

Superbrands

Media Coverage

Country	Date	Publication
Russia	2007	Press Clippings

10.02.08

LUDING COMPANY AND NOAH COGNAC AWARDED SUPERBRAND-2007 TITLE

The Superbrand-2007 award ceremony took place at the reception hall of GUM trading house in the Red Square on February 7. At the event, LUDING company and its top brand, Noah cognac by the YEREVAN BRANDY-WINE-VODKA FACTORY ARARAT, were honoured this prestigious title.



The Superbrands program first originated in the UK in 1990. Once Russia joined it in 2004, the number of member countries reached 30. As of now, the program is represented in 82 states. The British researchers had developed a clear-cut procedure for determining the strongest brands in the country based on the study of sales volumes and trademark awareness. The Superbrand title is awarded to the trademarks by the independent Expert council, comprising well-reputed members of the public and business circles, top experts in the sphere of business analytics, marketing, advertising and design. Alexander Shokhin, president of the RUIE, heads the council in Russia.\

LUDING Ltd is Russia's biggest alcohol importer. The wide range of products

Superbrands

Media Coverage

Country	Date	Publication
Russia	2007	Press Clippings

(above 1,000 names), invariable high quality of products distinguishes this company from any other rivals. The expired year of 2007 has brought many prizes and awards to the company. At the Leader of the Year -2007 open nationwide contest, where top Russian companies were awarded for outstanding achievements in the sphere of rendering high-quality services and goods to the consumers, it was announced the doubtless leader in its industry. Here is one more victory, one more well-worth title: LUDING company has been announced the Superbrand of 2007.

As is widely known, in the territory of Russia LUDING Ltd acts as the official distributor of the YEREVAN BRANDY-WINE-VODKA FACTORY ARARAT; the plant celebrated its 130th anniversary last year. Genuine Armenian cognac "NOAH", the recipe of which was revived within a generation-long effort of the above plant literally by vestiges, has been steadily conquering the hearts of true connoisseurs and experts around the world. It has now gained well-earned recognition in Russia by winning the Superbrand-2007 award. In the framework of the Superbrand programme, companies owning the Superbrands will be introduced in the book of the same title. These publications have long ago become acknowledged sources of information about crucial brands of the Russian market, where each opening bears the history of making a legend in the domestic business. This publication will now make an introduction to the leader of the Russian market of alcoholic drinks — LUDING Ltd, and the story of Armenia's oldest cognac manufacturer — YEREVAN BRANDY-WINE-VODKA FACTORY ARARAT.

<http://www.luding.ru/en/news/384/>

13 February 2008 **Alfa-Bank receives Super Brand Award for the third time** — *Moscow, Russia*
For the third time Alfa-Bank has been honoured as Super Brand as being one of the strongest and well-recognized trademarks in present-day Russia. The Bank was named as the leader in two categories — in consumer and inter-corporate business. The annual celebration of major Russian brands and Super Brand 2007 solemn awarding ceremony was held on 07 February 2008.

“Alfa-Bank’s is being awarded in two categories. This signifies that our brand has a strong presence in the market. This award proves a special status of the Bank’s brand for existing and potential customers, partners and investors, as well as for the mass media. We are committed to do everything required to match so honorable appraisal, developing and maintaining the high standards of service, and offering

Superbrands

Media Coverage

Country	Date	Publication
Russia	2007	Press Clippings

effective financial decisions to our customers”, — noted Mr. Kirill Turbanov, Marketing Director at Alfa-Bank.

The assessment of brands has been done with input from the independent experts of Superbrands International. Superbrands International Russian branch’s partners — the largest agencies KOMKON and ACNielsen performing market surveys, carry out the analysis of consumer market. These surveys data is a basis for making a short-list to be considered by Superbrand independent advisory panels, composed of authoritative public and business representatives, leading business analysts, and specialists in the area of marketing, advertising and design. Chairman of the advisory panels is Alexandr N. Shokhin, President of the State University — Higher School of Economics.

Alfa-Banking Group is one of Russia’s largest privately owned banking groups in terms of equity, assets, branches, retail deposits and funds under management.

Founded in 1990, Alfa-Banking Group offers a wide range of products and operates in all sectors of the financial market, including corporate and retail lending, deposits, payment and account services, foreign exchange operations, cash handling services, custody services, investment banking and other ancillary services to corporate and retail customers.

Alfa-Banking Group has 280 offices across Russia and abroad. The Group also operates through subsidiary banks, affiliate and branch offices in Kazakhstan, the Netherlands, Cyprus, the US and the United Kingdom and serves more than 2.6 million individual and more than 51 thousand corporate clients. These include many of Russia’s top 200 companies. In addition to banking, Alfa-Banking Group has FSA, CySEC and NASD-regulated brokerage subsidiaries, and other companies located in Cyprus, London and New York.

<https://alfabank.com/media/news/2008/02/13/2/>