

RAA MEDIA PRESENCE IN 2013-2019



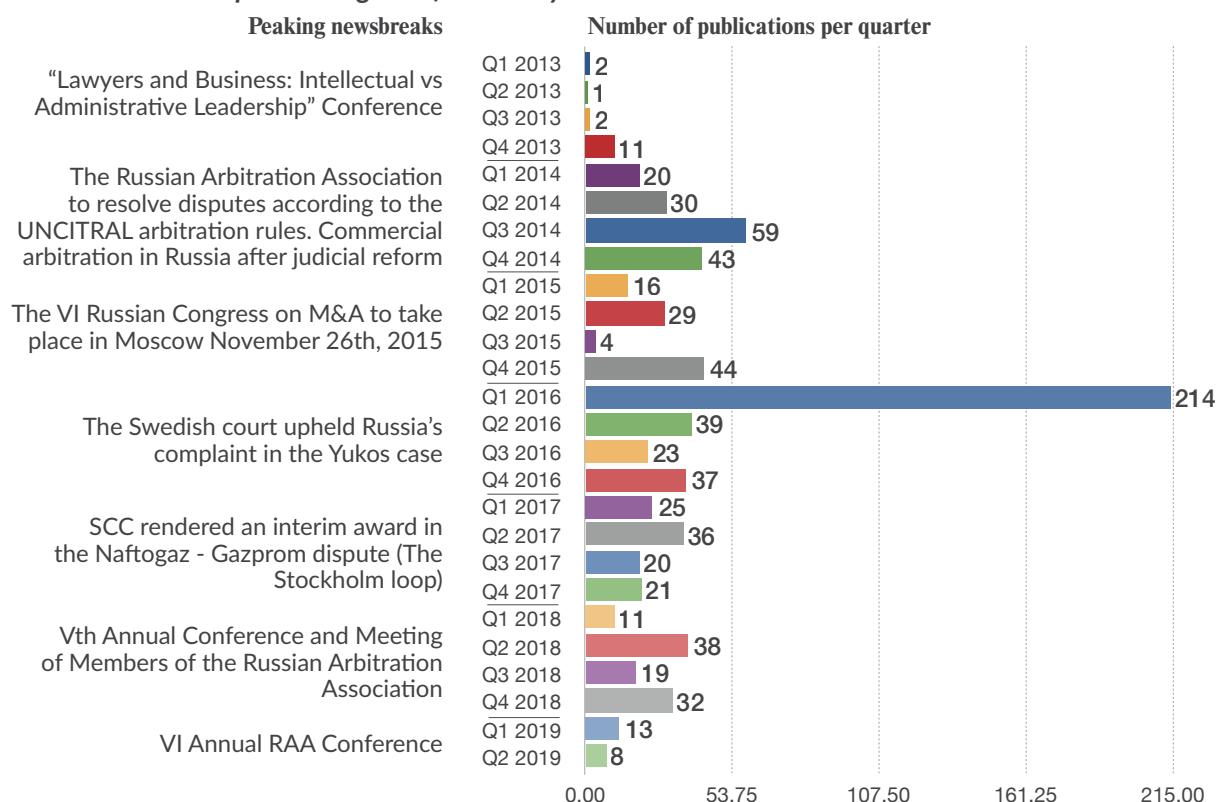
Dmitry Artyukhov
Arbitration.ru
Editor-in-chief

Dear colleague,
As part of our collaboration with Interfax Europe Corporate Risk and Due Diligence Division, we would like to present you essential results of media monitoring conducted using the Interfax Scan system¹. The monitoring included more than 20 RAA-related keywords and expressions both in Russian and English and covered media space in Russia and abroad. The timeframe spans from the RAA foundation year 2013 until the present day.

While a comprehensive analysis of the media dynamics is still to be done, it may be concluded that RAA Secretary General's Roman Zykov comments on the SCC upholding Russia's complaint against Yukos in 2016 were most widely republished in the media and brought him and the RAA most media recognition.

The total number of publications related to the RAA or its members reached 797 news items throughout 6 years, meaning an average of 133 per year. That is a remarkable result for an organisation that has relied on organic growth and not purchased PR or media coverage.

**Media publications mentioning the RAA and related keywords from 2013 to 2019.
Prepared using Interfax Scan system**

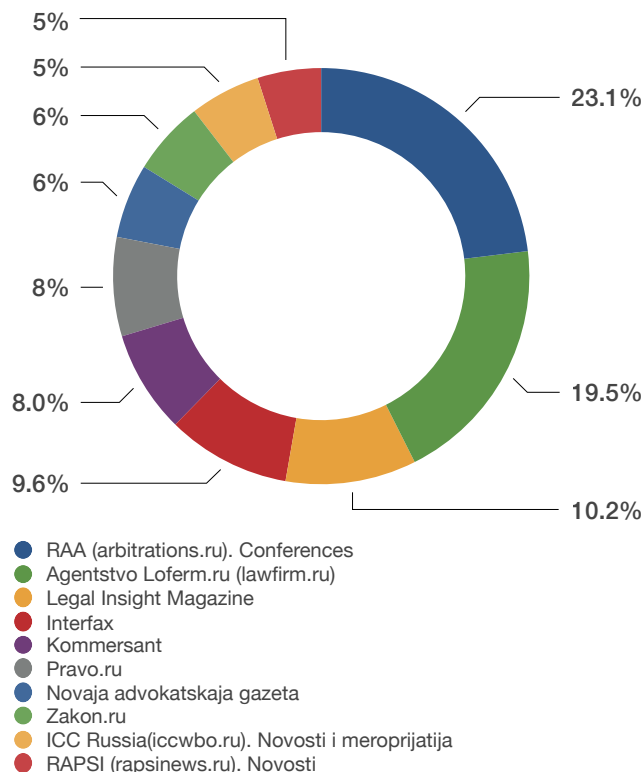


¹ SCAN, created by Interfax, is a system for complex analysis of news that contains monitors and analyses over 30 thousand sources in Russia and the CIS, more details at scan-interfax.ru.

Other major newsbreaks mentioning the RAA or related personalities are shown below. The latter include Vladimir Khvalei, Chairman of the RAA and Andrey Panov, RAA Member and Senior Associate of Norton Rose Fulbright Moscow office. Deputy Minister of Justice Mikhail Galperin appeared in publications on arbitration reform in Russia.

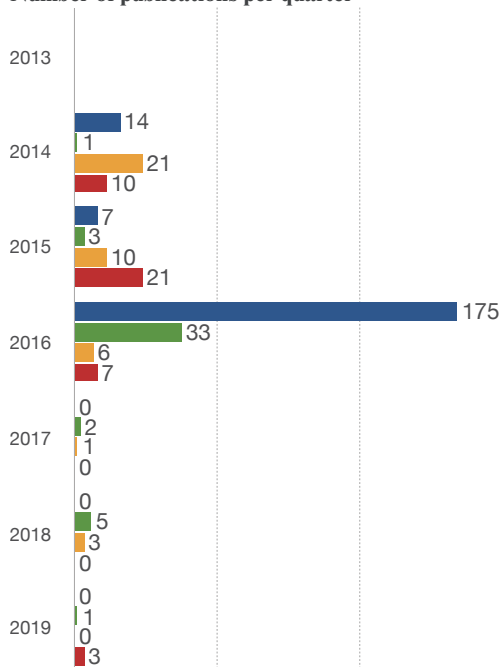
An overview of sources shows that RAA's news are mostly favoured by Russian legal and business media, such as Lawfirm.ru, Pravo.ru, Zakon.ru, Kommersant and Novaya advokatskaya gazeta. Collaboration with Legal Insight magazine and Interfax agency has also contributed to RAA's media presence. Geographically, the majority of associated publications stems from Russia, with a fraction from other CIS countries.

Quantitative overview of sources mentioning the RAA and related keywords from 2013 to 2019. Prepared using Interfax Scan system



Media publications mentioning the RAA-related persons from 2013 to 2019. Prepared using Interfax Scan system

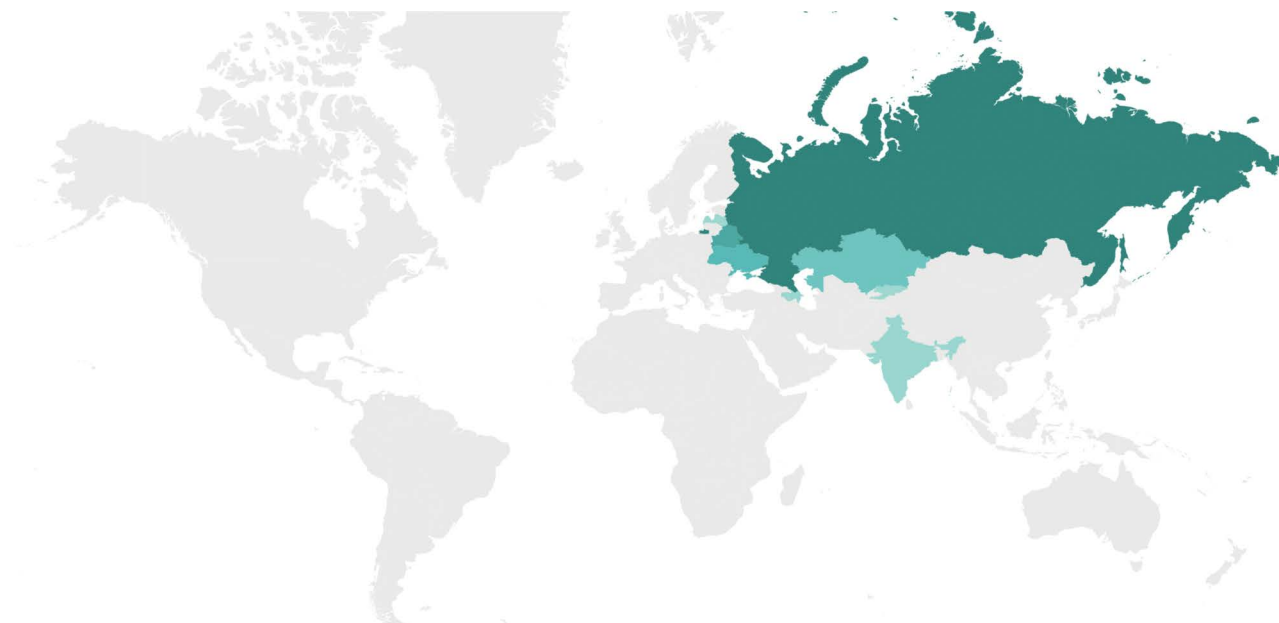
Number of publications per quarter



Peaking newsbreaks

- Zykov Roman**
The Swedish court upheld Russia's complaint in the Yukos case
- Panov Andrey**
The Swedish court upheld Russia's complaint in the Yukos case
- Galperin Mikhail**
International Conference "Arbitration in Russia: New Solutions for Business". Commercial arbitration in Russia after judicial reform
- Khvalei Vladimir**
Asia will judge. Western arbitration centres are losing popularity

*Geographical distribution of sources mentioning the RAA and associated keywords from 2013 to 2019.
Prepared using Interfax Scan system*



- **Russia** - 686 items published - 86%
- **Belarus** - 40 items published - 5.0%
- **Ukraine** - 30 items published - 3.8%
- **Kazakhstan** - 19 items published - 2.4%
- **Azerbaijan** - 3 items published - 0.4%
- **Armenia** - 2 items published - 0.3%
- **India** - 2 items published - 0.3%
- **Kyrgyzstan** - 1 item published - 0.1%
- **Latvia** - 1 item published - 0.1%