



05/07/2014 LANCE, SHAKHTAR 4-1 LAUSANNE
06/07/2014 SAVIESE, SHAKHTAR 1-0 SION
08/07/2014 LANCE, SHAKHTAR 2-1 LE MONT
10/07/2014 LANCE, SHAKHTAR 8-1 TICINO U21
12/07/2014 LEYTRON, SHAKHTAR 1-0 VIITORUL
12/07/2014 SION, SHAKHTAR 1-2 SION
15/07/2014 LE BOUVERET, SHAKHTAR 2-1 BORDEAUX
16/07/2014 THONON-LES-BAINS, SHAKHTAR 3-2 EVIAN
19/07/2014 ANNECY, SHAKHTAR 1-4 LYON
22/07/2014 LVIV, SHAKHTAR 2-0 DYNAMO (K)
27/07/2014 LVIV, SHAKHTAR 2-0 METALURH (Z)
01/08/2014 POLTAVA, VORSKLA 1-2 SHAKHTAR
09/08/2014 LVIV, SHAKHTAR 1-0 METALIST
15/08/2014 KYIV, OLIMPIK 0-5 SHAKHTAR
19/08/2014 TRENTO, VERONA 1-1 SHAKHTAR
20/08/2014 BRESCIA, BRESCIA 1-2 SHAKHTAR
23/08/2014 KYIV, OBOLON-BROVAR 0-1 SHAKHTAR
29/08/2014 KYIV, SHAKHTAR 3-0 ILLICHIVETS
05/09/2014 CLUJ-NAPOCA, CFR CLUJ 3-3 SHAKHTAR

07/09/2014 CLUJ-NAPOCA, UNIVERSIT
13/09/2014 ODESA, CHORNO MORETS
17/09/2014 BILBAO, ATHLETIC 0-0 SHAKHTAR
21/09/2014 KYIV, SHAKHTAR 0-1 ZORYA
25/09/2014 POLTAVA, POLTAVA 1-5 SHAKHTAR
30/09/2014 LVIV, SHAKHTAR 2-2 PORTO
05/10/2014 KYIV, DYNAMO (K) 1-0 SHAKHTAR
09/10/2014 PARMA, PARMA 1-0 SHAKHTAR
17/10/2014 LVIV, SHAKHTAR 6-2 VOLYN
21/10/2014 BORISOV, BATE 0-7 SHAKHTAR
27/10/2014 KYIV, SHAKHTAR 4-1 POLTAVA
31/10/2014 KYIV, METALURH (D) 2-1 SHAKHTAR
05/11/2014 LVIV, SHAKHTAR 5-0 BATE
09/11/2014 LVIV, SHAKHTAR 0-0 DNIPRO
16/11/2014 KYIV, SHAKHTAR 0-0 OLIMPIK
21/11/2014 LVIV, KARPATY 0-2 SHAKHTAR
25/11/2014 LVIV, SHAKHTAR 0-1 ATHLETIC

30/11/2014 ZAPORIZHYA, METALURH (D)

05/12/2014 LVIV, SHAKHTAR 4-1 HOVERLA
10/12/2014 PORTO, PORTO 1-1 SHAKHTAR
17/01/2015 SALVADOR, BAHIA 2-3 SHAKHTAR
18/01/2015 BRASILIA, FLAMENGO 0-0 SHAKHTAR
22/01/2015 BELO HORIZONTE, ATLETICO MINEIRO 4-2 SHAKHTAR
24/01/2015 PORTO ALEGRE, INTERNACIONAL 1-2 SHAKHTAR
25/01/2015 BRASILIA, CRUZEIRO 1-1 SHAKHTAR
02/02/2015 SAN PEDRO DEL PINATAR, SHAKHTAR 1-1 DINAMO (Z)
04/02/2015 ALMERIA, ALMERIA 1-3 SHAKHTAR
05/02/2015 SAN PEDRO DEL PINATAR, MURCIA 1-2 SHAKHTAR
07/02/2015 SAN PEDRO DEL PINATAR, SHAKHTAR 2-1 AALBORG
17/02/2015 LVIV, SHAKHTAR 0-0 BAYERN
19/02/2015 ANTALYA, SHAKHTAR 1-0 ATYRAU
20/02/2015 ANTALYA, SHAKHTAR 3-1 TYCHY
22/02/2015 ANTALYA, SHAKHTAR 2-0 DINAMO (M)
24/02/2015 ANTALYA, SHAKHTAR 2-1 AZERBAIJAN
28/02/2015 LVIV, SHAKHTAR 3-0 VORSKLA
04/03/2015 LVIV, METALIST 0-2 SHAKHTAR
07/03/2015 LVIV, METALIST 2-2 SHAKHTAR
11/03/2015 MUNICH, BAYERN 7-0 SHAKHTAR
15/03/2015 LVIV, SHAKHTAR 6-0 OLIMPIK
27/03/2015 LIMASSOL, AEL 1-1 SHAKHTAR
29/03/2015 LIMASSOL, ARIS 3-4 SHAKHTAR
05/04/2015 KYIV, ILLICHIVETS 2-6 SHAKHTAR
08/04/2015 LVIV, SHAKHTAR 1-0 METALIST
11/04/2015 LVIV, SHAKHTAR 5-0 CHORNO MORETS
18/04/2015 ZAPORIZHYA, ZORYA 1-4 SHAKHTAR
26/04/2015 LVIV, SHAKHTAR 0-0 DYNAMO (K)
29/04/2015 DNIPROPETROVSK, DNIPRO 0-1 SHAKHTAR
04/05/2015 LUTSK, VOLYN 0-0 SHAKHTAR
09/05/2015 UZHGOROD, HOVERLA 3-7 SHAKHTAR
16/05/2015 LVIV, SHAKHTAR 2-0 METALURH (D)
20/05/2015 LVIV, SHAKHTAR 1-1 DNIPRO
23/05/2015 DNIPROPETROVSK, DNIPRO 3-2 SHAKHTAR
30/05/2015 KYIV, SHAKHTAR 2-2 KARPATY
04/06/2015 KYIV, DYNAMO (K) 0-0 SHAKHTAR
27/06/2015 GOING, SHAKHTAR 1-0 NEFTCHI
30/06/2015 GOING, SHAKHTAR 2-0 SKENDERBEU

AWAY FROM HOME

409
DAYS

PRESIDENT'S ADDRESS

Dear friends!

This year has been a year of trials for Shakhtar. Throughout the year, the team was forced to play their home games away, away from their homes and from Donbass Arena. Nevertheless, claiming the second spot is a defeat for us, so the goal remains unchanged — only the league title.

They frequently asked me this question: What future awaits Shakhtar at this difficult time? And I told everyone just the same thing: Shakhtar might lose, but never give up. Despite the challenges, we will compete for every major trophy. And in this regard, our entire football family supports me.

Taking this opportunity, I want to thank the coaching staff, the players, the club employees for the fact that we have not lost heart. For the fact that we do not give up, for our fighting to the end, as we do all that for our fans.

This season, I have certainly been delighted with the performance of young players, our Academy boys. They confidently knocked on the senior team's door. An example of that is their advancement to the UEFA Youth League final.



I am sure these guys will eventually become the face of our team and qualify to represent the club in both the domestic league and the European stage.

Once I dreamed about winning the league title. We have won nine titles. Then I dreamed of winning the UEFA Cup. And we won it as well. Now my biggest dream, even bigger than winning the Champions League title, is returning to Donetsk, returning to the Donbass Arena. I dream about peace and stability coming to the Donbas, about our fans gathering at the Donbass Arena again, and about Shakhtar showcasing some beautiful, tasteful football, enjoying the support of home stands.

I believe the day will definitely come!

Sincerely,
Rinat Akhmetov
FC Shakhtar president

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CEO REPORT

The 2014/15 season was the most difficult in recent decades of Shakhtar's history.

It takes years to build a good team, but losing it can happen in a twinkling. Before the season start, we had a meeting with the club president Rinat Akhmetov, at which the main question was under consideration: what is Shakhtar's future? The president gave a clear and unambiguous answer: we can't just give up. If we do so, it will take the club decades to get back to the previous level.

We have tried to provide the team with decent living and training conditions, so that the players could feel safe and focus on football.

But it was not realistic to fully replace the home city, their homes and the Donbass Arena. It is very difficult to play absolutely all games away, without the support of home stands. As a result Shakhtar made it to the Champions League knockout stage, but failed to win the domestic title for the first time in six years, finishing the season in the second spot.

The Academy U19 team deserve special praise. Advancement of our boys to the UEFA Youth League final is a historic event for the entire Ukrainian football. I am sure the guys will not get lost, they will fulfil themselves in big-time football, and Shakhtar will help them with that.



Another activity of the club was its collaboration with the Rinat Akhmetov Humanitarian Centre. Shakhtar is a club coming from the Donbas. Alleviating the plight of the people, helping them in a difficult situation is our duty, our social responsibility. For the daily contribution to the work of our mission, the club staff deserve special thanks.

Despite the team's being away, the club's sports infrastructure was maintained at a good level, being ready to receive Shakhtar any time. Thanks to our employees! Owing to their work, we have preserved in Donetsk everything necessary for proper functioning of the team: the training centre, the

stadium, the efficient infrastructure and logistics.

Read more about the 2014/15 club activities in the annual report that you hold in your hands. Shakhtar's plans and objectives remain as ambitious as possible. I am confident that more titles and victories await Shakhtar!

Sergei Palkin,
FC Shakhtar CEO



PHILOSOPHY

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 MISSION

To redefine the boundaries and standards of excellence in football.

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.

OUR GOAL

To be one of Europe's top football clubs.

MANAGEMENT



1. **Sergei Palkin**, CEO

2. **Aleksandr Cherkasov**,
General Secretary

3. **Joe Palmer**,
Executive Director
for Strategy, Commerce
and Marketing

4. **Aleksandr Funderat**,
Academy Director

5. **Gyulnara Akhmedzhanova**,
Chief Financial Officer

6. **Dmitriy Kirilenko**,
Commercial Director

7. **Yuriy Sviridov**,
Marketing and
Communications Director



8. **Svetlana Slobodyanyuk**,
Human Resources Director

9. **Yuriy Taktashev**,
Sports Facilities Director

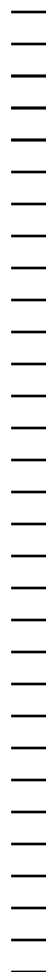
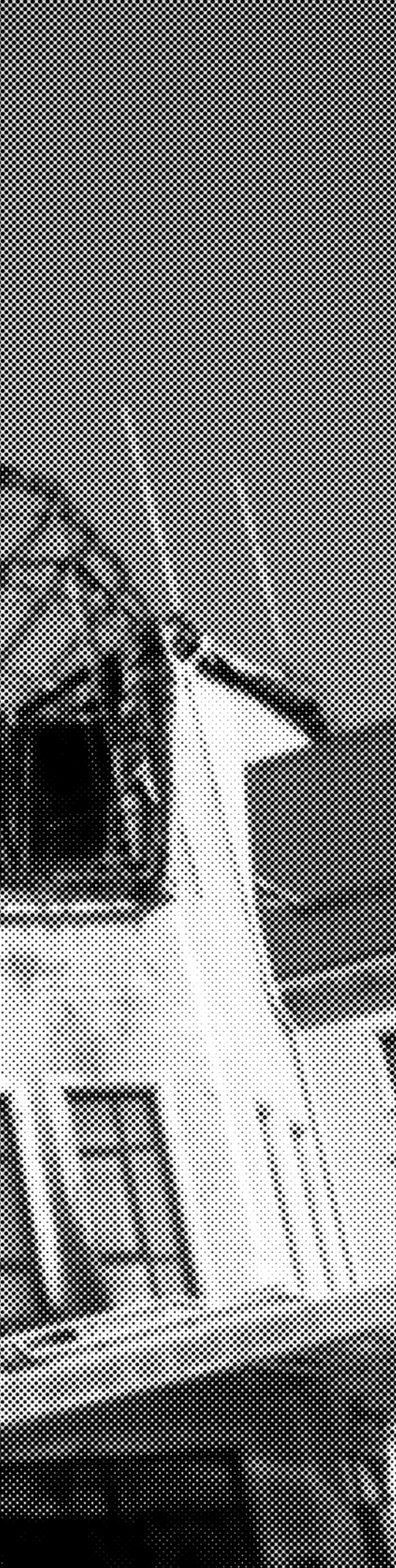
10. **Andrei Kharitonchuk**,
Head of Legal Office

11. **Aleksandr Vishnyakov**,
Shakhtar Trading Director

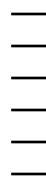
12. **Vadim Gunko**,
Acting CEO of
Donbass Arena







KIRSHA TRAINING
CENTRE. MAIN
BUILDING



Club



In the summer 2014, as a result of the ban on holding matches in Donetsk, Shakhtar first team moved to Kyiv, while U21 team and senior team of the Academy went to Poltava. The staff and management of the club went to different cities: Kyiv, Lviv, Donetsk.

INFRASTRUCTURE

In the 2014/15 season, Shakhtar did not have any possibility to hold matches at the home stadium, but *the Donbass Arena pitch was kept in perfect condition by the club experts*. The building was damaged by shelling several times. On October 20, major damage was caused to the western and eastern parts of the stadium. With the help of industrial climbers and metalwork experts we carried out urgent measures to prevent further destruction of the facade, as well as performed work on its restoration. Throughout the season, Donbass Arena had a key role in operation of the Humanitarian Centre. *The*

stadium has become the logistics centre for preparing humanitarian aid for the inhabitants of the region.

6

TIMES

Donbass Arena was shaken by explosions and shell hits



Sergei Palkin
FC Shakhtar CEO

When we had to move asap, the main issue was preserving the functionality and operations of the club.

Please assess the results of the club operation last season. What have you managed to do?

— When we had to promptly move away, the main issue was preserving the functionality and operations of the club. Back then, nobody thought of any kind of strategic objectives. At the time, the planning timeframe was limited to a few hours. As soon as one hardly made a mini-plan, it already had to be changed. It is clear that we wouldn't be able to set the standards we achieved in Donetsk. But in our every activity we attained the bar set by the president, taking into account the relocation. This also applies to Arena Lviv, the management, the Academy setting, as well as adaptation of training fields in Svyatoshyno and at Bannikov stadium. Most importantly, we solved the staff issue because everyone left and we were gathering the team in different cities. It was a long and delicate process, because characters and opinions differ. And we needed to talk to everyone, to persuade them not to be afraid of returning to the city. At that point, the president set the task of organizing operation of the Humanitarian Centre. We had to get more people involved in it, but in the heavy fire situation it was difficult to find anyone who could actually help us. We never considered volunteers back then. Only the SCM assets and primarily the football club. We launched the Centre and built the process! I am grateful to the colleagues who have taken up the difficult areas of operation and set the system in Donetsk: to Andrei Sanin and Aleksandr Vishnyakov.



I am grateful to the colleagues who have taken up the difficult areas of operation and set the system in Donetsk: to Andrei Sanin and Aleksandr Vishnyakov.





The club means people. After going through hardships, you can appraise the team, how strong, closely-knit they are, whether they can perform tasks in force majeure situations.

Sergei Palkin
FC Shakhtar CEO







Vadim Gunko

Acting CEO of Donbass Arena

The most serious damage to the stadium was caused as result of an explosion that thundered on October 20, 2014.

Donbass Arena suffered major damage during the explosions in the autumn. How were the reconstruction works carried out? Did you manage to fully repair the damage?

— During the conflict, the stadium was several times affected by shelling and a highly powerful blast wave. The most serious damage to the stadium was caused as result of an explosion that thundered on October 20, 2014. I remember that day clearly, almost minute by minute. Being at the Arena Lviv, I discussed some operational issues with the co-workers and managers of the Arena in Donetsk over the phone. When the explosion occurred, I heard how powerful it was. At such moments you clearly understand how many things depend on your prompt and appropriate decisions. The day after the explosion, I was examining the facade together with our dedicated experts and the outsourced specialist engineers. Through our well-coordinated actions we promptly managed to prevent the collapse of a major part of the front elevation and restore its original form later. We further reinforced the facade along the perimeter (which is about 900 metres) in case of its repetitive occurrence. Later it worked: during one of the following very powerful explosions, we managed to prevent another collapse of a large area only through additional fastening.



Through the well-coordinated actions we promptly managed to prevent the collapse of a major part of the front elevation and restore its original form later.





Appearance of FC Shakhtar at the Arena Lviv has breathed new life into it. During the first few weeks, we have carried out a full audit of the stadium, checked availability and serviceability of all systems and equipment.

Vadim Gunko
Acting CEO of Donbass Arena





Vadim Gunko*Acting CEO of Donbass Arena*

We had to send a large number of leading specialists of all services of Donbass Arena to the stadium in Lviv.

16

HOME GAMES

Shakhtar played at the Arena Lviv

Shakhtar played most of their home games of the season in Lviv, at the Arena Lviv stadium, which meets all the requirements and standards of UEFA. Matches at the stadium in Lviv were organised by the management of FC Shakhtar and Donbass Arena. Through dismantling the unused chamber platforms and reducing the media box area, they increased the number of spectator seats by a few hundreds. The total capacity reached 34,915.

During the winter break, the groundskeeping service of the FC Shakhtar sports facilities department carried out works at the Arena Lviv. Donetsk specialists used an installation for artificial growth enhancement and turf cultivation technologies. This allowed them to bring the pitch in perfect condition.

FC Shakhtar experts created a single system for managing mass events based on a control room principle, they also developed and implemented the concept of games security and medical support. They introduced an extensive system of video surveillance, analytics, archiving, turnstile control and radio communication between the services.

Shakhtar's three home games in the 2014/15 season took place in the stadium of the training complex named after V. Bannikov. The facility is designed exceptionally for football. The stadium capacity is 1,678.





60

SHELLS

hit the STB Kirsha area

Kirsha sports and training facility is located 15 km away from Donetsk, being a structural division of the FC Shakhtar Sports Facilities Department. In the 2014/15 season, this club facility has suffered major damage. ***On the night of August 29 to August 30, the upper floor of the main building, where Shakhtar first team resided earlier, was destroyed after taking a direct hit.*** It also destroyed the players recreation area, residential and auxiliary premises of the base suffered significant damage, the football fields structure was disrupted. They managed to eliminate some aftereffects of shelling, restored the supply of water and electricity. They also put training pitches back in order.

Yuriy Taktashev

FC Shakhtar Sports Facilities Director

Unfortunately, over the current year I only twice had a chance to visit the training centre. And it is impossible to convey and describe the feelings that I experienced.

The team have not visited their training base for more than a year. What happened at the STB Kirsha last season?

— During the year, the STB Kirsha survived a number of shellings, the first team's residence building was on fire, with other buildings and technical facilities, alongside training fields, being damaged. But, thank goodness, none of the staff members got injured. Thanks to the remaining people, who fought fire in those conditions, the base is functional now. They preserved the first building until better times, they also restored water pipeline (there was no water supply at STB Kirsha for about a year!), heating for training fields, irrigation system, lighting masts and the fields themselves. With the exception of the first building, almost everything is ready for the return of the club. STB Kirsha is very much looking forward to that. Unfortunately, over the current year I only twice had a chance to visit the training centre. And it is impossible to convey and describe the feelings that I experienced. The smell of burnt substances in the building, the looks of training fields and the entire territory left a deep wound in my heart that hurts all the time. This fact notwithstanding, a storm of positive emotions followed a meeting with the people who are so dear and close to me — our staff! With the people, who have become my family during so many years of collaboration! People say that it takes one eating a peck of salt with another individual to get to know the latter, though I read that two people can do it in thirty months. So it turns out that over nearly 16 years of work, we have eaten so much salt together with every staff member...



During the year, the STB Kirsha survived a number of shellings, the first team's residence building was on fire, with other buildings and technical facilities, alongside training fields, being damaged. But, thank goodness, none of the staff members got injured.





**Bitter memories...
But we believe and
look forward to
our early return to
Donetsk — our home
city, our pride and
the best place in the
world!**

Yuriy Taktashev
FC Shakhtar Sports Facilities Director





40

TONNES OF SAND

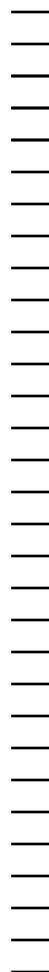
were used for restoration of the Svyatoshyn training facility pitch

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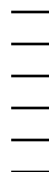
Shakhtar prepared for the season games at the Svyatoshyn training centre in Kyiv. *Experts of the Donetsk club significantly modernized and refurbished the sports complex.* Within a few weeks, the new pitch turf was reseeded, they also carried out the repairs and interior finishing works, added a swimming pool, a gym and a room for theory sessions.







DONBASS ARENA
STADIUM. NORTH-
WEST ENTRANCES



Football



Shakhtar spent the 2014/15 season in difficult conditions, not playing a single game at their home arena. This fact notwithstanding, the first team advanced to the Champions League knockout stages, with Shakhtar U19 team reaching the UEFA Youth League final.

HEAD COACH

— The season was tough. The Ukrainian football lacked enthusiasm, stands were empty. After all, audience is the main component of football performance. In the absence of fans it is very difficult to play and demand anything from the players. Honestly speaking, we didn't even have any luck: we lost numerous points in the matches, in which we created many chances. The league season turned artificial... Yet we tried to maintain the image and strength of Shakhtar at a high level!

Anyway, it is very important that we ultimately claimed the

second spot and ended up in the Champions League qualifying round. I do not think there is any doubt about the performance produced by our team. It was a good season for Alex Teixeira. Thanks to his goals, we claimed many points. Every year Shakhtar try to win the top scorer title. We create a lot of chances, so there always are goalscorers among us. Perhaps, the team deserve it.

43

COMPETITIVE GAMES

Shakhtar played away this season

Mircea Lucescu
FC Shakhtar Head Coach

The most important thing for me at the moment is returning to the Donbass Arena and playing there!

71

GOALS

—
scored by the Pitmen in the Ukrainian league, being the best result of the season

The tour of Brazil has become a new page in the history of our club. Shakhtar are a team of high international level, being well known all over the world. Particularly in Brazil, because our players defend their national team colours! Shakhtar are one of the most popular European teams there. The tour allowed the Brazilian football fans to see us live for the first time. And for the Pitmen a trip to the South American continent is about their international image, the club standing, the new fans. Our Brazilian players performed in front of their supporters, which is also very important.

It was the most difficult season in Shakhtar's modern history. I hope the team will progress now. Those players that a couple of years ago were young and promising, already turn into key players shaping Shakhtar's performance. It involves continuous attacking. Every year we score the most goals compared to the rest of teams. We will continue in the same vein.

Mircea Lucescu
FC Shakhtar Head Coach

23

BOGDAN SARNAVSKYI

goalkeeper

COUNTRY:
UKRAINE

DATE OF BIRTH:
29/01/1995

HEIGHT:
187

TOTAL APPS/MISTAKES FOR SHAKHTAR:
3/1

IN THE 2014/15 SEASON:
3/1

FOOT SIZE:
43.5

NICKNAME:
BODYA

PREFERRED HAND/FOOT:
RIGHT/RIGHT



**ANDRIY
PYATOV**

30

goalkeeper

COUNTRY:
UKRAINE

DATE OF BIRTH:
28/06/1984

HEIGHT:
190

TOTAL APPS/MISTAKES FOR SHAKHTAR:
270/209

IN THE 2014/15 SEASON:
28/26

FOOT SIZE:
43.5

NICKNAME:
PYAT

PREFERRED HAND/FOOT:
RIGHT/RIGHT



32

ANTON KANIBOLOTSKYI

goalkeeper

COUNTRY:
UKRAINE

DATE OF BIRTH:
16/05/1988

HEIGHT:
191

TOTAL APPS/MISTAKES FOR SHAKHTAR:
38/25

IN THE 2014/15 SEASON:
12/8

FOOT SIZE:
43.5

NICKNAME:
TONI

PREFERRED HAND/FOOT:
RIGHT/RIGHT



OLEKSANDR VOLOVYK

4

defender

COUNTRY:
UKRAINE

DATE OF BIRTH:
28/10/1985

HEIGHT:
185

TOTAL APPS/GOALS FOR SHAKHTAR:
7/0

IN THE 2014/15 SEASON:
1/0

FOOT SIZE:
42

NICKNAME:
VAL

PREFERRED HAND/FOOT:
RIGHT/LEFT



5

OLEKSANDR KUCHER

defender

COUNTRY:
UKRAINE

DATE OF BIRTH:
22/10/1982

HEIGHT:
184

TOTAL APPS/GOALS FOR SHAKHTAR:
238/9

IN THE 2014/15 SEASON:
24/1

FOOT SIZE:
43

NICKNAME:
KUCH

PREFERRED HAND/FOOT:
RIGHT/RIGHT



VYACHESLAV SHEVCHUK

13

defender

COUNTRY:
UKRAINE

DATE OF BIRTH:
13/05/1979

HEIGHT:
184

TOTAL APPS/GOALS FOR SHAKHTAR:
225/4

IN THE 2014/15 SEASON:
27/1

FOOT SIZE:
43.5

NICKNAME:
SLAVA

PREFERRED HAND/FOOT:
RIGHT/LEFT



18

IVAN ORDETS

defender

COUNTRY:
UKRAINE

DATE OF BIRTH:
08/07/1992

HEIGHT:
194

TOTAL APPS/GOALS FOR SHAKHTAR:
13/0

IN THE 2014/15 SEASON:
13/0

FOOT SIZE:
44

NICKNAME:
VANYA

PREFERRED HAND/FOOT:
RIGHT/RIGHT



DMYTRO CHYGRYNSKYI

27

defender

COUNTRY:
UKRAINE

DATE OF BIRTH:
07/11/1986

HEIGHT:
190

TOTAL APPS/GOALS FOR SHAKHTAR:
189/16

IN THE 2014/15 SEASON:
3/1

FOOT SIZE:
44.5

NICKNAME:
CHIGI

PREFERRED HAND/FOOT:
LEFT/RIGHT, LEFT



31

ISMAILY

defender

COUNTRY:
BRAZIL

DATE OF BIRTH:
11/01/1990

HEIGHT:
177

TOTAL APPS/GOALS FOR SHAKHTAR:
25/3

IN THE 2014/15 SEASON:
10/0

FOOT SIZE:
40

NICKNAME:
ISMA

PREFERRED HAND/FOOT:
LEFT/LEFT



**DARIJO
SRNA**

33

defender

COUNTRY:
CROATIA

DATE OF BIRTH:
01/05/1982

HEIGHT:
178

TOTAL APPS/GOALS FOR SHAKHTAR:
451/42

IN THE 2014/15 SEASON:
36/5

FOOT SIZE:
44

NICKNAME:
CAP/DARIJO

PREFERRED HAND/FOOT:
RIGHT/RIGHT



38

SERGII KRYVTSOV

defender

COUNTRY:
UKRAINE

DATE OF BIRTH:
15/03/1991

HEIGHT:
186

TOTAL APPS/GOALS FOR SHAKHTAR:
70/6

IN THE 2014/15 SEASON:
21/3

FOOT SIZE:
43

NICKNAME:
KRIVA

PREFERRED HAND/FOOT:
RIGHT/RIGHT



YAROSLAV RAKITS'KYY

44

defender

COUNTRY:
UKRAINE

DATE OF BIRTH:
03/08/1989

HEIGHT:
180

TOTAL APPS/GOALS FOR SHAKHTAR:
207/9

IN THE 2014/15 SEASON:
32/2

FOOT SIZE:
44

NICKNAME:
RAK

PREFERRED HAND/FOOT:
RIGHT/LEFT



6

TARAS STEPANENKO

midfielder

COUNTRY:
UKRAINE

DATE OF BIRTH:
08/08/1989

HEIGHT:
181

TOTAL APPS/GOALS FOR SHAKHTAR:
119/8

IN THE 2014/15 SEASON:
35/5

FOOT SIZE:
42.5

NICKNAME:
STYOPA

PREFERRED HAND/FOOT:
LEFT/LEFT



AZEVEDO

66

defender

COUNTRY:
BRAZIL

DATE OF BIRTH:
05/02/1986

HEIGHT:
173

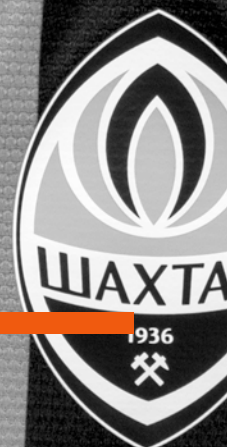
TOTAL APPS/GOALS FOR SHAKHTAR:
6/0

IN THE 2014/15 SEASON:
6/0

FOOT SIZE:
39

NICKNAME:
MARCIO

PREFERRED HAND/FOOT:
LEFT/LEFT



7

WELLINGTON NEM

midfielder

COUNTRY:
BRAZIL

DATE OF BIRTH:
06/02/1992

HEIGHT:
165

TOTAL APPS/GOALS FOR SHAKHTAR:
20/5

IN THE 2014/15 SEASON:
15/4

FOOT SIZE:
40

NICKNAME:
NEM

PREFERRED HAND/FOOT:
LEFT/LEFT



FRED

8

midfielder

COUNTRY:
BRAZIL

DATE OF BIRTH:
05/03/1993

HEIGHT:
169

TOTAL APPS/GOALS FOR SHAKHTAR:
66/5

IN THE 2014/15 SEASON:
35/1

FOOT SIZE:
40

NICKNAME:
FRED

PREFERRED HAND/FOOT:
LEFT/LEFT



10

BERNARD

midfielder

COUNTRY:
BRAZIL

DATE OF BIRTH:
08/09/1992

HEIGHT:
164

TOTAL APPS/GOALS FOR SHAKHTAR:
52/5

IN THE 2014/15 SEASON:
23/2

FOOT SIZE:
38

NICKNAME:
BERNI

PREFERRED HAND/FOOT:
RIGHT/RIGHT



MARLOS

11

midfielder

COUNTRY:
BRAZIL

DATE OF BIRTH:
07/06/1988

HEIGHT:
174

TOTAL APPS/GOALS FOR SHAKHTAR:
35/5

IN THE 2014/15 SEASON:
35/5

FOOT SIZE:
42

NICKNAME:
MARLI

PREFERRED HAND/FOOT:
LEFT/LEFT



17

FERNANDO

midfielder

COUNTRY:
BRAZIL

DATE OF BIRTH:
03/03/1992

HEIGHT:
175

TOTAL APPS/GOALS FOR SHAKHTAR:
47/3

IN THE 2014/15 SEASON:
25/1

FOOT SIZE:
41

NICKNAME:
FERNA

PREFERRED HAND/FOOT:
RIGHT/RIGHT



DOUGLAS COSTA

20

midfielder

COUNTRY:
BRAZIL

DATE OF BIRTH:
14/09/1990

HEIGHT:
170

TOTAL APPS/GOALS FOR SHAKHTAR:
203/38

IN THE 2014/15 SEASON:
33/5

FOOT SIZE:
40

NICKNAME:
DOUGIE

PREFERRED HAND/FOOT:
RIGHT/LEFT



24

DMYTRO GRECHYSHKIN

midfielder

COUNTRY:
UKRAINE

DATE OF BIRTH:
22/09/1991

HEIGHT:
177

TOTAL APPS/GOALS FOR SHAKHTAR:
16/1

IN THE 2014/15 SEASON:
1/0

FOOT SIZE:
40.5

NICKNAME:
GREK

PREFERRED HAND/FOOT:
RIGHT/RIGHT



TAISON

28

midfielder

COUNTRY:
BRAZIL

DATE OF BIRTH:
13/01/1988

HEIGHT:
172

TOTAL APPS/GOALS FOR SHAKHTAR:
84/11

IN THE 2014/15 SEASON:
36/4

FOOT SIZE:
40

NICKNAME:
TAISON

PREFERRED HAND/FOOT:
RIGHT/RIGHT



29

ALEX TEIXEIRA

midfielder

COUNTRY:
BRAZIL

DATE OF BIRTH:
06/01/1990

HEIGHT:
173

TOTAL APPS/GOALS FOR SHAKHTAR:
197/63

IN THE 2014/15 SEASON:
37/22

FOOT SIZE:
41

NICKNAME:
TEIXI

PREFERRED HAND/FOOT:
RIGHT/RIGHT



**SERHIY
BOLBAT**

50

midfielder

COUNTRY:
UKRAINE

DATE OF BIRTH:
13/06/1993

HEIGHT:
175

TOTAL APPS/GOALS FOR SHAKHTAR:
2/0

IN THE 2014/15 SEASON:
2/0

FOOT SIZE:
41

NICKNAME:
BOLT

PREFERRED HAND/FOOT:
RIGHT/RIGHT



74

VIKTOR KOVALENKO

midfielder

COUNTRY:
UKRAINE

DATE OF BIRTH:
14/02/1996

HEIGHT:
182

TOTAL APPS/GOALS FOR SHAKHTAR:
4/0

IN THE 2014/15 SEASON:
4/0

FOOT SIZE:
42

NICKNAME:
KOVA

PREFERRED HAND/FOOT:
RIGHT/RIGHT



ILSINHO

77

midfielder

COUNTRY:
BRAZIL

DATE OF BIRTH:
12/10/1985

HEIGHT:
178

TOTAL APPS/GOALS FOR SHAKHTAR:
176/22

IN THE 2014/15 SEASON:
22/0

FOOT SIZE:
43

NICKNAME:
ILSINHO

PREFERRED HAND/FOOT:
RIGHT/LEFT



89

DENTINHO

midfielder

COUNTRY:
BRAZIL

DATE OF BIRTH:
19/01/1989

HEIGHT:
176

TOTAL APPS/GOALS FOR SHAKHTAR:
43/6

IN THE 2014/15 SEASON:
16/2

FOOT SIZE:
42

NICKNAME:
DENTINHO

PREFERRED HAND/FOOT:
RIGHT/RIGHT



LUIZ ADRIANO

9

forward

COUNTRY:
BRAZIL

DATE OF BIRTH:
12/04/1987

HEIGHT:
183

TOTAL APPS/GOALS FOR SHAKHTAR:
266/128

IN THE 2014/15 SEASON:
33/21

FOOT SIZE:
42

NICKNAME:
ADRI

PREFERRED HAND/FOOT:
RIGHT/RIGHT



21

OLEKSANDR GLADKYY

forward

COUNTRY:
UKRAINE

DATE OF BIRTH:
24/08/1987

HEIGHT:
188

TOTAL APPS/GOALS FOR SHAKHTAR:
154/54

IN THE 2014/15 SEASON:
30/16

FOOT SIZE:
42.5

NICKNAME:
GLAD

PREFERRED HAND/FOOT:
RIGHT/RIGHT

Data as of June 5, 2015 (after
the closing match of the
2014/15 season)







MIRCEA LUCESCU

head coach

**Born on 29 July 1945
in Bucharest, Romania.**

Joined Shakhtar on 16 May 2004.

Honours:

UEFA Cup Winner 2009;

**Ukrainian Champion 2005, 2006, 2008, 2010,
2011, 2012, 2013, 2014;**

**Ukrainian Cup Winner 2004, 2008,
2011, 2012, 2013;**

**Ukrainian Super Cup Winner 2005, 2008,
2010, 2012, 2013, 2014, 2015;**

**Coach of the Year (Ukraine) 2006, 2008,
2009, 2010, 2011, 2012, 2013, 2014.**

ALEXANDRU SPIRIDON

assistant head coach



ANTONIO CARLOS ZAGO

assistant head coach



CARLO NICOLINI

fitness coach



MASSIMO UGOLINI

fitness coach



DMYTRO SHUTKOV

goalkeeping coach



TOMISLAV ROGIC

goalkeeping coach







2.73

GOALS

per game is Shakhtar's
Ukrainian League average

27

PLAYERS

were fielded by Mircea Lucescu
in the competitive games of the
season

SEASON REVIEW

In the 2014/15 season, Shakhtar have not played a single game at home. Due to the armed conflict in the Donbas, the team moved to Kyiv, playing most home games at the Arena Lviv.

Nevertheless, *at the start of the season the Pitmen won the Ukrainian Super Cup*, beating Dynamo. Shakhtar's rivals in the Champions League group stage were Athletic Bilbao, Spain; Porto, Portugal and BATE Borisov, Belarus. Mircea Lucescu's team fulfilled their objective, advancing to the knockout stage of the competition.

Mircea Lucescu
FC Shakhtar Head Coach

**It is very important that
in difficult times Shakhtar
have united, becoming
one family!**

They say that difficulties make us stronger. What, in your opinion, has become the club's strength over the past year?

— It is very important that in difficult times Shakhtar have united, becoming one family! I am proud of all the staff, who gathered together and showed that the club is a team in a broad sense! Matches, victories and defeats did not play an important role back then... The top priority was maintaining Shakhtar's level in the international arena, as there was a big risk of losing everything that we had built for ten years. It is important that having found ourselves in such difficult conditions, we managed to advance from the Champions League group stage. I consider it a great success that we managed to maintain the performance level. It is this, rather than any specific sports indicators, which is most important. I want to note that in relation to Shakhtar they did not show any due regard, which we have rightfully deserved as a team who were forced to leave their home because of the armed conflict. Not that many spectators attended our games, some controversial decisions were taken by the referees against us — even on the international level, like in the match against Bayern Munich. But we got through that difficult period and gained great experience. Now we perfectly understand who we can count upon. This applies not only to the players, but to all the people surrounding us.



Matches, victories and defeats did not play an important role back then... The top priority was maintaining Shakhtar's level in the international arena, as there was a big risk of losing everything that we had built for ten years.









Shakhtar spent the entire season in hotels and on planes. One thing is staying at home, in your home city, with your fans and training centre. And quite another is trying to adapt to the situation.

Mircea Lucescu
FC Shakhtar Head Coach







7-0

Shakhtar's biggest Champions League win

5

GOALS

scored by Luiz Adriano in the encounter with BATE, repeating the record by Lionel Messi

During the *Champions League campaign*, *Shakhtar have set new records*. In the encounter with BATE (7-0 in Borisov and 5-0 in Lviv) the Pitmen claimed the biggest win in the competition. Luiz Adriano scored five goals for the first time in Shakhtar's history, repeating the record of 5 goals in one Champions League match by Lionel Messi. Following the group stage results, Luiz Adriano has become the top scorer of the stage with 9 goals netted.





14

GAMES

Shakhtar's unbeaten run in the Ukrainian League

17

GOALS

scored in the Premier League by Alex Teixeira to become the competition's top scorer

In the Ukrainian League, Shakhtar finished the season in the second spot. *In the closing stage of the competition, the Orange-Blacks made it past Dnipro and earned the right to take part in the Champions League qualifying stage.* Shakhtar midfielder Alex Teixeira amassed 17 goals to become the top scorer of the 2014/15 Premier League.





3

PLAYERS

joined FC Shakhtar first team

TRANSFERS

Shakhtar has been active in the transfer market. The club's most high-profile acquisition is the Brazilian midfielder Marlos, who previously played for Metalist Kharkiv. They signed a five-year deal with him.

Besides, the Donetsk club signed a four-year contract with another former Kharkiv player Marcio Azevedo. Oleksandr Gladkyy returned to Shakhtar from Karpaty Lviv as a free agent.

Shakhtar fulfilled two high-profile transfers. The midfielder Douglas Costa moved to Bayern Munich, the forward Luiz Adriano joined Milan.



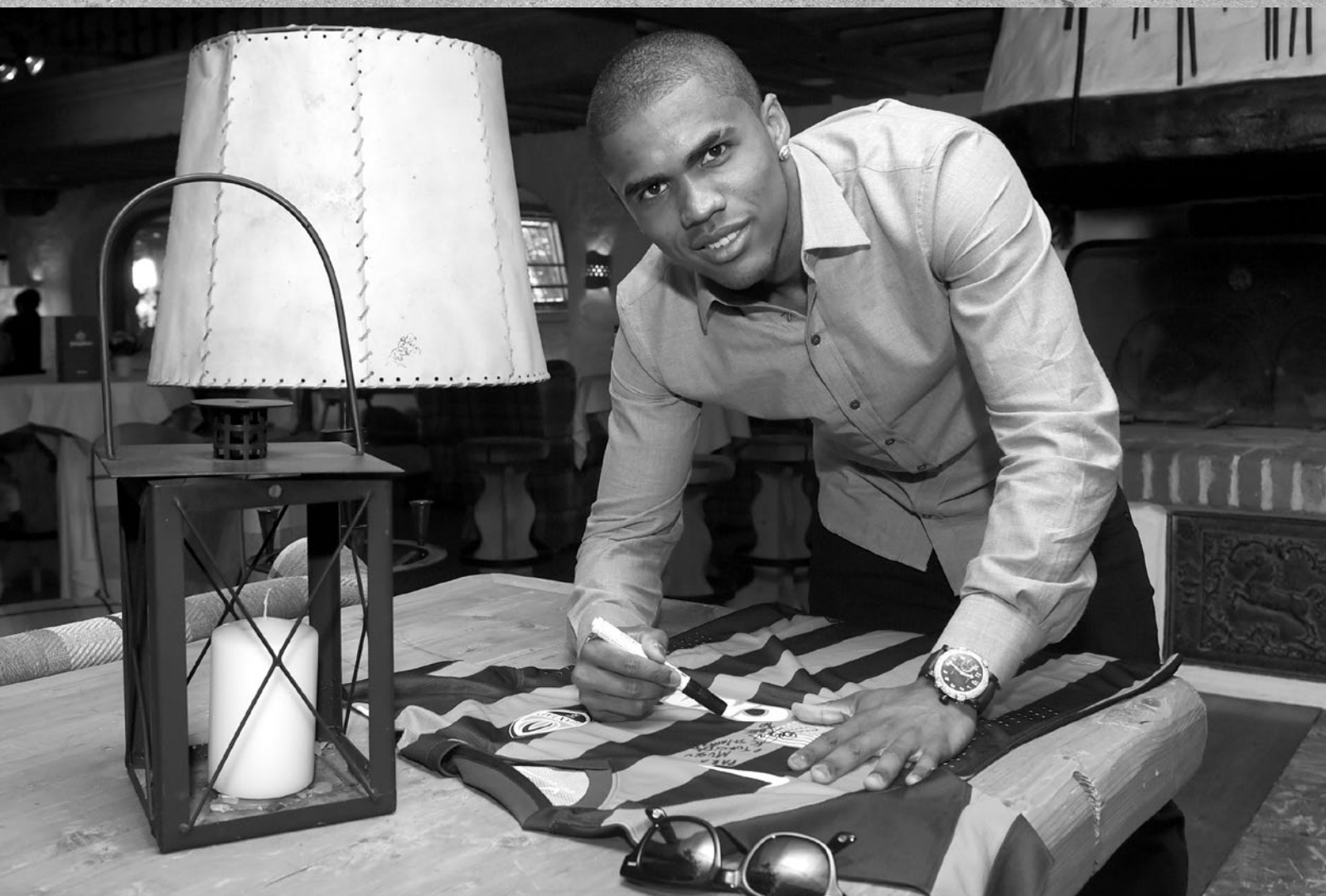
INCOMING TRANSFERS

Name	Moved from	Player rights status	Date
Oleksandr Gladkyy	Karpaty Lviv	bought	29/05/2014
Marlos	Metalist Kharkiv	bought	01/07/2014
Azevedo	Metalist Kharkiv	bought	17/08/2014

OUTGOING TRANSFERS

Name	Moved to	Player rights status	Date
Dmytro Grechyshkin	Chornomorets Odesa	loaned out	25/07/2014
Anton Shynder	Chornomorets Odesa	loaned out	25/07/2014
Denys Kozhanov	Karpaty Lviv	loaned out	26/07/2014
Tornike Okriashvili	Genk, Belgium	sold	28/07/2014
Facundo Ferreyra	Newcastle, England	loaned out	31/07/2014
Vasyl Kobin	Metalist Kharkiv	loaned out	11/08/2014
	Shakhtyor Soligorsk	loaned out	01/04/2015
Eduard Sobol	Metalurh Donetsk	loaned out	25/08/2014
Serhiy Bolbat	Metalist Kharkiv	loaned out	30/08/2014
Oleksiy Polyanskyi	Hoverla Uzhhorod	loaned out	01/09/2014
Rustam Khudzhamov	Zorya Luhansk	loaned out	02/03/2015
Douglas Costa	Bayern Munich, Germany	sold	01/07/2015
Luiz Adriano	Milan, Italy	sold	02/07/2015









22

GOALS

Alex Teixeira scored and became the team's top scorer

STATISTICS

Over the season, Shakhtar played a total of 43 games in all competitions. Overall performance: 26 wins, 11 draws and 6 losses. Goal difference: 103–35.

In 26 Ukrainian League games, the Pitmen claimed 17 wins, drawing 5 times and losing on 4 occasions.

The Pitmen netted 71 goals, being the best scoring result among all the Premier League sides.

Shakhtar's defence got stronger, conceding 21 goals. The Donetsk team players earned 53 yellow cards. The Orange-Blacks have the biggest number of suspensions, specifically 6 of them.

In the Ukrainian Cup competition, Shakhtar claimed 6 wins and drew twice. The final was won by Dynamo Kyiv in the penalty shoot-out.

In the Champions League the Pitmen played 8 games, claiming 2 wins, suffering 2 defeats and drawing 4 times. The goal difference is 15–11. In the competitive games of the season, the head coach Mircea Lucescu deployed 27 players. Alex Teixeira made the most appearances: the Brazilian midfielder took to the pitch 37 times. After notching up 22 goals, he became the team's top scorer, being just one goal ahead of Luiz Adriano.

PREMIER LEAGUE

Date	Match	Score
30/05/2015	Shakhtar vs Karpaty Lviv	2–2
23/05/2015	Dnipro Dnipropetrovsk vs Shakhtar	3–2
16/05/2015	Shakhtar vs Metalurh Donetsk	2–0
09/05/2015	Hoverla Uzhhorod vs Shakhtar	3–7
04/05/2015	Volyn Lutsk vs Shakhtar	0–0
26/04/2015	Shakhtar vs Dynamo Kyiv	0–0
18/04/2015	Zorya Luhansk vs Shakhtar	1–4
11/04/2015	Shakhtar vs Chornomorets Odesa	5–0
05/04/2015	Illichivets Mariupol vs Shakhtar	2–6
15/03/2015	Shakhtar vs Olimpik Donetsk	6–0
07/03/2015	Metalist Kharkiv vs Shakhtar	2–2
28/02/2015	Shakhtar vs Vorskla Poltava	3–0
05/12/2014	Shakhtar vs Hoverla Uzhhorod	4–1
30/11/2014	Metalurh Zaporizhya vs Shakhtar	0–4
21/11/2014	Karpaty Lviv vs Shakhtar	0–2
09/11/2014	Shakhtar vs Dnipro Dnipropetrovsk	0–0
31/10/2014	Metalurh Donetsk vs Shakhtar	2–1
17/10/2014	Shakhtar vs Volyn Lutsk	6–2
05/10/2014	Dynamo Kyiv vs Shakhtar	1–0
21/09/2014	Shakhtar vs Zorya Luhansk	0–1
13/09/2014	Chornomorets Odesa vs Shakhtar	0–2
29/08/2014	Shakhtar vs Illichivets Mariupol	3–0
15/08/2014	Olimpik Donetsk vs Shakhtar	0–5
09/08/2014	Shakhtar vs Metalist Kharkiv	1–0
01/08/2014	Vorskla Poltava vs Shakhtar	1–2
27/07/2014	Shakhtar vs Metalurh Zaporizhya	2–0

UKRAINIAN CUP

Date	Match	Score
04/06/2015	Dynamo Kyiv vs Shakhtar	0–0
20/05/2015	Shakhtar vs Dnipro Dnipropetrovsk	1–1
29/04/2015	Dnipro Dnipropetrovsk vs Shakhtar	0–1
08/04/2015	Shakhtar vs Metalist Kharkiv	1–0
04/03/2015	Metalist Kharkiv vs Shakhtar	0–2
27/10/2014	Shakhtar vs Poltava	4–1
25/09/2014	Poltava vs Shakhtar	1–5
23/08/2014	Obolon-Brovar Kyiv vs Shakhtar	0–1

UEFA CHAMPIONS LEAGUE

Date	Match	Score
11/03/2015	Bayern Munich vs Shakhtar	7–0
17/02/2015	Shakhtar vs Bayern Munich	0–0
10/12/2014	Porto vs Shakhtar	1–1
25/11/2014	Shakhtar vs Athletic Club	0–1
05/11/2014	Shakhtar vs BATE	5–0
21/10/2014	BATE vs Shakhtar	0–7
30/09/2014	Shakhtar vs Porto	2–2
17/09/2014	Ahtletic Club vs Shakhtar	0–0

SHAKHTAR PLAYER STATISTICS IN THE 2014/15 SEASON

Player	PL		UC		SC		CL		Total	
	Games	Goals	Games	Goals	Games	Goals	Games	Goals	Games	Goals
Goalkeepers										
Bogdan Sarnavskiy	0	0	3	1	0	0	0	0	3	1*
Andriy Pyatov	15	13	5	2	0	0	8	11	28	26*
Anton Kanibolotkyi	11	8	0	0	1	0	0	0	12	8*
Defenders										
Oleksandr Volovyk	0	0	1	0	0	0	0	0	1	0
Oleksandr Kucher	11	0	6	1	1	0	6	0	24	1
Vyacheslav Shevchuk	16	1	4	0	1	0	6	0	27	1
Ivan Ordets	9	0	3	0	0	0	1	0	13	0
Dmytro Chygrynskyi	1	0	2	0	0	0	0	0		
Ismaily	8	0	2	0	0	0	0	0	10	0
Darijo Srna	23	4	5	0	1	0	7	1	36	5
Sergii Kryvtsov	17	3	2	0	0	0	2	0	21	3
Yaroslav Rakits'kyy	18	2	5	0	1	0	8	0	32	2
Azevedo	2	0	2	0	0	0	2	0	6	0
Midfielders										
Taras Stepanenko	22	4	5	0	1	0	7	1	35	5
Wellington Nem	8	3	5	1	0	0	2	0	15	4
Fred	22	1	6	0	0	0	7	0	35	1
Bernard	14	0	4	2	0	0	5	0	23	2
Marlos	21	4	7	0	1	1	6	0	35	5
Fernando	13	1	4	0	1	0	7	0	25	1
Douglas Costa	20	4	5	0	0	0	8	1	33	5
Taison	21	4	6	0	1	0	8	0	36	4
Alex Teixeira	22	17	7	2	0	0	8	3	37	22
Viktor Kovalenko	2	0	2	0	0	0	0	0	4	0
Ilsinho	14	0	4	0	1	0	3	0	22	0
Dentinho	11	1	5	1	0	0	0	0	16	2
Forwards										
Luiz Adriano	21	9	4	3	1	0	7	9	33	21
Oleksandr Gladkyy	19	11	7	4	1	1	3	0	30	16

*Mistakes

Abbreviations: PL — Premier League; UC — Ukrainian Cup; SC — Ukrainian Super Cup; CL — UEFA Champions League





UEFA YOUTH



9

MATCHES

UEFA Youth League unbeaten run of Shakhtar U19

ACADEMY

The progress of the club's Academy as well as improvement of young players' skill level were among the main goals of FC Shakhtar in the 2014/15 season. The teams lived and trained away from home — in the villages of Kopyly (Poltava Oblast) and Schaslyve (Boryspil district). However, final results have shown that the Pitmen's football school remains one of the strongest in Europe.

The key event of the season has been the advancement of Valeriy Kryventsov's Shakhtar U19 to the UEFA Youth League final, being the Champions League counterpart in this age group. Before the final match the Pitmen boasted one of the most solid backlines, conceding 6 goals in 9 matches. The Pitmen's undefeated run in the competition amounted to 9 matches and came

to an end only in the final game versus Chelsea.

The young players added their U19 Ukrainian League title to the international success. The league title allowed Shakhtar to qualify for the 2015/16 UEFA Youth League.

Aleksandr Funderat
FC Shakhtar Academy Director

Most important adaptation for young people is to do their favourite thing, to play football.

Could you reflect on the results of your work in the past season? What have you managed to do?

— Thanks to the club management, we have managed to retain the system of the Academy work and show decent sports results in tough conditions away from home.

During the past year, the guys from Academy had to face many difficulties. How did the young players cope with such a situation? How well did they adapt to new conditions?

— The most important adaptation for young people is to do their favourite thing, to play football. Conditions that FC Shakhtar provided them with minimised the problems of adaptation. Thanks to our coaching staff, department of education control, medical personnel, tutors, administrators, the players felt comfortable both during the training process and in everyday life.

They say that difficulties make us stronger. In what component have the club become stronger, in your opinion?

— Shakhtar have demonstrated that they can keep pursuing their goals in any conditions with the professionals who love their job and the club. Furthermore, we have managed to mobilise ourselves not only for retaining results, but also for improving them.



Shakhtar have demonstrated that they can keep pursuing their goals in any conditions with the professionals, who love their job and the club.





The Academy's main achievement is reaching the final of the European competition and claiming the Ukrainian league title as well as submission of Academy's graduates Viktor Kovalenko and Mykola Matvienko for Shakhtar's senior squad.

Aleksandr Funderat
FC Shakhtar Academy Director





SHAKHTAR U19 IN 2014/15 UEFA YOUTH LEAGUE**GROUP STAGE MATCHES**

Match	Score
Athletic, Spain vs Shakhtar	0–2
Shakhtar vs Porto, Portugal	1–1
BATE Borisov, Belarus vs Shakhtar	1–4
Shakhtar vs BATE Borisov, Belarus	1–0
Shakhtar vs Athletic, Spain	6–0
Porto, Portugal vs Shakhtar	1–1

**2014/15 UEFA YOUTH LEAGUE.
GROUP STAGE. GROUP H**

Clubs	W	D	L	GF	GA	P
Shakhtar	4	2	0	15	3	14
Porto, Portugal	2	3	1	7	5	9
Athletic, Spain	3	0	3	9	12	9
BATE, Belarus	0	1	5	2	13	1

Abbreviations: W — wins; D — draws; L — losses; GF — goals for; GA — goals against; P — points

KNOCKOUT ROUND MATCHES

Match	Score
Shakhtar vs Olympiacos, Greece	1–1 (5–4 on pens)
Benfica, Portugal vs Shakhtar	1–1 (4–5 on pens)
Anderlecht, Belgium vs Shakhtar	1–3
Chelsea, England vs Shakhtar	3–2



TOP SCORERS

Player	Goals
Viktor Kovalenko	4
Vasyl Shtander	4
Andriy Boryachuk	3
Beka Vachiberadze	3
Oleksandr Zubkov	3

TOP ASSISTERS

Player	Goal assists
Denys Arendaruk	4
Oleksandr Zubkov	4
Viktor Kovalenko	3

SHOTS ON GOAL

Player	Shots
Viktor Kovalenko	14
Andriy Boryachuk	8
Oleksandr Zubkov	8

FOULS COMMITTED

Player	Fouls
Beka Vachiberadze	27
Andriy Boryachuk	19
Viktor Kovalenko	19

FOULS SUFFERED

Player	Fouls
Beka Vachiberadze	31
Oleksandr Zubkov	21
Viktor Kovalenko	14

Miguel Cardoso
Shakhtar U21 Head Coach

It was nice to see our club among the best youth teams in Europe.

What was the most memorable moment of the past season?

— I would like to single out two points related to my work. First, young graduate Viktor Kovalenko played for the senior team. He is a footballer, with whom I worked in U21 side during one year and a half, and such a development displays the joint work of the entire Academy staff. I think we met the wishes of the club's management regarding the progress of young players who can play at the highest level. Secondly, I would like to highlight the participation in the UEFA Youth League final. It was nice to see our club among the best youth teams in Europe. This is the result of the joint work of U19, U21 and Shakhtar-3 teams, their coaches. I will remember those two events for a lifetime.

They say that difficulties make us stronger. In what component has the club become stronger in the past year, in your opinion?

— I think the club is getting stronger daily, as we are making progress. It's a constant learning process; we are gaining new skills and knowledge, experience. We have lived a unique year. It was necessary to adapt, regroup, and that was reflected in our work. But in any situation, we had to continue competing, showing our spirit and best qualities. There is no point complaining, we have to be together to work cohesively, with focusing on the club's goals and objectives. The past season has been long and difficult, but at the same time it has become the most important one in terms of my coaching career.



We have lived a unique year. It was necessary to adapt, regroup, and that was reflected in our work. But in any situation, we had to continue competing, showing our spirit and best qualities.





We had to leave Donetsk. However, the club made incredible efforts to provide the whole Academy with the best conditions for work.

Miguel Cardoso
Shakhtar U21 Head Coach





ALL PARTICIPANTS OF UEFA YOUTH LEAGUE 2014/15

Player	Matches	Minutes
Goalkeepers		
Oleg Kudrik	9	810
Ruslan Efanov	1	90
Defenders		
Igor Kiryukhantsev	10	900
Mykola Matvienko	10	900
Daniil Sagutkin	8	714
Illya Ichuaidze	6	540
Volodymyr Grachyov	2	91
Yaroslav Fursov	2	91
Bohdan Kuksenko	1	90
Dmytro Shevchenko	1	90
Midfielders		
Vasyl Shtander	10	850
Beka Vachiberadze	9	790
Viktor Kovalenko	9	659
Oleksandr Pykhalyonok	6	293
Yuriy Senitskiy	2	92
Artur Avagimyan	2	12
Andriy Korobenko	1	13
Forwards		
Oleksandr Zubkov	10	897
Denys Arendaruk	10	815
Andriy Boryachuk	10	811
Oleg Gladchenko	4	262
Artyom Merkushov	4	33
Oleksandr Glagola	2	58
Bohdan Kovalenko	1	4

Team	Head Coach	Coach
Shakhtar-3	Valeriy Rudakov	Mykhailo Starostyak
Shakhtar U19	Valeriy Kryventsov	Yevhen Kotov
Shakhtar U17	Gennadiy Orbu	Andriy Zabolotnyi
Shakhtar U16	Gennadiy Zubov	Oleksandr Alimov
Shakhtar U15	Oleksandr Koval	Oleksiy Bakharev
Shakhtar U14	Oleksandr Ladeyko	Oscar Ratulutra

Valeriy Kryventsov
Shakhtar U19 Head Coach

Shakhtar U19 have been the strongest team in the Ukrainian league in terms of both the result and the quality of the game.

Could you reflect on the results of your work in the past season? What have you managed to do?

— We did not set the goals, but we were striving to win the Ukrainian league title. Shakhtar U19 have been the strongest team in the Ukrainian league in terms of both the result and the quality of the game. Throughout the whole season, we have been showing our mettle and incredible desire to achieve the goal. It may be the victory at the youth level, but it can play an important role in the players' further career development.

What impression has the UEFA Youth League left on you?

— Reaching the final is the merit of the entire football club: coaches, scouts, who were searching for players all over the country. The tournament proved to be really strong, interesting. It has contributed a lot to the young players' development. First of all, it was important to see in what direction we were working to compare our level with that of the best European teams. We were convinced that we look decent.



We did not set the goals, but we were striving to win the Ukrainian league title.





The players showed true mettle, high level of organisation. There was a good atmosphere in the team, high competition, the discipline was fantastic.

Valeriy Kryventsov
Shakhtar U19 Head Coach





Valeriy Kryventsov
Shakhtar U19 Head Coach

Only players with strong mettle and character can reach the final stage of the European tournament.

20

WINS

claimed by Shakhtar U19 in the 2014/15 Ukrainian league

Under Miguel Cardoso's guidance, Shakhtar U21 finished fourth in the Ukrainian league with 47 points. Shakhtar-3 came seventh in the Second League. ***Shakhtar U19 won the league title. Shakhtar U14 finished first too.*** U17 and U16 teams finished the final part of the DUFL in fourth places, and U15 side took sixth place.





8
MILLION
PEOPLE

—
watched Shakhtar matches
in Brazil on TV

103
THOUSAND
PEOPLE

—
attended Shakhtar matches
during the tour in Brazil

TOUR TO BRAZIL

Shakhtar have held the training camp in South America for the first time. The tour of Brazil has been a historic event for the Donetsk club. The Pitmen have played 5 matches in four cities: Brasilia (twice), Salvador, Belo Horizonte and Porto Alegre.

Shakhtar's visit has caused great excitement among South American media and fans. *People all over the country warmly welcomed the team and followed them throughout the entire tour.* During training sessions on the Atlantic coast, the Pitmen gave gifts to Brazilian children and held impromptu football competitions on the beach.

Brazilians Alex Teixeira and Luiz Adriano became top scorers of the tour, scoring 2 goals each. Also, goals in friendly matches were netted by Fernando, Taison and Oleksandr Gladkyy. 27 Pitmen were involved in five games.

Joe Palmer

FC Shakhtar Executive Director for Strategy, Commerce & Marketing

We set about planning the tour to suit the training needs and preparation of Mircea Lucescu.

How did you get the idea to organize a tour of Brazil? Did it meet the expectations?

— The idea of a tour to Brazil has been in discussion for some time. Having so many Brazilian players made it a natural choice for us, as it offers the club an opportunity to build a fanbase and develop the market commercial more easily because we have a strong connection. The situation in Ukraine made it even more important for us to expand the club brand into new markets, as it would enable us to make up some of the deficit we were experiencing commercially in our domestic market. We always knew it would be a great opportunity for us, but until last year, we could not find a promoter that could bring us to the country on the economic terms that we were looking for. When we were approached with the offer for Jan 2015, it was obvious we had to take the opportunity and set about planning the tour to suit the training needs and preparation of Lucescu. Because of the lack of time between receiving the offer and the actual tour timings, we had to move fast and were working hard every day for several weeks to get everything coordinated and approved.

How did the fans receive Shakhtar in Brazil?

— The fans were amazing, I think we were all surprised at the reception we received in all the locations we visited. There were crowds of people waiting for our arrival at every airport we flew into, especially in Belo Horizonte, I think we lost Bernard in the crowd of people for 15 mins while people took pictures with him and collected autographs!



The fans were amazing, I think we were all surprised at the reception we received in all the locations we visited. There were crowds of people waiting for our arrival at every airport we flew into, especially in Belo Horizonte.





The media in particular gave us a lot of coverage. Every day we were on the front pages and headline news on the TV channels. Scores of journalists and cameras were there to track our every move and interview our players.

Joe Palmer

FC Shakhtar Executive Director for Strategy, Commerce & Marketing







35

THOUSAND

FANS

attended Shakhtar vs
Internacional match

Aggregately, Shakhtar's friendly games have been attended by 103 thousand people, which averages 20.6 thousand spectators at every meeting. This figure is 20% higher than the Brazil league games average, being far beyond the Ukrainian league figure this season.

The spectators' interest peaked at the Shakhtar vs Internacional game, which was visited by 35 thousand fans.

The matches of the Donetsk team were watched by over 8 million people, averaging 1.8 million per game. The most popular game was the match with Flamengo. 3.2 million fans watched it. The official group of FC Shakhtar on Facebook rose to 37 thousand fans during the period of the tour.







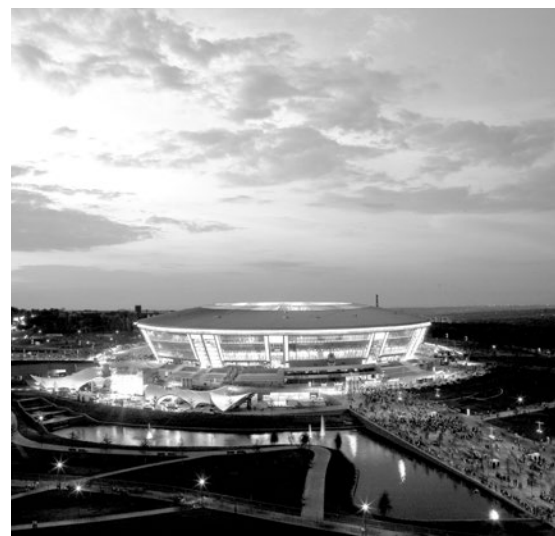
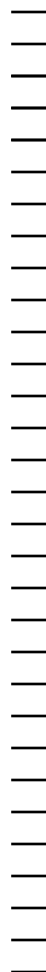
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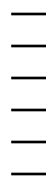
SHAKHTAR MATCHES IN BRAZIL

Match	Score
Bahia, Brazil vs Shakhtar	3–2
Flamengo, Brazil vs Shakhtar	0–0
Atletico Mineiro, Brazil vs Shakhtar	4–2
Internacional, Brazil vs Shakhtar	1–2
Cruzeiro, Brazil vs Shakhtar	1–1





DONBASS ARENA
STADIUM.
WESTERN FACADE



CSR



Due to the current situation in Donbas, the club decided to suspend all the corporate social responsibility activities and focus on helping civilians in the region.

4.9
THOUSAND
FUTURE MOTHERS

received sets for pregnant women

HUMANITARIAN CENTRE

On 6 August 2014, they established the Rinat Akhmetov Humanitarian Centre to provide the necessary assistance in the form of food sets, medication, personal hygiene items to the civilians in Donetsk and Luhansk Oblasts affected by the hostilities. ***The Centre has combined resources of the Rinat Akhmetov Foundation, as well as those of all business lines of SCM Group and FC Shakhtar.***

The work of the Humanitarian Centre was carried out in three areas: the Aid. Health and Let's Help Children projects, alongside targeted assistance. The aim of

the first project is to help the most vulnerable categories of Donetsk citizens: pregnant women, mothers and children, the elderly and those who need professional psychological support. The total number of pensioners aged between 60 and 64, who got sets, amounted to 74 thousand and those aged 65 and older — 296 thousand. Sets for pregnant women were received by 4.9 thousand future mothers.

МОЖЕМ
ГЛАВНЫЙ ШТАБ
Ахметова



Sergei Palkin
FC Shakhtar CEO

Today, the Humanitarian Centre is a mission of the UN or the Red Cross level, though, I think, in many aspects we are more professional.

The Humanitarian Centre has been the club's one of the main activities in the past season. Could you tell us about its purpose, objectives and results?

— The Centre's purpose and goals is to help people. That is the main task. The president determines the framework within which we must operate. Regardless of force majeure, war or peace, we must adhere to this level. But when we started it out, we had no experience in humanitarian missions. Today, the Humanitarian Centre is a mission of the UN or the Red Cross level, though, I think, in many aspects we are more professional. Representatives of those organisations have come to the Donbass Arena on a number of occasions to assess our work. But they were unable to carry out such activities in the Donbas, even taking into account the world experience.



The Centre's purpose and goals is to help people. That is the main task. The president determines the framework within which we must operate. Regardless of force majeure, war or peace, we must adhere to this level.



We find it crucial that every humanitarian aid pack reaches the destination.

Sergei Palkin
FC Shakhtar CEO





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296

**THOUSAND
SETS**

distributed to pensioners over 65

Page 139

The project Let's Help Children was initiated by Rinat Akhmetov and implemented in conjunction with FC Shakhtar. In this category, the aid was intended for families with children under the age of two. Targeted medical aid was provided in the form of payment for complex operations, medical procedures, treatment, overseeing difficult pregnancy period, care

for wounded kids, families, whose members died or suffered. The individual aid was provided to socially vulnerable categories of people to restore window structures in houses/apartments affected by the armed conflict in the east of Ukraine.





The Aid+Help Centre is, by and large, the enterprise, the company in the company with its domestic objectives, structure, IT technology and the highest goals.

Sergei Palkin
FC Shakhtar CEO

31
THOUSAND
SETS

distributed to people with disabilities of first and second groups

Page 141

The Donbass Arena has become a key logistic centre for operation of the Humanitarian Centre. *Almost every day, trucks with food arrived at the stadium.* The shipments were sorted and packed by nearly 700 volunteers. At the Arena, they established a humanitarian aid distribution point — the residents of Donetsk and the surrounding towns received children's kits and kits for pregnant women there. Humanitarian convoys were

regularly sent to the Donbas. The aid was received by displaced persons and residents of 57 districts and towns of Donetsk and Luhansk Oblasts.







Andrei Sanin

Donetsk Humanitarian Centre Project Manager

Thanks to journalists, Donbass Arena got a new name — the Charity Arena.

You have been a successful manager at the Donbass Arena. A year ago, you became the head of the Humanitarian Centre at the stadium. Was there a desire to quit the job and leave Donetsk?

— I work at the football club, whose president set a clear task: one has to do everything possible to help Donbas people go through difficult times. Refusing to work for the Humanitarian Centre, in my opinion, means to betray all those who supported our club at the Donbass Arena in peaceful times.

Since the opening day, the Donbass Arena has been social and cultural centre of the city and the region. What did the Donbass Arena mean to the residents of Donetsk past year?

— Thanks to journalists, the Donbass Arena got a new name — the Charity Arena. It describes the role and the place of the stadium in the modern history of the city very aptly. All free spaces of the Donbass Arena are now used for storage of products. Every day in the underground parking lot, hundreds of volunteers pack tens of thousands of food packages that are distributed in the Donetsk and Luhansk Oblasts. The VIP-zone involves offices with psychological correction and the Children's Summer Camp. The centre of distribution of children sets operates in the stadium's Fan Shop. Therefore, by continuing to be the hallmark of Donetsk, for the majority of Donetsk residents, the Arena's glass and concrete embody their hope for not-too-distant peaceful future, faith in the mercy and humanity.



Refusing to work for the Humanitarian Centre, in my opinion, means to betray all those who supported our club at the Donbass Arena in peaceful times.





**The Humanitarian
Centre team have
to work in really
tough conditions,
sometimes — in life-
threatening ones.**

Andrei Sanin

*Donetsk Humanitarian Centre
Project Manager*





22.5

THOUSAND
FOOD SETS FOR ADULTS

distributed by mobile teams

One of the Centre's activities have been the *MDTs — the mobile distribution teams who delivered humanitarian aid to the frontline areas*. Since the beginning of the project, the teams have made 15 trips to controlled territories, where 11.5 thousand adult food packages were distributed, and 28 trips — to uncontrolled ones, with 11 thousand adult food sets and 900 children's distributed there.



According to informal assessment from representatives of international organisations, we, amateurs in this area, have managed to build a system of formation and distribution of humanitarian aid, the likes of which they have not met yet.

Andrei Sanin

*Donetsk Humanitarian Centre
Project Manager*





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270

THOUSAND
CHILDREN SETS

distributed at the
Donbass Arena stadium

15

THOUSAND
CHILDREN

evacuated from the conflict zone

LET'S HELP CHILDREN

The project has been initiated by Rinat Akhmetov and is implemented jointly with FC Shakhtar. Children's survival kits are received by families with children up to 2 years of age — there are about 40 thousand of them in the region. The kit includes infant formula, fruit and vegetable purees, cereals. ***During escalation of the military conflict, FC Shakhtar players and coaching staff gave clothing, medicines and medical equipment to children's hospitals in the combat zone.***

the season, the Pitmen visited children's family home Pokrova in Lviv. On 12 August, Mircea Lucescu and the players sent the first humanitarian aid to the children's camp Sonyachnyi (Berdyansk) for those, who suffered from hostilities in the Donbas. For the 1st of September, Shakhtar sent 1.3 thousand stationery sets to displaced pupils in Berdyansk and Mariupol and 100 footballs to Cherkasy. In October, the necessary medication purchased by the coaching staff and the players were sent to the children's department of the Donetsk Oblast Traumatology.

TARGETED AID

The past year has been the most difficult one in the club's recent history. However, the team did not turn a blind eye to other people's problems. At the beginning of

Svetlana Slobodyanyuk
FC Shakhtar Human Resources Director

Most difficult thing was to keep people's faith that Shakhtar exist and will last on.

ShakhtarFamily team worked in different cities of the country. How did you manage to organise the work of the team? What were the difficulties and how did you overcome them?

— The most difficult thing was to keep people's faith that Shakhtar exist and will last on. One had to leave home to go to Lviv, Kyiv, Poltava in order to secure the club operation, the team and the Academy there. Others had to stay in the combat zone to work in the Humanitarian Centre. In those unusual circumstances, sports character of our employees emerged. They demonstrated amazing abilities and talent to quickly orient themselves in the circumstances, assess the situation, find the strength and resources in a new environment, new cities, in new stadiums.

What were your main tasks as the HR director during the military confrontation in the home town?

— People, who stayed in Donetsk, were in the toughest situation. They found themselves in tough circumstances of devastation and sorrow — without the team, without football. It was a severe blow for our employees. They needed to know that they had not been abandoned. There was a need for a new raison d'être — an important social project that would allow people to feel their own importance not only for themselves individually but also for the entire region. The founding of the Humanitarian Centre in the combat zone on the basis of the Donbass Arena became the project that helped many fulfil themselves in the important work of providing aid to socially vulnerable people.



People, who stayed in Donetsk, were in the toughest situation. They found themselves in difficult circumstances of devastation and sorrow — without the team, without football.



In spite of the difficulties and hardships, the staff demonstrated sports character to build a system of providing aid to Donbas residents.

Svetlana Slobodyanyuk
FC Shakhtar Human Resources Director







20

TONNES
OF TANGERINES

from Darijo Srna received by
pupils of Donetsk schools

In November, Mister and the team gave medicines to the Oblast Children's Home in Artemivsk. Darijo Srna bought 20 tonnes of tangerines in Croatia and paid for delivering them to Donetsk for children in the armed conflict zone. A little later, the captain sent 20 thousand stationery sets to the kids, who attend kindergartens in Donetsk and Makiyivka.



Svetlana Slobodyanyuk

FC Shakhtar Human Resources Director

**I can confidently say that
I am proud of my team!**

53

**ITEMS
OF MEDICATION**

—
sent to a rehabilitation centre
for orphans

1.3

**THOUSAND
STATIONERY SETS**

—
delivered to pupils in Berdyansk
and Mariupol

Goalkeeper Andriy Pyatov gave 75 children sets to the Poltava Regional Organisation of the Blind. In April, Shakhtar sent the essential medicines to Izumrudnyi Gorod — the Svyatogorsk Health Centre for Social Rehabilitation of Orphans, and visited displaced children in the orphanage near Lviv. In May, Mircea Lucescu and the players gave the necessary medicines to neonatal pathology unit of the Donetsk Central Clinical Hospital No 6. In addition, during the season, the Pitmen helped three hospitals in Kharkiv by providing them with equipment and medication.



The club have once again proved that the people who are working here can solve problems of any complexity in the face of uncertainty, abrupt changes, humanitarian disaster and sorrow.

Svetlana Slobodyanyuk
FC Shakhtar Human Resources Director









ВНЕПЕД, «ШАХТЕР»!





1.9

**THOUSAND
PUPILS**

attended the Pitmen's Ukrainian league matches at the Arena Lviv

33

**THOUSAND
SCHOOLCHILDREN**

total attendance of Shakhtar games among pupils

SOCIAL PROJECTS

FC Shakhtar pay great attention to education and upbringing of the younger generation. *The reporting season saw a number of social projects in Lviv, which had been launched at the Donbass Arena.* 3.8 thousand kids from 19 schools of the Lviv Oblast and 64 city schools became members of the School Club. The average attendance of matches in the Ukrainian league amounted to 1.9 thousand pupils. The games involving the Pitmen at the Arena Lviv were visited by 33 thousand pupils. The Student Club featured 13 universities, and the number of participants amounted to 2.2 thousand people. 850 students attended the Pitmen's games in the domestic league. In total, 17 thousand university students attended the Arena Lviv last season. *A lot of work was*

carried out in the Lviv Oblast with boarding schools and socially vulnerable groups of people.

They were provided with free tickets and transport to Shakhtar's home matches. Every match saw an average of 1.2 thousand representatives of this category of fans, and the total attendance amounted to 13.5 thousand people.





9.8

THOUSAND
MEMBERS OF THE
FAMILY CLUB

visited the Pitmen's home
matches

At the Lviv stadium, just like at the Donbass Arena, they created family sections with playgrounds, entertainers, prize draws. As part of the Family Club, 9.8 thousand people visited the Arena Lviv. In Donetsk, two tournaments took place under the project Let's Play!









KIRSHA TRAINING
CENTRE. PLAYER
REST ZONE

COMMUNICATIONS



In connection with Shakhtar's departure from Donetsk, its continuous communication with the fans has been boosted as much as possible. A number of innovations and, first of all, digital instruments, played a key role in bringing together the fans and the club.

DIGITAL PLATFORM

Much attention has been paid to the use of various means of communication with fans.

During the football season, the club's official website extensively covered the life of the senior team, reserve side and the Academy. The official website has expanded and diversified the information on various activities. Over the season, the attendance of the Pitmen's web portal reached 6.7 million visits, of them the unique visitors making nearly 2 million.

6.7

**MILLION
VISITS**

attendance of the Pitmen's
official website

In the official groups of Shakhtar in social networks, information about the life of the team — photos, videos, news from the club website — were published on a daily basis. The accounts featured information about all the upcoming matches of Shakhtar, with covering highlights during the encounters. ***The number of Facebook subscribers rose, making 1.4 million, VKontakte — 457 thousand, Google+ — 288 thousand, Twitter — 19 thousand.*** Daily, Shakhtar social networks were visited by fans not only from Ukraine, but also from Romania, Brazil, Croatia and other countries.



Andrei Babeshko
FC Shakhtar Head of Digital Media

The official website has turned into a major communication channel for our fans.

A year ago, the life of the club changed. How did that affect the development of digital direction?

— It was decided to bring digital communications to a new level. This explains many of the changes that the team's fans have already witnessed. Events in the country had a significant impact on the club's communication with the fans, because some people moved to other cities and even countries. Shakhtar started playing in Lviv and Kyiv. The official website became the main channel of communication for our fans. First of all, because we started broadcasting almost all of Shakhtar matches live. The video content came to the forefront, as evidenced by the fans' interest towards the broadcasts and video materials on the website and social media. Alex Teixeira's goal against Cruzeiro during Shakhtar's tour of Brazil was watched on the club's official Facebook page by more than 240 thousand users, with the post reaching the coverage of 950 thousand people. The club magazine transformed into an electronic format and is now available in two languages: Russian and Ukrainian. The magazine can be downloaded onto any tablet for free.

Could you reflect on the results of your work in the past season? What have you managed to do?

— The main achievements have to do with video broadcasts. On the official website, you can see 90% of all Shakhtar matches. The TV team organised 29 broadcasts of friendly matches. For the first time ever, the club's official website has broadcast live all the UEFA Youth League group stage games.



The video content came to the forefront, as evidenced by the fans' interest towards the broadcasts and video materials on the website and social media.



29

LIVE BROADCASTS

of the Pitmen's friendlies at the training camp

Page 179

Fans could watch the majority of Shakhtar's matches live on the club website. Broadcasts of both official matches and friendly games were organised. There were 29 broadcasts of the Pitmen's games at the training camp. ***For the first time ever, the club's official website has broadcast live all the UEFA Youth League group stage games.*** In addition, viewers

of FCSD.tv channel could watch the post-match press conferences of the teams' coaches. Two films have been created: the film about the 2013/14 season called Difficult Season and about the training camp in Brazil called Obrigado, Brazil.







A year ago, we had no experience of working in limited circumstances. But there was a team at the Donbass Arena, who could do everything. Now we have formed a team who can work in any environment, anywhere.

Andrei Babeshko
FC Shakhtar Head of Digital Media





ОБОЗРЕВАТЕЛЬ





13.5

THOUSAND

FANS

participated in the Guess
the Score game

1.4

MILLION

FANS

became members of Shakhtar
official group on Facebook

The club's official publication was fully customised for Android and iOS mobile platforms. Now videos, audio and photo galleries are available to readers. Each issue of the magazine featured exclusive interviews with the players, the coaching staff, materials about the team, Academy, the fans, as well as infographics and statistics. Shakhtar's former players and renowned football experts regularly shared their views.

Yuriy Sviridov

FC Shakhtar Marketing & Communications Director

I'm sure that Shakhtar have become even more popular. It may be difficult to measure that, but time will tell.

Could you reflect on the results of your work in the past season? What have you managed to do?

— The team need support, but, as it turned out, the problem of attendance at the matches cannot be solved quickly. There is work to do. We should act so that Shakhtar gather a capacity crowd in any place, regardless of the people's views and beliefs. On the other hand, we managed to keep the team who worked in Donetsk, although the staff were still scattered around different places. Nevertheless, we perform the tasks that are set before us.

They say that difficulties make us stronger. In what component have the club become stronger over the past year, in your opinion?

— I'm sure that Shakhtar have become even more popular. It may be difficult to measure that, but time will tell. Shakhtar have been the most successful club in recent history, we have the best stadium, we have won the European Cup competition. Years later, it will become clear that this was a unique moment in the club's long history, as due to this situation we have become even more popular in Ukraine and far beyond its borders. With regard to operating activities, there are many difficulties — we have to admit that. But we learn to confront the crisis. Working in uncomfortable conditions makes us take a different look at the process, test ideas that have been successful in Donetsk, with applying them to other cities. But for this situation, we would never have understood whether we can work in extreme conditions.



We should act so that Shakhtar gathers a capacity crowd in any place, regardless of the people's views and beliefs.



Yuriy Sviridov

FC Shakhtar Marketing & Communications Director

By using modern means of communication — email, Skype, mobile applications — we organise our activities in a new way.

400

**THOUSAND
MESSAGES**

—
sent to fans

27

**THOUSAND
FANS**

—
received at least one text
message from the club

DIRECT COMMUNICATIONS

With the growing database of FC Shakhtar fans, the number of individual communications has increased too. *Through text messages, the club invited fans to home games, reported about important information, made announcements about upcoming events.* During the reporting period, the fans — 2014/15 season ticket holders, as well as football fans who bought tickets for the matches in Lviv or participated in campaigns — received almost 400 thousand messages. At least one text message was received by 27 thousand fans. On average,

every fan got 14 messages. *One of the key components of the communication was emails.*

Their total number amounted to 3.2 million. Each fan received about 49 emails. At the same time, at least one email was sent to 84 thousand of the Pitmen's fans.









**Our opportunities
are promotion of
FC Shakhtar brand
in new markets.**

Yuriy Sviridov
*FC Shakhtar Marketing &
Communications Director*





49

EMAILS

received by every fan

84

THOUSAND

Shakhtar fans received at least one email

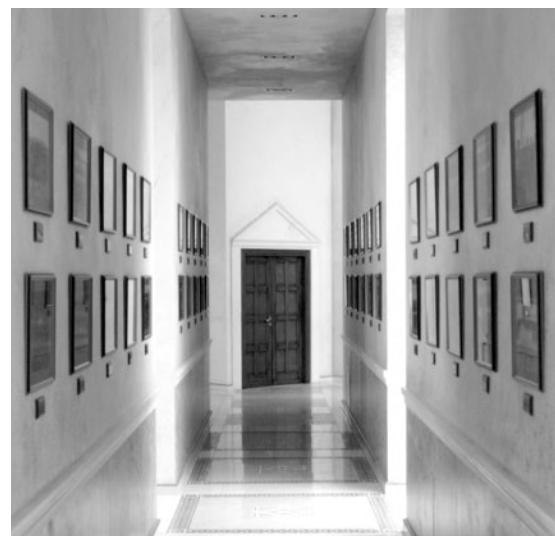
SPECIAL PROJECTS

The club's official publication was fully customised for the mobile platforms Android and iOS. FC Shakhtar took part in an international professional contest in design and communications Astrid 2015. Prize winners were announced on 20 April in New York. ***The Orange-Blacks calendar won a silver award in the Calendars/Sports, Entertainment category.*** The product concept is simple and at the same time emotional: I Believe. We Will Come Back Home. The calendar features photos of Shakhtar's players. There is a player inscription under each photo: I Believe. We Will Come Back Home.



From 19 May to 29 June 2014, ***Shakhtar and Pepsi held a joint campaign.*** The Pitmen's goalkeeper Andriy Pyatov was the face of the advertisement. He took part in filming the video under the slogan Living Here and Now. During the campaign, the video enjoyed considerable rotation on TV. Pyatov's photo was used on the packaging of Pepsi products: cans and PET bottles.





KIRSHA TRAINING
CENTRE. MUSEUM
EXHIBITION

Revenue



The political and economic situation in the country as well as Shakhtar's move from Donetsk had a negative impact on the club's business revenue. Therefore, the main goal of the season was to retain the previous level of revenue and minimise losses.

REVENUE FROM PLAYER SALES AND LOANS

Shakhtar games and Academy's productive work traditionally attracted attention from foreign and Ukrainian clubs to players.

Bayern Munich signed Douglas Costa for a transfer fee of EUR 30 million. The Pitmen's forward Luiz Adriano moved to Milan for EUR 8 million.

Tornike Okriashvili joined Genk, Facundo Ferreyra was loaned out to Newcastle. Ukrainian clubs loaned in Dmytro Grechyskin, Vasyl Kobin, Eduard Sobol, Anton Shynder, Denys Kozhanov, Sergiy

Bolbat, Oleksiy Polyanskyi, Rustam Khudzhamov.

The total revenue from player sales and loans in the 2014/15 season amounted to UAH 997 million.

UAH
1.6
BILLION

total revenue of FC Shakhtar



Gyulnara Akhmedzhanova
FC Shakhtar Chief Financial Officer

We had to work not only in the absence of infrastructure, but also in a rapidly changing environment.

What were your main goals as a financial director, given the force majeure circumstances, which the club found themselves in?

— Priorities have not changed. Maximally ambitious objectives have always been set before the club, as evidenced by FC Shakhtar vision and mission. Indeed, the conditions for achieving those goals became incredibly difficult. But the high adaptive system of management allows you to solve any problems. The club's financial director serves as an integrator of business, setting standards for the quality level of all economic activities. It's hard to rock the boat having such a set of security tools.

The past season saw negative developments, which could not be predicted a year ago. How did you deal with the consequences of the risks? Did you manage to minimise them?

— A feature of FC Shakhtar's economic activities is that planning always takes place in the mode of conventional scenarios, depending on the outcome of matches and other unforeseen or poorly projected activities (including transfer ones). For that, adaptive model has been created; it allows you to rebuild the system of planning and control in a swift fashion. We had to work not only in the absence of infrastructure, but also in a rapidly changing environment. It was then when this model went through "baptism of fire", successfully withstanding the test of uncertainty.



Maximally ambitious objectives have always been set before the club, as evidenced by FC Shakhtar vision and mission. Indeed, the conditions for achieving those goals became incredibly difficult.





UAH**213****MILLION**

an increase in revenue from UEFA and FIFA as compared to the 2013/14 season

REVENUE FROM UEFA

Shakhtar advanced from the group stage to participate in the UEFA Champions League last-16. *Thanks to reaching the knockout round of the European club competition, revenue from UEFA and FIFA totalled UAH 385 million*, which is 213 million more than in the previous season.



Lack of infrastructure and home fans, dispersal of business activities in different cities immersed the club in uncertainty. The participation in the European competitions and in the domestic league was in doubt.

Gyulnara Akhmedzhanova
FC Shakhtar Chief Financial Officer







57%

revenue growth from sponsorship and advertising as compared to the 2013/14 season

BUSINESS REVENUE

Despite the difficult political and economic situation in Ukraine, *FC Shakhtar extended contracts with international brands Pepsi and Herbalife, the team continued to play in Nike outfit. The important fact is that long-term contracts have been signed.* It shows effectiveness of the club's cooperation with those brands. Revenue from sponsorship and advertising amounted to UAH 144 million.

Shakhtar's move from Donetsk to Lviv and Kyiv, the change of the home stadium, the unstable situation in the country affected the match attendance. Revenue from ticket and season ticket sales amounted to UAH 23 million.

2014/15 season, it amounted to UAH 3 million. This is due to the fact that the Arena Lviv has 14 boxes with a total capacity of 168 seats. In comparison, the Donbass Arena has 55 boxes with a total capacity of 827 seats.

Total business revenue amounted to UAH 177 million, which is 42 million less than in the 2013/14 season.

Revenue from the sale of corporate boxes decreased: in the

Dmitriy Kirilenko
FC Shakhtar Commercial Director

We are grateful to the partners who have met us halfway and continue to work together with the club.

What was the most memorable moment in the past season?

— The past season was something new for us, and it really was a test. A move from Donetsk, matches at the new stadium — it was difficult for players, coaches and the whole club. But Shakhtar went through it. We got experience. After that experience, the club will only get stronger. Our goal was to keep what we had. Thanks God, we have managed to do it. We are grateful to the partners who have met us halfway and continue to work together with the club.

They say that difficulties make us stronger. In what component have the club become stronger over the past year, according to you?

— I think that the situation has united all the players, coaching staff and club management even more. We worked for a common purpose. Difficulties have united us! The club worked with doubled dedication to reach our goal. In addition, we got experience in crisis management, solving problems in very limited period of time.



A move from Donetsk, matches at the new stadium — it was difficult for players, coaches and the whole club. But Shakhtar went through it. We got experience.



Most importantly, we have managed to retain our major clients and sponsors in a difficult situation. It should be noted that those companies are international brands that are leaders in their industries: Nike, Herbalife and Pepsi.

Dmitriy Kirilenko
FC Shakhtar Commercial Director







FC Shakhtar revenue, UAH (m), VAT included*

Items of revenue	2013/14 season	2014/15 season
Revenue from player sales and loans	295	997
Revenue from UEFA and FIFA	172	385
Business revenue	219	177
Total	686	1 559

Business revenue, UAH (m), VAT included*

Items of revenue	2013/14 season	2014/15 season
Sponsorship and advertising	92	144
Ticket and season ticket sales	47	23
Corporate boxes	50	3
Merchandising	20	6
Revenue from Premier League	10	1
Total	219	177

*The report compiled by SC Shakhtar on basis of administrative data including VAT

Your opinion is important to us.
Comments and suggestions can be sent to annual_report@shakhtar.com

