

# 2017 CHAMPIONS



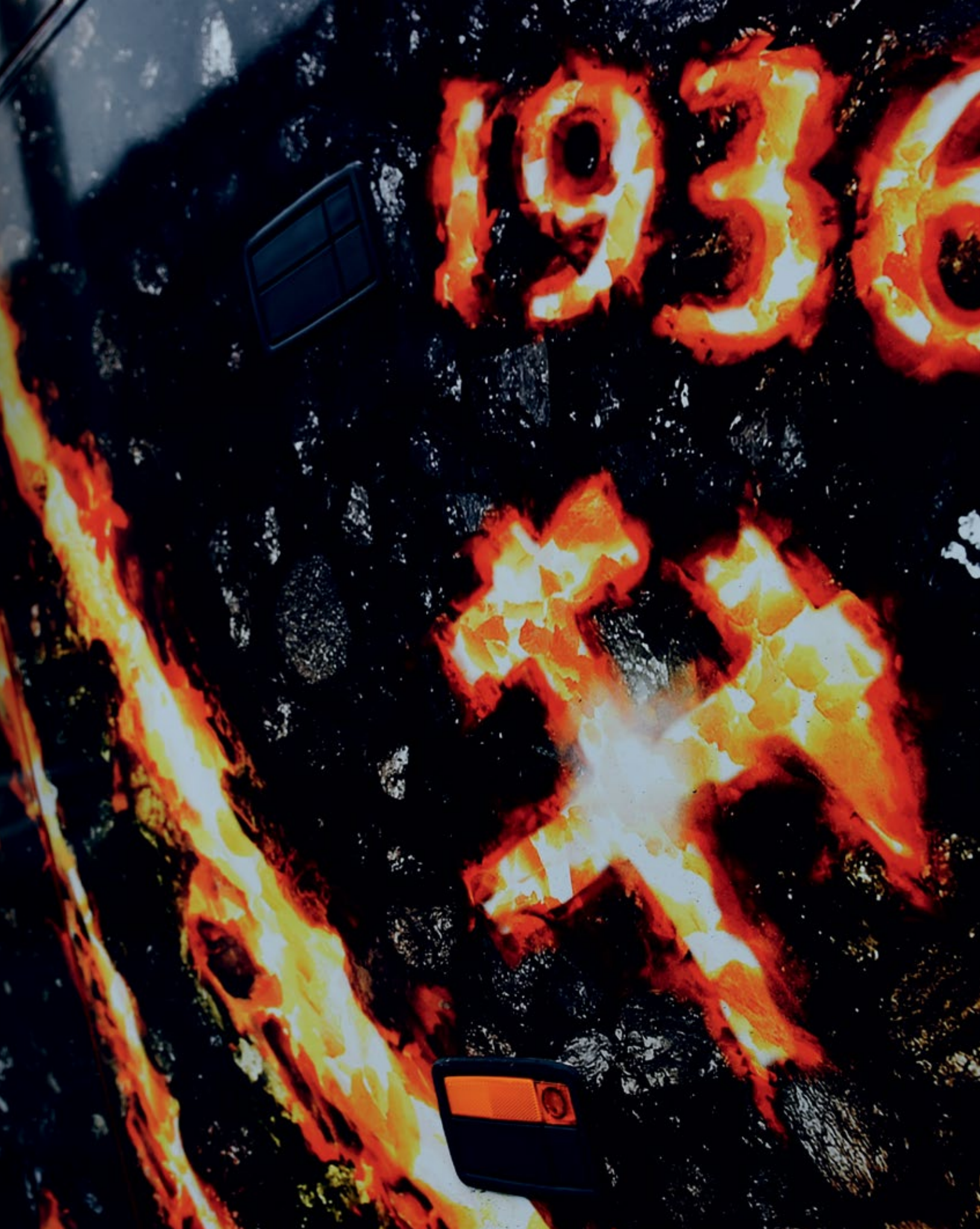
annual report | 2016/17 season

## Contents

President's statement	4
CEO report	6
<b>Club</b>	8
Philosophy	10
Management	12
Infrastructure	14
<b>Football</b>	36
Team	38
Season review	76
Transfers	132
Statistics	140
Academy	150
<b>CSR</b>	164
Humanitarian centre	166
Social projects	170
Charity	208
<b>Communications</b>	216
Digital platform	218
Direct communications	228
<b>Finance</b>	230
Revenue	232
Taxes	242







# President's statement

## **Dear friends!**

Shakhtar have become the champions of Ukraine for the tenth time in their history. These gold medals are special for us. And not only because they are milestone ones. The team train and play away from home, without the support of home stands. Not giving up, going ahead and winning the championship under such circumstances is worthy of great respect and thunderous applause.

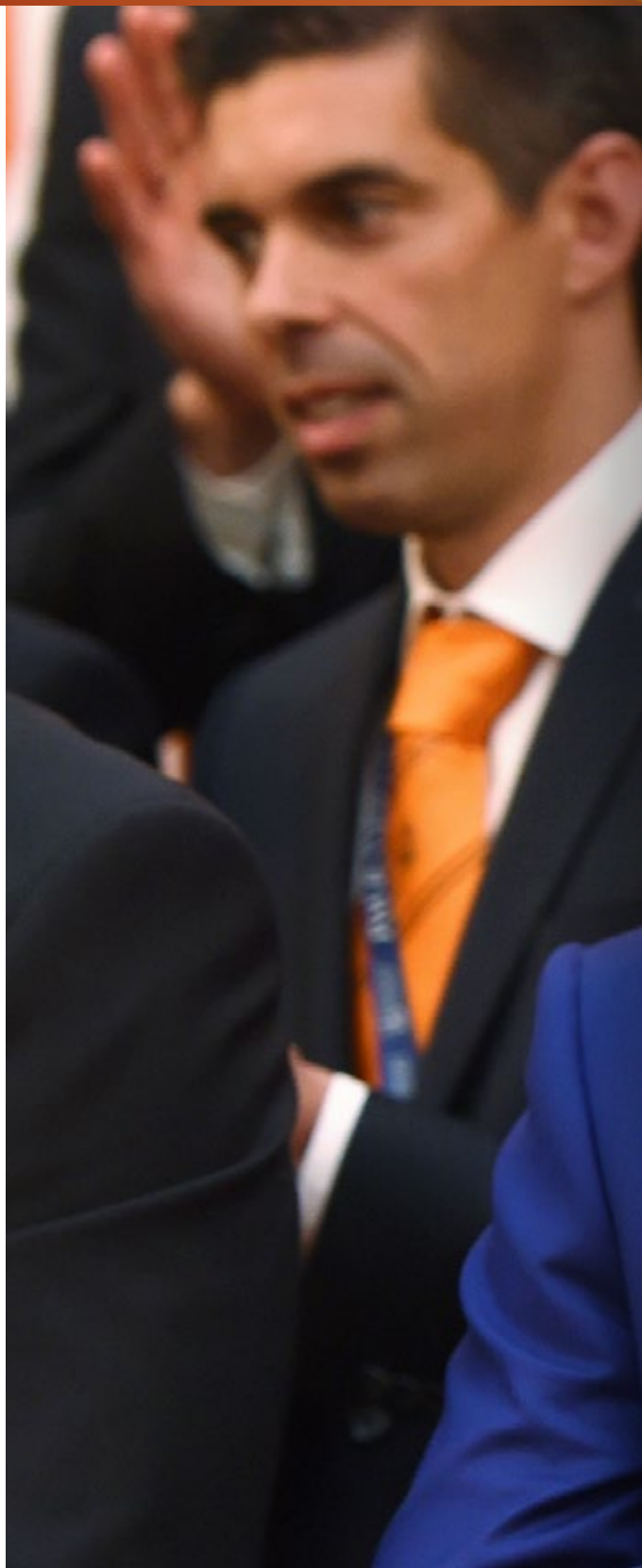
Very hard work is behind every league title. And today I want to express my deep gratitude to all those who gave their all to win the title.

Thanks to the FC Shakhtar head coach Paulo Fonseca and his assistants. We believed in their success and knew that a strong, ambitious coach would lead the club to new victories. Thanks to our players for the outstanding, spectacular, title-winning performance. Thanks to the doctors, masseurs and the whole FC Shakhtar team. You are real professionals who don't fear difficulties. And, of course, many thanks to our fans. We play for you, we win for you and we dedicate all our titles and trophies to you.

This season wasn't easy at all. What did Shakhtar fail to achieve in it? They failed to fulfil their potential in European competitions. For the first time in 7 years we didn't make it to the Champions League major stage, finishing in the Europa League round of 16. I am convinced that this will serve as a strong motivation for them to prove themselves in the new European season.

We are currently holding the gold medals, with Shakhtar being ambitious as never before. But our most important championship will be the next one just as always. Therefore, Shakhtar's goal remains unchanged – to go only forward for more victories and more trophies for our fans.

Respectfully yours,  
Rinat Akhmetov  
FC Shakhtar president









# CEO report

We've gone through a difficult season, which was full of vivid emotions, interesting matches, spectacular wins, records and achievements. We showed again that in the toughest circumstances our club looks only forward, that it doesn't give up and moves towards the set goal. Shakhtar has confirmed its being the best in Ukraine with its performance and successes.

For the first time in 13 years, the club invited the new head coach. Many teams from the top European leagues wanted to see Paulo Fonseca as their coach, but we managed to convince him to join Shakhtar. And, as the season reveals, we weren't mistaken. The Ukrainian league format also changed. The formula suggested by Shakhtar made the Premier League interesting for fans and attractive for sponsors, with the participants getting a more honest competition and quality matches.

The club life saw several significant events happen. Darijo Srna made his 500th appearance in Shakhtar shirt and turned out to be the first player to have conquered this milestone. This is the captain's unique achievement, which won't be easy to repeat. History is being made right in front of our eyes.

Shakhtar's move to Kharkiv was an important stage. For two and a half years we played our home games at the Arena Lviv, being grateful to the city and its inhabitants for the support. On 9 September 2016, Shakhtar played a league game vs Dynamo in Kharkiv. This meeting at the OSC Metalist gathered 39,677 fans, with many of them coming specially from Donetsk. Therefore, we decided

that Shakhtar would receive its opponents in Kharkiv in 2017.

Some people might get concerned about the start of the season as we lost the Ukrainian Super Cup tie and didn't make it to the Champions League group stage. However, challenges just harden our character and make us stronger. Later, the team of Paulo Fonseca did not give reasons for doubting their high level. Shakhtar became the best in the Europa League group stage, claiming major wins in all six matches. We also performed consistently in the league season's first part – with no defeats and a spectacular 4-3 win over Dynamo at the NSC Olimpiyskyi. We left for the winter break as the league leaders with +13 points in the competition table.

It's nice that the team's pupils play an increasingly big role in its victories. The squad renewal is a natural process for football. The career of the legend Vyacheslav Shevchuk ended up this winter, Eduardo also left Shakhtar. A bit later we said goodbye to Olexandr Kucher, Anton Kanibolotskyi and Vasyl Kobin. Each of them left a bright mark in the history of the club, helping us win many trophies. We want to tell them thank you for the years spent at Shakhtar, wishing them good luck and more achievements in the sport and life alike.

In the spring the team were confidently moving towards the title, with Paulo Fonseca actively deploying the young players as the first team regulars. 9 graduates of the Shakhtar Academy appeared in the starting line-up against Oleksandriia. Shakhtar became the base club for Ukraine national team, with its 15 players getting on the Ukraine roster for the

World Cup qualifiers. That's a great success for our entire club.

May 6, 2017 is the day we were very much looking forward to and which will go down in the history of the football club Shakhtar. Having defeated Zorya in Kharkiv, the team became the champions of Ukraine for the tenth time! This victory was just as beautiful and dramatic as the whole season. We covered a long way to claim our milestone gold medals, we so much wanted to keep them in our hands. For the sake of our goal we didn't give up, we continued working hard and achieved that success deservedly. Those gold medals are the achievement of Shakhtar president Rinat Akhmetov, the coaches, the players, the club employees and of all our fans! We can again say with pride: "Shakhtar are the Champs!" The domestic Cup triumph and the golden double only confirmed that Shakhtar are second to none in the Ukrainian football.

We have the Champions League campaign ahead, the domestic league and Cup competitions ... An interesting season awaits us, along with new challenges. Our goals remain the same: winning every match, confident performance on the European stage and new trophies. We showed that we have the champions spirit and that despite the difficulties, we can win titles. And these days as never before, we want to win!

Sergei Palkin  
FC Shakhtar CEO





# Club







UEFA CUP  
WINNERS  
2009



PREMIER LEAGUE CHAMPIONS  
2002 2005 2006 2008 2010  
2011 2012 2013 2014



UKRAINE CUP WINNERS  
1996 1997 2001 2002 2004  
2008 2011 2012 2013 2016



# Club Philosophy

## 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**

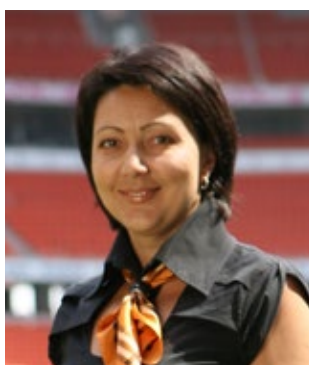
We believe that knowledge is a source of growth and development. We write our new history by applying knowledge and experience of many generations of the players, club staff and fans. We involve the best minds in every field from all over the world.



# Club Management



**Sergei PALKIN**  
CEO



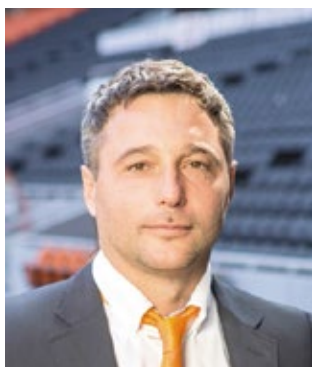
**Gyulnara AKHMEDZHANOVA**  
Chief Financial Officer



**Aleksandr CHERKASOV**  
General Secretary



**Dmitriy KIRILENKO**  
Commercial Director



**Aleksandr FUNDERAT**  
Academy Director



**Yuriy SVIRIDOV**  
Marketing  
and Communications Director



**Svetlana SLOBODYANYUK**  
Human Resources Director



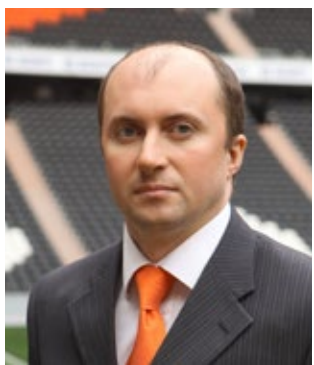
**Yuriy TAKTASHEV**  
Sports Facilities Director



**Andrei KHARITONCHUK**  
Head of Legal Office



**Artur GLUSCHENKO**  
Medical Department Head



**Vadim GUNKO**  
General Director  
of Shakhtar-Service Ltd



**Andrei CHERKASOV**  
Director of Shakhtar Trading Ltd

# Club Infrastructure

## Donbass Arena

Shakhtar's home ground has not hosted any football matches for three consecutive seasons now due to the military conflict in Donbass.

In March 2017, the SCM Group declared a complete loss of control over all of its assets located in the temporarily uncontrolled territories in Donetsk and Luhansk regions. The Donbass Arena is one of them. Also, they were forced to stop distributing humanitarian aid of the Aid+Help Centre at the stadium.

# 3

YEARS

passed since the Miners' last appearance at the Donbass Arena





## Arena Lviv

In the first part of the season, Shakhtar held their home games in Lviv. From July to December 2016, the Miners played six Ukrainian League games and one domestic Cup Round of 16 tie vs Oleksandriia at the Arena Lviv. The Donetsk team claimed wins on all occasions.

In the Champions League qualifying round, the team of Paulo Fonseca received Young Boys (SUI). They also entertained Braga (POR), Gent (BEL), along with Istanbul Basaksehir and Konyaspor (TUR) in the Europa League. The Miners won all 5 home games, scoring 15 goals and conceding none. Aggregately, the meetings in Lviv were attended by 48,955 spectators.

**49** THOUSAND  
**SPECTATORS**  
attended the European  
club cup games in Lviv





## OSC Metalist

Before the winter break, the Orange-and-Blacks played two games in Kharkiv as hosts. The meeting with Dynamo in September 2016 ended in a 1-1 draw; in November the Donetsk team secured a 2-1 victory over Karpaty.

OSC Metalist became the team's main arena for home matches in 2017. Shakhtar covered the stadium maintenance costs. In the Europa League round of 32 return leg, the Miners received Celta (ESP) in Kharkiv. After that, the stadium hosted another six Premier League games and two Ukrainian Cup ones.

In February, they opened a Fan Shop covering the floor area of 400 sq.m. at the stadium.

11

GAMES

were held by Shakhtar  
at the OSC Metalist in Kharkiv

33 THOUSAND

FANS

attended Shakhtar vs Celta  
game in Kharkiv







**‘Moving to Kharkiv will allow us to be closer to our fans, and I am convinced that we can make them happy with our spectacular performance and good results’**

Sergei Palkin  
FC Shakhtar CEO














Shakhtar Fan Shop in Kharkiv





17 May 2017. Ukrainian Cup.  
Shakhtar 1-0 Dynamo





**‘They like Shakhtar in Kharkiv,  
here we feel happy. I am very  
happy to have returned to this city’**

Marlos  
FC Shakhtar midfielder

## STB Kirsha

Kirsha sports & training base is located 15 km away from Donetsk, being a structural division of the Sports Facilities Department of FC Shakhtar.

Due to hostilities in the region, the training fields and other facilities of the centre were not operated. The infrastructure was maintained to the minimally required standards. On the 1st March 2017, the club lost control over administering STB Kirsha.

The sports and training base was mothballed, with the facility operations being suspended.















STB Kirsha



## Sviatoshyn base

During the season, Shakhtar trained at the sports base of Sviatoshyn located 20 kilometres away from Kyiv. The Orange-and-Blacks had at their disposal a swimming pool, a sauna, a fitness centre, a room for theory sessions, a room for massage and a football pitch which was prepared for training sessions by the groundsmen of the Donetsk club's field maintenance service.







Shakhtar training in Sviatoshyno



















# Football







# Football Team







Official 2016/17 season photo



# 26

## Mykyta Shevchenko

Role:	goalkeeper
Country:	Ukraine
Date of birth:	26/01/1993
Height:	192 cm
Total apps/mistakes:	5/5
In the 2016/17 season:	5/5





# 30

## Andriy Pyatov

Role:	goalkeeper
Country:	Ukraine
Date of birth:	28/06/1984
Height:	189 cm
Total apps/mistakes:	342/277
In the 2016/17 season:	40/28





# 32

## Anton Kanibolotskyi

Role:	goalkeeper
Country:	Ukraine
Date of birth:	16/05/1988
Height:	191 cm
Total apps/mistakes:	55/36
In the 2016/17 season:	2/2





# 55

## Oleh Kudryk

Role:	goalkeeper
Country:	Ukraine
Date of birth:	17/10/1996
Height:	189 cm
Total apps/mistakes:	1/1
In the 2016/17 season:	1/1





# 2

## Bohdan Butko

Role:	defender
Country:	Ukraine
Date of birth:	13/01/1991
Height:	181 cm
Total apps/goals:	16/1
In the 2016/17 season:	16/1





# 5

## Olexandr Kucher

Role:	defender
Country:	Ukraine
Date of birth:	22/10/1982
Height:	184 cm
Total apps/goals:	295/12
In the 2016/17 season:	29/0





# 13

## Vyacheslav Shevchuk

Role:	defender
Country:	Ukraine
Date of birth:	13/05/1979
Height:	184 cm
Total apps/goals:	239/4
In the 2016/17 season:	0/0





# 14

**Vasyl  
Kobin**

Role:	<b>defender</b>
Country:	<b>Ukraine</b>
Date of birth:	<b>24/05/1985</b>
Height:	<b>178 cm</b>
Total apps/goals:	<b>80/5</b>
In the 2016/17 season:	<b>2/0</b>





# 18

## Ivan Ordets

Role:	defender
Country:	Ukraine
Date of birth:	08/07/1992
Height:	194 cm
Total apps/goals:	71/4
In the 2016/17 season:	31/4



# 25

## Mykola Matviienko

Role:	defender
Country:	Ukraine
Date of birth:	02/05/1996
Height:	181 cm
Total apps/goals:	9/0
In the 2016/17 season:	3/0





# Football

Team

# 31

## Ismaily

Role:	defender
Country:	Brazil
Date of birth:	11/01/1990
Height:	177 cm
Total apps/goals:	92/8
In the 2016/17 season:	40/2



# 33

## Darijo Srna

Role:	defender
Country:	Croatia
Date of birth:	01/05/1982
Height:	182 cm
Total apps/goals:	526/49
In the 2016/17 season:	34/1





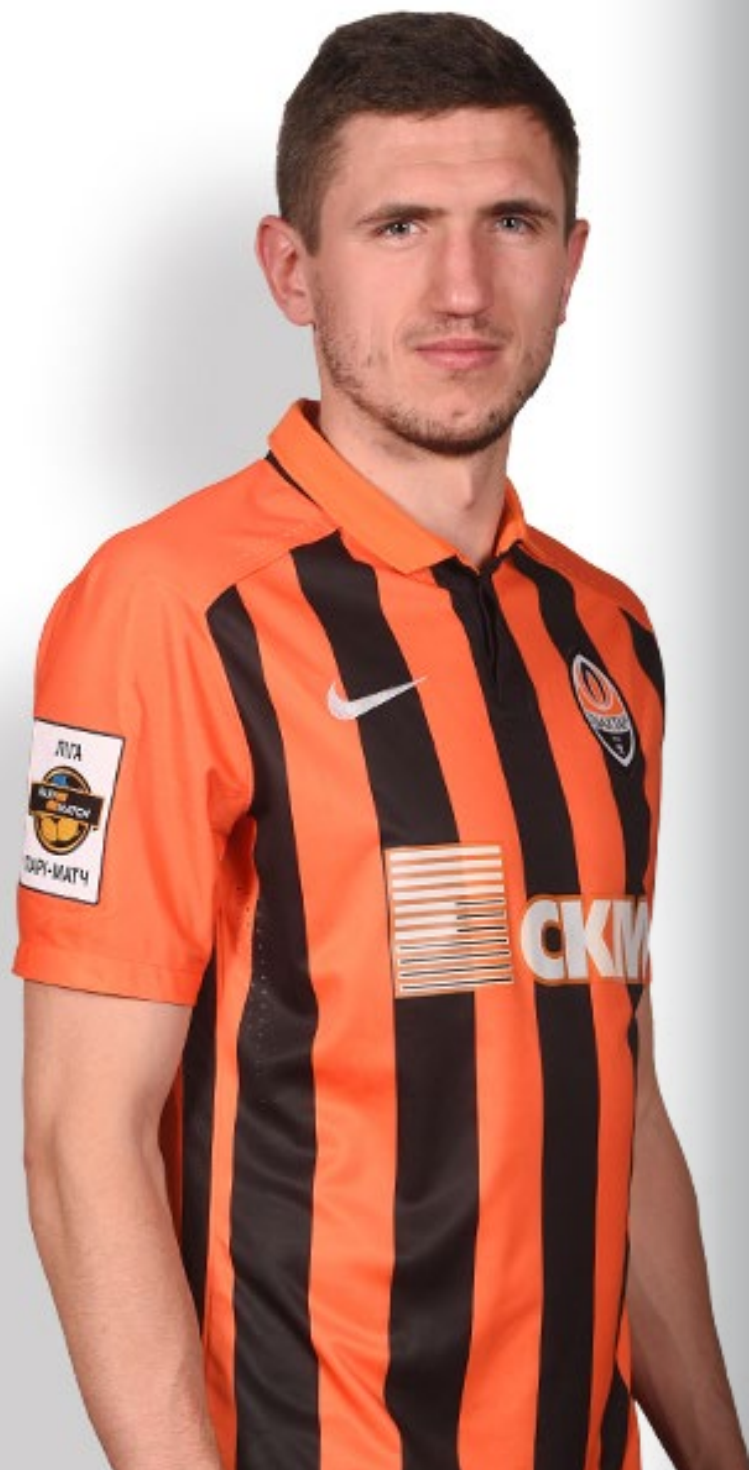
# Football

Team

# 38

## Sergii Kryvtsov

Role:	defender
Country:	Ukraine
Date of birth:	15/03/1991
Height:	188 cm
Total apps/goals:	97/8
In the 2016/17 season:	13/2



# 44

## Yaroslav Rakits'kyy

Role:	defender
Country:	Ukraine
Date of birth:	03/08/1989
Height:	185 cm
Total apps/goals:	276/12
In the 2016/17 season:	31/0





# 52

## Ihor Kiryukhantsev

Role:	defender
Country:	Ukraine
Date of birth:	29/01/1996
Height:	167 cm
Total apps/goals:	1/0
In the 2016/17 season:	1/0



# 66

## Marcio Azevedo

Role:	defender
Country:	Brazil
Date of birth:	05/02/1986
Height:	174 cm
Total apps/goals:	22/0
In the 2016/17 season:	5/0





# 6

## Taras Stepanenko

Role:	midfielder
Country:	Ukraine
Date of birth:	08/08/1989
Height:	183 cm
Total apps/goals:	200/15
In the 2016/17 season:	41/4



# 8

## Fred

Role:	midfielder
Country:	Brazil
Date of birth:	05/03/1993
Height:	169 cm
Total apps/goals:	118/11
In the 2016/17 season:	29/4





# 9

## Dentinho

Role:	midfielder
Country:	Brazil
Date of birth:	19/01/1989
Height:	176 cm
Total apps/goals:	104/15
In the 2016/17 season:	33/6



# 10

## Bernard

Role:	midfielder
Country:	Brazil
Date of birth:	08/09/1992
Height:	164 cm
Total apps/goals:	128/18
In the 2016/17 season:	37/7





# 11

## Marlos

Role:	midfielder
Country:	Brazil
Date of birth:	07/06/1988
Height:	174 cm
Total apps/goals:	127/24
In the 2016/17 season:	44/7



# 12

## Wellington Nem

Role:	midfielder
Country:	Brazil
Date of birth:	06/02/1992
Height:	165 cm
Total apps/goals:	51/9
In the 2016/17 season:	11/0





# 17

## Maksym Malyshev

Role:	midfielder
Country:	Ukraine
Date of birth:	24/12/1992
Height:	183 cm
Total apps/goals:	70/7
In the 2016/17 season:	36/2



# 20

## Giorgi Arabidze

Role:	midfielder
Country:	Georgia
Date of birth:	04/03/1998
Height:	173 cm
Total apps/goals:	4/0
In the 2016/17 season:	1/0





# 24

## Viacheslav Tankovskyi

Role:	midfielder
Country:	Ukraine
Date of birth:	16/08/1995
Height:	169 cm
Total apps/goals:	7/0
In the 2016/17 season:	7/0



# 28

## Taison

Role:	midfielder
Country:	Brazil
Date of birth:	13/01/1988
Height:	172 cm
Total apps/goals:	166/29
In the 2016/17 season:	40/10





# 29

## Alan Patrick

Role:	midfielder
Country:	Brazil
Date of birth:	13/05/1991
Height:	178 cm
Total apps/goals:	18/3
In the 2016/17 season:	10/1



# 29

## Andrii Totovytskyi

Role:	midfielder
Country:	Ukraine
Date of birth:	20/01/1993
Height:	187 cm
Total apps/goals:	1/0
In the 2016/17 season:	1/0





# 49

## Oleksandr Pikhalyonok

Role:	midfielder
Country:	Ukraine
Date of birth:	07/05/1997
Height:	179 cm
Total apps/goals:	1/0
In the 2016/17 season:	1/0



# 59

## Oleksandr Zubkov

Role:	midfielder
Country:	Ukraine
Date of birth:	03/08/1996
Height:	183 cm
Total apps/goals:	12/0
In the 2016/17 season:	10/0





# 74

## Viktor Kovalenko

Role:	midfielder
Country:	Ukraine
Date of birth:	14/02/1996
Height:	183 cm
Total apps/goals:	88/14
In the 2016/17 season:	38/10



7

## Yevhen Seleznov

Role:	forward
Country:	Ukraine
Date of birth:	20/07/1985
Height:	185 cm
Total apps/goals:	74/30
In the 2016/17 season:	7/2





# 19

## Facundo Ferreyra

Role:	forward
Country:	Argentina
Date of birth:	14/03/1991
Height:	183 cm
Total apps/goals:	73/29
In the 2016/17 season:	28/16



# 22

## Eduardo

Role:	forward
Country:	Croatia
Date of birth:	25/02/1983
Height:	177 cm
Total apps/goals:	173/57
In the 2016/17 season:	19/3





# 41

## Andrii Boriachuk

Role:	forward
Country:	Ukraine
Date of birth:	23/04/1996
Height:	176 cm
Total apps/goals:	14/5
In the 2016/17 season:	11/3



# 99

## Gustavo Blanco Leschuk

Role:	forward
Country:	Argentina
Date of birth:	05/11/1991
Height:	192 cm
Total apps/goals:	14/5
In the 2016/17 season:	14/5





# Football

## Season review

For three consecutive years Shakhtar were based outside of Donetsk. Training in Kyiv, the team played their home games in Lviv, also playing at the OSC Metalist in Kharkiv in 2017.

The Miners started the football year under the leadership of a new mentor Paulo Fonseca. In the Ukrainian Super Cup decider, the Orange-and-Blacks met with Dynamo for the ninth time in their history. The Donetsk team took the lead in the second half thanks to a goal by Fred, with Vida equalising just ten minutes away from time. The trophy's future was decided in a penalty shootout, with the Kyiv side being luckier.

# 10

Ukrainian League titles  
secured by Shakhtar



17 May 2017. Ukrainian Cup.  
Shakhtar 1-0 Dynamo



# Football

Season review



16 July 2016. Ukrainian Super Cup. Dynamo 1-1 Shakhtar







# Football

## Season review

For the first time in the last 6 seasons, Shakhtar did not qualify for the UEFA Champions League group stage. In the third qualifying round, the team locked horns with Young Boys (SUI). After the home triumph (2-0), the Orange-and-Blacks suffered an away defeat with the same score. The opponents proved luckier in the penalty shootout.

In the autumn part of the season, the Miners proved themselves in another European competition – the Europa League. Two victories over Istanbul Basaksehir allowed them to qualify for the group stage. In the quartet with Konyaspor (TUR), Braga (POR) and Gent (BEL), Shakhtar won all six games, becoming the most prolific side and being recognized as the best group stage team of the tournament.

# 22

## GOALS

scored by Shakhtar  
in the Europa League main round

# 500<sup>TH</sup>

## DARIJO SRNA'S APPEARANCE

took place in the game vs Istanbul Basaksehir



29 September 2016. UEFA Europa League.  
Shakhtar 2-0 Braga



# Football

Season review



Team captain Darjo Srna made his 500th app for Shakhtar





18 August 2016. UEFA Europa League.  
Istanbul Basaksehir 1-2 Shakhtar



# Football

Season review



25 August 2016. UEFA Europa League.  
Shakhtar 2-0 Istanbul Basaksehir

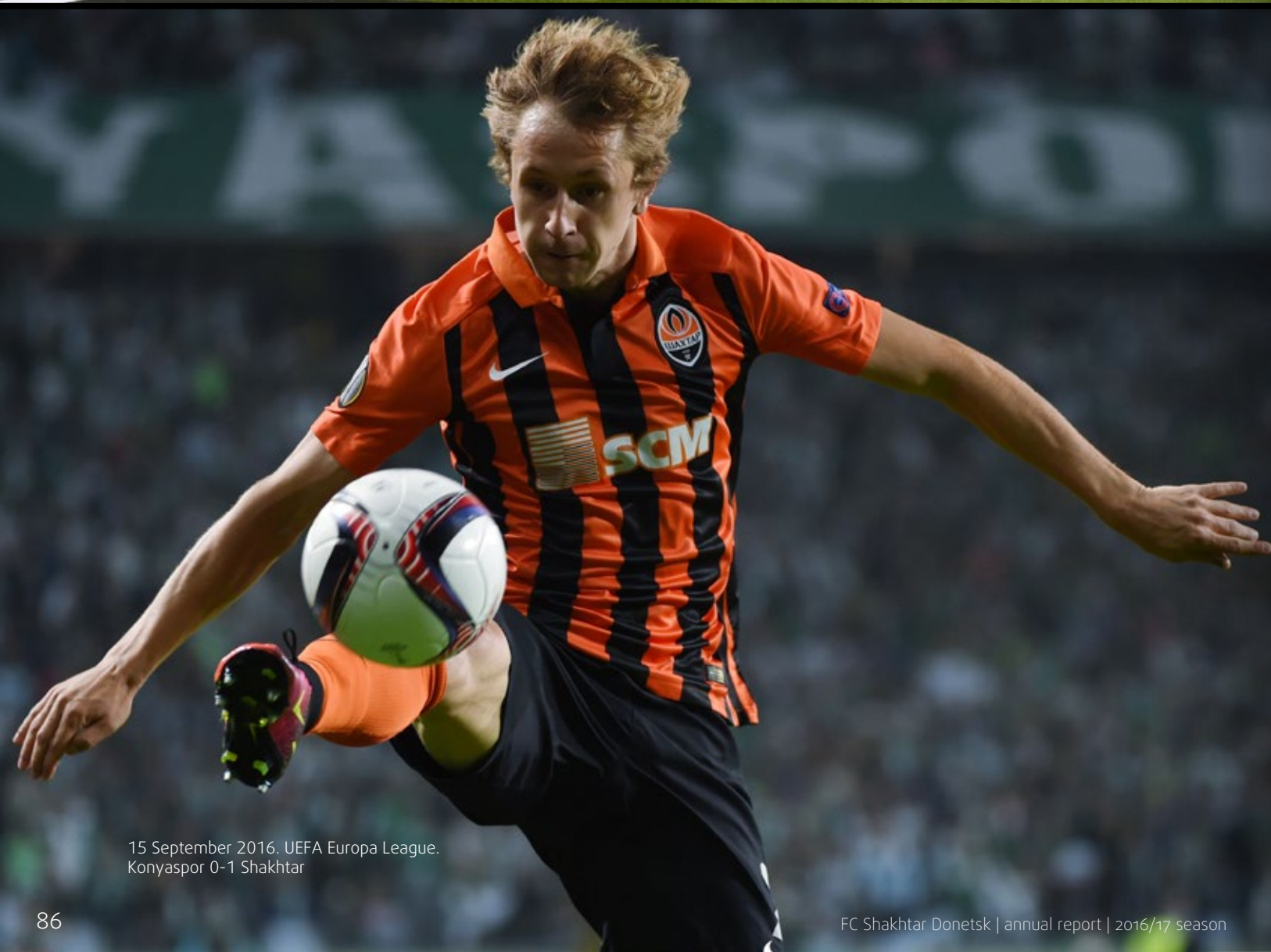






# Football

Season review



15 September 2016. UEFA Europa League.  
Konyaspor 0-1 Shakhtar







# Football

Season review



29 September 2016. UEFA Europa League.  
Shakhtar 2-0 Braga







# Football

Season review



20 October 2016. UEFA Europa League.  
Shakhtar 5-0 Gent







# Football

Season review







3 November 2016. UEFA Europa League.  
Gent 3-5 Shakhtar



# Football

Season review







24 November 2016. UEFA Europa League.  
Shakhtar 4-0 Konyaspor



# Football

Season review



8 December 2016. UEFA Europa League.  
Braga 2-4 Shakhtar







# Football

Season review



16 February 2017. UEFA Europa League.  
Celta 0-1 Shakhtar







# Football

## Season review

European club cup campaign continued in February with the knockout games against Celta (ESP). The first leg in Vigo was won by Paulo Fonseca's men (1-0), with the only goal being netted by the club newcomer Gustavo Blanco Leschuk. In the return leg in Kharkiv everything was decided by a penalty shot, which had been awarded by the referee against Shakhtar in the 90th minute. The face-off went into extra time, with the Spaniards scoring the winner (0-2). The Orange-and-Blacks' campaign in European competitions finished in the Europa League round of 32.







16 February 2017. UEFA Europa League.  
Celta 0-1 Shakhtar



# Football

Season review

In the Ukrainian League, the Miners were second to none. The Donetsk side passed the first half of the year without defeats. The team held one of the most important matches in terms of emotional charge and confidence in their own strength on August 12 in Lviv: Karpaty were 2-0 in front before the break, however, the second-half goals by Taras Stepanenko, Viktor Kovalenko and Marlos brought Shakhtar a comeback win.

The Orange-and-Blacks proved their superiority in the games against their major competitors. After being tied in Kharkiv, Paulo Fonseca's men defeated Dynamo Kyiv 4-3 in Kyiv, leaving for the winter break with an advantage of 13 points.

# 80

**POINTS**

scored by Shakhtar  
in the 2016/17 Premier League season





12 December 2016. Ukrainian League.  
Dynamo 3-4 Shakhtar



# Football

Season review



30 July 2016. Ukrainian League.  
Chornomorets 1-4 Shakhtar



7 August 2016. Ukrainian League.  
Shakhtar 1-0 Oleksandriia





12 August 2016. Ukrainian League.  
Karpaty 2-3 Shakhtar



# Football

Season review



28 August 2016. Ukrainian League.  
Stal 0-1 Shakhtar







# Football

Season review



9 September 2016. Ukrainian League.  
Shakhtar 1-1 Dynamo







# Football

Season review



12 December 2016, Ukrainian League,  
Dynamo 3-4 Shakhtar







# Football

Season review



12 December 2016. Ukrainian League.  
Dynamo 3-4 Shakhtar







# Football

## Season review

The championship was held in new format for the first time: after the first stage, the participants continued competing in two groups by six teams according to the claimed spots. In the second part of the season, Shakhtar again proved stronger on Dynamo's pitch (1-0, the goal scored by Facundo Ferreyra).

In general, the Donetsk outfit delivered a consistent performance and secured 25 victories in the season. They won the title in the game vs Zorya four rounds away from the season end, which is the tenth in the club history. In Kharkiv on May 17, Shakhtar once again defeated Dynamo and secured the 'golden double' in the Ukrainian Cup final (1-0, the goal scored by Marlos).



21 April 2017. Ukrainian League.  
Dynamo 0-1 Shakhtar



# Football

Season review







6 May 2017. Ukrainian League.  
Shakhtar 3-2 Zorya



# Football

Season review

**'Shakhtar claimed their tenth League title. This victory is one of a kind. I dedicate it to my players, the coaching staff, our fans throughout the country and to absolutely all employees of the club'**

Paulo Fonseca  
FC Shakhtar head coach



6 May 2017. Ukrainian League.  
Shakhtar 3-2 Zorya



# Football

Season review







6 May 2017. Ukrainian League.  
Shakhtar 3-2 Zorya



# Football

Season review



**'The most important championship for me will be the eleventh one. Our club should look only forward, set the most ambitious goals and claim new trophies for our fans'**

Rinat Akhmetov  
FC Shakhtar president



27 May 2017. Kyiv.  
Awarding gold medals



UKRAINE

# Football

Season review



17 May 2017. Ukrainian Cup.  
Shakhtar 1-0 Dynamo





# Football

Season review



17 May 2017. Ukrainian Cup.  
Shakhtar 1-0 Dynamo







# Football

Season review



17 May 2017. Ukrainian Cup.  
Shakhtar 1-0 Dynamo







# Football

Season review



17 May 2017. Ukrainian Cup.  
Shakhtar 1-0 Dynamo







# Football **Transfers**

During the winter break, the club signed up striker Gustavo Blanco Leschuk. The Argentinian, who used to play in the Ukrainian Premier League for Karpaty Lviv, signed a deal with Shakhtar for 3.5 years.

Several players left the Donetsk team. Vyacheslav Shevchuk, who had played for Shakhtar since 2000, made 239 apps, won 20 trophies and became the legend of the club. After 11 seasons with the club, Olexandr Kucher finished his tenure at the club. The defender made 295 apps and helped the team win 20 trophies. The contract with Eduardo also expired. Aggregately, the Croatian forward made 173 appearances for Shakhtar and scored 57 goals.

**295** APPS MADE AND **12** GOALS  
scored by Olexandr Kucher  
over 11 years

**12** YEARS SPENT AND **239** APPS  
made by Vyacheslav Shevchuk  
for Shakhtar



Александр Кучер



# Football

Transfers

**'I am going to do my best  
to help Shakhtar. I want  
to surpass Luiz Adriano's  
goal-scoring record'**

Gustavo Blanco Leschuk  
FC Shakhtar forward





# Football

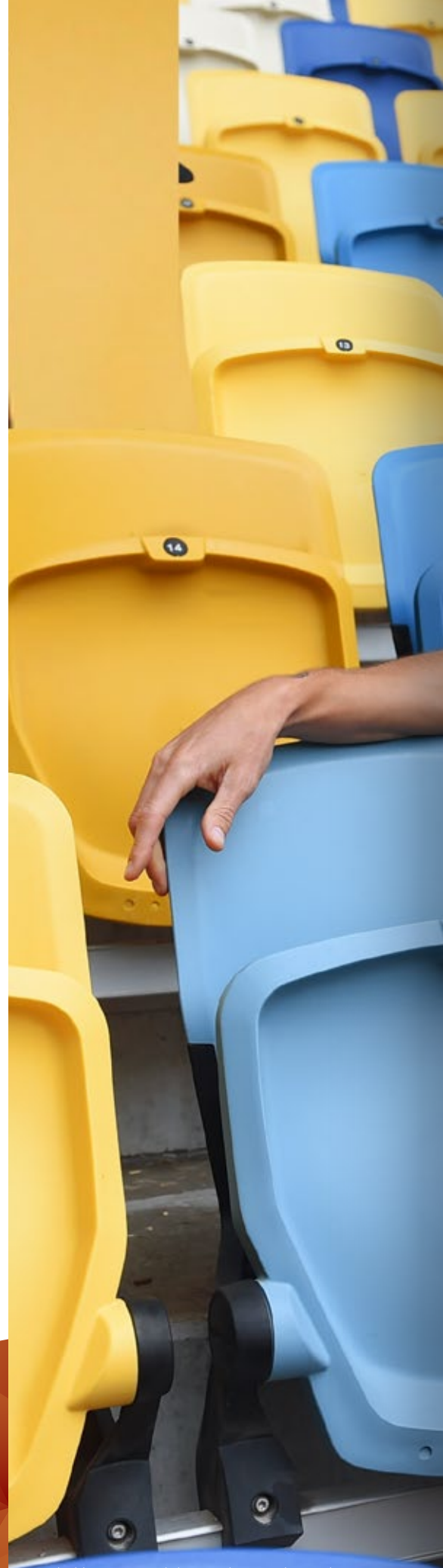
## Transfers

### INCOMING TRANSFERS

Name	Moved from	Rights status	Date
David Khocholava	free agent	bought	01/07/2017
Gustavo Blanco Leschuk	Karpaty Lviv	bought	15/01/2017

### OUTGOING TRANSFERS

Name	Moved to	Rights status	Date
Andrii Korobenko	Mariupol	loaned out	20/07/2017
Oleksandr Mihunov	Olimpik Donetsk	loaned out	19/07/2017
Serhii Gryn	Veres Rivne	loaned out	10/07/2017
Serhii Bolbat	Mariupol	loaned out	07/07/2017
Pylyp Budkivskyi	Kortrijk, Belgium	loaned out	07/07/2017
Andrii Boriachuk	Mariupol	loaned out	01/07/2017
Serhii Vakulenko	Mariupol	loaned out	01/07/2017
Serhii Horbunov	Mariupol	loaned out	01/07/2017
Oleh Danchenko	Anzhi, Russia	loaned out	01/07/2017
Ihor Duts	Rukh Vynnyky	loaned out	01/07/2017
Taras Kacharaba	Zirka Kropyvnytskyi	loaned out	01/07/2017
Ihor Kiryukhantsev	Mariupol	loaned out	01/07/2017
Vladyslav Kulach	Vorskla Poltava	loaned out	01/07/2017
Mykola Matviienko	Vorskla Poltava	loaned out	01/07/2017
Vyacheslav Churko	Mariupol	loaned out	01/07/2017
Maksym Zhychikov		free agent	30/06/2017
Dmytro Ivanysenya		free agent	30/06/2017
Anton Kanibolotskyi		free agent	30/06/2017
Vasyl Kobin		free agent	30/06/2017
Oleksandr Kucher		free agent	30/06/2017
Ruslan Malinovskiy	Genk, Belgium	sold	30/06/2017
Rustam Khudzhamov		free agent	30/06/2017
Oleksandr Volovyk		free agent	31/05/2017
Serhii Gryn	Olimpik Donetsk	loaned out	02/02/2017
Artur Zahorulko	Vorskla Poltava	loaned out	31/01/2017
Myhailo Pysko	Gomel, Belarus	loaned out	31/01/2017
Pylyp Budkivskyi	Anzhi, Russia	loaned out	29/01/2017
Oleksandr Karavaev	Fenerbahce, Turkey	loaned out	01/01/2017
Eduardo		free agent	31/12/2016
Vyacheslav Shevchuk		retired	27/12/2016
Yevhen Seleznev		free agent	18/12/2016
Wellington Nem	Sao Paulo, Brazil	loaned out	01/12/2016
Bohdan Sarnavskiy		free agent	31/08/2016
Andrii Totovytskyi	Kortrijk, Belgium	loaned out	31/08/2016
Oleh Danchenko	Chornomorets Odesa	loaned out	05/08/2016
Serhii Bolbat	Lokeren, Belgium	loaned out	01/07/2016
Dmytro Hrechyshkin	Zorya Luhansk	loaned out	01/07/2016
Vladyslav Kulach	Zorya Luhansk	loaned out	01/07/2016
Ivan Petriak	Zorya Luhansk	loaned out	01/07/2016
Eduard Sobol	Zorya Luhansk	loaned out	01/07/2016





Вячеслав Шевчук

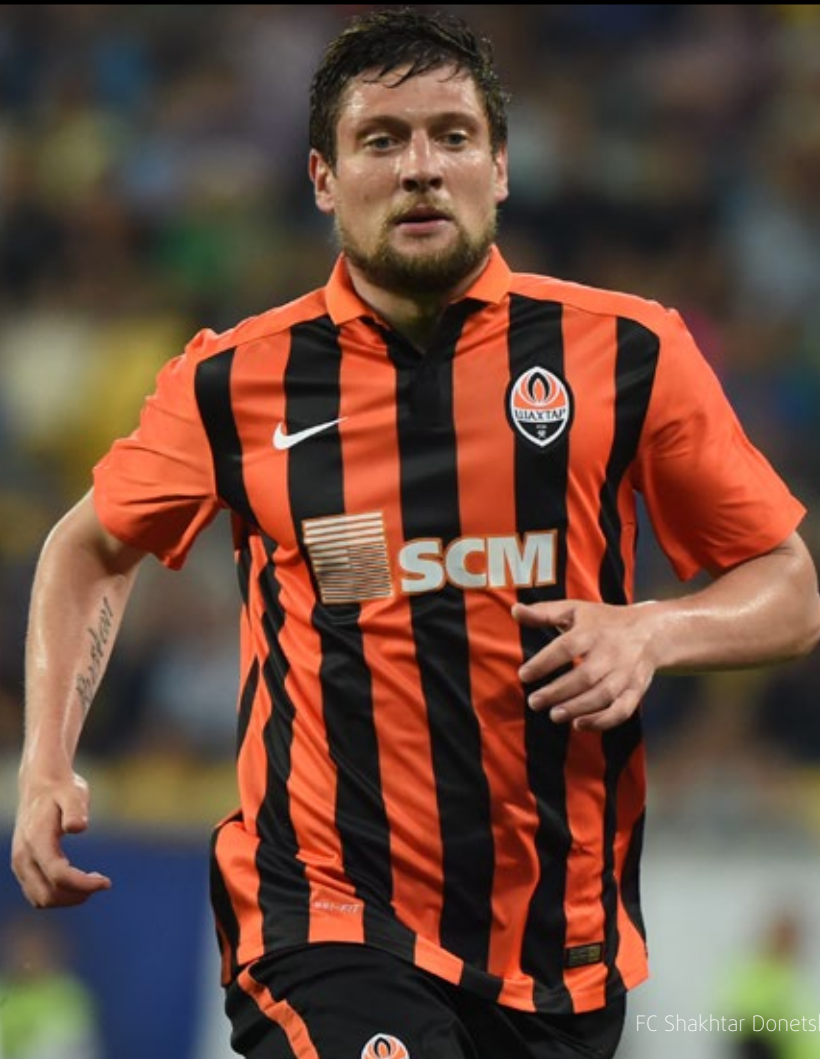


# Football

## Transfers



Vasyl Kobin



Yevhen Seleznov





Anton Kanibolotskyi



Eduardo



# Football **Statistics**





**'I'm happy to help Shakhtar by scoring goals. To win the Ukrainian league title with my teammates is more important for me than the top scorers race'**

Facundo Ferreyra  
FC Shakhtar forward



# Football

## Statistics

### Premier League

Date	Match	Score
31/05/2017	Oleksandriia vs Shakhtar	1-1
26/05/2017	Shakhtar vs Dynamo	2-3
21/05/2017	Shakhtar vs Olimpik	1-1
13/05/2017	Chornomorets vs Shakhtar	0-3
06/05/2017	Shakhtar vs Zorya	3-2
30/04/2017	Shakhtar vs Oleksandriia	1-0
21/04/2017	Dynamo vs Shakhtar	0-1
15/04/2017	Olimpik vs Shakhtar	0-4
09/04/2017	Shakhtar vs Chornomorets	1-2
02/04/2017	Zorya vs Shakhtar	1-2
17/03/2017	Shakhtar vs Olimpik	1-1
12/03/2017	Zorya vs Shakhtar	1-2
05/03/2017	Volyn vs Shakhtar	0-1
26/02/2017	Shakhtar vs Vorskla	2-1
12/12/2016	Dynamo vs Shakhtar	3-4
04/12/2016	Shakhtar vs Stal	2-0
27/11/2016	Dnipro vs Shakhtar	0-2
19/11/2016	Shakhtar vs Karpaty	2-1
06/11/2016	Oleksandriia vs Shakhtar	1-2
29/10/2016	Shakhtar vs Chornomorets	2-0
23/10/2016	Zirka vs Shakhtar	0-3
15/10/2016	Olimpik vs Shakhtar	1-1
02/10/2016	Shakhtar vs Zorya	1-0
24/09/2016	Shakhtar vs Volyn	3-0
18/09/2016	Vorskla vs Shakhtar	0-1
09/09/2016	Shakhtar vs Dynamo	1-1
28/08/2016	Stal vs Shakhtar	0-1
21/08/2016	Shakhtar vs Dnipro	4-0
12/08/2016	Karpaty vs Shakhtar	2-3
07/08/2016	Shakhtar vs Oleksandriia	1-0
30/07/2016	Chornomorets vs Shakhtar	1-4
22/07/2016	Shakhtar vs Zirka	4-1

### Ukrainian Cup

Date	Match	Score
17/05/2017	Shakhtar vs Dynamo	1-0
26/04/2017	Shakhtar vs Dnipro	1-0
05/04/2017	Poltava vs Shakhtar	-:+
26/10/2016	Shakhtar vs Oleksandriia	2-1







12 December 2016. Ukrainian League.  
Dynamo 3-4 Shakhtar



# Football

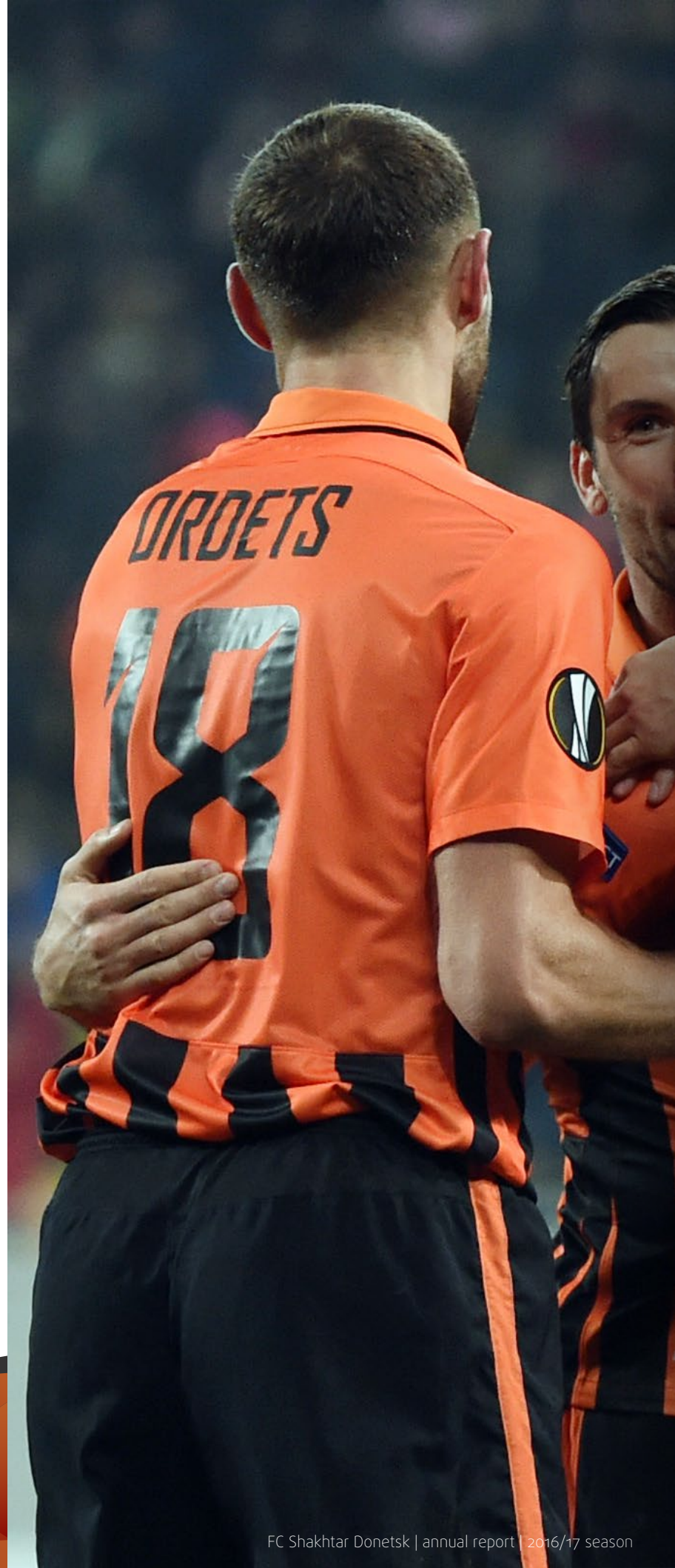
## Statistics

### UEFA EUROPA LEAGUE

Date	Match	Score
23/02/2017	Shakhtar vs Celta	0-2
16/02/2017	Celta vs Shakhtar	0-1
08/12/2016	Braga vs Shakhtar	2-4
24/11/2016	Shakhtar vs Konyaspor	4-0
03/11/2016	Gent vs Shakhtar	3-5
20/10/2016	Shakhtar vs Gent	5-0
29/09/2016	Shakhtar vs Braga	2-0
15/09/2016	Konyaspor vs Shakhtar	0-1
25/08/2016	Shakhtar vs Istanbul	2-0
18/08/2016	Istanbul vs Shakhtar	1-2

### UEFA CHAMPIONS LEAGUE

Date	Match	Score
03/08/2016	Young Boys vs Shakhtar	2-0 (4-2 on pen)
26/07/2016	Shakhtar vs Young Boys	2-0







24 November 2016. UEFA Europa League.  
Shakhtar 4-0 Konyaspor



# Football

## Statistics

### 2016/17 SEASON

	G	W	D	L	G	P	%
Premier League	32	25	5	2	66-24	80	83.3
Ukrainian Cup	3	3	0	0	4-1	9	100
Ukrainian Super Cup	1	0	1	0	1-1	1	33.3
European competitions	12	10	0	2	28-10	30	83.3
Total	48	38	6	4	99-36	120	83.3

### 2015/16 SEASON

	G	W	D	L	G	P	%
Premier League	26	20	3	3	76-25	63	80.8
Ukrainian Cup	8	6	1	1	22-3	19	79.2
Ukrainian Super Cup	1	1	0	0	2-0	3	100
European competitions	18	8	4	6	29-23	28	51.9
Total	53	35	8	10	129-51	113	71.1

### AVERAGE ATTENDANCE

at Shakhtar home matches in the Ukrainian league campaigns



2015/16

4 286



2016/17

7 849

## PREMIER LEAGUE, 2016/17 SEASON

WHEN THEY SCORED

8 | 7 | 14 | 13 | 10 | 14

0–15th minute

16–30th minute

31–45th minute

46–60th minute

61–75th minute

76–90th minute



WHO MADE  
MOST  
APPEARANCES

**Marlos** 29

WHO SPENT  
MOST MINUTES  
ON THE PITCH

**Andriy Pyatov**  
2 682

THE MOST  
FREQUENT SCORE

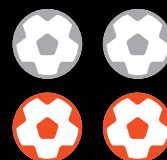
1 - 0 **7 times**

1 - 1 **5 times**

NUMBER OF SPOT-KICKS

4

(2 converted)



NUMBER OF YELLOW/RED CARDS

80 / 1





### SHAKHTAR PERFORMANCE ACROSS ALL COMPETITIONS

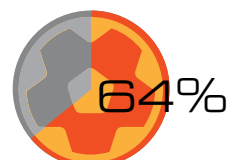
Average per game		
	2015/16	2016/17
Scored	2,43	2,06
Ball possession	58%	64%
Passes/completed	566/86%	637/88%

### BALL POSSESSION

Average per game



2015/16



2016/17

### TYOLOGY OF GOALS SCORED IN THE 2016/17 SEASON

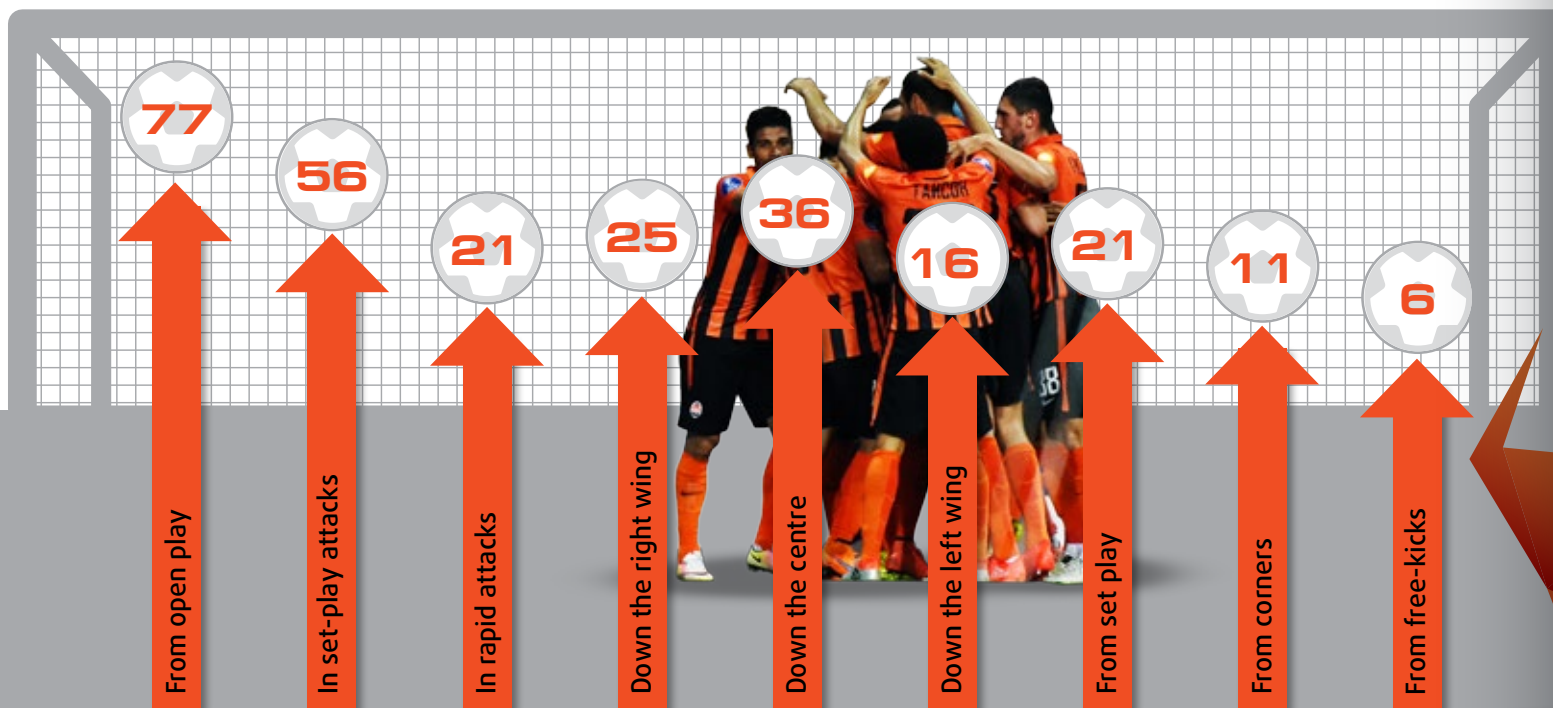
TOTAL SCORED

99

GOALS SCORED

TOTAL CONCEDED

36





### TOP 3. GOAL+PASS

<b>Facundo Ferreyra</b>	<b>20</b>	<b>16+4</b>
-------------------------	-----------	-------------

Taison	19	10+9
--------	----	------

Marlos	18	7+11
--------	----	------

### TOP 3. PASSES/COMPLETED

<b>Darijo Srna</b>	<b>2 738/2 275</b>	<b>83%</b>
--------------------	--------------------	------------

Marlos	2 567/2 231	87%
--------	-------------	-----

Fred	2 484/2 245	90%
------	-------------	-----

### TOP 3. DRIBBLES/SUCCESS

<b>Marlos</b>	<b>485/330</b>	<b>68%</b>
---------------	----------------	------------

Bernard	207/138	67%
---------	---------	-----

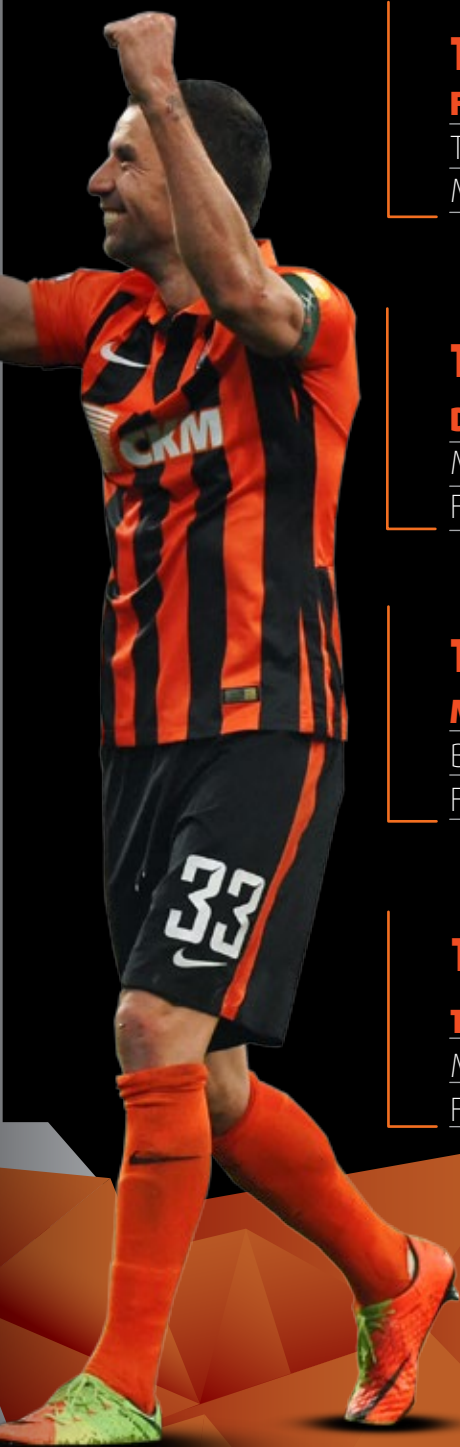
Facundo Ferreyra	178/110	62%
------------------	---------	-----

### TOP 3. SHOTS/ON GOAL

<b>Taison</b>	<b>69/31</b>	<b>45%</b>
---------------	--------------	------------

Marlos	69/25	36%
--------	-------	-----

Facundo Ferreyra	60/35	58%
------------------	-------	-----





# Football **Academy**

In the 2016/17 season, the U14, U15, U16, U17, U19 and U21 Academy teams were based in Schaslyve (Kyiv Oblast). 4 training fields (2 with natural turf and 2 with artificial turf), 2 playing grounds, as well as the gym, the fitness facility, massage rooms and the rehabilitation facility were at the Miners' disposal. Upbringing and developing young footballers and preparing them for the first team remains the priority in work.

## 158

**MATCHES**

played by the Club Academy teams  
in the 2016/17 season

## 140

**FOOTBALLERS**

trained at the Academy

## 43

**SHAKHTAR ACADEMY GRADUATES**

called up to the Ukraine  
U19 and U21 national teams







# Football

## Academy

In the 2016/17 season, Valeriy Kryventsov was in charge of Shakhtar U21, whose coaching staff included Yevhen Kotov, Dmytro Shutkov and Volodymyr Rashevskiy. The team won silver medals in the Ukrainian U21 league. In 32 matches, the Orange-and-Blacks secured 24 wins and earned 76 points. The Donetsk side defence proved to be the most solid in the league, having conceded only 15 goals. The most prolific players were Giorgi Arabidze (15 goals), Mykyta Adamenko (10) and Andrii Boriachuk (9)







# Football

Academy



Andrii Boriachuk



Valeriy Kryventsov





Giorgi Arabidze





# Football

## Academy

Shakhtar U19 started the championship under the management of Serhii Popov and Gennadiy Orbu, as in January 2017 Serhii Shyschenko was appointed a head coach of the team, assisted by Grygorii Churylov, Volodymyr Savchenko and Timur Skorykh. At the season end, the Miners claimed bronze medals in the youth championship, and took part in the Mediterranean Cup 2017 in April. The top scorers: Dmytro Topalov (10 goals), Illia Putria (10) and Andrii Kulakov (10).









# Football

Academy









# Football

## Academy

All four teams of younger age categories (U14-U17) qualified for the final stage of the DUFL championship. Three of them took the top spots. For the first time, the Shakhtar Academy teams won none of the tournaments.

On May 24, the graduation ceremony of Shakhtar U17 took place at the Opera Hotel in Kyiv.

### 2016/17 season

Team	Coach	Final standings
U21	Valeriy Kryventsov	2nd
U19	Serhii Shyschenko	3rd
U17	Gennadiy Zubov	3rd
U16	Anatolii Skyrchuk	4th
U15	Ihor Leonov	2nd
U14	Oleksandr Ladeiko	3rd










# Football

Academy



**'Everyone has acquired much in training sessions and matches this year. For us, any meeting gives food for thought, because we must be aware which players will be capable of replacing the first-team regulars in the future'**

Valeriy Kryventsov  
FC Shakhtar U21 head coach







# Corporate social responsibility







# Humanitarian centre

On 6 August 2014, they established the Rinat Akhmetov Humanitarian Centre to render assistance to the civilians in Donetsk and Luhansk Oblasts affected by the hostilities. The Centre has combined resources of Ukraine Development Foundation and the businesses of SCM Group and FC Shakhtar.

On 28 February 2017, armed men blocked the operation of HC at the Donbass Arena and all distribution outlets. They sealed up about 70 thousand survival kits for adults and children. On March 2, they announced at the joint press briefing of the Centre and FC Shakhtar management that 1 million and 145 thousand people had received aid in two and a half years.

**1.145** MILLION

PEOPLE

received aid over 2.5 years

**1** THOUSAND

DAYS

of the Humanitarian Centre  
operation as of May 2017







**‘For the first time during the Humanitarian Centre operation, ordinary civilians – the elderly, women and children – cannot receive aid today’**

Aleksandr Vishnyakov  
Rinat Akhmetov Humanitarian Centre director





ГУМАНИТАРНАЯ ПОМОЩЬ  
Фонд Рината Ахметова

RENAULT

AP 3679 AP



# Social projects

## Come On, Let's Play!

Since its launching in 2013, the geography of the grassroots football project has expanded to 7 Ukrainian cities. During the reporting period, children aged 7 to 12 years old had regular training sessions in Donetsk, Makiyivka, Lviv, Kramatorsk, Kurakhove, Severodonetsk and Dobropillya. Young sportsmen had been training on quality playgrounds under the guidance of volunteer coaches trained by the Shakhtar Academy experts.



# 5

**YEARS**

is the term of project operation

# 7

**CITIES**

in different regions of Ukraine  
host the Come On, Let's Play! project

# 700

**PROJECT PARTICIPANTS**

attended training sessions in 2017















Over 5 years of operation, the number of kids involved totalled 2,240. From 2013 to 2017, the number of participants increased by 48%. They held weekly around 100 training sessions on 11 grounds. On May 13-14, the grand final of the Come On, Let's Play! campaign took place in Schaslyve for the first time. 8 teams in the U10 and U12 age categories participated in it, with the Lviv teams emerging victorious.



# 2

**TEAMS**

from Lviv won the final competition of the season

# 11

**TRAINING GROUNDS**

are at the kids' disposal

# 2 240

**KIDS**

have been involved in the Come On, Let's Play! project in 5 years









May 2017. Final tournament of  
the Come On, Let's Play! project in Kyiv









**'We all must unite around the Come On, Let's Play! project and engage in grassroots football – this is what our football organizations should be working on'**

Sergei Palkin  
FC Shakhtar CEO





May 2017. Final tournament of  
the Come On, Let's Play! project in Kyiv









May 2017. Final tournament of  
the Come On, Let's Play! project in Kyiv







May 2017. Final tournament of  
the Come On, Let's Play! project in Kyiv







## Partnership with FCSA and UEFA Foundation for Children

Shakhtar partnered up with Football Club Social Alliance (FCSA) and UEFA Foundation for Children to initiate cooperation for providing social assistance to children in Ukraine. In the course of the season, Schaslyve and Kramatorsk played host to three modules of training programme for volunteer coaches.

As part of the project, the coaching instructors of Shakhtar, Inter Milan, Bayer 04, Basel, Sporting, Everton, Queens Park Rangers, Legia, as well as the experts from UEFA and UNICEF shared their experience. Theory and practical sessions allowed the participants to study the specific nature of different ages and basic set of exercises, the process of organizing training sessions, the ways of presenting material in an intelligible form. On May 24, 36 young coaches received the certificates at the club Academy base located in Schaslyve.



# 180

**HOURS**

of training young coaches

# 36

**PEOPLE**

have taken the UEFA coaching course

# 17

**COME ON, LET'S PLAY!**volunteer coaches  
completed training







**'We are delighted with our partnership with the Social Alliance and the UEFA Foundation for Children. Passion for football and aspiration to get the maximum possible number of participants involved in the game, unite us'**

Yuriy Sviridov  
FC Shakhtar Marketing  
and Communications Director







## Supporting refugee children

In the 2016/17 season, they regularly held the Hand in Hand with the Player promo event at Shakhtar's home matches. Every kid, whose parents had submitted a corresponding application at the club's official website, got the possibility to enter the pitch along with a footballer of the favourite team.

About 550 young fans took part in the project, with over 50% of them being refugee kids from Donetsk and Luhansk Oblasts. At Shakhtar's home games in Kharkiv, their share increased: 150 out of 200 children involved were refugee kids.

# 550

KIDS

entered the pitch  
with footballers

# 50%

AND MORE

of those participating in the Hand  
in Hand with the Player  
promo event are refugee kids











**'My parents and I are currently residing in Kharkiv. I was happy to learn that Shakhtar also play here! I got lucky to enter the pitch together with Marlos before the match against Karpaty. He and Bernard are my favourite football players'**

Mykyta Fadeev  
FC Shakhtar fan (Horlivka/Kharkiv)

















## New Year greetings

On December 10, 50 refugee kids from Donbass, accompanied by their parents, attended one of Shakhtar's last training sessions in 2016 on the pitch of the Bannikov training facility in Kyiv.

Shakhtar football players and coaching staff handed the little fans New Year's gifts. Fifty boys and girls had the opportunity to have pictures taken with the players as mementos and get autographs.









CSR

Social projects







Shakhtar wished the kids a Happy New Year



## Providing facilities to the people with special needs

Shakhtar provided the people with special needs with 200 tickets for every home game. The club paid great attention to the availability of football to the fans with special needs. They had the opportunity to watch the game from the wheelchair accessible positions in section 9 of the OSC Metalist.

The stadium provided facilities for transporting the people with special needs and those moving around in special wheelchairs. They also fulfilled the support programme for visually impaired fans.

# 6 250

### TICKETS

provided by the club to the people with special needs for the 2016/17 season games

# 50

### POSITIONS

equipped for the wheelchair persons at the OSC Metalist in Kharkiv

# 50

### VISUALLY IMPAIRED FANS

followed the games from the stands with the help of audio broadcast







A photograph of a man in a wheelchair, wearing a black jacket and a cap, leaning on a metal railing. He is smiling and looking towards the right. In the background, another man is standing, wearing a black jacket and a scarf with 'SHAKHTAR DONETSK' and '1936' written on it. The setting appears to be a stadium with blue seats in the background.

**'We are grateful to FC Shakhtar for the opportunity to attend the matches for free. There is a wheelchair ramp and specially equipped WC facilities in our section. After the games, the players approach us and sign autographs. It's a great joy to come to watch football, meet friends and experience enormous emotions!'**

Olga Kravtsova  
FC Shakhtar fan (Kharkiv)







## #Morethanfootball Action Week

#Morethanfootball Action Week was held in Europe from March 30 until April 9. It was initiated by the European Football for Development Network (EFDN) with the assistance of European Club Association (ECA), Federation Internationale des Associations de Footballeurs Professionnels (FIFPro), FCSA and a number of teams and leagues.

The aim of the project is providing the European football community with an opportunity to tell fans about their social responsibility programmes within the framework of the general campaign.

# 84

**PARTICIPANTS**

supported the #Morethanfootball action

# 4

**TOURNAMENTS**

held by Shakhtar during the campaign

# 5

**FOOTBALLERS**

of Shakhtar had special pictures taken as part of the World Heart Day







# CSR

## Social projects

Many clubs joined the #Morethanfootball Action Week: Inter Milan, AC Milan, Bayer 04, Werder Bremen, Wolfsburg, PSG, Brugge, Galatasaray, PSV Eindhoven, Red Bull Salzburg and others.

FC Shakhtar presented the Come On, Let's Play! grassroots football project and held tournaments in four Ukrainian cities. Before one of the training sessions, the whole Shakhtar squad had the picture taken against the background of a banner hashtagged #Morethanfootball.





thanfootball





## World Heart Day

Held each year on 29 September, World Heart Day is organised by the World Heart Federation and supported by UEFA. Its main goal is raising awareness of cardiovascular disease (CVD) and educating people on the benefits of an active and healthy lifestyle.

In 2016, FC Shakhtar Donetsk joined the Power Your Life campaign. The team captain Darijo Srna, the goalkeeper Andriy Pyatov, the midfielders Taras Stepanenko and Bernard, along with the forward Eduardo took part in a photo shoot in support of the event, with the basic rules for preventing illnesses and keeping the heart healthy published on the club's official website









## Rinat Akhmetov to Children!

Rinat Akhmetov to Children! charitable campaign marked the 16th anniversary in 2016. The tradition of presenting gifts on the eve of New Year's holidays started back in 2001 with FC Shakhtar president visiting a number of Donetsk schools and children's institutions.

A total of 140 thousand kids, including 5,746 orphans from boarding schools and orphanages of Donetsk Oblast, received gifts from Rinat Akhmetov on Saint Nicholas Day, December 19. The enterprises of SCM Group delivered holiday sets for 134,254 kids.

**16<sup>TH</sup>** ANNIVERSARY  
of the Rinat Akhmetov  
to Children! charitable campaign

**140<sup>THOUSAND</sup>**  
**KIDS**  
received gifts  
on St Nicholas Day







## Aiding a Hospital in Kharkiv

In the spring of 2017, Shakhtar presented medical equipment worth UAH 200 thousand to the Kharkiv Oblast Children's Clinical Hospital No. 1. Thanks to the footballers and coaching staff, they purchased Solar spectrophotometer for quick and efficient biochemical blood examinations and over 50 children's beds.


Before a regular Premier League game in March, the head coach Paulo Fonseca, the skipper Darijo Srna, the defender Oleksandr Kucher and the midfielder Marlos visited the hospital. After taking a tour around the hospital units, they gave out gifts to the little patients: stuffed toys, scarves and caps.











**'We are happy that we can help the hospital and the kids. We are very pleased to see the huge and complex work being carried out here for the children to recover'**

Paulo Fonseca  
FC Shakhtar head coach







## Gifts from Shakhtar players

In September 2016, Anton Kanibolotskyi visited Children's and Youth Sports School No.10 in Kyiv. The young footballers met with the Shakhtar goalkeeper and received memorable souvenirs as gifts.

In December, Andriy Pyatov sent his greetings to the kids at the Poltava Oblast Organisation for Visually Impaired People. The shot-stopper of Shakhtar and Ukraine national team gave out New Year's sets with sweets, souvenirs and balls to 44 children.









# Communications









# Communications **Digital platform**

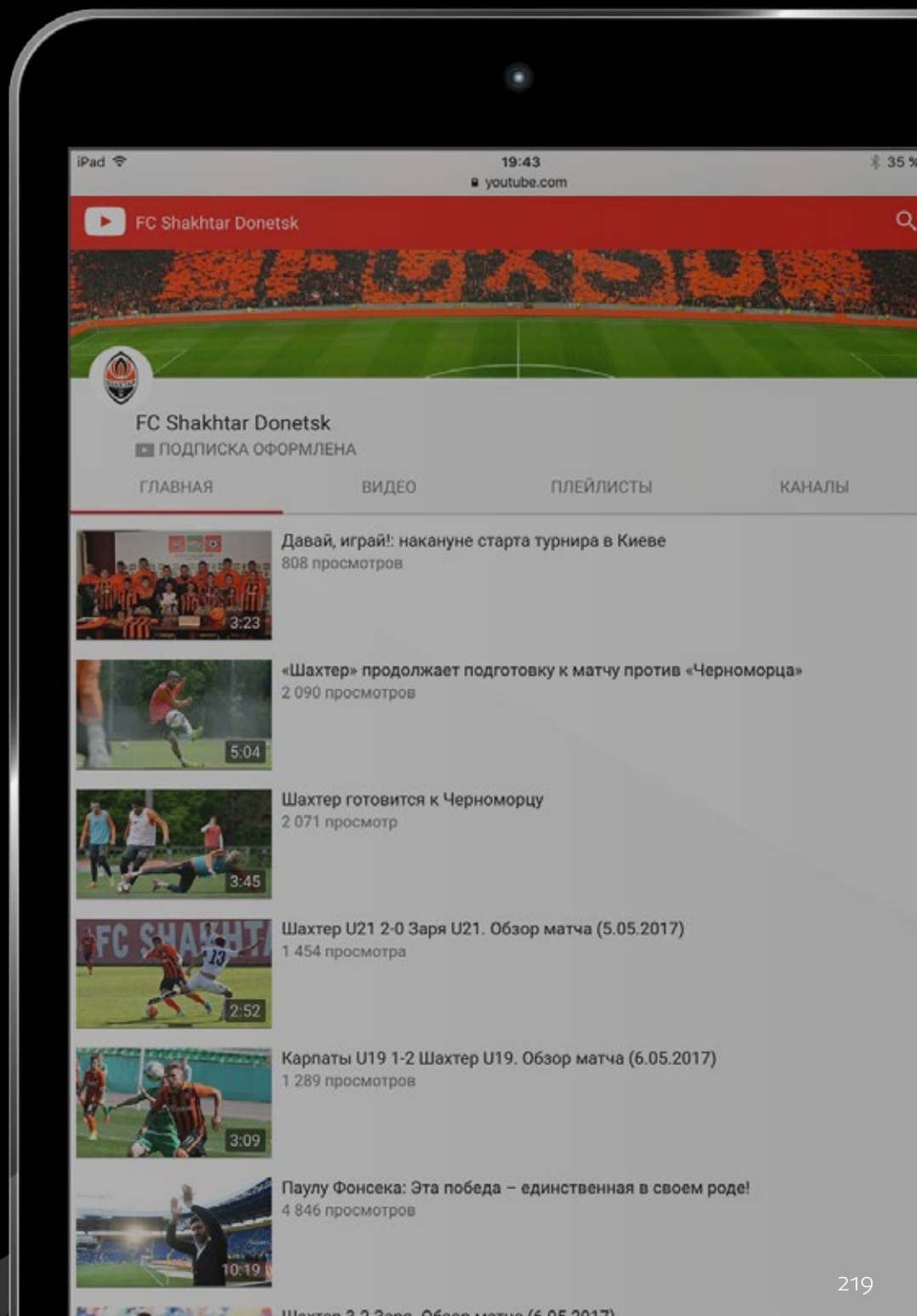
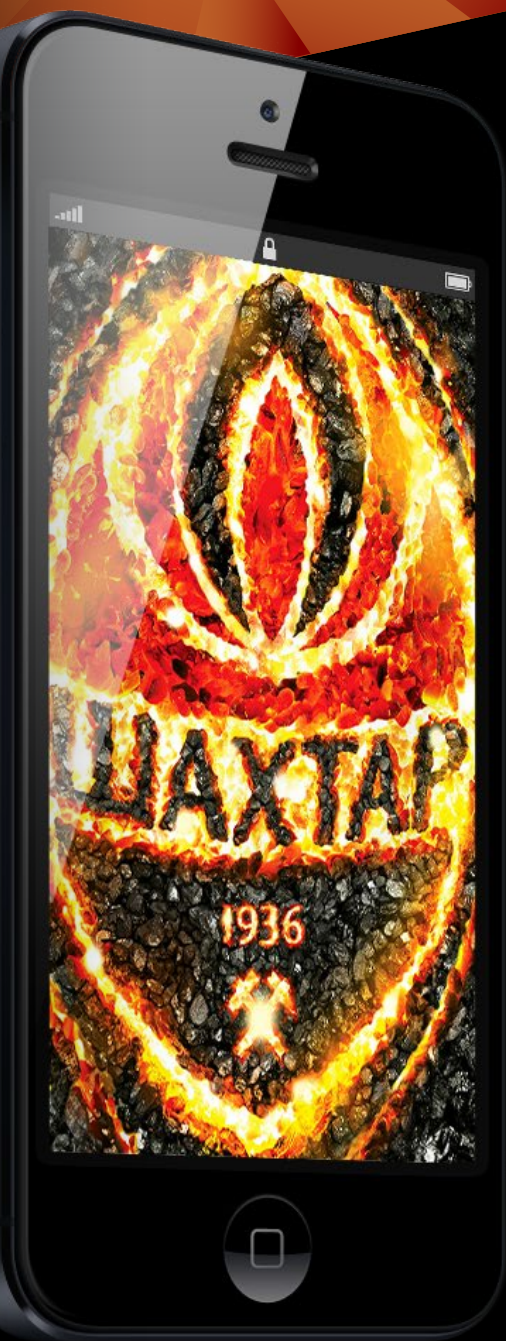
Shakhtar communications with fans never stopped, not for a moment. Thanks to utilizing various digital tools, the fans had the opportunity to follow the latest news not just about the first team, but also about the Academy teams. The official web resource, video platform, social networking, as well as messengers allowed fans to follow the life and performance of Shakhtar footballers.

**5.9** MILLION

**PEOPLE**

visited Shakhtar  
official website







# Communications

Digital platform

## Official website

In the 2016/17 season, shakhtar.com traditionally became the most visited site among official club web resources.

5.9 million users visited Shakhtar website, of which 1.8 million are unique ones. During the year, they have published 1,434 news articles at Shakhtar's website. The media group regularly produced videos from training sessions and other events involving the players.

Fans could watch the Donetsk side's activities not only during the period of competitive games, but also in the off-season. On the club site, they conducted 20 live broadcasts of the fixtures of Shakhtar, Shakhtar U21 and U19. The club website offered live coverage of the training camps in the Netherlands, Spain and Portugal to the football fans.

1 434

NEWS ARTICLES

published  
on the official website







# Communications

Digital platform

## Who am I? video project

The premiere of the Who am I? TV project took place before the New Year's Eve. The coaches Paulo Fonseca and Tiago Leal, as well as the players Darijo Srna, Taras Stepanenko, Andriy Pyatov, Vyacheslav Shevchuk, Fred, Dentinho, Maksym Malyshev and Ivan Ordets participated in the show. 235,241 people viewed the pre-holiday game, in which the Miners tried on the masks of famous sports and public personalities.

# 235

 THOUSAND

PEOPLE

watched the Who am I? TV project









# Communications

Digital platform

## Online video service

In the 2016/17 season, Shakhtar launched the online video service for football fans outside Ukraine. The fans of the Donetsk team around the world have had the possibility to watch live broadcasts of Shakhtar's Premier League home games, friendly games, interviews and much more.

FCSD.tv Live has been developed in collaboration with the online streaming leader StreamAMG, who provides service to the leading sports organizations and corporations, the English Premier League clubs, including Liverpool, Tottenham Hotspur and Everton, as well as representatives of other sports.

The first live broadcast for Shakhtar fans abroad was held on January 22, 2017, when Paulo Fonseca's men had a friendly match against Cracovia, Poland.

**360** THOUSAND

**VIEWS ON YOUTUBE**

amassed by the Dynamo vs Shakhtar (3-4) live stream

**20**

**LIVE BROADCASTS**

produced by FCSD.tv





3

90:00

4



# Communications

Digital platform

## Social networking accounts

Social networking became an important tool for communicating with fans. The numbers of subscribers to the club's official accounts are as follows: 1.5 million on Facebook, 94 thousand (37% more than last year) on Instagram, 55 thousand (33% more) on Twitter.

In the 2016/17 season, Shakhtar launched a public chat on Viber and a channel on Telegram. Subscribers were among the first to learn the line-up for the match, they also received other latest information online.

**94** THOUSAND  
SUBSCRIBERS  
on Instagram

**1.5** MILLION  
SUBSCRIBERS  
on Facebook

**55** THOUSAND  
FANS  
signed up  
for the club's Twitter account



Instagram

fcshakhtar



3 295

публикации

94 000

подписчики

158

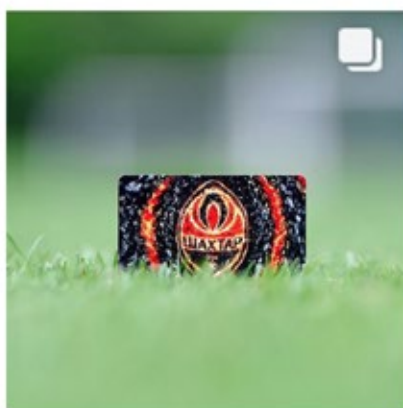
подписки

Написать



Позвонить

Как добраться





# Communications

## **Direct communications**

Shakhtar began to hold home matches in Kharkiv and expanded its database. Due to this fact, they actively used means of individual communications during the reporting period.

A total of 2,836,939 email messages and 532,104 SMS ones have been sent. In this manner, the club informed the fans about upcoming matches, various events and special offers.

**2.8** MILLION  
**EMAIL MESSAGES**  
received by fans  
from the club during the season

**532** THOUSAND  
**SMS MESSAGES**  
sent by the club  
over the football year







# Finance









# Finance

## Revenue

The total revenue of FC Shakhtar amounted to UAH 877 million, VAT inclusive.

### Revenue from player sales and loans

In the 2016/17 season, Shakhtar kept key footballers and strengthened the squad with new players. A number of players were loaned out and continued their careers in the leagues of Ukraine, Brazil, Belgium, Turkey and Russia.

The total revenue from player sales and loans in the 2016/17 season amounted to UAH 59 million.

# 530

UAH, MILLION  
the business revenue

# 500

UAH, MILLION  
the revenue from sponsorship and advertising









# Finance

Revenue









# Finance

## Revenue

### Revenue from UEFA

In the 2016/17 season, Shakhtar reached the Europa League Round of 32.

The club's revenue from UEFA and FIFA totalled UAH 288 million.

FC Shakhtar revenue, UAH (m), VAT inclusive \*

Revenue items	2015/16 season	2016/17 season
Revenue from player sales and loans	1,762	59
Revenue from UEFA and FIFA	586	288
Business revenue	356	530
Total	2,704	877

\*The report compiled for Shakhtar GC based on business data, incl. VAT





UEFA  
**EUROPA**  
LEAGUE





# Finance

## Revenue



**‘The key idea, as before, is complying with the UEFA regulations, specifically following the Fair Play requirements. FC Shakhtar successfully coped with this task, as evidenced by the licence obtained from UEFA giving the team the right to participate in international competitions – the Champions League and Europa League’**

Gyulnara Akhmedzhanova  
FC Shakhtar Chief Financial Officer







# Finance

## Revenue

### Business revenue

Total business revenue amounted to UAH 530 million, which is 174 million more than in the 2015/16 season.

The revenue from sponsorship and advertising increased from UAH 280 million to 500 million. From selling the club merchandise, Shakhtar received UAH 3 million more than over the same period in the preceding football year.

Business revenue, UAH (m), VAT inclusive \*

Revenue items	2015/16 season	2016/17 season
Sponsorship and advertising	280	500
Ticket and season ticket sales	62	17
Other revenue	14	13
Total	356	530

\*The report compiled for Shakhtar GC  
based on business data, incl. VAT





Українська  
Прем'єр-Ліга



UEFA  
**EUROPA**  
LEAGUE



**PARI**  
**MATCH**



**PEPSICO**



**HERBALIFE®**



# Finance

## Taxes

In 2016 FC Shakhtar paid UAH 426 million 32 thousand in taxes to the state budget of Ukraine, which is UAH 76 million 710 thousand more than last year.

# 426

**UAH, MILLION**

in taxes

paid by FC Shakhtar in 2016







