

CATALOGUE

OFFICIAL LICENSED

MERCHANDISE

SOCHI 2014





ABOUT THE GAMES

The XXII Olympic Winter Games will be held in Sochi between February 7 and 23, 2014. Then, from 7 to 16 March, the XI Paralympic Winter Games will take place.

The Sochi Games will take place in a unique climatic zone: here, warm sea neighbors snow covered mountains, the slopes of which have long been a popular holiday destination for lovers of winter sports.

The Sochi Winter Games will go down as the most modern in history. Much that is being done during the preparations is being done for the first time and after the Games, this will become part of the great Sochi 2014 Legacy.

One of the advantages is the compact layout of the sports venues and infrastructure facilities, which will ensure maximum convenience in moving between venues and reduce transport problems.

Modern sports venues are being specially built for the Sochi 2014 Games. Their construction uses cutting-edge technologies and protects the environment.

All of this means long-term positive changes which are just part of the huge legacy of Sochi 2014 for the whole country and all of its residents.

A unique
climatic
zone

Sochi 2014 in figures

- ♦ 17 days of competitions during the XXII Olympic Winter Games: February 7 - 23, 2014
- ♦ 9 days of competitions during the XI Paralympic Winter Games: March 7 - 16, 2014
- ♦ 12 new types of competitions in the Olympic sports program
- ♦ 8 additional sets of medals in the Paralympic sports program
- ♦ 98 sets of medals will be awarded in 7 Olympic sports
- ♦ 72 sets of medals will be awarded in 5 Paralympic sports
- ♦ 6,000 Olympic athletes and team members will compete at the Olympic Games in Sochi
- ♦ 1,650 Paralympic athletes and team members will compete at the Paralympic Games in Sochi
- ♦ Around 85 countries will participate in the Sochi Olympic Winter Games
- ♦ Around 45 countries will participate in the Paralympic Winter Games in Sochi
- ♦ 25,000 volunteers will work at the Games in Sochi
- ♦ Around 13,000 members of the press and photographers will be accredited at the Games in Sochi
- ♦ Approximately 3 billion people around the world will watch the Sochi Games

The most
advanced
Olympics



Licensing Program

The Sochi 2014 Licensing Program's main task is to ensure that every citizen in the Russian Federation - along with Games competitors and spectators - has the chance to acquire high-quality, affordable licensed merchandise bearing the Olympic logo, and as a result, its target audience numbers tens of millions of people!

Licensing competitions are underway for interested companies in a range of categories. Winning companies acquire the rights to the production and sale of merchandise bearing the logo of the XXII Olympic Winter Games and XI Paralympic Winter Games of 2014 in Sochi, including the Sochi 2014 logo, the ROC logo, and also images of the mascots, pictograms and so on.

Superior quality and affordable pricing are the stipulations which must be met by merchandise producers who are brought on board as official licensees for the Sochi 2014 Organizing Committee.

The
competitive
selection system
for licensees



The Games Licensing Program in figures

- ♦ 5,000 items of licensed products
- ♦ 55 company licensees in more than 45 product categories
- ♦ More than 8,000 retail outlets of licensed products throughout the country
- ♦ More than 30 sales outlets in the Olympic Park during the Games

Retail sales program

One of the main aims of the retail sales is to distribute licensed products with the Sochi 2014 Games Marks and to make them available to the entire territory of Russia.

The effective organization of sales of licensed products during the preparation and staging of the Games in the Russian Federation is provided through official retail operators to their own network of distribution licensees, sales outlets of Marketing Partners of the Games and the official online shop (shop.sochi2014.com).

Special Olympic shops in various formats are opening in each of Russia's regions, with an incredibly diverse range of licensed merchandise available for purchase. The Organizing Committee's licensees have the right to sell the merchandise through their own retail networks, with the help of those operating retail sales, or through the official online shop.

Olympic shops
in all regions
of Russia

THE BRAND OF THE SOCHI 2014 GAMES

♦ The Brand

The Sochi 2014 Brand is a symbol that the Games in Sochi will unite the country around the values of the Olympic and Paralympic Movement, and will express the character of the new Russia and bring about positive changes in a number of ways

♦ The Logo

The logo of the 2014 Olympic Games in Sochi presents modern Russia to the world and opens it up to the modern Internet generation, for people who seek progressive change.

The logo of the 2014 Olympic Games comprises a mirror reflecting the elements "SOCHI" and "2014", which embody the uniqueness of the location of the city of Sochi, where snow-capped mountains are reflected in the Black Sea. The ".ru" element means that the 2014 Games will take place in Russia and become the pride of the whole country. The Olympic Rings, the symbol of the Olympic movement worldwide, form part of the logo.

The Logo of the 2014 Paralympic Games: Its distinctive component is the symbol of the Paralympic Movement - red, blue and green crescents.



♦ The Slogan

was created to reflect

♦ The national character of Russia. In Russia, everything is done from the soul and properly.

The unique atmosphere of the Games - hospitable, cheerful, sincere and inspiring - truly enchants the whole world.

♦ The progressive approach to the organization and staging of the Games.

♦ The values of the Sochi 2014 brand. The pursuit of excellence, skill verging on the impossible, energy and power, clarity and depth - this is Russian sport. And the Games will become faster, higher, stronger!

♦ Original innovative solution of the Sochi 2014 Logo

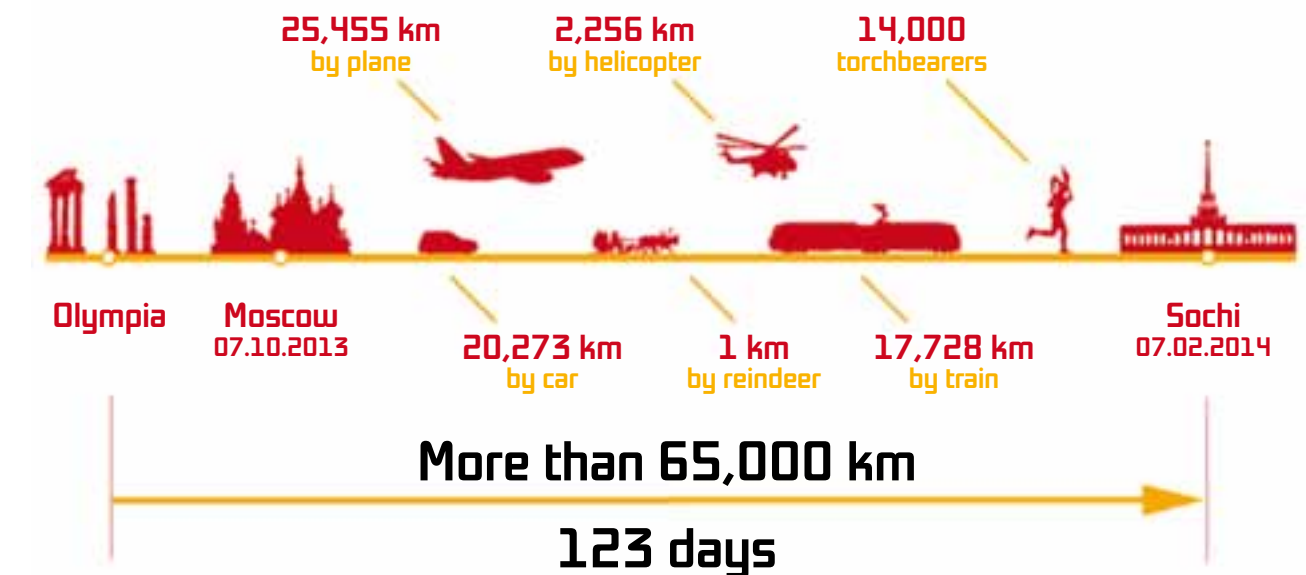
♦ The involvement of residents of Russia in the Games, the role of every citizen of the country in the preparation and staging of the Games in Sochi

HOT. COOL. YOURS.



The Olympic Torch Relay

Facts and Figures



The Olympic Torch Relay will visit the most unique places in Russia:

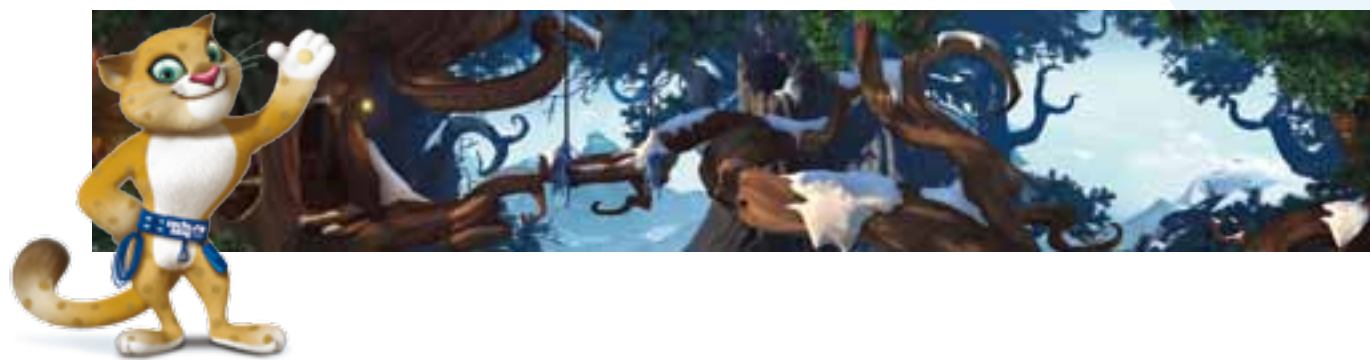
- ♦ Lake Baikal;
- ♦ The top of Mount Elbrus;
- ♦ The North Pole;
- ♦ Space.



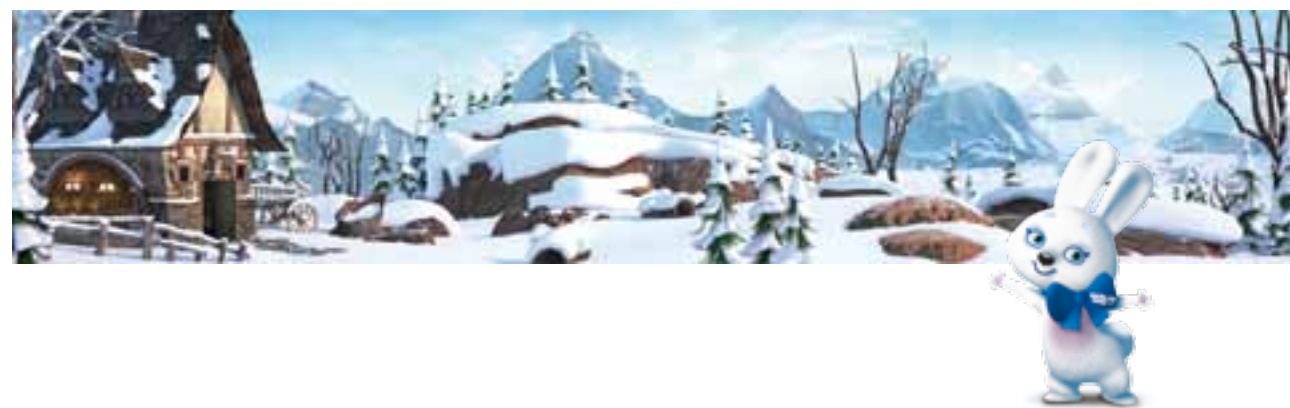
Olympic and Paralympic Mascots

The Sochi 2014 Mascots are the first in the history of the Olympic Movement to be chosen by the entire country. A national vote was held on February 26, 2011, live on Russian television's Channel One Russia. As a result, the Leopard, Polar Bear and Hare became the official mascots for the 2014 Sochi Olympic Games. The chosen mascots for the Sochi Paralympic Games were the Ray of Light and Snowflake.

Olympic Mascots



The Leopard, who is a rescuer and mountaineer, lives in the crown of a huge tree which grows on the highest cliff in the snowy mountains of the Caucasus. The Leopard's mission is to inspire the world. The Leopard is the main friend of the Sochi 2014 volunteers. One of his main concerns is saving endangered species of wildlife that live in the territory of the Sochi Black Sea Coast.

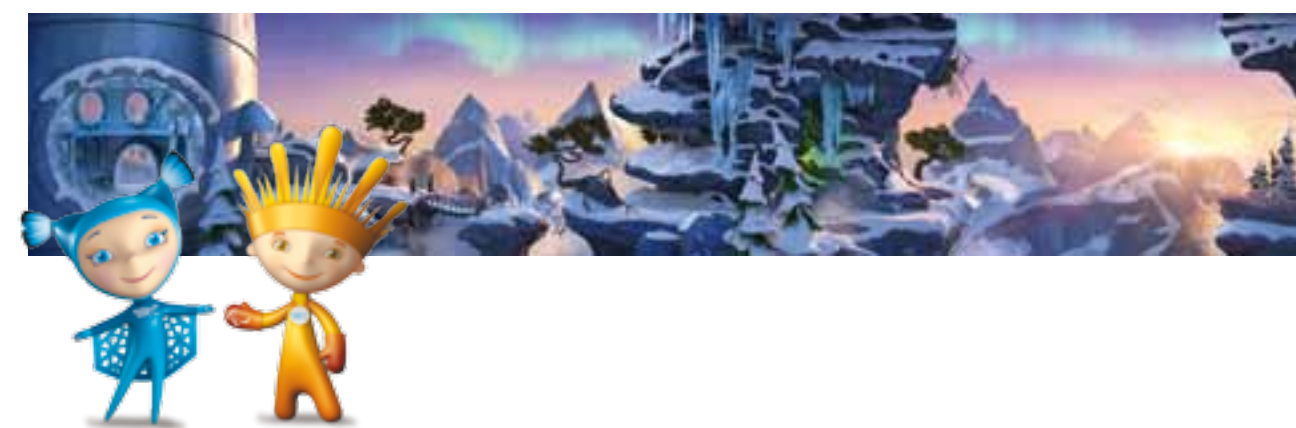


The Hare is the busiest creature in the winter forest. For the little Hare not only studies at the Forest Academy (where she gets excellent grades) and helps her Mum in the family restaurant, but also takes part in all manner of sporting events. The Hare symbolizes friendship, one of the three Olympic values. She is hospitable and takes care of the guests of Sochi, which will be a truly welcoming city. The mission of the smallest Sochi 2014 Mascot is to demonstrate the true character and uniqueness of our country.



Beyond the Arctic Circle, on a shelf of ice, there lives **The Polar Bear**. In his home, everything is made out of ice and snow: his snow shower, his bed, his computer and even his weight-lifting equipment. He is actively involved in sports and can confidently participate in the Olympic competitions. The Polar Bear is a true keeper of Olympic knowledge and traditions. He honors all of the Olympic values, but the most important value for him is respect. The Polar Bear is very inquisitive, takes a thorough approach to the acquisition of new knowledge and is willing to share it with others.

Paralympic Mascots



The Ray of Light and **The Snowflake** are space travelers who came to Earth from another planet, to show that you can demonstrate your abilities, even if you're not like everyone else.

The Mascots' House

The Mascots of the 2014 Olympic and Paralympic Winter Games in Sochi have settled into the virtual house, which is on the website: talisman.sochi2014.com. Visitors to the site can not only pop in for a visit to the mascots, checking out how everything is going at home, but can also learn a lot about their lives: read news, watch videos, and read the characters' official stories. The Mascots' House website also contains detailed information about the characters of previous Games.



JOIN THE GROUP

 vk.com/sochi2014_mascot

 facebook.com/mascots.sochi2014

VISIT THE MASCOTS AT:

talisman.sochi2014.com

The Look of the Games

The integrated Look of the 2014 Games has become a visual embodiment of modern Russia and traditional Russian hospitality. Its design combines historical motifs and innovative solutions.

At the heart of the design for the Look of the Sochi Games is the idea of the patchwork quilt, which combines designs from the most famous Russian folk crafts: Gzhel, Khokhloma, Uftyuzhskaya, Zhostovo and Mezenskaya painting, Vologda lace, Russian calico, Kuban and Yakutsk patterns and Pavlov Posad shawls.

The Olympic patchwork quilt represents the beauty of Russian nature in all seasons of the year, the unique and rich characters of the different ethnicities, craft, song, dance, people and emotions.

Ornaments
of the most
FAMOUS
handicrafts



Pictograms

The pictograms are a graphic representation of the sports involved in the Olympic program. They are an important part of the decoration of the Games, its key stylistic element.



Pictograms of the sporting venues

are a graphic representation of the venues of the Coastal and Mountain Cluster. They are schematic illustrations of the respective competition venues and Fisht Olympic Stadium.



Pictograms of the Olympic VILLAGES



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LLC "Sporttovary Bosco"

Contact: Natalia Elchaninova
Telephone: +7 (495) 788 43 64 ext. 2434
 +7 (926) 726 58 11
Email: elchaninova@bosco.ru
Website: www.boscosport.ru
 www.sochi2014.bosco.ru

Category

Clothing:

- ♦ Jackets
- ♦ Coats
- ♦ Vests
- ♦ Trousers
- ♦ Sweatshirts
- ♦ Sweaters
- ♦ Tracksuits
- ♦ Polo shirts
- ♦ Long-sleeve t-shirts
- ♦ Short-sleeve t-shirts
- ♦ Vests
- ♦ Shorts

Accessories:

- ♦ Caps
- ♦ Knitted hats
- ♦ Headbands
- ♦ Gloves
- ♦ Mittens
- ♦ Scarves
- ♦ Bags
- ♦ Rucksacks



Dale of Norway AS

Contact: Kristina Boldyreva
Telephone: +7 (926) 571 58 90
Email: kristina.boldyreva@daleofnorway.com
Website: www.dale.no

Category

Clothing with Scandinavian pattern



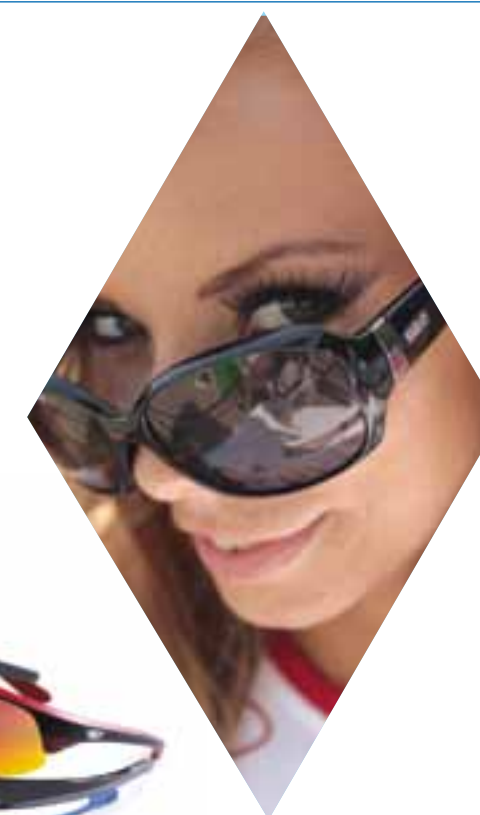
LLC "AEGNA"

Contact: Ilona Danilova
Telephone: +7 (812) 333 54 56
Email: aegna@sp.ru

Category

Sunglasses and accessories:

- ♦ Glasses
- ♦ Glass cases



LLC “Stolichny yuvelirny zavod”

Contact: Alexei Alexandrov
Telephone: +7 (495) 737 94 64 ext. 1300
 +7 (916) 607 24 45
Email: lec@adamas.ru
Website: www.adamas.ru

Category

Jewelry:

- ♦ Bracelets
- ♦ Rings
- ♦ Earrings
- ♦ Pendants
- ♦ Brooches
- ♦ Cufflinks
- ♦ Necklaces
- ♦ Chains



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LLC “MP-Trade”

Contact: Irina Lavrukhina
Telephone: +7 (913) 923 58 55
Email: i.lavrukhina@saticogroup.com
Website: www.marmalato.ru

Category

Hair accessories, costume jewelry:

- ♦ Bracelets
- ♦ Necklaces
- ♦ Pendants
- ♦ Earrings
- ♦ Rings
- ♦ Hair bands
- ♦ Decorative headband
- ♦ Headband
- ♦ Hair clips
- ♦ Brooches
- ♦ Cufflinks



LLC “AK-Service”

Contact: Nadezhda Krupskaya
Telephone: +7 (812) 346 76 57
Email: n.krupskaya@ak-service.ru

Category

Travel accessories:

- ♦ Luggage tags
- ♦ Luggage locks
- ♦ Manicure sets
- ♦ Eye masks
- ♦ Travel pillows
- ♦ Combs
- ♦ Sewing kits
- ♦ Clothes and shoe brushes



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LLC “Samsonite”

Contact: Natalia Marina
Telephone: +7 (495) 725 39 79
Email: Natalia.Marina@samsonite.com
Website: www.samsonite.ru

Category

Suitcases:

- ♦ Suitcases
- ♦ Children’s suitcases
- ♦ Suitcase covers



LLC "Proekt 111"

Contact: Maria Logunova
Telephone: +7 (800) 700 02 42 (ext.792)
Email: rn.logunova@gifts.ru

Category

Car accessories:

- ♦ Dashboard mats
- ♦ Car seat organizers
- ♦ Trunk organizers
- ♦ Picnic blankets
- ♦ License plate holders
- ♦ Pedestrian reflectors
- ♦ Scrapers
- ♦ Sun blinds
- ♦ Cooler bags
- ♦ Picnic sets
- ♦ Thermos flasks
- ♦ Headrest covers
- ♦ Mirror covers
- ♦ Flags



LLC "POLYSTAR GLOBAL ART"

(Sub-licensee - LLC "ENS")

Contact: Daria Sidelnikova
Telephone: +7 (495) 681 21 31
Email: sidelnikova.d@polystar.ru
Website: www.polystar.ru

Category

Crockery (glass, porcelain, ceramics):

- ♦ Plates
- ♦ Teapots
- ♦ Mugs
- ♦ Jugs
- ♦ Glasses
- ♦ Vases
- ♦ Figurines
- ♦ Cutting boards



OJSC "Pavlovsky zavod named after Kirov"

Contact: Tatiana Pakuleva
Telephone: +7 (831 71) 2 22 15
Email: ts@kirov.nnov.ru
Website: www.pzhm.ru

Category
 Stainless steel and silver cutlery:
 ♦ Knives
 ♦ Forks
 ♦ Spoons
 ♦ Ionizers



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LLC "AVM-PLASTIC"

Contact: Maxim Vikharev
Telephone: +7 (495) 995 20 15
Email: sochi@avmplastik.ru
Website: www.avmplastik.ru

Category
 Plastic and disposable crockery:
 ♦ Plastic mugs
 ♦ Plastic plates
 ♦ Plastic cups
 ♦ Plastic forks, knives, spoons
 ♦ Paper plates
 ♦ Paper cups
 ♦ Disposable tablecloths (except paper)
 ♦ Ice and baking molds



LLC "Multidom trading"

Contact: Venera Golikova
Telephone: +7 (495) 258 68 67
Email: vg-multidom@mail.ru

Category
 Homeware:
 ♦ Kitchen utensils
 ♦ Household appliances
 ♦ Kitchen textiles



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LLC “Elis”

Contact: Natalia Visnold
Telephone: +7 (812) 449 66 40
Email: nvisnold@homequeen.ru

Category

Household goods:

- ♦ Baking sleeves
- ♦ Aluminum foil
- ♦ Paper cupcake cases
- ♦ Vacuum bags for clothes storage
- ♦ Fleece blankets (economy)
- ♦ Decorative cushions (economy)
- ♦ Microfiber mats
- ♦ Sets of hangers



LLC “Paul Hartmann”

Contact: Natalia Anikina
Telephone: +7 (495) 796 99 61
Email: Natalia.Anikina@hartmann.info

Category

Plasters:

- ♦ Waterproof plasters
- ♦ Hypo-allergenic plasters
- ♦ Children’s plasters



The First Linen Company OU (Sub-licensee - LLC “First Linen Company”)

Contact: Alexander Korobov
Telephone: +7 (499) 40 80 180
Email: lineworld.eu@gmail.com

Category

Home textiles (Linen products):

- ♦ Bed linen
- ♦ Bedspreads
- ♦ Pillows
- ♦ Oven gloves
- ♦ Tablecloths
- ♦ Textile breadboxes
- ♦ Drapes
- ♦ Tea cozies



LLC “Tach tekstil”

Contact: Elena Vasilchenko
Telephone: +7 (925) 081 20 95
Email: ElenaV@tactekstil.ru

Category

Home textiles (Non-linen products)

- ♦ Bed linen
- ♦ Quilted bedspreads
- ♦ Decorative cushions



International Sports Multimedia Limited

Contact: Aaron Kirby
Telephone: +44 207 935 2955
Email: info@ism ltd.com

Category
 Video games, games for mobile phones and tablets,
 online games in social networks



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LLC "Mir detstva"

Contact: Olga Muraveva
Telephone: +7 (495) 363 14 05
Email: omuravieva@mirdetstva.ru

Category
 Baby products:
 ♦ Children's plastic tableware: plates, cutlery, feeding cups
 ♦ Feeding bottles
 ♦ Dummies
 ♦ Bibs
 ♦ Strollers
 ♦ Screens for feeding
 ♦ Teethers for gums



CJSC "OLMA MEDIA GROUP"

Contact: Svetlana Ignatova
Telephone: +7 (495) 921 18 90
Email: s.ignatova@olmamedia.ru
Website: www.olmamedia.ru

Category
 Books



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LLC Knizhny Dom "Azbukvarik Group"

Contact: Olga Tripunova
Telephone: +7 (495) 984 80 01, ext. 118,
 +7 (962) 943 81 81
Email: tripunovnd@yandex.ru
Website: www.azbookvarik.ru

Category
 Children's books with audio



LLC "Next-time" (GK Grand Toys)

Contact: Marina Andrianova
Telephone: +7 (8482) 20 49 21
Email: m.andrianova@grand-toys.ru
Website: www.grand-toys.ru

Category

Children's puzzles, games and toys (except soft toys):

- ♦ Inflatables toys
- ♦ Children's balls
- ♦ Creative kits
- ♦ Games
- ♦ Push around buggies
- ♦ Puzzles



LLC "Next-time" (GK Grand Toys)

Contact: Marina Andrianova
Telephone: +7 (8482) 20 49 21
Email: m.andrianova@grand-toys.ru
Website: www.grand-toys.ru

Category

Soft toys:

- ◆ Toy Games Mascots
- ◆ Soft toys
- ◆ Charms
- ◆ Picture frames
- ◆ Children's pillows
- ◆ Bookmarks
- ◆ Pencil cases
- ◆ Bags



IE Sokhatsky O.V. (GK Alisa)

Contact: Evgeny Skulkin
Telephone: +7 (495) 258 88 70
Email: e_skulkin@ltoys.ru
Website: www.alisatoys.ru

Category

Soft toys:

- ◆ Toy Games Mascots
- ◆ Soft toys
- ◆ Charms
- ◆ Picture frames
- ◆ Children's pillows
- ◆ Bookmarks
- ◆ Pencil cases
- ◆ Bags



IE Sokhatsky O.V. (GK Alisa)

Contact: Evgeny Skulkin
Telephone: +7 (495) 258 88 70
Email: e_skulkin@ltoys.ru
Website: www.alisatoys.ru

Category

Sports equipment:

- ◇ Bicycles
- ◇ Bicycle accessories
- ◇ Scooters
- ◇ Inflatable items (mattresses, armbands, jackets, swimming pools, boats)



LLC "Sportmaster" (Sub-licensee - LLC "FISHER")

Contact: Sergey Agibalov
Telephone: +7 (495) 788 66 70
Email: sagibalov@sportmaster.ru
Website: www.sportmaster.ru

Category

Sports equipment:

- ♦ Skis
- ♦ Ice skates
- ♦ Snow bikes
- ♦ Snowboards
- ♦ Snowboard, ski boots
- ♦ Covers for skates, boots
- ♦ Snow saucers
- ♦ Balls
- ♦ Sticks
- ♦ Helmets



LLC "TK GRAT-VEST"

Contact: Anna Nosukhina
Telephone: +7 (495) 777 10 35
Email: nosuhina@sales.gratwes.ru
Website: www.gratwest.ru

Category

Souvenirs (except for individual categories), magnets, key rings:

- ♦ Key rings (except key rings with soft toys)
- ♦ Pendants for backpacks
- ♦ Magnets
- ♦ Umbrellas
- ♦ Bottle openers
- ♦ Picture frames
- ♦ Photo albums
- ♦ Figurines
- ♦ Hand warmers
- ♦ Silicone bracelets
- ♦ Stress balls
- ♦ Piggy banks
- ♦ Cards
- ♦ Thermos flasks
- ♦ Flashlights
- ♦ Souvenir binoculars



FSUE "Goznak"

Contact: Dmitry Shishkin
Telephone: +7 (495) 954 81 64
Email: Shishkin_D_V@goznak.ru
Website: www.goznak.ru

Category

Badges, brooches, medals:
 ♦ Badges
 ♦ Commemorative medals



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LLC "Astra Design"

Contact: Vladimir Pirozhkov
Telephone: +7 (906) 747 02 48
Email: info@astrarossadesign.ru

Category

Replicas of the Olympic
 and Paralympic Torches



The Central Bank of the Russian Federation

Contact: Irina Ivanova
Telephone: +7 (495) 676 84 99
Email: iif@cbr.ru
Website: www.cbr.ru

Category

The Sochi 2014 Coin Program:
 ♦ Coins made of precious
 and non-precious metals



Issue of
100 ruble
banknotes

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FSUE Publishing and Trading Centre "Marka"

Contact: Olga Ivanova
Telephone: +7 (499) 254 13 45 ext. 116
Email: ivanova.marka@yandex.ru
Website: www.rusmarka.ru

Category

The Sochi 2014 Stamp Program:
 ♦ Stamps
 ♦ Envelopes
 ♦ Cover art
 ♦ Albums
 ♦ Postcards
 ♦ Postmarks



LLC "Art 2A"

Contact: Sergey Pudov
Telephone: +7 (495) 648 13 08
Email: pudov@atlasart.ru
Website: www.mirpaz.ru

Category
 Premium Christmas decorations:
 ♦ Glass baubles
 ♦ Individually hand-painted glass baubles



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CJSC "Gorchakov Group"

Contact: Yulia Egorova
Telephone: +7 (495) 258 03 77 ext. 1242
Email: egorova@mirpoz.ru
Website: www.mirpaz.ru

Category
 Printed products:
 ♦ Stickers
 ♦ Postcards
 ♦ Cardboard products
 ♦ Posters
 ♦ Flyers
 ♦ Calendars



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IE Trufanov O.F.

Contact: Vladimir Kozlov
Telephone: +7 (495) 504 37 29 ext. 105
Email: vkozlov@cottus.ru
Website: www.dezzie.ru

Category
 Accessories for pets:
 ♦ Clothing
 ♦ Mats
 ♦ Bowls
 ♦ Bags
 ♦ Retractable leashes



LLC "HATBER-M"

Contact: Alla Yashchenko
Telephone: +7 (495) 925 11 08
Email: alla.yashchenko@hatber.ru
Website: www.hatber.ru

Category
 Paper and stationery:
 ♦ Notebooks
 ♦ Exercise books
 ♦ Diaries
 ♦ Folders
 ♦ Tear-off calendars
 ♦ Daily planners
 ♦ Notebooks
 ♦ Colored paper
 ♦ Sketch books
 ♦ Notebooks
 ♦ Colored paper
 ♦ Sketch books



LLC "Polygraf Print" (Academy group)

Contact: Tatiana Smirnova
Telephone: +7 (4852) 58 17 85
Email: smirnovats@academya.ru

Category

School and office supplies and stationery:

- ♦ Pencils
- ♦ Pens
- ♦ Rulers
- ♦ Writing materials
- ♦ Desk accessories
- ♦ School bags
- ♦ Folders
- ♦ Covers
- ♦ Scissors
- ♦ Pencil cases



ALION (HK) Limited

(Sub-licensee - LLC "Elektronnie novniki")

Contact: Mark Gvasaliya
Telephone: +7 (495) 727 18 18 ext. 222
Email: assistant@alion.ru

Category

Bags for portable devices:

- ◆ Covers for laptop computers, photographic equipment
- ◆ Bags
- ◆ Compact bags for laptops
- ◆ Bags for professional photographic equipment



LLC "Optima"

Contact: Maxim Tyurin
Telephone: +7 (495) 745 55 11
Email: mtyurin@buro.ru

Category

Computer accessories:

- ◆ External hard drives
- ◆ Memory cards (USB drives)
- ◆ Computer mice
- ◆ Computer keyboards



LLC "MOK-proizvodstvo"

Contact: Natalia Kurbatova
Telephone: +7 (495) 641 34 14
Email: Kurbatova@oreh.ru

Category

Packaged foods (confectionery, nuts, seeds):

- ♦ Nuts
- ♦ Seeds
- ♦ Chocolate figures on sticks
- ♦ Filled candy
- ♦ Candy bars with fillings



LLC "Sweetexim"

Contact: Irina Kokhanovskaya
Telephone: +7 (495) 744 01 17
Email: kohana@coniftrade.ru

Category

Food products:

- ♦ Hard candy
- ♦ Lollipops
- ♦ Jelly candy
- ♦ Cookies
- ♦ Confectionery with / without gift



CJSC “BRPI”

Contact: Natalia Ostrovskaya
Telephone: +7 (495) 967 37 01
Email: nostrovskaya@brpi.ru
Website: www.brpi.ru

Category
 Food products:
 ♦ Ice cream



CJSC “Ozersky Suvenir”

Contact: Anastasia Andrianova
Telephone: +7 (495) 989 79 98
Email: andrianova@sweets.su

Category
 Food products:
 ♦ Chocolate
 ♦ Chocolate for children



ОАО “Sochinsky khlebokombinat”

Contact: Ekaterina Nikitenko
Telephone: +7 (988) 400 46 53
Email: e.nikitenko@sochi-hleb.ru
Website: www.sochi-hleb.ru

Category
 Bakery products:
 ♦ Bread
 ♦ Pastries
 ♦ Gingerbread
 ♦ Doughnuts



CJSC "Khokhlomskaya rospis"

Contact: Egor Aydov
Telephone: +7 (83162) 5 70 27
Email: egor.aydov@mail.ru
Website: www.goldenhohloma.com

Category
 Folk crafts.
 Khokhloma painting:
 ♦ Matryoshka dolls
 ♦ Wooden spoons
 ♦ Plates
 ♦ Mugs
 ♦ Boxes
 ♦ Spice containers
 ♦ Tea caddies
 ♦ Barrels for honey



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LLC "Russkie suveniry"

Contact: Andrey Pidzhakov
Telephone: +7 (912) 243 66 28
Email: medek@bk.ru

Category
 Folk crafts.
 Products made of birch bark and stone:
 ♦ Boxes
 ♦ Figures
 ♦ Figurines
 ♦ Magnets
 ♦ Bookmarks
 ♦ Charms
 ♦ Compact mirrors



CJSC "Aksinya"

Contact: Yulia Prokhorova
Telephone: +7 (86356) 4 28 02
Email: aksin-04@yandex.ru

Category
 Folk crafts.
 Semikarakorsk ceramics:
 ♦ Vases
 ♦ Mugs
 ♦ Cups
 ♦ Services
 ♦ Magnets
 ♦ Plates
 ♦ Spoons



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CJSC "Gzhelsky farforovy zavod"

Contact: Petr Sivov
Telephone: +7 (495) 739 49 93
Email: sivov@efarfor.ru

Category
 Folk crafts.
 Gzhel porcelain:
 ♦ Cups
 ♦ Saucers
 ♦ Plates
 ♦ Spoons
 ♦ Vases
 ♦ Services
 ♦ Figurines



LLC “Kelly Services CIS”

Contact: Philipp Gorbachev
Telephone: +7 (916) 105 42 63
Email: p.gorbachev@job.sochi2014.com
Website: www.job.sochi2014.com

Category
 Recruitment services



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LLC “Believe Digital”

Contact: Oksana Strizhanova
Telephone: +7 (916) 105 42 63
Email: oksana.strizhakova@believedigital.com

Category
 Digital Distribution



Sochi 2014 Ambassadors with licensed products



1. Olympic bronze medalist in ice dancing Maxim Shabalin
2. Olympic bronze medalist in ice dancing Oksana Domnina
3. Bronze medalist in freestyle skiing at the Olympics in Turin, Vladimir Lebedev
4. Children's Musical Theater Domisolka
5. People's Artist of Russia, musician, TV presenter Andrey Makarevich
6. Olympic Games champion in Vancouver, Nikita Krukow
7. Six-time Olympic champion in speed skating Lidia Skoblikova
8. People's Artist of Russia, saxophonist Igor Butman
9. Olympic champion Tatyana Navka and two-time Paralympic champion Olesya Vladykina
10. Silver medalist at the 2006 Olympic Games in Turin Alexander Zubkov and two-time world champion Olga Zavyalova
11. Five-time Olympic champion in synchronous swimming Anastasiya Davidova



12. Top model, philanthropist Natalia Vodianova and six-time Paralympic champion in cross-country skiing Sergey Shilov



13. Two-time Olympic medalist in figure skating Irina Slutskaya
 14. Two-time world champion in hockey, Alexander Ovechkin

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Retail sales program

Retail sales of Sochi 2014 licensed products on the territory of the Russian Federation are provided through official retail sales operators from its own network of distribution licensees, sales outlets of marketing partners of the Games and the official online shop.

In order to use the symbols of the Games in the organization of retail sales, particularly in the design of commercial equipment, companies need to obtain the status of official retail operator Sochi 2014. Participation in the program extends the range of additional income through the sale of products with the symbols of the 2014 Games in Sochi, and also offers an additional opportunity to raise awareness of the company in both the business community and among consumers.

In all regions of Russia, official retail operators Sochi 2014 set up specialized sales outlets in various formats where you can purchase the licensed products with the Sochi 2014 symbols. A wide range of licensed products for sales outlets is available only to official licensees of the 2014 Games in Sochi. In the near future, the range of licensed products will consist of more than 5,000 items.

Official retail operators Sochi 2014

Olympic Superstores Sochi 2014, Olympic stores Sochi 2014 and mobile trading booths Sochi 2014

♦ LLC "Sporttovary Bosco" 47

Shop in shop Sochi 2014

♦ LLC "SPORTMASTER" 48

♦ LLC TS "HYPERMARKET "BEGEMOT" 49

♦ XS Retail Group N.V. 50

Vending

♦ LLC "UVENCO INVEST" 50

Online shop SHOP.SOCHI2014.COM

♦ OJSC "MEGAFON" 51

More than
8,000
official
retail
outlets



Olympic Superstores Sochi 2014, Olympic stores Sochi 2014 and mobile trading booths Sochi 2014

LLC "SPORTTOVARY BOSCO" is Official retail operator Sochi 2014.

LLC "Sporttovary Bosco" is the official exclusive official retail operator Sochi 2014 in the Olympic Superstores, Olympic stores and mobile trading booths Sochi 2014 formats. In conjunction with the Sochi 2014 Organizing Committee, this year the company will open several Olympic Shops in different cities in Russia, including the official Superstore Sochi 2014 in Moscow, as well as Olympic Shops in other locations. The shop floor area of the Superstores and Olympic Shops will be from 50 to 3000 sq. m. In these formats, the Olympic retail will include the widest range of official products with the Sochi 2014 symbols, the number of commodity items will range from 500 to 3,000. During the period of the Olympic Torch Relay and Paralympic Torch Relay, the company will carry out retail mobile trading booths for selling official Sochi 2014 merchandise, which will allow visitors in the most remote corners of the Torch Relay route to buy the most popular Sochi 2014 products, as well as products with the symbol of the Relay.

Contact: Dmitry Kraylyuk

Telephone: +7 (495) 788 43 64

Email: kraylyuk@bosco.ru

Website: www.bosco.ru

Olympic
Superstores,
Olympic Stores
and mobile trading
booths
Sochi 2014
across
the country



Shop in shop Sochi 2014

LLC "SPORTMASTER"

is Official retail operator Sochi 2014 in shop in shop retail format

LLC "SPORTMASTER" is Official retail operator Sochi 2014 in shop in shop retail format

In November 2012, "Sportmaster", the leader of the sports retail in Russia and the CIS countries, opened shop in shops for the sales of official goods with the Sochi 2014 symbols in its network of more than 360 hypermarkets in all federal districts of Russia. The shop floor area of the shop in shop varies depending on the total floor area of the hypermarkets and the average shop in shop area is about 50 sq. m. The product range of official goods with the Sochi 2014 symbols in such shop in shops consists of 250 to 500 items.

Contact: Sergey Agibalov

Telephone: +7 (495) 788 66 70

Email: sagibalov@sportmaster.ru

Website: www.sportmaster.ru



Shop in shop Sochi 2014

LLC TS "HYPERMARKET "BEGEMOT"

is Official children's goods sales operator Sochi 2014

On September 1, 2012, the first shop in shops Sochi 2014, which sell children's products were opened throughout Russia. Now, every sports fan can buy children's products with the symbol of Russia's first Winter Games in the shop in shops Sochi 2014 within "Begemot" hypermarkets and "Begemotik" toy shops.

As chosen by customers, toy Sochi 2014 Mascots, board games, toys, and other licensed products with the symbol of the 2014 Games will be introduced in dozens of stores. With the approach of the Olympics, the range and geographical area of the opening shop in shops will grow.

Contact: Svetlana Tretyakova

Telephone: +7 (8482) 75 85 78

Email: tretyakova@grand-toys.ru



Shop in shop Sochi 2014

XS Retail Group N.V. is official retail operator Sochi 2014

The Sochi 2014 Organizing Committee signed a license agreement with the largest player on the Russian food retail market with the company XS Retail Group.

With the signing of the contract, the retail business of the 2014 Olympic Games will be the largest in the history of the Winter Games and the number of official Sochi 2014 retail stores will be more than 4,000 in total.

Contact: Artem Vedyayev
Telephone: +7 (495) 662 88 88
Email: Artem.Vedyayev@xs.ru



SHOP.SOCHI2014.COM

OJSC "MEGAFON" is official Sochi 2014 online shop operator

The Sochi 2014 Internet shop offers a wide range of original products with the Olympic and Paralympic Marks, including: clothing, soft toys - the mascots of the Games, sports accessories, stationary, school supplies, badges and much more.

Contact: Dmitry Kirin
Telephone: +7 (926) 01 01 145
Email: Dmitry.Kirin@MegaFon.ru



Vending

LLC "UVENCO INVEST" is official retail operator Sochi 2014 in vending retail format

Uvenco Invest" is the largest operator of vending machines in the Russian Federation, arranges the sales of licensed products Sochi 2014 in more than a hundred vending machines in the sales offices of marketing partners of the Games, from Kaliningrad to Novosibirsk.

You can already see the vending machines in the offices of Partners of the Games. The range of official products with the Sochi 2014 symbols in LLC "Uvenco Invest" vending machines includes around 30 commodity items.

Contact: Polina Kuzmina
Telephone: +7 (495) 933 77 70 ext. 6003
Email: PKuzmina@uvenco.ru



Protection of LICENSED Products

In order to protect the official licensed products, a special system has been developed involving the application of identification elements onto each production unit: holograms and security stamps.

All licensed products costing up to 1,000 rubles are marked with a hologram with multi-level protection against forgery. All licensed products costing more than 1,000 rubles are marked with a security stamp with multi-level protection against forgery.

You can check the authenticity of a product with a protective hologram or security stamp via the online portal: www.sochi2014.com.

♦ **IMPORTANT!** Any activity is considered unlawful when the Olympic and Paralympic marks and registered trademarks in the organization are not directly used, but the look of the Games is used to attract the attention of consumers.

If you become aware of any unauthorized use of the Olympic and Paralympic symbols, please report it to the Brand Protection Department of the Sochi 2014 Organizing Committee by telephone on: +7 (495) 984 20 14.



SOCHI 2014 LICENSED MERCHANDISE ADVERTISING CAMPAIGN

A huge advertising campaign across the country was launched for promotion of licensed merchandise among the population on the eve of preparation for the XXII Olympic Winter Games and XI Paralympic Winter Games 2014 in Sochi.

The support of licensed merchandise sales includes outdoor advertising in all regions of Russia, TV-advertising and land transport branding. For the first time in Russia the project of thematic branding the subway trains in Moscow and Novosibirsk was realized. Metro passengers can explore a wide range of official Olympic merchandise, and also learn a lot of interesting facts about the first Winter Olympic Games in Russia.



♦ Metro



♦ Transport



♦ TV



♦ Out-of-home advertising



♦ Social Out-of-home advertising

ADVERTISING MATERIALS IN SALES OUTLETS

In order to inform consumers about official licensed Sochi 2014 merchandise coming up for sale and to promote sales directly in the sales outlets, a special set of promotional materials has been developed.

- ♦ The set includes the most popular items, which suit virtually any shopping area: wobblers, stickers, decals, posters, banners, shelf talkers, money trays, etc.;
- ♦ Sets are available at the sales outlet only through the official licensees of the 2014 Games;
- ♦ A prerequisite for the placement of a given set is the availability of the Sochi 2014 range of goods and compliance with the rules on the organization of retail sales of official licensed products;



♦ Wobbler A5



♦ Poster A4



♦ Shelf talker



♦ Money tray

♦ Banner A3

In each sales outlet, the set of promotional materials is accompanied by a certificate of the Sochi 2014 Organizing Committee, affirming the right of the sales outlet to place advertisements with the symbols of the Olympics.



WE THANK OUR PARTNERS | ВЫРАЖАЕМ БЛАГОДАРНОСТЬ НАШИМ ПАРТНЕРАМ



WORLDWIDE PARTNERS | ВСЕМИРНЫЕ ПАРТНЕРЫ



GENERAL PARTNERS | ГЕНЕРАЛЬНЫЕ ПАРТНЕРЫ



PARTNERS | ПАРТНЕРЫ



OFFICIAL SUPPLIERS | ОФИЦИАЛЬНЫЕ ПОСТАВЩИКИ

ADAMAS | Avaya | Baltika
EF English First | Jet Set Sports
Kommersant Publishing House
Norilsk Nickel | Panasonic
POWER TECHNOLOGIES | Samsung
Uhrenholt | WildRed | YAMAHA MOTOR

SUPPLIERS | ПОСТАВЩИКИ

Abrau-Durso | Adecco | Bauerfeind
Contemporary International | Detech | Europe Plus
Exect | I-Teco | Kärcher | Kaspersky Lab | Kelly Services
KINESIO | KIOUT | Life Fitness | Microsoft
Parter.ru | PAUL HARTMANN | PR agency CROS
Rosatom | Russian buses – GAZ Group | Scania
Ural Plant of Deicing Materials | World Class



WORLDWIDE PARTNERS | ВСЕМИРНЫЕ ПАРТНЕРЫ



GENERAL PARTNERS | ГЕНЕРАЛЬНЫЕ ПАРТНЕРЫ



PARTNERS | ПАРТНЕРЫ



OFFICIAL SUPPLIERS | ОФИЦИАЛЬНЫЕ ПОСТАВЩИКИ

EF English First
Kommersant Publishing House | Ottobock

SUPPLIERS | ПОСТАВЩИКИ

Adecco | PAUL HARTMANN