



Key Note Speaker

Roman Rotenberg

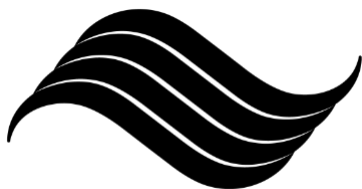


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Introduction and Background

Background

- Born in Leningrad in 1981
- Lived in Finland from 1991 to 1999
- Studied Masters degree in European Business School in London
- Lived in Russia since 2006, 50% of time in Moscow and 50% of time in St. Petersburg
- On his free time Roman has several sports hobbies, in particular ice-hockey

Current Positions

- Chairman at Arena Events (Långvik, Hartwall Arena, Jokerit)
- Vice President at the JSC “Gazprombank” since 2010
- Marketing and Business Development Vice President at the SKA Hockey club since May 2011
- Founder of Vitawin
- Roman has been involved with KHL from the very beginning for 6 years (KHL marketing)

- Roman Rotenberg was born in Leningrad in 1981
- Roman lived in Finland for almost 10 years, studied in London and works in Russia
- Currently Roman lives in Moscow and St. Petersburg



Finnish Businesses

- The Rotenberg family's Finnish businesses include a wide range of different businesses including real estate, leisure, entertainment and sports

Background

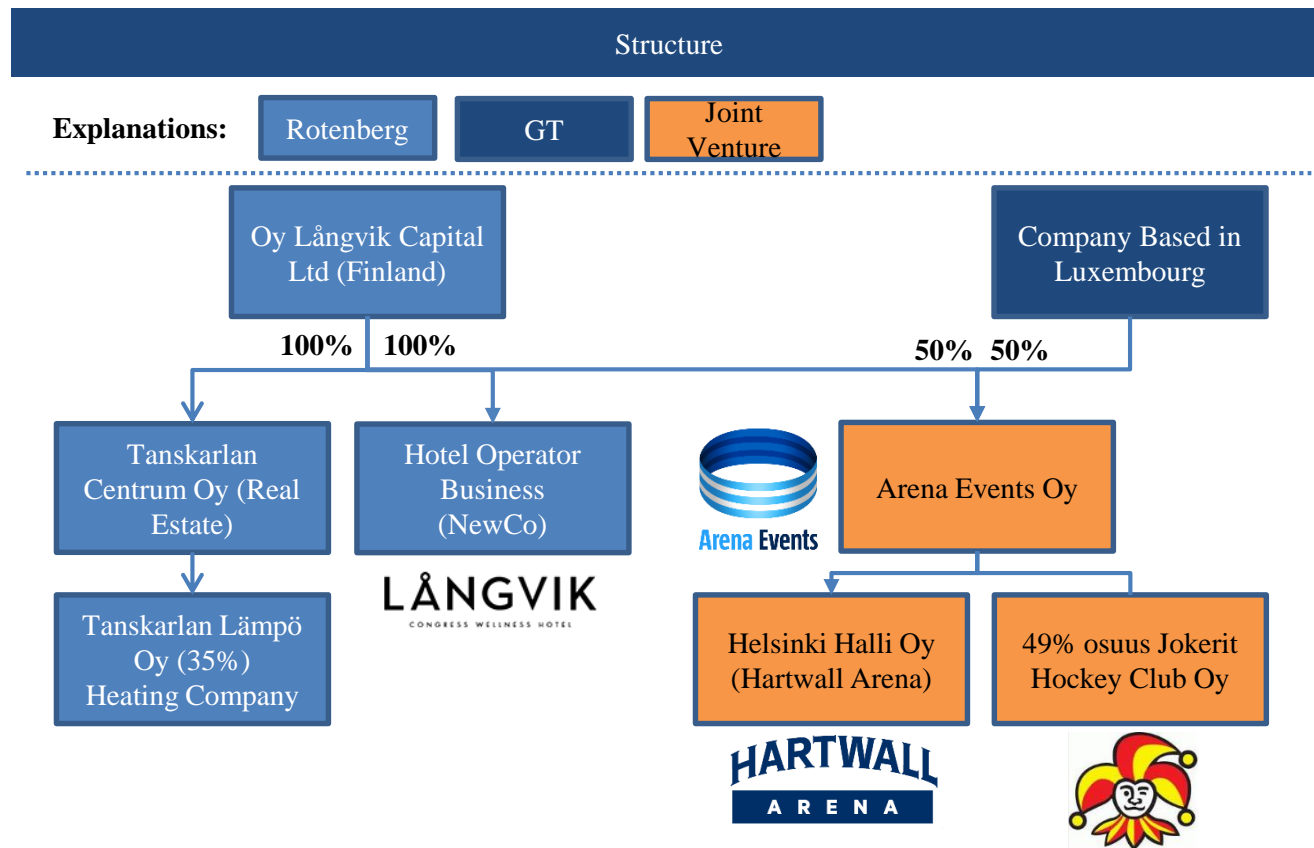
- Summer 2013 the Hartwall Arena was acquired
- Owners Rotenberg family via Långvik Capital and Gennady Timchenko
- Fall 2013 the option to acquire 49% of Jokerit was exercised

Rational Behind Acquisition

- KHL expansion to Finland
- Investigating the business model at the Hartwall Arena, possible benefits for the SKA ice-hockey team and KHL

Future

- Arena Events will play a role in increasing amount of entertainment events in Helsinki and chaining events from Helsinki to St. Petersburg and Moscow



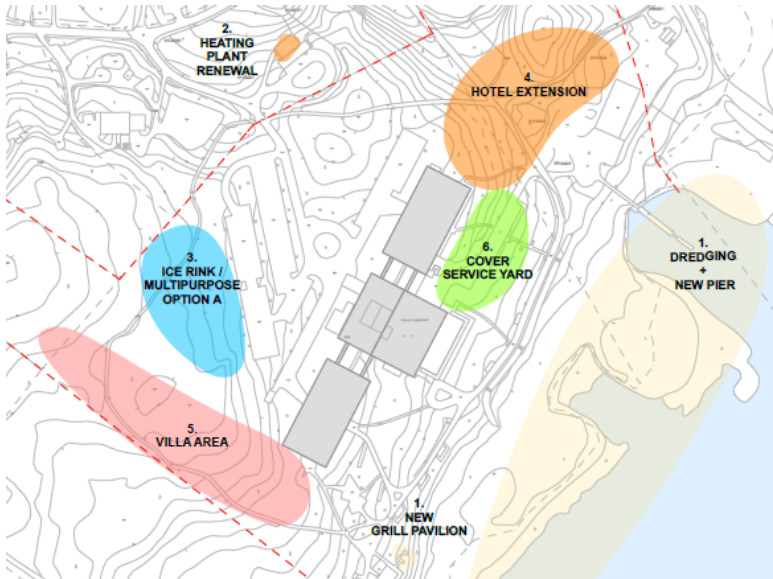
Development in Finland, Priority Projects



- The city of Kirkkonummi is supportive of Långvik future plans

- Develop the Långvik area and services to increase the appeal of the business
- Increase accommodation capacity from current 96 rooms, build ice rink and sports facilities and villa area.

Dredging of bay area ready in summer 2014!



- Increase amount of events at the Hartwall Arena and co produce events in Helsinki, St. Petersburg and Moscow
- **More events, entertainment, bridge to Russia and higher quality entertainment**



- Make Jokerit the KHL team of Finland and improve the game event (compare to the SKA game event today evening)
- **We want new people, women children and families to come and enjoy the ice-hockey event!**



- Execute technical improvements and refresh facilities to increase the appeal of the arena to customers
- **We want new customers at the arena!**
- **We want customers to spend more time at the arena!**

- Currently the main priority is to ensure a successful KHL launch in Finland in fall 2014

Experiences from SKA



SKA's new commercial strategy helped the club to increase its revenues five-times in just two seasons

- The high income growth was propelled by **ticket sales, merchandise and sponsorship deals**:
 1. New media strategy and redefined approach to entertainment helped **SKA become KHL's #1 club in terms of game attendance and quadruple its ticket sales to 186 million rubles (3.7 Meur)**
 2. **Merchandise sales have grown ten-fold to 57 million rubles (1.2 Meur)** thanks to extended product range and multiple distribution channels
 3. The **total of sponsorship deals** over three years has **grown six times to 54 million rubles (1.1 Meur)**



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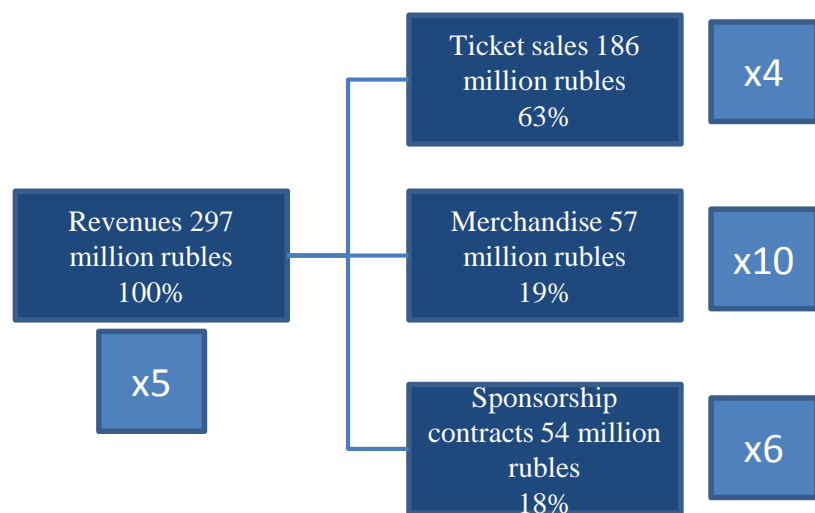
Experiences from SKA



According to preliminary estimates the total revenue for the 2013/2014 seasons will be 1.5x times higher than that of the 2012/2013 season

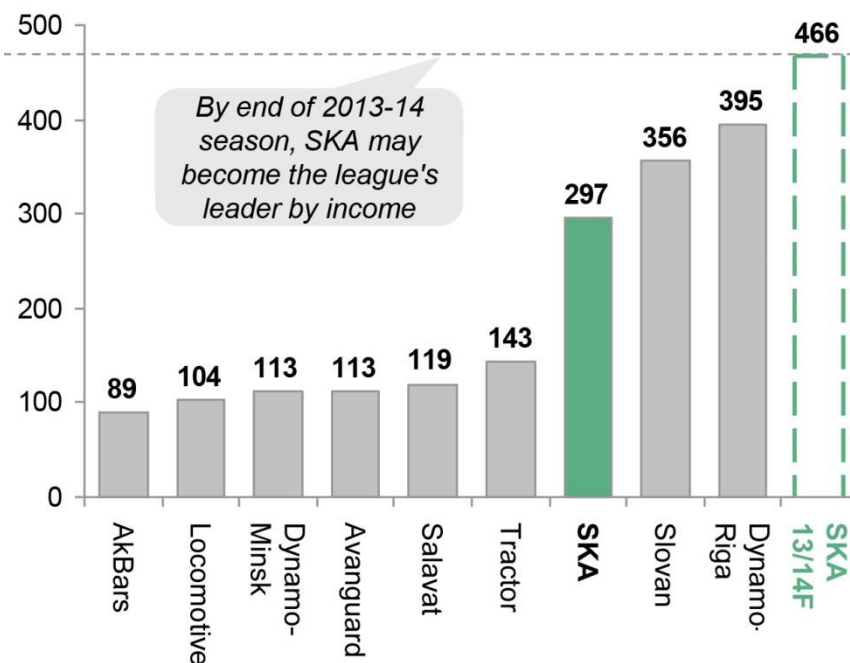
- We have changed the whole ice-hockey product in three years
- Changing everything has lead to the increase of attendance per ice-hockey match from average attendance of 6,000 three years ago to 12,500 spectators per match this year

Revenue season 2012/2013 and Revenue Growth since 2010/2011



In 2012-13 SKA climbed to KHL's top-3 in terms of revenues

2012-13 revenue, M RUB





VITAWIN

Vitawin is the leading sports nutrition retail chain in Russia

- Roman Rotenberg is the creator of the brand VITAWIN
- VITAWIN was created to promote a healthy lifestyle and antidoping sport development in Russia and CIS
- The retail chain features 25 retail outlets in Russia so far, the first store was opened in the fall of year 2012. VITAWIN also has started recently trade operations in the CIS market through the store in Kiev, Ukraine
- VITAWIN in cooperation with the eminent medical experts both in Russia and abroad has developed it's own unique high quality product line in accordance with the best world standards
- Currently VITAWIN co-operates with the leading KHL teams, SKA and Dynamo among others.
- VITAWIN catalogue features such super stars as Ilja Kovaltchuk, Elena Isinbaeva, Marat Safin, Evgenij Malkin, Alexander Karelin, etc.
- VITAWIN intends to open up about 100 new stores during the next three years



Culture Differences, Building the Winning Team

Russian way

- More competition in Russia, Russian individuals are very ambitious and ready to work outside regular working hours
- There might be power struggles as ambitious individuals fight for attention

Finnish way

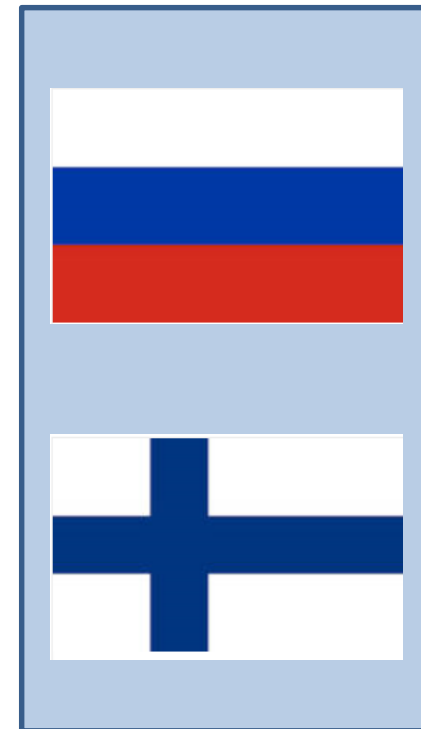
- Finnish society provides high social benefits, people pay a lot of taxes
- Finnish companies seem to move slowish and decision making is careful compared to Russia
- Team play, strong processes and high expertise strengths in Finland, easier to manage but high cost structure slows down corporations and affects also individuals motivation (high taxes)!

Main differences

- Russian employees seem to be more “hungry” and they work ambitiously to maintain their position and promote their career

Key take away for businesses

- Carefully select the right individual with right kind of ambition and motivation for the selected position



Thank You! Questions? Welcome to the SKA match!

Roman Rotenberg

Arena Events Oy

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