

4 Years of Infographics, **WHICH HAS CHANGED THE COUNTRY**

2014-2017 «Naftogaz Ukraine» annual reports



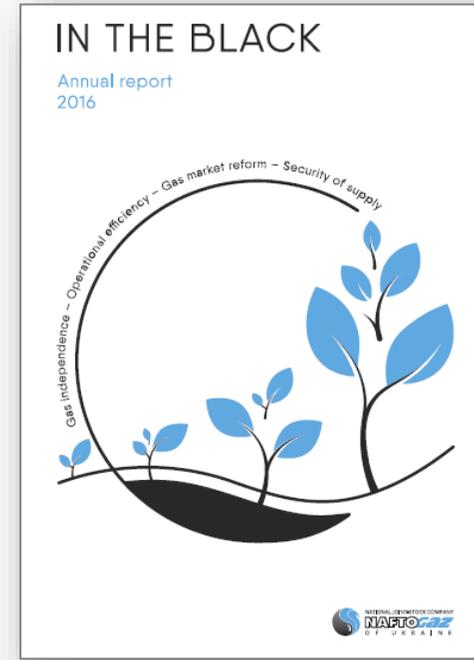
Infographics on victory



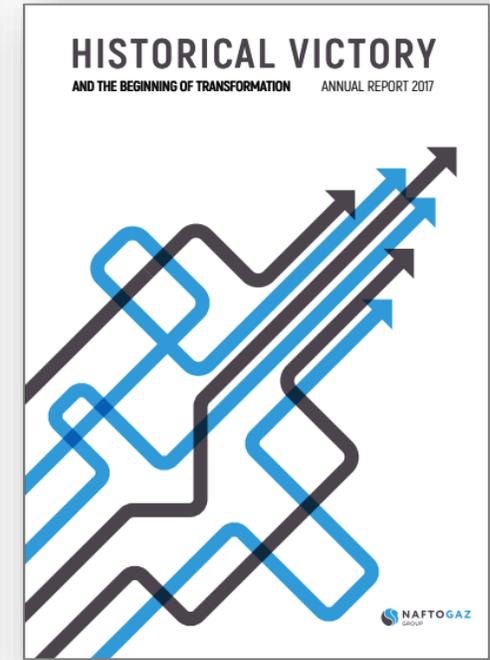
Explaining the problem



Pointing to the decisions



Demonstrating results



Celebrating success

In 4 years in 4 annual reports we have managed to:



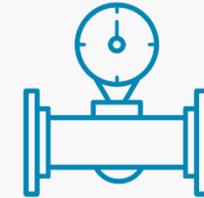
Demonstrate company's structure



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



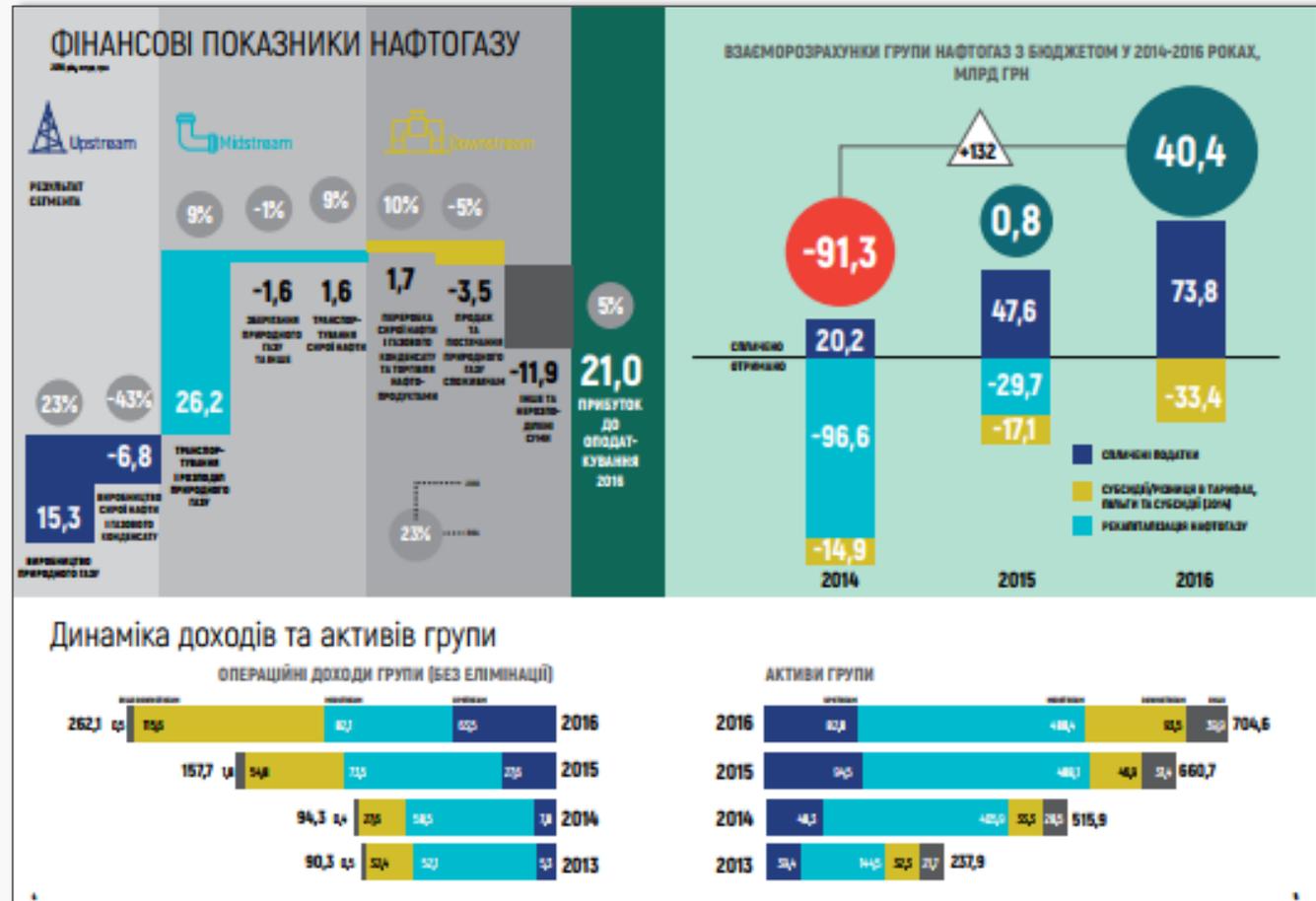
Tell about the abuses of politicians in the gas sphere



Explain the importance of raising tariffs

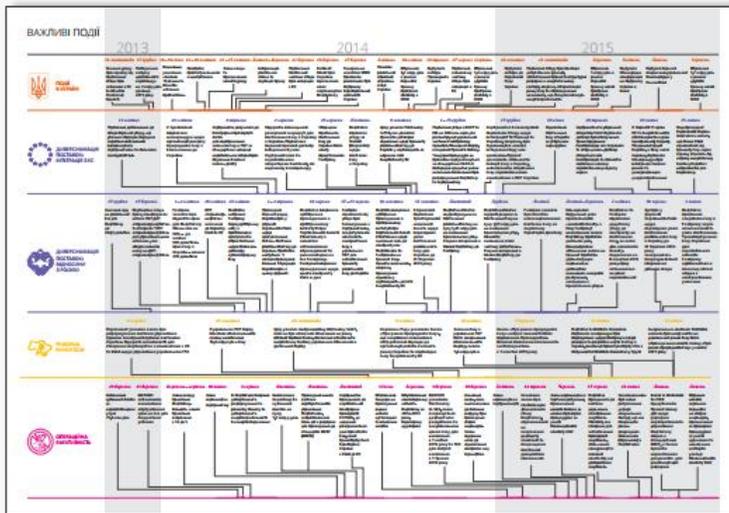
In 2016 we showed the results of the changes

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.

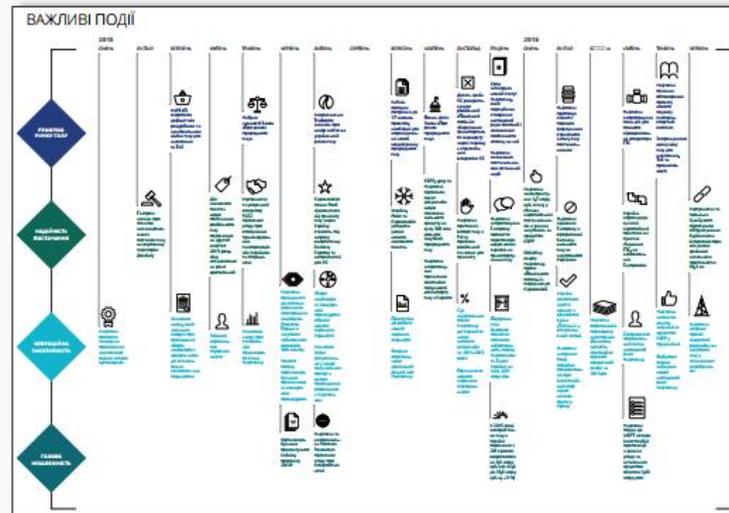


Showing the wild pace of reforms

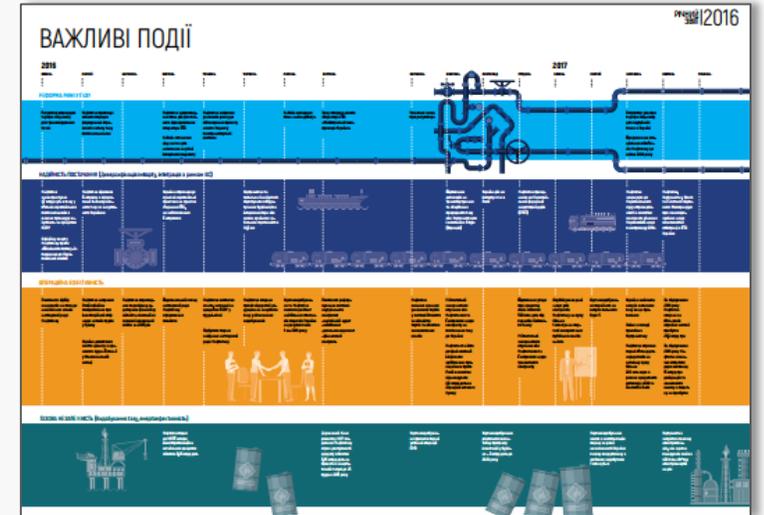
2014



2015

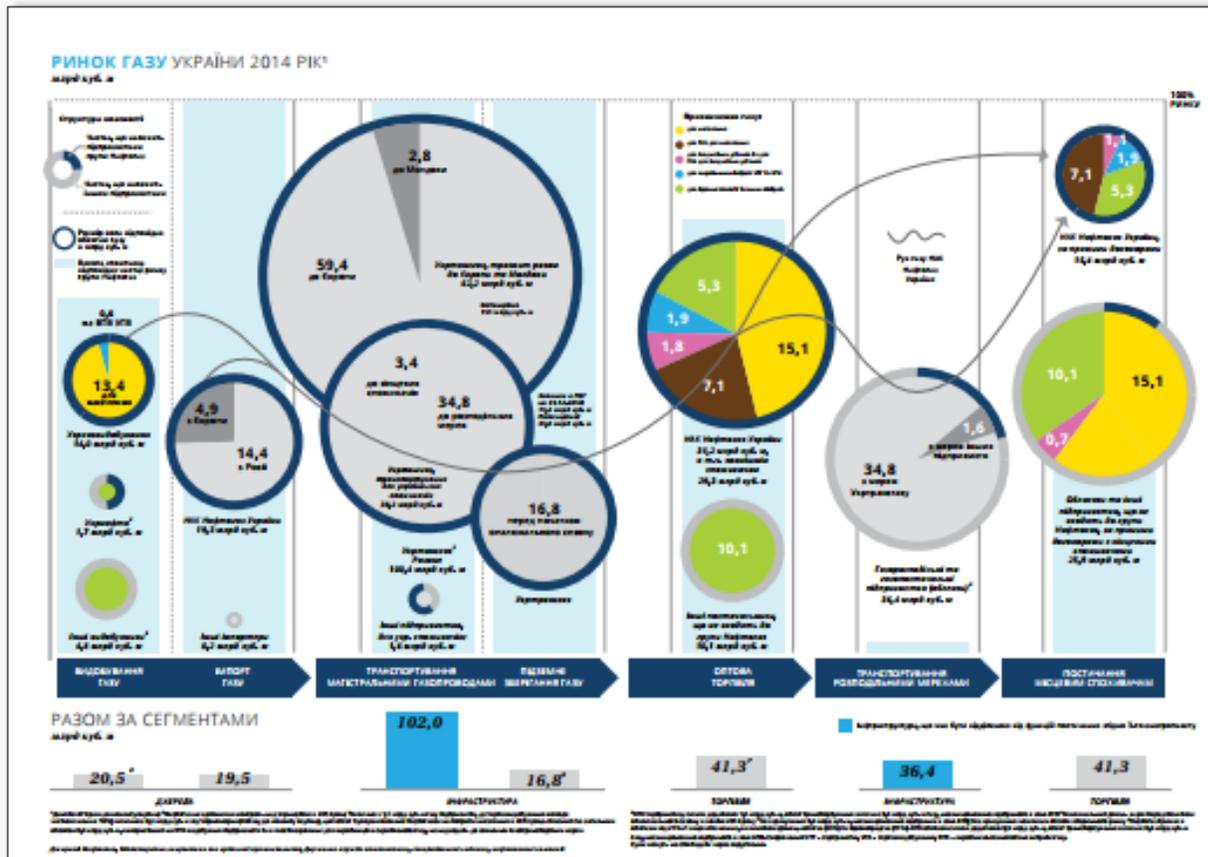


2016



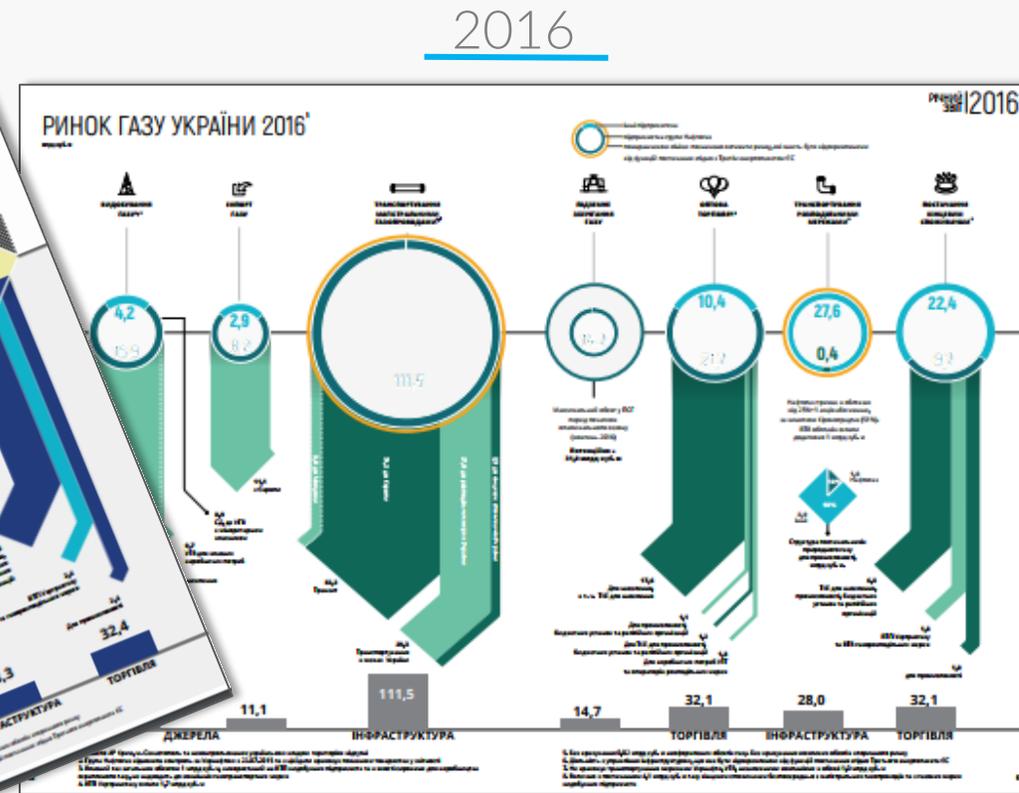
The company has so many changes and plans that only a [timeline](#) can demonstrate them. The most important events were picked out and structured in several ways.

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.

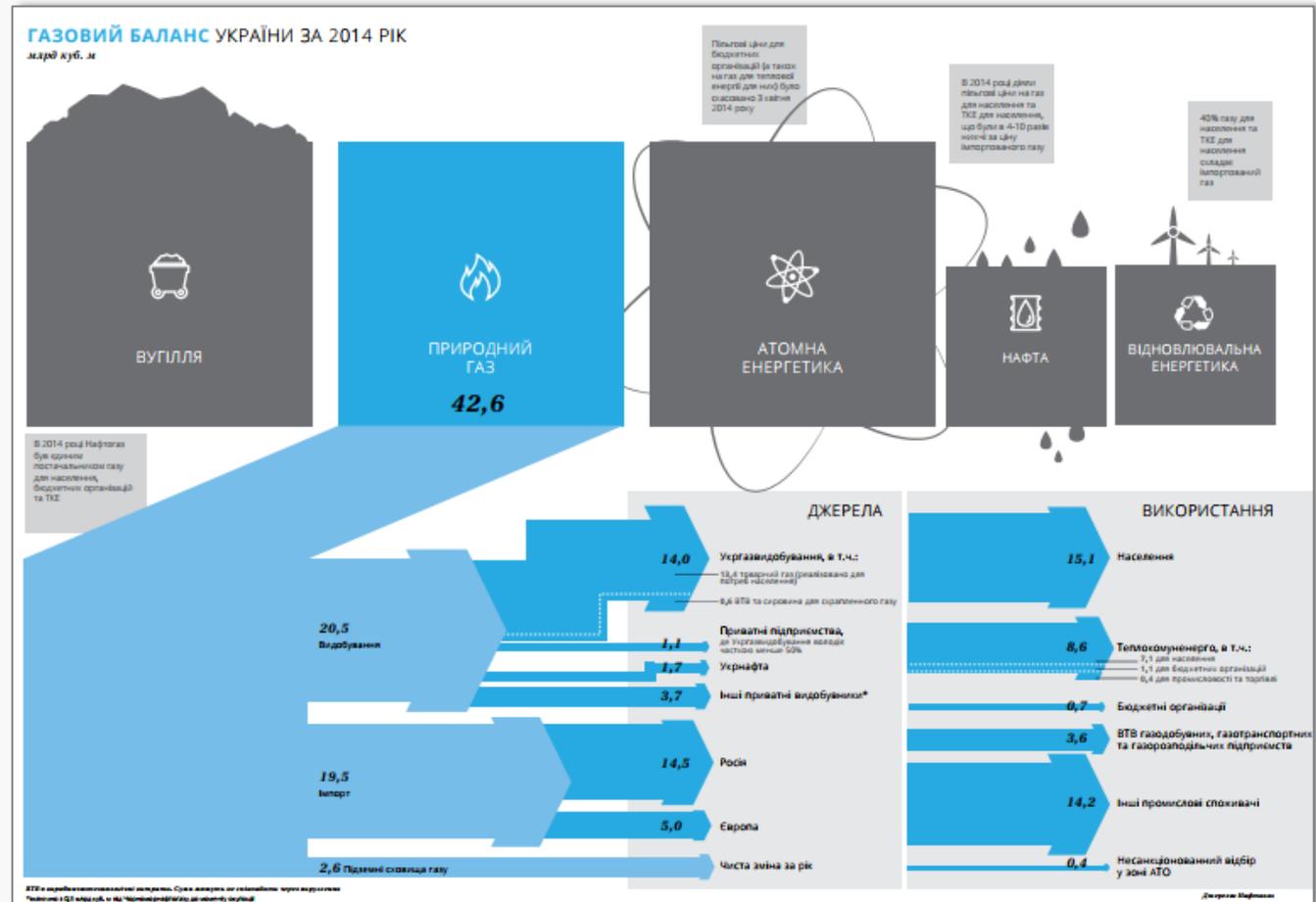
How gas market changes in Ukraine



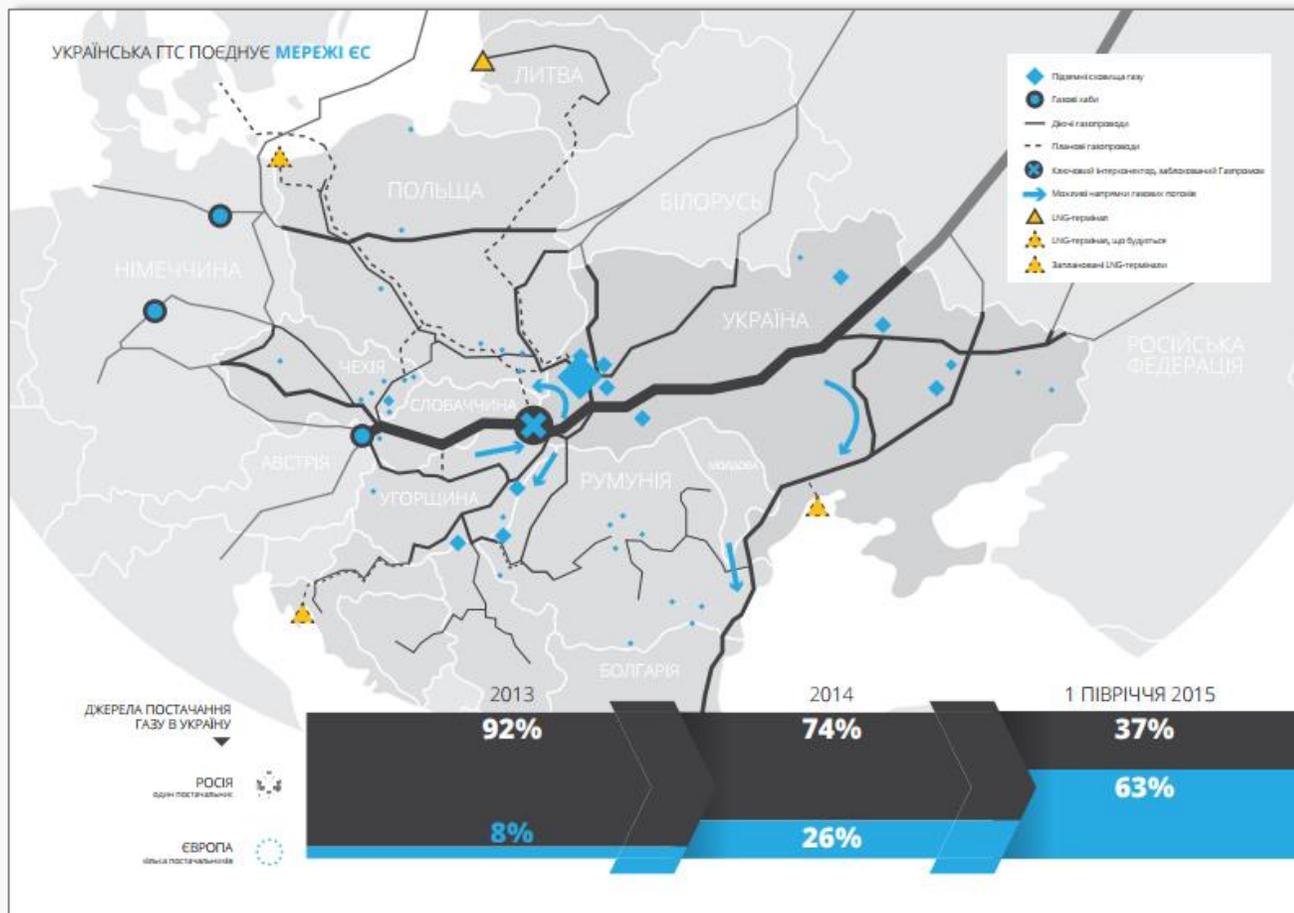
One of the infographics, which every year is awaited by all market representatives and global community.

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.



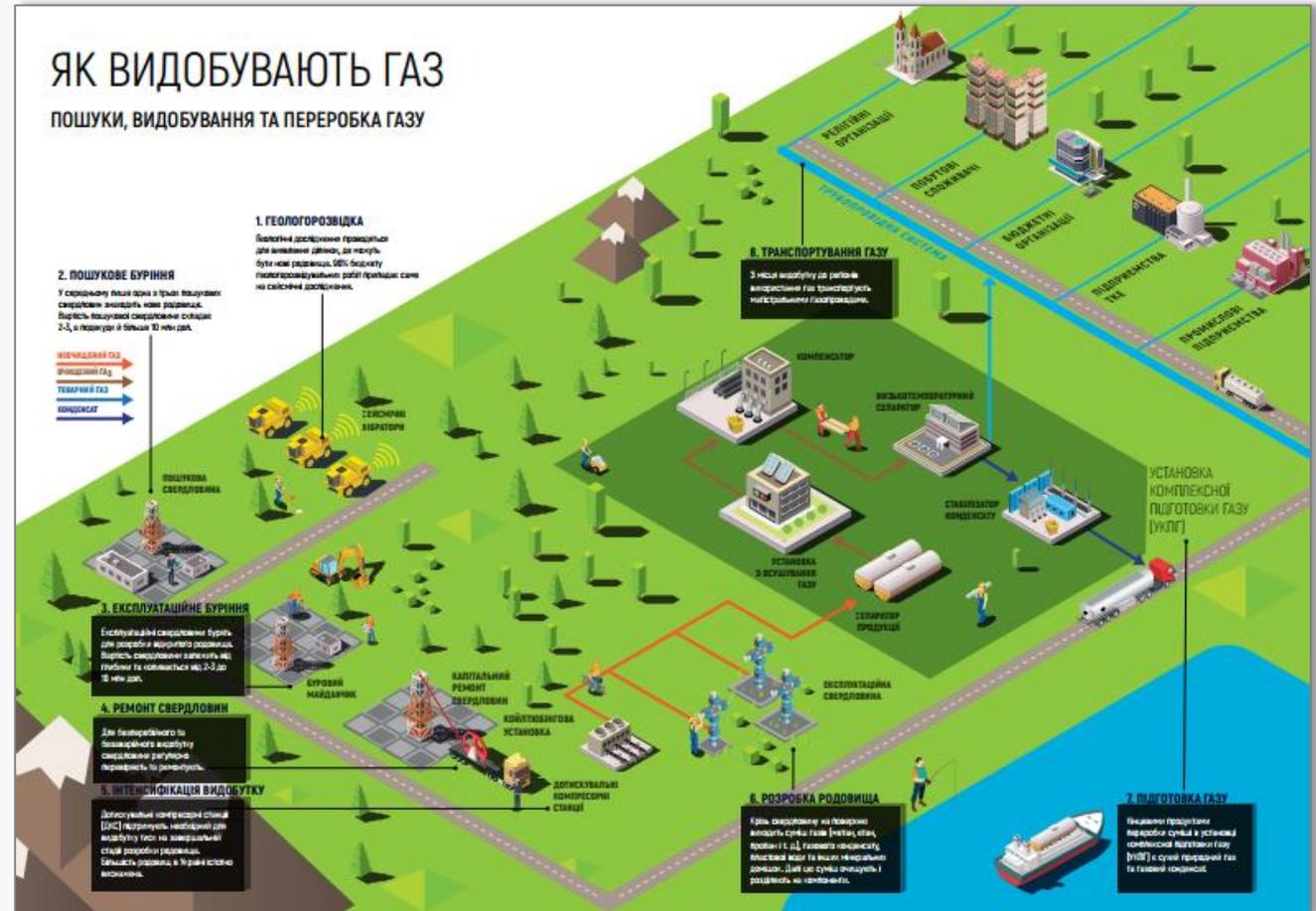
Our answer to “Gazprom”



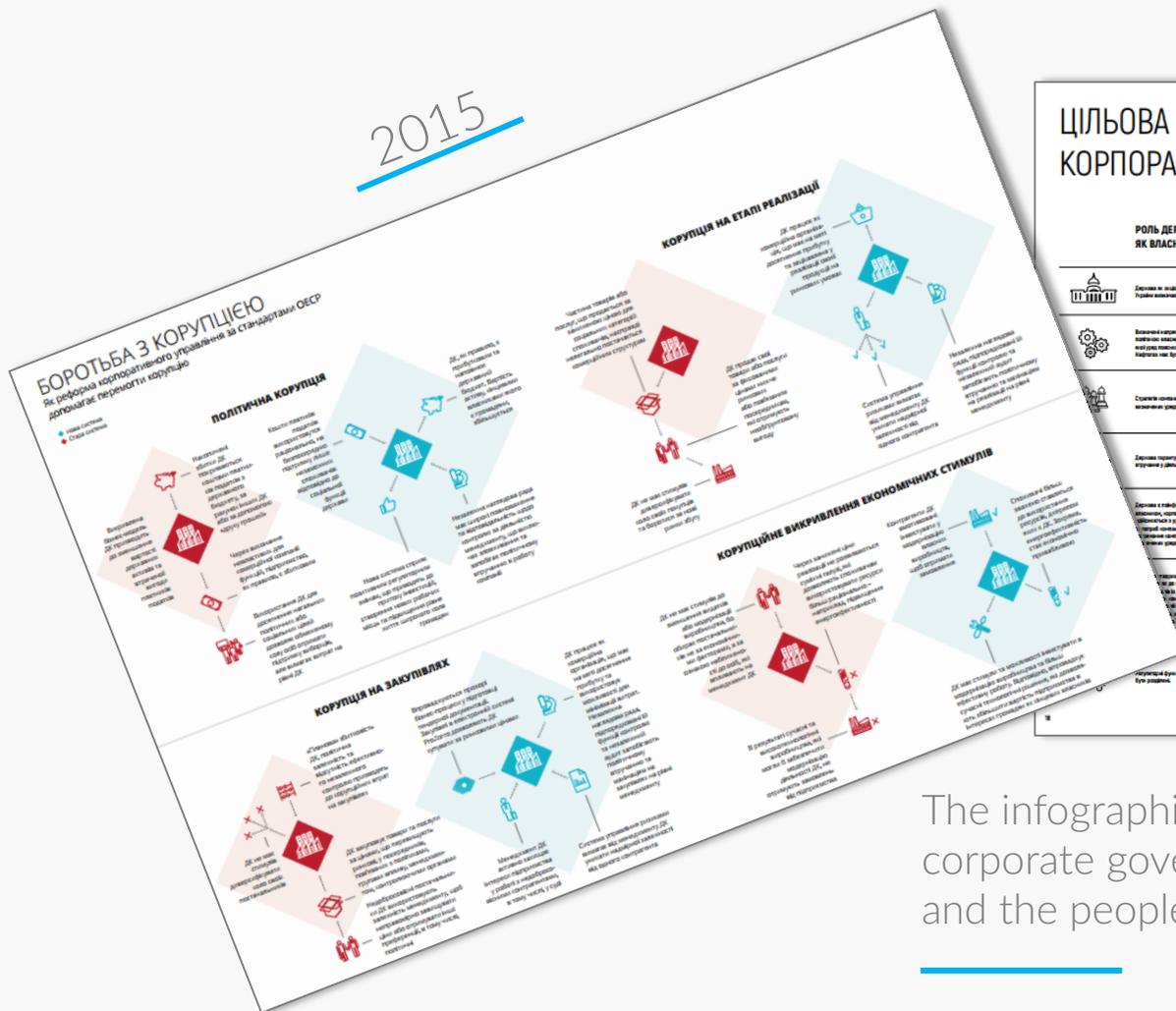
In 2014 we repulsed the remarks of “Gazprom” that Ukrainian GTS cannot influence European gas market.

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.



The next is to point to main goals of the reform

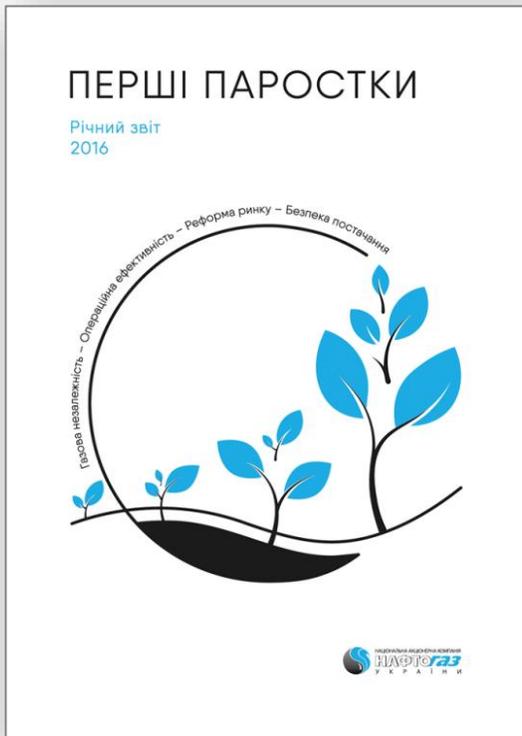


2016

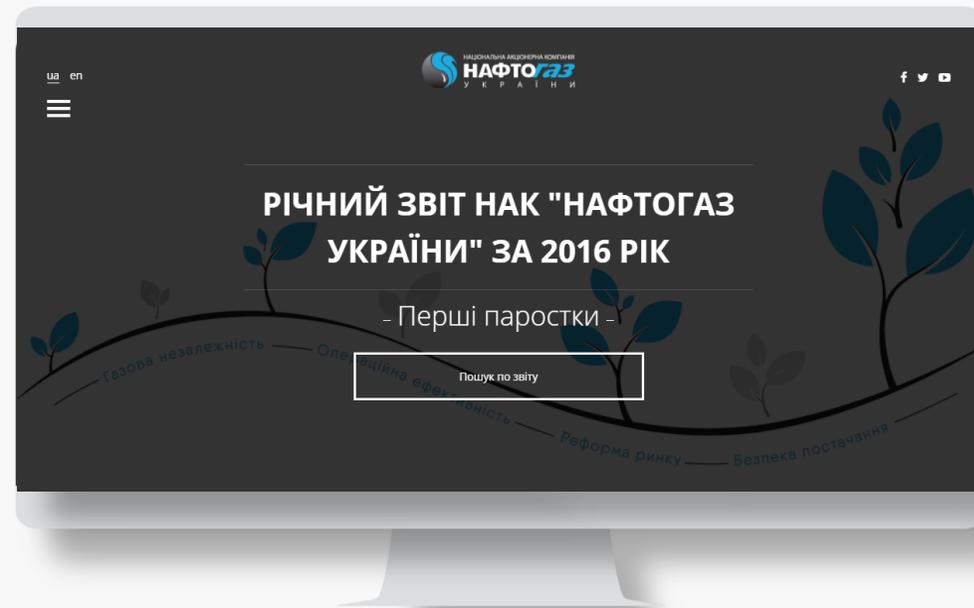


The infographics of the next two reports explained how the reform of corporate governance helps to fight corruption and what part the state and the people of Ukraine play in governance.

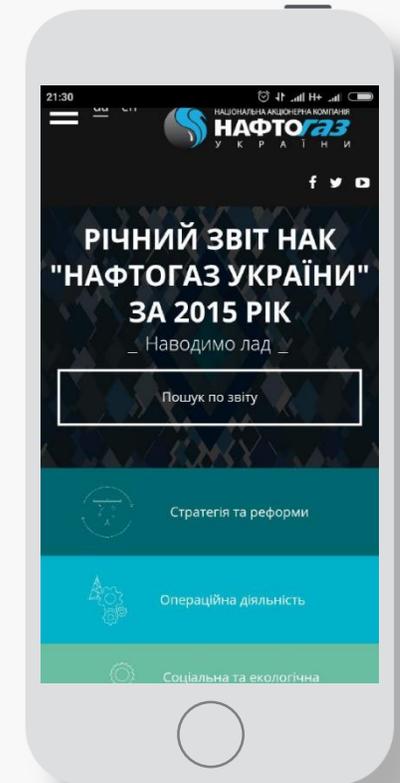
Annual report in the convenient format



Printed version



Interactive web-site



Mobile version of the web-site

The numbers of the four annual reports

8 000+ 10 months 70+ 830

◆
letters in the
mailboxes of
managers

◆
planning the
visualization and the
structure of the reports

◆
50 infographics, 280+
graphics and tables

◆
pages

Target audience **has excellently met** the reports

100 000

of coverage of posts with the annual reports in Facebook

20+

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

10 000

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

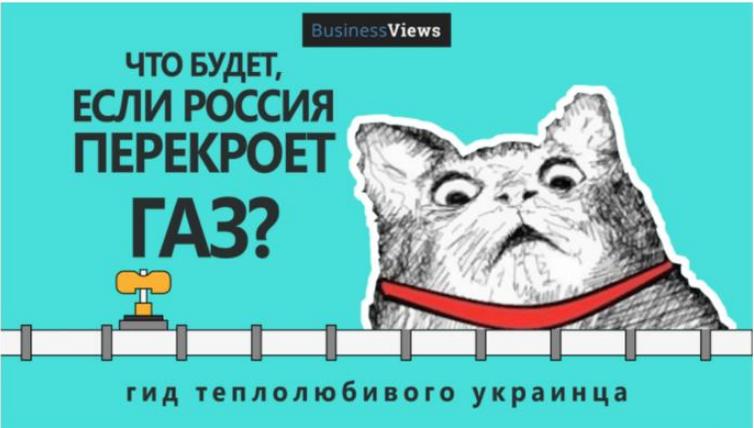


75 931 views

Что будет, если Россия перекроет газ? Гид теплолюбивого украинца

BusinessViews

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



гид теплолюбивого украинца

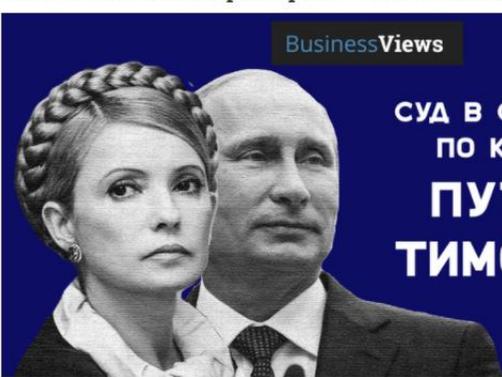
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2670 views

Стокгольмский арбитраж - кто от кого и что требовал

BusinessViews



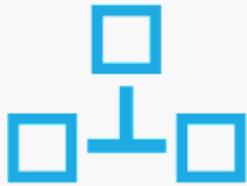
**СУД В СТОКГОЛЬМЕ
ПО КОНТРАКТУ
ПУТИНА-
ТИМОШЕНКО**

498

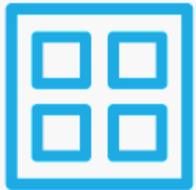


2898 views

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

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