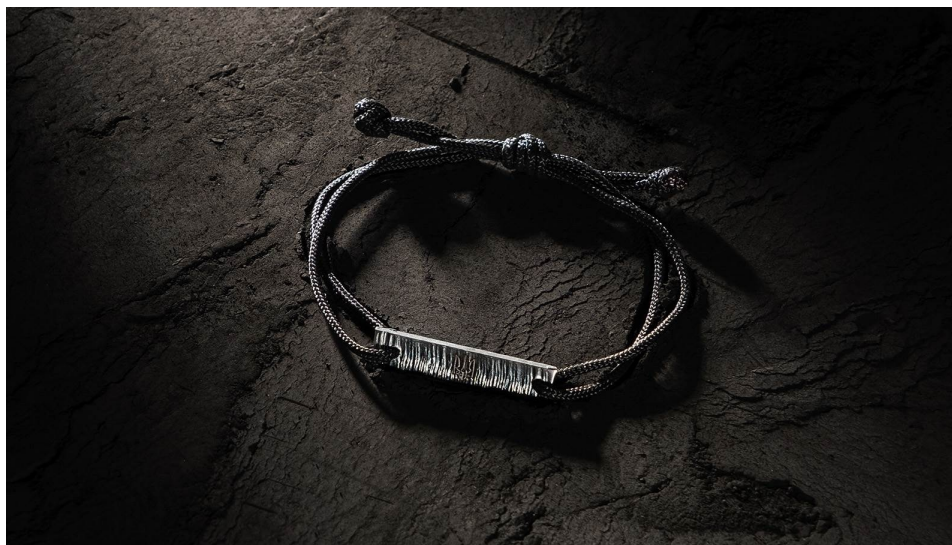


Metinvest’s “Azovstal. A Symbol of Perseverance” project receives grand prize at Effie Awards Ukraine 2023

On 24 November 2023, the Effie Awards Ukraine, part of an international network recognising achievements in advertising and marketing communications, announced the country’s winning agencies and projects for 2023. The grand prize was awarded to “Azovstal. A Symbol of Perseverance”, a project created by Gres Todorchuk agency for the UNITED24 fundraising platform and Metinvest Group.



The partners came up with the idea for the project in autumn 2022. By then, the whole world had heard of the defence of Mariupol and Azovstal: the plant that became a fortress for the city’s defenders. For every Ukrainian, the plant’s name was transformed into a symbol of the courage and perseverance of Ukraine’s defenders. Unique bracelets were made from the last pre-war batch of Azovstal steel, provided by Metinvest Group. This is how the “Azovstal. A Symbol of Perseverance” project emerged. Overall, 100,000 bracelets have been sold to people from 44 countries. They have been worn by global public figures, politicians and celebrities. The initiative has raised more than UAH300 million to help Ukraine. All profits from the sale of bracelets using the last batch of Azovstal steel have been used to create an army of drones for the Armed Forces of Ukraine.

Metinvest participated in the “Azovstal. A Symbol of Perseverance” project as part of Rinat Akhmetov’s Steel Front military initiative. Since the beginning of the war, the Group has donated over UAH2 billion to the Ukrainian defence forces. The funds have been used to purchase and produce tens of thousands of pieces of equipment for the Ukrainian Armed Forces: from bulletproof vests and mobile bunkers to thermal imaging cameras, vehicles and decoy equipment.



“This recognition is not about the project or its partners. It is proof that Azovstal is a new symbol for every Ukrainian and even for foreigners. In years to come, such symbols will become the embodiment of our victory over the aggressor in this war. Therefore, I was not surprised that so many people in Ukraine and abroad wanted a steel memento from the legendary plant, or that the

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jury chose to honour the project with the grand prize. I would like to thank UNITED24, Gres Todorchuk and our other partners for implementing the project. For our part, we will continue to actively support the Ukrainian Defence Forces. We will stand side by side with our defenders for as long as it is needed”, said Yuriy Ryzhenkov, CEO of Metinvest Group.

The “Azovstal. A Symbol of Perseverance” project became a reality thanks to the cooperation of Metinvest Group, UNITED24 and Gres Todorchuk. The bracelets were designed by SOVA jewellery house, sold by Rozetka and delivered by Nova Poshta.