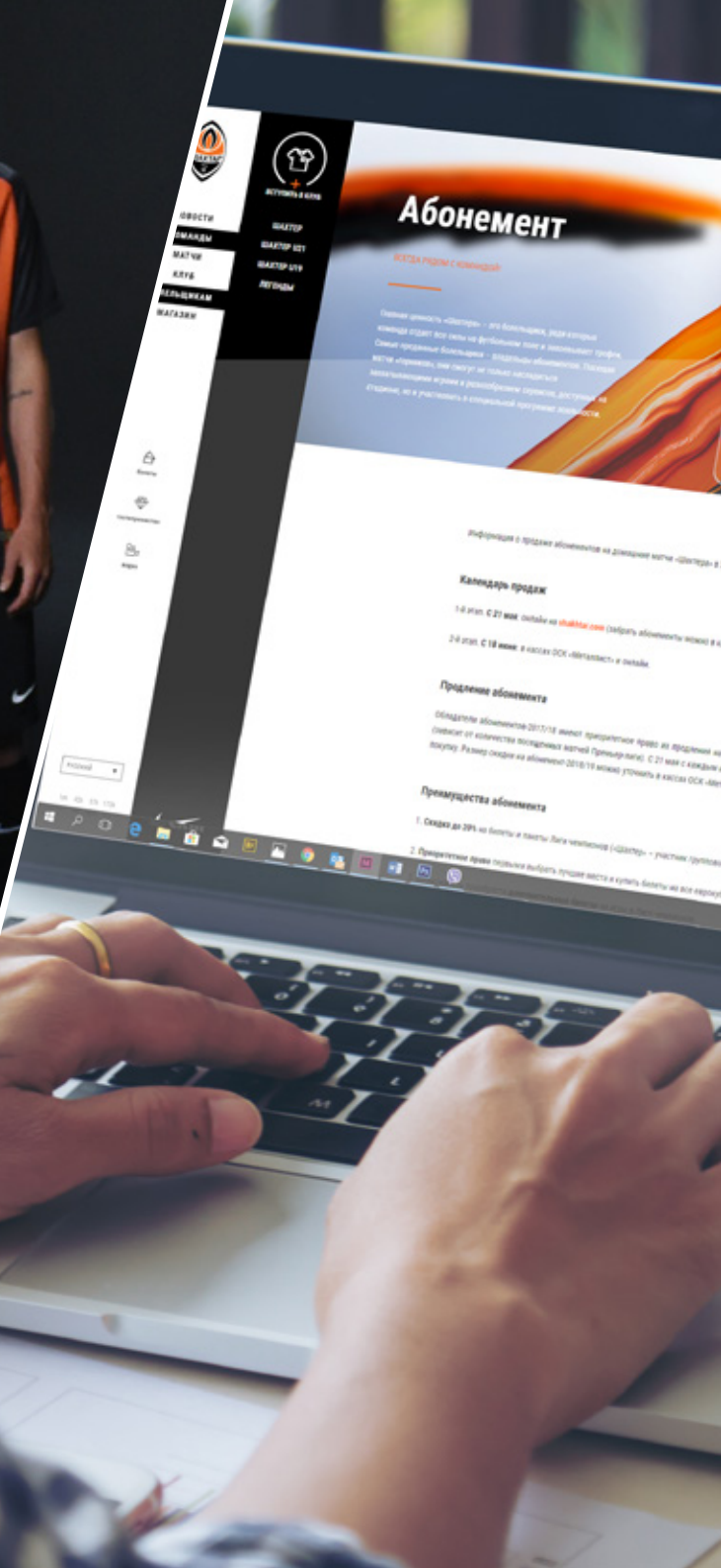
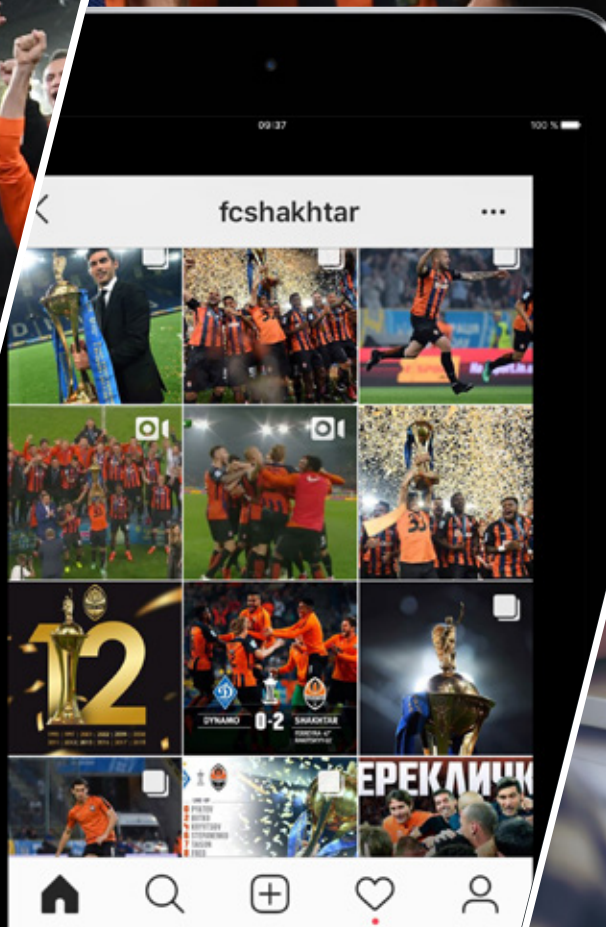






# DIGITAL

Shakhtar is always in touch with its fans. Thanks to various digital platforms, following the Miners' life is even more convenient and interesting. The new official website, social networking accounts and messengers allowed fans to promptly receive any information and learn all the news about the senior team and the Academy teams.







**DIGITAL**  
COMMUNICATIONS



ВСТУПИТЬ В КЛУБ

ВСЕ НОВОСТИ

НОВОСТИ ШАХТАР

SOCIAL

НОВОСТИ О БИЛЕТАХ



ВСЕ НОВОСТИ  
**НОВОСТИ ШАХТАР SOCIAL**

Давай, играй! Победители сезона

БОЛЬШЕ ГЛАВНЫХ НОВОСТЕЙ  
**Последние новости**

В Черновцах пройдет Shakhtar  
Talent Day

7



Тайсон

Полузащитник

9



Дентиньо

Полузащитник

27



Майкон

Полузащитник

28



Сиприано  
Маркиньос

Полузащитник

Лингтон

Защитник

50

74

99

## Official site

In August 2017, FC Shakhtar introduced the official website with the game-changing new structure and design. The club site has become more enhanced and functional. Quality photos form the basis of the visual design of each section, with the adaptability system ensuring its being correctly displayed on various devices and screens of different sizes.

In the 2017/18 season, the Orange-and-Blacks' website continued demonstrating high attendance (3,940,205 sessions), remaining the leader in the Ukrainian football industry in this regard. The most popular sections are All News, Fixture Calendar and Tickets.

**3.94** million

people visited the Miners' official website





**WE LAUNCHED THE NEW  
WEBSITE TO GET CLOSER  
TO THE FANS AT THE EXPENSE  
OF STRONGER FEATURES.  
WE'VE FOCUSED ON THE VIDEO  
AND PHOTO CONTENT IN LINE  
WITH THE LATEST GLOBAL TRENDS**

Sergei Palkin,  
FC Shakhtar CEO







ALL CLUB SHAKHTAR DONE  
HTAR DONE  
ALL CLUB SHAKHTAR DON

12.89 million

people watched TV broadcasts  
of Shakhtar's Champions League games  
on the Ukraina channel  
(viewers aged 18 and over)

Date	Match	Share, %
13/09/2017	Shakhtar – Napoli	16.50
26/09/2017	Manchester City – Shakhtar	15.53
17/10/2017	Feyenoord – Shakhtar	14.86
01/11/2017	Shakhtar – Feyenoord	16.67
21/11/2017	Napoli – Shakhtar	15.77
06/12/2017	Shakhtar – Manchester City	19.00
21/02/2018	Shakhtar – Roma	17.65
13/03/2018	Roma – Shakhtar	16.99





### Believe It or Not video project

In December, Shakhtar presented to the fans a New Year show called Believe It or Not. It was released on the club's official YouTube channel. The entertainment programme featured the coaches Paulo Fonseca, Nuno Campos, Pedro Moreira, Antonio Ferreira and Tiago Leal, along with the players Andriy Pyatov, Mykyta Shevchenko, Yaroslav Rakits'kyi, Taras Stepanenko, Maksym Malyshev, Ivan Ordets, Sergii Kryvtsov, Bohdan Butko, Facundo Ferreyra, Gustavo Blanco Leschuk and David Khocholava.





DIGITAL  
COMMUNICATIONS



The Miners answered the questions checking their knowledge about the teammates. The winner is the defender Ivan Ordets. Over 200,000 people have watched 15 episodes of the Believe It or Not programme.







**DIGITAL**  
COMMUNICATIONS



### Social networking accounts

Social networking accounts remain to be an important tool for communication with fans. Here are the numbers of subscribers to the club's official accounts: Facebook - 1.45 million, Instagram - 153 thousand (66% up from last year), Twitter - 69 thousand (25% up), YouTube - 52.5 thousand (62% up).

**892** thousand

unique users rated the photo of Paulo Fonseca wearing a Zorro mask, being the record exposure in the English version of Twitter

**20.1** thousand

likes were amassed by the final shot from the Shakhtar - Roma game (2-1) on Instagram

@brfootball · 6 дек. 2017 г.

Shakhtar manager Paulo **Fonseca** promised to dress up as **Zorro** if they reach the final 16 of the Champions League.

Shakhtar 2-1 City



13 817 1,6 тыс.

FOX Soccer · @FOXsoccer · 6 дек. 2017 г.

Earlier this season, Shakhtar Donetsk manager Paulo **Fonseca** said he would dress up as **Zorro** if his team advanced to the UCL Round of 16.



**FC Shakhtar Donetsk**

58 400 подписчиков

ГЛАВНАЯ

ВИДЕО

ПЛЕЙЛИСТЫ



Чемпион

FC Shakhtar Do

Неудержимая

ФК «Шахтер» в

0:56

Все видео

ВОСПРОИЗВЕСТИ ВСЕ



Олимпик 2-5 Шахтер. Обзор матча (24.08.2018)

4 тыс. просмотров • 14 часов назад



Прогулка Шахтера перед дерби с Олимпиком

1,2 тыс. просмотра • 21 час назад

Обзоры | Highlights

ВОСПРОИЗВЕСТИ ВСЕ



Олимпик 2-5 Шахтер. Обзор матча (24.08.2018)

FC Shakhtar Donetsk



Львов 0-2 Шахтер. Обзор матча (18.08.2018)

FC Shakhtar Donetsk





4.15 million

views of the content on YouTube







# DIRECT COMMUNICATIONS

Shakhtar continued to actively use the means of individual communication, informing the fans about upcoming games, various events and special offers.

They sent a total of 2,780,211 email messages and 532,104 SMS messages.

**532** thousand

*SMS messages were received by the club fans during the season*





DIRECT  
COMMUNICATIONS



2.78 million

emails received by the fans  
during the season







## A FAN'S STORY



**Spartak GURDJAN**, 38 years old, Lysychansk 

*I started rooting for Shakhtar in 1994. Back then, my friends and I went to the stadium for the first time. We were more interested in the atmosphere than anything else, but when I saw the Miners' performance, I immediately liked it. My impression was so strong that I've been the club fan ever since.*

The 2008/09 season was the most outstanding for me. I will never ever forget the UEFA Cup semi-final game vs Dynamo at the RSC Olimpiyskiy. That was my ultimate dream. They say that children's dreams come true, so did mine. Shakhtar is a very promising club, and in our difficult times, when it's hard to focus just on living peacefully, it gives us the opportunity to escape from problems, to have fun and receive some positive emotions. I am sure that in the future the team will delight their fans many more times.





# FINANCE

TAR



FAN SH



A photograph of FC Shakhtar players celebrating on a football field. A player in the foreground is wearing a black and orange jersey with a UEFA Champions League patch on the sleeve. He is shouting and has his mouth open. Behind him, other players in similar jerseys are huddled together, some with their arms around each other. The background is a blurred stadium filled with spectators.

# REVENUE

The total revenue of FC Shakhtar, including VAT, amounts to UAH 1 billion and 732 million.





### Player sale and loan revenue

In the 2017/18 season, Shakhtar retained the key players and strengthened competition at several positions. A number of players were loaned out to other clubs.

The total player sale and loan revenue is UAH 108 million.





### Revenue from UEFA and FIFA

Shakhtar participated in the Champions League group stage and advanced to the competition's Round of 16.

The club revenue generated from UEFA and FIFA amounts to UAH 888 million.

**888** UAH, m

*the revenue from UEFA and FIFA*

### FC Shakhtar revenue, UAH (m), VAT inclusive

Revenue items	2016/17 season	2017/18 season	Δ
Player sale and loan revenue	59	108	49
Revenue from UEFA and FIFA	288	888	600
Business revenue	530	736	206
Total	877	1,732	855

*The report compiled for MC Shakhtar, based on business data, VAT inclusive.*





# TAXES

In the 2017/18 season, FC Shakhtar paid UAH 504 million 506 thousand in taxes to the state budget of Ukraine.

The paid Personal Income Tax amounted to UAH 358 million 850 thousand.

**504.5** UAH, m

*in taxes paid by FC Shakhtar in the 2017/18 season*



shakhtar.com

