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Kalashnikov Concern Launches New Brand

Russia's largest producer of firearms and the developer of the world-renowned AK line of rifles is rebranding itself today, part of an ambitious expansion and modernization strategy aimed at increasing its global arms sales despite Western sanctions.

December 02, 2014 13:12 ET | **Source:** Kalashnikov Concern

MOSCOW, Russia, Dec. 2, 2014 (GLOBE NEWSWIRE) -- via PRWEB - Russia's largest producer of firearms and the developer of the world-renowned AK line of rifles is rebranding itself today, part of an ambitious expansion and modernization strategy aimed at increasing its global arms sales despite Western sanctions.

Kalashnikov Concern, the subsidiary of Rostec State Corporation, said the new approach will refresh its well-known Kalashnikov combat brand, as well as its "Baikal" hunting and "Izhmash" sporting weapons brands.

The strategy is part of a broader 4.5 billion ruble plan to double production, expand military sales to more countries, upgrade its product line, develop an international network of dealers and launch a line of apparel and accessories to make its civilian products more attractive around the world.

Kalashnikov, with its 95% share of the Russian market, will use rebranding to position its products more effectively within Russia and abroad. As part of the new development strategy, Kalashnikov Concern is modernizing production and the model line-up, strengthening current sales markets, expanding to new markets and increasing its dealer network. A strong, recognizable brand will help the Concern to implement the new strategy and make it more competitive among the leaders of the global weapons industry. Rebranding is also of utmost importance when widening the scope of work within existing markets.

"AK is one of the Russian symbols that are truly recognizable around the world. We can be as proud of the graphic execution of this brand as we are of engineering and design of its real life prototype," – said Aleksey Krivoruchko, Kalashnikov Concern CEO. "The rebranding symbolizes business structure and product line changes that were long overdue. The new brand combines the three core values of the Concern - reliability, responsibility, and technology. I am confident that while working on improving quality and production efficiency, expanding sales markets, we will not only preserve but also multiply the legendary fame of the international "Kalashnikov" brand."

The rebranding of the Concern's product trademarks was done while preserving the key ideology and the historic legacy of the brand and also taking into account the perception of the brand among its target audiences.

The rebranding was done by Apostle Center for Strategic Communications, one of Russia's three largest communication agencies.

"Kalashnikov is a legendary weapon known around the world. Kalashnikov is one of the national symbols for our country. This is why we implemented the rebranding for the Concern with pride and with the feeling of responsibility. We've set the goal of surpassing Kalashnikov equivalents among the world's leading weapon manufacturers, while treading very carefully and conservatively, not to upset the fundamental values of the legendary weaponry tradition," said Tina Kandelaki, CEO, Apostol Center For Strategic Communications. "I believe that our team of professionals has completed the task set before them, and managed to convey through the language of symbolism and visual solutions a contemporary image of the Concern. This comprehensive rebranding stresses all competitive advantages of Kalashnikov."

The total cost of all works performed for this rebranding was 20 million rubles, which includes brand research and analysis, creation of a new brand platform, new design and brand book. Also, as part of the rebranding effort, a new product naming system for all weapon models manufactured by the Concern was created. The new brand will become the basis of advertising campaigns, dealers' retail designs for Kalashnikov products, as well as the foundation of an apparel and accessories line. The rebranding was financed by private investors, the Concern's co-owners Aleksey Krivoruchko and Andrey Bokarev.

The corporate branding of Kalashnikov Concern reflects the latest world trends. The new logo is made of two colors - black and red, and it is a merger of two "Ks" - Concern (spelled "Koncern" in Russian) and Kalashnikov. The new logo is also a visualization of a fundamental operating principle for all firearms – a bullet shooting out of a barrel, -- which is a uniting symbol for all product brands of the Concern. Designers also drew a parallel with the national flag of Udmurtia (where Concern's core manufacturing facilities are located), which has an identical color palette.

Besides the corporate branding of Kalashnikov Concern, the brand of Kalashnikov combat weapons got a facelift. The product brand was reimagined but still has preserved all of the symbolism that makes up Kalashnikov brand capital. The philosophy of the Concern's founder, distilled in the slogan "Protecting Peace," has been made the basis of all communications and design coordinates for this brand.

Brand developers have added a double meaning to the slogan: Kalashnikov's weapons are the most popular around the world, surpassing closes competitors by orders of magnitude based on units manufactured; at the same time, Kalashnikov weapons are made to maintain peace around the world, regionally and in particular countries – they help nations protect their sovereignty, their right for peaceful existence, their right to pick their own historic fate.

The key graphic element of the combat brand – its logo – also stresses the brand's grand legacy: it depicts the universally recognized design feature of the legendary AKs – its clip.

To assist Concern's international expansion, two more famous trademarks from its brand portfolio – Baikal and Izhmash – have been preserved and refreshed. Baikal brand, which also possesses international appeal, now resides on top of all civilian arms. Using the refreshed Izhmash brand the Concern will transact in the sporting arms segment, as Izhmash today is the main Russian brand for biathlon rifles and other competition and non-professional rifles.

Kalashnikov Concern – The company is Russia's largest designer and manufacturer of combat automatic and sniper weapons, guided projectiles and a wide range of precision weapons.

A large segment of civilian products includes shotguns, sporting rifles, machine tools and tools. 51 % of the Concern's shares belong to Rostec State Corporation, while 49% are purchased by private investors. The Concern's products are sold to more than 27 countries. Kalashnikov Concern unites three product brands: Kalashnikov firearms brand, Baikal hunting and civilian rifles brand and Izhmash sporting rifles brand.

Rostec State Corporation is the Russian corporation established in 2007 to promote the development, production and export of high-technology industrial civil and military goods. It comprises about 700 enterprises which currently form 9 holdings in the defense industrial complex, 5 holdings in civil industries and 22 companies of direct management. Rostec's portfolio includes such famous brands as AVTOVAZ, KAMAZ, Russian Helicopters, VSMPO-AVISMA, etc. Rostec's enterprises are located in 60 regions of Russia and serve the markets of over 70 countries. In 2013, its revenue was 1.04 trillion rubles and tax payments to the budgets of all levels exceeded 138 billion rubles.

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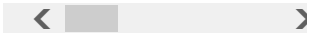
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This military weapon, which has been produced under the Kalashnikov brand for more than 60 years, is the unsurpassed worldwide standard for reliability and simplicity

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Mikhail Kalashnikov

A firearm must be beautiful like a woman, it must fit your hands perfectly and make you want to take it!



Hugo Chavez

I have to say that the K₁ is the best in the world. There is no other like it.

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The quality of
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weapons is
recognized by
hunters and
experts on five
continents. Its
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includes over 50
base models, 200
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Russia's Kalashnikov Unveils New Brand and Plan for World Domination

By [Matthew Bodner](#) | Dec. 02 2014 21:08 | Last edited 21:08



Alexander Aleshkin / Courtesy of Kalashnikov

Kalashnikov unveiled its new branding with the help of girls in tight dresses holding AK-47 ammunition magazines.

Hoping to offset a disappointing year, Russia's iconic weapons maker Kalashnikov launched a new brand and marketing strategy at a blowout press conference in central Moscow on Tuesday.

Inconsistent Russian military orders and greater domestic competition have in recent years forced Kalashnikov Concern to look abroad for customers to keep its production lines running and staff employed.

Eighty percent of Kalashnikov's civilian weapons are exported, and under a distribution deal signed last year 200,000 rifles were supposed to go to the U.S. — the world's biggest market. Kalashnikov currently produces around 150,000 civilian weapons annually, showing the scale of its U.S. ambitions.

But these plans were cut short this summer, when the U.S. slapped sanctions on Kalashnikov to punish the Kremlin for its actions in Ukraine. The move killed the company's U.S. expansion plans, and an EU arms embargo installed in July then froze Kalashnikov out of the European market.

"The U.S. market was very important for us," Kalashnikov CEO Alexei Krivoruchko said at the press conference, where the struggling arms manufacturer presented a new branding and development strategy through 2020.

The company unveiled new logos across its three product lines — Kalashnikov for the Russian and foreign militaries; Baikal for civilian hunters; and Izhmash for sportsmen — and promised to target new markets, including South America, Asia-Pacific and Africa, to offset the damaging loss of the U.S. civilian arms market.

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The rebranding will play a critical role in Kalashnikov's plan, said Sergei Chemezov, head of Rostec, Kalashnikov's state-owned parent company. The strategy aims to increase revenue by a factor of four and expand production volumes to 300,000 units per year.

Kalashnikov hopes the new strategy will allow it to become the most popular weapons maker in the world by 2020.

This year, the company broke even, delivering over 140,000 weapons to customers across the globe. Last year Kalashnikov lost 1.7 billion rubles (\$31 million), according to Moscow Defense Brief, a publication produced by the Center for the Analysis of Strategies and Technologies, a Moscow-based defense think tank.

New Face, New Strategy

As part of its 20 million ruble (\$375,000) rebranding effort, Kalashnikov treated reporters and industry officials to a presentation that was part dramatic reading, part live-action film, and part flashy powerpoint.

Thin girls in tight dresses strutted around holding AK-47 ammunition magazine — which the company has embraced as a symbol of the brand — while a small orchestra played patriotic Russian wartime classics to set the mood.

As if the point wasn't made already, Kalashnikov's CEO was introduced by a sharp-looking young man wearing a Soviet officer's uniform from World War II. As he waxed nostalgic about the glorious triumphs of the Russian people, a lone spotlight illuminated his theatrical expressions.

When Krivoruchko finally took the stage to present the company's plan, he said the first priority was to raise production potential by modernizing aging production equipment. According to him, about 90 percent of the company's production infrastructure is outdated.

"Our total investment program stands at around 4.5 billion rubles [\$85 million]. By 2020, we will increase maximum production capacity twofold," he said. This would bring annual production levels to 300,000 a year.

But branding continued to be the primary focus of Kalashnikov's new look, demonstrated by video presentations showing off the new logos in action.



After an animated historical short about the history of Russian weapons manufacturing, which seemed to prominently show the menacing geographic reaches of the hated NATO alliance, attendees witnessed the new Kalashnikov brand in action as an ultra-elite team of special forces operators mercilessly tracked down and disposed of a band of Dagestani terrorists.

Kalashnikov's other brands were shown in a more tranquil light, as everyday hunters and sportsmen toted their rifles around the great outdoors.

The great tragedy of this new marketing campaign is that it is perfectly suited to U.S. consumers that Kalashnikov can no longer reach. The military heritage and sporty utility of its products would resonate with the fiercely independent U.S. gun-owner community.

"Kalashnikov was invented for the people, in the name of the people," Krivoruchko said in conclusion, making the case that the weapons help people protect their sovereign rights.

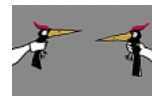
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Losing the West

But it was not all sunshine and roses at the conference. Journalists and company men were keenly aware of the blow dealt to Kalashnikov earlier this year by U.S. and EU sanctions on the Russian defense industry.

Although Kalashnikov dominates 95 percent of Russia's domestic small arms market, that market is tiny. Russian citizens are not allowed to own weapons without a license.

Although Kalashnikov officials would not specify how much money was lost due to U.S. sanctions, Krivoruchko told reporters that because of the blacklisting, "we were only able to export 40,000 weapons to the U.S."

A source close to Kalashnikov's export deal with the U.S.-based Russian Weapons Company told The Moscow Times on a condition of anonymity that "the losses are not calculable, but they are in the millions [of dollars]."

"Yes, we are having a hard time," said Rostec's Chemezov. "We have lost the American market, and most of our hunting products were sold to the U.S."

However, Kalashnikov and Rostec believe that the damage has been done and that the outlook for the company's future in the international market is already looking brighter. Sales lost to sanctions are being replaced by new markets — such as Malaysia and Thailand, where deals for civilian arms exports were signed last week.

Although the terms of those agreements were not announced, Chemezov said "we have almost closed the gap."

Military Orders

But under the theatric surface of civilian oriented marketing and sales, the company is struggling to win Russian military contracts, which remain the mainstay of the company's business, according to Ruslan Pukhov, director of the Center for the Analysis of Strategies and Technologies, a Moscow-based think tank specializing in the Russian defense industry.

"The main challenge for Kalashnikov is not the small arms market, but missiles. This is their main source of revenue. They mass-produce missiles at their plant in Tula, and their destiny depends on future orders of these missiles," Pukhov said.

"Everything depends on whether or not these high-precision munitions will be successful in the global market and if the Russian army will buy into them," he said.

Kalashnikov also has important military contracts at stake in the field of rifles. It is bidding for contracts as part of the Russian Defense Ministry's Ratnik program — an analogue to the U.S. future warrior program, which seeks to develop a next generation "battlefield kit," or standard issue set of gear and weapons as part of the government's massive 20 trillion ruble (\$370 billion) rearmament campaign.

Correction: An earlier version of this article incorrectly referred to an AK-47 ammunition magazine as a cartridge. A cartridge is a single shell, while the magazine is the container that holds the gun's ammunition.

Contact the author at bizreporter@imedia.ru

See also:

[Kalashnikov Sells Civilian Arms in Asia to Nullify U.S. Sanctions](#)

[Russia to Release Stamp for AK-47's Mikhail Kalashnikov](#)

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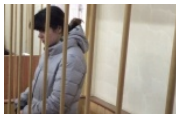
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Kalashnikov for free

05.06.2013



Weapons designer Mikhail Kalashnikov gave his name to the new joint company formed on the basis of "Izhmash" and "Izhmeh." Despite the fact that manufacturers were willing to offer Kalashnikov from one and a half to three million rubles for the use of his name as a brand name, Kalashnikov gave it for free.

"Mikhail Kalashnikov is a patriot, a true patriot. There was not a single word about some kind of payment," *Interfax* quoted Director General of JSC NPO Izhmash Konstantin Busygin, who made a statement last Friday at a press conference. Busygin also added that the documents were signed back in February.

It is assumed that the new concern, known as "Kalashnikov", will bring together largest enterprises of the Russian defense industry to manufacture a wide range of ammunition under a single brand. The merger should be completed within the next three months. Upon its completion, the company will receive the name "Concern "Kalashnikov."

Negotiations with the Kalashnikov family started last year. At the time the entity was entitled to use the name of the designer only for certain types of military products. Meanwhile, it seemed appropriate to substantially expand the range as it would be beneficial both for the plant

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and Mikhail Kalashnikov, because the company would provide him with a steady income through the sale of products manufactured under his name. At the very least, this was the goal declared by "Izhmash". Now, however, the concern seems to be pleased with Kalashnikov's patriotism that allowed the company to avoid paying him. It was noted earlier that the brand value of "Kalashnikov" was estimated at \$10 billion.

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Mikhail Kalashnikov is a unique individual. Seventeenth child from a peasant family, Kalashnikov is now 93, and is famous around the globe. Since 1999, he has had the rank of lieutenant-general. Upon arrival somewhere with a visit, he is greeted like a movie star. Meanwhile, Kalashnikov lives in an ordinary house with no elevator, very modestly, without frills. He is nearly deaf because of trauma developed in shooting galleries and ranges during countless tests of his inventions. Despite the incredible demand for Kalashnikov's inventions, his design activities did not make him wealthy. This is not because Mikhail Kalashnikov failed to take advantage of the opportunities available to him, but because he did not want to do it. In the same way he did not use the opportunity to capitalize on his name, instead giving it as a gift.



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Izhevsk Machine-Building Plant (NPO "Izhmash") produces various types of military firearms, sporting and hunting guns, air guns, precision-guided artillery shells, control systems, as well as machines and high-quality tools. There are Kalashnikovs among its products, in particular, modernized Kalashnikov, AK-74M, AK-9, and "one-hundredth-series" Kalashnikovs.

Izhevsk Mechanical Plant (JSC "Izhmeh") is also engaged in production of weapons, both civilian and service ones. In addition, the plant produces power tools, packaging equipment, gas equipment, medical equipment and precise steel castings. However, the basis of its production is still military and hunting weapons. In particular, "Izhmeh" produces the most common hunting rifle in Russia - IZH-27.

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Other enterprises of the defense industry are also expected to join the concern, but no official data is available at this time.

Anastasia Garina

Bigness

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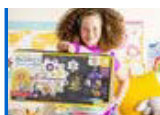
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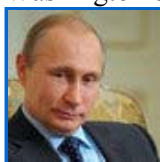


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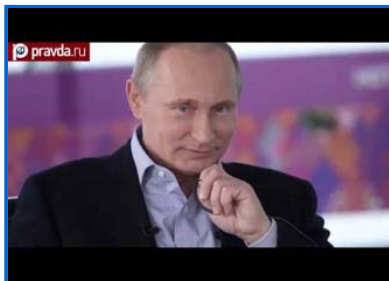
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Kalashnikov for free

05.06.2013 11:16



Weapons designer Mikhail Kalashnikov gave his name to the new joint company formed on the basis of "Izhmash" and "Izhmeh." Despite the fact that manufacturers were willing to offer Kalashnikov from one and a half to three million rubles for the use of his name as a brand name, Kalashnikov gave it for free.

"Mikhail Kalashnikov is a patriot, a true patriot. There was not a single word about some kind of payment," *Interfax* quoted Director General of JSC NPO Izhmash Konstantin Busygin, who made a statement last Friday at a press conference. Busygin also added that the documents were signed back in February.

It is assumed that the new concern, known as "Kalashnikov", will bring together largest enterprises of the Russian defense industry to manufacture a wide range of ammunition under a single brand. The merger should be completed within the next three months. Upon its completion, the company will receive the name "Concern "Kalashnikov."

Negotiations with the Kalashnikov family started last year. At the time the entity was entitled to use the name of the designer only for certain types of military products. Meanwhile, it seemed appropriate to substantially expand the range as it would be beneficial both for the plant and Mikhail Kalashnikov, because the company would provide him with a steady income through the sale of products manufactured under his name. At the very least, this was the goal declared by "Izhmash". Now, however, the concern seems to be pleased with Kalashnikov's patriotism that allowed the company to avoid paying him. It was noted earlier that the brand value of "Kalashnikov" was estimated at \$10 billion.

Mikhail Kalashnikov is a unique individual. Seventeenth child from a peasant family, Kalashnikov is now 93, and is famous around the globe. Since 1999, he has had the rank of lieutenant-general. Upon arrival somewhere with a visit, he is greeted like a movie star. Meanwhile, Kalashnikov lives in an ordinary house with no elevator, very modestly, without frills. He is nearly deaf because of trauma developed in shooting galleries and ranges during countless tests of his inventions. Despite the incredible demand for Kalashnikov's inventions, his design activities did not make him wealthy. This is not because Mikhail Kalashnikov failed to take advantage of the opportunities available to him, but because he did not want to do it. In the same way he did not use the opportunity to capitalize on his name, instead giving it as a gift.

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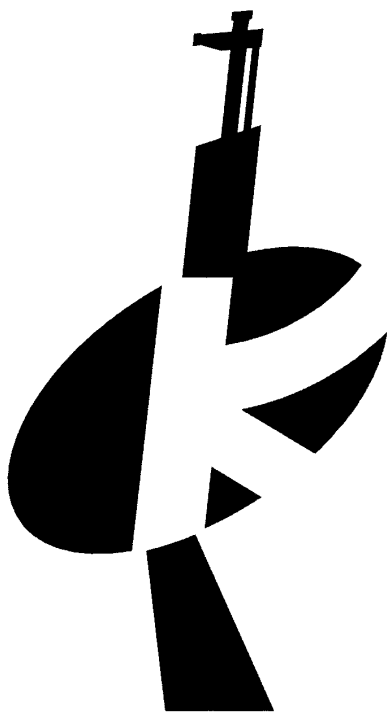
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Дмитрий Судаков

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CONCERN KALASHNIKOV

2014
PRODUCT
CATALOG

CONCERN KALASHNIKOV HERITAGE

Izhmash master-crafted firearms were born of our beloved Tsar, Alexander I's vision to equip Russian forces with leading edge weaponry. Under Alexander's command, Andrey Deryabin, a mining engineer, selected Izhevsk Iron-Works as the premier firearm manufacturing facility to handle this task and our legacy was born.

Topped by a clock tower representative of Izhevsk and steeped in the rich history of the Udmurt Republic, Izhmash still stands proudly along the Izh River... and is still the stronghold for premier weapon production.

Great regard for the iron-clad demands of boots-on-the-ground combat forces led to the early manufacture of Berdan rifles, followed by production of the now famed Mosin Nagant. From a humble beginning of seven rifles, 10 handguns and a handful of backwords, we eventually grew to produce over 1.5 million rifles during World War I and over 11.3 million rifles and carbines during the Great Patriotic War, commonly known

as World War II; in fact, Izhmash produced more firearms during this time than all of Germany's manufacturers combined (10.3 million).

While we readily equipped ground troops with millions of state-of-the-art rifles, manufacturing was also broadened to include anti-tank weapons, automatic aircraft guns, semi-automatic pistols and revolvers. Shortly after the close of the Great Patriotic War, we introduced, perhaps, the most famed military rifle, the Automat Kalashnikova model 1947, better known as the AK-47. Even now, 66 years after its introduction, the AK-47 has been adopted by armed forces in 106 countries, including numerous special force units in every corner of the globe.

In 2012, Izhmash merged with Izhevsk Mechanical Plant and diversified product offerings, the most popular being the famed Saiga hunting rifle and tactical shotgun line. Saiga's rifles and shotguns were born of the same attention to detail

and fundamental design of the ever-popular AK-47. In August, 2013, to capture the spirit of diverse offerings as a result of our merger, Izhmash was renamed Kalashnikov Concern.

Today, Concern Kalashnikov still stands proudly as a testament to our unwavering commitment to quality craftsmanship. And, as one of the world's largest firearm manufacturers, you can be sure

our legacy, built on the sweat of master-craftsmen and battle-field tested generation after generation, is as strong as ever. Our commitment is to ensure you are the next to author our living legacy.

Concern Kalashnikov's legacy-driven products include:

- Military weapons
- Sporting and hunting firearms
- Automatic aircraft guns
- Guided artillery gunning complexes
- Test vehicles for maintenance and repair of tank armaments
- Motorcycles and Automobiles
- High-Quality capital goods and machinery



In Memory of
Mikhail Kalashnikov
11/10/1919 - 12/23/2013

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Concern Kalashnikov of Russia, one of the world's largest firearms manufacturers and the manufacturer of Saiga rifles and shotguns, Biathlon target rifles and of course, the legendary AK47, along with the Baikal line of fine shotguns, rifles, air pistols and rifles, appointed RWC Group LLC, as their exclusive US importer during the 2014 SHOT Show.

Saiga rifles and shotguns are based on the classic, rugged and reliable Kalashnikov design, manufactured by one of the world's oldest (founded in 1807) and largest firearms companies, Izhmash in Russia. In addition to importing the Saiga rifles in 7.62 x 39, .223, .308, and 5.45 x 39 caliber and Saiga autoloading shotguns in 12, 20, and 410 gauges. RWC now imports the line of Baikal products including shotguns, rifles, combination guns, air pistols and rifles.

RWC will also have Kalashnikov models featuring Command Arms Accessories' battle proven furniture. In addition, the original Izhmash furniture and a complete line of original Izhmash factory replacement parts and magazines will be available from RWC.

WWW.RWCGROUPLLC.COM
INFO@RWCGROUPLLC.COM
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NEWS

Kalashnikov Concern is officially incorporated

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Registration procedure of the company is over



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HOME

Kalashnikov concern enters
market in Malaysia and
Thailand

THE CONCERN WILL BE USED TO PRODUCE:							
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- high-precise weapon,
- UAV,
- automatic guns,
- submachine weapons,
- pistols,
- shooting-grenade launchers
- sniper weapons.

Apart from arms and ammunition the "Kalshnikov" brand will be used to produce umbrellas and t-shirts with the name of a famous Russian designer Mikhail Kalashnikov which will soon appear in the gift shops.

It is expected that foundation of the concern will contribute to cost saving, optimization of costs for logistics, transport, production of tools, equipment and accessories.

It is expected that concern will incorporate "Progress" R&D Technical Institute, "Molot" plant of Viatskie-Poliany and probably other plants. The forthcoming agenda for "Kalashnikov" is to consolidate assets and resources of small weapons and ammunition industries.



The presentation and the opening ceremony of "Kalshnikov" Concern" with participation of the top public officials will be held on September 19 in Izhevsk and September 21 in Moscow.

Earlier the Federal Antimonopoly Service granted a request of "Izhmash" Scientific and Production Cooperation on acquisition of rights to perform the functions of the executive body of "Izhevsk Mechanical Plant". This gave "Izhmash" the authority to work on foundation of the "Kalashnikov" concern as the sole executive body of "Izhevsk Mechanical Plant".

Izhmash, a major Russian manufacturer of battle automatic firearm and sniper weapons, guided cannon projectiles, as well as a wide range of non-military production – slug guns, spotting rifles, machines and tooling – forms part of the

"Kalashnikov" concern. The company was founded in 1807.

The production of "Izhmash" is supplied to 27 countries of the world including the USA, Great Britain, Germany, Norway, Italy, Canada, Kazakhstan and Thailand.

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Small arms Arms Kalashnikov

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Kalashnikov assault rifle clones

Modification History of the World's Most Replicated Weapon



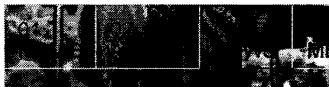
"Kalashnikov" will negotiate the arms shipments to the U.S.

With an exclusive dealer Concern is going to sell up to 200 thousand products every year in the U.S.



The smallest Kalashnikov in the world

An automatic rifle less than one millimetre long has a place in the Guinness Book of Records



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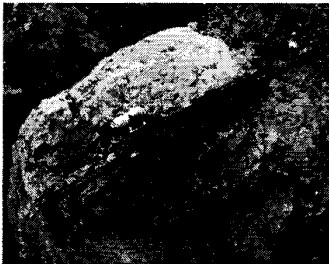
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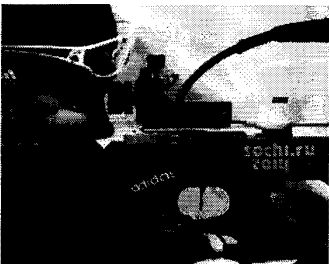
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descendants' rights
not to be infringed*

Concern Kalashnikov clarified
the claim against the company
M.T. Kalashnikov



*Kalashnikov
comments on United
States sanctions*

The concern's civilian products
are in high demand in America



*Kalashnikov to
manufacture rifles for
Russian biathletes*

The concern will produce
approximately 200 rifles

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Company mission

The furtherance of state policy for industrial development and modernization

About

Kalashnikov

**Designs and manufactures automatic and sniper weapons,
guided artillery shells, and civilian products.**



КАЛАШНИКОВ
КОНЦЕРН

website: www.kalashnikovconcern.com

Kalashnikov Concern is Russia's largest manufacturer of automatic and sniper weapons, guided artillery shells, and a wide range of civilian products, including hunting rifles, sporting rifles, machines, and tools. Kalashnikov Concern products can be found in 27 countries, including the USA, the UK, Germany, Norway, Italy, Canada, Kazakhstan, and Thailand. Alexey Krivoruchko manages the company.



HISTORY OVERVIEW

The holding company carries on the glorious history of an armoury founded in 1807 by the order of Emperor Alexander I. It manufactured most types of small arms in 19th and 20th centuries. During World War II, the total number of rifles and carbines manufactured by Izhevsk Weapons Plant exceeded total production of all German plants. During the two centuries, the company produced vast volumes of antitank rifles, aircraft machineguns, aircraft cannons, guns, handguns and other weapons.

After the WWII the plant launched mass production of Kalashnikov rifles that are still used by armies and special forces worldwide. Izhmash was established in 1975.

By 2008, Izhmash comprised over one hundred companies, some of which were on the verge of bankruptcy. In 2010, Russian Technologies carried out an audit which revealed a poor state of the holding company. Only 32 companies were actually operating with a multi-level management system, high overheads and doubled up functions. The combined liability of Izhmash in early 2011 was RUR 19 billion. The use of the existing modern equipment hardly exceeded 20%.

Russian Technologies took on the restructuring process through bankruptcy and merger. One of the objectives was to retain its research, industrial and human resources and to turn Izhmash into a leading global small arms manufacturer.

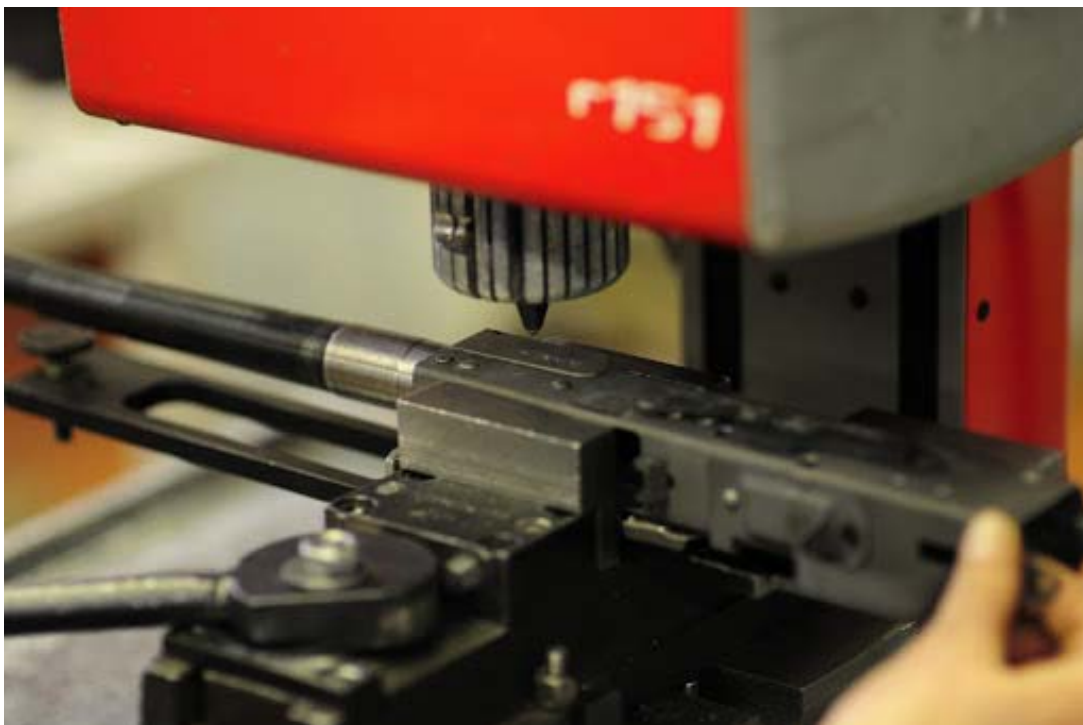
Izhmash was established in 2011 through assets consolidation, the process that finished in April 2012. As a result, there was a threefold increase in profits and a 10% cut in costs.

In a short time Izhmash managed to establish control over financial flows, improve production financing, payment systems and service of current payments.

In 2011, Izhmash increased the utilisation rate of modern multipurpose equipment from 20% to 70%. The effect from the efforts to enhance production performance amounts to RUR 100 million.

Izhmash revenues increased due to expanded distribution markets. In 2011, the company reached a 50% growth in supply to the US market which accounts for 65% of the global sports and hunting weapons market. Izhmash products are supplied to 27 countries, including the USA, Canada, Australia, Germany, Great Britain, Norway, Kazakhstan, Thailand, and South Africa.

Within 9 months from 2011, export to Germany increased 77%, export to the USA – 62% and export to Italy – 84%. The company cooperates with new partners in New Zealand and Ukraine.



IZHMASH TODAY

Izhmash is a multipurpose company focused on production of

- combat small arms
- sports and hunting arms
- aircraft cannons
- improved conventional munition projectiles
- checkout equipment for operated weapon systems
- new motorcycle models
- compact cars
- industrial machines
- high-quality tools and point billets

Izhmash produces 90% of the total domestic automatic weapons, 95% of sniper shotguns and dozen types of other arms. The company continuously upgrades its production.

Izhmash developed a cooperation program with Kalashnikov Izhevsk State Technical University. This university is the major source of engineering personnel for Izhmash.



WEAPONS OF THE LEGENDS

The Kalashnikov automatic assault rifle is the single most famous product of IZHMASH NPO. Its ingeniously streamlined design, unrivalled combination of capabilities and specifications has made the Kalashnikov assault rifle (AK) the best small arm of the 20th century. The legendary AK has been in active service with the military and law enforcement agencies of this and 106 other nations around the world.

IZHMASH today is producing fourth-generation Kalashnikov assault rifles – the 100-series AKs: AK-101, AK-102, AK-103, AK-104, AK-105. The company is also working on upgrades for the most ubiquitous assault rifle of the Russian Army: the Kalashnikov AK-74.

IZHMASH sniper rifles are also well-known. The Dragunov rifles have been widely considered the weapon of choice for army snipers for nearly half a century. SVDS, SV-98, SV-99, SV-338 rifles fill the needs of crack units world-wide. Work is under way to develop new types of sniper weapons.

IZHMASH has been a leading Russian manufacturer of sporting and competition firearms for many years, as well as the only Russian manufacturer of biathlon rifles. Many well-known Russian athletes have competed with Biathlon-branded rifles, including Alexander Tikhonov, Alexander Privalov, Vladimir Melanin, Ekaterina Glazyrina and many others.

NEW DESIGNS

Work has been under way since 2011 to create a fifth-generation Kalashnikov assault rifle, led by

Senior Designer Vladimir Zlobin. While developing the Kalashnikov AK-12, designers have been able to achieve a significant improvement in the rifle's ergonomics and operating features, adapting it for the modern battlefield conditions while keeping its time-tested unique characteristics. Preliminary testing of AK-12 is now in progress, and the new rifle could be accepted for active service with the Russian military and law enforcers in 2014, at which point series (mass) production will begin. AK-12 will be platform for developing as many as 20 different versions of civilian and military rifles.

In April 2012, at the request of the Russian Practical Shooting Federation and working in close contact with competitive shooters, the IZHMAH R&D Technology Center designed the Saiga-12 Ver. 340 sporting shotgun. The Rostec team used the new shotgun to win the Russian practical shooting championship, also winning the silver medal at the most prestigious sporting shooting event in the world – the World Shotgun Championship.

Latest civilian sporting and hunting firearms include new versions of Los-10 and Los-11 ("Moose") hunting shotguns, Saiga-9 carbine (the civilian version of the Vityaz-SN submachine gun), Saiga-12 Ver. 340 for practical shooting, airsoft-modified Kalashnikov AK-74M for practice shooting and airsoft competition, and many other models.

THE COMPANY COMPRISES

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- JSC 'Izhevski mashzavod', Udmurt Republic
- 'Koshkin Automatic line design bureau' JSC, Moscow Region
- 'Klimov Special Ammunition Plant', Moscow Region
- JSC 'NITI Progress', Udmurt Republic
- JSC 'Molot', Udmurt Republic
- JSC 'Izhevsky Mekhanichesky Zavod', Udmurt Republic

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03 Dec 2014

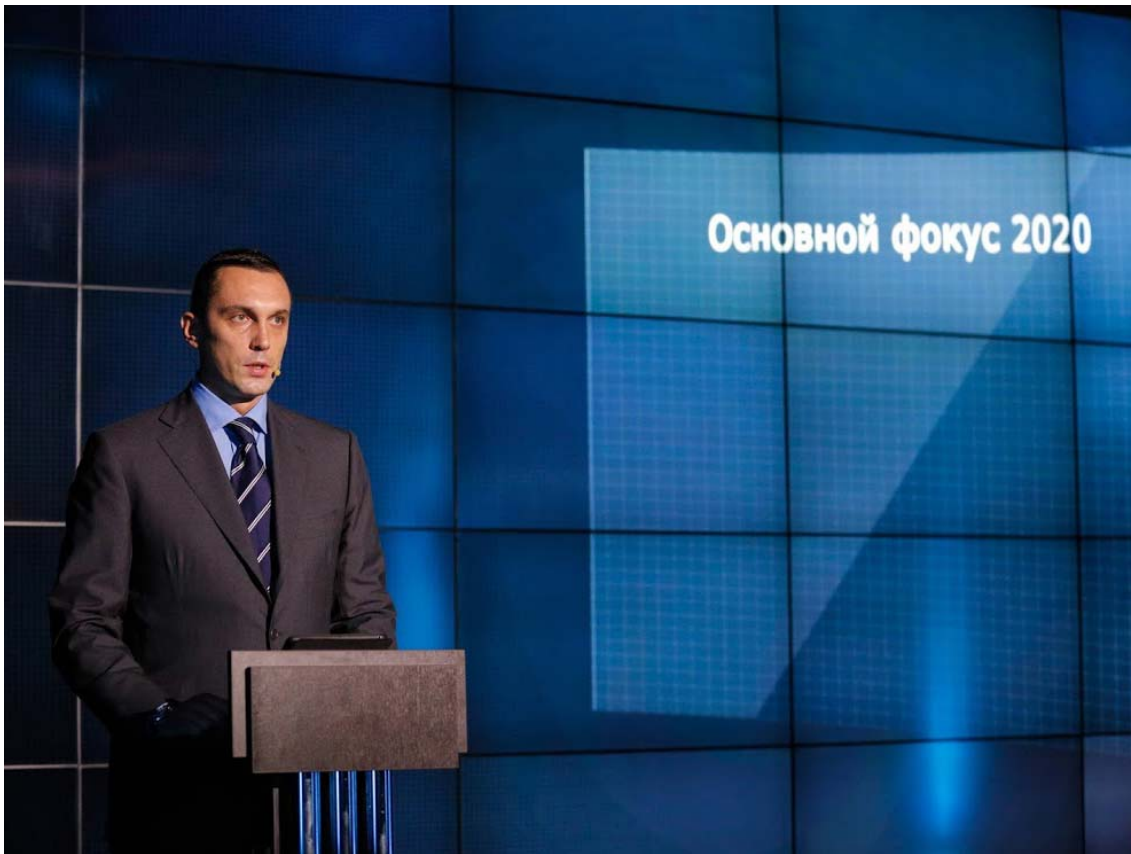
Kalashnikov: 'promoting peace and calm'

‘The famous weapons manufacturer had a slick rebranding’ The Guardian said



Equipped with a shiny new logo and claiming its guns are “protecting peace”, the Russian weapons manufacturer Kalashnikov launched a major rebranding drive in Moscow on Tuesday. Kalashnikov Concern, a new overarching brand that includes the famed assault rifles as well as hunting and sports weaponry, paid a leading Russian agency to design a new brand and renew its worldwide image.

“The Kalashnikov is a Russian symbol that is known across the world,” said Alexei Krivoruchko, Kalashnikov’s chief executive “The rebranding is a symbol of changes in the way our business works and our product lines that have been long in the making. The new brand will reflect our main principles: reliability, responsibility and technological efficiency.”



Sergei Chemezov, head of Rostec Corporation with a controlling stake in Kalashnikov, said he hoped the new brand would become as well known as Apple across the world

The company's most famous gun was developed by the Soviet engineer Mikhail Kalashnikov in 1947 and quickly became a mainstay of wars and civil conflicts across the world, known for its ease of use and reliability. The weapons are manufactured at a plant in Izhevsk, a city in Russia's Urals region.

A slickly produced marketing video produced for the launch of the new brand describes the Kalashnikov as a "weapon of peace".



“The gun was made for the defence of a country that was living through the cold war and had to be prepared for a major intervention,” says the video voiceover
“The simple and reliable AK was also in demand well beyond the borders of the Soviet Union

“It precipitated not just a technological but a social revolution. Freedom movements in Africa, Asia and Latin America could at last fight back against professional colonial armies. The AK-47 gave them the chance to demand rights and achieve justice. This is a weapon which helped people defend their families and futures, and demand the right to a peaceful future.”

A second video features a reconstruction of a Russian special forces operation against terrorist suspects in the northern Caucasus, with dramatic music in the background and statistics flashing up about how many terrorists have been “liquidated” by Russian troops in recent years. It ends with the phrase: “Kalashnikov: promoting peace and calm.”



Krivoruchko said on Tuesday that a huge contract to supply up to 200,000 weapons a year to the US and Canada is still on hold after Washington slapped sanctions on Russian defence companies including Kalashnikov over the summer, in response to Russia's actions in Ukraine. The US accuses Russia of backing the insurgency in east Ukraine, where Kalashnikov rifles are used both by the insurgents and the Ukrainian forces.

Kalashnikov was meant to supply between 80,000 and 200,000 sporting rifles and shotguns annually to a US importer for the next five years, under an agreement signed in January, but Krivoruchko said not a single gun had been delivered. Instead, the firm is exploring new markets in Asia.



Kalashnikov Concern was created by a merger of the Kalashnikov brand, Baikal hunting rifles and Izhmash sports rifles. Kalashnikov Concern plans to release a range of sportswear and knives as well as its traditional lines of weaponry.

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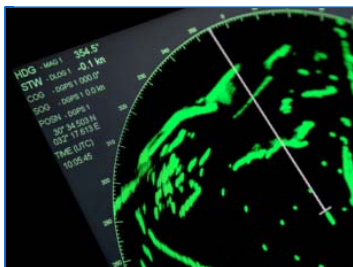
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26 Sep 2014

Rostec to transfer the control over IMZ to private investors

The Corporation will retain a blocking stake



Andrey Bokarev will acquire 74.9% of IMZ (Izhevsky Mekhanichesky Zavod) shares owned by Rostec Corporation. The purchase price will be allocated for production modernization and reequipment of manufacturing funds. Rostec will retain controlling interest.

The purchase will be made after corporate approval procedures are fulfilled through additional IMZ shares emission and will have two stages. 51% of shares will pass to private investors the first quarter of 2015, and the rest of the stock will be purchased later. The shares will be acquired by one of the companies controlled by Bokarev.

Recently Rostec has revised the strategy of several holdings. Sporting gun and pistol manufacturer IMZ is a Corporation's non-core asset. The reequipment requires substantial investments, engineering processes need to be arranged. Market competences and private investor experience will contribute to the plant's sustainable development. However, Rostec will retain controlling interest.

The total price is to be defined after independent appraisal of IMZ value, 100% of which are owned by Rostec for now.

Andrey Bokarev has vast experience in the industrial production. Transmashholding co-owned by Andrey Bokarev manufactures diesel engines for submarines, mainline and industrial electric locomotives, main line and diesel-locomotive shunters, freight and passenger cars, electric trains and subway cars, car casting, diesel locomotive and marine engines, diesel-electric engines, components for railroad rolling stocks and city railroad transport.

The company's share in the Russian small arm market is about 50%. The plant produces a whole range of civilian weapons such as smoothbore and rifled hunting weapons, air rifles and pistols, sporting and service weapons, limit-target firearms. The most popular weapons are classical smoothbore hunting weapons, self-loading and air weapons.

The share of exports in the plant's revenues is over 25%. Key IMZ importers are Germany, Cyprus, the USA.

Today, IMZ is on the verge of unprofitableness. Revenues for 2013 were RUR 3 bln, loss – RUR 182 mln. The company needs to realize a large-scale investment program to drastically change the situation. New investors will help revive the plant.

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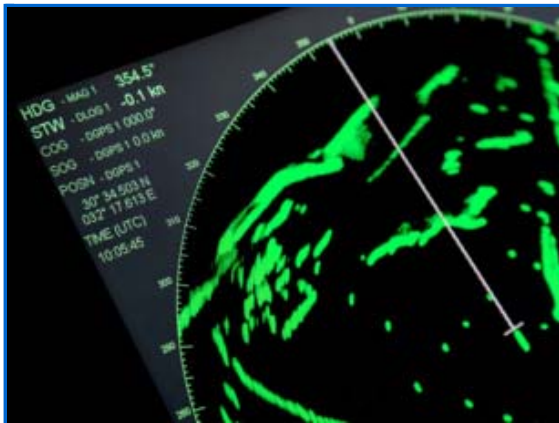
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The new CK: Kalashnikov unveils new brands, fashion range

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Edited time: 3 Dec, 2014 10:56



image by the Rostec State Corporation

Kalashnikov, Russia's legendary firearms producer, has revamped its corporate image, unveiling a new "CK" red-and-black logo – not to be

confused with Calvin Klein – a new slogan, three streamlined weapons brands and its own survival gear.

The Siberian weapons maker paid more than \$380,000 for the rebranding campaign, launched in a public presentation Tuesday.

Tags

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The new Kalashnikov logo is a "CK" written in black and red and melded into a single block. The abbreviation stands for Kalashnikov Concern, as the producer now calls itself. The colors were borrowed from the flag of Udmurtia in western Siberia, the region hosting Kalashnikov's main facilities, the company said in a statement. The logo is accompanied by the company's name written in Russian.

The firearms producer also has a new slogan, or rather two different slogans. In English, it's *"Protecting Peace,"* but in Russian it translates as *"Weapons of Peace"* or *"Weapons of the World,"* depending on which meaning of the Russian word *"mir"* is used.



The ambiguity missed in the English version is meant to stress both the prevalence of Kalashnikov firearms in the world and its producer's mission to provide nations and individuals with the means to protect themselves.

Kalashnikov revamped the three brands of firearms it produces for military, civilian and sports weapons. The most famous military brand remains eponymous to the producer, but gets a new logo as well. Now Kalashnikov rifles sold to armies and police will be marked with a K, containing the distinctive image of a curved Kalashnikov rifle magazine.

"Kalashnikov is a legendary weapon known throughout the world," said Tina Kandelaki, the TV presenter who heads the PR firm that developed Kalashnikov's new brand. "For our country Kalashnikov is one of the national symbols. That's why we worked on rebranding the company with pride and realization of the responsibility we took upon us."

The concern wants to use its new brand to expand its presence on both domestic and international markets through better product recognition. In addition to firearms, it plans to sell Kalashnikov-branded survival gear, including hunting knives and outfits.





The cost of the rebranding was paid by Kalashnikov's private shareholders, who own a 49 percent stake in the company. A controlling stake belongs to the Russian government through Rostec, a technology giant created to protect and nurture high-tech industries in the country.

"A brand is a considerable asset for any leading company, although we have a long way to go to Apple's \$100 billion brand," Rostec CEO Sergei Chemezov told RIA Novosti. "I hope Kalashnikov will become as recognized and valuable."

In addition to Kalashnikov military firearms, the concern produces "Baikal" hunting rifles and "Izhmash" precision rifles for competition shooting.

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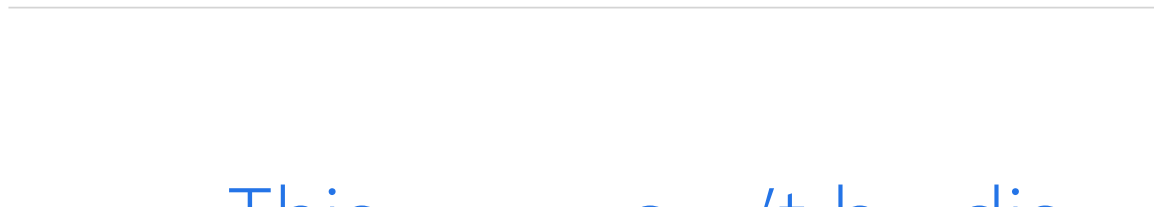
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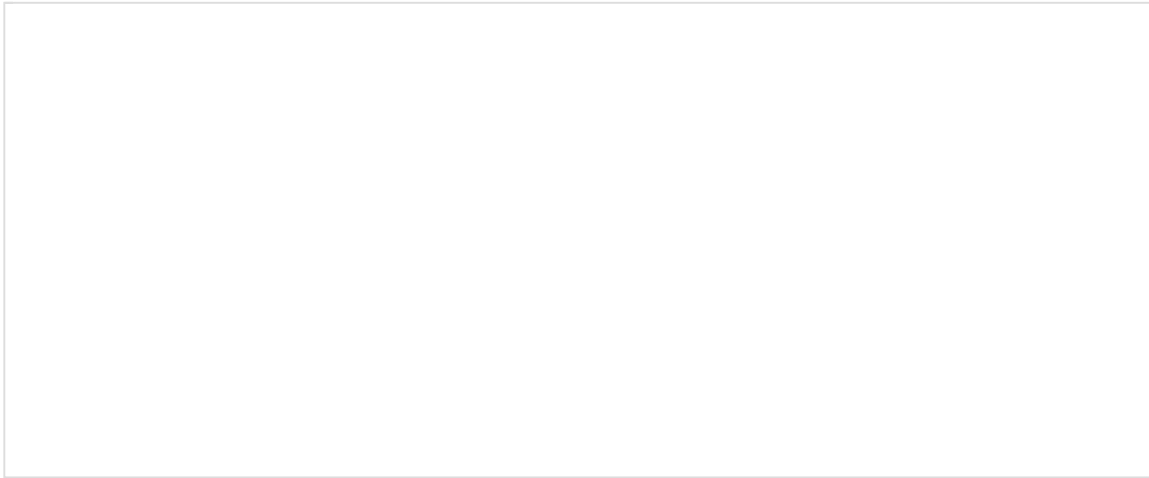
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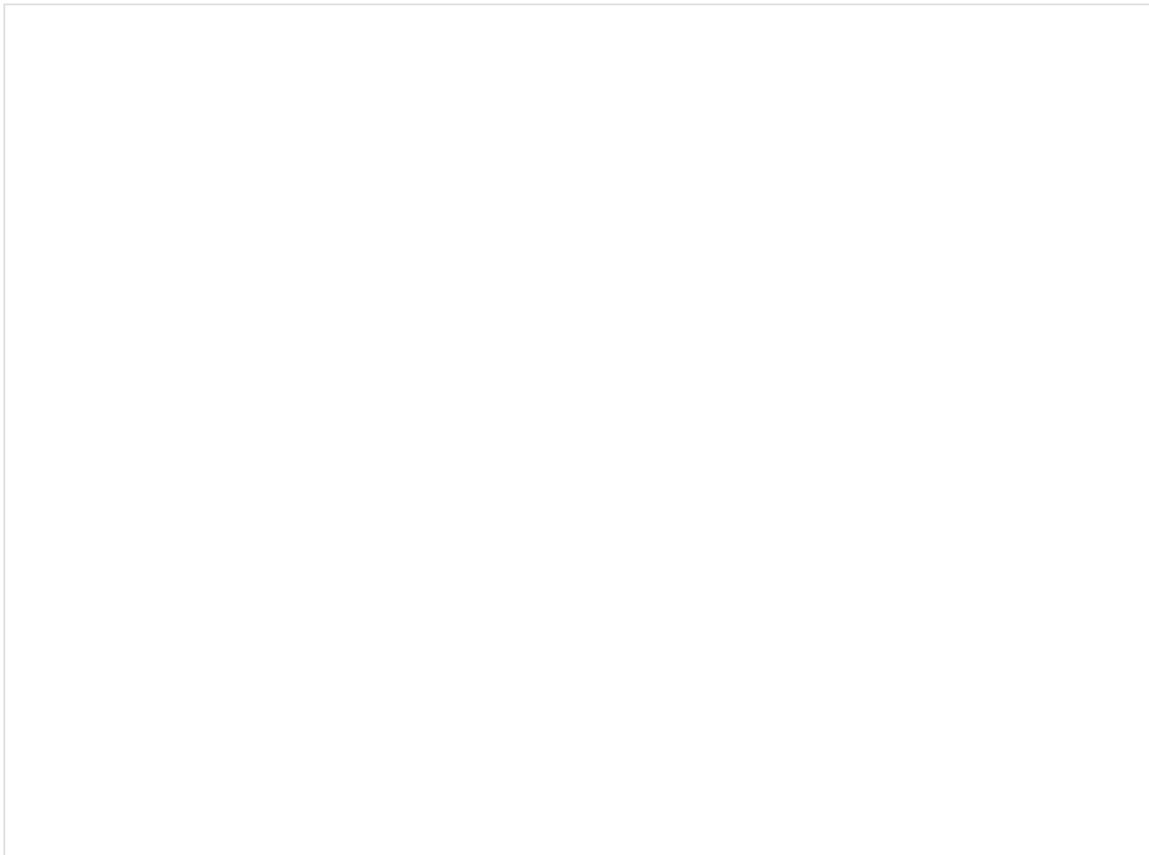
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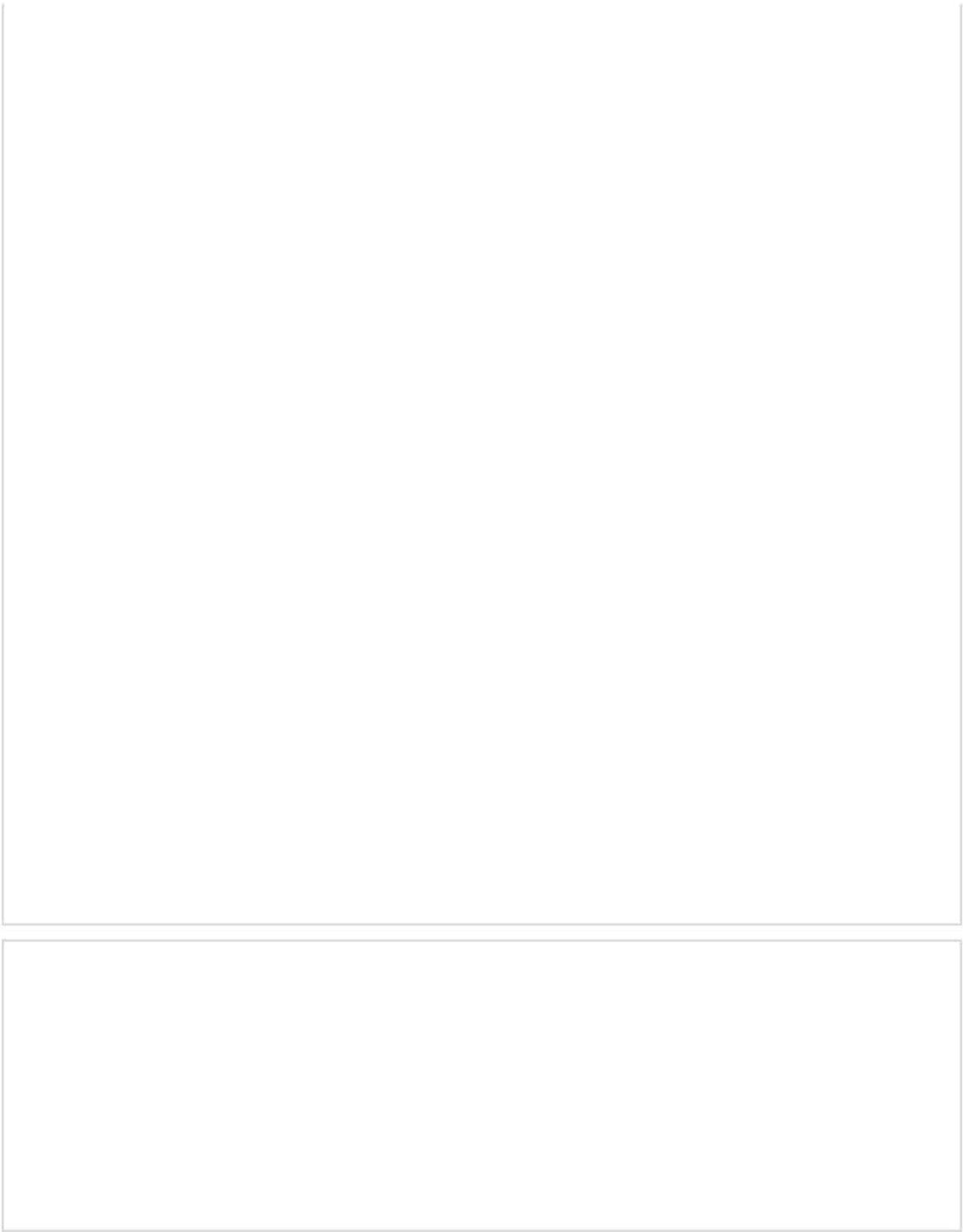


AK-47 maker Kalashnikov to double production in three years



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Do Not Try to Humiliate Putin**



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BUSINESS

Kalashnikov Corp. Sells 49% Stake for \$75M – Rostec

BUSINESS 22:00 23.09.2013

30 0 0

State-owned Russian Technologies, or Rostec, confirmed on Monday the sale of a 49 percent stake in arms maker Kalashnikov Corporation to private investors for 2.5 billion rubles (\$75 million).

MOSCOW, September 23 (RIA Novosti) – State-owned Russian Technologies, or Rostec, confirmed on Monday the sale of a 49 percent stake in arms maker Kalashnikov Corporation to private investors for 2.5 billion rubles (\$75 million).

The stake has gone to a joint venture set up by Andrei Bochkarev, co-owner of Transmashinkholding and Kuzbassrazrezugol, and Alexei Krivoruchko, head of Aeroexpress, Rostec said in a statement.

Rostec will retain a 51 percent stake in the corporation. The 2.5 billion rubles will be invested within the next two years and spent on development projects, Rostec said.

The deal has received President Vladimir Putin's blessing, according to a defense industry source cited by the Kommersant newspaper.

The investment should pay back within five years, Krivoruchko was quoted by Kommersant as saying.

"Our plans include a significant increase in manufacturing capacity. In particular, we are interested in establishing joint ventures with foreign partners for the production of gunpowder and ammunition," he said.

Russia's Izhmash arms factory, manufacturer of the legendary Kalashnikov assault rifle, was renamed Kalashnikov Corporation in mid-August and will soon integrate several other defense plants into the new holding. It will include Izhmash, Izhmekh and some other small-arms manufacturers under the famed Kalashnikov brand.

Izhmash produces over 70 types of weapons, including firearms, aircraft guns, and artillery shells, as well as a variety of sporting and hunting weapons. The company won a \$400

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TRENDING

million Russian government contract in July to produce Vikhr anti-armor missiles. Izhmekh is best known for its Makarov and Yarygin pistols.

However, both companies have been recently experiencing financial difficulties and a sharp drop in production output. The government is now hoping to revive them by merging them under the new brand.

Mikhail Kalashnikov, 93, the designer of the Kalashnikov assault rifle, personally authorized the use of his name for the new corporation in February.

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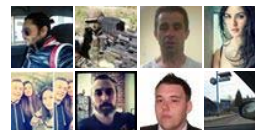
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US Threatened Germany Over Snowden Asylum

The United States threatened to cease sharing intelligence with Germany if Berlin offered asylum to National Security Agency whistleblower Edward Snowden or even arranged for him to travel to that country, according to German Vice Chancellor Sigmar Gabriel.

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The United States has expressed major concerns about its military capability in recent weeks. President Obama has announced a need for a major cybersecurity overhaul and a key Pentagon official said he thought the US was losing its electronic warfare dominance. Now Special Operations Command has a new worry: losing the Twitter war.

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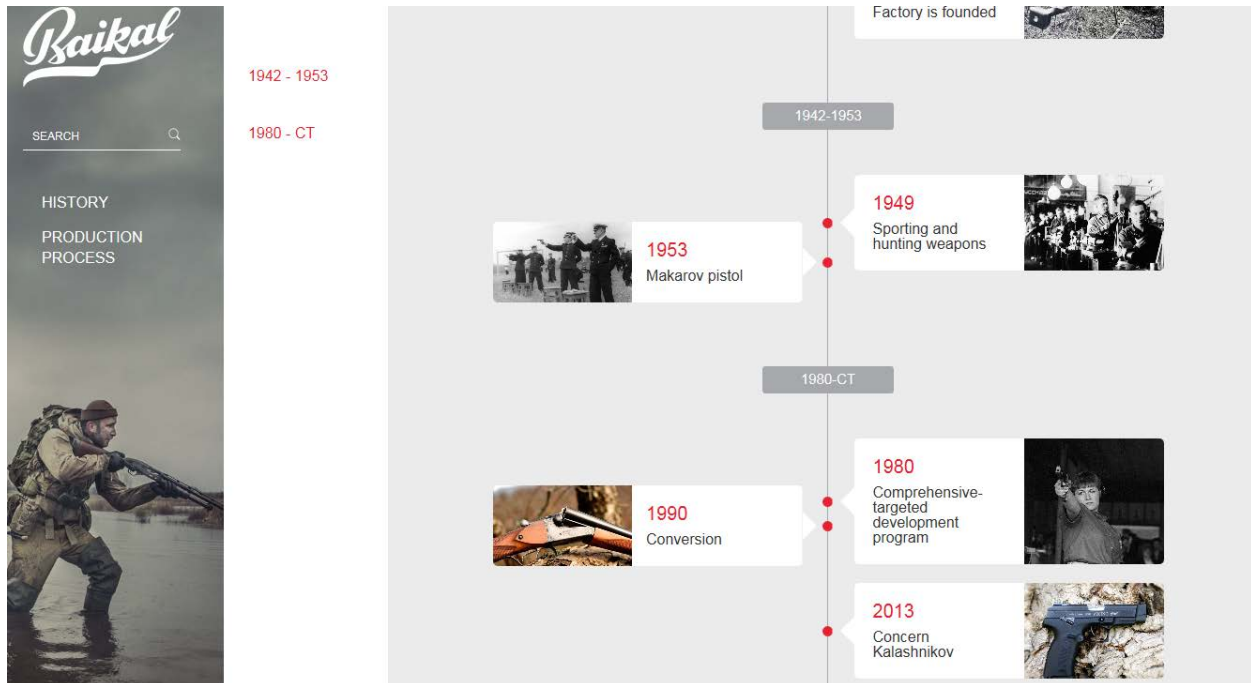
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Screen Shot of Kalashnikov Concern Website on Baikal's History (the 2013 entry about Izhevsk Mechanical Factory becoming part of Concern Kalashnikov)



From: (b)(6)
To: (b)(6) [Blackborow, Davin](#); (b)(6)
Cc: (b)(6)
Subject: Baikal information for lawyer's call
Date: Tuesday, March 10, 2015 10:15:36 AM

Izhvesky Mekhanichesky Zavod (IMZ) (Baikal)
IZMASH – Merged with IMZ to form Kalashnikov Concern

According to Rostec's website accessed on March 4, Andrey Bokarev will acquire 74.9% of IMZ's shares owned by Rostec Corporation. Rostec will retain controlling interest. The total price is to be defined after independent appraisal of IMZ value, 100% of which are owned by Rostec currently.

According to Rostec's website accessed on December 2, 2014, the Federal Antimonopoly Service granted a request of IZMASH on acquisition of rights to perform the functions of the executive body of IMZ. This gave IZMASH the authority to work on foundation of the Kalashnikov concern as the sole executive body of IZM.

According to Rostec's website accessed on March 4, 2015, Kalashnikov is comprised of multiple companies to include JSC Izhevsky Mekhanichesky Zavod.

According to a presentation by the RWC Group accessed in February 2015, in 2012, Izmash merged with Izhevsk Mechanical Plant. Izhmash was renamed Kalashnikov Concern.

According to an article published on Pravda.ru on May 6, 2013, a new joint company formed on the basis of Izmash and Izhevsk Mechanical Plant.

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All, apologies for the delay. The pdfs attached are of the websites Counsel reviewed. Some of them printed out a bit wonky. I have the hard copy if you need. Thanks

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Company mission

The furtherance of state policy for industrial development and modernization

About

Kalashnikov

**Designs and manufactures automatic and sniper weapons,
guided artillery shells, and civilian products.**



КАЛАШНИКОВ
КОНЦЕРН

website: www.kalashnikovconcern.com

Kalashnikov Concern is Russia's largest manufacturer of automatic and sniper weapons, guided artillery shells, and a wide range of civilian products, including hunting rifles, sporting rifles, machines, and tools. Kalashnikov Concern products can be found in 27 countries, including the USA, the UK, Germany, Norway, Italy, Canada, Kazakhstan, and Thailand. Alexey Krivoruchko manages the company.



HISTORY OVERVIEW

The holding company carries on the glorious history of an armoury founded in 1807 by the order of Emperor Alexander I. It manufactured most types of small arms in 19th and 20th centuries. During World War II, the total number of rifles and carbines manufactured by Izhevsk Weapons Plant exceeded total production of all German plants. During the two centuries, the company produced vast volumes of antitank rifles, aircraft machineguns, aircraft cannons, guns, handguns and other weapons.

After the WWII the plant launched mass production of Kalashnikov rifles that are still used by armies and special forces worldwide. Izhmash was established in 1975.

By 2008, Izhmash comprised over one hundred companies, some of which were on the verge of bankruptcy. In 2010, Russian Technologies carried out an audit which revealed a poor state of the holding company. Only 32 companies were actually operating with a multi-level management system, high overheads and doubled up functions. The combined liability of Izhmash in early 2011 was RUR 19 billion. The use of the existing modern equipment hardly exceeded 20%.

Russian Technologies took on the restructuring process through bankruptcy and merger. One of the objectives was to retain its research, industrial and human resources and to turn Izhmash into a leading global small arms manufacturer.

Izhmash was established in 2011 through assets consolidation, the process that finished in April 2012. As a result, there was a threefold increase in profits and a 10% cut in costs.

In a short time Izhmash managed to establish control over financial flows, improve production financing, payment systems and service of current payments.

In 2011, Izhmash increased the utilisation rate of modern multipurpose equipment from 20% to 70%. The effect from the efforts to enhance production performance amounts to RUR 100 million.

Izhmash revenues increased due to expanded distribution markets. In 2011, the company reached a 50% growth in supply to the US market which accounts for 65% of the global sports and hunting weapons market. Izhmash products are supplied to 27 countries, including the USA, Canada, Australia, Germany, Great Britain, Norway, Kazakhstan, Thailand, and South Africa.

Within 9 months from 2011, export to Germany increased 77%, export to the USA – 62% and export to Italy – 84%. The company cooperates with new partners in New Zealand and Ukraine.



IZHMASH TODAY

Izhmash is a multipurpose company focused on production of

- combat small arms
- sports and hunting arms
- aircraft cannons
- improved conventional munition projectiles
- checkout equipment for operated weapon systems
- new motorcycle models
- compact cars
- industrial machines
- high-quality tools and point billets

Izhmash produces 90% of the total domestic automatic weapons, 95% of sniper shotguns and dozen types of other arms. The company continuously upgrades its production.

Izhmash developed a cooperation program with Kalashnikov Izhevsk State Technical University. This university is the major source of engineering personnel for Izhmash.



WEAPONS OF THE LEGENDS

The Kalashnikov automatic assault rifle is the single most famous product of IZHMASH NPO. Its ingeniously streamlined design, unrivalled combination of capabilities and specifications has made the Kalashnikov assault rifle (AK) the best small arm of the 20th century. The legendary AK has been in active service with the military and law enforcement agencies of this and 106 other nations around the world.

IZHMASH today is producing fourth-generation Kalashnikov assault rifles – the 100-series AKs: AK-101, AK-102, AK-103, AK-104, AK-105. The company is also working on upgrades for the most ubiquitous assault rifle of the Russian Army: the Kalashnikov AK-74.

IZHMASH sniper rifles are also well-known. The Dragunov rifles have been widely considered the weapon of choice for army snipers for nearly half a century. SVDS, SV-98, SV-99, SV-338 rifles fill the needs of crack units world-wide. Work is under way to develop new types of sniper weapons.

IZHMASH has been a leading Russian manufacturer of sporting and competition firearms for many years, as well as the only Russian manufacturer of biathlon rifles. Many well-known Russian athletes have competed with Biathlon-branded rifles, including Alexander Tikhonov, Alexander Privalov, Vladimir Melanin, Ekaterina Glazyrina and many others.

NEW DESIGNS

Work has been under way since 2011 to create a fifth-generation Kalashnikov assault rifle, led by

Senior Designer Vladimir Zlobin. While developing the Kalashnikov AK-12, designers have been able to achieve a significant improvement in the rifle's ergonomics and operating features, adapting it for the modern battlefield conditions while keeping its time-tested unique characteristics. Preliminary testing of AK-12 is now in progress, and the new rifle could be accepted for active service with the Russian military and law enforcers in 2014, at which point series (mass) production will begin. AK-12 will be platform for developing as many as 20 different versions of civilian and military rifles.

In April 2012, at the request of the Russian Practical Shooting Federation and working in close contact with competitive shooters, the IZHMAH R&D Technology Center designed the Saiga-12 Ver. 340 sporting shotgun. The Rostec team used the new shotgun to win the Russian practical shooting championship, also winning the silver medal at the most prestigious sporting shooting event in the world – the World Shotgun Championship.

Latest civilian sporting and hunting firearms include new versions of Los-10 and Los-11 (“Moose”) hunting shotguns, Saiga-9 carbine (the civilian version of the Vityaz-SN submachine gun), Saiga-12 Ver. 340 for practical shooting, airsoft-modified Kalashnikov AK-74M for practice shooting and airsoft competition, and many other models.

THE COMPANY COMPRISES

- JSC ‘NPO ‘IZHMASH’, Udmurt Republic
- JSC ‘Izhevski mashzavod’, Udmurt Republic
- ‘Koshkin Automatic line design bureau’ JSC, Moscow Region
- ‘Klimov Special Ammunition Plant’, Moscow Region
- JSC ‘NITI Progress’, Udmurt Republic
- JSC ‘Molot’, Udmurt Republic
- JSC ‘Izhevsky Mekhanichesky Zavod’, Udmurt Republic

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Kalashnikov for free

05.06.2013



Weapons designer Mikhail Kalashnikov gave his name to the new joint company formed on the basis of "Izhmash" and "Izhmeh." Despite the fact that manufacturers were willing to offer Kalashnikov from one and a half to three million rubles for the use of his name as a brand name, Kalashnikov gave it for free.

"Mikhail Kalashnikov is a patriot, a true patriot. There was not a single word about some kind of payment," *Interfax* quoted Director General of JSC NPO Izhmash Konstantin Busygin, who made a statement last Friday at a press conference. Busygin also added that the documents were signed back in February.

It is assumed that the new concern, known as "Kalashnikov", will bring together largest enterprises of the Russian defense industry to manufacture a wide range of ammunition under a single brand. The merger should be completed within the next three months. Upon its completion, the company will receive the name "Concern "Kalashnikov."

Negotiations with the Kalashnikov family started last year. At the time the entity was entitled to use the name of the designer only for certain types of military products. Meanwhile, it seemed appropriate to substantially expand the range as it would be beneficial both for the plant

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and Mikhail Kalashnikov, because the company would provide him with a steady income through the sale of products manufactured under his name. At the very least, this was the goal declared by "Izhmash". Now, however, the concern seems to be pleased with Kalashnikov's patriotism that allowed the company to avoid paying him. It was noted earlier that the brand value of "Kalashnikov" was estimated at \$10 billion.

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Mikhail Kalashnikov is a unique individual. Seventeenth child from a peasant family, Kalashnikov is now 93, and is famous around the globe. Since 1999, he has had the rank of lieutenant-general. Upon arrival somewhere with a visit, he is greeted like a movie star. Meanwhile, Kalashnikov lives in an ordinary house with no elevator, very modestly, without frills. He is nearly deaf because of trauma developed in shooting galleries and ranges during countless tests of his inventions. Despite the incredible demand for Kalashnikov's inventions, his design activities did not make him wealthy. This is not because Mikhail Kalashnikov failed to take advantage of the opportunities available to him, but because he did not want to do it. In the same way he did not use the opportunity to capitalize on his name, instead giving it as a gift.



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Izhevsk Machine-Building Plant (NPO "Izhmash") produces various types of military firearms, sporting and hunting guns, air guns, precision-guided artillery shells, control systems, as well as machines and high-quality tools. There are Kalashnikovs among its products, in particular, modernized Kalashnikov, AK-74M, AK-9, and "one-hundredth-series" Kalashnikovs.

Izhevsk Mechanical Plant (JSC "Izhmeh") is also engaged in production of weapons, both civilian and service ones. In addition, the plant produces power tools, packaging equipment, gas equipment, medical equipment and precise steel castings. However, the basis of its production is still military and hunting weapons. In particular, "Izhmeh" produces the most common hunting rifle in Russia - IZH-27.

In addition to these two major companies, it is assumed that Kalashnikov company will also include other large entities. In particular, Vyatsko-Polyansky plant "Molot", located in the Kirov region. This company also manufactures military and civilian arms, including Kalashnikov RPK light machine gun and Kalashnikov RPK-74 machine gun.

Other enterprises of the defense industry are also expected to join the concern, but no official data is available at this time.

Anastasia Garina

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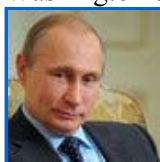


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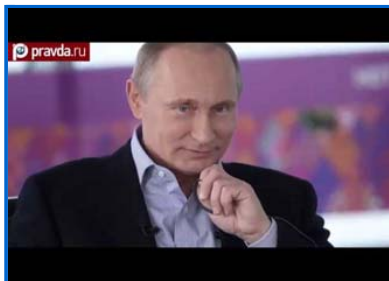
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26 Sep 2014

Rostec to transfer the control over IMZ to private investors

The Corporation will retain a blocking stake



Andrey Bokarev will acquire 74.9% of IMZ (Izhevsky Mekhanichesky Zavod) shares owned by Rostec Corporation. The purchase price will be allocated for production modernization and reequipment of manufacturing funds. Rostec will retain controlling interest.

The purchase will be made after corporate approval procedures are fulfilled through additional IMZ shares emission and will have two stages. 51% of shares will pass to private investors the first quarter of 2015, and the rest of the stock will be purchased later. The shares will be acquired by one of the companies controlled by Bokarev.

Recently Rostec has revised the strategy of several holdings. Sporting gun and pistol manufacturer IMZ is a Corporation's non-core asset. The reequipment requires substantial investments, engineering processes need to be arranged. Market competences and private investor experience will contribute to the plant's sustainable development. However, Rostec will retain controlling interest.

The total price is to be defined after independent appraisal of IMZ value, 100% of which are owned by Rostec for now.

Andrey Bokarev has vast experience in the industrial production. Transmashholding co-owned by Andrey Bokarev manufactures diesel engines for submarines, mainline and industrial electric locomotives, main line and diesel-locomotive shunters, freight and passenger cars, electric trains and subway cars, car casting, diesel locomotive and marine engines, diesel-electric engines, components for railroad rolling stocks and city railroad transport.

The company's share in the Russian small arm market is about 50%. The plant produces a whole range of civilian weapons such as smoothbore and rifled hunting weapons, air rifles and pistols, sporting and service weapons, limit-target firearms. The most popular weapons are classical smoothbore hunting weapons, self-loading and air weapons.

The share of exports in the plant's revenues is over 25%. Key IMZ importers are Germany, Cyprus, the USA.

Today, IMZ is on the verge of unprofitableness. Revenues for 2013 were RUR 3 bln, loss – RUR 182 mln. The company needs to realize a large-scale investment program to drastically change the situation. New investors will help revive the plant.

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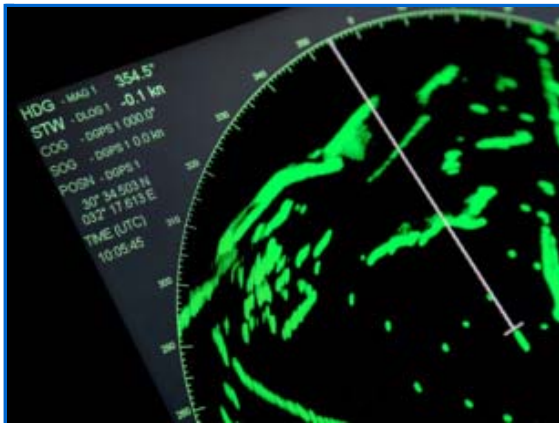
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03 Dec 2014

Kalashnikov: 'promoting peace and calm'

‘The famous weapons manufacturer had a slick rebranding’ The Guardian said



Equipped with a shiny new logo and claiming its guns are “protecting peace”, the Russian weapons manufacturer Kalashnikov launched a major rebranding drive in Moscow on Tuesday. Kalashnikov Concern, a new overarching brand that includes the famed assault rifles as well as hunting and sports weaponry, paid a leading Russian agency to design a new brand and renew its worldwide image.

“The Kalashnikov is a Russian symbol that is known across the world,” said Alexei Krivoruchko, Kalashnikov’s chief executive “The rebranding is a symbol of changes in the way our business works and our product lines that have been long in the making The new brand will reflect our main principles: reliability, responsibility and technological efficiency ”



Sergei Chemezov, head of Rostec Corporation with a controlling stake in Kalashnikov, said he hoped the new brand would become as well known as Apple across the world

The company's most famous gun was developed by the Soviet engineer Mikhail Kalashnikov in 1947 and quickly became a mainstay of wars and civil conflicts across the world, known for its ease of use and reliability. The weapons are manufactured at a plant in Izhevsk, a city in Russia's Urals region.

A slickly produced marketing video produced for the launch of the new brand describes the Kalashnikov as a "weapon of peace".



“The gun was made for the defence of a country that was living through the cold war and had to be prepared for a major intervention,” says the video voiceover
“The simple and reliable AK was also in demand well beyond the borders of the Soviet Union

“It precipitated not just a technological but a social revolution. Freedom movements in Africa, Asia and Latin America could at last fight back against professional colonial armies. The AK-47 gave them the chance to demand rights and achieve justice. This is a weapon which helped people defend their families and futures, and demand the right to a peaceful future.”

A second video features a reconstruction of a Russian special forces operation against terrorist suspects in the northern Caucasus, with dramatic music in the background and statistics flashing up about how many terrorists have been “liquidated” by Russian troops in recent years. It ends with the phrase: “Kalashnikov: promoting peace and calm.”



Krivoruchko said on Tuesday that a huge contract to supply up to 200,000 weapons a year to the US and Canada is still on hold after Washington slapped sanctions on Russian defence companies including Kalashnikov over the summer, in response to Russia's actions in Ukraine. The US accuses Russia of backing the insurgency in east Ukraine, where Kalashnikov rifles are used both by the insurgents and the Ukrainian forces.

Kalashnikov was meant to supply between 80,000 and 200,000 sporting rifles and shotguns annually to a US importer for the next five years, under an agreement signed in January, but Krivoruchko said not a single gun had been delivered. Instead, the firm is exploring new markets in Asia.



Kalashnikov Concern was created by a merger of the Kalashnikov brand, Baikal hunting rifles and Izhmash sports rifles. Kalashnikov Concern plans to release a range of sportswear and knives as well as its traditional lines of weaponry.

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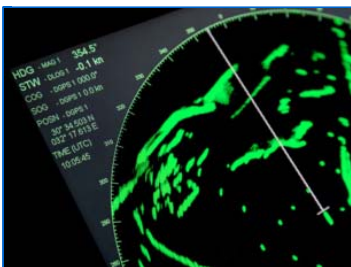
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Kalashnikov Corp. Sells 49% Stake for \$75M – Rostec

BUSINESS 22:00 23.09.2013

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State-owned Russian Technologies, or Rostec, confirmed on Monday the sale of a 49 percent stake in arms maker Kalashnikov Corporation to private investors for 2.5 billion rubles (\$75 million).

MOSCOW, September 23 (RIA Novosti) – State-owned Russian Technologies, or Rostec, confirmed on Monday the sale of a 49 percent stake in arms maker Kalashnikov Corporation to private investors for 2.5 billion rubles (\$75 million).

The stake has gone to a joint venture set up by Andrei Bochkarev, co-owner of Transmashinkholding and Kuzbassrazrezugol, and Alexei Krivoruchko, head of Aeroexpress, Rostec said in a statement.

Rostec will retain a 51 percent stake in the corporation. The 2.5 billion rubles will be invested within the next two years and spent on development projects, Rostec said.

The deal has received President Vladimir Putin's blessing, according to a defense industry source cited by the Kommersant newspaper.

The investment should pay back within five years, Krivoruchko was quoted by Kommersant as saying.

"Our plans include a significant increase in manufacturing capacity. In particular, we are interested in establishing joint ventures with foreign partners for the production of gunpowder and ammunition," he said.

Russia's Izhmash arms factory, manufacturer of the legendary Kalashnikov assault rifle, was renamed Kalashnikov Corporation in mid-August and will soon integrate several other defense plants into the new holding. It will include Izhmash, Izhmekh and some other small-arms manufacturers under the famed Kalashnikov brand.

Izhmash produces over 70 types of weapons, including firearms, aircraft guns, and artillery shells, as well as a variety of sporting and hunting weapons. The company won a \$400

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TRENDING

million Russian government contract in July to produce Vikhr anti-armor missiles. Izhmekh is best known for its Makarov and Yarygin pistols.

However, both companies have been recently experiencing financial difficulties and a sharp drop in production output. The government is now hoping to revive them by merging them under the new brand.

Mikhail Kalashnikov, 93, the designer of the Kalashnikov assault rifle, personally authorized the use of his name for the new corporation in February.

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This military weapon, which has been produced under the Kalashnikov brand for more than 60 years, is the unsurpassed worldwide standard for reliability and simplicity

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Mikhail Kalashnikov

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Hugo Chavez

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