

WELCOME TO THE WORLD OF SHAKHTAR  
FOOTBALL.EMOTIONS.SUCCESS









# ANNUAL REPORT 2013/14



FCSD





















































Л. АДРИАНО

9

H. МЕТТА

20















































## DEAR FRIENDS!

You have the results of our club's operation in the 2013/14 season before you. Most likely, it has been the most difficult year in Shakhtar Donetsk's modern history. We had to deal with the problems that are seemingly distant from football, but which, in fact, affect it just as much as all the other aspects of our lives do.

The year that has been successful from the sporting point of view, the year when the Pitmen have become the domestic champions for the fifth time in a row and for the ninth time in their history, did not bring us the satisfaction we all had the right to expect. Shakhtar had to play the closing games of the season at a different stadium, instead of the home Donbass Arena. The supporters were not able to share the joy of the championship with the players and coaches. The events far less joyful than football overshadowed everything.

Nevertheless, the club worked to achieve results during the period under review. We tried to prove our high ambitions as winners, and succeeded in doing so. The yearly report you see before you is a graphic illustration of how much interesting and successful can be the work of a large team to achieve a common goal, and what the sport of high achievements can be like. But this requires peace, stability and safety.

Yours faithfully,  
**Rinat Akhmetov,**  
**FC Shakhtar president**



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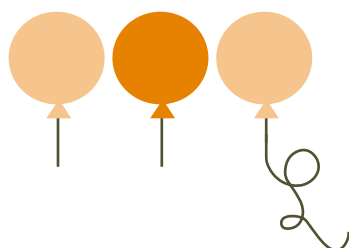


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## DEAR FRIENDS!

Shakhtar is a club with big ambitions. Daily hard work in key directions lies at the heart of all our aspirations and victories. Shakhtar is football, emotions, success. And to achieve the result they work 7 days a week, 24 hours a day at the club. The past season was no exception.

The domestic league was held amid the protracted political crisis in Ukraine. Nevertheless, Shakhtar once again confirmed their status of the strongest club in the country. For the fifth consecutive time and for the ninth time in their history, the team won gold medals, showcasing a spectacular and attacking performance.

Achieving top results would have been impossible without the close-knit team of like-minded people. Only during the reporting period, 49 employees marked 10 years of their work within the club structure! Shakhtar is justifiably proud of its staff being consolidated by common goals. The team

of true winners also formed on the football pitch. For 10 years now, they have been led by Mircea Lucescu, who has won 19 trophies with Shakhtar during this period of time.

But the greatest value of the club lies in its fans. In the 2013/14 season, average attendance at the Ukrainian League games at the Donbass Arena was 35,451. Shakhtar's figure has been the best among the Premier League clubs for many years in a row.

During the season, the club closely collaborated with its sponsors and partners. The co-operation with MEXX, Hyundai, FUJB and Pepsi, apart from promotion of the brands, introduced a tradition of conducting joint projects that found interest and popularity among the fans.

Participating in the social life of Donetsk region and Ukraine has been a long-standing principle of operation of FC Shakhtar. Last football year, the club took an active part in the Say No to Orphanhood! project, within which 1,439 children found families over the reporting period. The team players and coaching staff presented a house — this time, to a large family raising 6 children. Shakhtar traditionally provided assistance to medical institutions, promoted the healthy lifestyle and was involved in youth education.

Last season, Shakhtar's business revenue totalled UAH 219 million, of which 92 million was generated by sponsorship and advertising.

You can find more information about the club activities in the 2013/14 season in the annual report that you are holding in your hands. Plans and objectives of Shakhtar are the most ambitious ones. I am sure that with the support of fans, new titles and new victories await Shakhtar!



**Sergei Palkin,**  
FC Shakhtar CEO





ВПЕРЕД, «ШАХТЕР»!

ШАХТАР

1936



1995 1996 1997 1998 1999 2000 2001 2002 2003 2004



12/07

THEY PRESENTED PITMEN'S NEW HOME KIT

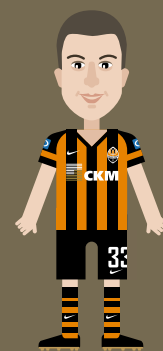
14/07

27,300 FANS PURCHASED SEASON TICKETS



29/09

LUCESCU AND TEAM BOUGHT A HOUSE WITHIN THE SAY NO TO ORPHANHOOD! PROJECT



27/11

DARIJO SRNA MADE HIS 400TH APPEARANCE FOR FC SHAKHTAR

JUNE

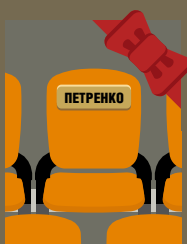
JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER



THEY INSTALLED PERSONALISED SEATS AT DONBASS ARENA

04/07



BRAZILIAN MIDFIELDER BERNARD SIGNED CONTRACT WITH FC SHAKHTAR

08/08

THEY LAUNCHED LET'S PLAY! PROJECT FOR CHILDREN AGED 7 TO 12

01/09



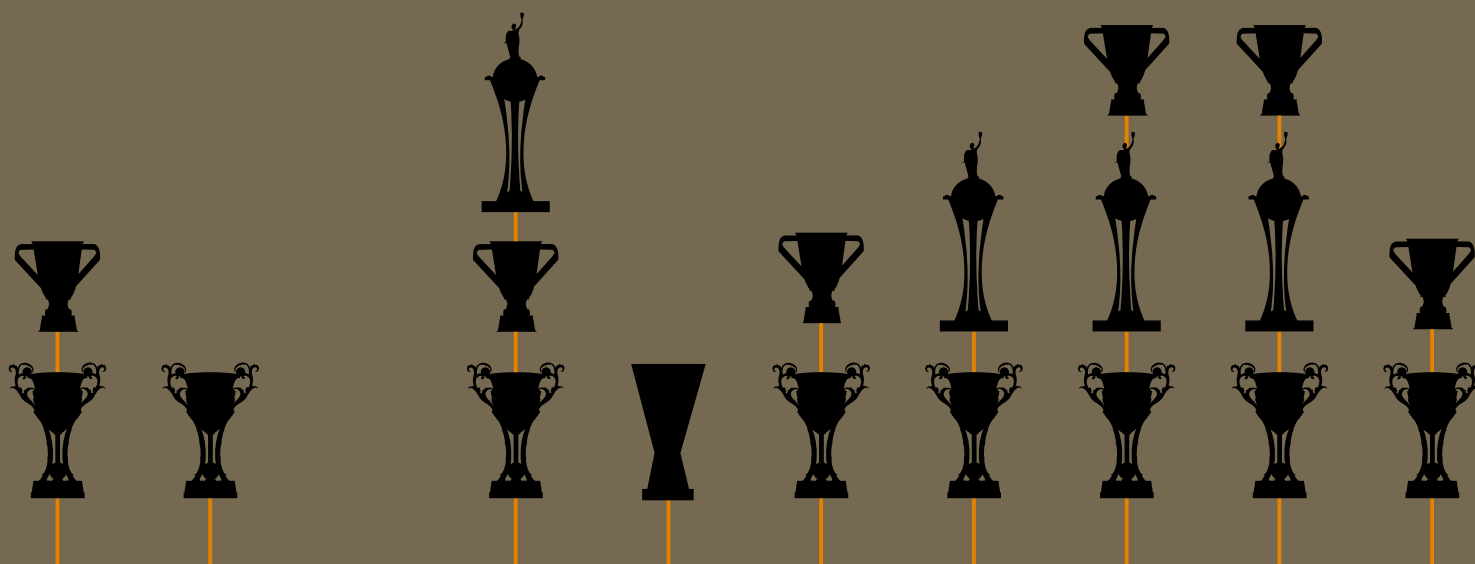
PREMIERE OF WE PLAY FOR YOU NEW YEAR CARTOON FROM SHAKHTAR

20/12



I WOULD LIKE TO EXTEND MY SPECIAL THANKS TO THE PLAYERS AND COACHING STAFF OF SHAKHTAR. THEY MANAGED TO ACCOMPLISH THE SET OBJECTIVES IN A VERY DIFFICULT SEASON, AMID TIGHT COMPETITION AND UNDER ENORMOUS PSYCHOLOGICAL PRESSURE

RINAT AKHMETOV, FC SHAKHTAR PRESIDENT



2005 2006 2007 2008 2009 2010 2011 2012 2013 2014

18/12

RINAT AKHMETOV, IGOR KRUTOI TO CHILDREN! TRADITIONAL CHARITY EVENT



25/02

SHAKHTAR U-19 REACHED UEFA YOUTH LEAGUE LAST 16



29/04

THE FIRST LIVE VIDEO CONFERENCE BY A PLAYER

16/05

MIRCEA LUCESCU MARKS 10 YEARS AS HEAD COACH OF FC SHAKHTAR

18/05

FC SHAKHTAR ARE 9-TIME CHAMPIONS OF UKRAINE

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

MAY



facebook

1,000,000 SHAKHTAR SUBSCRIBERS REGISTERED ON FACEBOOK

24/02

SHAKHTAR WON HR-BRAND 2013 AWARD

27/02



SHAKHTAR PLAYED THEIR 100TH MATCH AT DONBASS ARENA

19/04

LUIZ ADRIANO — TOP SCORER OF THE SEASON

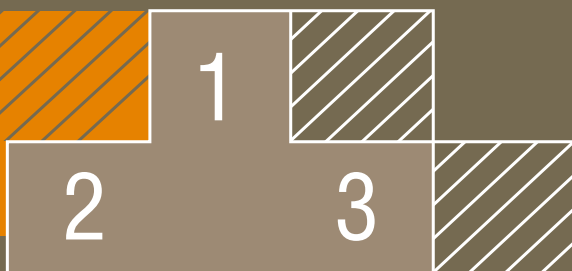
18/05



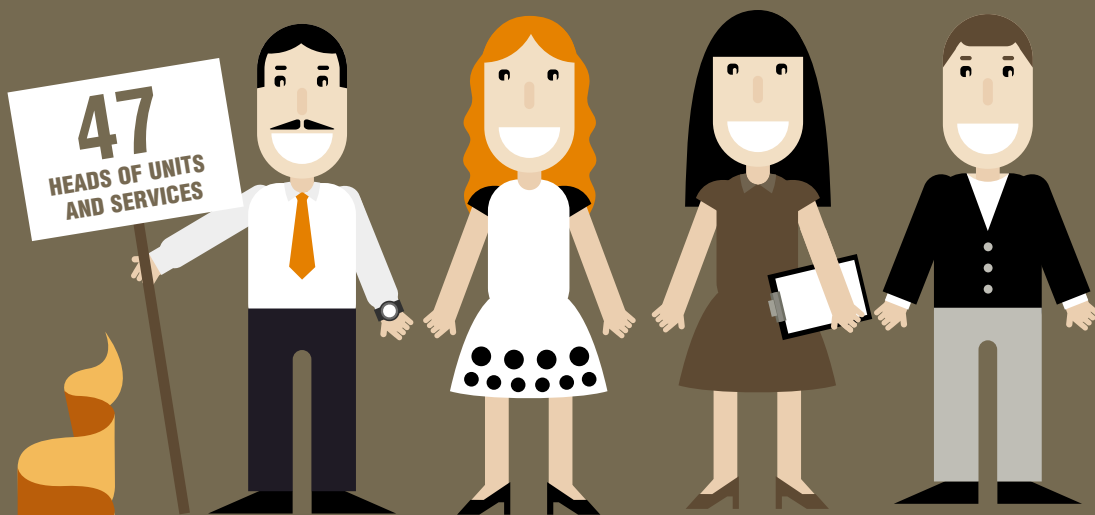
**867**  
LINE  
MANAGERS  
SPECIALISTS  
WORKERS



Номинация «Мир». 1-я степень



**47**  
HEADS OF UNITS  
AND SERVICES



SHAKHTAR  
FAMILY  
**1,162**  
PEOPLE

# CLUB

234

COACHES  
PLAYERS  
STUDENTS

14

TOP MANAGERS



**SHAKHTAR HAS BROUGHT TOGETHER A TEAM OF PROFESSIONALS – THE LIKE-MINDED PEOPLE. THROUGH ITS COHESION AND TEAM SPIRIT, THE CLUB WINS AWARDS AND CONQUERS NEW HEIGHTS BOTH ON AND OFF THE FOOTBALL PITCH**

AMBASSADOR  
OF UKRAINIAN FOOTBALL  
IN THE WORLD



**78<sup>TH</sup>**  
**ANNIVERSARY**  
FC SHAKHTAR

## 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 realisation 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 rates high 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 players, the club's personnel 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.

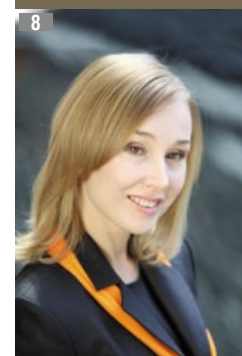






## MANAGEMENT TEAM

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**, Financial Director
6. **Dmitriy Kirilenko**, Commercial Director
7. **Yuriy Sviridov**, Marketing and Communications Director
8. **Svetlana Slobodyanyuk**, HR Director
9. **Yuriy Taktashev**, Sports Facilities Director
10. **Ruslan Marmazov**, Head of Press Office
11. **Andrei Kharitonchuk**, Head of Legal Office
12. **Artur Glushchenko**, Head of Medical Department
13. **Aleksandr Atamanenko**, Donbass Arena CEO
14. **Aleksandr Vishnyakov**, Shakhtar Trading Director





14



## TOP MANAGERS





INNOVATION  
AT THE STADIUM



PLAYING TIME  
COUNTDOWN SCOREBOARD

## INFRASTRUCTURE

*The conditions created at the football club, meet the top European standards.*

### DONBASS ARENA

The Pitmen's home arena proves its being one of Europe's best stadia every season.

#### Countdown scoreboard

In the opening home game of the year 2014, in which Shakhtar received Viktoria, Czech Republic, they introduced an innovation at the Donbass Arena. For the fans' convenience, the playing time **countdown scoreboard** was launched in the stadium's east stand, specifically: the time is counted down starting from the 45th minute of each half, stopping when normal time is over. The time added by the referee is not displayed under the regulations. At half time, the board displays the meeting's first-half score.



— AS TIME PASSES, THE FAN CULTURE AT OUR STADIUM WILL GET EVEN BETTER, THERE WILL BE NEW GENERATIONS OF FANS — THE MAGIC OF DONBASS ARENA WILL BE EVEN STRONGER. AND IT WILL ALWAYS WORK FOR THE BENEFIT OF SHAKHTAR,—  
**ALEKSANDR ATAMANENKO,**  
DONBASS ARENA CEO





**SHAKHTAR'S GOAL IS TO BE THE NUMBER ONE CLUB IN EASTERN EUROPE.  
WE IMPOSE THIS REQUIREMENT UPON THE PLAYERS, ALL DIVISIONS OF THE  
SHAKHTAR FAMILY STRUCTURE AS WELL AS OUR PARTNERS**

**SERGEI PALKIN, FC SHAKHTAR CEO**



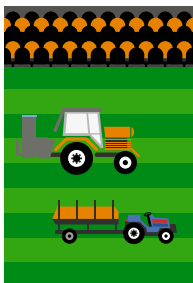










RENEWAL  
OF FOOTBALL PITCH  
OF DONBASS ARENA

7,992

M<sup>2</sup>

NATURAL TURF AREA

FOOTBALL BASE  
OF EUROPEAN  
STANDARDS

43

ha

TRAINING CENTRE AREA

**Arena of the 21st century**

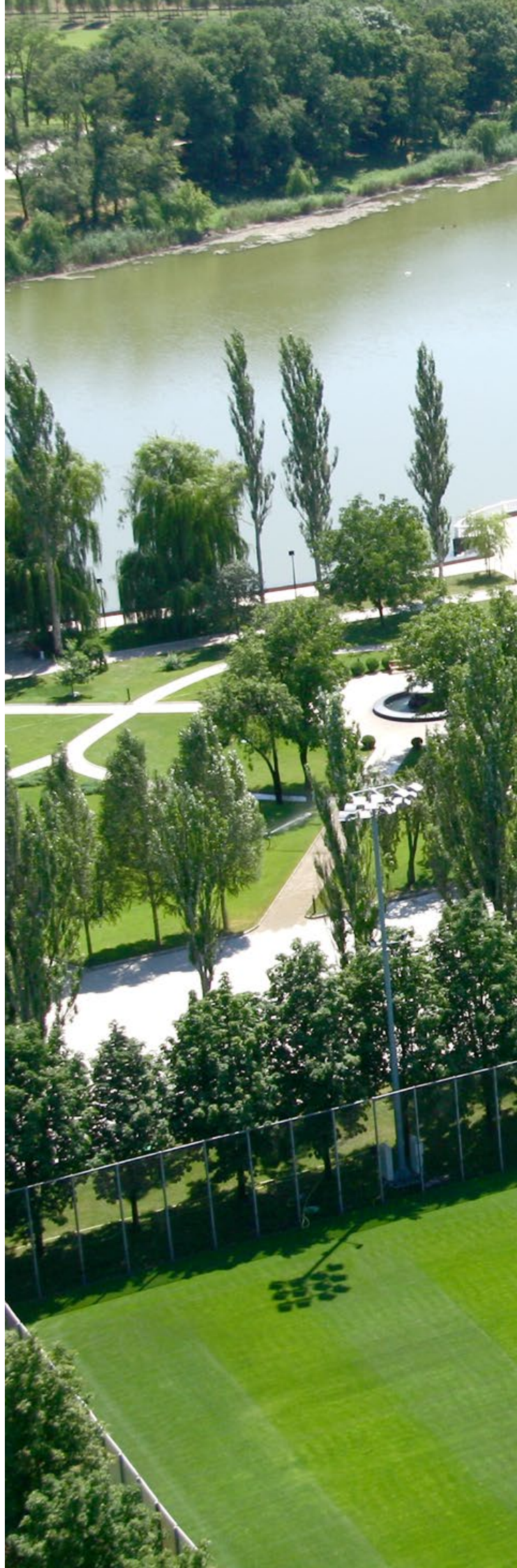
In the past football year, the Pitmen's home arena supported a number of public initiatives.

On July 6, FC Shakhtar Museum participated in the **Industrial Culture Night. Second Shift** international project, symbolically unifying industry and cultural heritage. And on March 29, the Donbass Arena took part in the **Earth Hour international event**. On this day, from 20:30 to 21:30 Ukrainian time, they turned out the lights at the stadium for one hour in support of the energy-saving international initiatives.

During the summer break, the Donbass Arena fully **renewed its natural pitch turf**. The renewal works began on May 18 and ended before the start of the new football season.

**STC KIRSHA**

Kirsha sports & training centre is located 15 km away from Donetsk, being a structural division of the Sports Facilities Department of FC Shakhtar. Players of the first team, the reserve team, alongside those of the FC Shakhtar Academy, train there. The conditions created at STC Kirsha, meet the **top European standards**. The floor area of the main building accommodating Shakhtar's first team is 4,368 m<sup>2</sup>. The first team have three pitches equipped with heating and automated irrigation systems. The Academy train on four fields; another one is used by Shakhtar U-21 team; the ninth field, with artificial grass, is designed for training in the winter.









## TOP HR PRIZE WINNERS



2,000

PEOPLE  
ARE INVOLVED IN THE  
TEMPORARY STAFF –  
PERMANENT QUALITY  
PROJECT

## AWARDS AND RECOGNITION

*In the 2013/14 season, FC Shakhtar Donetsk and the club's home stadium Donbass Arena won various competitions and nominations.*

## HR-BRAND AWARDS

On 27 February 2014, the Moscow International House of Music hosted the function for awarding the winners of HR-Brand Ukraine 2013 award – a professional 'Oscar' in HR industry. HR-Brand is an independent annual award for the most successful work in the sphere of company reputation as an employer. **FC Shakhtar's triumph was recognised in the World category** for successful implementation of the Temporary Staff – Permanent Quality project aimed at setting out an effective system for managing the temporary staff working at mass events. Shakhtar's programme is based on a single vision: to be one of Europe's best clubs.

## UEFA WORKSHOP

On 30 and 31 January, Kyiv hosted a major international workshop on football marketing. The forum took place within the framework of UEFA's Knowledge & Information Sharing Scenario (KISS). The programme's objective is to enhance professionalism of employees representing national associations and teach them to effectively solve the problems faced by football administrators in Europe. The prestigious forum was attended exceptionally by representatives of football federations of the post-Soviet countries. Shakhtar was the only

club invited. At the request of UEFA, Shakhtar representatives spoke there as experts and shared their expertise. **Shakhtar's presentation was about the club's work with supporters**, namely: attracting and building relationships with the fans.

## ELITE CLUB COACHES FORUM

On 4-5 September 2013, Mircea Lucescu took part in the annual **UEFA Elite Club Coaches Forum** in Nyon, Switzerland. This event has been held since 1999, bringing together mentors of the clubs participating in UEFA competitions. This time, besides Lucescu, the following coaches were invited to the UEFA headquarters: Arsène Wenger, Jürgen Klopp, Fatih Terim, Manuel Pellegrini, Antonio Conte, Carlo Ancelotti, José Mourinho, André Villas-Boas and others.



— **SUCH FORUMS ARE VERY IMPORTANT. AFTER ALL, WE, THE COACHES, MEET WITH ONE ANOTHER AT UEFA. WE EXCHANGE OUR IDEAS HERE, —**  
**MIRCEA LUCESCU,**  
**FC SHAKHTAR HEAD COACH**



Shakhtar's HR-Brand international award triumph



THE ADVANCES MADE BY THE CLUB ON THE FOOTBALL FIELD, AS WELL AS  
IN MARKETING, COMMERCE, SOCIAL ACTIVITIES AND MANY OTHER FIELDS,  
CONFIRM THAT WE ARE ON THE RIGHT TRACK

**SERGEI PALKIN, FC SHAKHTAR CEO**





The Temporary Staff — Permanent Quality project allows us to organise the effective system for managing temporary staff, that is about 2,000 people, for them to work at mass events. The purpose of this category of employees is creating comfortable and safe conditions for the team and its supporters. Temporary staff base their work on the main mission of FC Shakhtar — to be one of Europe's best clubs.





**IN ORDER TO WIN THE CHAMPIONS LEAGUE – THE CLUB SETS  
THIS OBJECTIVE IN THE MEDIUM TERM – EVERYONE NEEDS TO  
WIN THE CHAMPIONS LEAGUE IN THEIR FIELD**

**SVETLANA SLOBODYANYUK, FC SHAKHTAR HR DIRECTOR**





### FC SHAKHTAR — ARC AWARDS WINNER

The 2012/13 annual report of FC Shakhtar Donetsk has won in several categories of ARC Awards. It is an independent field-specific annual report competition held in the USA since 1987. Its Grand Prix was won by such world-renowned brands as Volkswagen, IBM, Nike, Pepsi and others. The publication containing detailed information about the club's annual performance, has won **two top awards**: the gold in the Print & Production category and the silver in the Non-English Report category. Remarkably, no one won the gold in the latter category.



— I AM VERY PLEASED THAT THE CLUB'S ANNUAL REPORT FOR THE SEASON HAS RECEIVED INTERNATIONAL RECOGNITION. OUR GOAL IS TO BE NO.1 ALWAYS AND EVERYWHERE, BOTH ON AND OFF THE PITCH. OUR WINNING THE PRESTIGIOUS CONTEST HAS ONCE AGAIN CONFIRMED THAT SHAKHTAR IS ON THE RIGHT TRACK,—  
SERGEI PALKIN,  
FC SHAKHTAR CEO





CONGRATULATIONS ON YOUR DOUBLE GOLD WIN IN  
THIS YEAR'S ARC AWARDS. FOR YOUR FIRST TIME IN THE  
COMPETITION, THIS IS AN EXTRAORDINARY ACHIEVEMENT

RENI L. WITT, PRESIDENT OF MERCOMM, INC

STEP  
AHEAD'S  
ALWAYS

+123 808

550 827





### SHAKHTAR'S FINANCIAL DIRECTOR — IN THE TOP 10

The **&.FINANSIST** magazine has ranked the **financial director of FC Shakhtar among the top ten Ukrainian specialists** in the field in 2013. Gyulnara Akhmedzhanova turned out to be the only 'football' representative in the ranking compiled by the jury of international experts.

Each candidate's personal achievements and fulfilled projects were the basis for decision-making regarding the top 10 positions. Gyulnara Akhmedzhanova attracted the experts' attention by using innovations, such as: creation of a corporate model of business evaluation based on the CVP analysis and formation of two corporate product portfolios: football (core) one and non-football one (or indirectly related to the former). This challenge was successfully met with the help of Corporate Management IT solution from INTALEV company.





MY OBJECTIVES AS THOSE OF A FINANCIAL DIRECTOR ARE:  
ENSURING THE FINANCIAL CONDITIONS, UNDER WHICH ALL  
THE COMPANY ACTIVITIES GENERATE THE GREATEST POSSIBLE  
CAPITALISATION, BUILDING THE LOGIC OF PROCESSES AND  
MANAGING THEM

**GYULNARA AKHMEDZHANOVA, FC SHAKHTAR FINANCIAL DIRECTOR**





## HISTORY AND TRADITIONS

*FC Shakhtar Donetsk is proud of its history. They are deeply convinced here that there is no future without the past. One of the club's fundamental objectives is maintaining and enriching the traditions developed over many years.*

### 10 YEARS AT SHAKHTAR

The head coach, the team players and a number of employees of the club marked 10 years of their work at Shakhtar.

#### Lucescu's epoch

May 16, 2014 marked 10 years since Mircea Lucescu had taken the helm at Shakhtar. The Romanian specialist's first match was the home game against Karpaty, in which the hosts claimed a major 5–0 win. Together with Shakhtar, **Lucescu has won 19 titles and trophies:**

UEFA Cup Winner (2009); eight-time Champion of Ukraine (2005, 2006, 2008, 2010, 2011, 2012, 2013, 2014); five-time Ukrainian Cup Winner (2004, 2008, 2011, 2012, 2013), five-time Ukrainian Super Cup Winner (2005, 2008, 2010, 2012, 2013).

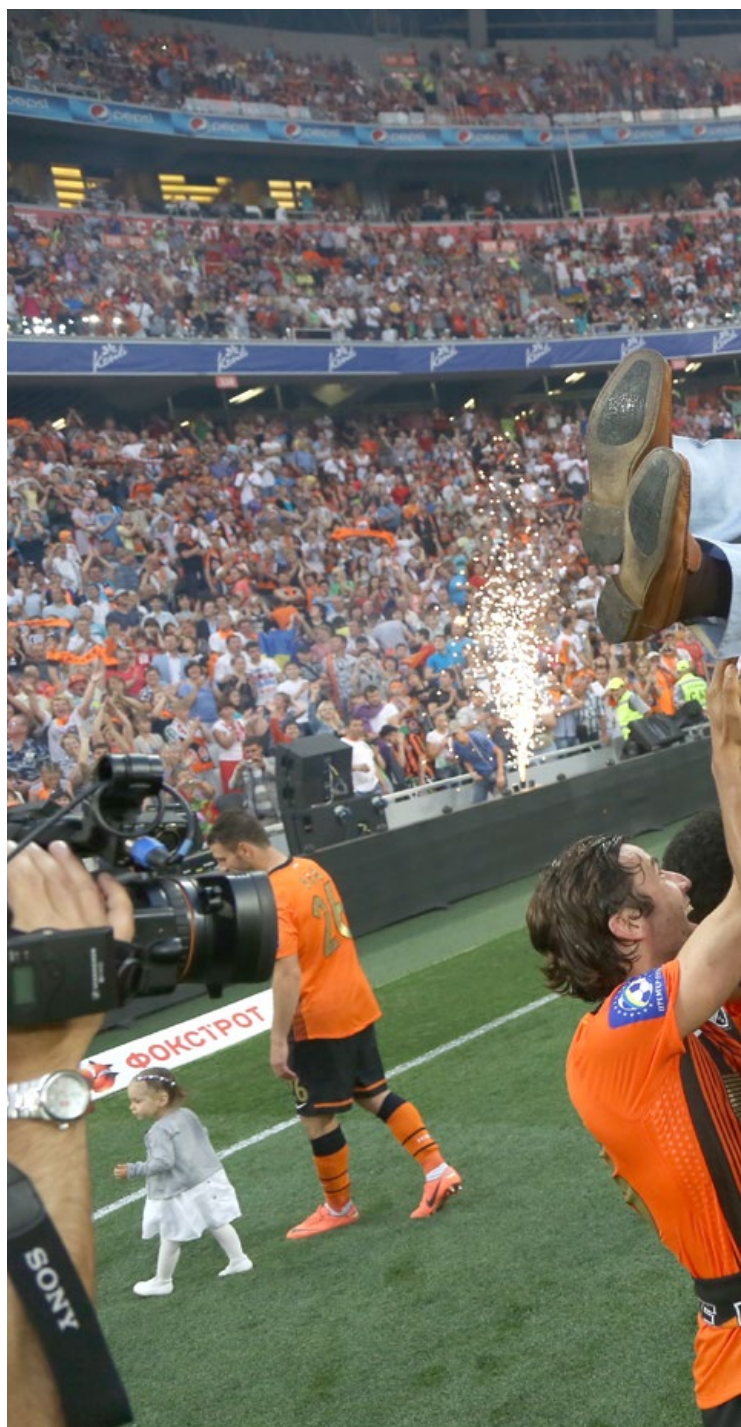
Over the 10 years, Mircea Lucescu has been recognised six times as Ukraine's best coach (2008, 2009, 2010, 2011, 2012, 2013).



Football stars congratulated Lucescu



Mircea Lucescu — ten years at Shakhtar





TEN YEARS IN THE ROLE OF FC SHAKHTAR MANAGER IS A  
TRULY GREAT ACHIEVEMENT!

ARSENE WENGER,  
ARSENAL FC MANAGER, ENGLAND





DARIJO SRNA  
AND TOMAS  
HUBSCHMAN — 10  
YEARS AT SHAKHTAR



THE TWO PLAYERS  
AGGREGATELY APPEARED IN

**698**  
MATCHES

### Srna and Hubschman — team symbols

For two players at a time, the 2013/14 season was landmark, being the 10th with the Donetsk club. During this time, Darijo Srna and Tomas Hubschman helped the team win numerous titles, they became the team's true leaders and symbols, the fans' favourites and role models for the younger generation of players. Under their belts, Hubschman and Srna boast the UEFA Cup title, eight Ukrainian League titles, five domestic Cup final wins. At Shakhtar of the 2013/14 season edition, **Darijo Srna set a record** in terms of the number of appearances made. Upon the football year completion, the Croatian defender has played 415 matches, in which he netted 37 goals.



— I AM THE SAME SRNA THAT I WAS TEN YEARS AGO. I AM STILL FRETTERING A LOT ABOUT THINGS. I DO NOT LIKE IT WHEN SOMEONE MAKES MISTAKES. I DO NOT LIKE TO LOSE, ESPECIALLY AT HOME, —  
**DARIJO SRNA,**  
**FC SHAKHTAR CAPTAIN**



Tomas Hubschman — Shakhtar's old timer





ONE SHOULD BE AMBITIOUS IN LIFE. EVERYTHING THE  
PRESIDENT TALKS ABOUT, THE OBJECTIVES HE SETS FOR THE  
CLUB, HAS BEEN FULFILLED THESE DAYS

**DARIJO SRNA, FC SHAKHTAR CAPTAIN**



Ten years at Shakhtar.  
An exclusive interview by Darijo Srna













### Club's anniversary heroes

Honouring the employees who have worked for 10 years at Shakhtar group of companies is a long-standing tradition. Annually, the names of those people, their biographies and interviews are published in the club's special Almanac. Besides, every year, the employees who have worked for 10 years, regardless of the occupied positions, gather together at the celebration table. In a festive atmosphere, they receive congratulations and gifts from the Shakhtar Family management. Last season, **49 employees marked 10 years of their work in the Shakhtar Family**. Including the FC Shakhtar CEO Sergei Palkin.





SUCCESS, CHAMPIONSHIPS, CUPS... ALL THE TROPHIES WON BY SHAKHTAR CONTAIN A PART OF SOUL OF EACH EMPLOYEE OF THE CLUB. EVERY YEAR, OUR GROUP OF COMPANIES HONOURS THOSE INDIVIDUALS WHO HAVE WORKED FOR THE GOOD OF SHAKHTAR FOR OVER 10 YEARS. AND WE HAVE INCREASINGLY MORE SUCH EMPLOYEES! THE CLUB IS PROUD OF AND VALUES ITS STAFF

**SVETLANA SLOBODYANYUK, FC SHAKHTAR HR DIRECTOR**



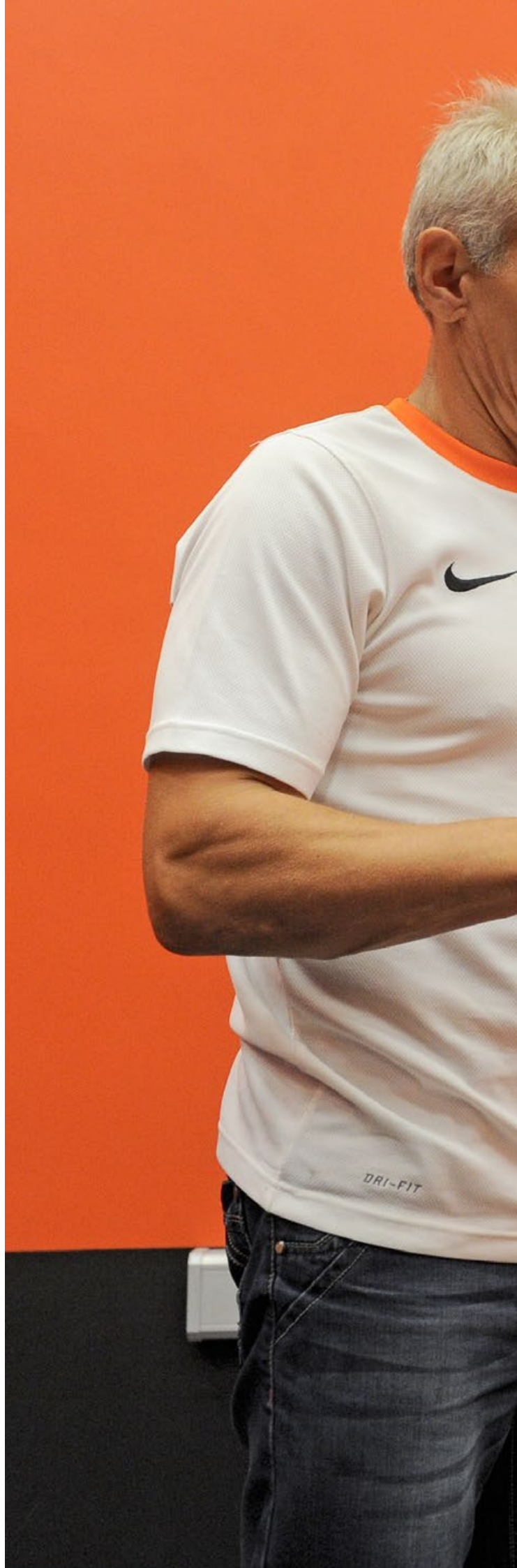


### GOLOVKO MEMORIAL

In the autumn of 2013, Donetsk hosted the **ninth competition in memory of Shakhtar's legendary defender** Nikolai Golovko. The memorial's top prize was challenged by 38 teams, who were divided into 4 categories: youth, veterans over 35, veterans over 45 and the diasporas. Adonis team from Donetsk proved strongest among youth sides. The Donbass Diasporas Cup title was won by the representatives of Kalmius team from Russia. In the Over-35 Veterans Cup, the players of Shakhtarsk-based Ayaks claimed the 5th consecutive win. Similarly, the Over-45 Veterans competition was won by Ayaks 45+ team from Shakhtarsk. The winners were handed prizes and gifts by Sergei Akimenko, Shakhtar's former striker, and Tatyana Gorbunova – Nikolai Golovko's spouse.



— FROM YEAR TO YEAR, THE NUMBER OF TEAMS TAKING PART IN THE GOLOVKO MEMORIAL GROWS, WITH THE COMPETITION ALREADY BEING VERY POPULAR WITH AMATEUR FOOTBALLERS. AND NOT SOLELY IN DONETSK OBLAST, —  
ANATOLIY ZHAVORONKOV,  
DIRECTOR OF PATRIOT SPORTS CLUB THAT BRINGS TOGETHER THE PITMEN'S FANS









### VETERANS PREMIERSHIP

In the 2013/14 season, the Shakhtar-Veterans team was joined by the Donetsk club alumni Andriy Vorobei and Denys Khomutov. Former Shakhtar players took part in the Open Winter Championship of Donetsk and Vitaliy Starukhin Memorial. In these competitions, Shakhtar-Veterans won silver medals. On both occasions, the former Pitmen managed to reach the finals, though in the decisive matches the veterans lost to the teams of USK-Rubin-2 Donetsk and Orlayn Donetsk, respectively.











IN THE ZORYA VS SHAKHTAR GAME,  
THE PITMEN WON THE 2014  
UKRAINIAN LEAGUE GOLD EARLY

DARIJO SRNA MADE

415 appearances



LUIZ ADRIANO  
SCORED HIS

107th goal

FOR FC SHAKHTAR TO BECOME  
THE CLUB'S NO.3 SCORER  
IN THE CLUB HISTORY



MIRCEA  
LUCESCU  
MARKED HIS

10-year tenure

AT THE HELM OF SHAKHTAR

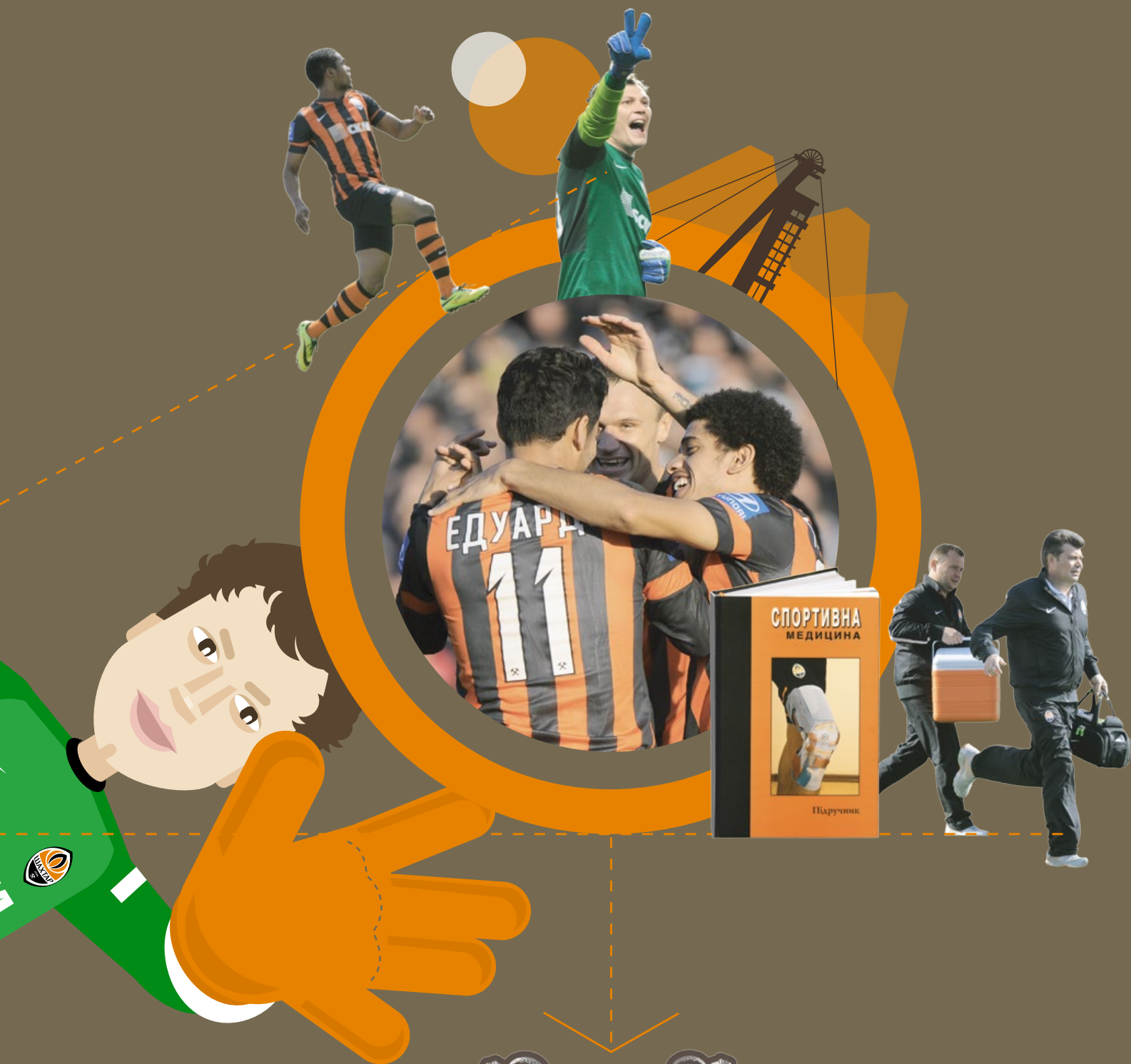


2005

2006

2008



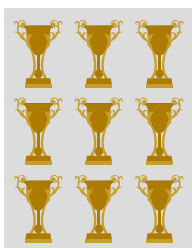


2010 2011 2012 2013 2014



## SHAKHTAR CONFIRMED ITS BEING THE BEST FOOTBALL CLUB IN UKRAINE, HAVING WON THE LEAGUE GOLD FOR THE NINTH TIME IN CLUB HISTORY

UKRAINE'S  
STRONGEST CLUB



SHAKHTAR HAS WON  
DOMESTIC LEAGUE TITLE  
FOR  
**9TH**  
TIME

### SEASON REVIEW

*Successful performance in domestic competitions strengthened Shakhtar's status of the country's strongest football club.*

#### HEAD COACH

Shakhtar became the champions of Ukraine for the ninth time, being the fifth time in a row. For Mircea Lucescu this title has been the eighth with the Donetsk team. Apart from it, the Pitmen won both the domestic Cup and the national Super Cup five times with Mister at the helm. Exactly with the Romanian specialist at the helm, the Orange-and-Blacks won the UEFA Cup 2009.



— WE HAVE WON DOMESTIC TITLES FOR FIVE YEARS NOW. BUT I WANT TO STRESS THAT WE WOULD HAVE NEVER BEEN ABLE TO DO SO WITHOUT THE FANS. WHATEVER THE SITUATION, WE ALWAYS FELT THE SUPPORT OF THE PRESIDENT, THE COACH AND THE FANS, —

**DARIJO SRNA,  
FC SHAKHTAR CAPTAIN**

May 16, 2014 marked the 10th anniversary since Mircea Lucescu had taken the helm at Shakhtar. The Pitmen's mentor set **the club and national record in terms of duration of his tenure as the head coach of a Ukrainian club**. At the same time, Mister patiently continues to improve his skill and develop professionally. Mircea Lucescu took part in the annual Elite Club Coaches Forum, organized by UEFA in early September 2013, where he exchanged expertise with managers of the top European clubs.





I CONSIDER OUR WINNING THIS LEAGUE TITLE TO BE, PERHAPS, THE MOST IMPORTANT VICTORY DURING MY TEN 'MINING' YEARS. AS WE HAD TO FIGHT NOT ONLY AGAINST THE RIVALS, BUT ALSO, WITHOUT EXAGGERATION, AGAINST THE EXTRAORDINARY CIRCUMSTANCES. OF COURSE, WE WANTED TO MARK OUR FIFTH CONSECUTIVE TITLE TRIUMPH DIFFERENTLY

**MIRCEA LUCESCU, FC SHAKHTAR HEAD COACH**





CHAMPIONSHIP PATH  
OF SHAKHTAR

28

MATCHES

PLAYED BY SHAKHTAR

## TEAM

The season is remembered not only for the club's advances, but also for the players' individual achievements.

## Players

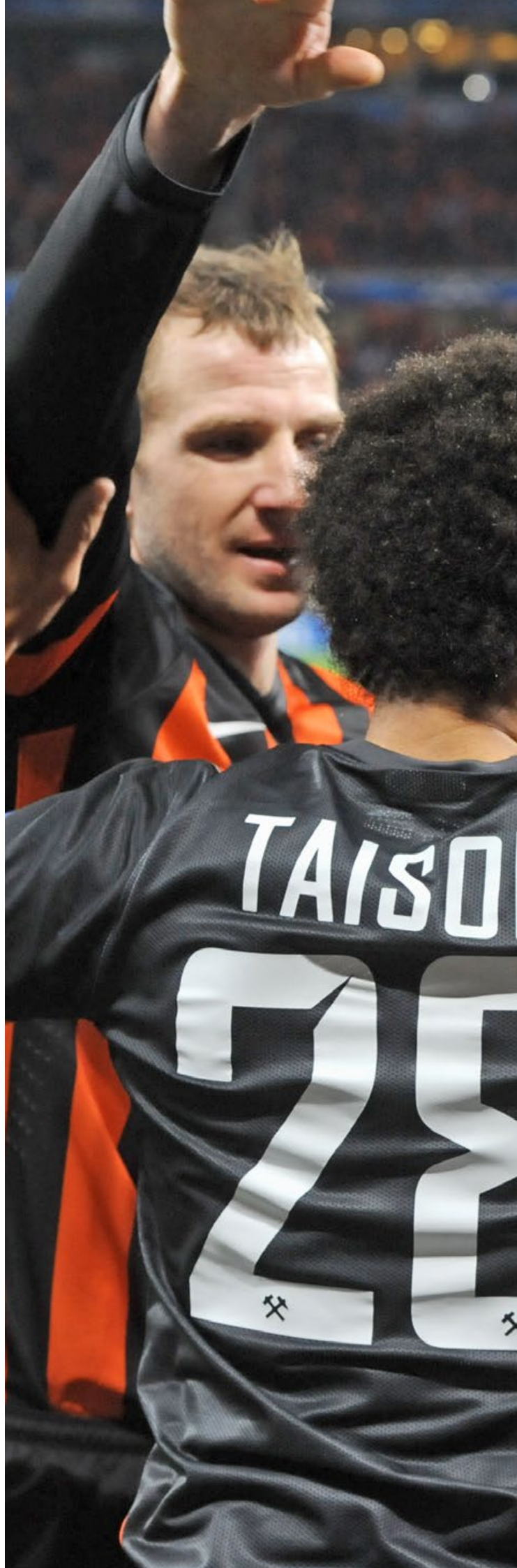
The Ukrainian League MD 16 game against Hoverla was the **150 clean sheet** for Shakhtar's goalkeeper **Andriy Pyatov**. The Orange-and-Blacks' Champions League Group Stage MD 5 duel with Sociedad, Spain on 27 November 2013 was **Darijo Srna's 400th appearance for the Donetsk team**. He is the third player in the team's history to have passed this landmark. The captain has made **415 apps** in Shakhtar shirt. In the same meeting, Darijo Srna set the Donetsk team's record: he is the first Pitman to have played **100 matches in European competitions**. In the same game vs Sociedad, **Douglas Costa** notched the **Orange-Blacks' 1,900th goal in Ukrainian history**. And on 16 April 2014, in the Ukrainian League MD 19 game against Dynamo, **Luiz Adriano** secured his **100th goal for Shakhtar**. Upon the season completion, Luiz has amassed **107 goals**. Currently, only two other goal-getters stand above the Brazilian on the Pitmen's top-scorers list: Andriy Vorobei (114 goals) and Vitaliy Starukhin (110 goals).

## Loss

On 8 February 2014, Shakhtar Donetsk striker Maicon Pereira de Oliveira died in a car crash. The footballer was 25 years old. The tragedy shocked the country's sports community. On February 16, Maicon was buried in Rio de Janeiro. His family, relatives and friends paid their last respects to the deceased.



That's the Maicon we remember







Shakhtar 2013/14: faces of the season





# ANDRIY PYATOV 30

NATIONALITY:



PLACE OF BIRTH:

KIROVOHRAD

DATE OF BIRTH:



28 JUNE 1984

CONTACTS:

PIAT30

PREFERRED HAND/FOOT:

RIGHT



LEFT

TOTAL APPS/GOALS:



FOOT SIZE:



ROLE:



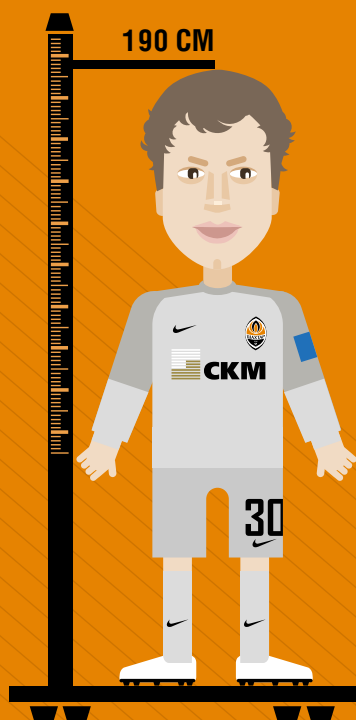
Goalkeeper

NICKNAME:

PYAT

IN THE 2013/14 SEASON:

27/-22



FAMILY STATUS



CHILDREN:

Darya Milana



HOBBY:



automobiles

FAVOURITE MEAL/BEVERAGE:



pizza cooked by  
his wife / water





# 32 ANTON KANIBOLOTSKIY



CONTACTS:

 TONISTARK32

DATE OF BIRTH:



16 MAY 1988

PLACE OF BIRTH:

KYIV

NATIONALITY:



ROLE:



Goalkeeper

FOOT SIZE:



TOTAL APPS/GOALS:



PREFERRED HAND/FOOT:

RIGHT



LEFT

IN THE 2013/14 SEASON:

16/-13

NICKNAME:

TONY

FAMILY STATUS



CHILD:

Maksim



FAVOURITE MEAL/BEVERAGE:



borsh / kvass

HOBBY:



motorsports

191 CM





# OLEKSANDR VOLOVYK 4

NATIONALITY:



PLACE OF BIRTH:

KRASYLIV,  
KHMELNYTSKA  
OBLAST

DATE OF BIRTH:



28 OCTOBER 1985

CONTACTS:

VOLOVIK14

PREFERRED HAND/FOOT:

RIGHT



LEFT

TOTAL APPS/GOALS:



FOOT SIZE:



ROLE:



*Defender*

NICKNAME:

VAL

IN THE 2013/14 SEASON:

6/0



FAMILY STATUS



CHILD:

*Yelizaveta*



HOBBIES:



*PlayStation,  
billiards*

FAVOURITE MEAL/BEVERAGE:



*Olivier salad / tea*





# 5 OLEKSANDR KUCHER



CONTACTS:

 SASHAKUCHER5

DATE OF BIRTH:



22 OCTOBER 1982

PLACE OF BIRTH:

KYIV

NATIONALITY:



ROLE:



*defender*

FOOT SIZE:



TOTAL APPS/GOALS:



PREFERRED HAND/FOOT:

RIGHT



LEFT

IN THE 2013/14 SEASON:

26/1

NICKNAME:

KUCH

FAMILY STATUS



CHILDREN:

*Lukyan Mizon*



FAVOURITE MEAL/BEVERAGE:



*spaghetti/kvass*

HOBBY:



*basketball*

184 CM





# VYACHESLAV SHEVCHUK 13

NATIONALITY:



PLACE OF BIRTH:

LUTSK

DATE OF BIRTH:



13 MAY 1979

PREFERRED HAND/FOOT:

RIGHT



LEFT

TOTAL APPS/GOALS:



FOOT SIZE:



ROLE:



Defender

NICKNAME:

SLAVA

IN THE 2013/14 SEASON:

27/0



FAMILY STATUS



CHILD:

Stefaniya



HOBBY:



football and  
nothing but football

FAVOURITE MEAL/BEVERAGE:



vegetable salad / juice





# 14 VASYL KOBIN



CONTACTS:

 VASIL.KOBIN

DATE OF BIRTH:



24 MAY 1985

PLACE OF BIRTH:

STRABYCHOVO,  
ZAKARPATSKA  
OBLAST

NATIONALITY:



ROLE:



*Defender*

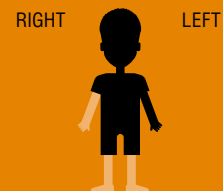
FOOT SIZE:



TOTAL APPS/GOALS:



PREFERRED HAND/FOOT:



IN THE 2013/14 SEASON:

**5/1**

NICKNAME:

**KOBA**

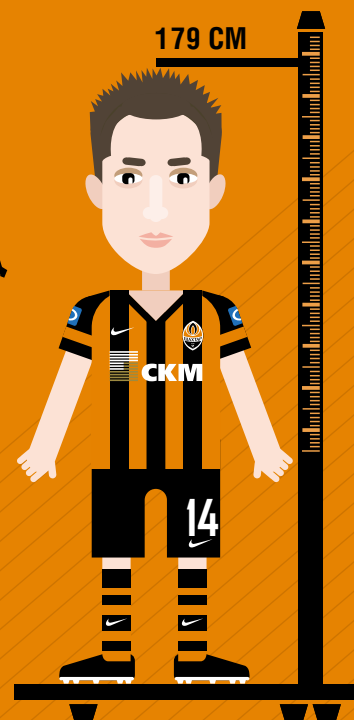
FAMILY STATUS



CHILDREN:



179 CM



FAVOURITE MEAL/BEVERAGE:



*Caesar salad with  
prawns / soft Mojito*

HOBBY:



*karting*



# DMYTRO CHYGRYSKIY 27

NATIONALITY:



PLACE OF BIRTH:

IZYASLAV,  
KHMELNYTSKA  
OBLAST

DATE OF BIRTH:



07 NOVEMBER 1986

PREFERRED HAND/FOOT:

RIGHT

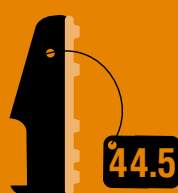


LEFT

TOTAL APPS/GOALS:



FOOT SIZE:



ROLE:



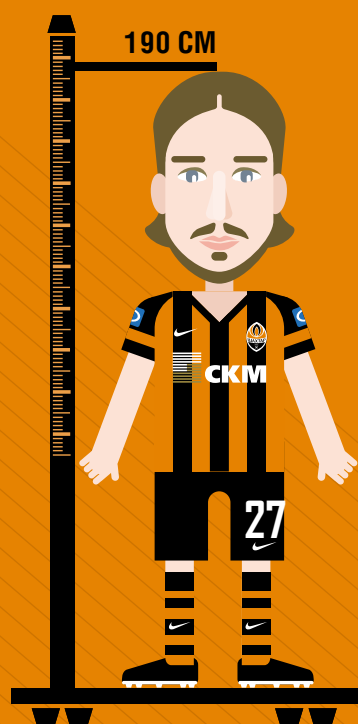
defender

NICKNAME:

CHIGI

IN THE 2013/14 SEASON:

4/1



FAMILY STATUS

single

HOBBY:



music  
(playing the guitar)

FAVOURITE MEAL/BEVERAGE:



pasta / water





# 31

# ISMAILY



CONTACTS:

ISMAILY\_31

DATE OF BIRTH:



11 JANUARY 1990

PLACE OF BIRTH:

IVINEMA  
(BRAZIL)

NATIONALITY:



ROLE:



Defender

FOOT SIZE:



TOTAL APPS/GOALS:



PREFERRED HAND/FOOT:

RIGHT



LEFT

IN THE 2013/14 SEASON:

14/2

NICKNAME:

ISMA

FAMILY STATUS



FAVOURITE MEAL/BEVERAGE:



barbecue / juice

HOBBY:



spending time  
with the family

177 CM





# DARIJO SRNA 33

NATIONALITY:



PLACE OF BIRTH:

METKOVIC  
(CROATIA)

DATE OF BIRTH:



01 MAY 1982

CONTACTS:

DARIJOSRNA

PREFERRED HAND/FOOT:

RIGHT



LEFT

TOTAL APPS/GOALS:



FOOT SIZE:



ROLE:



*Defender*

NICKNAME:

CAP,  
DARIJO

IN THE 2013/14 SEASON:

38/6

178 CM



FAMILY STATUS



CHILD:

*Kasja*



HOBBY:



*Tennis*

FAVOURITE MEAL/BEVERAGE:



*pasta / water*





# 38 SERHIY KRYVTSOV



CONTACTS:

📷 KRIVA38  
B KRIVA38

DATE OF BIRTH:



15 MARCH 1991

PLACE OF BIRTH:

ZAPORIZHYA

NATIONALITY:



ROLE:



*Defender*

FOOT SIZE:



TOTAL APPS/GOALS:



PREFERRED HAND/FOOT:

RIGHT LEFT



IN THE 2013/14 SEASON:

24/2

NICKNAME:

KRIVA

FAMILY STATUS



CHILD:



*Andriy*

FAVOURITE MEAL/BEVERAGE:



*fried potatoes /  
apple juice*

HOBBY:



*PlayStation*

186 CM





# YAROSLAV RAKITSKIY 44

NATIONALITY:



PLACE OF BIRTH:

PERSHOTRAVENSK,  
DNIPROPETROVSKA  
OBLAST

DATE OF BIRTH:



03 AUGUST 1989

PREFERRED HAND/FOOT:

RIGHT



LEFT

TOTAL APPS/GOALS:



FOOT SIZE:



ROLE:



defender

NICKNAME:

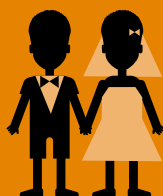
RAK

IN THE 2013/14 SEASON:

32/0



FAMILY STATUS



HOBBY:



swimming

FAVOURITE MEAL/BEVERAGE:



borsch / kvass





# 95 EDUARD SOBOL



## CONTACTS:

📷 EDIK\_SOBOL95  
📄 ID139411826

## DATE OF BIRTH:



## PLACE OF BIRTH:

VOLNYANSK,  
ZAPORIZHYA  
OBLAST

## NATIONALITY:



## ROLE:



*defender*

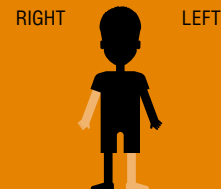
## FOOT SIZE:



## TOTAL APPS/GOALS:



## PREFERRED HAND/FOOT:



## IN THE 2013/14 SEASON:

10/0

## NICKNAME:

EDIK

## FAMILY STATUS

*single*

## FAVOURITE MEAL/BEVERAGE:

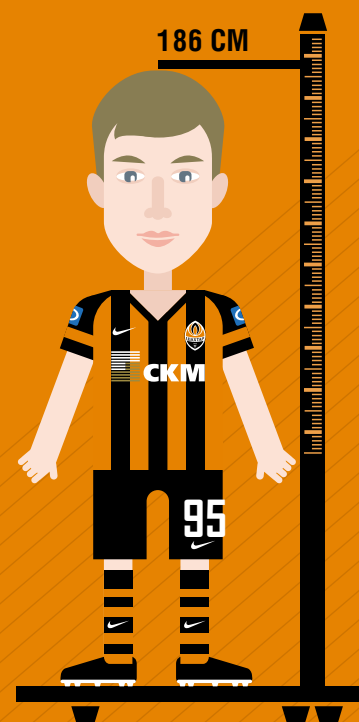


*shish kebab /  
orange juice*

## HOBBY:



*ping-pong*





# TOMAS HUBSCHMAN 3

NATIONALITY:



PLACE OF BIRTH:

PRAGUE  
(CZECH  
REPUBLIC)

DATE OF BIRTH:



04 SEPTEMBER 1981

PREFERRED HAND/FOOT:

RIGHT



LEFT

TOTAL APPS/GOALS:



FOOT SIZE:



ROLE:



Midfielder

NICKNAME:

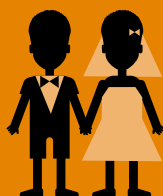
TOMI

IN THE 2013/14 SEASON:

18/1



FAMILY STATUS



CHILDREN:

Tomas Michaela



HOBBY:



ice hockey

FAVOURITE MEAL/BEVERAGE:



grilled chicken / water





# 6 TARAS STEPANENKO



CONTACTS:

 TARASSTEPANENKO

DATE OF BIRTH:



08 AUGUST 1989

PLACE OF BIRTH:

VELYKA NOVOSELKA,  
DONETSK OBLAST

NATIONALITY:

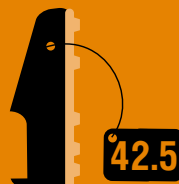


ROLE:



Midfielder

FOOT SIZE:



TOTAL APPS/GOALS:



PREFERRED HAND/FOOT:

RIGHT



LEFT

IN THE 2013/14 SEASON:

27/2

NICKNAME:

STYOPA

FAMILY STATUS



CHILD:

Yaroslav



FAVOURITE MEAL/BEVERAGE:



borsch / coffee

HOBBY:



volleyball





# WELLINGTON

# 7

NATIONALITY:



PLACE OF BIRTH:

RIO DE JANEIRO  
(BRAZIL)

DATE OF BIRTH:



06 FEBRUARY 1992

CONTACTS:

Instagram: WELLINGTONEM  
Twitter: @WNEM11\_OFICIAL  
Facebook: WNEMOFICIAL

PREFERRED HAND/FOOT:

RIGHT

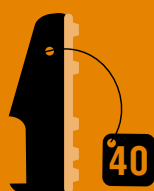


LEFT

TOTAL APPS/GOALS:



FOOT SIZE:



ROLE:



Midfielder

NICKNAME:

NEM

IN THE 2013/14 SEASON:

5/1

165 CM



FAMILY STATUS

single

HOBBY:



shopping

FAVOURITE MEAL/BEVERAGE:



dessert / water





# 8 FRED



## CONTACTS:

 FRED08OFICIAL  
 @FRED35OFICIAL  
 FRED08OFICIAL

## DATE OF BIRTH:



05 MARCH 1993

## PLACE OF BIRTH:

BELO HORIZONTE  
(BRAZIL)

## NATIONALITY:



## ROLE:



*Midfielder*

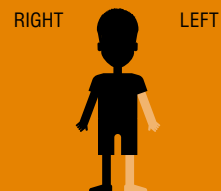
## FOOT SIZE:



## TOTAL APPS/GOALS:



## PREFERRED HAND/FOOT:



## IN THE 2013/14 SEASON:

31/4

## NICKNAME:

FRED

## FAMILY STATUS

*single*

## FAVOURITE MEAL/BEVERAGE:



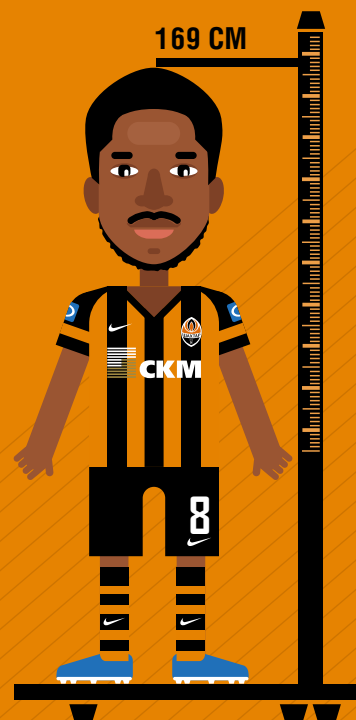
*BBQ / juice*

## HOBBIES:



*TV, shopping*

169 CM





# BERNARD 10

NATIONALITY:



PLACE OF BIRTH:

BELO HORIZONTE  
(BRAZIL)

DATE OF BIRTH:



08 SEPTEMBER 1992

CONTACTS:

Instagram: BERNARD\_DUARTE

Twitter: @B\_10DUARTE

Facebook: BERNARD

PREFERRED HAND/FOOT:

RIGHT



LEFT

TOTAL APPS/GOALS:



FOOT SIZE:



ROLE:



Midfielder

NICKNAME:

BERNIE

IN THE 2013/14 SEASON:

29/3

FAMILY STATUS

single

HOBBIES:



video games,  
listening to music

FAVOURITE MEAL/BEVERAGE:



sushi, mother's food /  
juice





# 17 FERNANDO



#### CONTACTS:

📷 OFERNANDO17  
📧 @FEOfICIAL17

#### DATE OF BIRTH:



03 MARCH 1992

#### PLACE OF BIRTH:

ERECHIM  
(BRAZIL)

#### NATIONALITY:



#### ROLE:



Midfielder

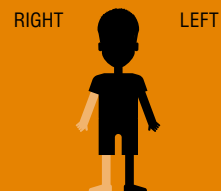
#### FOOT SIZE:



#### TOTAL APPS/GOALS:



#### PREFERRED HAND/FOOT:



#### IN THE 2013/14 SEASON:

22/2

#### NICKNAME:

FERNA

#### FAMILY STATUS

single

#### CHILD:

Davi



#### FAVOURITE MEAL/BEVERAGE:



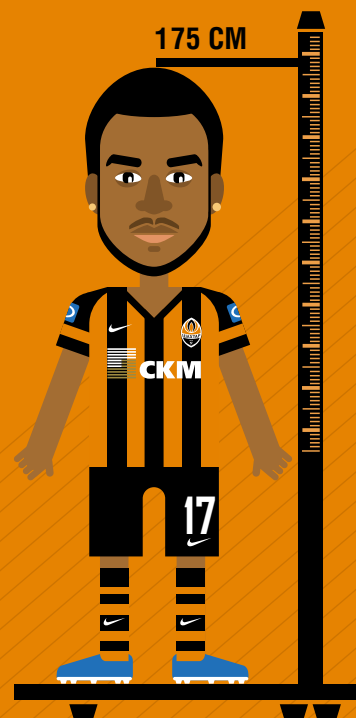
desserts, sushi / juice

#### HOBBIES:



various sports

175 CM





# DOUGLAS COSTA 20

NATIONALITY:



PLACE OF BIRTH:

SAPUCAIA DO SUL  
(BRAZIL)

DATE OF BIRTH:

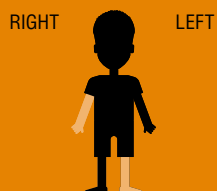


14 SEPTEMBER 1990

CONTACTS:

Instagram: DOUGLASCOSTA20  
Twitter: @DC20COSTA

PREFERRED HAND/FOOT:



TOTAL APPS/GOALS:



FOOT SIZE:



ROLE:



Midfielder

NICKNAME:

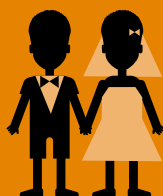
DOUGIE

IN THE 2013/14 SEASON:

39/7



FAMILY STATUS



HOBBIES:



hockey,  
swimming, PlayStation

FAVOURITE MEAL/BEVERAGE:



BBQ / water





# 24 DMYTRO HRECHYSHKIN



CONTACTS:

B ID15092813

DATE OF BIRTH:



22 SEPTEMBER 1991

PLACE OF BIRTH:

SEVERODONETSK,  
LUHANSK OBLAST

NATIONALITY:



ROLE:



Midfielder

FOOT SIZE:



TOTAL APPS/GOALS:



PREFERRED HAND/FOOT:

RIGHT LEFT



IN THE 2013/14 SEASON:

9/1

NICKNAME:

GREK

FAMILY STATUS

single

FAVOURITE MEAL/BEVERAGE:



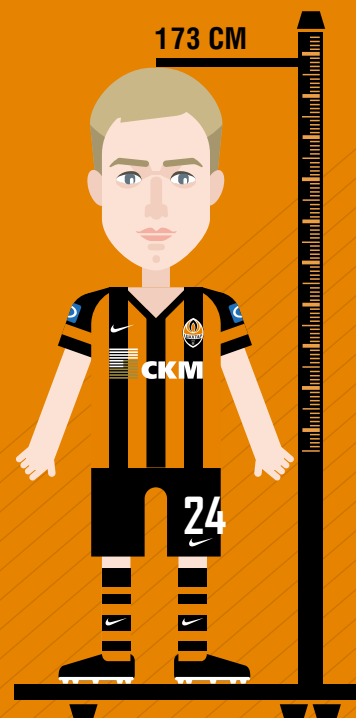
pasta / orange juice

HOBBY:



billiards

173 CM





# TAISON 28

NATIONALITY:



PLACE OF BIRTH:

PELOTAS  
(BRAZIL)

DATE OF BIRTH:



13 JANUARY 1988

CONTACTS:

TAISONFREDA7  
@TAISONFREDA7  
TAISONBARCELLOS.F.5

PREFERRED HAND/FOOT:

RIGHT

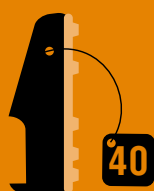


LEFT

TOTAL APPS/GOALS:



FOOT SIZE:



ROLE:



Midfielder

NICKNAME:

TAISON

IN THE 2013/14 SEASON:

32/4



FAMILY STATUS

single

CHILD:

Maria Eduarda



HOBBY:



spending time  
with friends

FAVOURITE MEAL/BEVERAGE:



meat in any form /  
black tea





# 29 ALEX TEIXEIRA



## CONTACTS:

 ALEXTEIXEIRAA  
 @ALEXTEIXEIRAA

## DATE OF BIRTH:



06 JANUARY 1990

## PLACE OF BIRTH:

DUQUE DE CAXIAS  
(BRAZIL)

## NATIONALITY:



## ROLE:



Midfielder

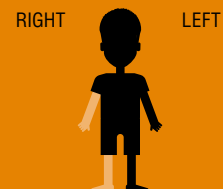
## FOOT SIZE:



## TOTAL APPS/GOALS:



## PREFERRED HAND/FOOT:



## IN THE 2013/14 SEASON:

40/9

## NICKNAME:

TEIXI

## FAMILY STATUS



## CHILD:

Mazia Eduarda



## FAVOURITE MEAL/BEVERAGE:



BBQ / water

## HOBBIES:



bicycling, hockey,  
spending time  
with the family

173 CM





# ILSINHO 77

NATIONALITY:



PLACE OF BIRTH:

SAO BERNARDO DO CAMPO  
(BRAZIL)

DATE OF BIRTH:



12 OCTOBER 1985

CONTACTS:

GILITI\_77

PREFERRED HAND/FOOT:

RIGHT



LEFT

TOTAL APPS/GOALS:



FOOT SIZE:



ROLE:



Midfielder

NICKNAME:

ILSINHO

IN THE 2013/14 SEASON:

21/1

178 CM



FAMILY STATUS



CHILD:

Giovanna



HOBBIES:



running, swimming,  
travelling

FAVOURITE MEAL/BEVERAGE:



grilled meat,  
pasta / juice





# 89 DENTINHO



CONTACTS:

MLKDENTINHO  
@MLKDENTINHO

DATE OF BIRTH:



19 JANUARY 1989

PLACE OF BIRTH:

SAO PAULO  
(BRAZIL)

NATIONALITY:



ROLE:



Midfielder

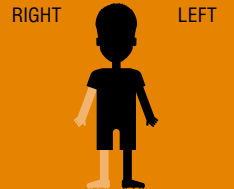
FOOT SIZE:



TOTAL APPS/GOALS:



PREFERRED HAND/FOOT:



IN THE 2013/14 SEASON:

2/0

NICKNAME:

DENTINHO

FAMILY STATUS



CHILDREN:

Bruno  
Lucas Rafaela Sofia



FAVOURITE MEAL/BEVERAGE:



desserts,  
chinese food /  
juice, tea

HOBBY:



spending time  
with the kids

176 CM





# LUIZ ADRIANO 9

NATIONALITY:



PLACE OF BIRTH:

PORTO ALEGRE  
(BRAZIL)

DATE OF BIRTH:



12 APRIL 1987

CONTACTS:

Instagram: LUIZADRIANINHO  
Twitter: @LUIZADRIANO9

PREFERRED HAND/FOOT:

RIGHT



LEFT

TOTAL APPS/GOALS:



FOOT SIZE:



ROLE:



Forward

NICKNAME:

ADRI

IN THE 2013/14 SEASON:

39/25

183 CM



FAMILY STATUS

single

CHILD:

Alicia



HOBBY:



spending time  
with the family

FAVOURITE MEAL/BEVERAGE:



BBQ / water, juice





# 11

# EDUARDO



CONTACTS:

\_EDUARDOFFICIAL  
 @\_EDUARDOFFICIAL

DATE OF BIRTH:

25 ФЕВРАЛЯ 1983

PLACE OF BIRTH:

RIO DE JANEIRO  
(BRAZIL)

NATIONALITY:



ROLE:



Forward

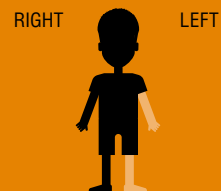
FOOT SIZE:



TOTAL APPS/GOALS:



PREFERRED HAND/FOOT:



IN THE 2013/14 SEASON:

30/13

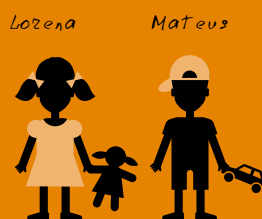
NICKNAME:

DUDU

FAMILY STATUS



CHILDREN:



177 CM



FAVOURITE MEAL/BEVERAGE:



BBQ / water

HOBBY:



beach football



# FACUNDO FERREYRA 19

NATIONALITY:



PLACE OF BIRTH:

LOMAS DE ZAMORA  
(ARGENTINA)

DATE OF BIRTH:



14 MARCH 1991

PREFERRED HAND/FOOT:

RIGHT



LEFT

TOTAL APPS/GOALS:



FOOT SIZE:



ROLE:



Forward

IN THE 2013/14 SEASON:

22/6



FAMILY STATUS

single

HOBBY:



football

FAVOURITE MEAL/BEVERAGE:



BBQ / water





# 37 ANTON SHYNDER



CONTACTS:

SHYNA87

DATE OF BIRTH:



13 JUNE 1987

PLACE OF BIRTH:

SUMY

NATIONALITY:



ROLE:



Forward

FOOT SIZE:



TOTAL APPS/GOALS:



PREFERRED HAND/FOOT:

RIGHT



LEFT

IN THE 2013/14 SEASON:

1/0

NICKNAME:

SHYNA

FAMILY STATUS



CHILD:

David



FAVOURITE MEAL/BEVERAGE:



Olivier salad /  
apple juice

HOBBY:



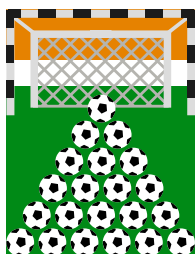
PlayStation

188 CM





TEAM'S SUCCESSFUL  
PERFORMANCE  
IN THE SEASON



**86**

**TIMES**

SHAKHTAR SCORED  
AGAINST THEIR OPPONENTS

### Statistics

In the 2013/14 season, the Pitmen had **42 games**. In the Ukrainian League Shakhtar played 28 games, 21 of which were won by the Orange-and-Blacks, with 2 draws and 5 losses also recorded by the Pitmen. In the domestic Cup, Lucescu's team had 4 wins and 1 loss, they also scooped the domestic Super Cup title. Shakhtar played 8 games in European competitions, resulting in 2 wins, 3 draws and 3 defeats. Aggregately over the season, Shakhtar enjoyed 28 wins, had 5 draws and suffered 9 defeats.

The Orange-and-Blacks netted 86 goals in the season, conceding only 35. As many as seven Pitmen scored braces. Luiz Adriano and Alex Teixeira got their names on the scoresheet more times than the rest: 5 and 3 respectively.

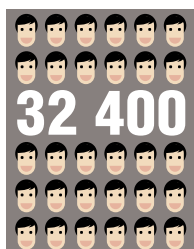








THEY LIFTED THE FIFTH  
UKRAINIAN SUPER CUP



**32,400**  
VIEWERS  
WITNESSED  
SHAKHTAR'S WIN

### UKRAINIAN SUPER CUP

On 10 July 2013, Shakhtar won their first trophy of the season. In the Ukrainian Super Cup tie in Odesa, they defeated Chornomorets. The Pitmen's Brazilian midfielder Fred, who made his first official appearance in Shakhtar shirt in this game, was named the Man of the Match. Just in the first half, the Brazilian scored a brace. Odesa managed to reduce the deficit before the break. But in the second half, Taison converted a precision spot kick to seal a 3–1 win in favour of Mircea Lucescu's team. **Shakhtar won the Ukrainian Super Cup title for the fifth time in their history.**



— THE MATCH WAS DIFFICULT. CHORNOMORETS ARE A STRONG TEAM, PLAYING THEM IS ALWAYS TOUGH. PLUS WE PLAYED AT THEIR HOME GROUND. BUT SHAKHTAR DEMONSTRATED THE COMBAT READINESS: FRED GRABBED A GREAT BRACE, —  
**DARIJO SRNA,**  
FC SHAKHTAR CAPTAIN





THE MATCH TURNED OUT TO BE VERY SPECTACULAR.  
WE PLAYED AGAINST A VERY WELL PREPARED AND  
ORGANISED TEAM

MIRCEA LUCESCU,  
FC SHAKHTAR HEAD COACH





LEAGUE SEASON  
TOP SCORER

20

GOALS

SCORED BY LUIZ ADRIANO

## UKRAINIAN LEAGUE

One round away from the season end, Shakhtar became the **domestic champions**. Beating Zorya 3–1 on 11 May 2014, the Orange-and-Blacks won the Ukrainian league title for the fifth time in a row. The team secured their fifth early championship. The Pitmen also set a new **club record** — the longest goalscoring home run of **39 games** in the Ukrainian top flight. And the meeting with Donetsk-based Metalurh was landmark, being **Shakhtar's 100th game at the Donbass Arena**. The season ended on a positive note — **Luiz Adriano** became the **top scorer** of the Ukrainian League 2013/14 with **20 goals** on aggregate after netting a brace against Volyn.



— MIRCEA LUCESCU URGED US TO PRODUCE SOME ATTACKING AND SPECTACULAR GAME, WHICH, ON THE ONE HAND, IS BUILT AROUND THE MOVES THAT WERE POLISHED IN TRAINING AND, ON THE OTHER HAND, IS BASED ON A REASONABLE IMPROVISATION BY EACH PLAYER, — LUIZ ADRIANO, FC SHAKHTAR FORWARD



Luiz Adriano: “I am happy to have become the top scorer”





**WE DESERVED TO CLAIM THE CHAMPIONSHIP DUE TO OUR  
CONSISTENCY, AS WELL AS THE QUALITY OF OUR GAME**

**MIRCEA LUCESCU,  
FC SHAKHTAR HEAD COACH**



















Darijo Srna: "Our championship is a gift  
to all our fans in Donbass"













### UKRAINIAN CUP

On May 15, Shakhtar took part in the domestic Cup final for the fourteenth time. Thereby setting the national record. No other Ukrainian club played the final more times than the Donetsk side did. On their way to winning the trophy, the Pitmen claimed four major wins at Illichivets, Mykolayiv, Desna and Slavutych. Moreover, three of them are 3–0 victories. In the deciding match, the Pitmen met with Dynamo Kyiv. Mircea Lucescu's team lost 2–1 to the Kyiv side. Douglas Costa put his name on the scoresheet for Shakhtar on 57 minutes.





IN THE CUP, EVEN TEAMS FROM LOWER LEAGUES SOMETIMES  
SPRING SURPRISES ON US. WHILE I TAKE THE CUP GAMES  
QUITE SERIOUSLY. IT'S A VERY IMPORTANT TITLE. IT IS ENOUGH  
TO PLAY SOME 5 OR 6 MATCHES TO WIN IT, WITHOUT THE  
NECESSITY TO HAVE 30 GAMES

**MIRCEA LUCESCU, FC SHAKHTAR HEAD COACH**





















### EUROPEAN COMPETITIONS

In the Champions League group stage, the Pitmen got the **rivals representing Europe's top-5 football nations**: Manchester United, England; Bayer 04, Germany; and Real Sociedad, Spain. Shakhtar produced a spectacular performance, but failed to qualify from the group. The fourth spot allowed Donetsk to take part in the Europa League. In the Round of 32, the Orange-and-Blacks met with Viktoria Plzen, Czech Republic. The charges of Mircea Lucescu played the first leg away. The meeting in Plzen ended in a 1–1 stalemate. In the return game at the Donbass Arena, the Pitmen suffered a 1–2 defeat, thus finishing their UEFA club competition campaign.



— IN THE SUMMER, SHAKHTAR LOST THE KEY PLAYERS, BEING REPLACED BY VERY TALENTED PLAYERS THOUGH, VERY PROMISING ONES. THIS FACT WAS CONFIRMED BY THE APPLAUSE FROM THE OPPOSITION TEAM'S FANS, WHEN SHAKHTAR SHOWED THE SPECTACULAR, ENTERTAINING, FLUID GAME, —  
MIRCEA LUCESCU,  
FC SHAKHTAR HEAD COACH



David Moyes: Shakhtar put a lot of pressure



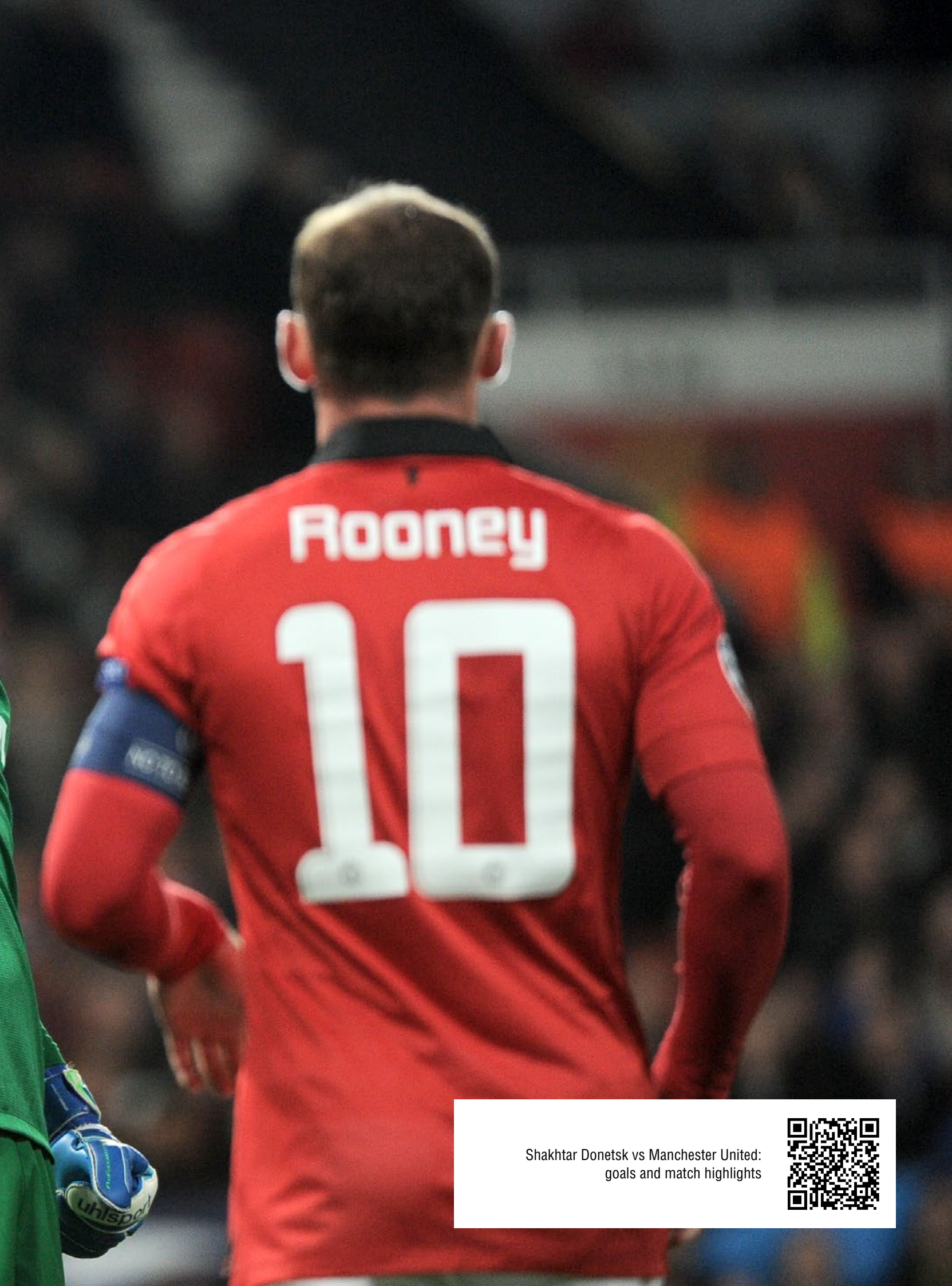












Shakhtar Donetsk vs Manchester United:  
goals and match highlights





### OFF-SEASON COMPETITIONS

In the summer of 2013, Shakhtar attended the **United Tournament**. The friendlies against Zenit in Donetsk and Kyiv ended with the same outcome – 0-1 in favour of the Saint Petersburg side. Besides, the Orange-and-Blacks drew 0-0 with Spartak at the Donbass Arena, suffering a 0-2 away defeat at the hands of Muscovites.



Mircea Lucescu: A very important competition for us





WE ARE HAPPY WITH OUR PARTICIPATION IN JOINT COMPETITIONS. IT CONCERNS BOTH THE SPORT COMPONENT AND THE INTEREST FROM THE FANS. THE OPPONENTS' LEVEL WAS HIGH ENOUGH FOR THE COACHING STAFF TO TEST THE PLAYERS AND CHECK THEIR CURRENT FORM

**SERGEI PALKIN, FC SHAKHTAR CEO**





However, during the winter break, in a similar competition held in Israel, Shakhtar were second to none. With **three wins in three matches** — at Zenit (2–1), Metalist Kharkiv (2–0) and CSKA Moscow (2–1) — the Pitmen emerged triumphant from the **G-Drive United Super Cup**. Winning the competition added 330 thousand euros to the club budget.



Luciano Spalletti: Shakhtar simply outran us









## TRANSFERS

In the 2013/14 season, Shakhtar was active in the transfer market. The Pitmen's biggest signing is the Brazilian midfielder Bernard. The transfer fee for the talented Brazilian, who had previously played for Atletico Mineiro, reached a record sum of 25 million euros. Besides Bernard, two strikers joined the ranks of Shakhtar: the Argentine Facundo Ferreyra and the Ukrainian Anton Shynder.



— MISTER TOLD ME ABOUT THE GOALS SET FOR THE CLUB. THEY COINCIDE WITH THOSE OF MINE. SHAKHTAR MUST ALWAYS WIN, —  
**BERNARD,**  
**FC SHAKHTAR MIDFIELDER**

Another major transfer of the season is Henrikh Mkhitaryan's move from Shakhtar to Borussia Dortmund. The Armenian midfielder cost the Germans 27.5 million euros.



Bernard's first training session at Shakhtar









**Joined Shakhtar**

<b>Name</b>	<b>Moved from</b>	<b>Player rights status</b>	<b>Date</b>
Anton Shynder	Tavriya (Simferopol)	bought	15/08/2013
Bernard	Atletico Mineiro (Brazil)	bought	08/08/2013
Facundo Ferreyra	Velez Sarsfield (Argentina)	bought	09/07/2013

**Left Shakhtar**

<b>Name</b>	<b>Moved to</b>	<b>Player rights status</b>	<b>Date</b>
Dmytro Hrechyshkin	Illichivets (Mariupol)	loaned out	09/01/2014
Oleksandr Chyzhov	Illichivets (Mariupol)	sold	09/01/2014
Mykyta Shevchenko	Zorya (Luhansk)	loaned out	16/07/2013
Henrikh Mkhitaryan	Borussia (Dortmund, Germany)	sold	10/07/2013
Alan Patrick	Internacional (Brazil)	loaned out	05/07/2013







Changes occurred in the Orange-and-Blacks' coaching staff. On October 26, the club signed a contract with **Antonio Carlos Zago**. A big-name player in the past, who for many years defended the colours of Brazil national team, now works as Mircea Lucescu's second assistant. Also, Shakhtar goalkeepers have a new coach — on February 18, a corresponding contract was signed by the Croatian specialist **Tomislav Rogic**.

— I AM VERY HAPPY AND PROUD TO BE PART OF SUCH A GREAT CLUB. THANKS TO MISTER LUCESCU AND THE PRESIDENT FOR CHOOSING ME AND ENTRUSTING ME WITH THIS ROLE, —  
**TOMISLAV ROGIC,**  
FC SHAKHTAR GOALKEEPING COACH





JOINING SHAKHTAR IS VERY IMPORTANT TO ME. I CONSIDER  
SHAKHTAR ONE OF THE CLUBS WHICH HAVE SHOWN A  
SIGNIFICANT GROWTH AND PROGRESS IN EUROPEAN FOOTBALL  
IN RECENT YEARS

**ANTONIO CARLOS ZAGO, FC SHAKHTAR ASSISTANT HEAD COACH**



Zago joined the coaching staff of Shakhtar





**MOST PROLIFIC  
LEAGUE TEAM**

**70**
**GOALS**

 SCORED BY SHAKHTAR  
U-21 TEAM IN THE 2013/14  
SEASON

**RESERVE TEAM**

Due to the political crisis in the country and following the Premier League decision, they recognised the U-21 Ukrainian League table of May 8, 2014 to be the final in terms of standings. Shakhtar U-21 finished as the runners-up. The Pitmen claimed 55 points in 26 games taken into consideration. The team was the most prolific in the league season, notching 70 goals. At the same time, they conceded only 31 goals. The Orange-and-Blacks claimed 9 major victories. Besides, they set the U-21 league record, securing the biggest away win. In Lutsk, the Pitmen beat Volyn 8–0. Shakhtar midfielder Vladlen Yurchenko, who netted 17 goals in 18 matches, claimed the second spot on the competition's top scorers list.



— THE TEAM HAVE SHOWN A GREAT WILL TO FULFILL ALL OF OUR IDEAS ON THE PITCH. IT WAS NECESSARY FOR THEM TO ADAPT TO THE STYLE OF PLAY SHOWCASED BY SHAKHTAR SENIOR TEAM. AND WE MANAGED IT, —  
**MIGUEL CARDOSO,**  
SHAKHTAR U-21 HEAD COACH









## ACADEMY

*The club Academy's progress and the increased level of young football players' skill were among the key objectives of FC Shakhtar in the 2013/14 season.*

### UEFA YOUTH LEAGUE

From the 2013/14 season, UEFA launched the U-19 Youth League – the Champions League equivalent in the above age category. Shakhtar U-19 team coached by Valeriy Kryventsov kicked off in the competition. The young Pitmen's rivals in the group stage were their counterparts from the clubs challenging Shakhtar senior team in the UEFA Champions League. The Pitmen claimed the second spot in their group, scoring 9 points and leaving behind Bayer 04 and Manchester United. In the Last 16 in London, Shakhtar locked horns with their Arsenal peers and suffered a 3-1 defeat.



— OUR PARTICIPATION IN THE UEFA YOUTH LEAGUE WAS A GOOD LESSON FOR OUR TALENTED BOYS. THEY GAINED EXPERIENCE IN ENCOUNTERS WITH REPRESENTATIVES OF DIFFERENT COUNTRIES, WHICH IS VERY IMPORTANT, —  
VALERIY KRYVENTSOV,  
SHAKHTAR U-19 HEAD COACH

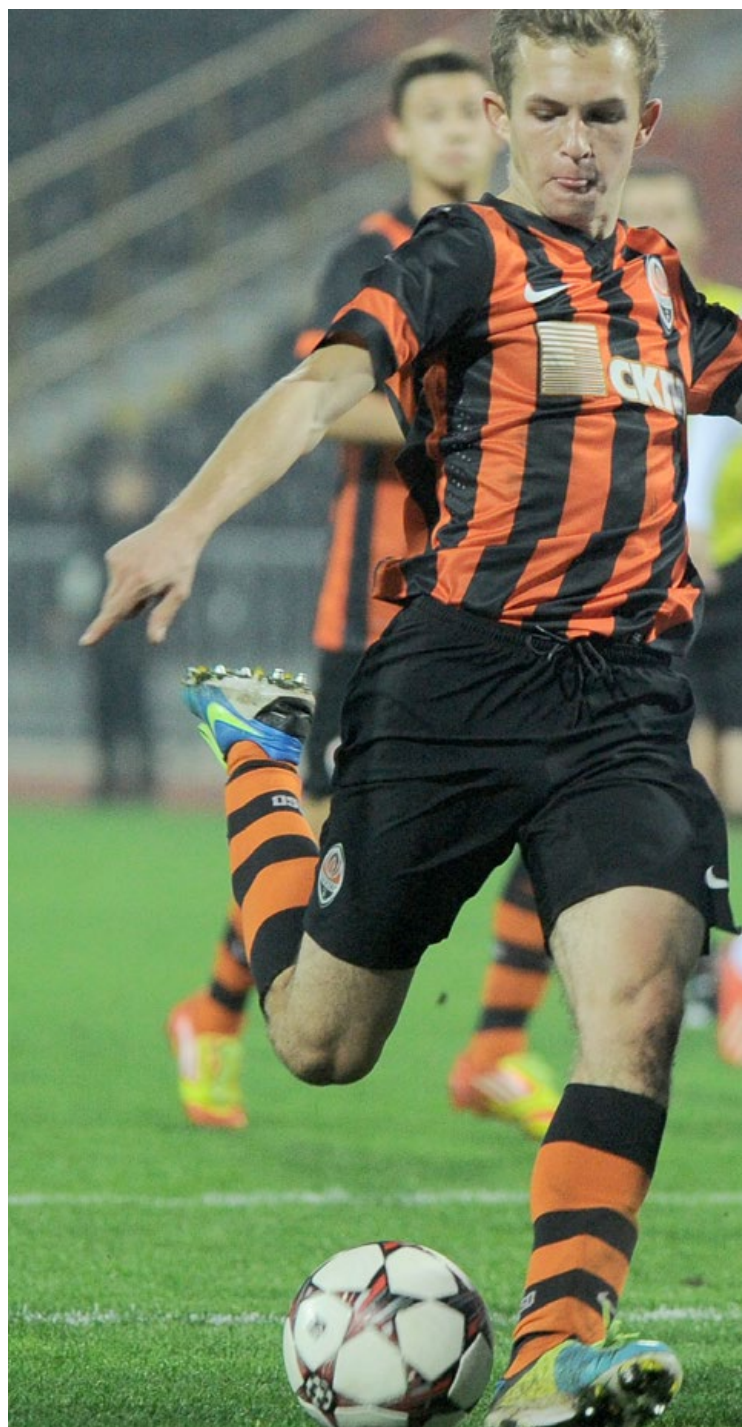
### UEFA Youth League matches of Shakhtar U-19

#### Group stage

Real Sociedad 3-2 Shakhtar  
Shakhtar 2-1 Manchester United  
Bayer 04 1-2 Shakhtar  
Shakhtar 2-2 Bayer 04  
Shakhtar 0-0 Real Sociedad  
Manchester United 1-1 Shakhtar

#### Last 16

Arsenal 3-1 Shakhtar





**WE SET AN OBJECTIVE TO WIN EVERY MATCH. AT THE SAME TIME, OUR TEAMS MUST PRODUCE THE KIND OF GAME THAT WILL ENABLE THEM TO BECOME THE CHAMPIONS**

**ALEKSANDR FUNDERAT,  
FC SHAKHTAR ACADEMY DIRECTOR**



Shakhtar U-19 vs Bayer 04 U-19: goals  
and match highlights



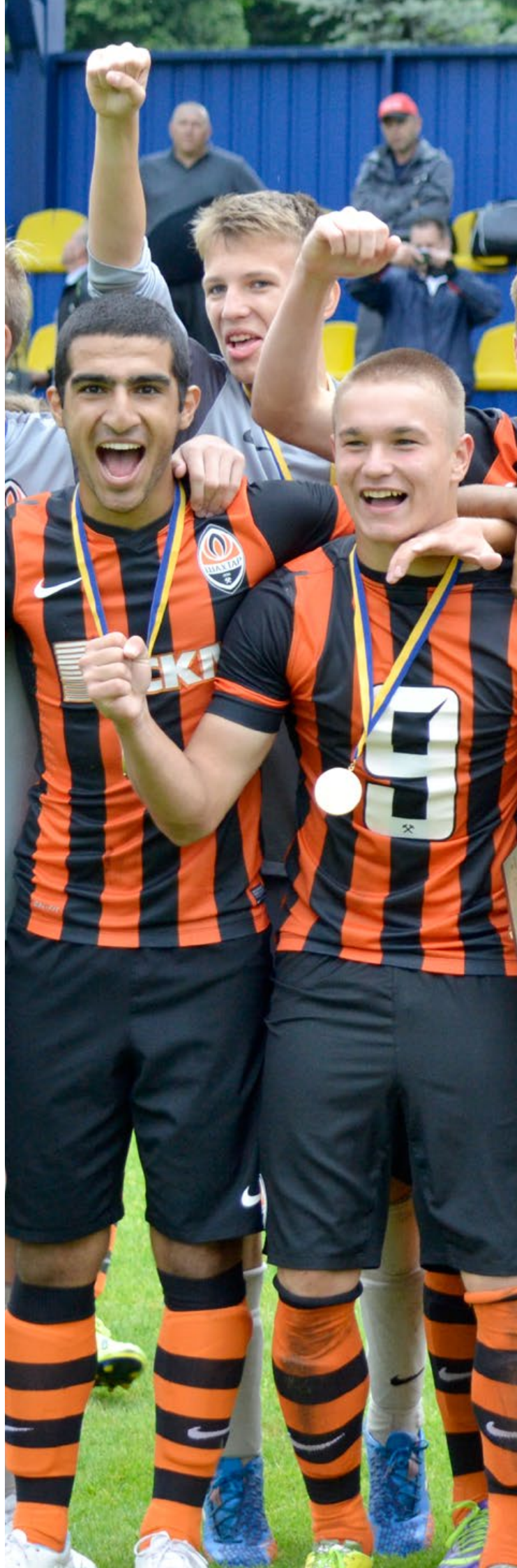


### CHILDREN AND YOUTH FOOTBALL LEAGUE

In the 2013/14 season, four Shakhtar Academy teams — U-14, U-15, U-16 and U-17 — took part in the Ukrainian Children and Youth Football League (DUFL). All four teams claimed the top spots in their groups and **advanced to the competition finals**. Thus, Shakhtar was represented across all age groups in the deciding stage of the Youth League. Following its results, U-14 and U-15 teams coached by Oleksandr Ladeyko and Henadiy Zubov respectively, became the DUFL champions. The U-16 team coached by Oleh Pestryakov claimed the seventh spot, while Shakhtar U-17, managed by Oleksandr Koval, finished in the third spot. Besides, the U-17 team player Volodymyr Hrachyov was named the best DUFL defender in his age group.



— THE COMPETITION LEFT ONLY POSITIVE EMOTIONS. IT IS NICE TO NOTE THAT THE LEVEL OF DUFL IS GROWING EVERY YEAR. IT IS A SIGNIFICANT CONTRIBUTION TO THE FUTURE OF THE ENTIRE UKRAINIAN FOOTBALL, —  
HENADIY ZUBOV,  
SHAKHTAR U-15 HEAD COACH







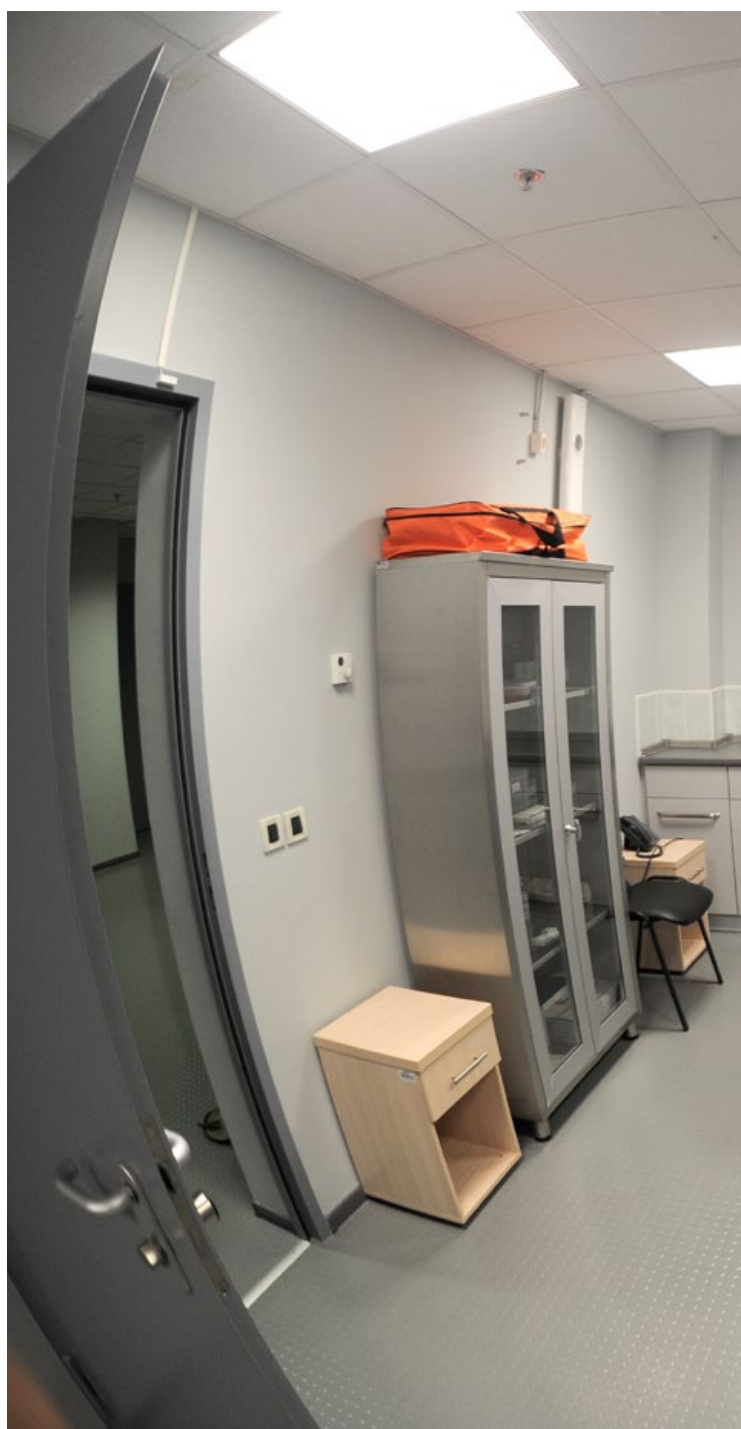


## MEDICINE

*FC Shakhtar Medical Department Head participated in the elite European forum, and also co-authored a coursebook for the field higher educational establishments.*

### SPORTS MEDICINE COURSEBOOK

FC Shakhtar Medical Department Head Artur Glushchenko and Shakhtar U-21 team doctor Vadim Popov co-authored the **Sports Medicine** coursebook, prepared by Gorkogo DonNMU. This book, released in the autumn of 2013, is intended for advanced doctor training faculties, as well as for students of higher medical education establishments. Artur Glushchenko and Vadim Popov took part in the work on the sections dealing with sports injuries. They shared their expertise of treating football players. FC Shakhtar passed some of the copies to the Football Federation of Ukraine. The book was also distributed among the doctors at other Ukrainian clubs.





**ACCORDING TO A STUDY BY UEFA, FOR SIX CONSECUTIVE SEASONS THE MEDICAL DEPARTMENT OF FC SHAKHTAR HAS RATED AS ONE OF THE BEST AMONG EUROPE'S TOP CLUBS. WE PERFECTLY UNDERSTAND THE IMPORTANCE OF MEDICINE IN MODERN FOOTBALL**

**ARTUR GLUSHCHENKO,  
FC SHAKHTAR MEDICAL DEPARTMENT HEAD**





FOR THE  
**6<sup>TH</sup>**  
CONSECUTIVE  
TIME,



FC SHAKHTAR MEDICAL  
DEPARTMENT IS AMONG  
EUROPE'S TOP 5

### SYMPOSIUM IN MADRID

From 5 to 7 February, the capital of Spain hosted the **6th UEFA Medical Symposium**. Previously, the prestigious forum involved only representatives of the UEFA Medical Committee and national associations. Doctors of top European clubs, including the FC Shakhtar Medical Department Head Artur Glushchenko, have been invited to the symposium for the first time — in the 2013/14 season. The meeting's main topic was the evolution of football medicine in recent years. Among other things, club doctors discussed the issues regarding injuries, players' recovery and nutrition. They also discussed the development of medical departments and their role in the life of football teams — both at the international and club level.



— MEDICINE — REGARDLESS OF  
WHETHER WE ARE TALKING ABOUT  
SPORTS OR ABOUT LIFE — SHOULD  
BE PAID A LOT OF ATTENTION. WE  
WANT OUR CLUB TO GROW IN THIS  
RESPECT DAILY, —  
SERGEI PALKIN,  
FC SHAKHTAR CEO











## 7 MEETINGS

WERE HELD WITHIN  
THE FRAMEWORK  
OF THE FAN CLUB PROJECT

## 4 MEETINGS

WITH STUDENTS  
AND SCHOOLCHILDREN

SHAKHTAR PLAYERS  
TOOK PART

**IN 25 MEETINGS,**  
WHICH WERE ATTENDED BY  
**3,980 FANS**



## 2 MEETINGS

WITHIN THE FRAMEWORK  
OF THE PARAFAN CLUB PROJECT

## 12 MEETINGS

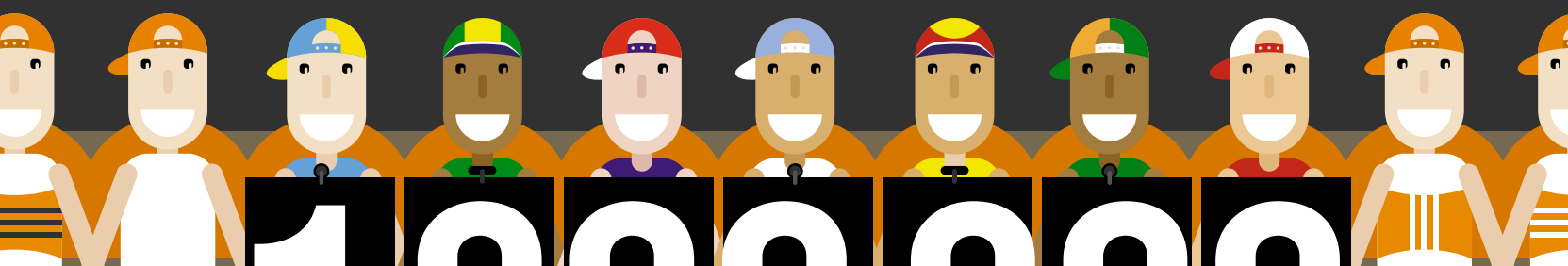
WERE HELD BY  
THE PLAYERS WITH  
THE LET'S PLAY!  
PROJECT PARTICIPANTS



# SUPPORTERS

## 35,451

IS AN AVERAGE ATTENDANCE  
OF SHAKHTAR'S PREMIER LEAGUE GAMES  
AT THE DONBASS ARENA



FACEBOOK

# 1,000,000





## SUPPORTERS FORM THE BASIS OF SHAKHTAR'S ENTIRE PHILOSOPHY. WITHOUT FANS, THE PITMEN'S SUCCESS WOULD HAVE BEEN IMPOSSIBLE

SHAKHTAR HAS  
THE MOST LOYAL  
SUPPORTERS



**35,451**

IS AN AVERAGE ATTENDANCE  
AT SHAKHTAR'S UKRAINIAN  
LEAGUE GAMES AT  
THE DONBASS ARENA

### MATCH ATTENDANCE

*Shakhtar have earned a status of the most attended team in Ukrainian league.*

Due to the difficult political situation in the country, the spring part of the season was tough for Ukrainian football. But even in these circumstances, the loyal supporters continued to come to the stadium and support the Pitmen.

— THEY LOVE FOOTBALL IN DONETSK. DESPITE THE DIFFICULT SITUATION IN UKRAINE AND IN DONBAS, SHAKHTAR MANAGED TO CONFIRM THEIR REPUTATION AS THE UPL LEADER IN TERMS OF ATTENDANCE. THE NUMBER OF SPECTATORS AT THE PITMEN'S HOME GAMES INSPIRES THE REST OF THE CLUBS TO CATCH UP IN THIS ASPECT, —  
ANDRIY PALAYEV,  
HEAD OF THE UKRAINIAN PREMIER  
LEAGUE PRESS OFFICE





THROUGHOUT THE SEASON, THE TEAM PLAYERS AND COACHES  
FELT YOUR WHOLE-HEARTED SUPPORT. IT GAVE THE TEAM  
STRENGTH AND CONFIDENCE. SHAKHTAR'S MOST PRECIOUS  
PART IS ITS SUPPORTERS. WE ARE PROUD OF YOU!

RINAT AKHMETOV, FC SHAKHTAR PRESIDENT













ACTIVE SUPPORT  
OF ORANGE-AND-BLACKS

**146,018**  
**SUPPORTERS**

ATTENDED PITMEN'S HOME  
CHAMPIONS LEAGUE GAMES

Average attendance at Shakhtar's Premier League games at the Donbass Arena is **35,451**. In the Champions League group stage, the Orange-and-Blacks played 3 home games that were attended by **146,018 supporters** (an average of 48,672 people per game). **36,729 fans** supported the Pitmen in the Europa League home game against Viktoria, Czech Republic.



— IT IS VERY IMPORTANT THAT THE FANS COME TO THE DONBASS ARENA AND SUPPORT US. WE HOPE THAT THE NEXT SEASON WILL BE EVEN BETTER THAN THE CURRENT ONE. I'M SURE THAT OUR FANS WILL PLAY A MAJOR ROLE IN IT, —

TAISON,  
FC SHAKHTAR MIDFIELDER









## MEETINGS WITH SUPPORTERS

*The first team has traditionally been very open to communication with the fans.*

In the framework of various projects, Shakhtar players took part in 25 meetings attended by 3,980 fans. Most often — 12 times — the players met with the participants of the Let's Play! project. Children's training sessions were attended by Yaroslav Rakitskiy, Douglas Costa, Bernard, Andriy Pyatov, Luiz Adriano and others.



— WE HAVE TAKEN PART IN SUCH MEETINGS FOR THE FIRST TIME. WE LIKED IT VERY MUCH! I THINK THAT SUCH EVENTS ARE NECESSARY FOR OUR CHILDREN, BECAUSE MANY OF THEM DREAM OF PLAYING FOR SHAKHTAR. COMMUNICATION WITH THE PLAYERS WILL HELP THEM TO FULFILL THIS DREAM, —  
IHOR PRYCHEPIY,  
2013/14 SEASON TICKET HOLDER



Children congratulated Facundo







Shakhtar stars met with children





7 meetings were held in the framework of the Fan Club project and 2 — in the framework of Parafan Club one. Besides, throughout the season they regularly held offsite functions for awarding the best player of the month and the scorer of the best goal, as well as charity events with the participation of Shakhtar players.



— IT'S VERY NICE TO COMMUNICATE WITH SUPPORTERS. IT BRINGS US CLOSER TO EACH OTHER. IT IS NOT A PROBLEM AT ALL TO COME FOR AN HOUR, TALK WITH LOVELY PEOPLE AND GET A BOOST OF GREAT MOOD, —  
DOUGLAS COSTA,  
FC SHAKHTAR MIDFIELDER

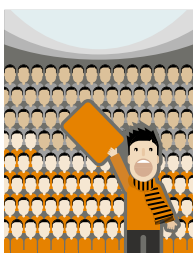








NUMBER OF SEASON  
TICKET HOLDERS GROWS  
EVERY YEAR



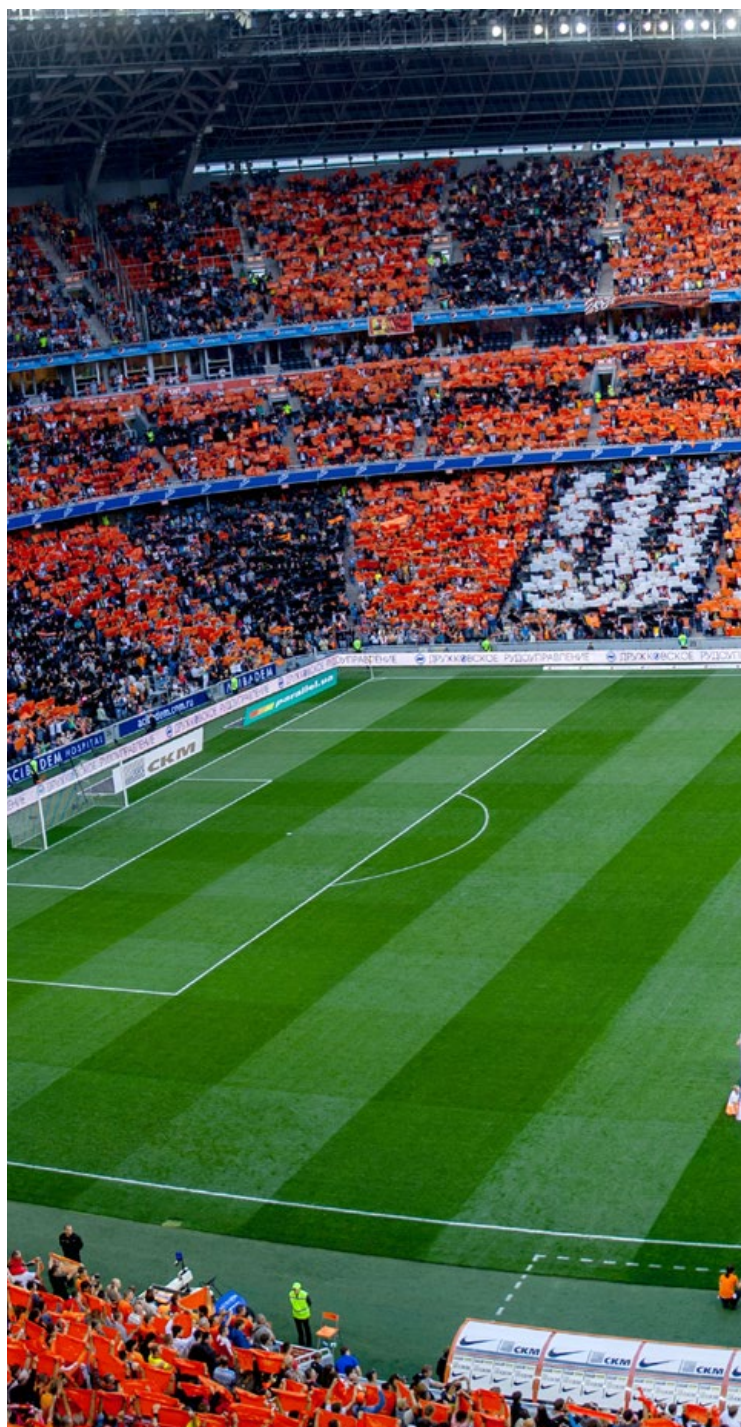
**52%**

OF DONBASS ARENA'S TOTAL  
SEATING CAPACITY BELONGS  
TO SEASON TICKET  
HOLDERS

## SEASON TICKET HOLDERS

*More than half of the seats at the Donbass Arena belong to the season ticket holders.*

The campaign for selling 2013/14 season tickets for Shakhtar's home games reached a record level among football clubs not only in Ukraine, but also throughout Eastern Europe. They sold **27,300 season passes**, which is 2,300 more than last year. Thus, 52% of Donbass Arena's total seating capacity belongs to the season ticket holders!





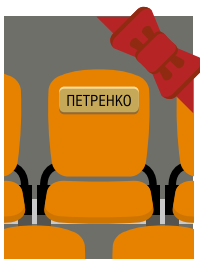
**A TICKET IS BOUGHT FOR ONE GAME. A SEASON TICKET – FOR A LIFETIME. THOSE BUYING A SEASON TICKET ARE LIKELY TO BUY IT EACH YEAR AND WILL ALWAYS STAY IN SHAKHTAR FAMILY**

**MIRCEA LUCESCU, FC SHAKHTAR HEAD COACH**





#### GIFT FROM THE CLUB FOR LOYAL FANS

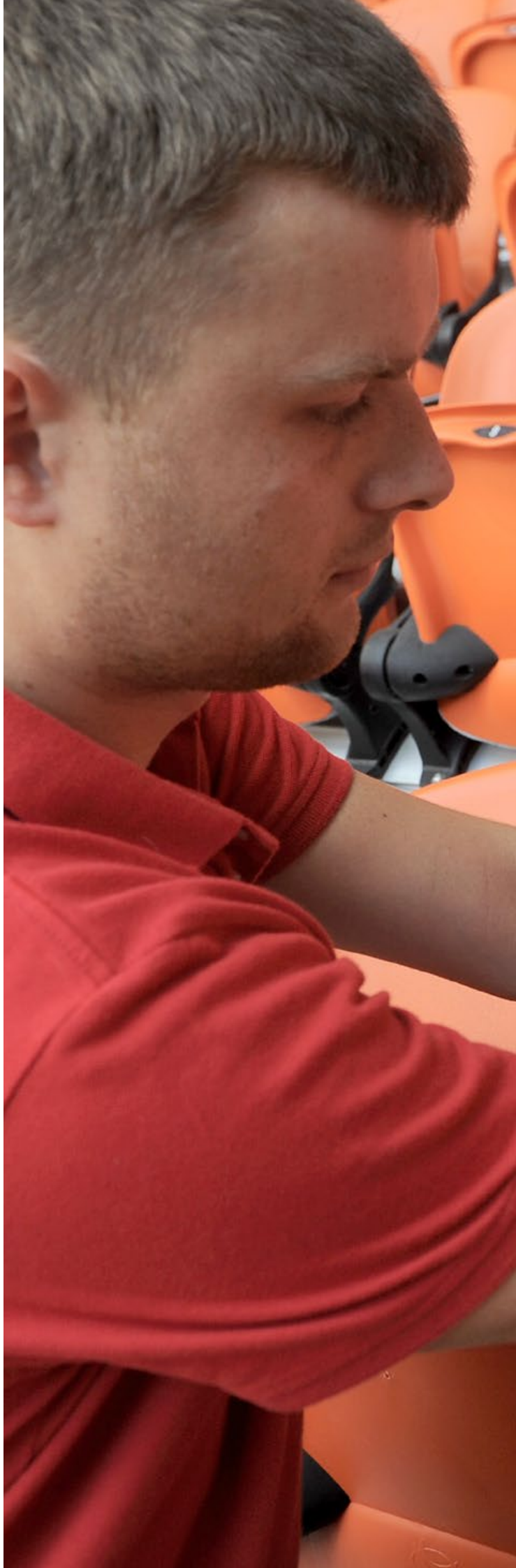


PERSONALISED SEATS  
IN THE STADIUM

In turn, Shakhtar, who highly values the loyal fans, thanked the latter for their loyalty. The season ticket holders, who have been supporting the Pitmen since the opening of Donbass Arena, received **personalised seats** in the stadium as a gift. And on 19 April, the day of holding the **100th match** at the home arena, the club presented the most loyal fans — 232 people — with **exclusive scarves**.



My club. My season ticket















Shakhtar players speak about the most memorable matches at Donbass Arena





**SPECIAL SERVICE  
FROM THE CLUB**



EACH SEASON TICKET HOLDER  
HAS A PERSONAL MANAGER

The season ticket holders who have attended the maximum number of the Orange-and-Blacks' home games during the football season, received **honorary awards** — Gold, Silver and Bronze distinguishing badges. Besides, each season ticket holder got their **personal manager**.



— **SHAKHTAR IS MY LIFE, MY  
SPORTING SOUL, RESPECT AND  
ADMIRATION. THE PITMEN ARE THE  
PRIDE OF DONBASS, —**  
**IVAN REDKO,**  
**2013/14 SEASON TICKET HOLDER**









7% OFF



THE DISCOUNT  
AVAILABLE TO FANID  
CARD HOLDERS AT FAST  
FOOD OUTLETS

## FANID PROJECT

*Holders of FanID cards enjoyed significant benefits throughout the season.*

For the fans who are not season ticket holders, but who regularly attend matches of FC Shakhtar, they developed a special programme — FanID. In the 2013/14 season, **26,222 individuals** became its participants. Of these, 14,280 people purchased tickets using the card, also utilizing it as a payment instrument.

A holder of the FanID card enjoys significant benefits when buying tickets for Champions League games, attending a number of Ukrainian League matches, taking advantage of the bonus points programme, etc. Starting from the reporting period, another benefit has been available — a 7% discount on payments at Donbass Arena's fast food outlets using the FanID card.





NO OTHER UKRAINIAN CLUB HAS A CARD SIMILAR TO OUR FANID ONE. THIS CARD HELPS US UNDERSTAND WHO OUR FANS ARE. WE CAN CONTACT THEM AND GIVE THEM A PRIORITY RIGHT TO PURCHASE TICKETS FOR THE MOST ANTICIPATED GAMES AND EUROPEAN COMPETITION MATCHES

**YURIY SVIRIDOV,**  
**FC SHAKHTAR MARKETING & COMMUNICATIONS DIRECTOR**







— WE MOVED TO DONETSK JUST RECENTLY, SO WE ATTEND SHAKHTAR MATCHES USING FANID CARDS. OWING TO THE CARD, WE MANAGED TO WIN A TRIP TO KYIV FOR SHAKHTAR VS DYNAMO GAME. WE TOOK PART IN THIS PROMOTIONAL OFFER FOR THE FIRST TIME. BUT, TO BE HONEST, I HAD A STRONG FEELING THAT WE WOULD BECOME THE WINNERS! —

ANDRIY LYVANOVSKYI,  
FANID CARD HOLDER









## FAN CAFÉS IN CITIES AND TOWNS

*FC Shakhtar expanded its network of fan cafes in Ukraine and abroad.*



— BECOMING THE OFFICIAL PARTNER OF SHAKHTAR IS A GREAT HONOUR FOR US. WE SHOW EVERY MATCH OF THE PITMEN, OUR WAITERS ARE DRESSED IN ORANGE AND BLACK COLOURS ONLY. AND NOW, HAVING GAINED THIS STATUS, WE WANT TO BE A MAJOR ATTRACTION FOR NUMEROUS SHAKHTAR FANS IN OUR CITY, —  
**SERGEI LYASHENKO,  
 DIRECTOR OF HENRY SCHULTZ  
 BREWERY IN MYKOLAYIV**

FCSD-styled facilities stand out due to the original football interior involving fan trophies from the collections of supporters. Apart from the Fan Café located at the Donbass Arena, Donetsk has 10 more cafés for Shakhtar fans. Besides, another 22 stores are located in the towns of Donetsk oblast, as well as in Moscow.









## FAN SECTOR

*Club projects and initiatives allowed the supporters to be one step closer to the team.*

### WATCHING MATCHES AT FAN CAFÉ

The Fan Café at the Donbass Arena is open to the public from Monday to Sunday, 10:00 to 20:00. On the days coinciding with Shakhtar's home games and the broadcasts of their away games, the café operates in a special mode. Thus, the visitors can not only watch the broadcasts of away matches on large LCD screens, but also celebrate Shakhtar's victory after the game in the company of like-minded people. In the season 2013/14, the **Fan Café was attended by more than 4,500 people** on the days of away games.









## CONTESTS

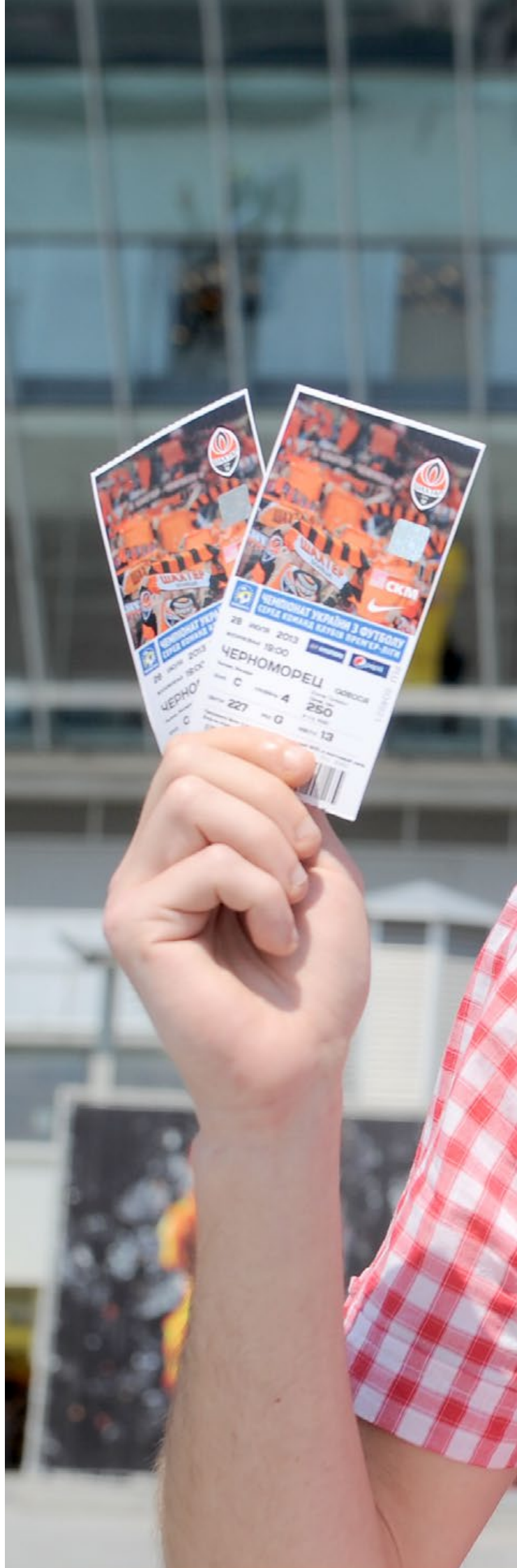
Last season, FC Shakhtar developed and launched a new interactive game **Your Place in the Team**. The supporters now have the opportunity to find out who of the first-team players they are like by nature. The game is available on iOS and Android platforms, having attracted the audience of 17,000 people. At the end of the football season, the winners were presented with 17 T-shirts autographed by Shakhtar players.

Another project called **Guess the Score** attracted 19,570 participants. Andriy Solohub won the main prize — a trip to Shakhtar's away Champions League game. In total, the project participants have received 68 gifts from FC Shakhtar.

Besides, during the half-time break of the Pitmen's every home match, season ticket holders took part in the Penalty contest, trying to hit the crossbar from the penalty spot. The winners automatically won Shakhtar player shirts. The rest were awarded with consolation prizes.



The contest winners went on Family Tour to Kyiv









### BRINGING OUT BANNER

In the 2013/14 season, fans got a chance to enter the field of the Donbass Arena. Ahead of the Pitmen's matches in the Champions League and the Europa League, they unfolded a banner with a logo of the European competition. To be among the lucky ones, it was necessary to purchase a ticket for the match in the European competition and fill out the application form on the official website. The contest winners were determined randomly. **104 people** took part in it.



— MY DAD AND I ATTEND EVERY MATCH, BUT IT WAS THE FIRST TIME I HAD TAKEN TO THE PITCH IN FRONT OF TENS OF THOUSANDS OF SPECTATORS. EMOTIONS, OF COURSE, ARE INCREDIBLE. MY BIGGEST WISH WAS TO SEE SHAKHTAR AND MAN UTD PLAYERS, —  
VLAD URUBKOV,  
2013/14 SEASON TICKET HOLDER









## FAN LAND

*The work of Fan Land on the days of matches strengthened the Donbass Arena status as a family stadium.*

The entertainment territory operates in the park zone of the Donbass Arena during FC Shakhtar's home games. The Fan Land is organised in accordance with the **Donbass Arena — Family Stadium** concept. During the warmer months, there were inflatables, relays, quizzes, contests with prizes, photo zones, a face-art station and a small football pitch. The live cover bands have started performing on the big stage of Fan Land since the 2013/14 season. Here, the fans can have a good time and relax to be fully prepared to support Shakhtar in the stands.



—THE BEST PLACE TO HAVE A GOOD TIME IN TOWN! OUR WHOLE FAMILY HAS BECOME ACCUSTOMED TO SPENDING TIME IN FAN LAND DURING THE WARMER MONTHS BEFORE EACH MATCH. CHILDREN LIKE ATTRACTIONS A LOT, ESPECIALLY THOSE ALLOWING YOU TO FEEL IN THE ROLE OF A FOOTBALLER, —  
ANATOLIY POLYOVYI,  
2013/14 SEASON TICKET HOLDER





WE WANT OUR FANS TO SPEND TIME BEFORE KICKOFF, SOAKING UP THE FESTIVE ATMOSPHERE WITH THEIR FAMILIES THROUGH THE EXPERIENCE OF FAN LAND. WE WANT TO CHARGE THE FANS WITH POSITIVE EMOTIONS, SO THAT THEY PASS THOSE EMOTIONS ONTO THE TEAM FROM THE STANDS

**JOE PALMER,**  
**FC SHAKHTAR EXECUTIVE DIRECTOR FOR STRATEGY, COMMERCE & MARKETING**













ABSOLUTE RECORD  
AMONG UKRAINIAN FANS



**1,000,000**  
NUMBER OF SUBSCRIBERS  
TO FC SHAKHTAR  
FACEBOOK PAGE

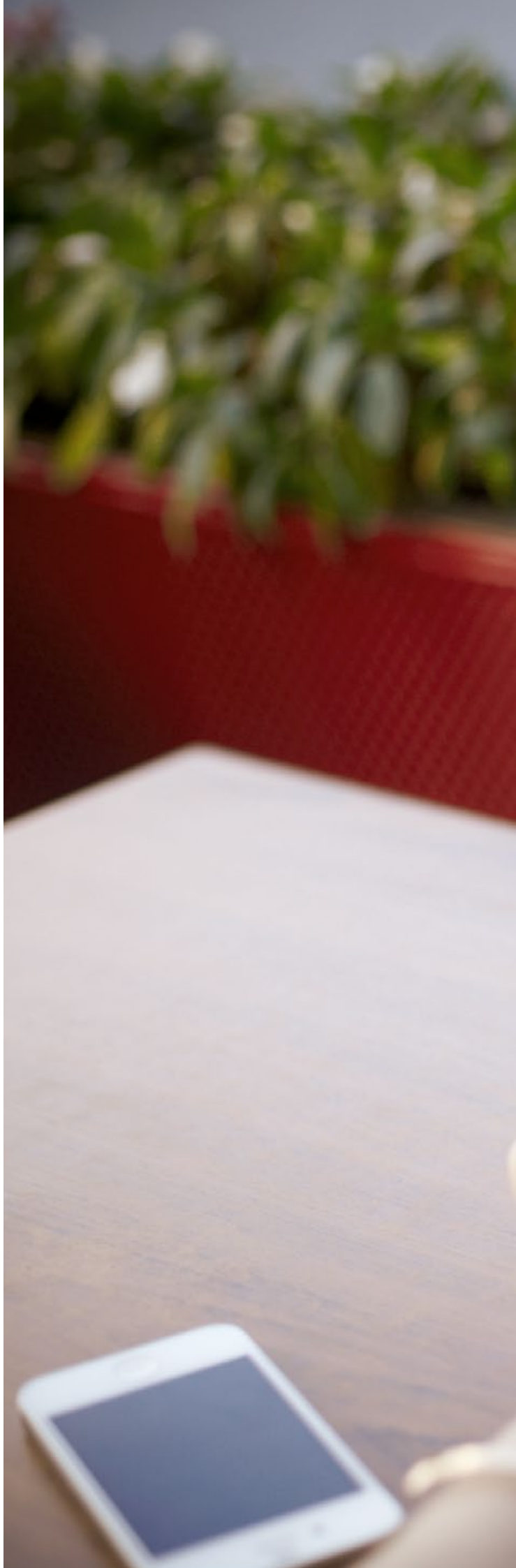
## SHAKHTAR IN SOCIAL NETWORKS

*Shakhtar is the most popular Ukrainian club in social networks.*

The Pitmen have the largest fan base on Facebook and VKontakte. **FC Shakhtar's official representation on Facebook set an absolute record** among Ukrainian football clubs. The number of subscribers to the Pitmen's page in this social network exceeded 1 million people. The pages of the Ukrainian champions are daily visited by fans from 59 countries, including Ukraine, Brazil, Croatia, Argentina, Romania and even India, Iraq and Indonesia.



— DURING THE LAST SEASON, PAGES OF FC SHAKHTAR IN SOCIAL NETWORKS REACHED SIGNIFICANT PROGRESS REGARDING THE NUMBER OF SUBSCRIBERS. THIS SUCCESS IS CONNECTED WITH BOTH SPORTS ACHIEVEMENTS OF THE PITMEN AND THE QUALITY OF THE CONTENT, WHICH COVERS KEY TARGET GROUPS OF FANS, —  
MARIO LEO,  
FOUNDER AND GENERAL MANAGER  
OF RESULT SPORTS DIGITAL  
AGENCY (GERMANY)





SHAKHTAR IS THE FLAGSHIP OF THE UKRAINIAN FOOTBALL NOT ONLY ON THE FIELD, BUT ALSO IN SOCIAL NETWORKS. THE WORK OF THE DONETSK CLUB IN THE DIGITAL AREA, ALONG WITH THE EXPERIENCE OF THE TURKISH GIANTS GALATASARAY, WAS USED AS AN EXAMPLE FOR ALL THE UKRAINIAN CLUBS AT THE INTERNATIONAL DIGITAL CONFERENCE IN KYIV

ALEKSANDR GAPONENKO, CORRESPONDENT OF FUTBOL MAGAZINE







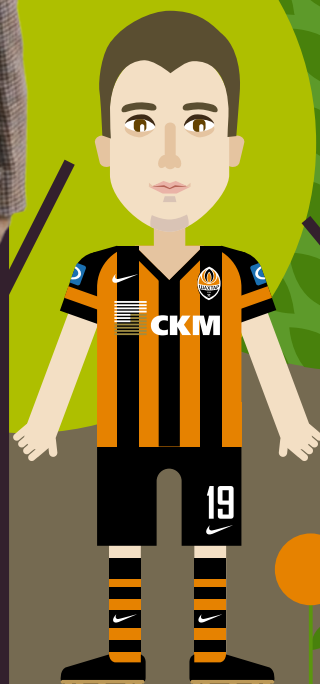
**LET'S  
PLAY!**



## 574 KIDS AND 26 VOLUNTEERS

BECAME PARTICIPANTS OF THE LET'S PLAY! PROJECT

- ▶ **1,439 ORPHANS** FOUND FAMILIES THANKS TO THE SAY NO TO ORPHANHOOD! PROJECT IN THE 2013/14 SEASON
- ▶ **6,977 ORPHANS** FOUND FAMILIES UNDER THE SAY NO TO ORPHANHOOD! PROJECT





# C S R



**\$ 150,000**

PRICE OF THE HOUSE FOR A LARGE FAMILY,  
WHICH WAS ACQUIRED BY SHAKHTAR



## SHAKHTAR TOOK AN ACTIVE PART IN THE SOCIAL LIFE OF THE REGION AND THE WHOLE COUNTRY

### CHARITY

*Charity is the most important component of the club's corporate social responsibility.*

#### **SAY NO TO ORPHANHOOD!**

##### **Shakhtar presented a house**

On 29 September 2013, Shakhtar's head coach Mircea Lucescu and players presented their second family-type house. **The Pitmen bought a spacious and beautiful two-storey house in the Kyibyshevskyi district of Donetsk for \$150,000.** It was presented to the Rudykh family, in which, besides the two own kids, another six kids are raised. Players assured that they would continue to take an active part in the fight against orphanhood.





**CORPORATE SOCIAL RESPONSIBILITY OF THE CLUB  
TRADITIONALLY INCLUDES FIVE KEY AREAS: CHARITY, HEALTH,  
EDUCATION, SOCIAL INVOLVEMENT AND SITE IMPROVEMENT**

**YURIY SVIRIDOV,  
FC SHAKHTAR MARKETING & COMMUNICATIONS DIRECTOR**



Lucescu and players presented  
a large family with a house







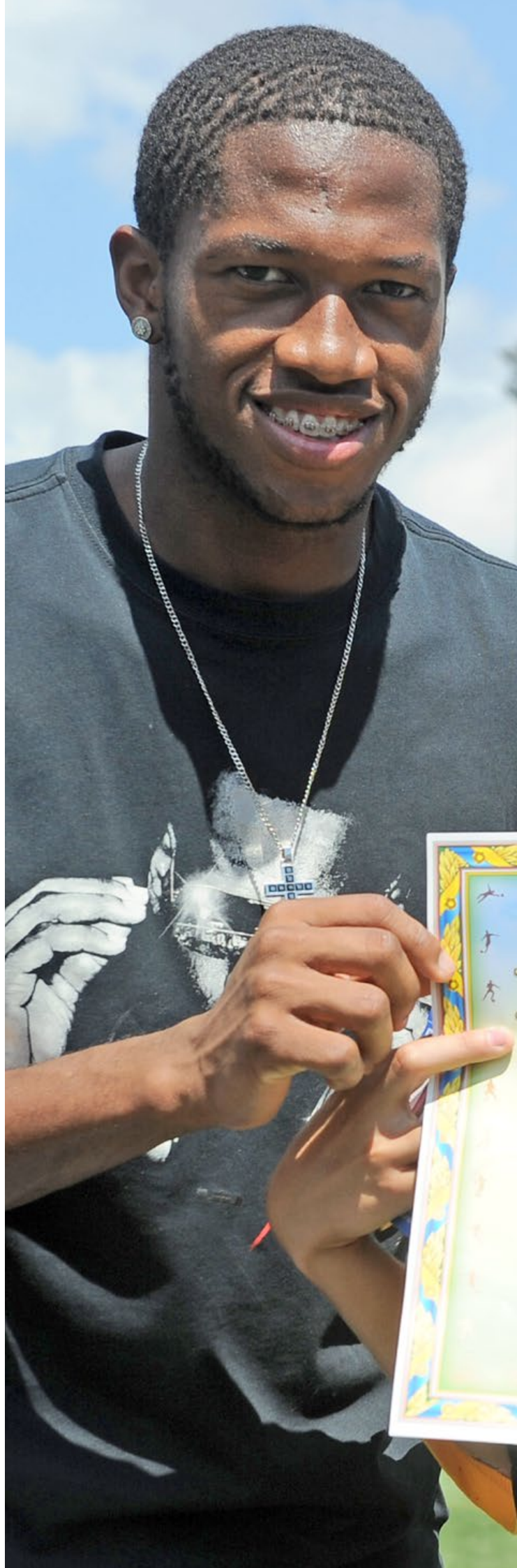






### Charity competition

On 26 July 2013, there was held a **tournament for kids who are deprived of parental care**. It was attended by 180 young football fans. The games took place on the synthetic fields of the CS Shakhtar. FC Shakhtar and a satellite television provider Viasat were organisers of the tournament. All participants received prizes and gifts from the club. The winners were awarded a trip to the International Children's Tournament in the Swedish capital of Stockholm. Shakhtar's Dmytro Chygrynskyi and Fred attended the awarding ceremony.











MTG United for Peace

**СЕРТИФИКАТ**  
**НА ПОЕЗДКУ В СТОКГОЛЬМ**  
ФИНАЛ MTG UNITED FOR PEACE,  
ОКТАБРЬ 2013

 VIASAT



**ФУТБОЛ**



**SAMSUNG**

**ФУТБОЛ**

**ФУТБОЛ +**







FC SHAKHTAR  
SUPPORT SAY NO  
TO ORPHANHOOD!  
PROGRAMME



16  
KIDS

TOOK PART IN THE SHOOTING  
OF 2014 FC SHAKHTAR  
CALENDAR

### FC Shakhtar calendar

The colourful calendar was released ahead of 2014 in partnership with the Development of Ukraine charity foundation **in support of the Say No to Orphanhood! programme**. In addition to the players of Shakhtar, it also featured orphans and kids from foster families. The main message of the printed product: children without parents are especially in need of mentors. Not everyone is able to adopt a child, but many can teach kids something useful! The Pitmen teach children football, show them the basics of technique in the pages of the calendar.





**ANY INITIATIVE REGARDING CHARITY IS ALWAYS WELCOME AND GREAT**

**DMYTRO CHYGRYSKIY, FC SHAKHTAR DEFENDER**













### Shakhtar vs Illichivets match

On 2 May 2014, the Donbass Arena hosted the Shakhtar – Illichivets game in the Ukrainian league. The match was held in **support of the national adoption portal sirotsky.net**. Before the starting whistle, players from both teams took to the field accompanied by 22 kids from boarding schools of the Donetsk Oblast. During the halftime break, Anton Kanibolotskiy and Taras Stepanenko played football with orphans! Despite the wet grass, the match turned out to be spectacular. The only goal was scored by a ten-year-old Inna Granovskaya.





I'VE BEEN PLAYING FOOTBALL FOR A LONG TIME. BUT TODAY  
I LIKED IT THE MOST! IT WAS A BIT SLIPPERY, WHICH MADE IT  
EVEN MORE INTERESTING. IT WAS COOL TO SCORE AGAINST A  
REAL FOOTBALLER

**INNA GRANOVSKAYA,**  
PARTICIPANT OF THE MATCH IN SUPPORT OF THE SIROTSTVY.NET PORTAL





### A STEP TOWARDS A DREAM

Organiser of the event, the name of which very accurately reflects its essence, was **FC Shakhtar and the club's partner Hyundai company**. On 5 December 2013, under the Step Towards a Dream, STC Kirsha hosted an extraordinary event. Pupils of the Berdyansk boarding school visited the training centre, where they got acquainted with the club's Academy. But most importantly, they took part in a football match, which was attended by Shakhtar's Serhiy Kryvtsov and Eduard Sobol. After an exciting match-up, the guests took autographs of their idols as well as photos.



— **HYUNDAI MOTOR GLOBALLY SUPPORTS EDUCATION, ARTS, CULTURE AND SPORTS, INCLUDING FOOTBALL. A STEP TOWARDS A DREAM COMPETITION IS AN OPPORTUNITY TO REALLY HELP PEOPLE AND TAKE PART IN SOLVING THEIR PROBLEMS, —**  
**GENNADIY CHETVERUKHIN,**  
**COMMERCIAL DIRECTOR**  
**OF HYUNDAI MOTOR UKRAINE**

















#### RINAT AKHMETOV, IGOR KRUTOY TO CHILDREN!

On 18 December 2013, on the eve of St. Nicholas Day, a traditional charity event called Rinat Akhmetov, Igor Krutoy to Children! took place. **The Donbass Arena hosted an organised celebration for 250 adopted children** from Donetsk and the Donetsk Oblast. First, the children had a tour of the stadium followed by a celebration in Tribunelounge.



St. Nicholas Day at Donbass Arena









ORPHANS GOT  
PRESENTS FOR THE NEW  
YEAR 2014



**24,055**  
**KIDS**

WERE INVOLVED IN THE  
RINAT AKHMETOV, IGOR  
KRUTOY TO CHILDREN!  
CAMPAIGN

On this day, Tribunelounge turned into a fabulous city, whose residents offered the guests much entertainment. Children learned to make New Year decorations with their own hands, participated in competitions and won prizes. Children also enjoyed the show involving magicians, football freestylers, singers and dancers. But the event was organised not only at the Donbass Arena. The **campaign covered 24,055 children** from Donetsk, Dnipropetrovsk, Kirovohrad and Kharkiv Oblasts.





I LOVE FOOTBALL AND SHAKHTAR. TODAY, I LIKED IT VERY MUCH,  
AND MOST OF ALL, PLAYING WITH THE KIDS AND PARTICIPATING  
IN COMPETITIONS. HERE I HAVE FOUND NEW FRIENDS!

**ALEKSANDR ZHUMIK,  
FOSTER-CHILD OF FAMILY-TYPE HOME**





### HELPING MEDICAL FACILITIES

FC Shakhtar and a network of Turkish medical clinics Acibadem Hospitals Group signed a contract thanks to which the Pitmen's fans have been able to use the services of medical centres Acibadem with a 10% discount.

On 12 November 2013, Shakhtar's players Anton Kanibolotskiy, Eduard Sobol, as well as representatives of Acibadem, visited the children's department of the Donetsk Institute of Oncology and Haematology of the V.K. Husak Centre of Urgent and Recovery Surgery. **The meeting was part of the Good Without Limits campaign.** The players communicated with young patients, took pictures and signed autographs. Naturally, there were presents. Each child received a souvenir from Shakhtar and Acibadem.



— AFTER SHAKHTAR PLAYERS VISIT US, THE CHILDREN DISCUSS IT FOR A LONG TIME. LITTLE PATIENTS SEE SOMETHING BETTER — A WORLD WHERE STRONG AND HEALTHY PEOPLE LIVE. FOR THEM IT IS SOME KIND OF ENCOURAGEMENT, GOOD MORAL SUPPORT, —  
YEKATERINA VILCHEVSKAYA,  
HEAD OF THE CHILDREN'S DEPARTMENT  
OF THE DONETSK ONCOLOGY  
AND HAEMATOLOGY CENTRE



Shakhtar visited little fans





— MORE THAN 6,500 CHILDREN HAVE ALREADY FOUND A FAMILY. THIS RESULT HAS BEEN ACHIEVED THANKS TO WORKING WITH RELIABLE PARTNERS SUCH AS FC SHAKHTAR. WE BELIEVE THAT OUR JOINT EFFORTS WILL ENSURE THE RIGHT OF EVERY CHILD TO LIVE IN A LOVING FAMILY, —

**ANATOLIY ZABOLOTNYI, DIRECTOR OF RINAT AKHMETOV FOUNDATION  
FOR DEVELOPMENT OF UKRAINE**





NEW SOCIAL PROJECT  
FOR CHILDREN

**509**  
BOYS  
AND **65**  
GIRLS

TAKE PART IN THE LET'S  
PLAY! PROJECT

## HEALTH

*A number of FC Shakhtar's projects aim to popularise football and a healthy lifestyle.*

## LET'S PLAY!

In the 2013/14 season, Shakhtar launched a new social project called Let's Play! for children who love football and want to engage in it outdoors. Youngsters aged between 7 and 12 years have had the opportunity to learn to play football for free on nine different fields under the guidance of coaches from FC Shakhtar Academy and 26 volunteer coaches. **The project involves 574 people: 509 boys and 65 girls.**









The first playground for training was opened along with a new building of the School No. 63. The ceremony was attended by FC Shakhtar president Rinat Akhmetov.

FC Shakhtar provided the project participants with all the necessary inventory. Training sessions took place every day, except Sunday, according to a specifically developed programme. Once a month, there were held competitions among teams from all playgrounds with prizes and gifts, contests for children and parents, medals and the Challenge Cup.



FC Shakhtar president opened school and football pitch









If a child shows football talents in the project, he has a chance to get into FC Shakhtar Academy. Moreover, during such activities children not only spent their time usefully but also met their idols. Yaroslav Rakitskiy, Douglas Costa, Bernard, Andriy Pyatov, Luiz Adriano and others visited the project participants. By the way, the players also made no secret of their warm emotions when communicating with young athletes.



Master class from Douglas Costa and Bernard





I BECAME PART OF THE LET'S PLAY! AS SOON AS TRAINING SESSIONS BEGAN. I JUST WANTED TO LEARN TO PLAY FOOTBALL, AND THANKS TO THE SHAKHTAR COACHES, I GET BETTER AND BETTER

**SERGEI PEREDERIY,  
TOP SCORER OF THE LET'S PLAY! PROJECT**









ДАВАЙ,  
ИГРАЙ!

БОЛ  
ПРОМ!





### SHAKHTAR CUP

In the 2013/14 season, there was held the 8th mini football championship among schools of Donetsk called FC Shakhtar Cup. **1,800 pupils from 150 schools of Donetsk took part in the tournament.**

In accordance with the FC Shakhtar Academy requirements, it involved boys aged 9 to 10 years. The competition was held in three stages. The first one involved training camps within schools, the second — district competitions. The third featured finals in each district of the city. **A total of 400 games were held.** As part of the tournament, FC Shakhtar presented the city's schools with 150 balls.



**— DID I EXPECT THAT I WOULD SCORE AS MANY AS THREE GOALS IN THE FINAL? HONESTLY, YES. I'M GLAD TO HAVE DONE IT! WE HAVE A WELL-DRILLED TEAM. WE WERE TRAINING FOR LONG TIME TO WIN THE SHAKHTAR CUP TO BECOME THE BEST SCHOOL OF THE CITY! —**

**VLAD SHARAMKO,  
THE SCORER OF WINNING HAT TRICK  
IN SHAKHTAR CUP**

















**THE 8TH MINI FOOTBALL  
CHAMPIONSHIP AMONG  
SCHOOLS OF DONETSK**



**1,800**  
**PUPILS**  
TOOK PART  
IN SHAKHTAR CUP

School No. 119 of the Donetsk Budyonnovskiy district became the winners of the season. In addition to the team awards, there were presented individual prizes in different categories: Best Coach, Best Goalkeeper, Best Player and Top Scorer. The match was attended by FC Shakhtar Academy talent scouts.









### STUDENT LEAGUE

In the 2013/14 season, Shakhtar organised the fourth consecutive mini football tournament for students of Donetsk and Makiyivka. It featured 200 full-time students from 13 universities. The Pitmen's midfielder Taras Stepanenko became the face of the tournament for the third time.

**98 matches took place in the Student League, two of which were held at the Donbass Arena.** The right to play at the Pitmen's home stadium was granted to four best teams in the tournament, who were competing for prizes on the emerald pitch. The final game saw a match-up between athletes from the Technical University and University of Management. The team of the Donetsk National Technical University won 3-1 to mark their first Student League triumph.

The winners and runners-up received medals and presents from Shakhtar. They were handed over to boys by Taras Stepanenko. The best players of the tournament got individual awards.





I DID NOT EXPECT TO BECOME THE BEST PLAYER OF THE TOURNAMENT. IT IS VERY NICE! MANY EVEN CAN'T DREAM ABOUT PLAYING AT THIS STADIUM

**ROMAN STROPEL,**  
**FC SHAKHTAR STUDENT LEAGUE FINALIST AND BEST PLAYER**





### ANTI-SMOKING CAMPAIGN

Shakhtar continued participating in social projects aimed at tackling smoking at the Donbass Arena. So, on July 16, Luiz Adriano arrived on the set. The shooting took place at the stadium in the ultras end. The forward addressed fans with a laconic, but a very important message, moreover in Russian: **‘Please, don’t smoke for the sake of our victory’** — and then added a few words in Portuguese. The fans watched the video about tackling a harmful habit featuring Luiz Adriano at the Pitmen’s next home match. Gradually, other players as well as the Pitmen’s little fans got involved in the project.









EDUCATING FANS  
SINCE YOUNG AGE



**4,600**  
**KIDS**

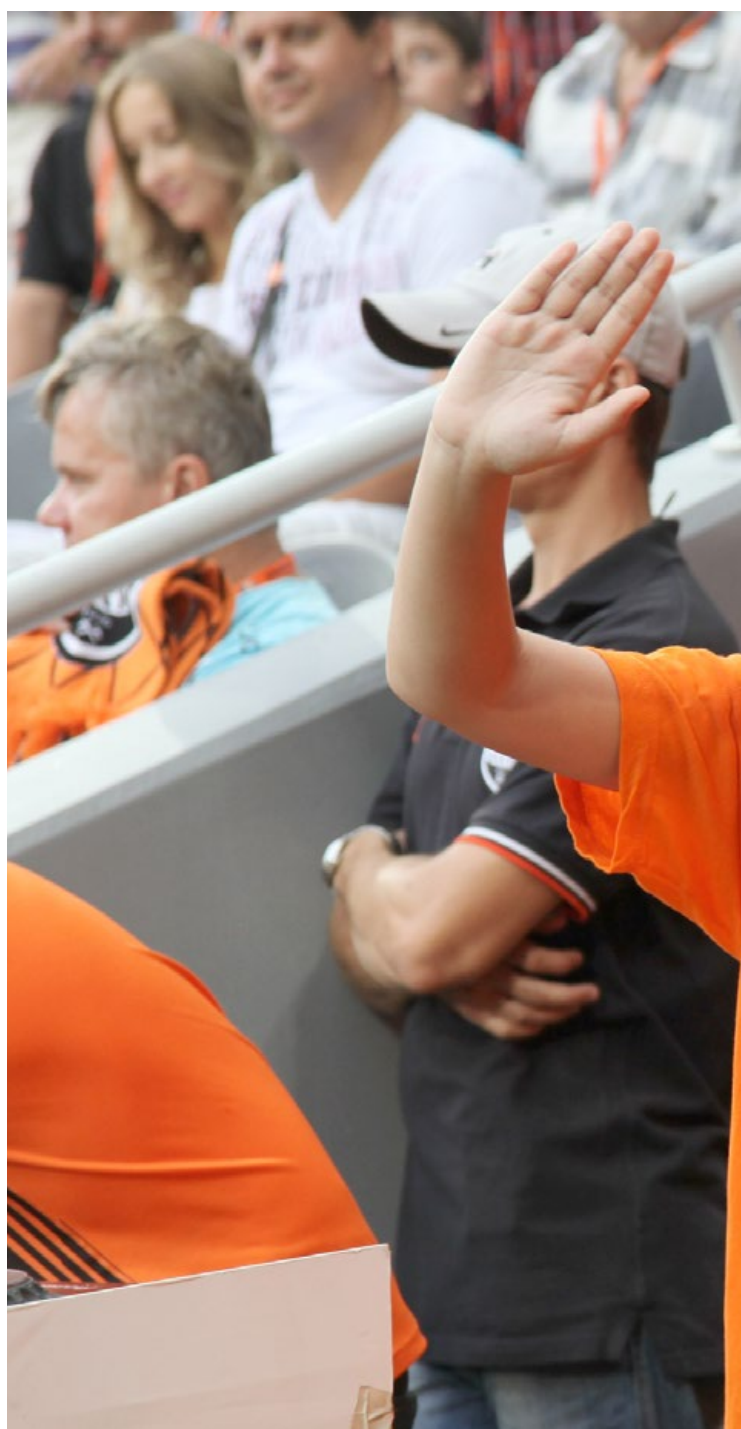
BECAME SCHOOL CLUB  
PARTICIPANTS

## EDUCATION

*FC Shakhtar pays great attention to development and education of the younger generation.*

### SCHOOL CLUB

4,600 pupils became participants of the School Club project in the 2013/14 season, with 3,660 of them being the season ticket holders. Thus, the average attendance at Shakhtar's home matches in the season was 3,760 — 81% of the project section maximum capacity. The last football year saw 52,640 pupils of Donetsk and Donetsk Oblast attend Shakhtar's games at the Donbass Arena.





IT'S A GREAT HONOUR TO PARTICIPATE IN THE SCHOOL CLUB! WE ATTEND THE MATCHES; THE TEAMS OF OUR EDUCATIONAL INSTITUTIONS TAKE PART IN THE SHAKHTAR CUP. WE ORGANIZE INTELLECTUAL GAMES REGARDING FOOTBALL THEME, AND CHILDREN ARE GROWING UP AS SUPPORTERS OF THE CLUB FROM AN EARLY AGE

**NADEZHDA PRIGARINA, TEACHER, COORDINATOR  
OF THE SCHOOL CLUB IN THE PROLETARSKYI DISTRICT OF DONETSK**





158 boys from school fan sections also participated in the project. The main purpose was to build and maintain the spirit of true fans among kids, a new generation of FC Shakhtar's supporters.

Besides ordinary schools, two boarding schools for orphans and the children receiving aid continued taking part in the project: School No. 10 and School No. 3 of Donetsk. FC Shakhtar took patronage over them and provided children with free season tickets and tickets for matches in the European competitions.

















### ORANGE LACES

FC Shakhtar children's club called Orange Laces continued its work for the third year in a row. In the 2013/14 season, 4,128 children became part of the project; they were awarded memorable laces by FC Shakhtar regulars. **Today, Orange Laces consists of 10,758 members.** In the reporting year, kids from the club accompanied teams onto the pitch during the Pitmen's home games, took part in the children's press conferences together with the players of the first team and even celebrated holidays together.





I'VE BEEN PART OF ORANGE LACES FOR ALMOST A YEAR AND A HALF. I OFTEN ATTEND THE CLUB'S DIFFERENT EVENTS, I REALLY LIKE IT. I HAVE ALREADY COLLECTED A LOT OF OUR PLAYERS' AUTOGRAPHS. BUT MOST OF ALL I LIKE TO FIND NEW FRIENDS HERE

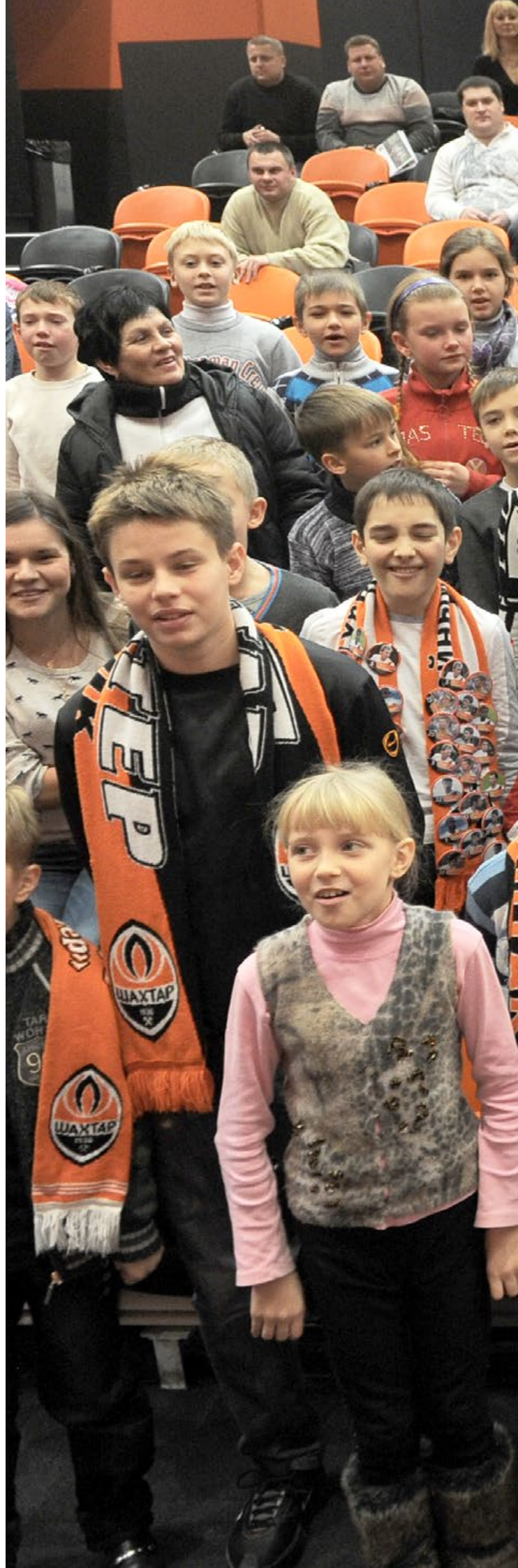
**MIKHAIL SHAMARDIN,  
PARTICIPANT OF THE ORANGE LACES PROJECT**





Training sessions under the programme for Donetsk third-year pupils at the Donbass Arena were among key activities of the Orange Laces club. Thus, **last season there were held 54 sessions for children from 31 schools**. 2,070 kids participated in them.

In addition, there was implemented the Coach Visit programme. As part of it, **FC Shakhtar Academy coaches conducted 70 lessons for 2,200 pupils**. The main topic of communication was the advantages of a healthy lifestyle, a balanced diet and the harm of smoking. The guys also had a football lesson.







Taison and Bernard gathered press conference





COMFORT AT THE  
STADIUM FOR PARAFAN  
CLUB PARTICIPANTS



**150**

**FANS**

TOOK PART  
IN PARAFAN CLUB  
ACTIVITIES

## SOCIAL INVOLVEMENT

*FC Shakhtar wasn't indifferent to the problems of people with disabilities. At the same time, the club continued popularisation of the Donbass Arena as a family stadium.*

### PARAFAN CLUB

A social project **Parafan Club** provided comfortable viewing of the matches at the Donbass Arena for fans with disabilities. In the 2013/14 season, the number of participants was about 1,000 people. At every home match, FC Shakhtar provides a bus and a parking space for the participants of the official Parafan Club called Terrikon.









The stadium seats are equipped for disabled visitors and their carers. At the ticket office of the Donbass Arena, there is a separate window with convenient access. In addition, each member of the project was given a priority right to purchase tickets for the Pitmen's matches in the European competitions during the season.





**INFRASTRUCTURE OF THE DONBASS ARENA PROVIDES MAXIMUM CONVENIENCE FOR THE PARTICIPANTS OF THE PARAFAN CLUB PROJECT. THERE IS A SEPARATE TICKET WINDOW, A SPECIAL PLATFORM FOR WHEELCHAIRS, A CERTAIN AMOUNT OF PARKING SPACES IN THE TWO ZONES AND THE SYSTEM OF RAMPS FOR ACCESS TO THE STADIUM**

**ALEKSANDR ATAMANENKO, DONBASS ARENA CEO**





### FOOTBALL FOR ALL, ACCESS FOR ALL

On 5 April 2014, the Ukrainian Premier League match between Shakhtar and Karpaty was held under the framework of the 2014 Action Week — Football for All, Access for All. The event was initiated by the Centre for Access to Football in Europe (CAFE). Its main objective is to promote the idea of equal access to football for fans with disabilities.

FC Shakhtar supported this initiative for the second year in a row. On that day, Shakhtar and Karpaty players took to the Donbass Arena pitch, wearing special shirts. There was placed a banner at the stadium, with which all the players were photographed. Also on the day of the match, they opened CAFE's special exhibition. Information on the activities of the Centre for Access to Football is available at the entrances to the east and west sections of the stadium.

**Andriy Pyatov and Dmytro Chygrynskiy became ambassadors of the European organisation on behalf of FC Shakhtar.** The Pitmen intend to support and represent the CAFE during official events and promote the idea of equal access for fans with disabilities.





SHAKHTAR WORKS CLOSELY WITH ITS FANS WITH DISABILITIES. THE PITMEN'S HOME STADIUM WAS AWARDED IN 2013 THE SPECIAL PRIZE OF THE CENTRE FOR ACCESS TO FOOTBALL IN EUROPE AS THE MOST OPEN ARENA IN UKRAINE

**YELENA KARPUKHINA,**  
DIRECTOR OF CAFE DEVELOPMENT IN EASTERN EUROPE





DONBASS ARENA —  
FAMILY STADIUM

**1,890**  
**SEATS**

CAPACITY OF FAMILY CLUB  
SECTION AT DONBASS ARENA

**FAMILY CLUB**

The Family Club works for fans with children at the Donbass Arena. **Seating capacity of this section of the stadium is 1,890.** The sale of alcoholic beverages is prohibited there. There is a special children's menu with a wide product range to meet the interests of adults and children. Regular visitors take part in various events, competitions and sweepstakes. There is a play area with professional entertainers operating for kids during matches.

In the 2013/14 season, **the Pitmen's home matches were attended by 20,508 people as part of the Family Club.** The average attendance at the Ukrainian league matches in this segment was 1,465. Last season, a total of 1,341 season tickets were sold into the Family Club.



— BEFORE THE ADVENT OF THE FAMILY CLUB, MY HUSBAND AND I ATTENDED SHAKHTAR'S MATCHES ALONE, SOMETIMES WITH FRIENDS. A YEAR AGO, WE DECIDED TO GET OUR CHILDREN USED TO THE STADIUM. THEY LOVE BOTH THE GAMES AND THE ATMOSPHERE IN THE FAMILY CLUB, —  
**OKSANA GLUSHKO,**  
FAMILY CLUB SEASON TICKET HOLDER















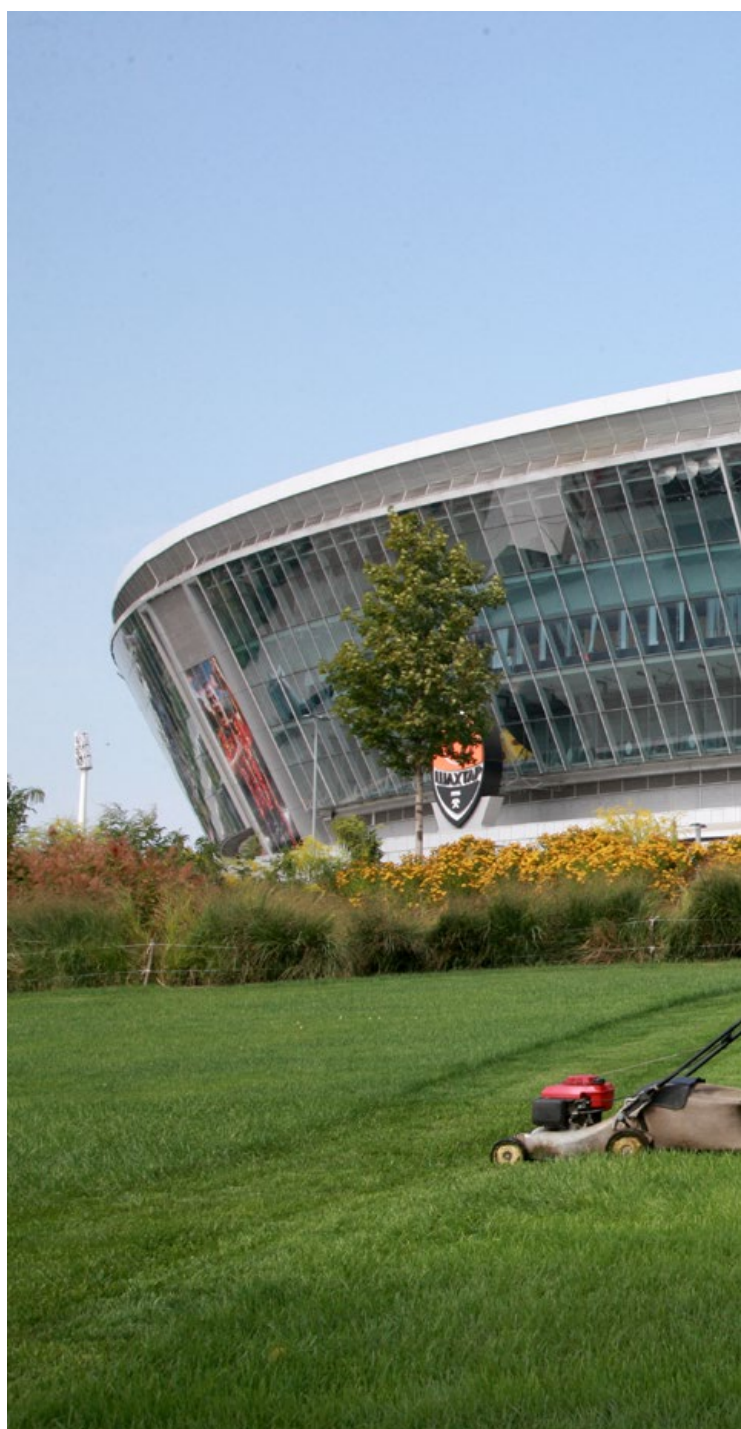
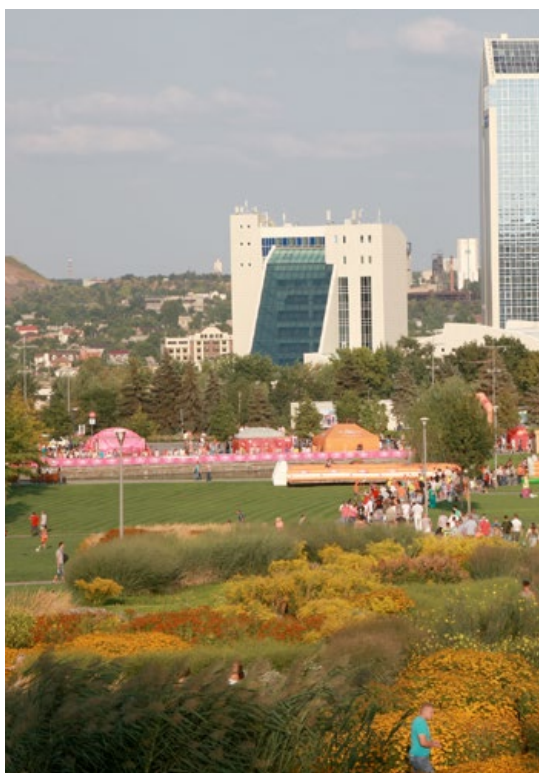


## SITE IMPROVEMENT

*FC Shakhtar is rightly proud of the park around the Donbass Arena. It has no analogues in Europe.*

### DONBASS ARENA PARK

Parkland got such a complete look that agronomic service of the Donbass Arena just had to maintain it at the highest level, with improving what had already been created. The area for activities is large. **The area of the park zone is 25 hectares.** It is the largest recreation centre in Ukraine. More than 77,000 plants have been planted, almost half of which are roses. Parkland trees have been brought from the oldest nurseries in Germany — Lappen and Lorberg.





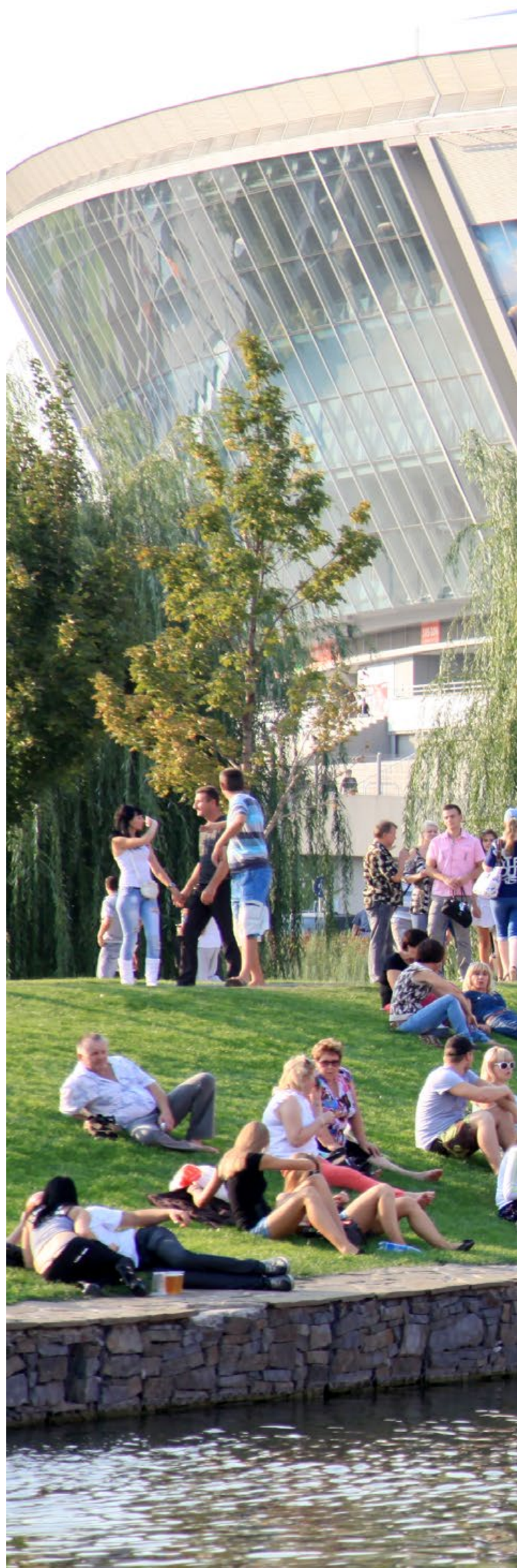
**DONBASS ARENA PARK IS A LEISURE CENTRE FOR THE CITIZENS, AND CERTAINLY ONE OF THE MOST BEAUTIFUL PLACES IN DONETSK. IT IS PARTICULARLY PLEASING THAT DURING FOUR YEARS OF ITS EXISTENCE THE PARK HAS BECOME A PLACE OF ATTRACTION FOR CHILDREN, WHO FILL COSY ALLEYS TOGETHER WITH THEIR PARENTS EVERY DAY**

**A ALEKSANDR ATAMANENKO, DONBASS ARENA CEO**





The park is famous for other attractions as well. The ball, which rotates on the water, waterfalls and artificial pond of 15,000 cubic metres of water. Residents and guests of Donetsk take memorable photos against the background of the FCSD letters and Donbass Arena with great pleasure.





THE DONBASS ARENA PARK IS A UNIQUE PLACE. A LARGE TEAM OF GROUNDSMEN TAKE CARE OF THE PITCH, THE AREA OF WHICH IS 94,700 SQUARE METRES. TODAY, OUR PARK ZONE IS BETTER THAN SURFACES OF PITCHES AT MANY STADIUMS

**VADIM GUNKO, DONBASS ARENA FACILITIES DIRECTOR**







# IMAGE

## 300 METRES

THE PITMEN'S NEW KIT  
WAS UNVEILED AT THAT DEPTH





3

NEW  
BRANDED  
SHOPS OPENED  
LAST SEASON



195

NEW PRODUCT ITEMS  
INTRODUCED  
IN FAN SHOP





## THE POPULARITY OF THE SHAKHTAR BRAND IS GROWING DUE TO THE UNIQUE BRANDING STRATEGY. OUR GOAL IS TO BECOME THE NUMBER ONE FOOTBALL BRAND IN EASTERN EUROPE

### UNIQUE PRESENTATION OF HOME KIT



# 300

## METRES

DEPTH AT WHICH  
PRESENTATION OF HOME KIT  
TOOK PLACE

### NEW KIT

*FC Shakhtar held a presentation of its new home kit with the team players in the salt mine for the first time in its history.*

On July 12, Shakhtar presented their new **home player kit**. The location chosen for the event was very symbolic — a salt mine! The new player kit was introduced in Soledar, at the depth of 300 metres. Douglas Costa, Alex Teixeira, Luiz Adriano, Taras Stepanenko and Vyacheslav Shevchuk were the first ones to try on the new Nike kit.



— EVERY YEAR THE KIT GETS BETTER, LIGHTER AND EVEN MORE COMFORTABLE. THEY IMPROVE IT. THE NEW KIT IS NO EXCEPTION. THE RETRO STYLE IS IN FASHION NOW. WELL, NIKE IS ALWAYS IN FASHION. THEREFORE, THE NEW OUTFIT IS NICE AND STYLISH, —  
**VYACHESLAV SHEVCHUK,**  
**FC SHAKHTAR DEFENDER**



Shakhtar presented kit





THE SHAKHTAR BRAND IS GREAT BRAND, WITH VERY CLEAR  
VALUES AND EMOTIONS DRAWN FROM ITS ROOTS. VERY FEW  
CLUBS CAN ENJOY SUCH A STRONG IDENTITY

**JOE PALMER,**  
**EXECUTIVE DIRECTOR FOR STRATEGY, COMMERCE & MARKETING**







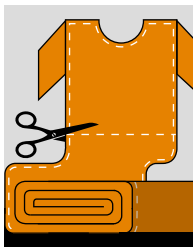
— I HAVE BEEN SUPPORTING SHAKHTAR FOR A LONG TIME AND HAPPILY TRIED ON THEIR NEW SHIRT, —  
OLGA SALADUKHA,  
AN ATHLETE, MULTIPLE OLYMPIC  
MEDALLIST AND WORLD CHAMPION





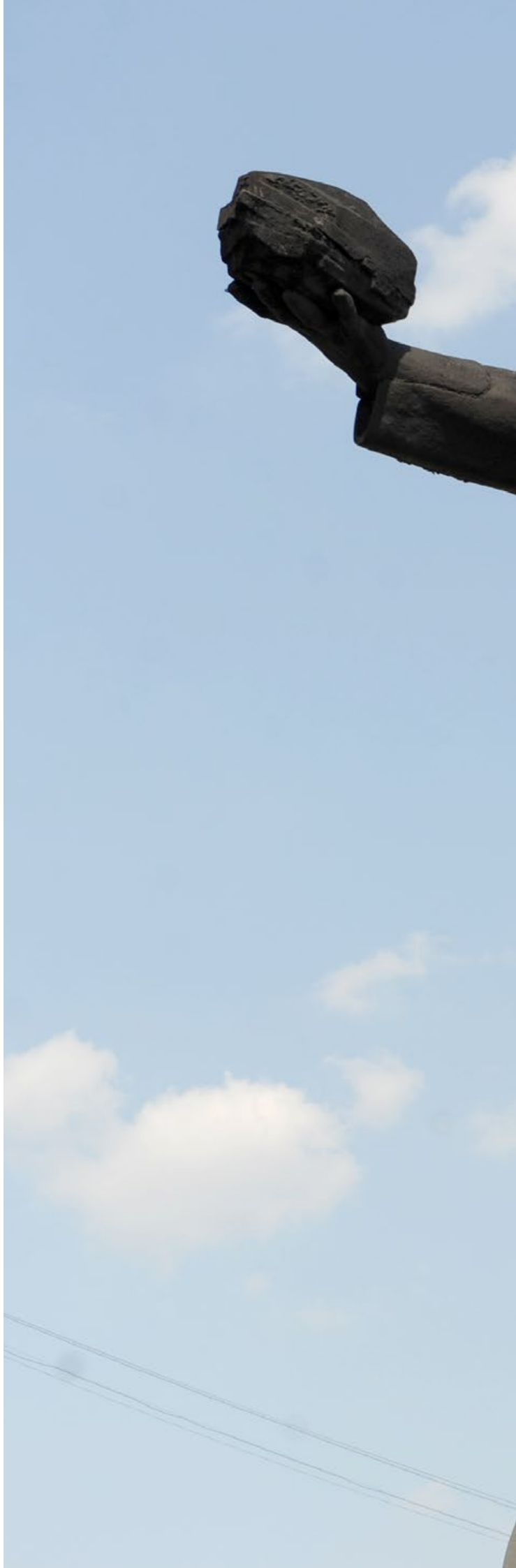




**NEW OUTFIT  
FOR MONUMENT****15  
sq. m**OF FABRIC USED TO MAKE  
THE SHIRT FOR THE  
MONUMENT

As part of the presentation, even the **monument in the Shakhtyorskaya Square** was dressed in the **Pitmen's outfit** for three days. 15 square metres of fabric were used to make the shirt for the monument. Visually, it is completely identical to those in which Shakhtar's players take to the pitch.

— IT'S GREAT THAT NIKE APPLIES THE LATEST TECHNOLOGIES, WHICH ARE USED IN THE MODERN WORLD. IT IS REFLECTED IN SUCH WONDERFUL WEAR THAT BOTH PLAYERS AND FANS LIKE, —  
**TARAS STEPANENKO,**  
**FC SHAKHTAR MIDFIELDER**









# OPEN TRAINING SESSION FOR FANS AND MEDIA



## 90

### MINUTES

DURATION OF SHAKHTAR'S  
OPEN TRAINING SESSION

On the same day, Mircea Lucescu's charges held a **ninety-minute open training session for fans**. In total, **three thousand football fans** attended the Pitmen's sessions.



— I HOPE THAT THIS KIT WILL HELP ME AND MY TEAM ACHIEVE NEW VICTORIES. I THINK THIS IS THE MOST IMPORTANT THING, —  
**DOUGLAS COSTA,**  
FC SHAKHTAR MIDFIELDER

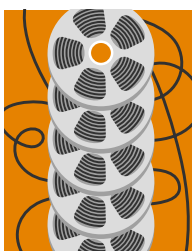








FC SHAKHTAR SHOT  
DOCUMENTARY SERIES



5

EPISODES  
IN THE FILM CALLED  
DONBASS ARENA.  
FAMILY STADIUM

## TELEVISION PROJECTS

*Production team of Shakhtar TV made two documentaries: Delicious Football and Donbass Arena. Family Stadium.*

**Delicious Football** tells the story of the triumphant 2012/13 season, in which the Pitmen did Golden Double by clinching their fourth consecutive league title and lifting the Ukrainian Cup trophy. In the film, you can see exclusive footage, interviews with the club president Rinat Akhmetov and head coach Mircea Lucescu. Also, you can learn what Darijo Srna, Oleksandr Kucher, Henrikh Mkhitaryan, Fernandinho and Alex Teixeira think about the season. Duration of the film is 35 minutes.



— PERHAPS, WE ARE THE ONLY CLUB IN UKRAINE, WHOSE TV GROUP ANNUALLY PREPARES SEVERAL DOCUMENTARIES. OUR PRIORITY IS CREATING FILMS ABOUT A SEASON WITH THE ASSESSMENT OF THE RESULTS FROM THE HEAD COACH AND THE PRESIDENT, ALONG WITH THE EXCLUSIVE INTERVIEWS WITH TEAM LEADERS, —  
**ANDREI BABESHKO,**  
HEAD OF FC SHAKHTAR TV GROUP

In September, FC Shakhtar presented documentary series called **Donbass Arena. Family Stadium**. The film consists of five 30-minute episodes: Comfort, Safety, Food, Entertainment and Matchday. The film production lasted for two months. About 20 thousand people watched the film about the Pitmen's home venue on FCSD.tv. The film was also shown by TV channels Donbas, Union, Futbol 1 and Futbol 2.







Donbass Arena — Family Stadium





SHAKHTAR BRANDED  
STORES ARE ALWAYS  
OPEN FOR FANS



₾252

UAH  
AVERAGE CHECK IN  
FC SHAKHTAR BRANDED  
STORES

## MERCHANDISING

*Popularisation of the Shakhtar brand has become possible thanks to the successfully implemented merchandising campaign.*

### OPENING STORES

In the 2013/14 season, **Shakhtar's three new fan shops** were opened: two in Donetsk and one in Mariupol. The ceremonies were attended by current and former players of Shakhtar. First visitors received gifts from the club.

— I LEARNED ABOUT THE OPENING OF A NEW STORE FROM VKONTAKTE, AND DECIDED TO COME HERE SPECIFICALLY FOR THE SAKE OF THE OPENING. I LIKED FAN SHOP A LOT! I AM CONFIDENT THAT IT CAN COMPETE WITH SHAKHTAR'S OTHER STORES, —  
**KOSTYANTYN GUTSALYUK,**  
FC SHAKHTAR SUPPORTER

Last season, the average receipt in Shakhtar's trading network amounted to ₾252, which is ₾34 more than a year earlier.

— BY OPENING THE NEW STORE, WE GET CLOSER TO OUR FANS, —  
**OLGA SHVEDUN,**  
HEAD OF FAN SHOP  
RETAIL OUTLET CHAIN







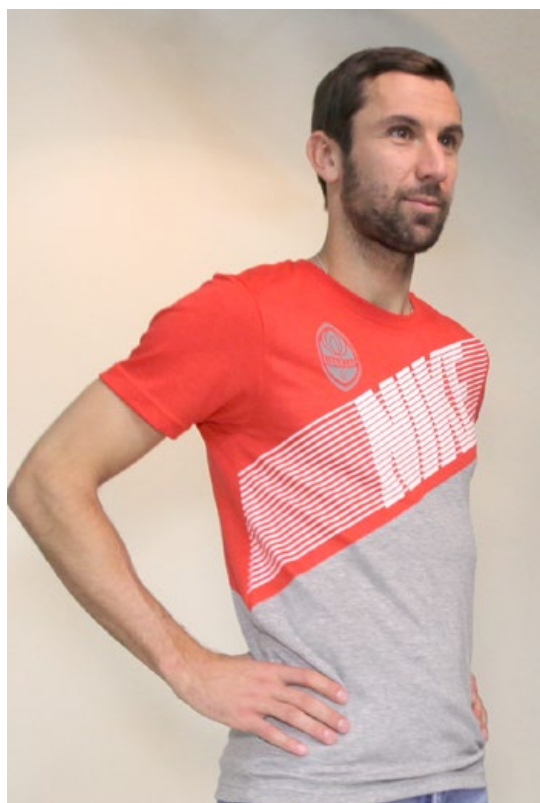


EXPANDING FAN SHOP  
PRODUCT RANGE

**195**  
NEW PRODUCTS  
INTRODUCED IN FAN SHOP

## NEW COLLECTIONS

During the reporting period, **195 new product items** were introduced in Fan Shop. So, in March, there was presented an exclusive collection called Fan Special. It was based on the Nike products with a logo of FC Shakhtar. The collection included 22 various products. Furthermore, there were released **more than 20 designs of caps and more than 25 designs of scarves**. Children's clothing collection was expanded by 11 items. Now it involves 50 types of products. The range for leather groups of products was also expanded — 20 different items. And finally there was unveiled a new collection of gift packages, including 7 items.





GREAT SHIRTS IN THE NEW COLLECTION. BRIGHT,  
SPRING ONES – ONE SHOULD GRAB ONE!  
IT'S GOOD THAT THE PRICE IS REASONABLE

VADIM MOSHKOVSKIY, FC SHAKHTAR FAN





**ONLINE ORDER DELIVERY**

Starting from the end of 2013, the online representation of Shakhtar's branded store signed a cooperation agreement with DHL — the world's leader of postal delivery and logistics. This innovation allowed the Pitmen's fans to enjoy special rates for the delivery of goods from Ukraine. During the reporting period, 30 countries were listed in the register of foreign customers of the club online store.





**SHAKHTAR TRADING SUCCESSFULLY IMPLEMENTED PROJECTS  
FOR THE FANS IN UKRAINE AND ABROAD. NEW STORES IN  
MAJOR SHOPPING AND ENTERTAINMENT CENTRES OF DONETSK  
AND MARIUPOL CONTRIBUTE TO SUPPORTING OUR TEAM**

**ALEKSANDR VISHNYAKOV, SHAKHTAR TRADING DIRECTOR**





## CO-BRANDING AND ACTIVATION

*FC Shakhtar and its partners actively co-operated in the mutual promotion of brands in the Ukrainian market.*

On 21 August 2013, Anton Kanibolotskiy, Darijo Srna, Oleksandr Kucher and Luiz Adriano **presented a collection** of the famous Dutch clothing brand **MEXX**: new business suits. Now the Pitmen are dressed entirely in the international brand MEXX at all official events.







Shakhtar dressed in MEXX







— ALL THE TOP TEAMS HAVE AN AUTOMOBILE SPONSOR. IT IS GOOD THAT IN OUR CASE IT IS THE HYUNDAI BRAND – ONE OF THE LEADERS IN UKRAINE, EUROPE AND THE WORLD, —  
TARAS STEPANENKO,  
FC SHAKHTAR MIDFIELDER

On 26 September 2013, midfielder Taras Stepanenko conducted a **test drive** and enjoyed all the advantages of the new **Hyundai i30** made by the world-famous company.



— TODAY IT WAS VERY NICE TO HAVE A RIDE TOGETHER WITH TARAS. HE IS A GOOD DRIVER, RELIABLE – JUST LIKE ON THE PITCH. THANK YOU FOR THIS OPPORTUNITY! —  
MIKHAIL LATASHENKO,  
FC SHAKHTAR FAN



Taras Stepanenko tested a new Hyundai









On 21 November 2013, FC Shakhtar CEO Sergei Palkin and players Andriy Pyatov and Darijo Srna took part in a photo shoot conducted within the framework of the **Pitmen's co-operation with FUIB**. In 2013, the bank introduced a new service model for wealthy clients — Persona programme. Successful, young, beautiful and well-known representatives of Shakhtar were invited to represent the advertising campaign of this project. In addition, FUIB also released a new year calendar in football fashion. Its pages feature employees, customers of the bank and the players of our team.



— FC SHAKHTAR IS AN EXAMPLE OF A SUCCESSFUL CLUB, BUSINESS. WE ARE VERY PLEASED THAT THEY HAVE AGREED TO TAKE PART IN THE PROJECT. WE HAVE INVITED THE BEST PHOTOGRAPHER OF UKRAINE WITH HIS TEAM. THEY WILL CREATE A LITTLE MIRACLE! —

LILIYA ZUBAREVA,  
HEAD OF FUIB STRATEGIC MARKETING

















**JOINT PROMOTION  
CAMPAIGN OF SHAKHTAR  
AND PEPSI**



**2,000,000**  
**CANS**  
OF PEPSI WITH IMAGE OF  
SHAKHTAR GOALKEEPER

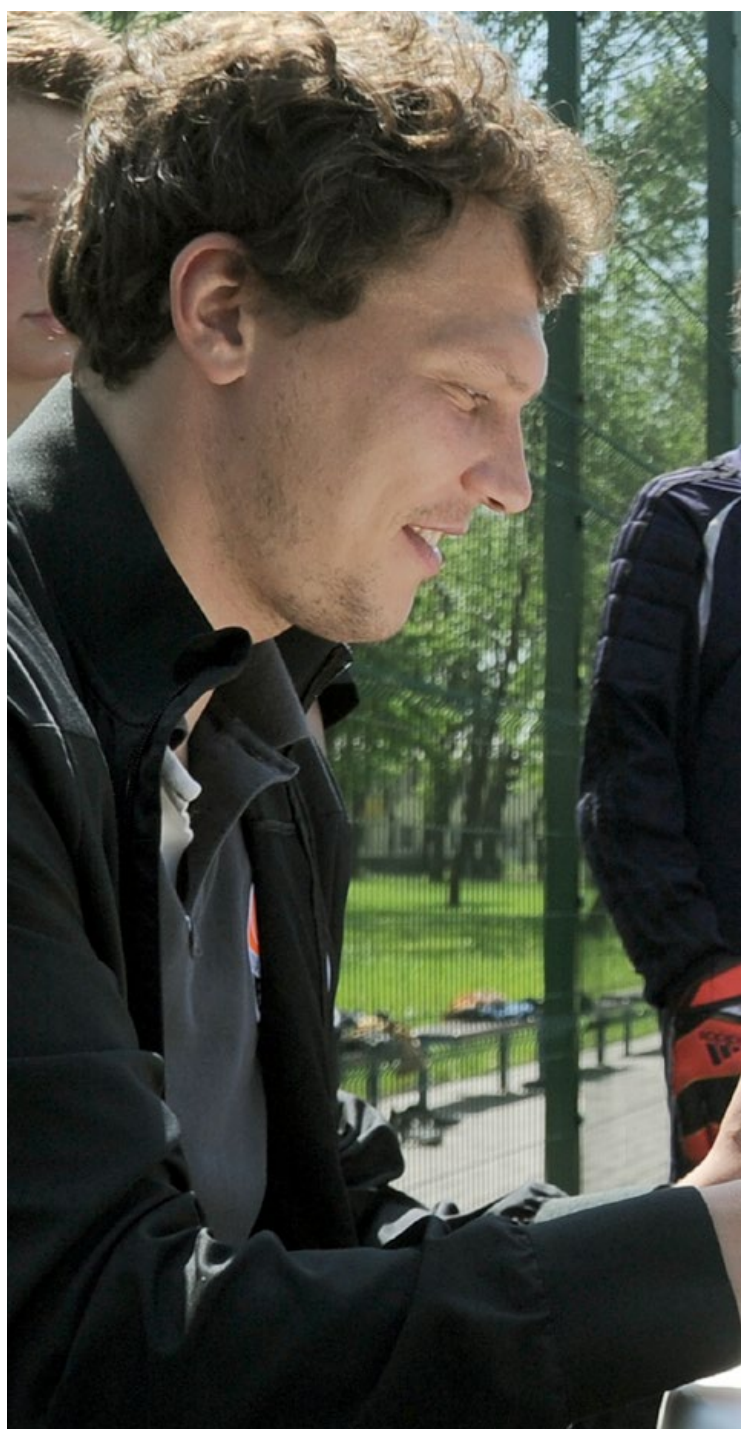
From 19 May to 29 June 2014, there was **held a joint promotion campaign of Shakhtar and Pepsi**. The main advertising face was the Pitmen's goalkeeper Andriy Pyatov. He took part in the filming of the video under the slogan **Live Here and Now**. During the promotion campaign, the video was frequently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



— **ANDRIY PYATOV EMBODIES THE VALUES OF THE LIVE HERE AND NOW GLOBAL PLATFORM OF THE PEPSI BRAND LIKE NO ONE ELSE IN THE UKRAINIAN FOOTBALL, CHARGING AND INSPIRING FOOTBALL AND PEPSI FANS WITH ENTHUSIASM AND DRIVE, —**  
**ZHANNA STRELNKOVA,**  
**BRAND MANAGER**  
**OF PEPSI-COLA UKRAINE**



Andriy Pyatov's stellar company









## MARKETING CAMPAIGNS

*Marketing initiatives of the 2013/14 season contributed to closer ties of FC Shakhtar and its fans.*

### FAMILY STADIUM

As part of the project, Shakhtar's players participated **in the shooting on the Donbass Arena pitch with their families**. Five players — Taras Stepanenko, Anton Kanibolotskiy Serhiy Kryvtsov, Luiz Adriano and Alex Teixeira — attended the photo shoot with their kids. Three Pitmen — Ismaily, Facundo Ferreyra, Douglas Costa — were photographed with their wives. Organisers of the photo shoot offered each player to be themselves during the process; thanks to that, the footage turned out to be bright and warm.



**— WE HAVE DONE EVERYTHING FOR THE DONBASS ARENA TO MEET THE CONCEPT OF AN IDEAL FAMILY STADIUM. NOW FANS GO TO THE ARENA TO SUPPORT THE TEAM NOT IN THE COMPANY OF FRIENDS, BUT TOGETHER WITH THEIR FAMILIES. AFTER ALL, OUR STADIUM HAS ALL THE CONDITIONS FOR THE FANS WITH CHILDREN, —**  
**SERGEI PALKIN, FC SHAKHTAR CEO**

















### NEW YEAR GREETING

On the New Year's Eve, FC Shakhtar prepared **congratulatory colourful cartoon** for its fans. It featured the players and head coach Mircea Lucescu. It was produced by video experts of the Donetsk animation studio called Tunguru. The Pitmen appeared as the orchestra of champions, who masterfully dealt with playing musical instruments.

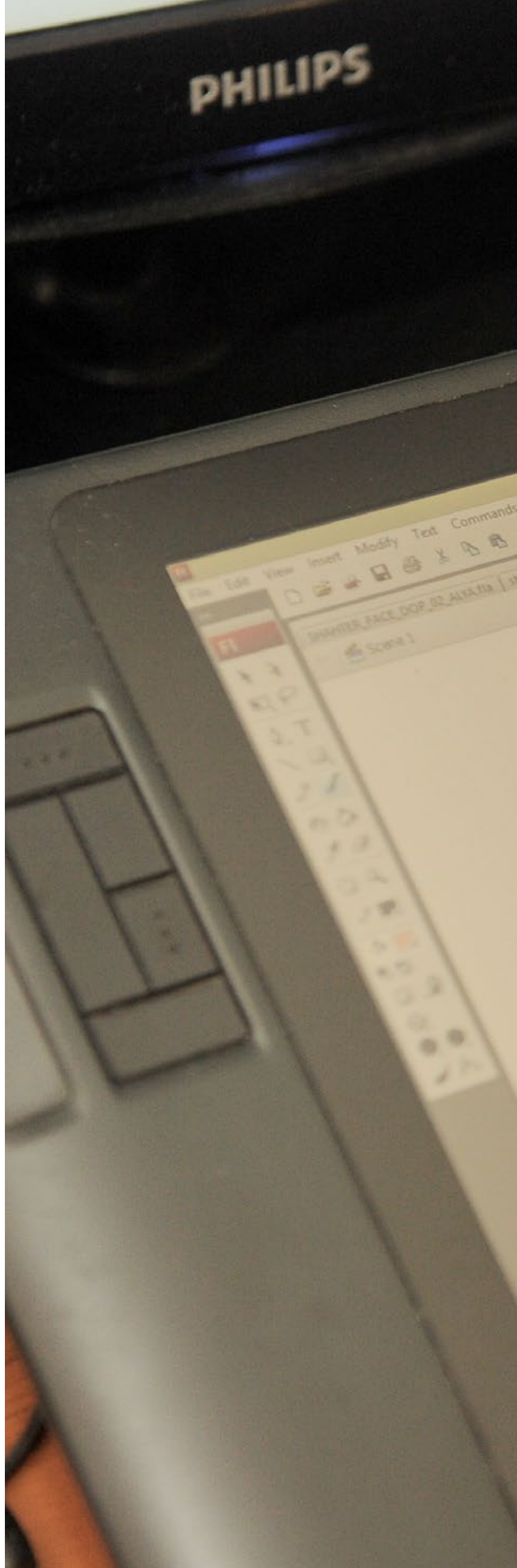
The video was supplemented by print products of FC Shakhtar, and standard greeting cards. 15 greeting billboards were placed on the streets of Donetsk. And the Pitmen's official site rotated 6 New Year banners with cartoon characters.



— FOOTBALL, LIKE ANY OTHER FORM OF ART, DEPENDS ON PERFORMERS. WHEN THE ORCHESTRA CONSISTS OF MUSICIANS, WHO CAN WONDERFULLY PERFORM THEIR ROLES, IT PLAYS WELL! THE SAME APPLIES TO FOOTBALL. IF PERFORMERS ARE GOOD, THE COLLECTIVE GAME TURNS OUT TO BE GREAT. THE STORY WAS CREATED AROUND THIS IDEA, —  
VLADIMIR KOSSE,  
SENIOR EDITOR OF TUNGURU STUDIO



FC Shakhtar New Year cartoon





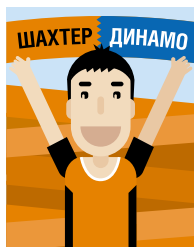
THIS WORK DIFFERS FROM OTHERS BECAUSE WE CREATED NOT JUST A CARTOON, BUT ALSO TOGETHER WITH THE DESIGNERS OF FC SHAKHTAR WE PRODUCED BILLBOARDS, PRINT POSTCARDS, AS WELL AS A STAND NEXT TO WHICH ANY FAN COULD TAKE A PHOTO

VLADIMIR LYKOV,  
CREATIVE HEAD OF TUNGURU ANIMATION ATUDIO





SUPPORT AT  
SHAKHTAR — DYNAMO



ON 4 AUGUST 2013  
FC SHAKHTAR ANNOUNCED  
ORANGE DAY

### SHAKHTAR STYLE

On 4 August 2013, FC Shakhtar announced the **Orange Day**. On the day of the Ukrainian league game with Dynamo Kyiv, the fans came to the Donbass Arena wearing orange clothes.

The official website of the club, social networks, billboards and city lights on the streets informed the fans about the campaign. 2013/14 season ticket holders enjoyed double discounts on football gear and items from the FCSD new collection. As a result, the Orange Day turned out to be a massive football flash mob at the Donbass Arena.



— GREAT IDEA. ONE SHOULD ATTEND  
EVERY GAME WEARING COLOURS  
OF THE FAVOURITE TEAM, NOT ONLY  
DYNAMO MATCHES! —  
ALEKSEI SHNEIDEROV,  
FANID HOLDER

Later, Donetsk saw an appearance of the second **transport stop in the form of football goal**. The image construction was set up on 24 October 2013. Its size fully complies with real goal: 2.44 to 7.32 metres. Installation of the bus stop was part of the programme of the city's landscaping.









# оранжday

покажи свои цвета



ШАХТЕР - ДИНАМО  
4 АВГУСТА







**ВОСЬМИКРАТНЫЕ  
ЧЕМПИОНЫ!**

**PLE  
!**

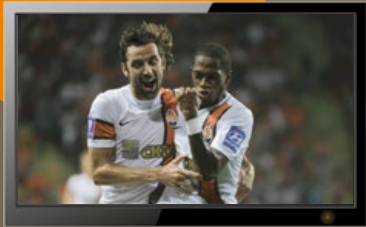












*communication*





# 1,500

CORPORATE NEWSPAPER  
CIRCULATION

# 13,070,359

TOTAL WEBSITE TRAFFIC IN THE SEASON

# 1,008

PAGES OF SHAKHTAR MAGAZINE  
READ BY FANS

# 180,000

MAGAZINES RELEASED  
IN THE REPORTING PERIOD

# 2,623,143

TEXT MESSAGES SENT  
TO FC SHAKHTAR FANS

# 3,148,593

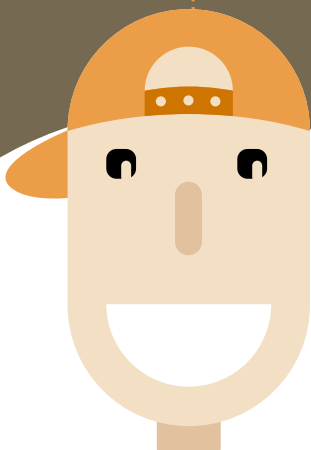
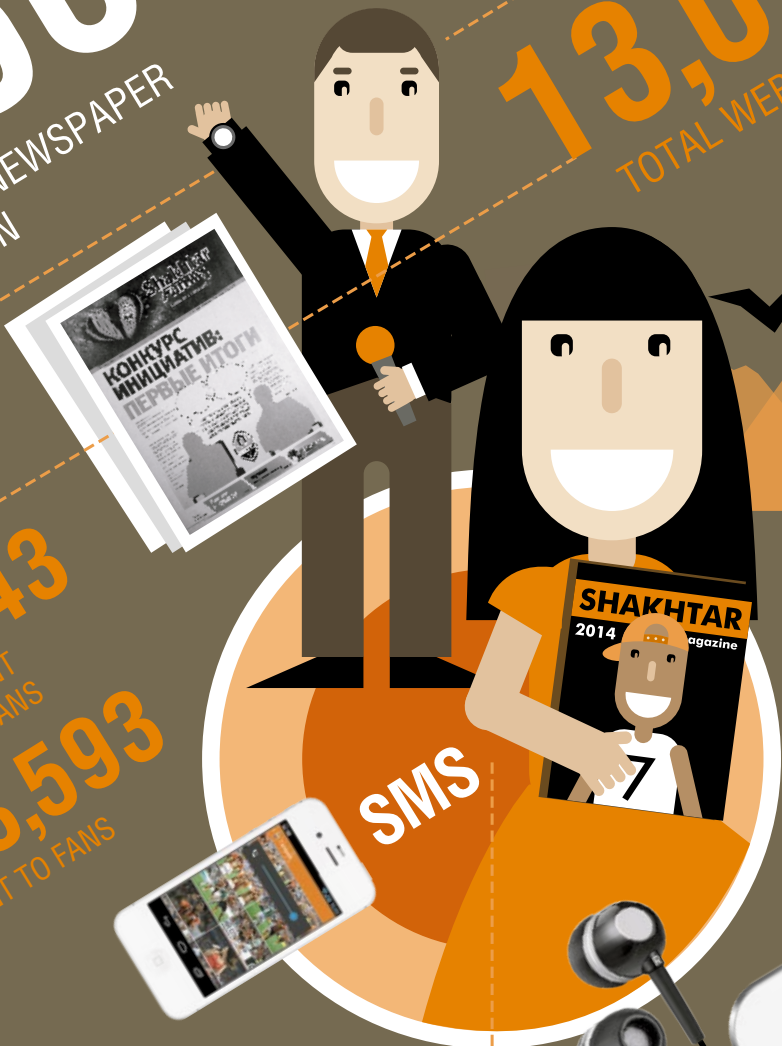
EMAILS SENT TO FANS

# 930

QUESTIONS SENT  
BY FANS FOR VIDEO  
CONFERENCE WITH PLAYERS

# 935

INFORMATION VIDEOS  
PREPARED AS PART  
OF FCSD.TV PROJECT





## EXTERNAL COMMUNICATIONS PROVIDED A CONSTANT CONNECTION BETWEEN FC SHAKHTAR AND ITS FANS

TOTAL TRAFFIC  
OF CLUB SITE



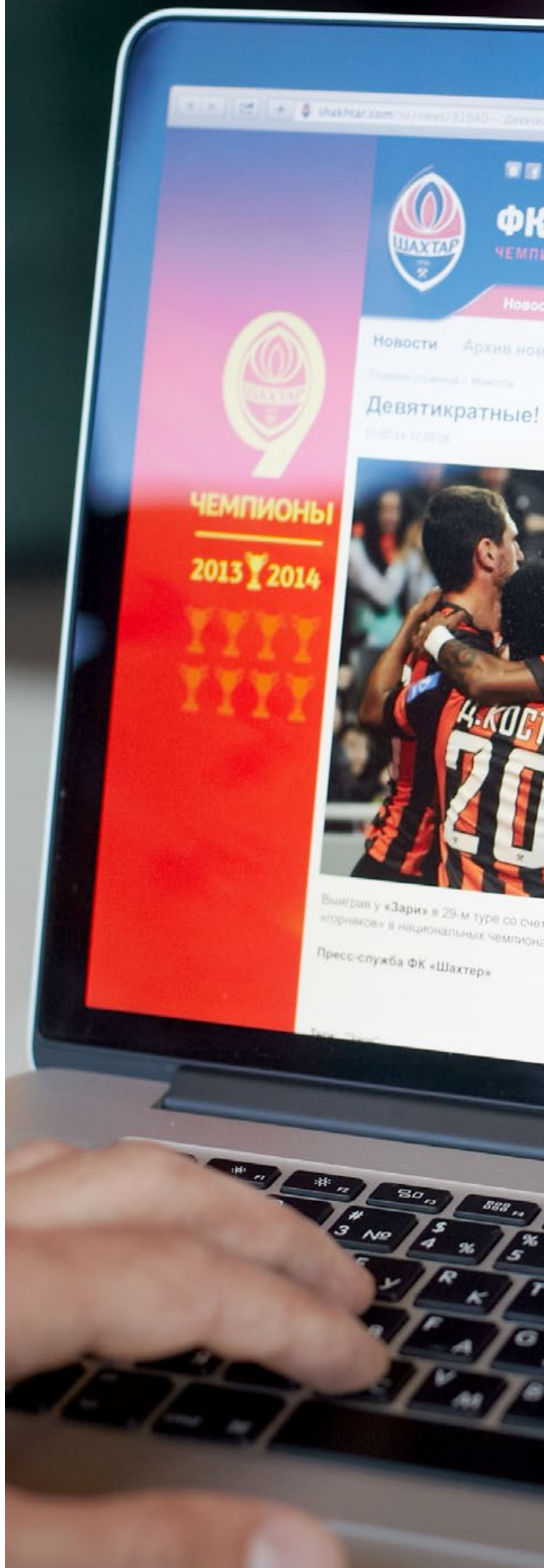
**13,070,359**  
VISITS

### DIGITAL PLATFORM

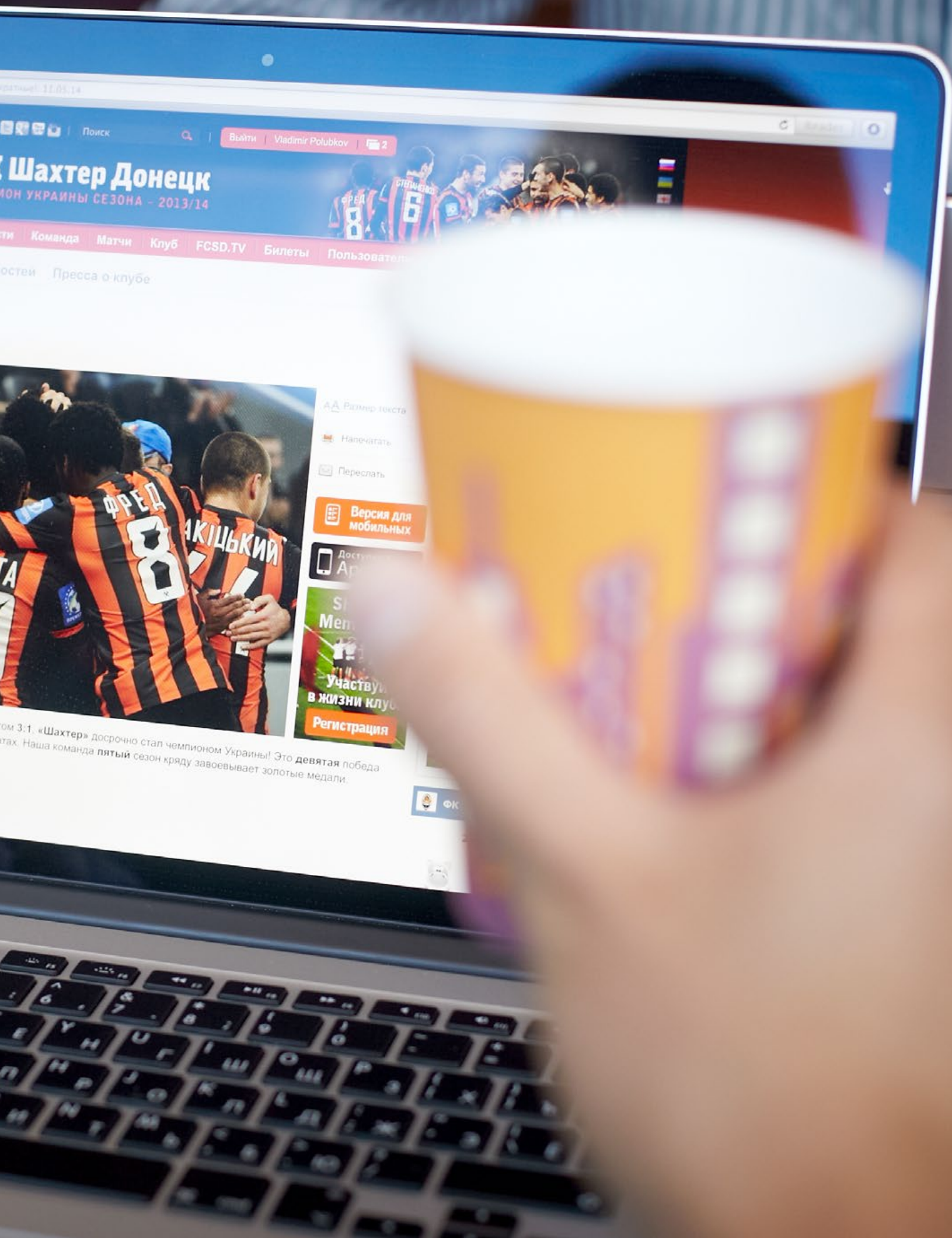
*Much attention has been paid to the use of various means of communication with the fans of the team.*

### MOBILE APPLICATIONS AND INTERNET SERVICES

FC Shakhtar official site expanded and diversified information intended for users. During the year, the Pitmen's site actively covered the life not only of the first team, but also the reserve side, Academy, Donbass Arena and so on. Last season, the number of visitors of Shakhtar's site exceeded **13,000,000 visits**, of which nearly 3,000,000 were unique.









## NEW INTERACTIVE GAME



17

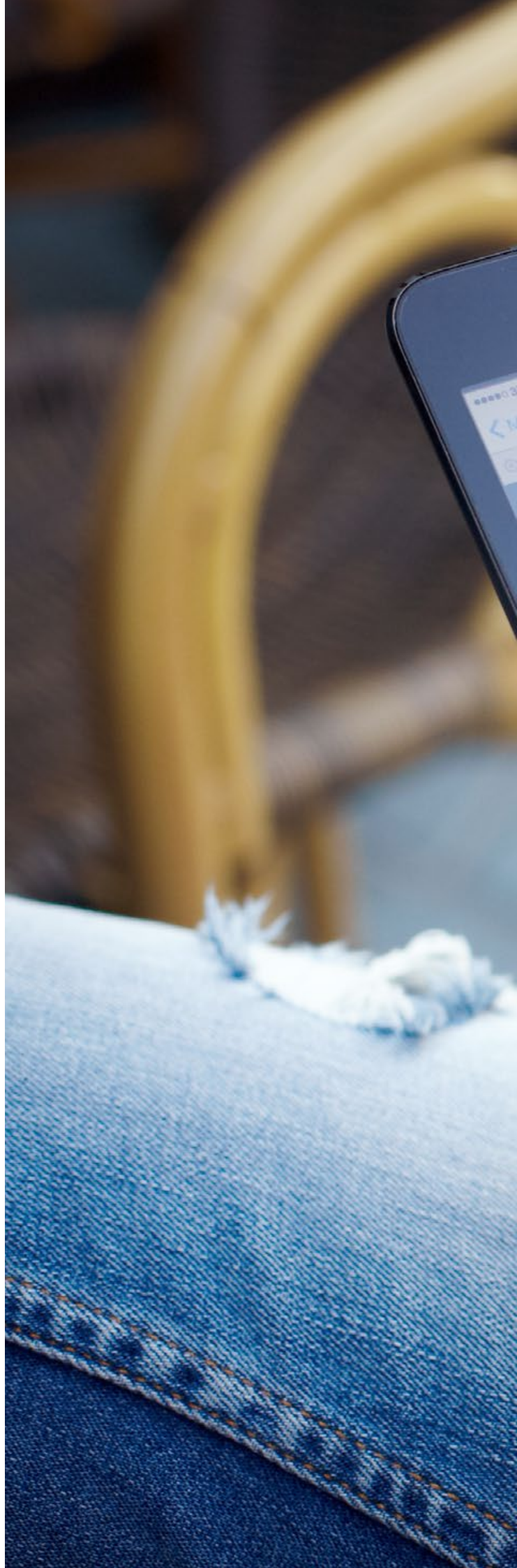
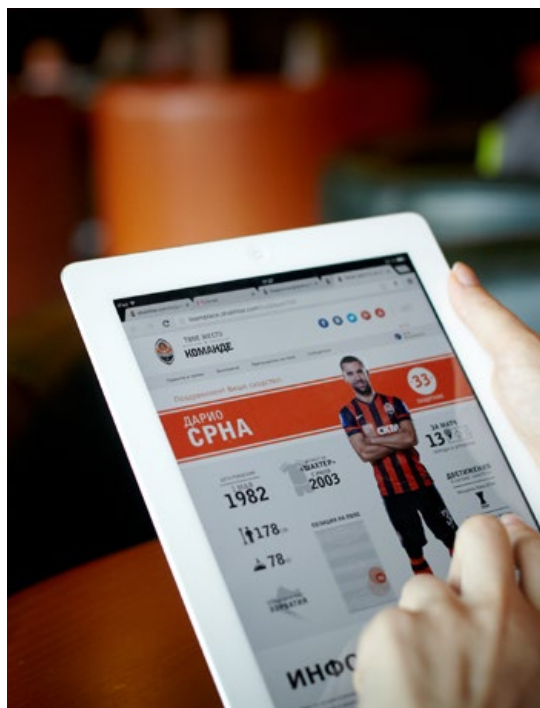
SHIRTS

RAFFLED AMONG 17,000  
PARTICIPANTS OF THE GAME

Shakhtar's official site presented two interactive games: **Guess the Score** and **Your Place in the Team**. 19,570 users took part in the first one, 68 of which received valuable prizes. The fan base of the second game amounted to more than 17,000 people. 17 shirts autographed by the players were raffled among them.



— I HAVE BEEN A FAN OF SHAKHTAR FOR A VERY LONG TIME. A YEAR AGO, I REGISTERED IN THE GUESS THE SCORE PROJECT. I DECIDED TO TEST MY INTUITION AND PREDICT THE OUTCOME OF THE MATCH AT THE TRAINING CAMP. IT'S NICE TO PARTICIPATE IN THE LIFE OF THE TEAM, —  
NADEZHDA KHASCHEVATSKAYA,  
WINNER OF THE GUESS THE SCORE PROJECT









**FCSD.TV PORTAL  
FOR SHAKHTAR FANS**


**935**  
VIDEOS AMASSED  
**5,238,334**  
VIEWS

FCSD.tv portal presented 935 infomercials on the official site. They amassed 5,238,334 views. 37 full versions of Shakhtar's games were produced. In addition, 6 live streams of the Pitmen's games at the training camps were organised. They totalled 138,527 views.



— OUR OBJECTIVE IS TAKING DIGITAL COMMUNICATION WITH FANS TO A NEW LEVEL. WE PAY UTMOST ATTENTION TO THE CREATION OF ENTERTAINING FOOTBALL PRODUCTS IN THE NEW MEDIA SEGMENT, —  
**YURIY SVIRIDOV,**  
**FC SHAKHTAR MARKETING & COMMUNICATIONS DIRECTOR**

Mobile applications for **Android** and **iOS** were introduced. The number of downloads exceeded 32,000. Version of iOS-application entered the August Top 10 sports apps of the AppStore. A mobile application of the official magazine was developed together with the Ukrainian Digital Group company. 57,600 users downloaded the electronic version of the club publication.









VIDEO CONFERENCE  
FOR THE FIRST TIME IN  
THE SHAKHTAR HISTORY



2

VIDEOCONFERENCES WITH  
SHAKHTAR PLAYERS

### VIDEO CONFERENCES OF PLAYERS

On 29 April, **videoconference with players took place for the first time in Shakhtar's history.**

Brazilian midfielder Bernard came to communicate with fans. During an hour long live broadcast, the host voiced questions posed by fans on the club's official website and on Twitter. On 8 May, Shakhtar's goalkeeper Andriy Pyatov took up the baton.



— I LIKED THIS FORMAT OF  
COMMUNICATION WITH THE FANS.  
IT GAVE ME GREAT EMOTIONS! SUCH  
EVENTS BRING US EVEN CLOSER TO THE  
FANS. I'M HAPPY TO ANSWER THEIR  
QUESTIONS OR GIVE ADVICE, —  
BERNARD, FC SHAKHTAR MIDFIELDER



Bernard LIVE: the very best





THE FOOTBALL WORLD IS NOW FULLY IMMERSSED IN DIGITAL WITH CLUBS AROUND THE WORLD DEVELOPING GREATER DIGITAL OFFERINGS FOR THE TECH SAVVY FANS. WE TOO AS A CLUB ARE RESPONDING TO THIS TREND AND LAST SEASON WE TOOK BIG STRIDES IN ANALYZING HOW WE WORK AND INTERACT WITH FANS DIGITALLY

**JOE PALMER, EXECUTIVE DIRECTOR FOR STRATEGY, COMMERCE & MARKETING**













Video conferences were held at the panoramic studio of the Donbass Arena. The innovation generated great interest among the fans of Shakhtar. **Organisers of the online communication received 510 questions for Bernard and 420 for Andriy Pyatov.** Given the limited time of the event, only the best of them were voiced. Users of FCSD.tv and the club YouTube channel could watch a live broadcast of the video conference.







Video conference with Andriy Pyatov:  
the very best





EVERY MONTH  
SHAKHTAR MAGAZINE  
IS RELEASED FOR FANS



**180,000**  
**COPIES**  
RELEASED IN THE  
REPORTING PERIOD

## SHAKHTAR MAGAZINE

*Club magazine met information demands of wide audience of Shakhtar fans.*

In the reporting period, the team of writers of the monthly publication covered the life and multifaceted activities of FC Shakhtar. Readers were offered exclusive interviews with players, coaches and managers, extensive statistics and analytics. The Pitmen's former players and famous football personalities regularly shared their views about the team's performance and the main events of the season. 10 players of Shakhtar were on the cover of the magazine, and Mircea Lucescu appeared on the front page twice.



— SHAKHTAR MAGAZINE INTRODUCED APPLICATIONS FOR TABLETS — THAT'S THIRST FOR PROGRESS. BUT IT STILL HAS THE PRINT VERSION — THAT'S STICKING TO TRADITION. THE CORRECT DOSAGE OF THE FIRST AND THE SECOND PRODUCES A BETTER QUALITY PRODUCT, —  
RUSLAN MARMAZOV,  
FC SHAKHTAR PRESS OFFICER



Vyacheslav Shevchuk presented February issue of Shakhtar magazine









**With a monthly circulation of 15,000 copies, 1,008 pages of the club magazine were produced.**

The writers expanded readership audience, developed the concept of the edition for the whole family. Main characters of the Our All section were season ticket holders and FanID owners. Themed children's comics continued improving. The Master Class covered the social project Let's Play! The Orange Laces section became a platform for young readers — football puzzles and competitions were accompanied with receiving prizes from Shakhtar.



Serhiy Kryvtsov presented April issue of Shakhtar magazine





I WOULD LIKE TO THANK EVERYONE WHO COMES. I AM VERY PLEASED! TO BE HONEST, I DID NOT EXPECT SUCH A LARGE NUMBER OF PEOPLE. IN A WARM ATMOSPHERE, I WAS DOUBLY PLEASED TO ANSWER QUESTIONS

**SERHIY KRYVTSOV, FC SHAKHTAR DEFENDER**





## CORPORATE NEWSPAPER

*Corporate newspaper serves as a tool of communication with the employees of the club, conveys relevant information, standpoint of the management and strategy of FC Shakhtar.*

In the reporting season, the Shakhtar Family newspaper, a corporate edition designed for full-time employees and temporary staff, continued to be released. Its pages covered important events in the life of FC Shakhtar: little kids — children of Shakhtar Family employees — joining the Orange Laces, New Year celebrations, a global training of temporary staff and so on. Also, there were materials on the HR-Brand awards and the beginning of the line management training based on the mini-MBA programme.



**— FOR THE SHAKHTAR FAMILY, THE CORPORATE NEWSPAPER IS AN IMPORTANT TOOL OF COMMUNICATION WITH A LARGE TEAM, THE ABILITY TO ALWAYS KEEP UP-TO-DATE WITH COLLEAGUES AS WELL, —**  
**SVETLANA SLOBODYANYUK,**  
**FC SHAKHTAR HR DIRECTOR**

There were published six interviews with the management of FC Shakhtar, Donbass Arena and Shakhtar Trading. In addition, the newspaper told its readers about the activities of consulting, cleaning and other divisions of the Shakhtar Family, described the specifics of the club's press office, agronomical services of the Donbass Arena and education control department of the Academy. Four issues of the newspaper were released, with **each edition amounting to 1,500 copies.**





A VERY INTERESTING NEWSPAPER. EVERYONE, WHO WORKS FOR THE SHAKHTAR FAMILY, WILL FIND SOMETHING INTERESTING FOR THEMSELVES. IT IS UNUSUAL TO BE THE MAIN CHARACTER OF THE ISSUE, AND IT CAN ONLY MOTIVATE YOU TO DO THE JOB EVEN BETTER

NATALYA IVANENKO, FC SHAKHTAR EDUCATION CONTROL UNIT HEAD





NUMBER OF INDIVIDUAL  
COMMUNICATIONS  
INCREASED



**18,029**  
**FANS**  
RECEIVED THANK  
YOU LETTERS FROM  
FC SHAKHTAR

## DIRECT COMMUNICATIONS

*The increasing number of FC Shakhtar fans led to the increase in the number of individual communications. They consist of season ticket holders, FanID holders and participants of different promotion campaigns.*

During the reporting period, at least one text message was sent to 75,246 fans of Shakhtar, and the **total number of messages amounted to 2,623,143**. On average, every fan received 40 messages. Subjects of such messages ranged from greetings regarding the Pitmen's wins and the holidays to previews of upcoming games and ticket sales.



— IT IS VERY NICE WHEN THE CLUB CARES ABOUT YOU, REGULARLY INFORMS ABOUT THE NEXT MATCH, SPECIAL OFFERS FOR FANS. A TEXT MESSAGE FROM DARIJO SRNA AND CONGRATULATIONS ON THE WIN AT DYNAMO WERE PARTICULARLY MEMORABLE. THAT WAS COOL, — VALERIYA SHEVCHENKO, FC SHAKHTAR FAN, FANID HOLDER

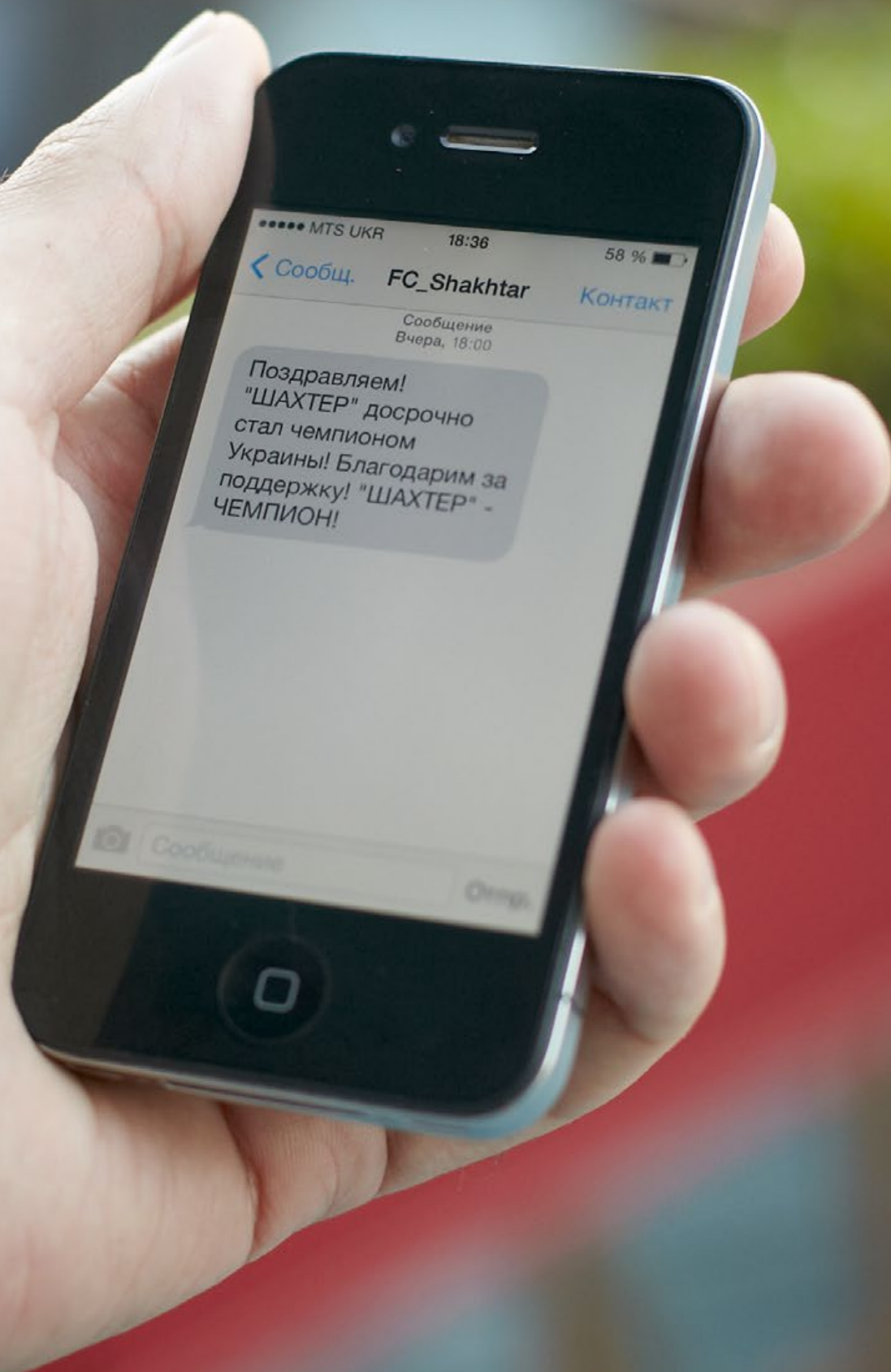
Season ticket holders also received direct mail. Thus, at the end of season, thank you letters from the club were sent to 18,029 fans of FC Shakhtar.

Emails became one of the key components of communication. On average, 49 such letters were sent to each fan, while the **total number of emails amounted to 3,148,593**. Such letters were received not only by season ticket holders and FanID holders, but the users of the site, customers of the online store, as well as participants of the Guess the Score game and Your Place in the Team one. Last season, 64,257 fans of Shakhtar received at least one email, while 6,342 people received the Portuguese version of emails.



SHAKHTAR UNITES PEOPLE WITH ITS GAME, LIFESTYLE, LARGE-SCALE EVENTS. BUT ALL THAT WOULD HAVE REMAINED AS MERE GOOD WISHES, BUT FOR OUR SPACES FOR A CLEAR STORY TO SOCIETY ABOUT OUR ACCOMPLISHMENTS

**RUSLAN MARMAZOV, FC SHAKHTAR PRESS OFFICER**





# REVENUE FROM PLAYER LOANS AND SALES



SHAKHTAR

686000000

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3 4 ×  
5 6 -  
7 8 +  
9 0 =

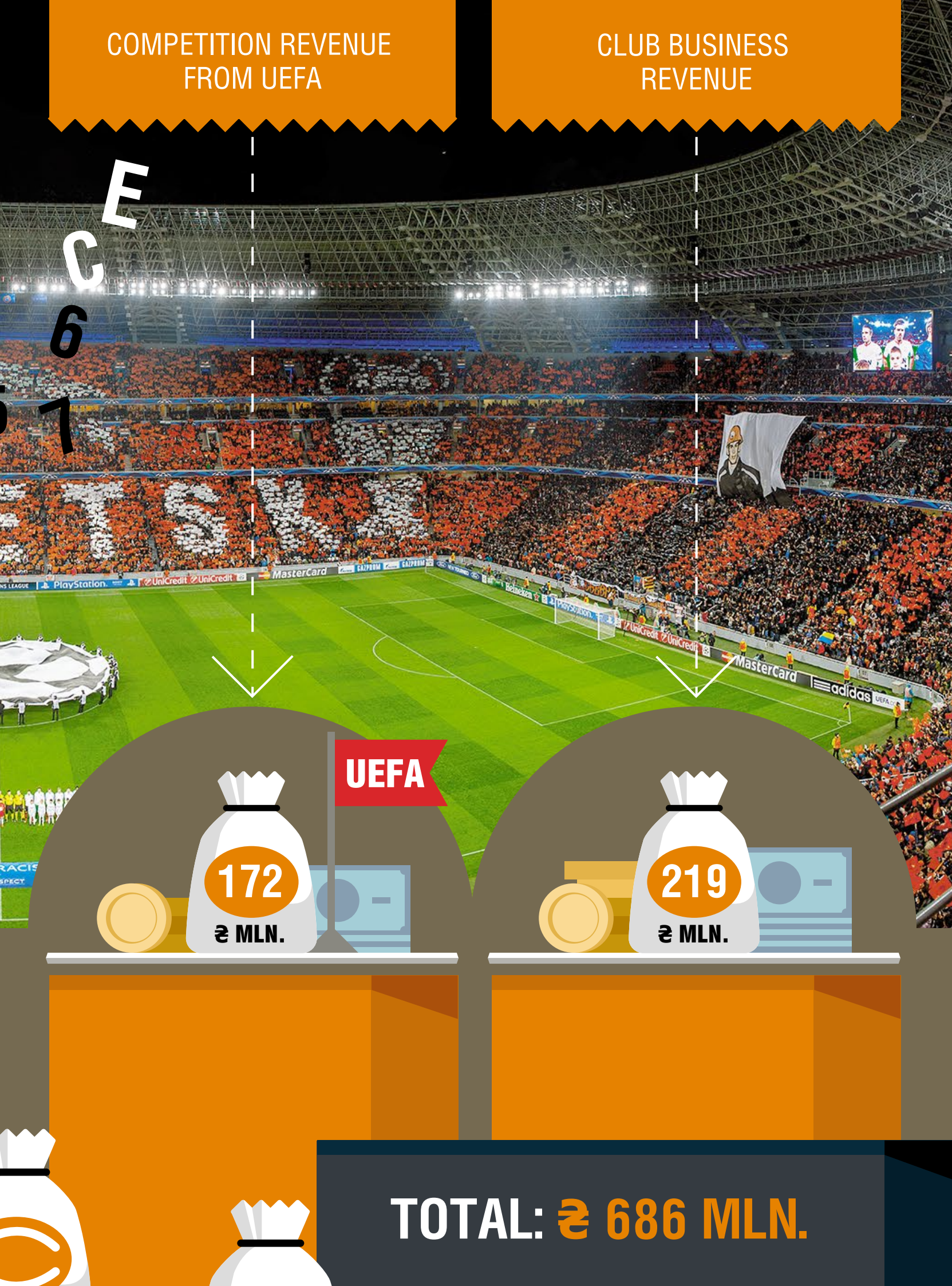
295

₹ MLN.



COMPETITION REVENUE  
FROM UEFA

CLUB BUSINESS  
REVENUE



UEFA

172

₹ MLN.

219

₹ MLN.

TOTAL: ₹ 686 MLN.



## CONSISTENT FINANCIAL FLOWS ARE THE KEY TO SUCCESS OF THE CLUB ON A PAR WITH HIGH SPORTING RESULTS

### FC Shakhtar revenue, ₴ mln. VAT included

Revenue items	2012-13 season	2013-14 season
Player sales and loans	908	295
Revenue from UEFA	194	172
Business revenue	227	219
<b>Total</b>	<b>1,329</b>	<b>686</b>

### Business revenue, ₴ mln. VAT included

Revenue items	2012-13 season	2013-14 season
Sponsorship and advertising	84	92
Sale of tickets and season tickets	49	47
Corporate boxes	50	50
Merchandise	22	20
Revenue from Premier League (advertising + TV rights)	22	10
<b>Total</b>	<b>227</b>	<b>219</b>

This report was compiled regarding Shakhtar's group of companies on the basis of administrative data, including VAT



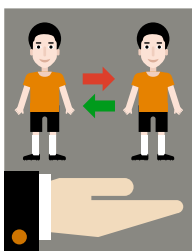
— FINANCIAL PERFORMANCE OF THE  
2013/14 SEASON ALLOWED SHAKHTAR  
TO ACHIEVE COMPLIANCE WITH  
REGULATORY RULES OF THE FINANCIAL  
FAIR PLAY AND GET A UEFA LICENCE,—  
GYULNARA AKHMEDZHANOVA,  
FC SHAKHTAR FINANCIAL DIRECTOR







TOP CLUBS WERE  
TRADITIONALLY  
INTERESTED IN PITMEN



€295

MLN.

REVENUES FROM PLAYER  
SALES AND LOANS

## REVENUE FROM PLAYER SALES & LOANS

*Performances of Shakhtar traditionally attracted attention from top foreign clubs.*

In the 2013/14 season, **Henrikh Mkhitaryan signed for Borussia Dortmund**, Alan Patrick moved on loan to the Brazilian side Internacional. Furthermore, Illichivets and Zorya loaned in Dmytro Hrechyshkin and Mykyta Shevchenko respectively, with Oleksandr Chyzhov signing a transfer deal with the Mariupol side. **Total income from player sales and loans in the 2013/14 season amounted to €295 million.**

## REVENUE FROM UEFA

*Financial income of Shakhtar from UEFA was directly dependent on the results of the team in the European competitions last season.*

In the 2013/14 season, Shakhtar participated in the Champions League group stage. The Pitmen faced Manchester United, Bayer 04, Sociedad, finishing third in the group to continue their campaign in the last 32 of the Europa League. Revenues from participation in the UEFA club competitions amounted to €172 million — 22 million less than in the previous football year. A less successful performance on the European stage in comparison with the 2012/13 season was reflected in the income of the reporting period.





THE CLUB'S CONSISTENCY HAS BEEN KEY TO OUR INCOME GROWTH. IT IS NOT JUST ABOUT INCREASING THE CLUB'S COMMERCIAL REVENUES OFF THE FIELD, BUT HAVING A FIRST TEAM THAT IS CONSISTENTLY PERFORMING IN EUROPEAN COMPETITION GIVES THE CLUB A STRONG PLATFORM FOR GROWTH AND AN IMPORTANT FINANCIAL CONTRIBUTION FROM UEFA FOR NEXT SEASONS DEVELOPMENT

**JOE PALMER,**  
EXECUTIVE DIRECTOR FOR STRATEGY, COMMERCE & MARKETING





SPONSORSHIP  
AND ADVERTISING — ONE  
OF THE MAIN SOURCES  
OF INCOME



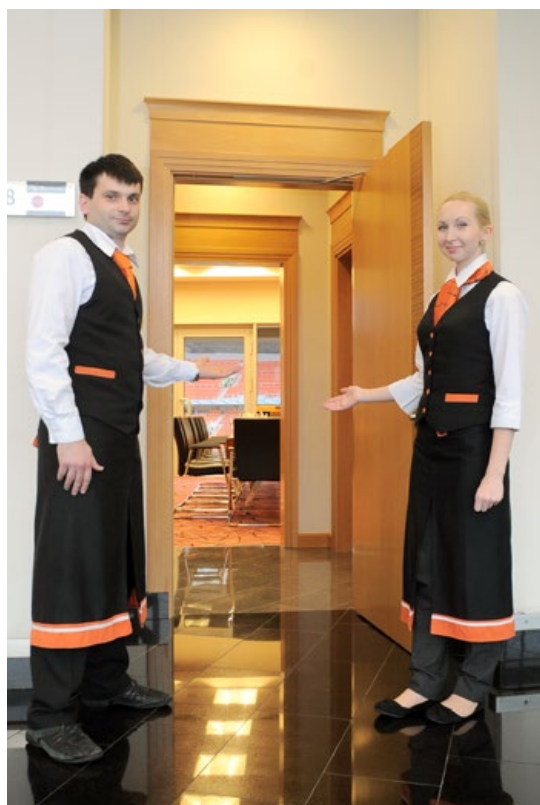
**€92**

**MLN.**  
REVENUE FROM  
SPONSORSHIP AND  
ADVERTISING

## BUSINESS REVENUE

*Business revenue of the club in the 2013/14 season was formed through five main sources.*

€92 million were received from sponsorship and advertising; €47 million from ticket sales and season ticket sales; €50 million from corporate boxes; €20 million from merchandise sales. In addition, Shakhtar received €10 million in revenue from the Ukrainian Premier League for the advertising and sale of TV rights. Total revenue amounted to €219 million — 8 million less than in the 2012/13 season. The decrease had to do with the unstable political situation in the country.





SHAKHTAR IS AN AMBITIOUS CLUB. IT ALSO CONCERNS  
COMMERCIAL ACTIVITIES. WE SET THE HIGHEST GOALS. AND WE  
ACHIEVE THEM. AND DIFFICULTIES THAT WE HAVE TO OVERCOME  
MAKE US STRONGER

DMITRIY KIRILENKO, FC SHAKHTAR COMMERCIAL DIRECTOR



Shakhtar signed contract  
with Acibadem Hospitals Group





Your opinion is important to us.  
Comments and suggestions can be sent to [annual\\_report@shakhtar.com](mailto:annual_report@shakhtar.com)



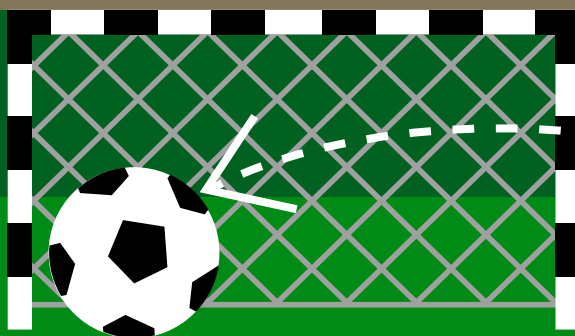




GOAL!



**SHAKHTAR  
THE CHAMPIONS!**



FOOTBALL. EMOTIONS. SUCCESS

[WWW.SHAKHTAR.COM](http://WWW.SHAKHTAR.COM)