



JOINT STOCK COMPANY “MARKA”
(JSC “MARKA”)



Marketing of Stamps in Russia

Melbourne
March 2017



PHILATELIC PRODUCTS OFFERED BY JSC “MARKA”



Artistic postage stamps,
souvenir sheets, miniature
sheets



Catalogs of state signs of
postal payment



First day covers with
cancellation



“Philately” magazine,
Appendix to the magazine



Presentation packs with stamps,
booklets



Foreign postage stamps

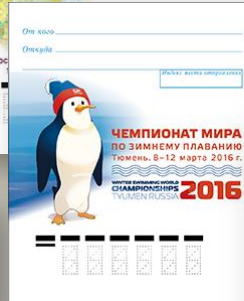
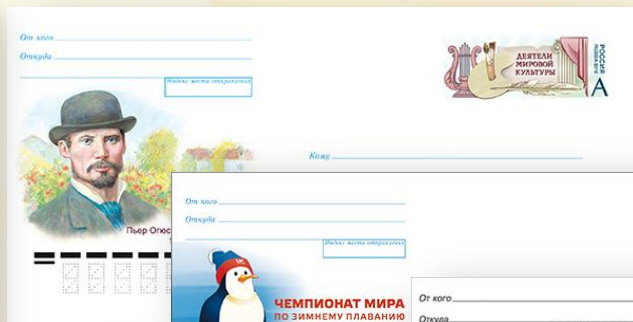


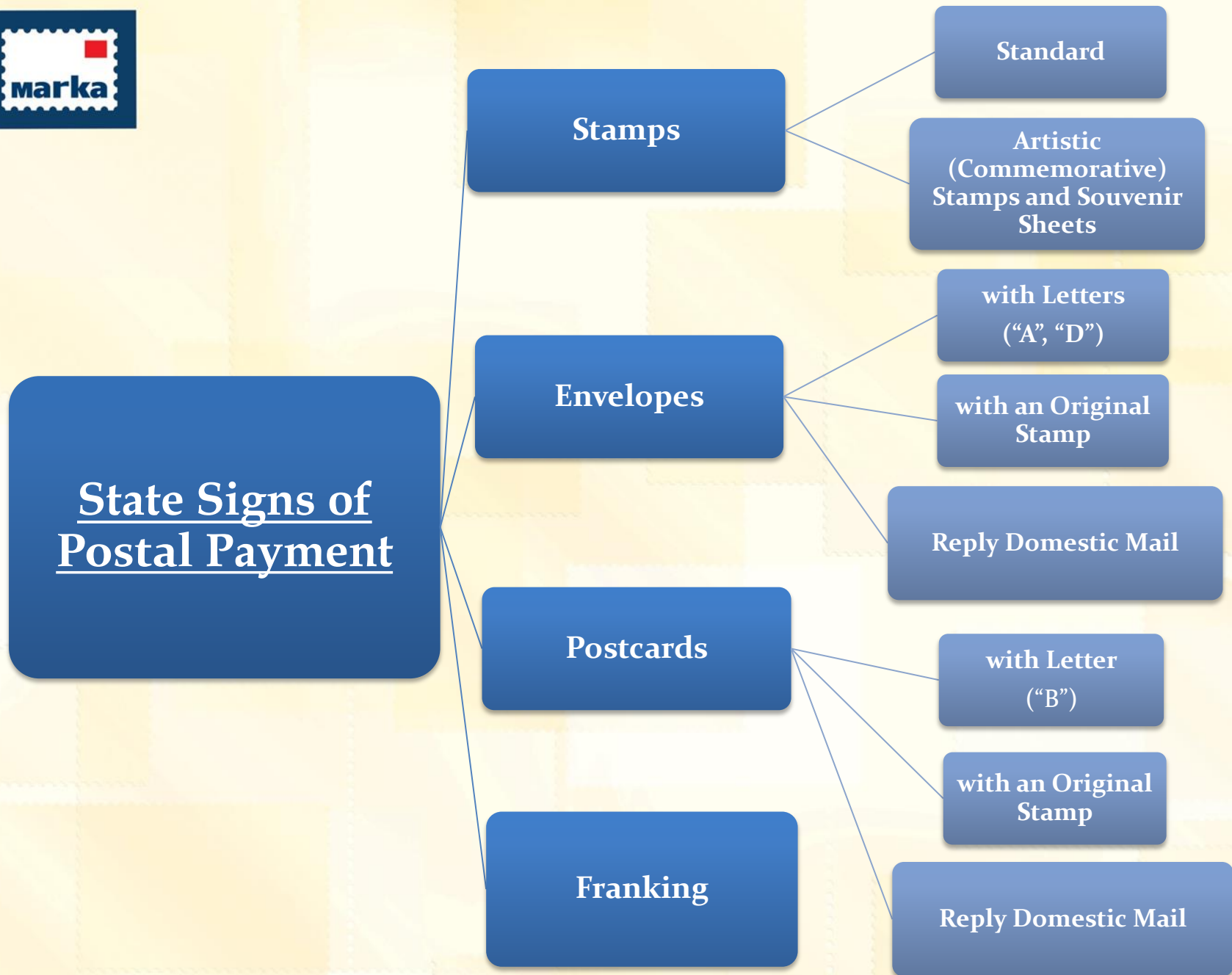
Artistic stamped envelopes,
postcards and envelopes with
commemorative stamps and
cancellation; maximum cards



STATE SIGNS OF POSTAL PAYMENT

Sales of State Signs of Postal Payment comprises **82%** of total revenue. State signs of postal payment are postage stamps and other insignia used to mark mail in order to pay for postal communication services rendered by communication offices according to the existing rates. Signs of postal payment of the Russian Federation must adhere to the UPU Charter and decisions made by the UPU bodies.

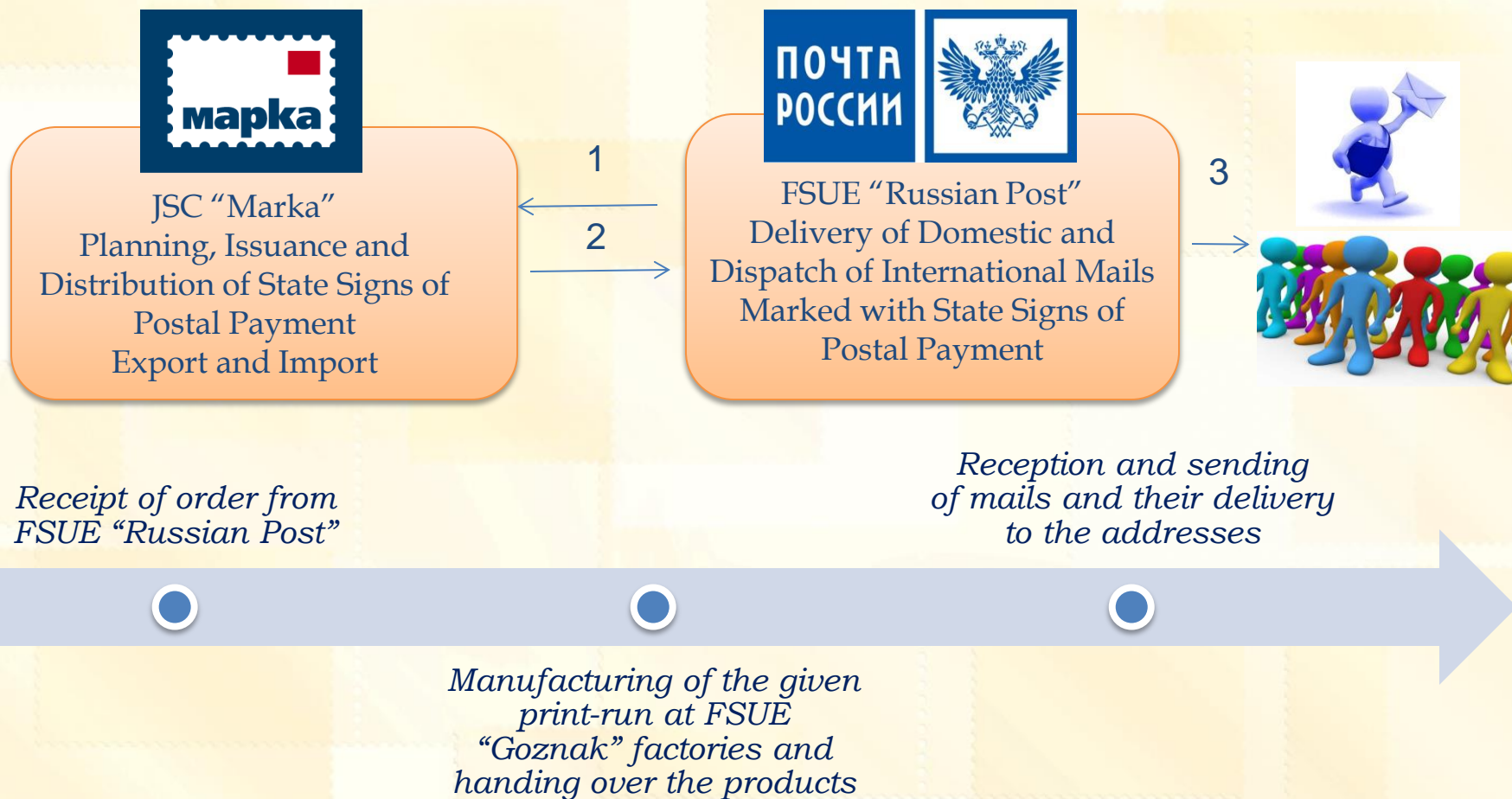






INTERACTION PATTERN

The existing system of manufacturing and distribution of state signs of postal payment has been developed for several centuries - development, manufacturing and distribution are separated, which allows to attain high quality of signs of postal payment produced and to eliminate a possibility of abuse.





MARKETING OF STAMPS IN RUSSIA

- Stamp issue requests
- Various subjects and forms of stamp issues
- Special philatelic programs
- Branch network development/online sales
- Export/import
- Joint issues
- Cancellation ceremonies



MARKETING OF STAMPS IN RUSSIA

Stamp Issue Requests



STAMP ISSUE REQUESTS

- The Commission on State Signs of Postal Payment of the Federal Communications Agency forms and approves stamped products issue plans
- Meetings takes place twice a year
- The Commission examines requests of all citizens, state institutions and companies
- Everyone who wishes to do so may send their requests to the Commission
- The application period is 1.5 years before the issue date



THEMATIC PLANS RULES:

- state signs of postal payment may not be dedicated to currently living people;
- outstanding public officials, prominent science, culture or art workers may only be featured on state signs of postal payment no sooner than 10 years after their death and commemorating 25-fold anniversaries;
- historic events, anniversaries of constituent territories of the Russian Federation, as well as companies, organizations and educational institutions may be depicted on state signs of postal payment on 50-fold dates



MARKETING OF STAMPS IN RUSSIA

Various Subjects and Forms of Stamp Issues



- [illegible]



VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES

2010

World Cultural Heritage of Russia. Curonian Spit



Printing technique: offset, partial template varnishing with an effect of "sand" (a matte varnish)

2013

World Natural Heritage of Russia.
Tyva Republic.
Uvs Nuur Basin



2012
World Natural Heritage
of Russia. Natural
System of "Wrangel
Island" Reserve

*Printing technique: offset,
partial template varnishing
with an effect of "stone"
(a matte varnish)*





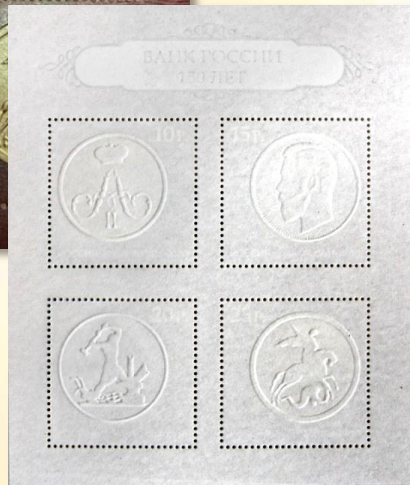
VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES

2010

The 150th Anniversary of the Bank of Russia



*Printing technique: offset
+ silver paste +
embossing + glossy
golden foil*



2015

The 155th Anniversary of the Bank of Russia



*Printing technique: offset + bronze paste +
silver paste + embossing*



VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES

2012

State Awards of the Russian Federation



Printing technique: offset + partial varnishing + embossing

To the 70th Anniversary of the Victory in the Great Patriotic War 1941–1945. Medals



Printing technique: offset + partial varnishing + embossing



VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES

2016

State Awards of the Russian Federation. Continuation of the Series
(18 subjects on a sheet)



*Printing technique: offset +
partial varnishing + embossing*

The booklet

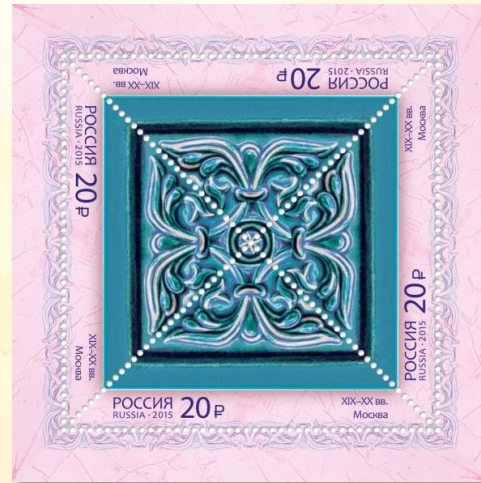




VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES

2015

Decorative and Applied Art. Porcelain Tiles



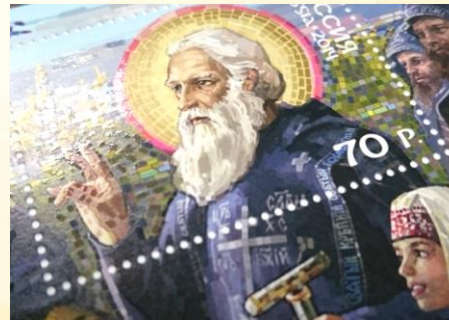
*Printing technique:
offset + partial
varnishing*



VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES

2014

The 700th Birth Anniversary
of Venerable Sergius of Radonezh



*Printing technique:
offset + bronze paste
+ partial varnishing*

2015

The 175th Birth
Anniversary of
Pyotr Tchaikovsky



*Printing technique:
offset +
metallographic
printing + bronze
paste + profiled
cutting*

2014

The 200th Birth Anniversary
of Mikhail Lermontov



*Printing
technique:
offset +
profiled
cutting*



VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES



XXII Olympic Winter Games 2014 in Sochi.
A Stamp with QR-Code

2012

Mascots of the XXII Olympic Winter Games
and XI Paralympic Winter Games 2014 in Sochi



*Printing technique: offset
+ self-adhesive paper
+ **profiled die-cutting***



VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES

2014

XXII Olympic Winter Games and XI Paralympic Winter Games 2014 in Sochi



*Printing technique: offset + self-adhesive
paper + die-cutting*



*Printing technique: offset + metallic ink
(3 types: "bronze", "silver", "gold") + embossing*



VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES

2015

2018 FIFA World Cup Russia™



*Printing technique: bronze paste of varying
density + partial varnishing*



VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES

2016

The Continental Hockey League. 2016 Gagarin Cup



*Printing method: offset + 2 types of paste:
gold & silver*



VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES

2016

The 175th Birth Anniversary of Arkhip Kuindzhi (1841-1910), Artist



Transparent ink glowing
in the UV-range of the spectrum



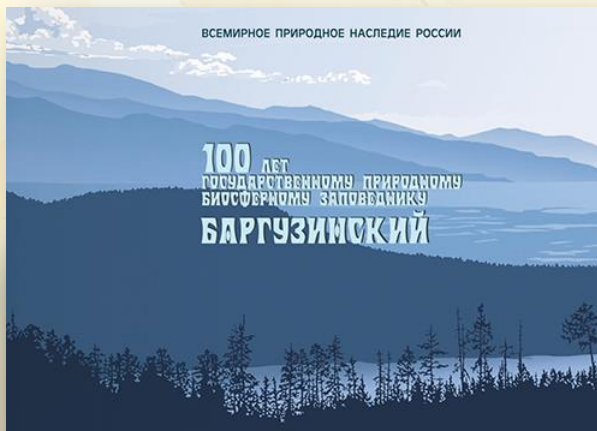
Printing technique: offset + partial
varnishing +



VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES

2016

The 100th Foundation Anniversary of the Barguzinsky State Biosphere Nature Reserve. Souvenir sheet and booklet.



Booklet

*Printing technique:
Offset +
framework perforation*

*Printing technique:
Offset + **Figured Cutting** +
framework perforation*





VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES

2016

“Russian Arctic” National Park

*Printing technique: offset
+framework perforation*



Booklet

*Printing method: offset +
partial varnishing+
the effect of stone*

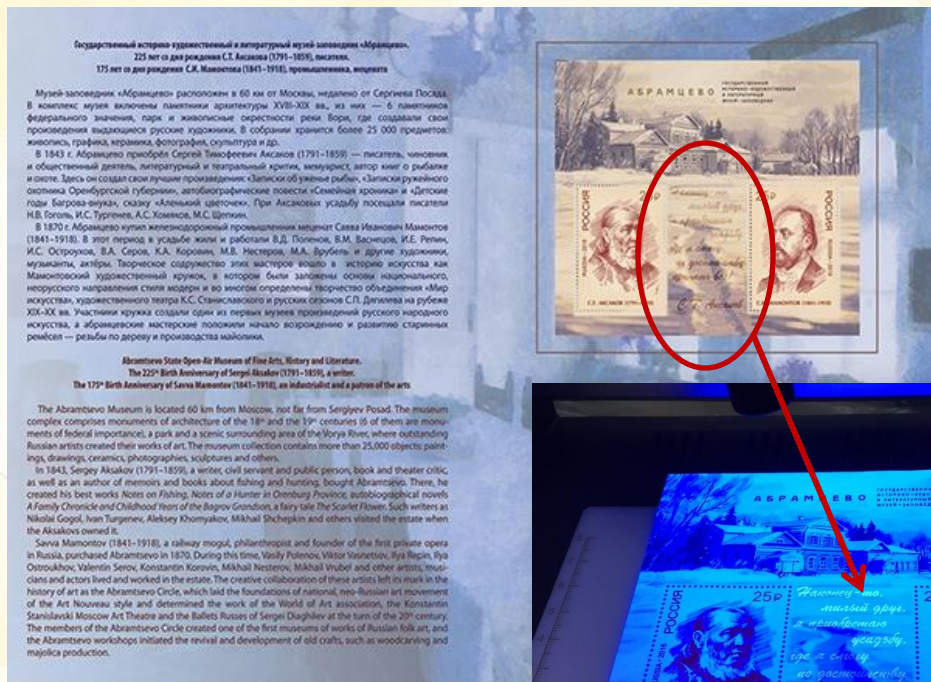


VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES

2016

Souvenir sheet

Abramtsevo State Historical, Artistic and Literary Museum-Reserve



*Printing technique:
Offset+ framework perforation*



Souvenir pack

*Printing technique:
Offset+ framework perforation+
colorless paint with UV-luminescence*



VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES

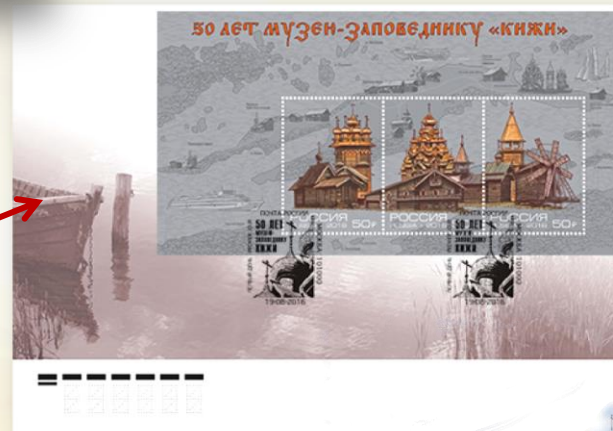
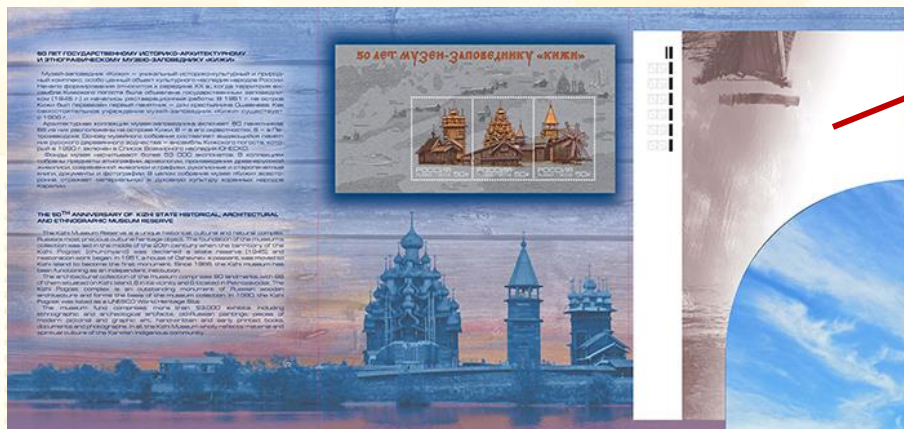
2016

The 50th Anniversary of Kizhi State Historical, Architectural
and Ethnographic Museum Reserve



*Printing method: offset +
silver paste + metallography*

Souvenir pack





VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES

2016

The 50th Anniversary of Kizhi State Historical, Architectural
and Ethnographic Museum Reserve

The First Russian Wooden Stamp



Kizhi Museum Reserve is a unique historical, cultural and natural complex, one of Russia's largest open-air museums. A UNESCO World Heritage Site since 1990, it is a landmark of Russian wooden architecture.



VARIOUS SUBJECTS AND FORMS OF STAMP ISSUES

2016

Happy New Year!

The best stamps of 2016

Every year JSC “Marka” holds traditional contest for the best Russian stamp design. All postage stamps and souvenir sheets issued by JSC “Marka” in 2016 have taken part in the competition. The 1st place went to the “Happy New Year!” postage stamp.

Type 1
Printing method:
offset



Type 2
Printing method:
offset+ holographic foil



Souvenir pack



NEW PROTECTING SYSTEM OF ARTISTIC STAMPS



*Ink visualizing in the UV-light
(Stars, the Ball)*

*Ink absorbed in the IR-light
(service inscriptions, wording on the T-shirt)*





MARKETING OF STAMPS IN RUSSIA

Special Philatelic Programs



SOCHI 2014 WINTER OLYMPIC GAMES PHILATELIC PROGRAM

Sochi 2014 Official Products (units)

- 8 souvenir sheets
- 50 postage stamps
- 46 artistic stamped envelopes
- 2 envelopes with an original stamps
- 64 stamped postcards
- 100 special postmarks
- 1 stamp booklet
- 19 presentation packs
- 1 thematic illustrated album
- 1 stockbook
- 1 gift set in a hard case
- 1 stockbook in a boxing

**Total number of products sold
is 76,168,028 units**





THE FIRST RUSSIAN LICENSEE

21 July 2015

JSC “Marka” became the first FIFA Branded Licensee in Russia signing a Licensee Agreement on production and distribution of signs of postal payment bearing Official Marks of the 2018 FIFA World Cup Russia™ and FIFA Confederations Cup Russia 2017.





2018 FIFA World Cup Russia™ Philatelic Program

The Philatelic Program includes more than
120 various types of products:

The total product volume will exceed
100 million units

- ✓ 4 souvenir sheets
- ✓ 58 postage stamps
- ✓ more than 20 artistic stamped postcards and postcards with original stamps
- ✓ 35 artistic stamped envelopes
- ✓ stamp booklets, presentation packs and albums



2018 FIFA WORLD CUP RUSSIA™ OFFICIAL LICENSED PRODUCTS

2015:

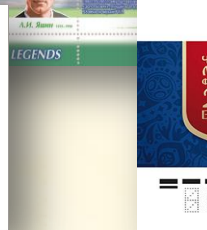
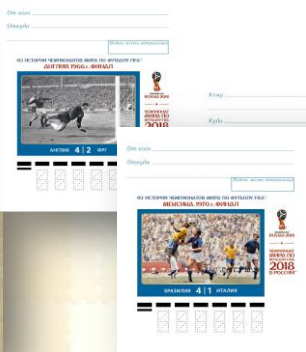
1 souvenir sheet;
17 stamps;
8 stamped envelopes;
12 stamped postcards;
2 postcards with original stamps;
4 first day covers;
4 presentation packs;

2016:

22 stamps;
10 stamped envelopes;
3 postcards with original stamps;
1 booklet;
2 first day covers;
4 presentation packs;

2017:

1 souvenir sheet;
1 stamp;
2 stamped envelopes;
2 first day covers;
2 presentation packs;





1000 DAYS TO GO TO 2018 FIFA WORLD CUP RUSSIA™

On 18 September 2015, Rossvyaz Head Oleg Dukhovnitskiy, 2018 FIFA World Cup Russia™ Local Organizing Committee CEO Aleksey Sorokin and Russian National Football Team Head Coach Leonid Slutskiy cancelled a souvenir sheet bearing an image of the FIFA World Cup Official Trophy as part of the 1000 Days to Go to 2018 FIFA World Cup Russia™.





CANCELLATION CEREMONIES

Together with the Federal Communications Agency, FIFA and 2018 FIFA World Cup Russia™ Local Organizing Committee, JSC “Marka” holds cancellation ceremonies of 2018 FIFA World Cup™ Official Licensed Products.



*Luzhniki Stadium,
Moscow*



*St Petersburg Stadium,
St Petersburg*



*Spartak Stadium,
Moscow*



*Kazan Arena
Stadium, Kazan*





ISSUE THEMES

New Themes in 2017:

- Preliminary Draw for 2018 FIFA World Cup Russia™;
- 2018 FIFA World Cup Russia™ Official Emblem;
- FIFA World Cup Official Trophy;
- Russia in FIFA World Cup™ Tournaments;
- Stadiums;
- Russian Football Legends;
- 2018 FIFA World Cup Russia™ Host Cities.
- 2018 FIFA World Cup Russia™ Official Mascot;
- FIFA Confederations Cup Russia 2017.





RESULTS

The 2015-2018 philatelic program is:

- 120 various types of products;
- More than 100,000,000 product units;
- FSUE “Russian Post” revenue amounting to 4 billion RUB;
- Products circulating both within Russia and abroad.





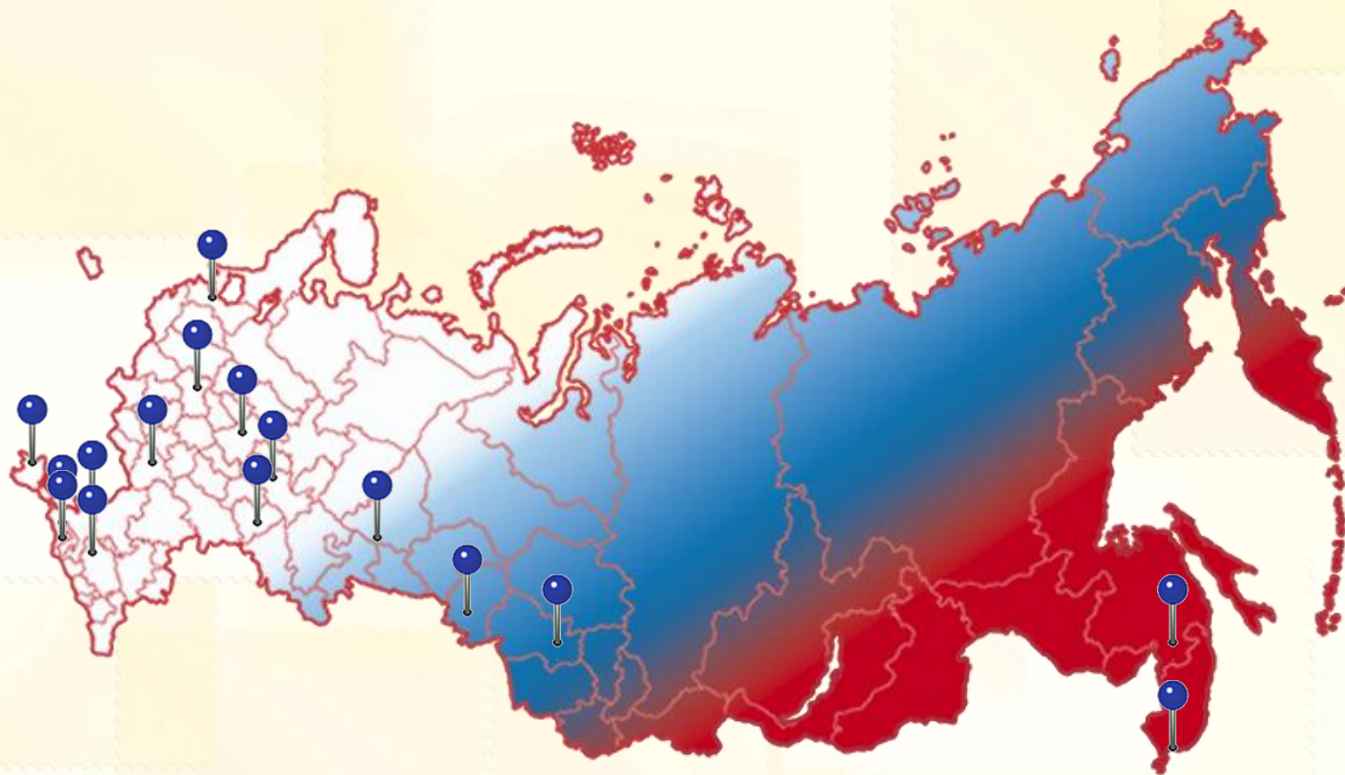
MARKETING OF STAMPS IN RUSSIA

Branch Network Development/
Online Sales



BRANCH NETWORK DEVELOPMENT

16 Collector Showrooms – JSC “Marka” branches in Russia



- Moscow
- St Petersburg
- Nizhny Novgorod
- Rostov-on-Don
- Krasnodar
- Sevastopol
- Sochi
- Stavropol
- Voronezh
- Samara
- Kazan
- Yekaterinburg
- Novosibirsk
- Khabarovsk
- Vladivostok
- Omsk



BRANCH NETWORK DEVELOPMENT

3 Collector Showrooms –

JSC “Marka” branches in Russia to be opened in 2017

• Kaliningrad

• Krasnoyarsk

• Perm

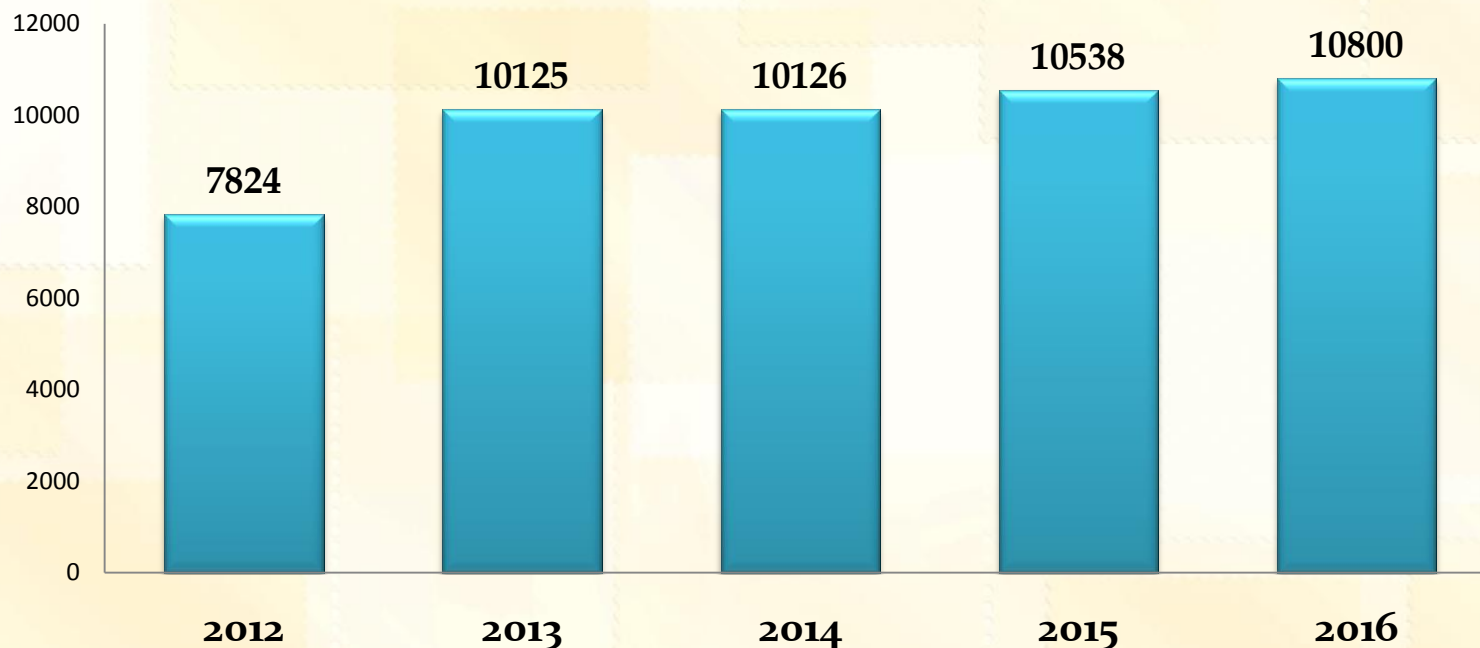




SALES VIA ONLINE STORE AND CASH ON DELIVERY

The online store contributes to a significant share of sales in Russia. Payment is made as cash collect on delivery and by credit card. Sales volume through the online store is increasing dynamically.

**Sale of Philatelic Products through
Online Store (number of orders processed)**





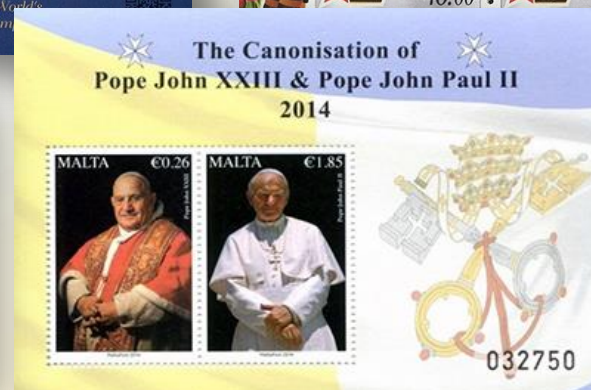
MARKETING OF STAMPS IN RUSSIA

Export/Import



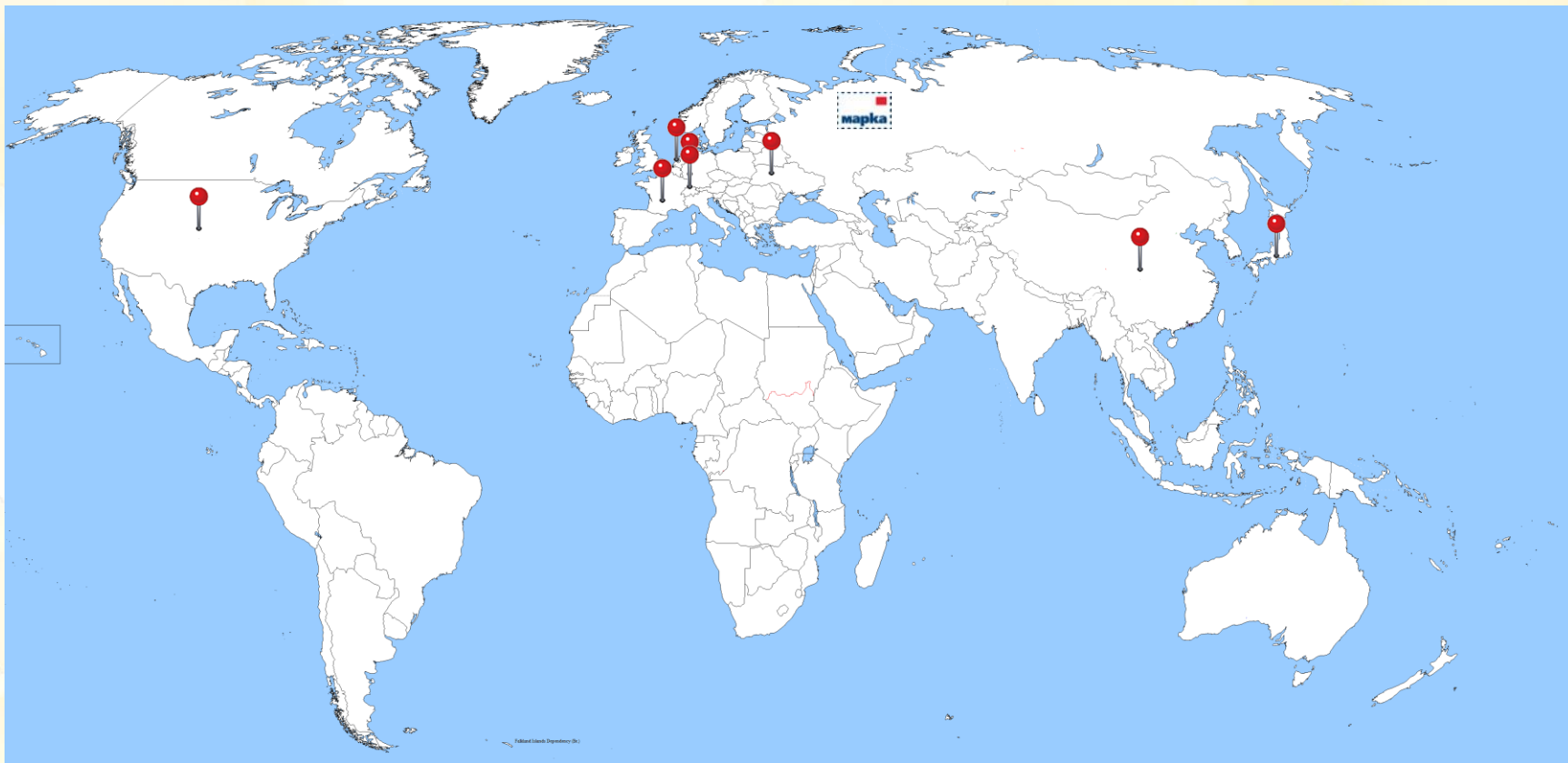
IMPORT OF PHILATELIC PRODUCTS

JSC “Marka” currently purchases stamps of more than 40 postal administrations: the Åland Islands, Azerbaijan, Belarus, Brazil, Bulgaria, Croatia, Israel, Kyrgyzstan, Malta, Mexico, Portugal, Romania, Serbia, Slovakia and others. In 2017, we plan to buy stamps from Argentina, Armenia, Vietnam, Liechtenstein, Lithuania, Croatia, Czech Republic, Slovakia.





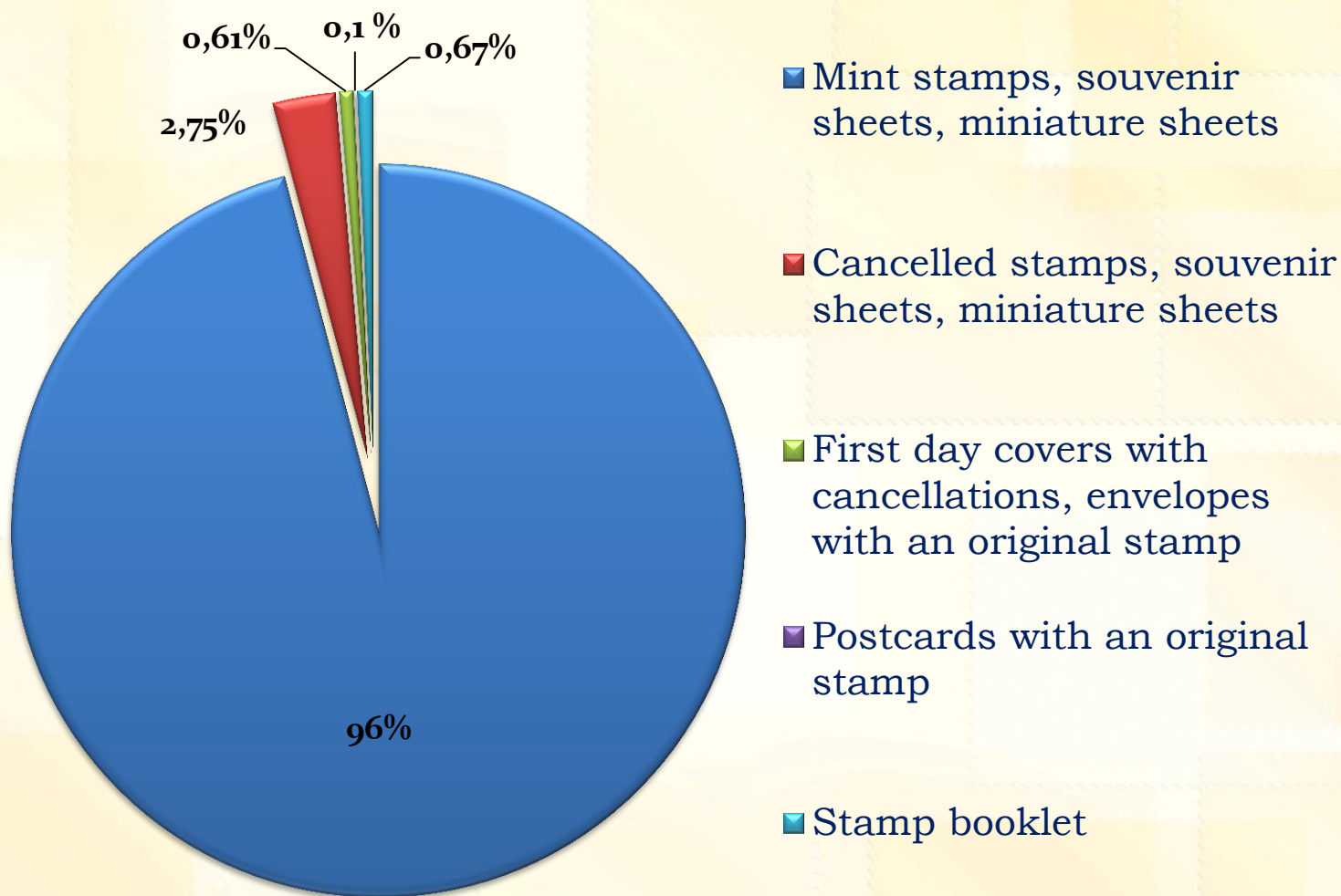
EXPORT OF PHILATELIC PRODUCTS



· USA · Belarus · Germany · Denmark · France · Switzerland · China · Japan

EXPORT OF PHILATELIC PRODUCTS

Export Structure (Product Type)





MARKETING OF STAMPS IN RUSSIA

Joint Issues



JOINT ISSUES

As part of its international activities, JSC “Marka” issues stamps jointly with postal administrations of other countries.

There were 6 joint issues in 2016 with Argentina, Belarus, Kazakhstan, Macedonia, Malta and Slovenia. JSC “Marka” is to organize joint issues with Thailand, Israel and France in 2017.

Russia-Belarus

*Way to Victory.
Brest Fortress Defense*



Russia-Kazakhstan

*Way to Victory.
The Battle of Moscow*



Russia-Argentina

Explore the Traditions



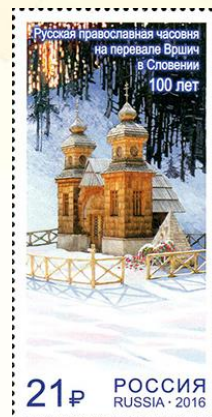
Russia-Macedonia

*Sights of Saint Petersburg
and Ohrid Cities*



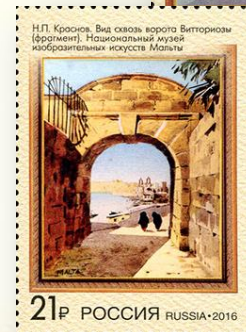
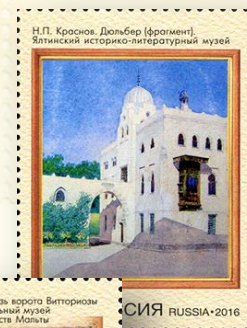
Russia-Slovenia

*Russian Orthodox Chapel
on the Vršč Pass*



Russia-Malta

Art





MARKETING OF STAMPS IN RUSSIA

Cancellation ceremony



CANCELLATION CEREMONY

JSC "Marka" annually holds and organizes cancellation ceremonies with the aim to draw the attention of the public and media, and to promote Russian state signs of postal payment. Public officials, cultural luminaries and academia usually participate in the ceremonies. There were **44 ceremonies** in 2016.





CONCLUSION

Marketing plays an important part in JSC “Marka” activities. All the methods and techniques mentioned above allowed us to open new markets, boost the sales and increase our overall revenue.



Thank you for your attention!

The Russian Federation

JSC"Marka"

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