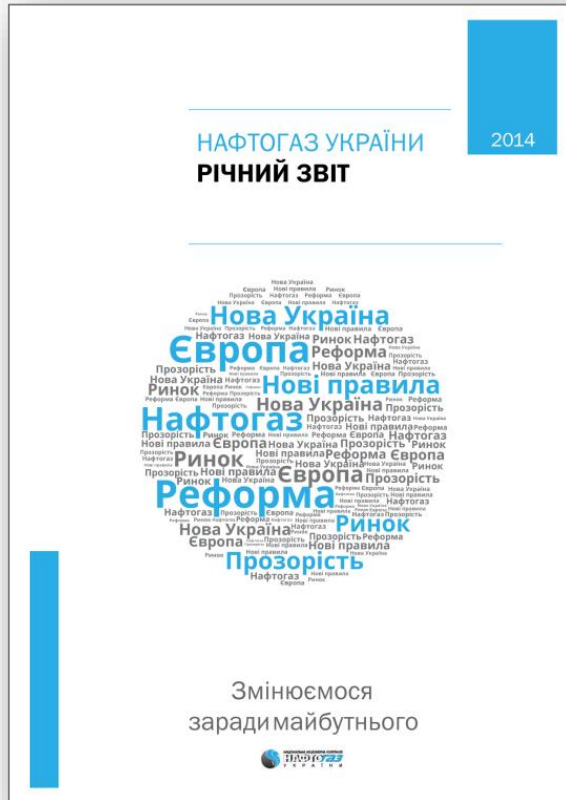


3 Years of Infographics, WHICH HAS CHANGED THE COUNTRY

2014-2016 «Naftogaz Ukraine» annual reports

TOP
LEAD

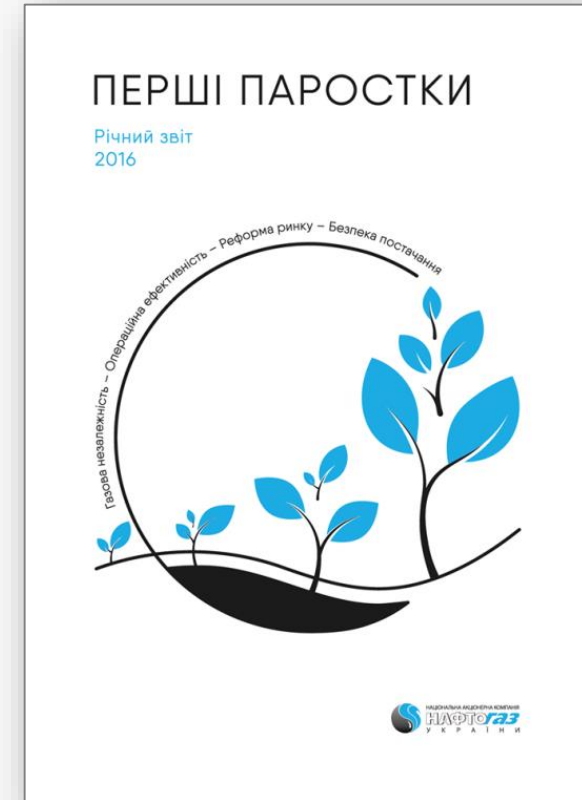
Infographics on victory



Explaining the
problem



Pointing to the
decisions



Demonstrating results

In 3 years in 3 annual reports we have managed to:



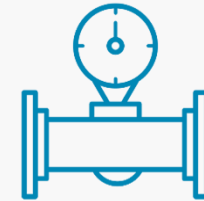
Demonstrate company's structure



Tell about victories



Point to the place of Ukraine on the European gas market



Explain how gas is extracted



Destroy the myths of Russian propaganda



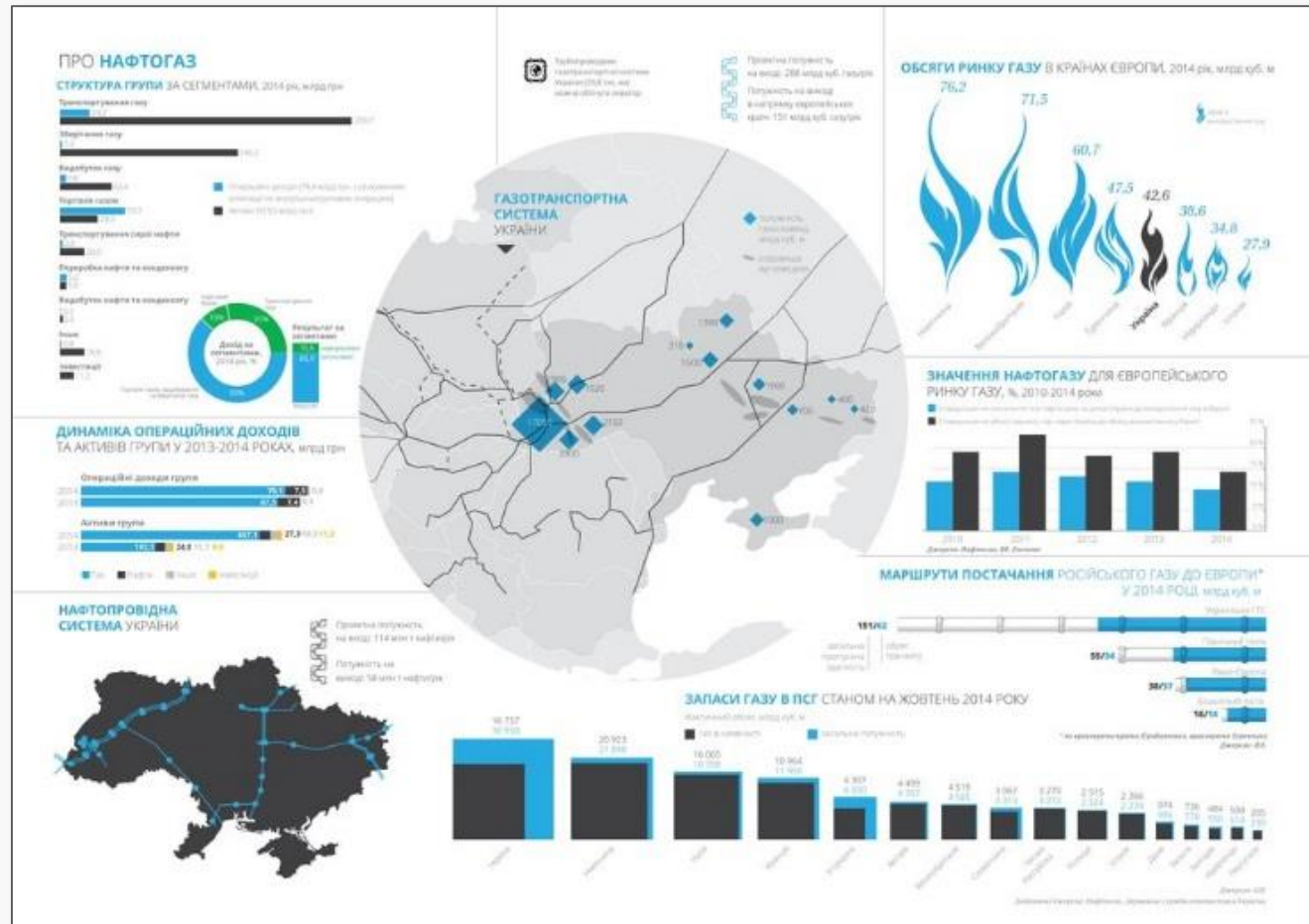
Tell about the abuses of politicians in the gas sphere



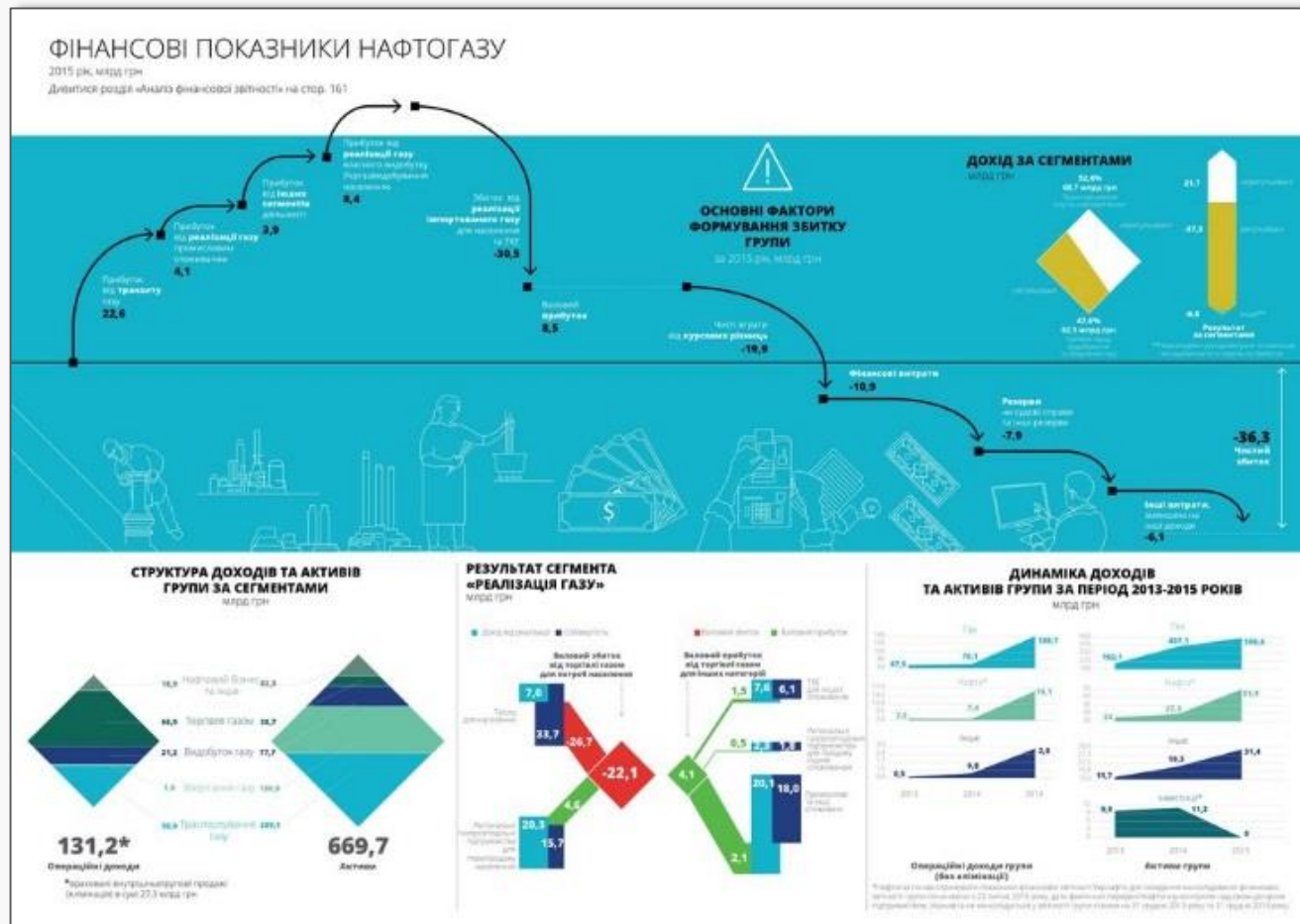
Explain the importance of raising tariffs

In 2014 we reported about the company

Infographics, which for the first time in the history of the company has clearly showed what “Naftogaz Ukraine” is.



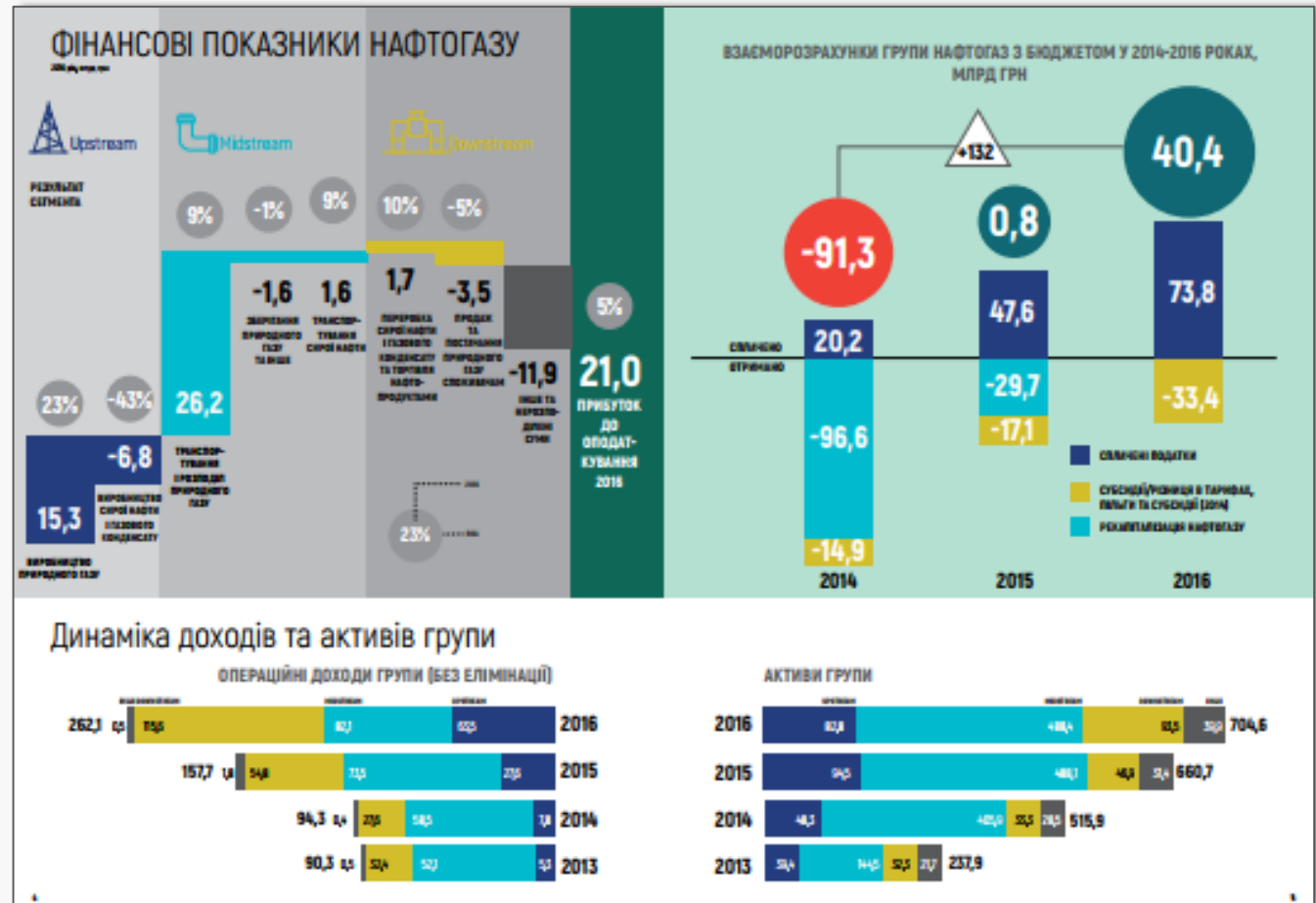
In 2015 – where do the profits and losses come from



The goal was to show the global community, and most importantly – gas consumers, where “Naftogaz Ukraine” earns and loses its profits.

In 2016 we showed the results of the changes

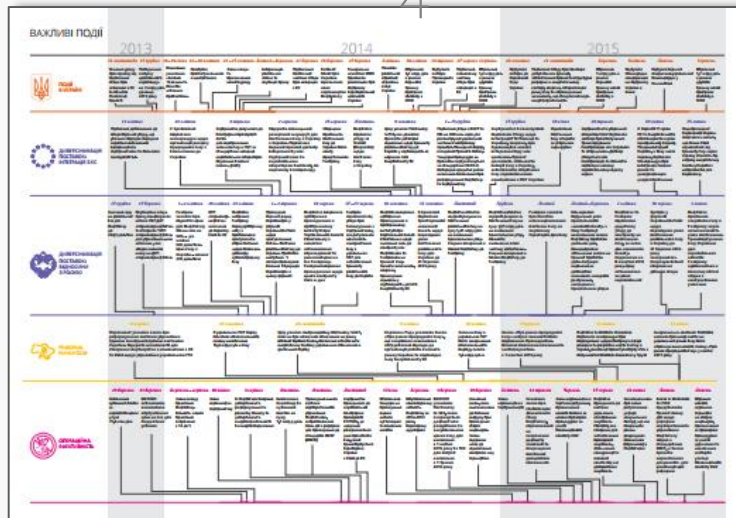
Negative spreads rapidly across the country. The goal of this infographics is to tell that “Naftogaz Ukraine” is a victory: the company **does not require state aid any more** and is the largest tax payer to the state budget.



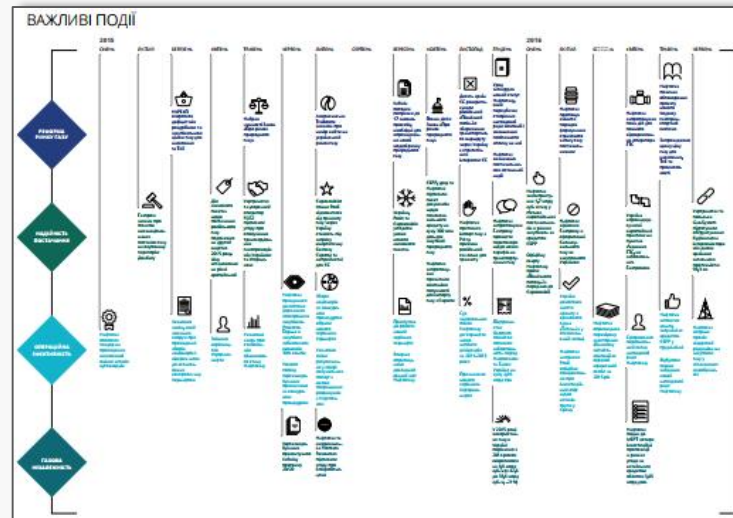
Showing the wild pace of reforms

201

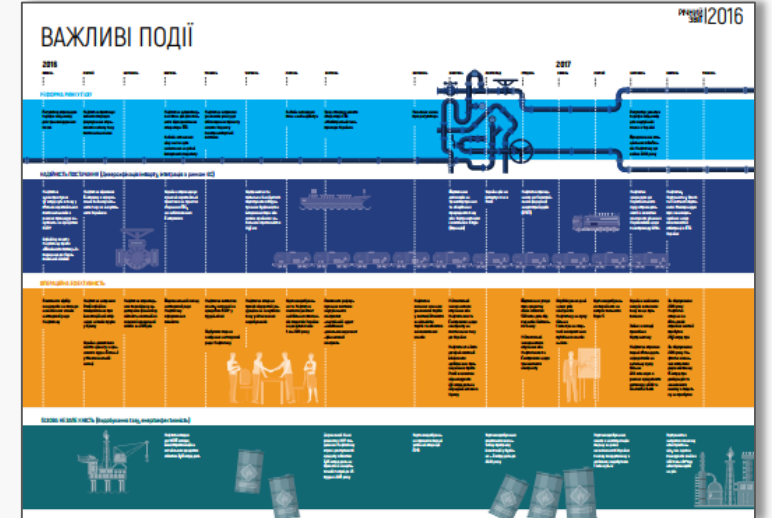
4



2015

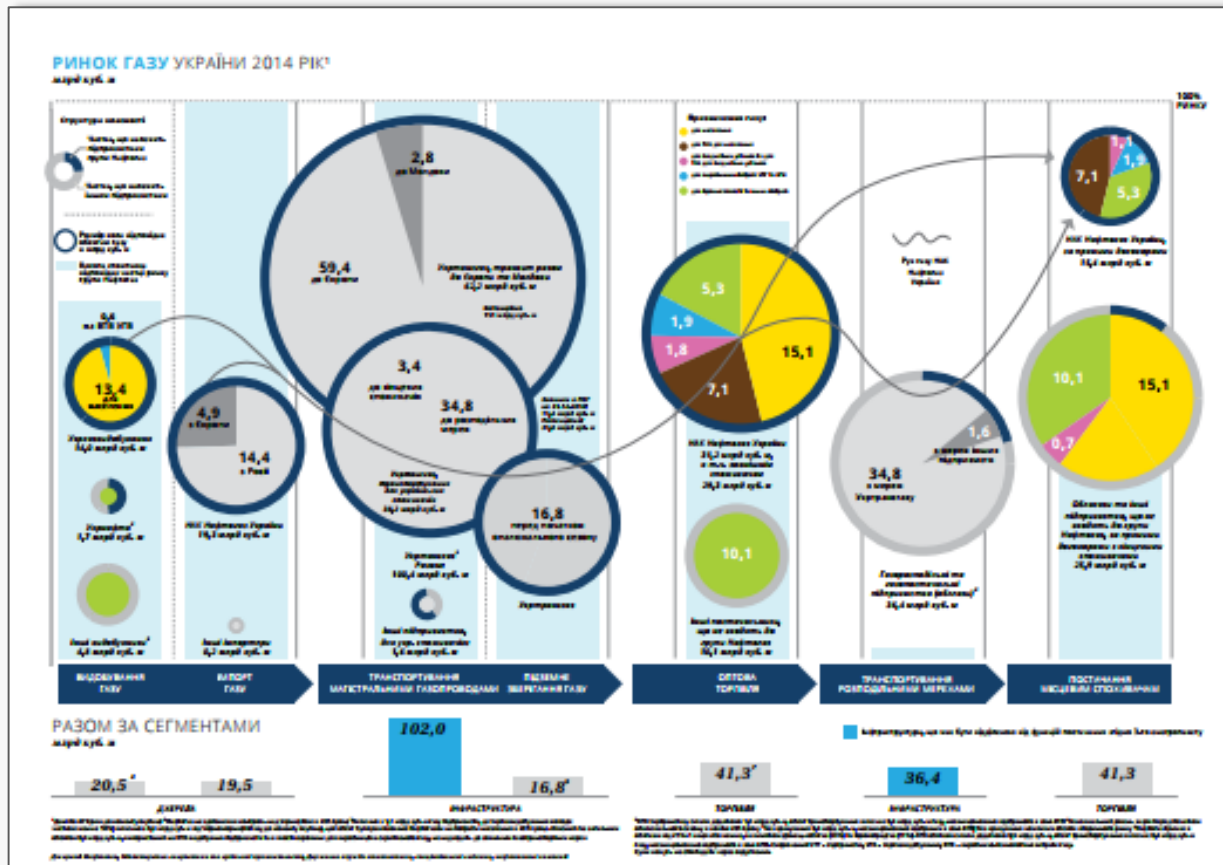


2016



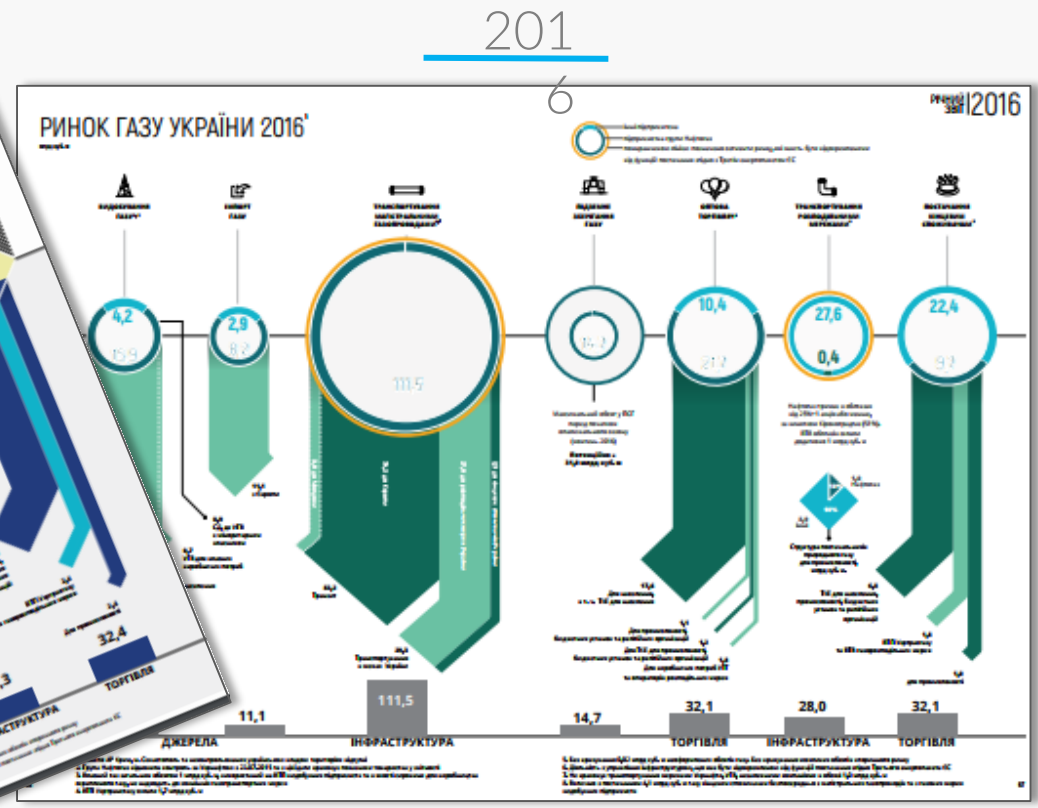
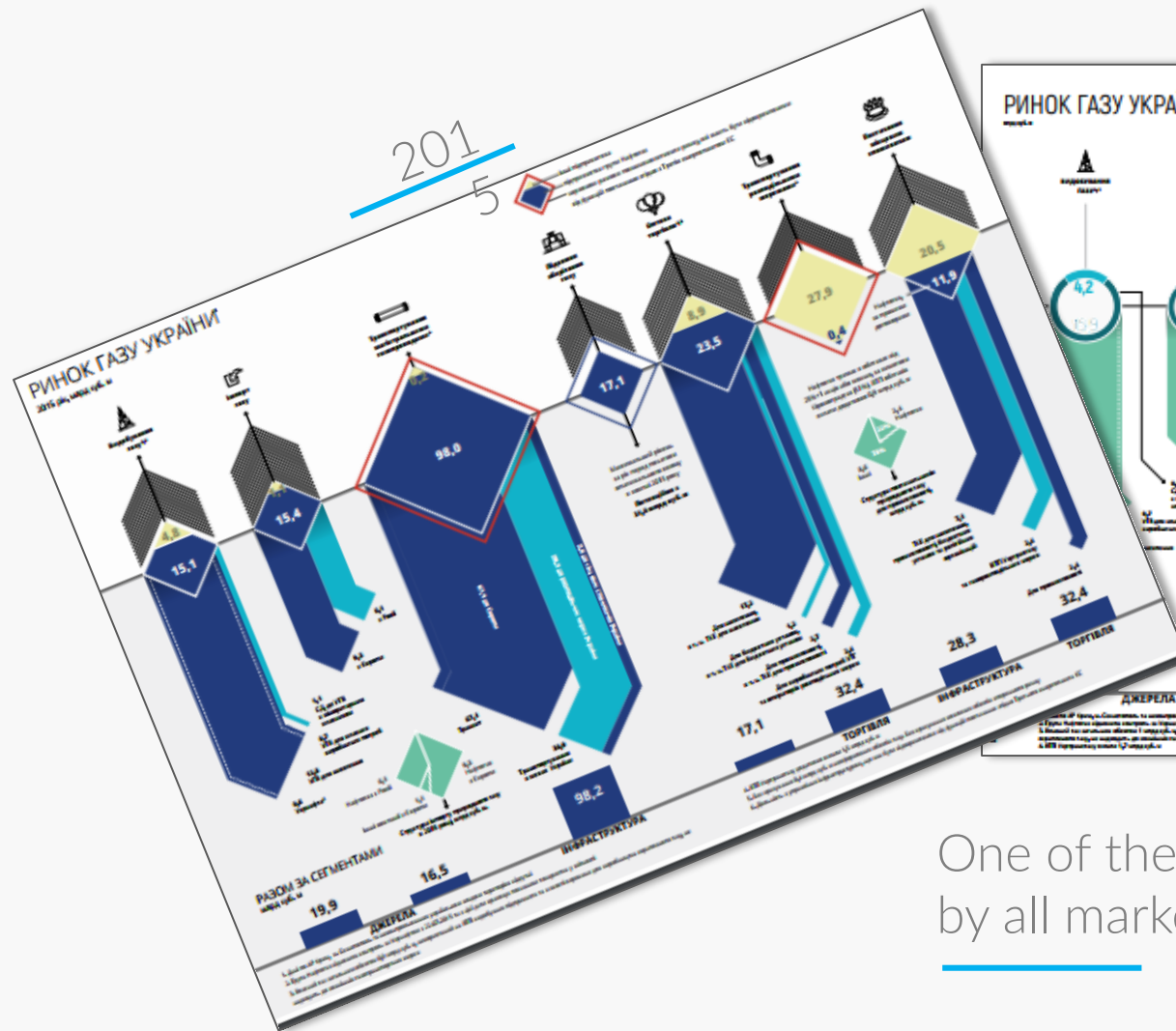
The company has so many changes and plans that only a [timeline](#) can demonstrate them. The most important events were picked out and structured in several ways.

Gas market instead of a feeder



One thing makes this **infographics historical**: gas market did not exist until 2014. There was a feeder for bureaucrats instead.

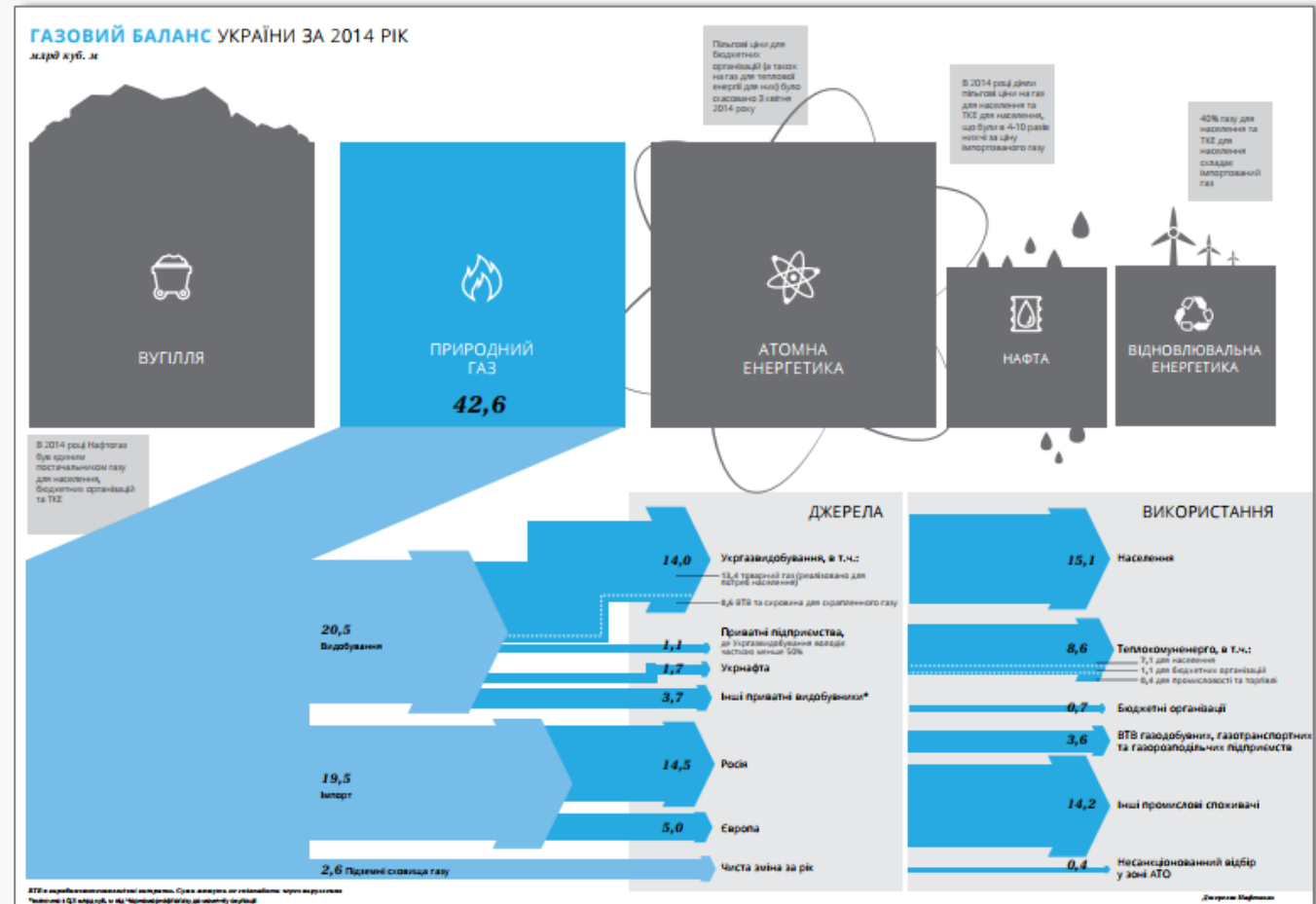
How gas market changes in Ukraine



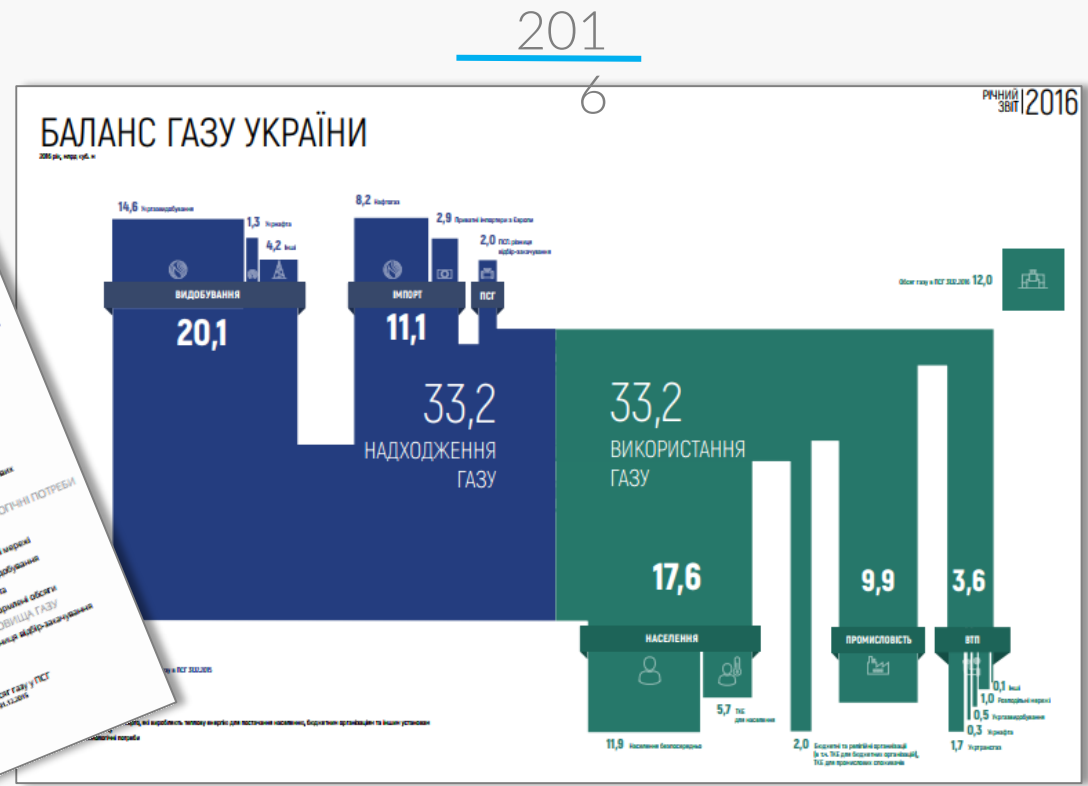
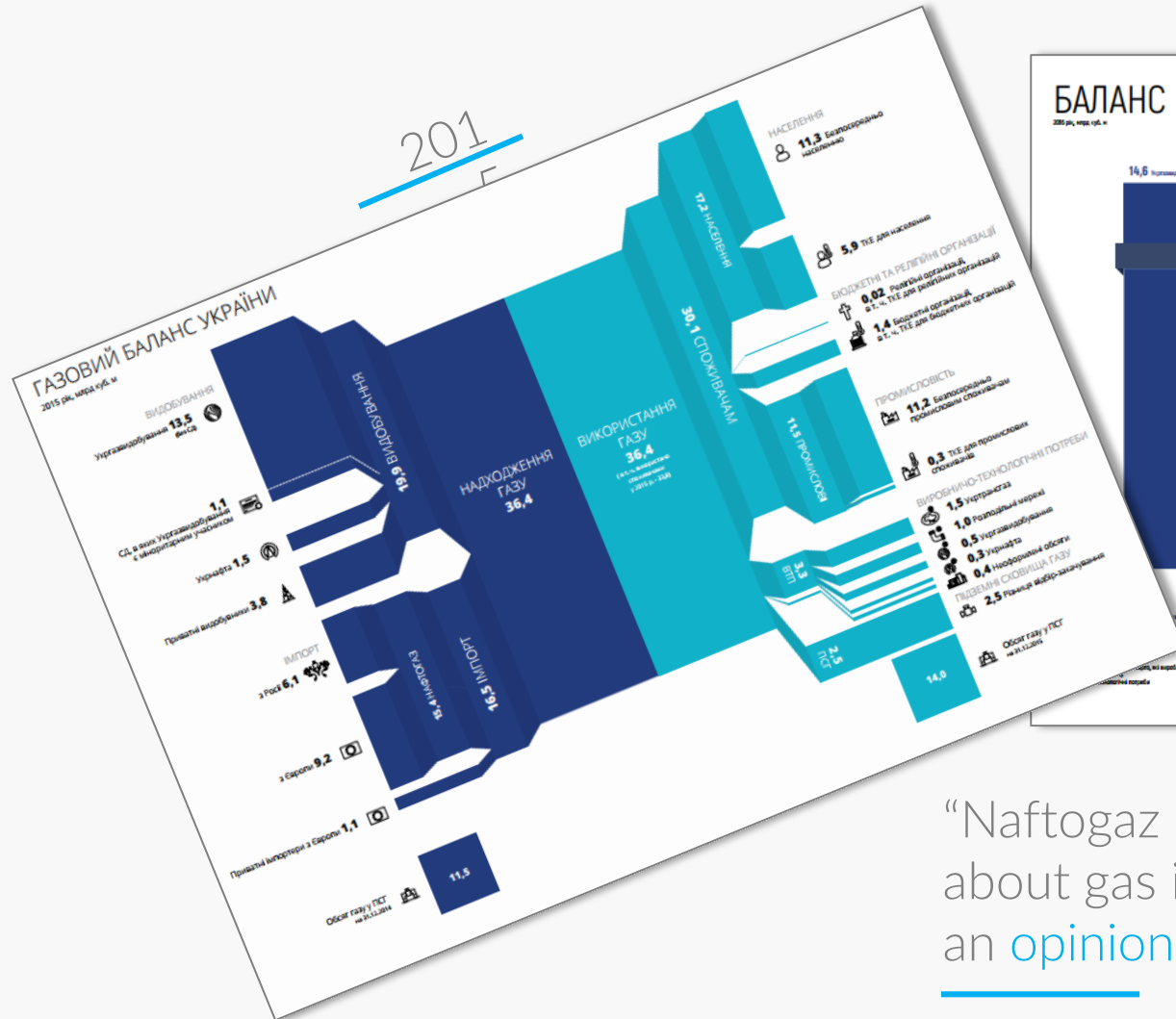
One of the infographics, which every year is awaited by all market representatives and global community.

Gas balance against populism

In the first year of reforms in “Naftogaz Ukraine” politicians manipulated the numbers in different ways. When 2014 annual report of the company was published, the infographics “Gas balance” put everything in its place.

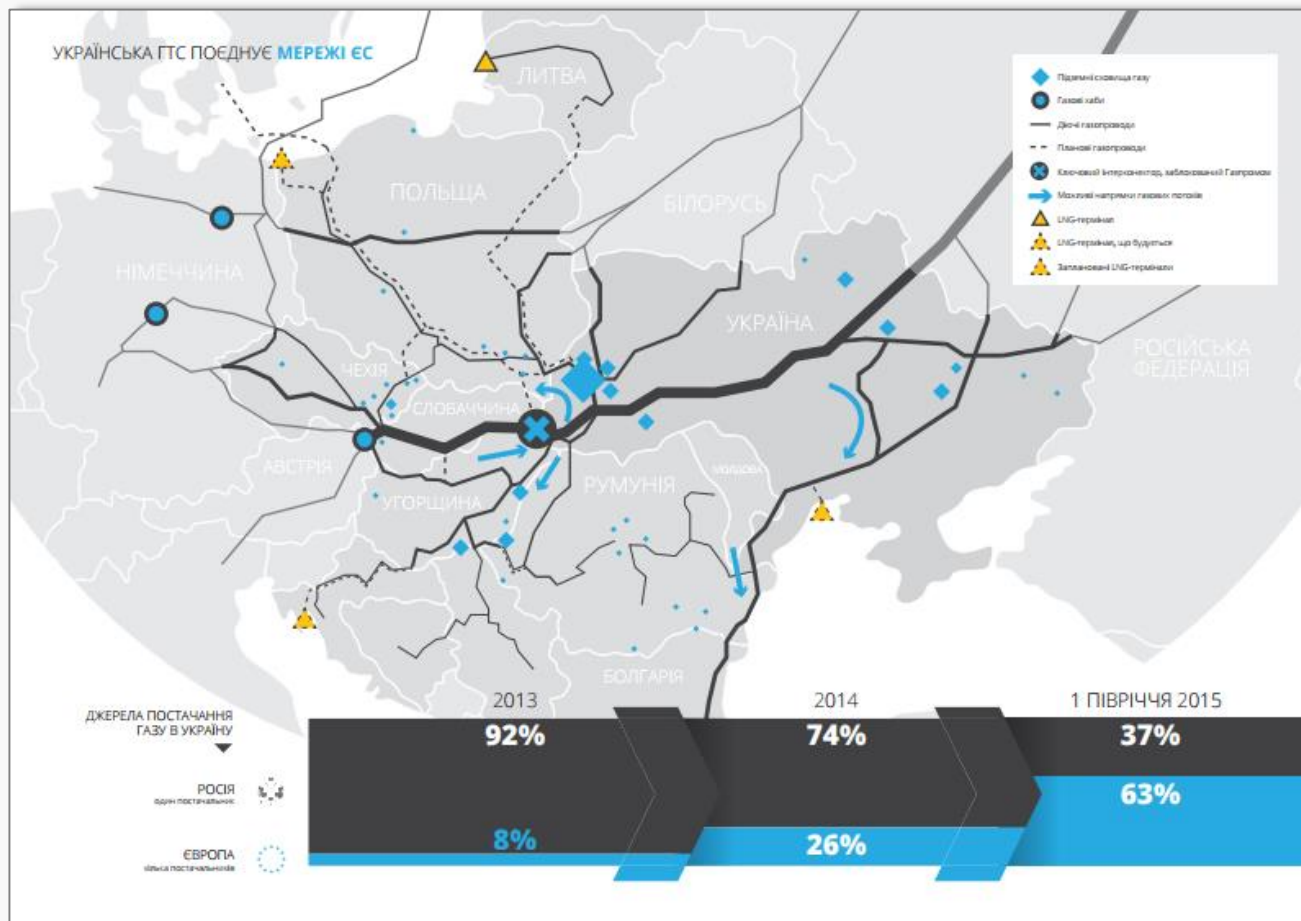


3 years of the fight with populism



“Naftogaz Ukraine” is the only company which tells about gas industry. This allowed the one to become an opinion leader and a primary source on the market.

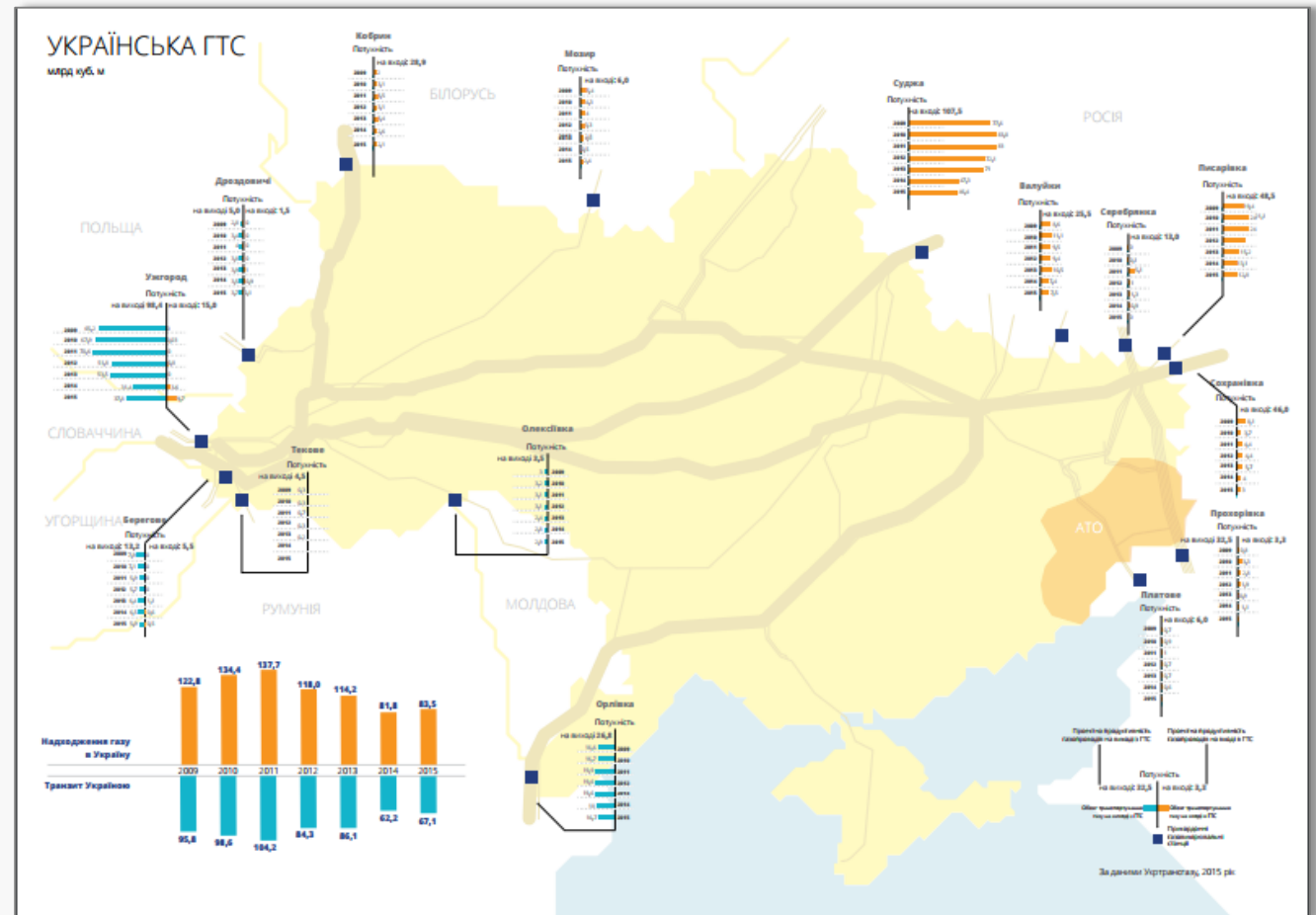
Our answer to “Gazprom”



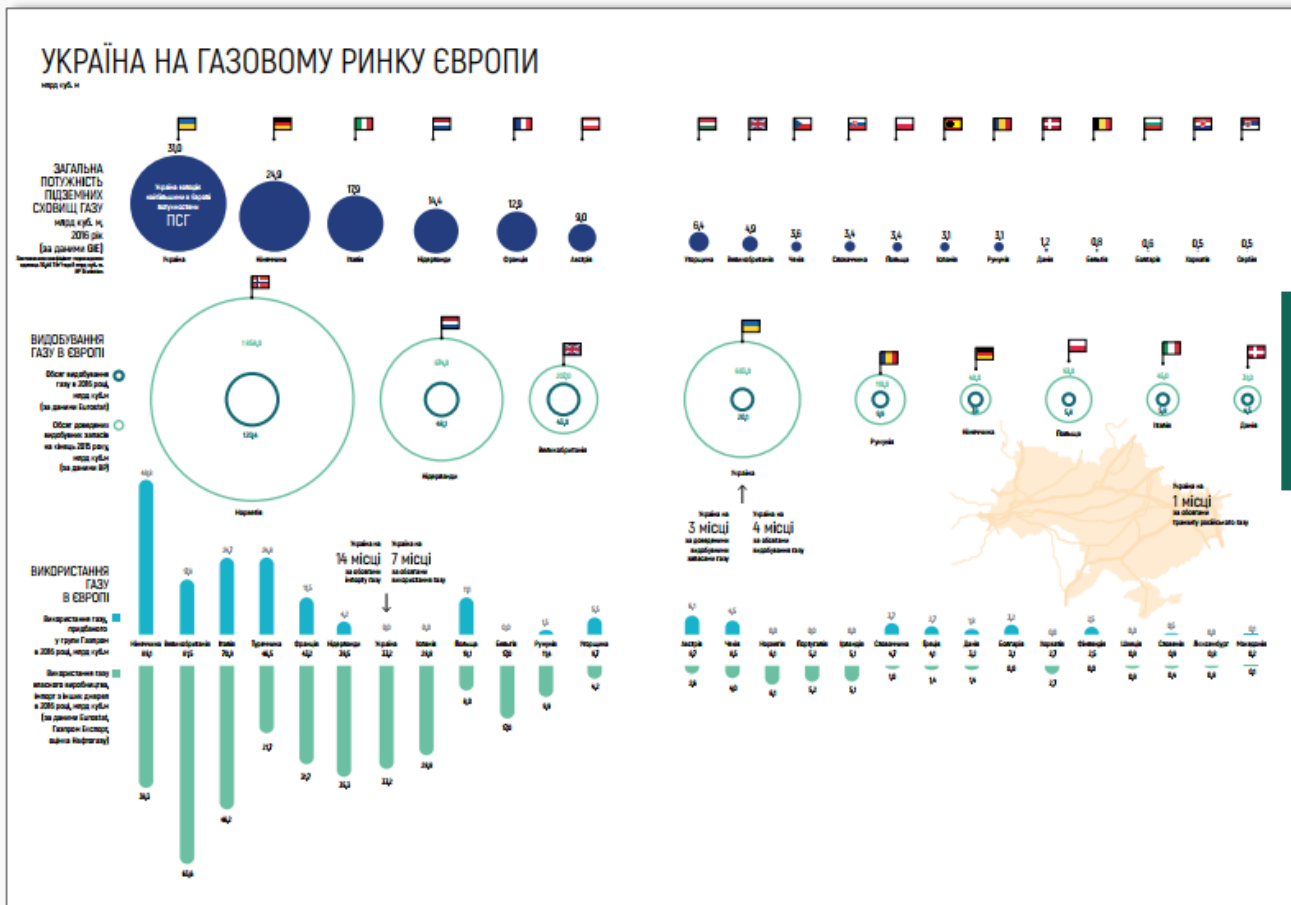
In 2014 we repulsed the remarks of “Gazprom” that Ukrainian GTS cannot influence European gas market.

To show the capacity of the GTS network

The next step is to tell about the capacity of Ukrainian GTS as detailed as possible, using infographics.

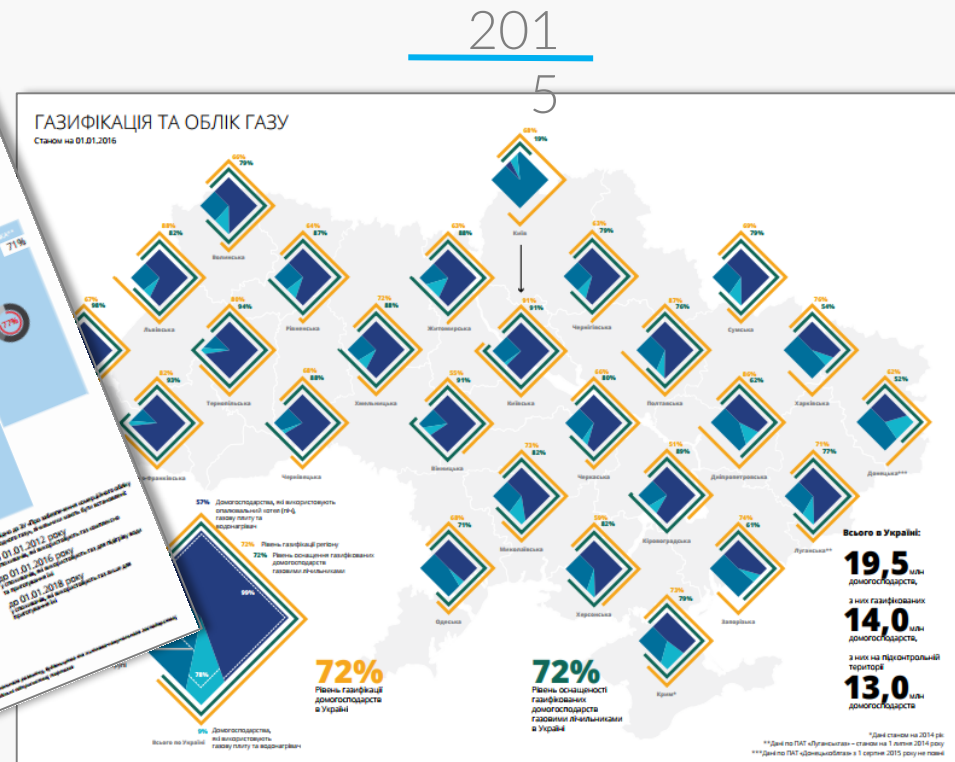
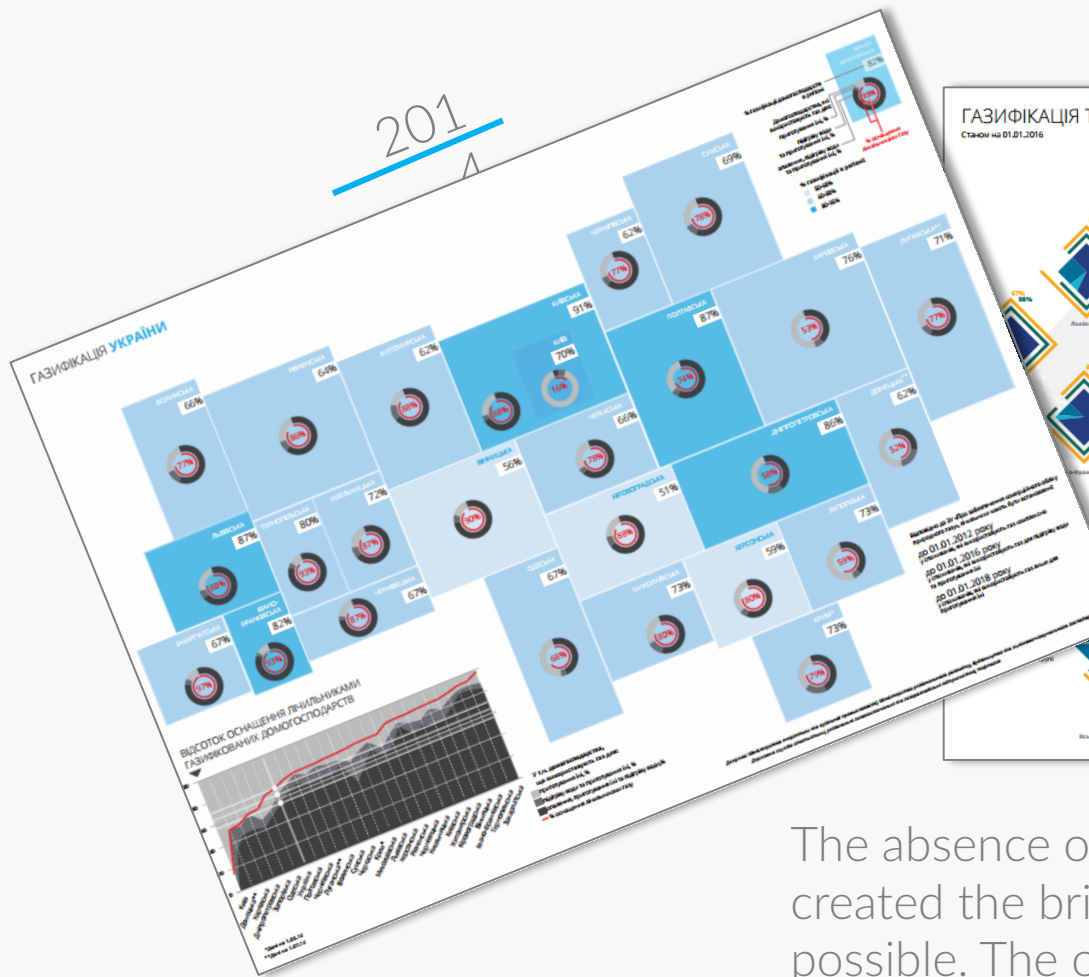


Place of Ukraine on the European gas market



Having described in 2015 all the capacities of the Ukrainian GTS, in 2016 we finally broke the myth launched by Russia that Ukraine is a defective player on the European gas market.

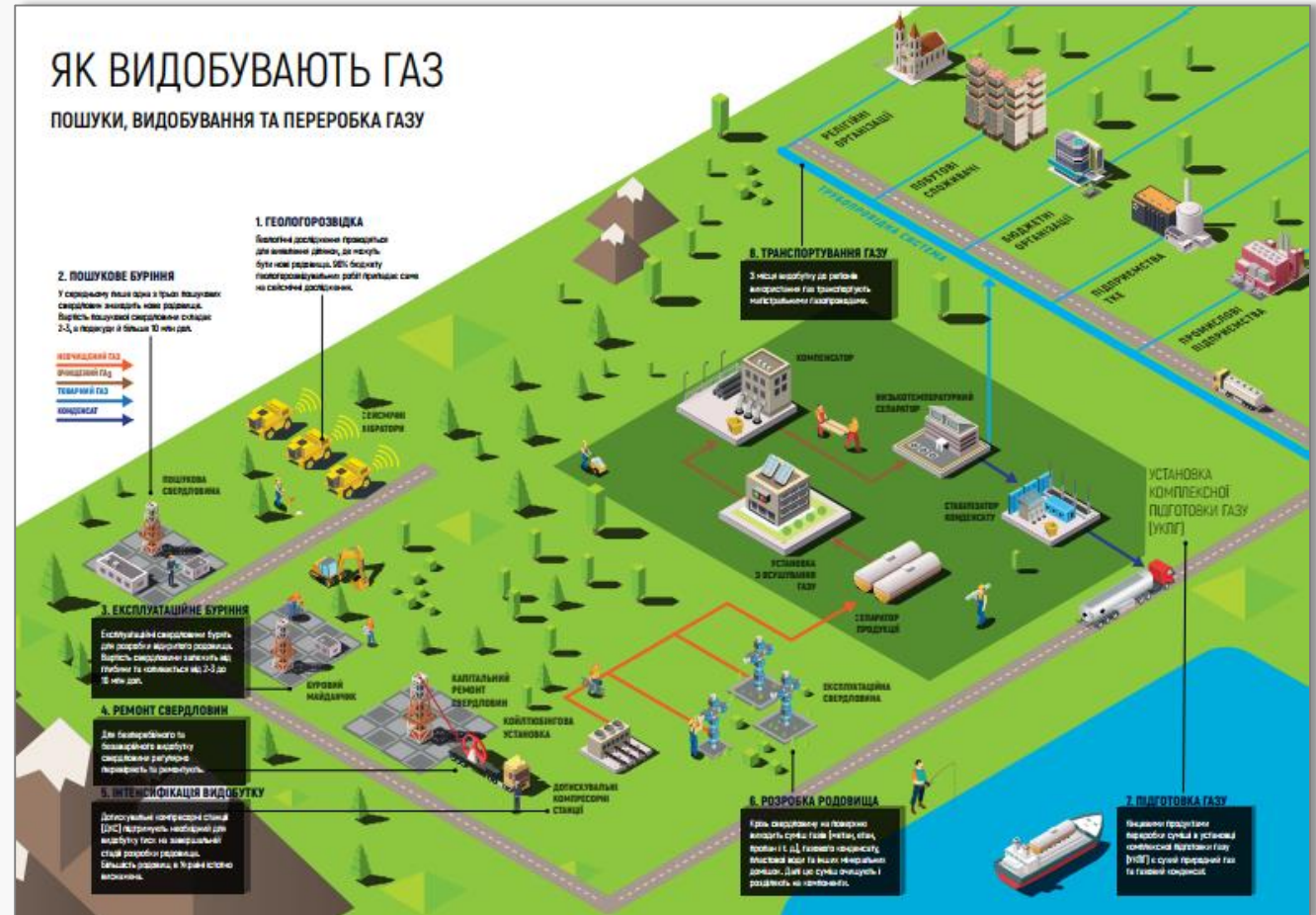
To pay attention on the problem of abuses



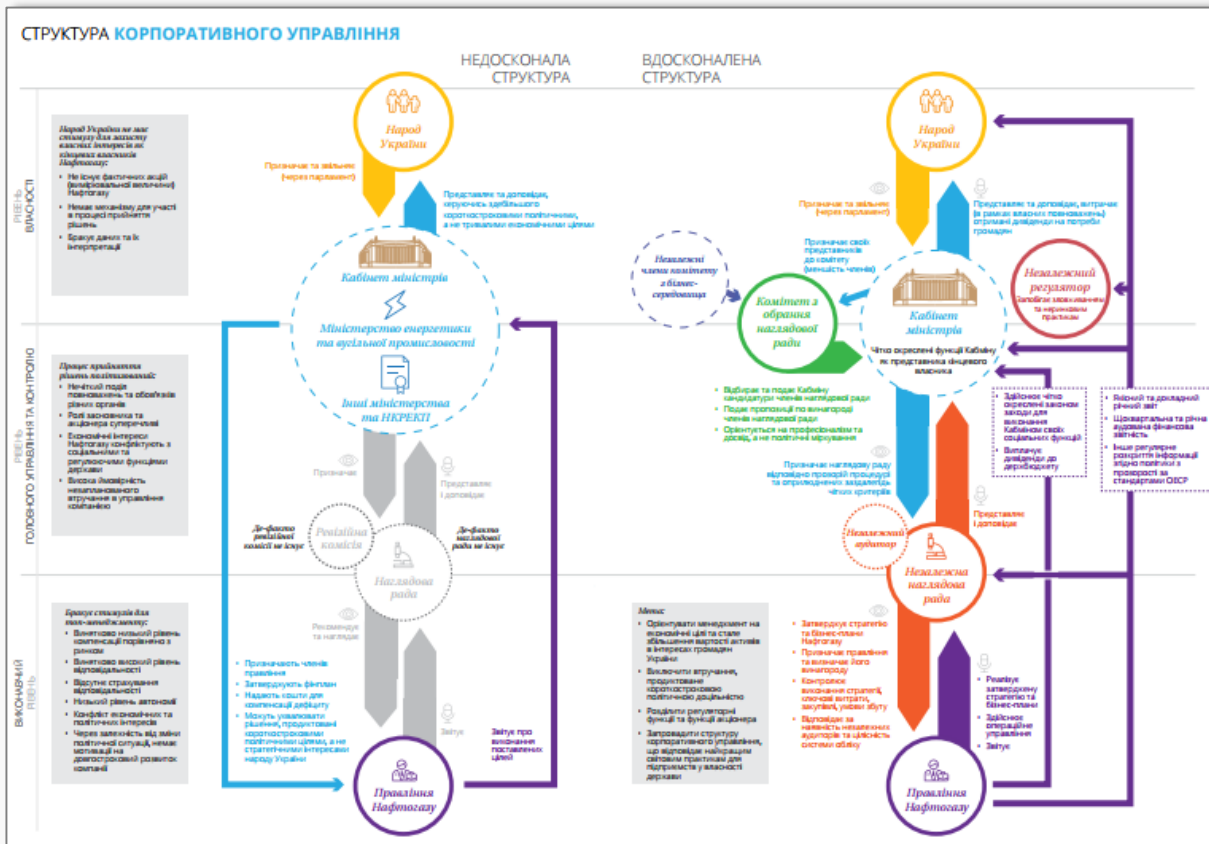
The absence of gas counter is the ground for abuses. We have created the bright infographics to pay as much attention as possible. The one is absent in the 2016 report – it was replaced with gas counters.

To tell how gas is extracted

Due to the fact that debates on the complexity of gas extraction began, we explained from the position of “Naftogaz Ukraine” that it is not just about sticking a pipe into the ground. This is a sophisticated technology that needs investment.

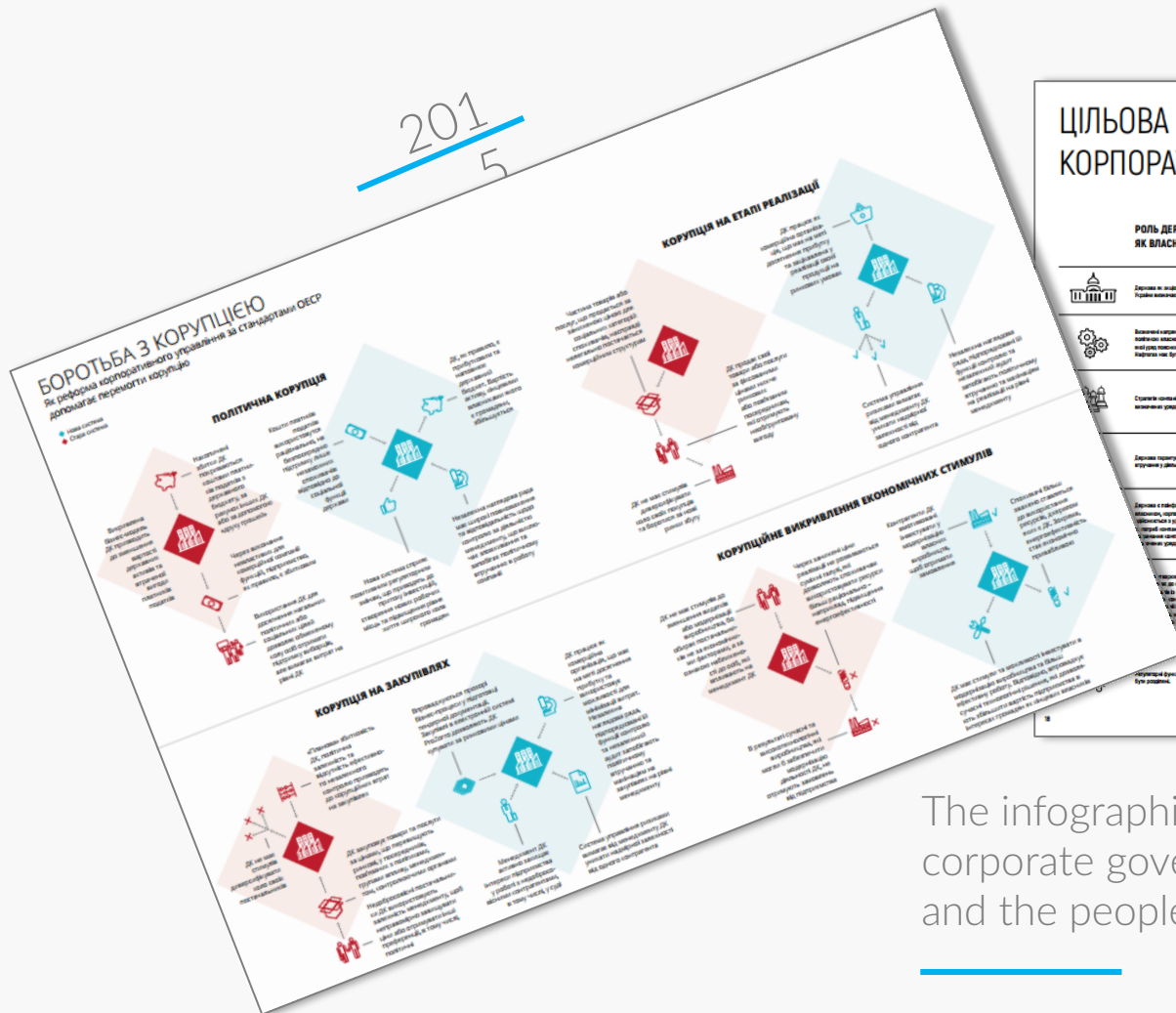


To explain the reform of corporate governance



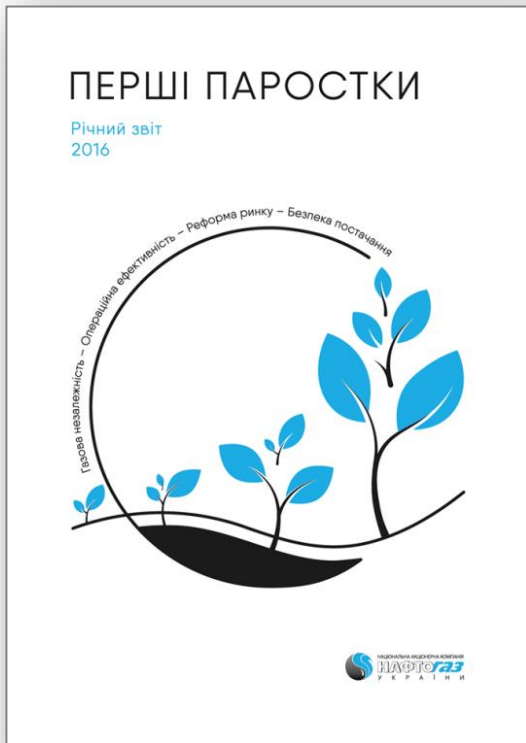
As the state-owned company, "Naftogaz Ukraine" was not under control of society, but used by politicians in their own interests. The infographics on corporate governance in 2014 annual report showed the changes.

The next is to point to main goals of the reform

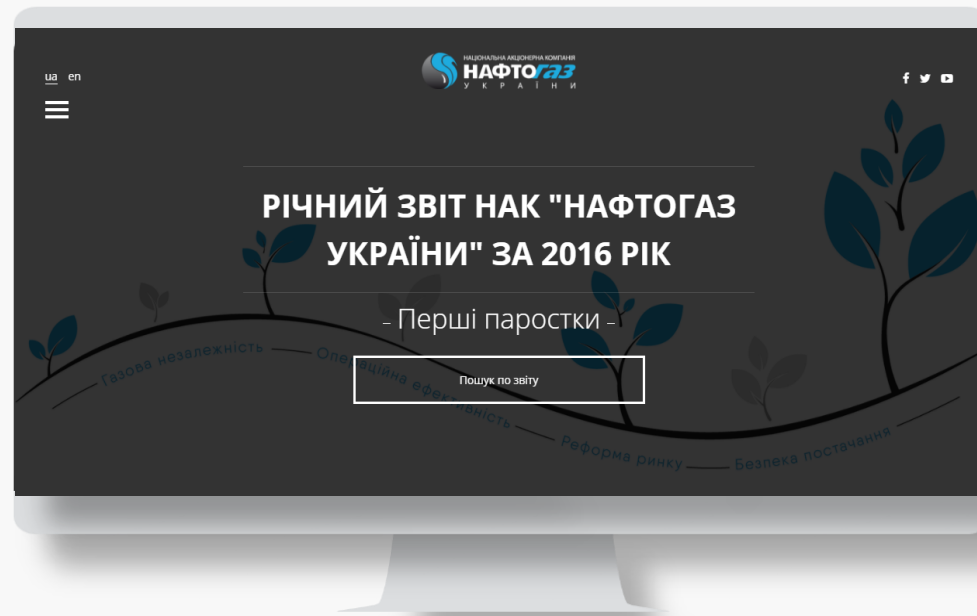


The infographics of the next two reports explained how the reform of corporate governance helps to fight corruption and what part the state and the people of Ukraine play in governance.

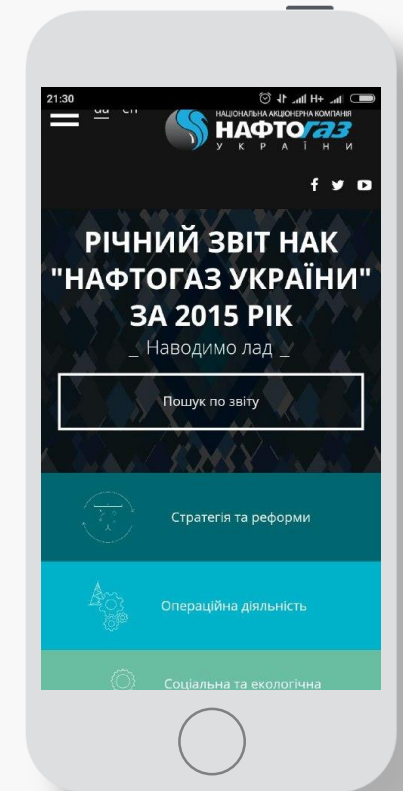
Annual report in the convenient format



Printed version



Interactive web-site



Mobile version of the web-site

The numbers of the three annual reports

5 000

◆
letters in the
mailboxes of
managers

4 months

◆
planning the
visualization and the
structure of the reports

50+

◆
50 infographics, 280+
graphics and tables

680

◆
pages

Target audience **has excellently met** the reports

50 000

of coverage of posts with the annual reports in Facebook

10+

More than 10 mass media yearly publish articles about the annual report of “Naftogaz Ukraine” and analytical materials using its data

4 000

of users has viewed on-line versions of the reports


Promo-publications of the reports

Дешевого газа не будет: 15 отрезвляющих фактов о газе и о том, почему государство поднимает тарифы

BusinessViews

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

**ОТРЕЗВЛЯЮЩИХ
ФАКТОВ О ГАЗЕ**



15154




75 931 views

Что будет, если Россия перекроет газ? Гид теплолюбивого украинца

BusinessViews

**ЧТО БУДЕТ,
ЕСЛИ РОССИЯ
ПЕРЕКРОЕТ
ГАЗ?**



гид теплолюбивого украинца

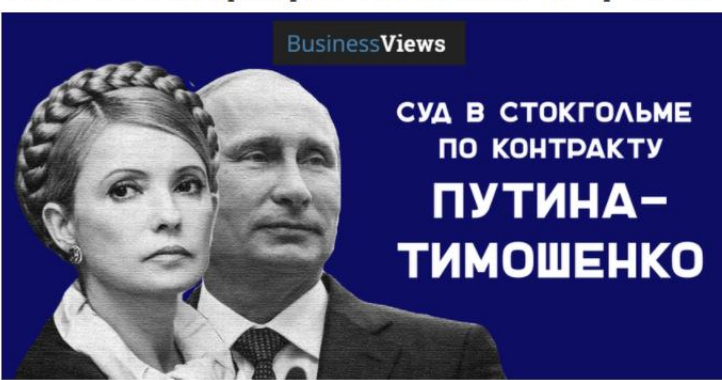
53



2670 views

Стокгольмский арбитраж - кто от кого и что требовал

BusinessViews



**СУД В СТОКГОЛЬМЕ
ПО КОНТРАКТУ
ПУТИНА-
ТИМОШЕНКО**

498

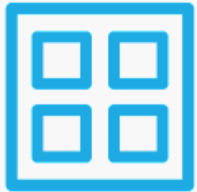


2898 views

How “Naftogaz” has been using the materials of the reports



Sending to regional media, as well as to investors embassies, Western analysts, representatives of international banks. Distribution at conferences abroad.



Update of the structure and information on the web-site of the company in accordance with the reports.



Usage of the infographics by the top-management of the company on international conferences, expositions and summits.



ANNUAL REPORT ENGINEERING

Nizhniy Val, 15
Office 202
04071 Kyiv, Ukraine

www.toplead.com.ua
facebook.com/topleadua
marina.budnik@toplead.com.ua