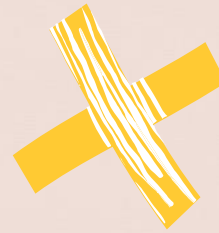
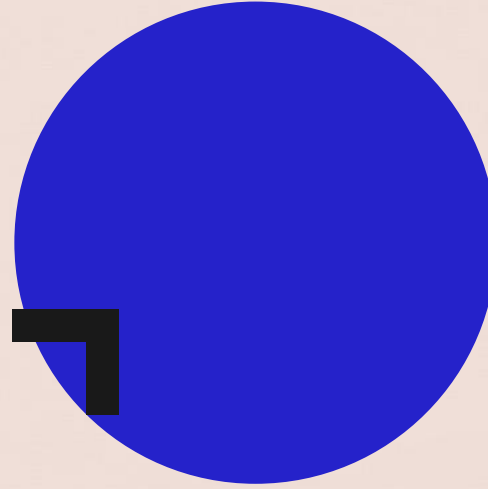


How Can the Industry Support Ukraine?





BRIEFLY



Since February 2022

Russia attacked Ukraine with more than **8000*** missiles, some of them can be shot down, but some of them – not

Ukraine and its digital industry
keep working





How close is the danger?





What happens?



Starokostyantyniv



Since December 2023

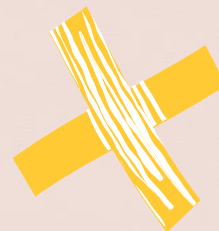
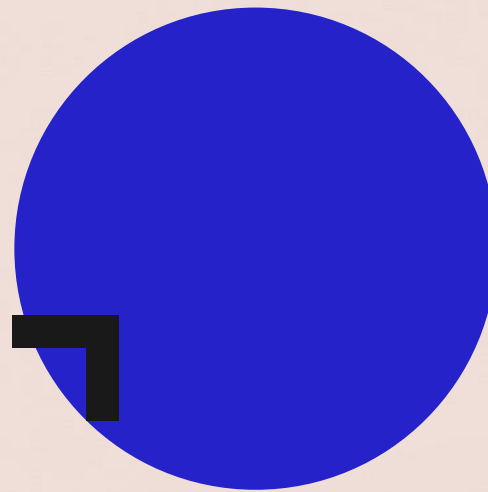
Russia adds Kindzhal missiles to

EVERY massive air
attack to Ukrainian **civil**
infrastructure.





HOW TO SUPPORT US?

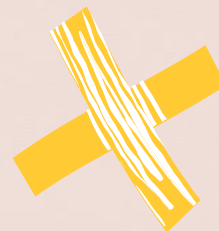
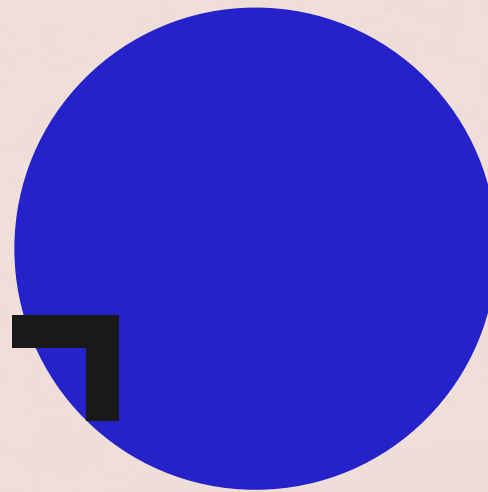


It is very predictable to ask you kindly

- To buy more from [Ukrainian IT or AdTech](#) companies active in Ukraine and worldwide
- To hire Ukrainian people, proved their efficiency despite air raids and blackouts
- To remember that we are still alive as the market and still [need META and TikTok offices in Ukraine](#), and some advertising options available elsewhere in Europe, but not in Ukraine yet
- To remember [that IAB Ukraine is not only alive but very active](#) and welcomes new members



**INSTEAD, I
ASK YOU
KINDLY**



Stop buy from Russia

A lot of Russian based businesses or business with final Russian beneficiary changed their owners to someone from Virgin Islands or Cyprus.

But are you sure that Russia doesn't still benefit from these businesses as it was 5 years ago?





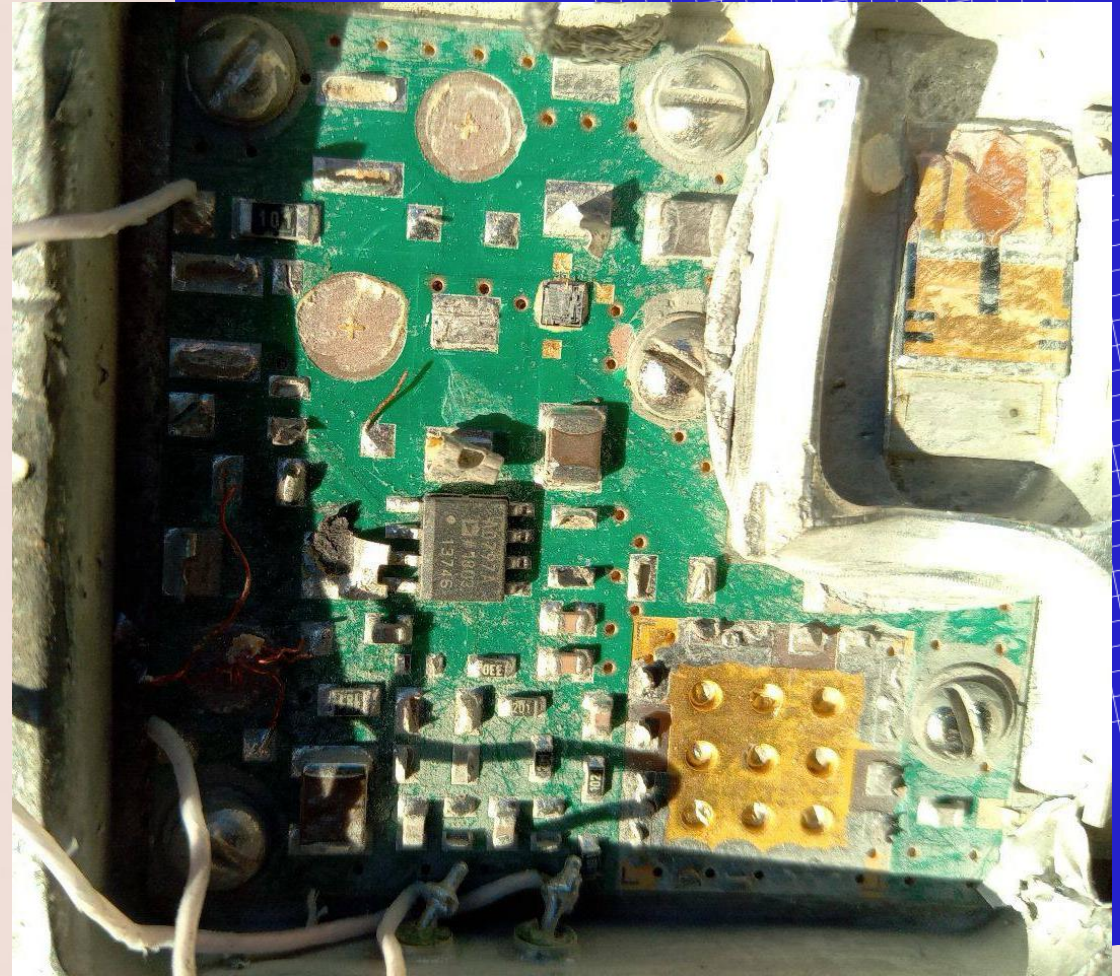
11

Stop sell to Russia

Despite the sanctions more than

40* imported details were

found in Russian missiles shot
down in Ukraine.



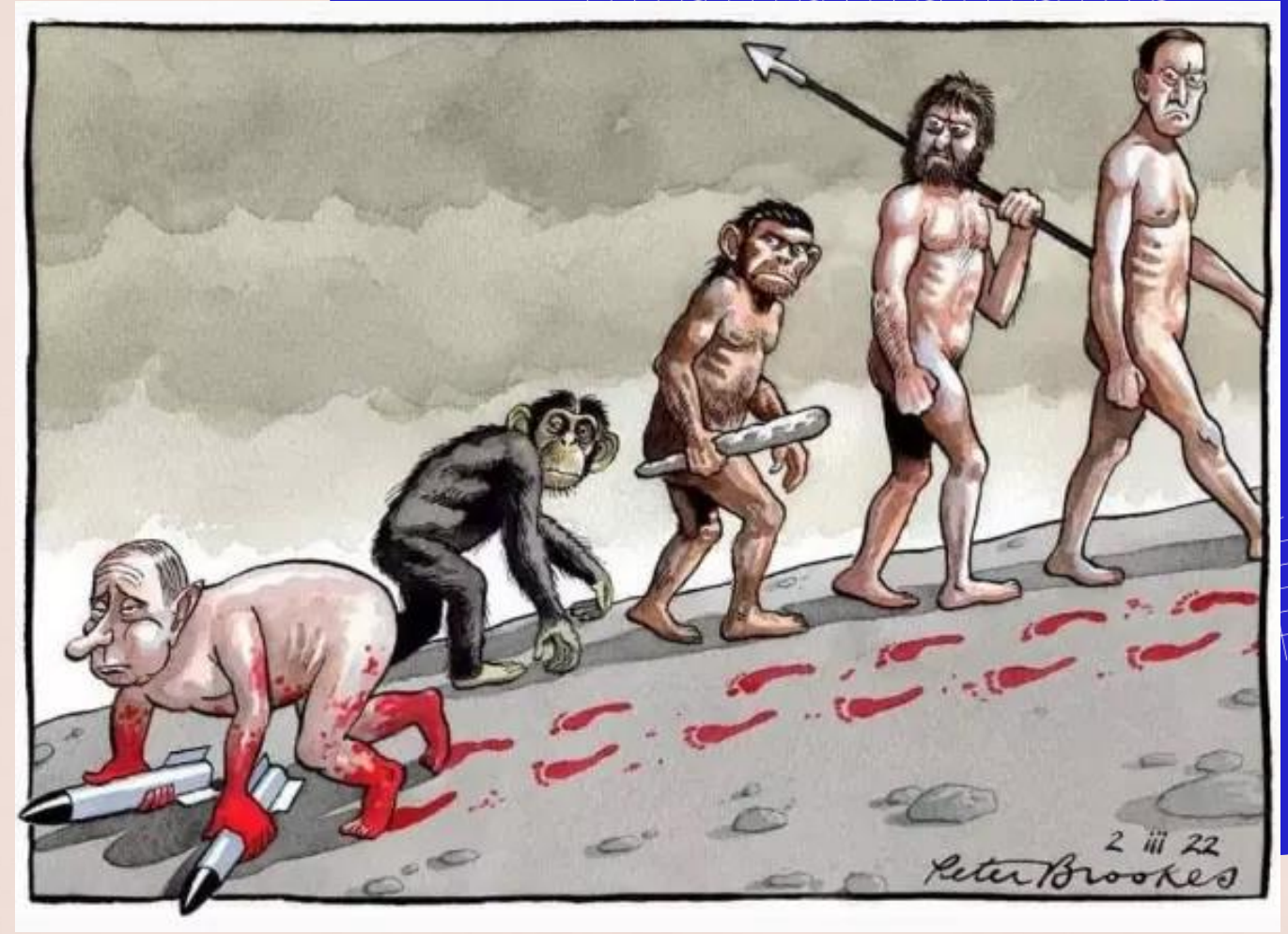


Stop Russian propaganda

In 2023 Russia officially allocated

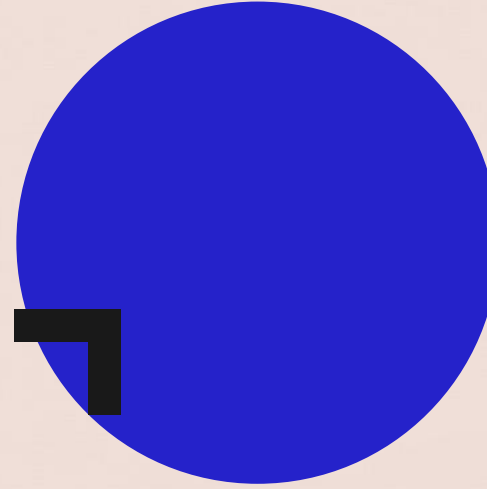
\$1.6 billion on

propaganda to spread pro-Kremlin narratives inside and outside the country, using AI to produce visuals and deepfakes





**Please rent or
sell us more
Patriots Air
Defense systems**



We have strong nerves





And we have no other choice



**Thank you for
supporting
Ukraine!**



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