



«I am not happy with how the fight against racism during the 2014 World Cup. I handed Vladimir Putin, that this should be priority in Russia.»

SEPP BLATTER
president of FIFA

BE THE FIRST

The social mission of the project

Attracting the attention of the world community, the media and various social groups to the problems discrimination in sport through a recognizable social project.

Objectives of the project

Creation and promotion of a positive image of OAO «LUKOIL» through event marketing - create the image of the social and responsible company in all regions.

Tasks of the project

- Consolidation social activity group companies of OAO «LUKOIL» in a single international project.
- Employee Involvement Group companies of OAO «LUKOIL» in social activities, increase staff loyalty.
- Increase loyalty regional authorities, social institutions, the public in group companies and its social position in the regions where.
- Socialization of the company's brand internationally.

Ideological partner of the project

Global Network of European organizations fight against racism in sport FARE network.



«The concept of playing against racism itself is gorgeous. And the fact that it children involved in the majority of countries and famous football players - it's brilliant. I am sure that in soon future LUKOIL Children's Champions cup draw attention all over Europe, as an example of positive social project in the sport.»

PIARA POWAR
Executive Director of the FARE network



**PLAY
AGAINST
RACISM**



«The idea is just wonderful! I know from imagine how much this significant event for children - the opportunity to taste their strength at the international level. The main motto of LUKOIL Children's Champions cup «Playing against Racism" without hesitation made me join the project. I am sure that these tournaments will help society defeat racism and unite the world.»

WESLEY SNEIJDER
Midfielder of Netherlands
bronze medalist World Cup 2014

UNITE THE WORLD

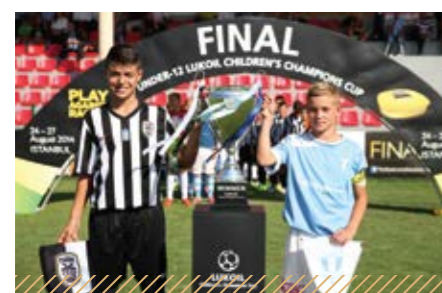


-  **Group 1**
Preudhomme division
-  **Group 2**
Laizans division
-  **Group 3**
Berbatov division

-  **Group 4**
Mutu division
-  **Group 5**
Ivanovich division
-  **Group 6**
Sneijder division

Participants of the project - organizations
Group of companies
OAO «LUKOIL»

- Sports Club «LUKOIL»
- LUKOIL Serbia
- LUKOIL Belgium N.V.
- LUKOIL Romania SRL.
- LUKOIL-Bulgaria EOOD.
- LUKOIL Baltija
- LUKOIL EURASIA PETROL



IMPLEMENT DREAM

7
7 National
Football Association,
members of the UEFA



7
7 players Ambassadors
project, including: two
winners of the Club World
Championships, two winners
of the UEFA Champions
League, two winners of the
UEFA Cup two winner of the
European Super Cup.

250
GOALS

400
Medals

**PLAY
AGAINST
RACISM**



«Football unites millions, despite their attitudes and beliefs, social status and education, gender and age, nationality and religion. Leadership both on the field and for his outside, where recent rivals become real friends. Sure participants LUKOIL Children's Champions cup will be able to put an end to Racism in football.»

BRANISLAV IVANOVIC
Defender of FC «Chelsea» and Serbia

STRENGTHEN FRIENDSHIP

The project helps Group of companies «LUKOIL» to build a trusting relationship with the regional authorities in the place of business of its subsidiaries structures. Meetings with local authorities in the period The project helps to demonstrate that the activity the company is inextricably linked with the local community.



POLITICAL ELITE

8 representatives of the authorities different countries presents awards to participants LUKOIL Children's Champions Cup

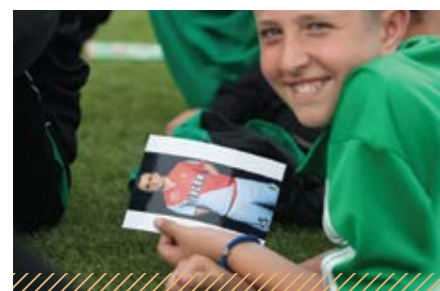
The project is an excellent venue for more informal events and meetings with dealers subsidiaries companies of OAO «LUKOIL» and implementation of various charitable activities.



NETWORK COMMUNICATIONS PEOPLE

40 dealers attended on matches LUKOIL Children's Champions Cup.

During the period of the project creates a unique opportunity for socialization brand when participants convey information about company. This creates a stable and long-term loyalty to the brand, exceeding the effective of direct investments in advertising.



«Football - outstanding game, uniting people around the world with different cultures, language and skin color. And only in the game everything that seems different, it becomes unified whole. Here the participants not only charged with positive emotions, but also find new friends. LUKOIL Children's Champions cup - it's a real holiday for children and adults.»

DIMITAR BERBATOV
Forward of «Monaco»

GIVE HOLIDAY



600 meters of advertising media in stadiums 6 countries

500 posters in 6 countries

75 filling stations of OAO «LUKOIL» in 6 countries

3000 T-shirts to participants and fans

400 medals



400 gift bag

50 prizes for the most active fans

