

# TASHIR

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*External Communications Department*

Press Release

March 26, 2015

## **RIO rebrands**

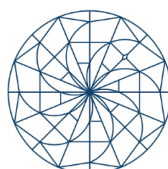
A leading developer in the retail of Russian real estate, the Tashir Group of Companies, is announcing a corporate style update of the RIO shopping and entertainment centres' central network. Alterations have been made to the brand's entire visual identity, including the logo, which has not been changed since RIO entered the market in 2005. The new variable style of the RIO network is a unique development by the Tashir Group's creative team.

A unique transforming logo will soon become the symbol of RIO across Russia and will open the "world in new colours" for its visitors - it is exactly how the motto of the updated network sounds. The new image is modern and colourful, and most importantly, dynamic. It fully reflects the qualitative changes to the network over 10 years of successful development, along with the desire to move forward and to change alongside its consumers.

Over the years of the RIO network's successful operation, the features of the brand's visual perception by the consumers have been developed, and these features remain in the updated version. The new corporate identity is based on a concept which reflects the values of the brand that has become popular, and, at the same time, it has become brighter, more modern and unique. Due to the possible transformation of the last letter "O", the stylized logo allows RIO to reflect the life and events of the modern metropolis in all its colours, and to convey the mood of each day.

The flagship project of the network, RIO, on Leninsky Prospekt in Russia's capital city, was the first to appear with a new look, where a new multimedia signboard appeared at the façade of the shopping and entertainment centre. In due course, all 20 RIO shopping and entertainment centres in 16 Russian cities will be updated.

Head of marketing and corporate communications at the Tashir Group of Companies, Zara Agemian says, "The decision on rebranding was driven by the desire to meet the needs of our visitors. The world doesn't stand still; that is why, first of all, we aimed to create a dynamic image that changes day by day. The most



important aspect of the updated RIO is that it perfectly visualizes the concept and the emotional component of the brand. We are sure it is a positive change that will let the shopping centres within the network create positive emotions in our audience and a loyalty to the brand, for years to come".

Head of Digital at the Tashir Group, Artem Dubrovin, says, "When developing the new corporate identity, we were faced with a strategic objective to create a unique logo that matches the expectations and the needs of a wide range of target audience. The new graphics system of the RIO brand was designed with the possibility of transformation and variability of the logo. This is a unique experiment that has never been used in such a format, and we are pleased to be the first to lead in this direction. One feature of the logo is the approach whereby the changing of its content does not change the shape. So, by transforming only one variable of the logo, you can create an endless variety of new emotional symbols".

Since the launch of the first mall in 2005, the RIO shopping and entertainment centres' national network has been successfully developing throughout Russia. During its 10 years in existence, RIO has become the most recognizable brand of shopping centre in Russia and has acquired the status of one of the most popular and favourite malls in the cities where it operates. The RIO shopping and entertainment centres' national network is always developing, improving and offering its visitors new opportunities for shopping and unique entertainment.

At the moment, projects are being carried out to implement the new style of RIO into all points of contact that the target audience has with the brand.

## **Information**

### **Tashir Group**

Tashir is a multi-profile federal group of companies founded in 1999 and uniting over 200 companies in Russia's economy sectors to include construction, manufacturing, finance, energy, development, and retail. Its staff totals over 45,000 people. The company's geography covers over 25 cities of Russia and the former USSR. Tashir's founder and President is Samvel Karapetyan; the company is headquartered in Moscow.

The Group's primary business is development and managing of commercial real estate, with a focus on retail and residential estate. Being a Russia's leader in

development, Tashir has so far built 2.5 million sq.m. of modern, hi-tech commercial and residential real estate.

### **Federal chain of the RIO shopping and entertainment centres**

In 2005, Tashir started developing the shopping and entertainment centres network under the RIO brand. During 15 years of its existence, RIO has become the most recognisable brand of the shopping centres in Russia and of one of the most popular centres among the residents of the cities where the malls operate. Today, the network consists of 20 centres in 16 cities of Russia. The network of RIO shopping centres is constantly developing, improving and it offers its visitors the new opportunities of shopping and unique entertainment.

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