

# KATYUША



## Russian Cycling Brand

5<sup>th</sup> World Communication Forum Davos – 2014

# Team *KATYUSHA* 2014 brief

- **TOP-3** in World Tour cycling
- **Number 1** world rider Joachim “Purito” Rodriguez
- **5 years** of success with **127 victories** and **243 podium places**
- 70% Russian riders
- The only World Tour team with no sponsor title name





# *KATYUША* as a part of RGCP

*KATYUША*  
Russian global cycling project



**RusVelo**

**TEAM21**

*Рось*  
RUSSIAN CYCLING TEAM



UCI Continental Team

ВЕРТОЛЕТЫ РОССИИ

**ITERA-Katusha**



**ITERA**  
INTERNATIONAL GROUP OF COMPANIES



**Ростех**  
Партнер в развитии

# *KATYUША* Brand Insight

- National sport brand originated from a world famous Russian word & name
- Cycling as sport brings inspiration, winning spirit, leadership, enthusiasm, pride, inner energy
- These qualities and emotions describe a Russian national character
- That is why we say:  
**KATUSHA. Russian Energy.**



# *KATYUWA* Brand Coverage

- **4 billion** annual global viewers
- **115 TV Channels** in 170 countries
- **6 000 annual** broadcasting hours
- **50 million** spectators “on the streets”
- Over **80 000 Facebook** fans, **200 000 people** reach and over **150 000 clicks** weekly
- Over **50 000 Web** unique **visitors** monthly





# Founder



## **Igor Makarov**

- Russian businessman
- Forbes World TOP-1000 member
- Soviet national cycling team member
- Russian Cycling Federation president
- UCI Management Committee member
- Russian Global Cycling Project initiator and founder

# Benefits for ITERA

- ITERA, Gazprom, Rostech global image promotion
- Igor Makarov's personal image in Russia and in the world
- Corporate Social Responsibility project for ITERA
- Special image bonuses, opportunities and extras inside Russia

