

TASHIR

External Communications Department

Press Release

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TASHIR JOINS CAMPAIGN TO SAVE AMUR TIGER

As Moscow prepares to host the International Tiger Day, Tashir joins a project spearheaded by the Amur Tiger Center. The campaign aims to raise awareness regarding the extinction of the Amur (aka Siberian) tiger, which is on the IUCN Red List of Threatened Species.

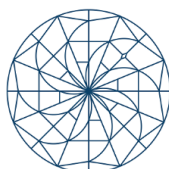
The world will celebrate the International Tiger Day on July 29th. To mark this event, the Amur Tiger Center launches an extensive awareness campaign titled Tigers in Town, which aims to introduce the people of Moscow to this rare species and highlight the threat of its extinction.

Starting from late July and throughout August, Moscow's popular shopping centers will feature lifelike 3D images of tigers, giving visitors a vivid sense of presence. The pictures will come with a slogan, Save the Tiger (#savetiger). Shopping malls such as Avenue South West and the RIO chain will host such exhibits.

Along with Tashir, numerous Russian companies, museums and public places will join the campaign. The Moscow Metro will run theme train and screen documentaries about the Amur tiger, and the MUZEON Park of Arts will host a city festival as part of the project.

The Amur Tiger Center is an autonomous nonprofit organization established by the Russian Geographical Society in July 2013 at the initiative of President Vladimir Putin in order to study and preserve this species. The Center undertakes activities aimed at preserving the Amur tiger and increasing its population.

Tashir Group has engaged in charitable activities throughout the past fifteen years, in areas such as education, healthcare, culture, sports, environmental protection, etc. Our company is highly aware of how important it is to protect wildlife and preserve the environment. This is not our first collaboration with the Amur Tiger Center. In 2015, Tashir contributed to wildlife conservation in Russia by making a donation to the Center to support the Amur tiger population, particularly to finance the development and operation of specially protected nature reserves in Russia's Far Eastern Federal Districts.



ABOUT

Amur Tiger Center

The Amur Tiger Center is an autonomous nonprofit organization established by the Russian Geographical Society in July 2013 at the initiative of President Vladimir Putin in order to study and preserve this species. Its main task is to maintain Russia's Amur tiger population at its present level, and create an enabling environment to stimulate its growth. To that end, the Center runs a comprehensive program for the prevention of poaching, which includes providing economic incentives to discourage illegal hunting, dispatching mobile environmental monitoring teams, shaping a zero-tolerance attitude to poaching among the general public, supporting the development and operation of specially protected nature reserves in Russia's Far Eastern Federal Districts, and promoting the objective of preserving the Amur tiger, both in Russia and internationally.

<http://amur-tiger.olit.su>

Tigers in Town

Tigers in Town is an annual event intended to raise awareness of the threat of extinction facing tigers worldwide. The project was launched by the heads of state of 13 nations at the Tiger Summit in St. Petersburg in 2010. The summit brought together countries that have tiger populations, including Russia, which is home to the largest and northernmost tiger species, the Amur (Siberian) tiger.

There are presently some 540 Amur tigers living in Russia's Far East, which makes up 95 percent of their global population. This year's Tiger Day activities, which will take place in Moscow between July 29th and July 31st, will focus specifically on the Amur tiger. Their objective is to introduce city people to this rarely seen mammal, which most urban residents know so little about, and encourage the public to support wildlife preservation in Russia.

Tashir Group

Tashir is a diversified federation-wide group of companies founded in 1999 and uniting over 200 companies in various sectors of Russia's economy, including construction, manufacturing, finance, energy, development, and retail. Its staff totals over 45,000 people. The company's geography covers 25 cities of Russia and the former USSR. Tashir's founder and President is Samvel Karapetyan. The company is headquartered in Moscow.

The Group's primary business is development and managing of commercial real estate, with a focus on retail estate. Being a Russia's leader in development, Tashir

has so far built 2.5 million sq m of modern, hi-tech commercial and residential real estate.

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