

TASHIR

External Communications Department

Press Release

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The New Image of Tashir Charity Foundation

Tashir Charity Foundation has presented its new identity. Its key symbol is now a white dove, long associated with peace, good and hope. When developing the logo, Tashir Group's general corporate identity concept served as a source of inspiration. The Foundation slogan reflects its mission to encourage social, spiritual and economic development in the cities of its presence.

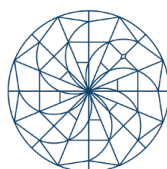
“All of our activities today shape tomorrow, the world the next generations will live in”; this is the slogan Tashir Charity Foundation has chosen to open a new page of its story, always carrying on the long-term tradition of charity and arts patronage in Russia and Armenia.

Zara Agemian, Head of Marketing and Corporate Communications, Tashir Group, comments: “Throughout its history, Tashir Group has felt its corporate social responsibility that spread its influence far beyond merely business projects. Since the day of its incorporation, Tashir, via its devoted Charity Foundation, has fulfilled numerous charity projects to improve various aspects of people's lives in Russia and Armenia.”

Tashir Charity Foundation has already presented its freshly restyled corporate website which will serve as an integral tool of audience interaction to implement new socially important projects as well as provide an open media scene. The project has been developed by Tashir's own creative team.

Artem Dubrovin, Head of Digital Projects, Tashir Group, adds: “Today, we are opening a new site that will be an efficient tool of community interaction and allow extending the boundaries of Tashir's work for general betterment.”

Tashir Group, led by its Founder and President, patron of arts Samvel Karapetyan, has always been active in its philanthropic and sponsorship activities. For over 15 years now, Tashir, via its devoted Charity Foundation, has been implementing complex charity programs; building medical institutions, kindergartens and schools;



reconstructing churches and temples; supporting projects in sports, healthcare, education, arts, and science as well as urban improvement and social initiatives in Russia and Armenia. Tashir Charity Foundation's mission is to encourage social, spiritual and economic development in the cities of its presence.

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.

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