



KAZAKHSTANIKA

National Branding Agency

**KAZAKHSTANIKA**

kazakhstanika.kz



**COMPANY**  
PRESENTATION

# Major Clients







**KAZAKHSTANIKA National Branding Agency** is a team of highly knowledgeable specialists, which has twenty-year experience in the market of Kazakhstan. Today, more than forty-five employees are working at the offices of the cities of Astana and Almaty. The professional and innovative approach allows us effectively meeting any challenges.

#### OUR MISSION

**To consolidate the reputation and increase the cost of intangible assets of the Kazakhstan companies.**

#### OUR GOAL

To create the instruments to promote the Kazakhstan companies, strengthen their brands, promote the development of the Kazakhstan business community.

#### SPECIALIZATION

Public, raw-material, financial and industrial sectors of economy.



# Our specialization

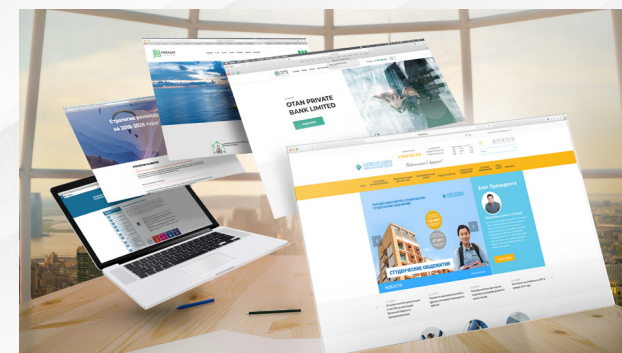
## BRANDING



## ANNUAL REPORTS



## WEB-PROJECTS



## ANALYTICS AND STUDIES



## VIDEO PROJECTS



## PRINT & POS



## Our team

Kazakhstanika National Branding Agency LLP is an agency having 24-year professional experience in branding, advertising and publishing, with more than 200 unique clients. Over these years, the agency achieved unique competencies in publishing the annual reports in Kazakhstan. Many projects of diverse complexity were published. The company's staff includes 45 highly professional employees in the cities of Almaty and Astana.

We introduce you just several of them:



**Yevgeny Momot**  
General Director  
of Kazakhstanika National  
Branding Agency LLP



**Berik Bissenbayev**  
Director of Commercial  
Department



**Sergey Gakhov**  
Project Director,  
Journalist



**Xenia Syutkina**  
Production Director /  
Account Manager



**Tatiyana Glyshkova**  
Development Director /  
Account Manager



**Dana Sapargaliyeva**  
Financial Director



**Yelena Rotanova**  
Director of Administrative  
Department



**Maria Valker**  
Accountant



**Lyudmila Stepanova**  
Technical Editor,  
Corrector



**Saltanat Ospanova**  
Kazakh Translator  
and Editor



**Balzhan Bukeyeva**  
English Translator  
and Editor



**Alexandr Yurin**  
Financial Analyst



**Rimma Gakhova**  
Marketing Manager /  
Copyright



**Gaziz Begaliyev**  
Kazakhstanika Agency  
Representative in Astana City  
Director of IndigoPrint  
Printing House



**Ainash Kim**  
AR Copyrighter



**Roman Burlakov**  
Art Director



**Vyacheslav Baturin**  
Illustrating Designer



**Lyudmila Leitman**  
Layout Designer



**Anton Starozhilov**  
Designer



**Anel Sadykova**  
Designer



# Exclusive Agency in Kazakhstan

own full-cycle production and up-to-date  
PRO equipment



Kazakhstanika National Branding Agency is an agency having own full-cycle production. IndigoPrint Printing Centre composing the consortium is a leading company in the Kazakhstan market producing printing products.

**Konica Minolta 12 000 installed in July 2022 became the first in the Central Asia and RICOH 7200 installed in 2018 was the first digital printing machine in the CIS. Also, Morgana DigiBook 150 was installed first in Kazakhstan in 2018.**

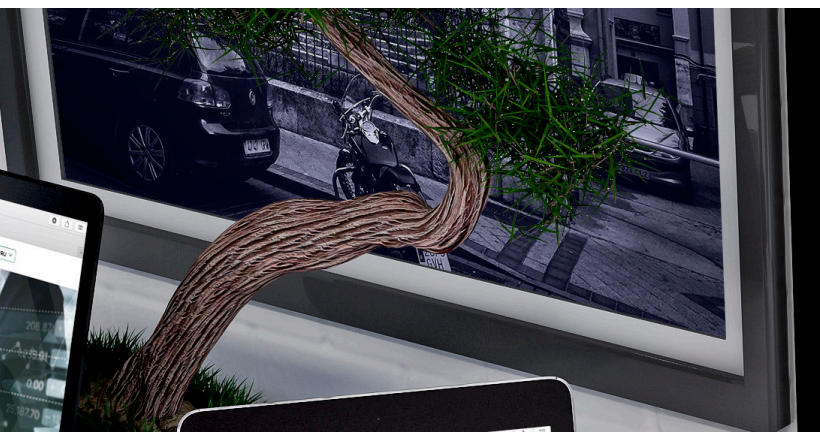
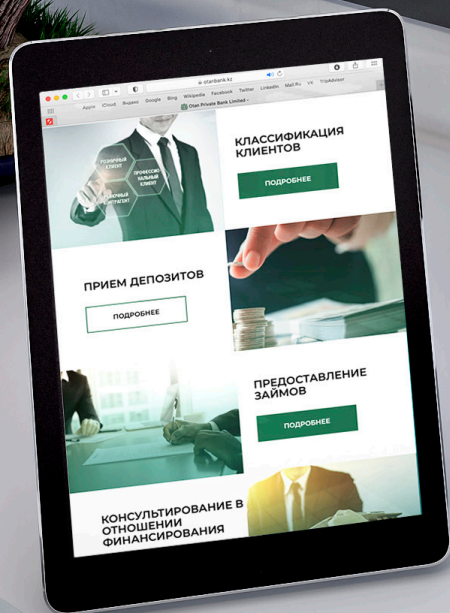
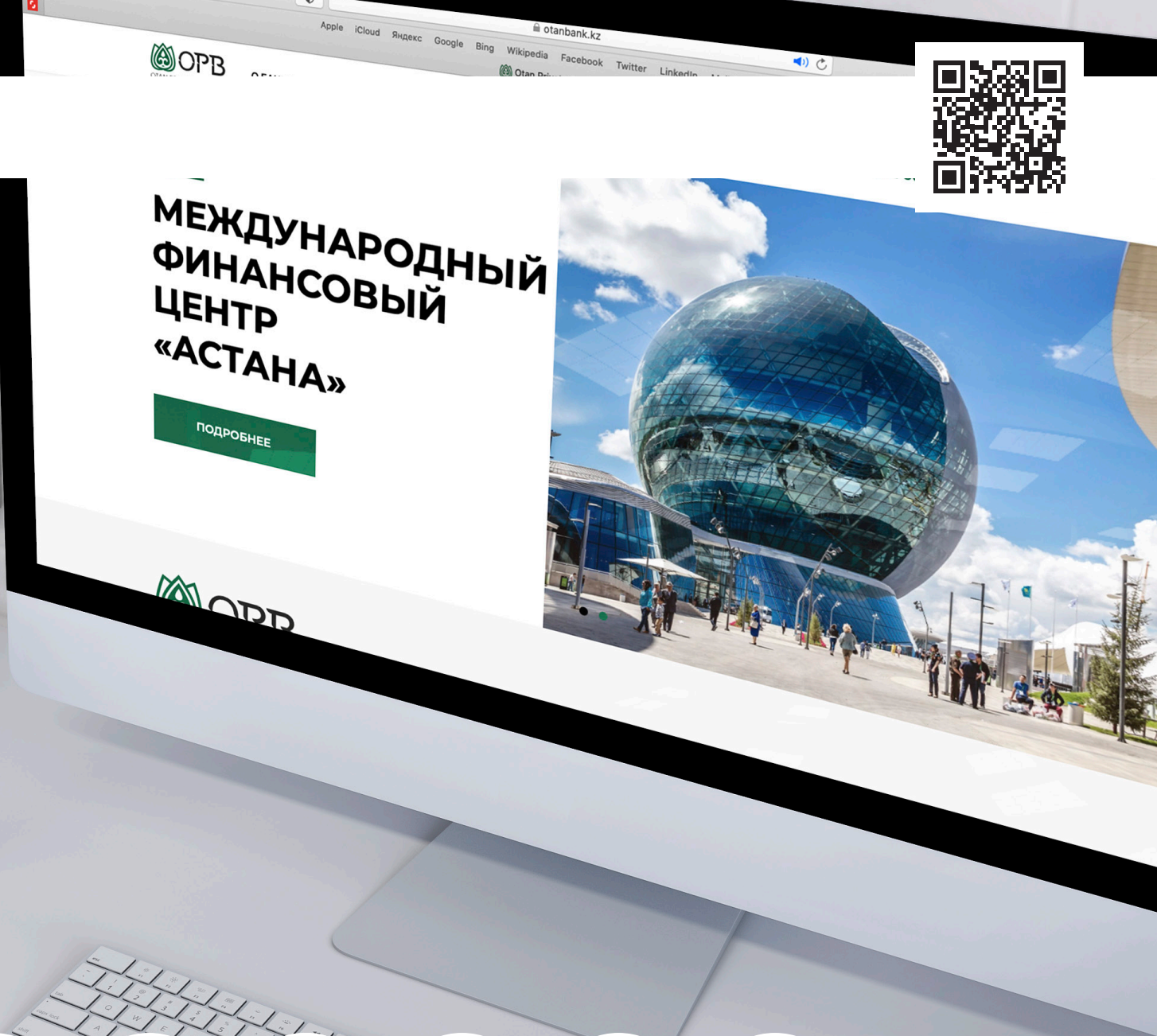
## Our primary equipment:

- Digital printing colour printing system complete with additional equipment Konica Minolta 12 000
- Digital printing five-colour machine series PRO-RICOH 7200X with an option of replacement of printing units
- PUR thermos binder Morgana
- Cutting plotter IECHO PK-0604
- Glue perfect binding machine
- Bookcase making machine to make binding cases, as well as to laminate the sheets and cardboard (several layers of materials), BEMINI
- Numerating, perforating and joint forming machine TDS PS 10
- Imprinting equipment
- Cassette folding machine
- One-knife cutting machine complete with additional equipment WOHLBERG 76
- Semi-automatic pressing engine for imprinting and die cutting
- Desk-type joint former
- Equipment for hot lamination, Foliant 400T
- Roll laminator
- Paper drilling machine Citoborma 111
- Electric stapler Twin 106 Rapid
- Equipment for blind and relief stamping
- Equipment for cutting, die-cutting and punching, tucking of inner book corners Burostyle
- Metallic spring bookbinding machine GBC WireBind W20
- Hand guillotine - paper cutter IDEAL 4305
- Business card die cutting machine - 54x86 business card die-cutting (rounded corners)
- Bookbinding machine - calendar clamp with die-cutting - Warrior Wire 21150
- Calendar punch Cyklos CP-20
- Eyelet hole punch pilers kit EYELET PUNCHES
- Stiffened cover pressing engine
- Machined joint forming and creasing
- Equipment for spring binding, stitcher WireMac 31

**We run one copy and more.**



WE MAKE WEBSITES



МЕЖДУНАРОДНЫЙ  
ФИНАНСОВЫЙ ЦЕН  
«АСТАНА»





# WE PUBLISH ANNUAL REPORTS



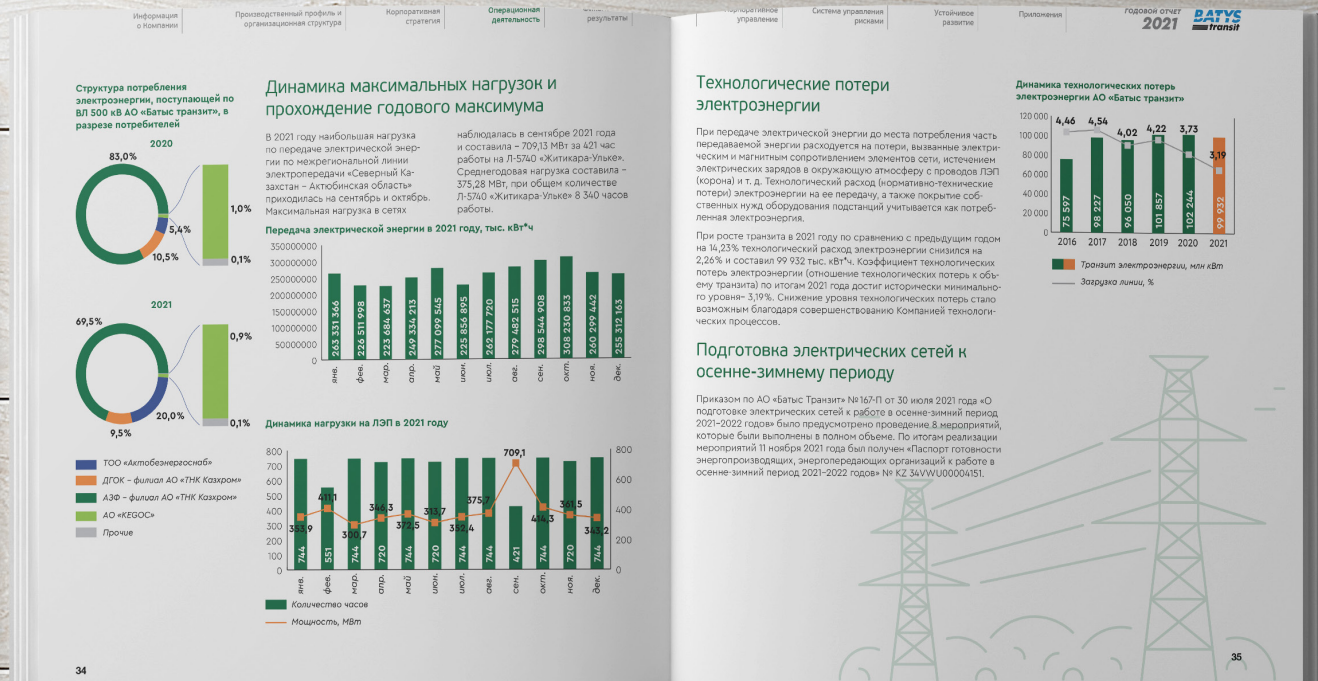


# WE PUBLISH ANNUAL REPORTS





# WE PUBLISH ANNUAL REPORTS



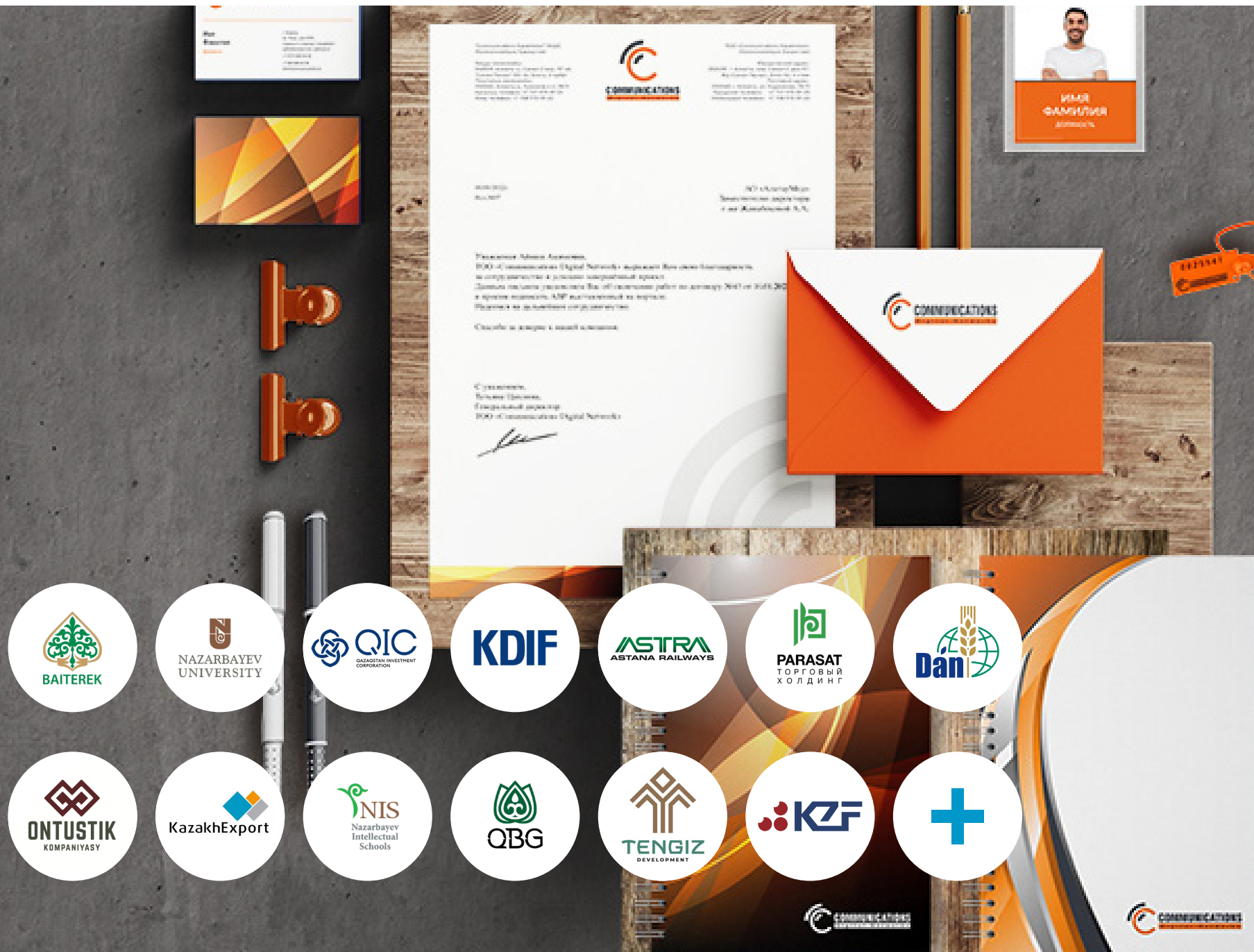


# WE PUBLISH ANNUAL REPORTS





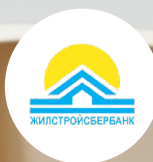
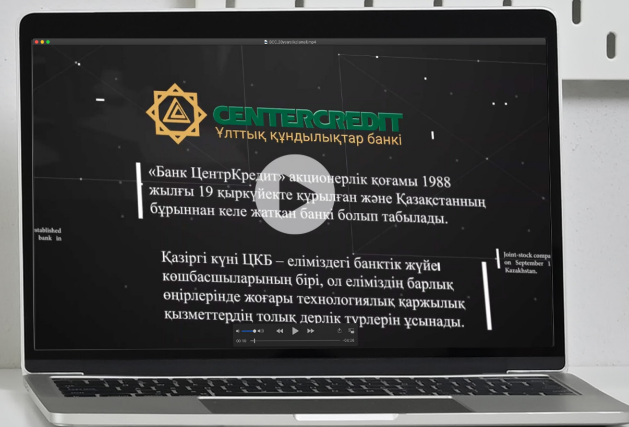
# WE CREATE BRANDS



You can download on our  
website a separate presentation  
of this direction  
[kazakhstanika.kz/About us](http://kazakhstanika.kz/About us)



# WE MAKE VIDEO



You can download on our  
website a separate presentation  
of this direction  
[kazakhstanika.kz/About us](http://kazakhstanika.kz/About us)



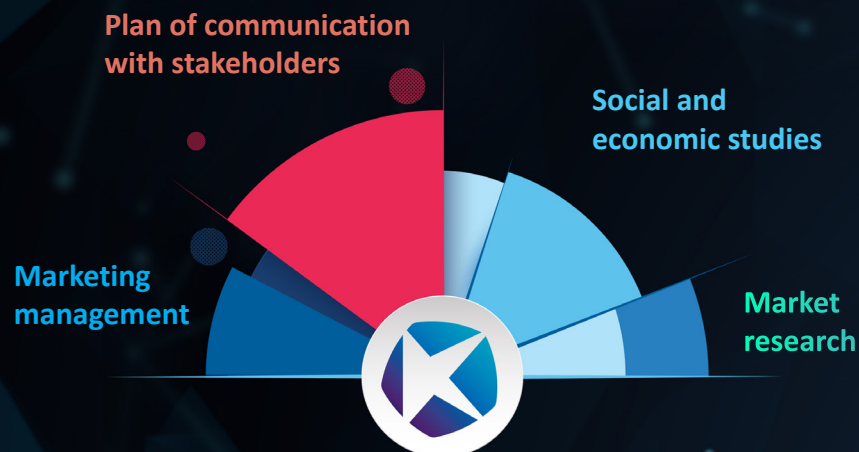
# WE PUBLISH BOOKS



You can download on our website a separate presentation of this direction [kazakhstanika.kz/About us](http://kazakhstanika.kz/About us)



# ANALYTICS AND STRATEGIES



These are marketing study of the market, social and economic studies, plan of communication with stakeholders, marketing management. Today, the study is the most effective way to determine real needs of the audience. The studies are rather complex process, which requires certain competencies, scrupulous work of the staff and project team, much time spending and data array processing.

We have specialists working in this field for more than twenty years, who are monitoring all the time the changes in the international standards.

We prepare all reports on the studies based on the principles of the International Financial Corporation (IFC), Equator Principles (EP), Global Reporting Initiative (GRI), as well as in accordance with the Environment Code of the Republic of Kazakhstan. Since the expectations of investors change, the consulting standards modify, as well. Apart from the information on resources, abilities of a company and requirements of the national laws, the investors require more often to disclose risks incidental to climatic changes and social factors, which also affect the future cash flows of a company. Therefore, the investors introduce more new rules for disclosing the information, and our specialists are keeping their finger on the pulse all the time and monitoring how the international standards develop.





## WE MAKE PRINT & POS MATERIALS



You can download on our website a separate presentation of this direction  
[kazakhstanika.kz/About us](http://kazakhstanika.kz/About us)





The client feedback plays very important role for us. This is precisely why we always question the customer about results of the project implementation. Such an approach helps to find weaknesses in our business process and introduce immediately the projects to enhance the quality of services provided, as per the standard ISO 9001 Quality Management System.

**Thank you for feedback! This is very important for us!**





## **ALMATY**

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