

UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT (USAID)
CIPA – UKRAINE PROJECT

USAID

CIPA – Ukraine Project

**Quarterly Report for the Period:
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(Fourth Calendar Quarter)**

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SECTION I.

INTRODUCTION

TASK ORDER OBJECTIVES

Specific task order objectives are:

1. Supporting the professional accountancy association and helping it achieve financial sustainability and to take the lead in accounting reform including transition to IFRS;
2. Helping CIPA training providers strengthen and broaden their network across the country;
3. Helping CIPA-EN establish its operations as an independent and sustainable entity;
4. Increasing public awareness of the CIPA certification among industry and the government;
5. Improving efficiency and transparency of tax administration through tax and financial accounting reconciliation.

HIGHLIGHTS OF ACHIEVEMENTS – Third Quarter 2006

Management Issues

- IMA representatives and consultant Bob Altman visit Ukraine to Observe exams and CIPAEN operations. Mr. Altman was contracted to report on observations to IMA to encourage cooperation of IMA and CIPAEN.
- Representatives of the Ministry of Finance, SSMSC, FSR and NBU visit Istanbul World Congress of Accountants with CIPA-Ukraine and the Capital Markets project staff
- FSR agrees to CIPA training of staff
- Project continues training of SSMSC and MINFIN staff
- UACAA representative Nataliya Vasylenko appointed to MINFIN Methodological Council
- Project member Alexei Kanikevich was appointed a member of IFAC's Developing Nations Technical Forum.
- Tax Reconciliation form completed by MINFIN
- CIPA Exam fee raised from \$34 to \$40 (\$44 for late registration)
- CIPAEN Executive Director Corrie Reiman relocates to CIPA-Ukraine office
- Results of July CIPA exams add 215 new CAP's and 12 new CIPA's; CAP total now 2,079 and CIPAs 50.
- COP addresses Agro Federation of Accountants re Role of Professional Associations
- KNEU includes CIPA FA1, MA1, and Audit in Masters program
- Project Harmony participants meet to share experience in USA
- CGA FA1 book distributed to training providers library
- UACAA Board names Oleg Gramatinko of new Executive Director
- UACAA President Lynnyk resigns from post of President

SPECIFIC ACTIVITIES

This section covers progress against the five deliverables as stated in the Project scope of work.

1.1 Project Objectives

The purpose of the CIPA Ukraine project is to enhance the quality of accounting profession with the aim of improving the accuracy and credibility of financial reporting. This will be achieved through the implementation of the CIPA training, examination, and certification program.

The objectives of the project will include: supporting the professional accountancy association and helping it achieve financial sustainability and to take the lead in accounting reform including transition to IFRS; helping CIPA training providers strengthen and broaden their network across the country; helping CIPA-EN establish its operations as an independent and sustainable entity; increasing awareness of the CIPA certification among industry and the government; improving efficiency and transparency of tax administration through tax and financial accounting reconciliation.

1.2 Project Tasks

Task 1 – Strengthen the technical, organizational, and financial capacity of progressive Ukrainian accountancy associations

The goal of this task is to help the Ukrainian Association of Certified Accountants and Auditors (UACAA) become a full-fledged professional self-regulatory organization that will promote standards-setting, enforcement, and certification functions. The contractor will help it achieve financial sustainability and take the lead in accounting reform, including transition to IFRS, and harmonization of financial and tax accounting.

Expected results. At least one professional accountancy association will:

- a) Offer a range of appropriate services to its membership;
- b) Implement IFAC ethics code;
- c) Become a full IFAC member;
- d) Be financially self-sufficient by the end of the contract.

Association Development Component Activities

Support Strategic Sustainability of UACAA.

In the IV Quarter in its Strategic activities UACAA continued to carry out activities started in the previous period, particularly:

- Reorganization of the UACAA executive team structure;
- Development of a new improved database of membership that will enable to contact all members for their needs assessment;
- CIPA promotion and development of new fund generating activities.

Besides these directions, association also concentrated on the financial analysis of its operations, current expenses and financial trends. Project's experts Natalia Vasylenko, Alexey Kanikevich, Ruslan Kundryk and Elena Amerova actively supported different UACAA activities that had impact on the strategic plans for 2007.

Several important meetings aimed at UACAA capacity building were conducted in the last quarter of 2006.

Capacity Building

The retreat meeting of Executive Direction of UACAA and Project's experts took place on October 23 and October 25.

Barry Pitts initiated this meeting in order to analyse current activities of the association and draw attention of executives to the critical issues of UACAA development:

- Attraction of new members;
- Retaining of existing members;
- Financing of Association (alternative sources);
- Services for members.

As a result of this meeting the following recommendations were made to Executive Director of Association:

- To keep track of membership development;
- To analyse and improve ways of new members attraction;
- To intensify regional activity;
- To launch membership database;
- To increase interactions with the project (cost-effective usage of the project's resources);
- To make analysis of market concerning the potential of commercial project (book selling) and identify main points as price, cost, VAT, Income tax, Royalty;
- To create a database of new trainers/trainers for CIPA training.

The last part of this two-day retreat was devoted to the alternative sources of UACAA financing. Each participant of the meeting gave his/her vision of the financing structure of Association taking into account that there were 4 main recourses:

1. Membership dues,
2. Training activity,
3. Payable membership services,
4. Grants and Donor support.

This meeting had a very serious impact on the general attitude of the team to their capacity and sustainability. It not only demonstrated importance of different financial resources, but also drew attention to critical issues for UACAA development. Association depends too much on the external help. Therefore strategic goal for 2007 is to continue reorganization of the executive team and increase the qualitative level of management.

Second significant for association development meeting took place on December 9 2006 in Kiev. It was meeting of the participants of the Program "Community Connections" of the project "Harmony" project. There were 8 members of the USA study tour group, 4 members of UACAA Board, 2 members of UFPAA and UAU (?) (Union of Auditors of Ukraine) correspondently, and 4 representatives of the Project out of 16 participants of this meeting.

The main objectives of the meeting were:

- To share information gained in the USA on NGOs' activities and governance;
- To discuss local possibilities for expanding UACAA activity throughout Ukraine;
- To brainstorm potential services for members;
- To assess potential of the organizational development of existing professional associations.

The meeting was started with very lively and emotional presentations of the participants of the USA study tour. They shared their impressions from American NGOs and their concerns on the development of local associations. They mainly focused on three points of NGOs:

- Institute of volunteering that is widely developed in the USA,
- Rich assortment of services for members,
- Professional team of executive management.

Olena Stoyan, member of the UACAA Board, summarized this part of the meeting saying that the main problem of majority of Ukrainian NGOs that they don't see the core of any organization – its members. All participants of this meeting supported the idea to organize in February of 2007 the national symposium for all accountants/auditors professional associations and discuss their issues openly and constructively.

A logical continuation of the discussion was presentation of Oleg Gramotenko “Services that members need” which he prepared on the basis of experience gained in the USA study tour. In the presentation he focused on the UACAA capacity building issue which is a continual process that improves the ability of a person or organization to “carry out stated objectives”, specifically, satisfy current needs of members of NGO. Oleg demonstrated his vision of the value of UACAA reflected in the benefits for its members. Among potential services of UACAA he mentioned:

- Informational monitoring,
- Legal consultation,
- Lobbying,
- IT consulting,
- Management consulting,
- Providing volunteers,
- Help in professional development,
- Personal finance management,
- HR services,
- Discount club,
- Promotion of profession and personal development,
- International exchange of professionals,
- Organization of cultural and sport events,
- Among additional commercial services Oleg Gramotenko mentioned:
 - Commercial advertising for internal and external use,
 - Other non-financial certifications (HR management, marketing, etc.)
 - Professional periodicals,
 - Wide range of trainings.
 -

This presentation was followed by group discussion of what can be done in the nearest future to improve situation in the regions.

Considering the commitments of the members of USA study tour and in order to formalize valuable discussions and to keep track of everybody’s ideas participants were asked to fill in their action plans concerning their regional activity. Project set a deadline to receive their action plans of December 31 2006.

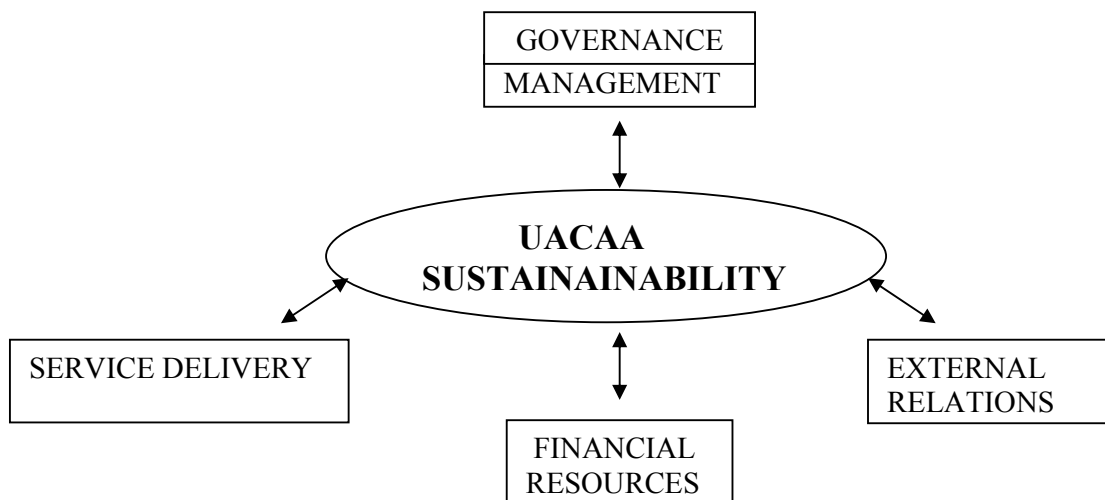
The Project developed and implemented a model of assessment of UACAA’s potential. The model was based on the methodology of self-assessment of an organization’s potential development that was used in several USAID and TACIS projects focused on the development of local NGOs. The method’s approach lies in distinguishing between the so-called “visible”, or exterior, and “invisible”, or interior factors that create potential for development of any organization.

Typically, when both rank-and-file members and the associations’ leaders account for their sluggish activity, they refer to the factors as lack of official registration, the member inability to pay membership fee, lack of computers and other office equipment, etc.

They are exterior factors, which, in their essence, are secondary, although fairly important at some development stage. We believe that of primary importance are interior development factors, as they give to an organization a far more powerful boost for development, as for instance, obtaining by the associations’ leaders and executives of certain skills and abilities, creation and development of a appropriate organizational structure, delegation of authority to the members of associations, vision of the future and understanding of the mission by all members of an organization.

For UACAA attainment of sustainability at the outset is of primary importance. Thus, the idea of gaining sustainability is in the foundation of the model of self-assessment of an organization's potential.

The framework of Self Assessment model covers six components of organizational capacity, namely: governance, management, financial resources, service delivery, external relations, and organizational and program sustainability. Under these six components are 13 organizational characteristics. For each organizational characteristic, descriptions of the desired organizational capacity are provided.



These should be the focus of discussion when the officers and members assess their organization.

At the core of the five components is sustainability (see illustration). The framework asserts that for each organizational capacity, what is being looked at is the **readiness or preparedness of the organization to become sustainable and self-reliant**. This is the reason why the descriptions of the desired organizational capacity focus a lot on the existence of basic organizational systems and management processes, and on the capability of the leaders and members to use and/or implement the systems and processes, develop and institute appropriate policies, and follow them.

General conclusions based on association organizational potential assessment results.

Nine people took part in the assessment. This assessment was done at the “Community Connections” follow up meeting in Kiev. Below are the average marks of each component of the assessment.

Components	Mark	Criteria
I.Strategic Management	1,33	Mission, Vision, Strategic Goals are generally formulated. There are no any officially opened to members document where they can read them.
II. Governance	1,44	There is officially approved organizational structure of organization with Executive Director, Accountant, and/or other positions. Authorities are not fixed in the official documents.
III. Service delivery	0,66	There are services for members in at least 2 below mentioned spheres: 1. Protection and Lobbying; 2. Professional and Informational support and

		education; 3. Marketing and PR; 4. Discount system for purchasing of any products and services; 5. Support of any social contacts among members.
IV.Outside contacts	1,11	There are examples of partnership with other organizations. Some contacts with donor projects are set up.
V.Solvency/Self sustainability (Financial resources)	1,33	There is an absence of two sources of financing (except first one): 1. 100% payment of membership fees; 2. existence of payable services (for members as well); 3. grants and donor support; 4. Sponsorship; 5. additional commercial entities.
<i>Total</i>	5,87	<i>Out of 12</i>

The detailed analysis of the associations made it possible to draw certain conclusions regarding their current situation and potential. Based on the analysis, the project expert together with the associations' representatives identified strong and weak points of the associations and worked out recommendations for the associations' further development.

Strong points of the associations:

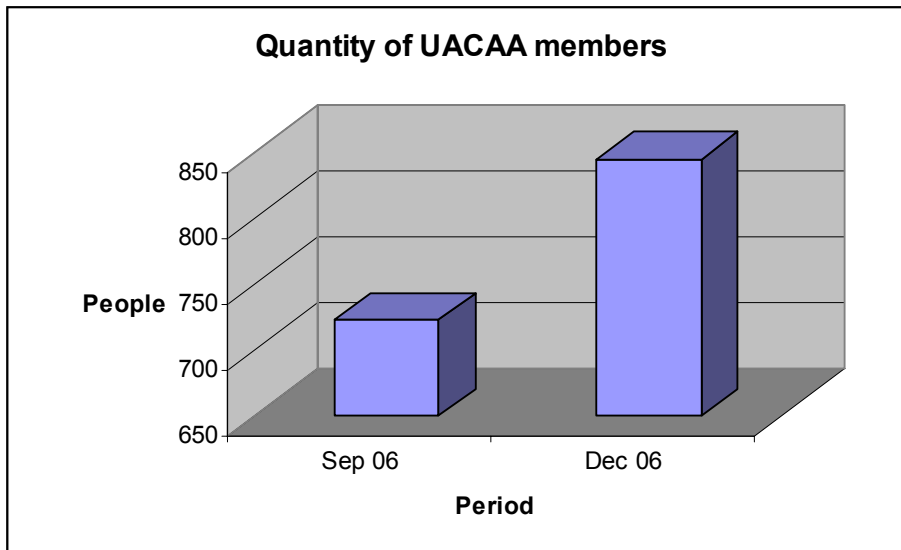
- Strong and initiative members of the Board that can critically assess UACAA's current situation;
- Strong support from USAID;
- High potential within CIPA "training arm";
- Provision of paid services has been initiated.

Weak points of associations:

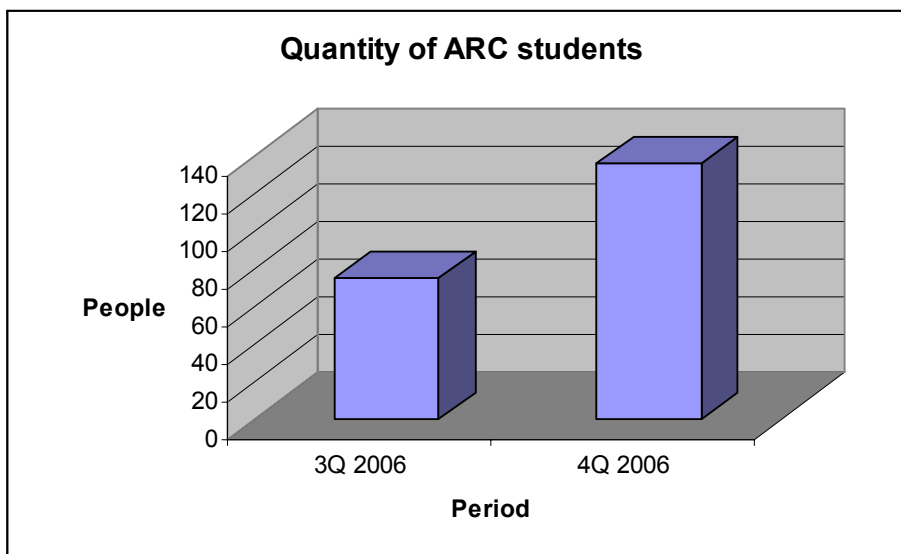
- The leaders and the members of associations do not have clear understanding of main functions of their association;
- There is no general strategic vision;
- There is no planning of activities;
- UACAA does not rely on their enterprising members;
- The member needs assessment has not been conducted;
- There is no clear system of charging for services and of payment the membership fee;
- There is no experience of services provision and project management.

General recommendations on development of associations:

- Deliver an UACAA's mission to its members;
- Work out strategic vision and develop Strategic plan on its basis;
- Set up a system of regular identification of member's needs;
- Share authority and responsibilities among volunteers and executive team – reflect them in the official documents;
- Develop the detailed action plan and implement it.



Activity of Accounting Resource Centre



Marketing and PR

Ceremonial presentation of certificates was organized by UACAA on November 10 in Kiev. There were several reasons behind this event:

- To present certificates to new members;
- To organize “happy hour” for members and potential new members of association;
- To attract potential members – current students of ARC as well as students from other LTPs.

One hundred five people participated in this event. Fifty-two participants received CIPA certificates. Happy owners of CAP and CIPA certificates shared their success stories (see

Marketing Section), hopes and plans related to CIPA Certification and UACAA. This event showed importance of development a new service for UACAA members, such as “fun services” which mean sports and cultural life and providing members with any necessary communications.

In a surprise move December 14, the UACAA Board of Directors named Oleg Gramotinko as UACAA’s new Executive Director. Oleg is a CAP and was a participant in Project Harmonys USA study tour. On the same, UACAA President Vadim Lynnyk resigned from his office of President for personal reasons. Unfortunately, the change in management and leadership of UACAA will suffer as the transition will take time to properly develop.

Task 2 – Strengthen and broaden the network of CIPA training providers across the country

The purpose of this task is to strengthen the capacity of the CIPA training providers to offer high-quality CIPA training services.

Expected results. All CIPA courses will be offered on a commercial basis in at least 16 oblasts.

During the fourth quarter the Project supported an additional 18 training providers in 11 oblasts with a library of textbooks. This quarter Project continued the support of LTP with 2 new books for Financial Accounting 1:

- upgraded edition 2006 of Gray, Needles “Financial Accounting”
- “Financial accounting 1” by Tilli Jensen (Certified General Accountants Association of Canada).

The library is meant to be loaned to students; those capable of purchasing textbooks and the LTP can replace the books by purchasing additional books from vendors (see attachment)

During 4 quarter:

1. ToT Finance December 2006
2. Upgrading Tax Supplement materials and Law Supplement materials according to the legislation dated January 01, 2007.
3. Meeting with Mr Kotsupatrik from KNEU- supporting with CIPA books (18.10.2006)and negotiations about implementing CIPA program into the Masters degree curriculum “Accounting and Audit in International Business Management”, where the course syllabus will include CIPA FA1, MA1 and Audit.
4. Sending recommendations to Minfin for Tax Reconciliation.
5. Meeting with the State Commission for Regulation of Financial Services Markets in Ukraine. As the result there was agreement to deliver FA1 training for the group of 20 employees of the State Commission during the first quarter of 2007.
6. Upgrading information about CAP and CIPA level trainers on the web-site.
7. Organizing and delivering FA1 training for Securities Exchange Commission and Minfin employees for November session.

Finance ToT was delivered in December by Zasukhina Svetlana and Ermolenko Nadiya. 21 trainers from 8 cities (Kyiv, Kharkiv, Chernigiv, Sevastopol, Donetsk, Lviv, Dnipropetrovsk, Ivano-Frankivsk) participated in this training.

Almost all of them are teachers of Universities and Business schools including:

- Chernigiv branch of KIBIT
- Donetsk National Technical University
- Ivano-Frankivsk National Technical Oil and Gas University
- Kharkiv Politechnical University
- Kyiv National Economic University
- Kyiv Politechnical University
- Kyiv National Trade and Economic University
- Lviv Institute of Management
- Sevastopol National Technical University

Among the participants of Finance ToT were:

- 1) 5 CIPA
- 2) 8 CAP
- 3) 3 trainers that passed Finance exam.

Except for trainers from Kyiv Universities all participants deliver CAP or CIPA level trainings through existing Training Providers.



Some Participants of Finance ToT.

Task 3 – Establish CIPA-EN operations as an independent and sustainable entity

The purpose of this task is to continue support of the Ukraine branch of the CIPA Examination Network while helping it to become financially sustainable.

Expected results. CAP/CIPA exams will be conducted in accordance with the established exam schedule, while CIPA-EN Ukraine will be fully self-sustainable and cover its operational costs, royalties and fees out of the exam charges.

In December, newly hired CIPAEN Executive Director Corrie Reiman relocated CIPAEN's headquarters to Kyiv, working closely with CIPA Ukraine staff to carry out CIPAEN global activities.

The November exam session registered nearly 2,100 exam papers for the November, 2006 exam session. This was a record number of exam registrations.

A promotional action concept to encourage participation in CIPA level exams was developed. The Project offered to pay for one additional CIPA exam to candidates who would pay for one or more CIPA level exams. Such idea of a promotional action provides an incentive to those people who CAN BE motivated to take CIPA level exams. At the same time, this offer will not influence those people who are not willing to take exams in an intensive manner (i.e. not to spread taking CIPA level exams over years) and those who have little motivation for the CIPA level, which requires candidates to be highly motivated and persistent, as well as those who would agree to take one CIPA level exam free of charge. Activating this part of the audience would not have contributed to the project deliverables (200 new CIPA by the end of the Project). Voucher letters were sent to all mailing addresses of 915 potential participants of the promotional action, 176 people registered as a result of this action.

CIPAEN decided to use marketing capacity of the news about the promotional action and, together with information about registration (closing of basic (cheaper) registration, online registration, and payment by cards, etc.), this information in the form of an electronic CIPAEN newsletter was sent to almost 2800 e-mail addresses of CIPA program participants. On the whole, this resulted in a noticeable increase in direct registrations through the CIPAEN office and Internet.

This offer once again proved the maturity of CIPAEN in terms of customer relations management (CRM).

Based on general statistics for 9 countries made available by former Managing Director Bobbe Barnes, we can arrive at the following conclusions regarding the quality of CIPAEN's activities in Ukraine:

- By relative pass rate of CAP level exams, Ukraine ranks fourth among 9 countries after Belarus, Russia and Moldova. However, by the CAP man-exams to CAP qualified ratio, Ukraine is leading as the most effective.
- Moreover, by the average number of passed exams per one CAP, Ukraine is an incontestable leader, which means that due to effective personalized targeting in customer relations, CIPAEN in Ukraine requires significantly fewer donor-supported exams to achieve a target number of CAPs than CIPAEN as a whole in other countries.
- By number of CAP qualified, Ukraine, with 29.5% of the total number of CAPs (2079 out of 7058), ranks second to Kazakhstan.

It is interesting to compare a direct measure of solvent demand (number of paid exams administered) in Ukraine and Kazakhstan: the demand in Kazakhstan almost doubles that in Ukraine in absolute figures (number of exams), however, the final results (number of CAP qualified) in Ukraine and Kazakhstan are near equal.

Even more complimentary for CIPAEN Ukraine is the CIPA level exam statistics. Ranking 6th by CIPA exams pass rate, CIPAEN Ukraine, due we think to its targeted efforts supported by the Project, ranks second by effectiveness measures (lowest number of exams failed and lowest number of exams passed per one CIPA) to Uzbekistan and first among 9 countries by number of CIPAs. Ukraine accounts for 39.7% of all CIPAs (50 out of 126).

CIPAEN announced through its newsletter about continuing increase in prices and its intention to register as a VAT payer, which will lead to paying VAT inclusive exam fee.

CIPAEN Ukraine plans to participate in other certification programs as one of the ways to achieve self-sustainability. An economic model of small certification testing is being developed for this purpose. This model is practically ready for new certification testing other than CIPA to supplement CIPAEN's income and support self-sustainability.

This is a way to diversify revenue within core professional activities of CIPAEN (as opposed to engaging in non-specialized activities like selling advertisements, publishing and managing events). Strategically, this is a winning solution – to focus on core business, on what CIPAEN should do best. This is the most effective way to build a strong brand, i.e. CIPAEN diversifies markets, not business.

The first successful example of applying such approach is the participation of CIPAEN Ukraine in creating a leasing certification see <http://www.cipa.org.ua/cls/> . For the reporting period, three exam sessions were administered and 135 examinations were completed. Sixteen persons became CLS qualified. We might note here that CIPAEN is involved in examination administration, grading, reporting, web and database maintenance, and not examination content.

CIPAEN has been consistent in mastering and implementing the computer grading system. This technology was initially tried out in the first psychological and professional testing of proctors before the July session. Afterwards, computer grading was implemented in the leasing certification. This approach made it possible to generate automatically official exam results notification letters (pass/fail, score, weak/strong knowledge by section) for each candidate. This approach also makes it possible to quickly post full detailed exam results on participants' personal pages (on the exam day) of the website of an examining organization.

Because of this capability of computer grading, CIPAEN Ukraine is preparing for the possible introduction of multi-language exams in the future.

In addition to revenue, participation of CIPAEN Ukraine in other certification programs can provide invaluable experience for future implementation of the best solutions in CIPAEN's core business – CIPA program. Possible transition of CAP level exams to computer grading should be consistently discussed with the new CIPAEN management (and, probably, with the ECCAA management) and, if approved, gradually implemented in the CIPA program. It will allow us:

- 1) to improve significantly grading fairness of exams,
- 2) to improve significantly quality of reporting,
- 3) to make grading much cheaper and reduce noticeably the cost of exams to candidates

4) to set up and accumulate a full-fledged database of exam items that have been validated and tested in exams, which will make it possible, to a certain extent, to computerize the generation of new exams,

5) to ensure the inexpensive administration of exams in national languages, which is becoming very important for some companies.

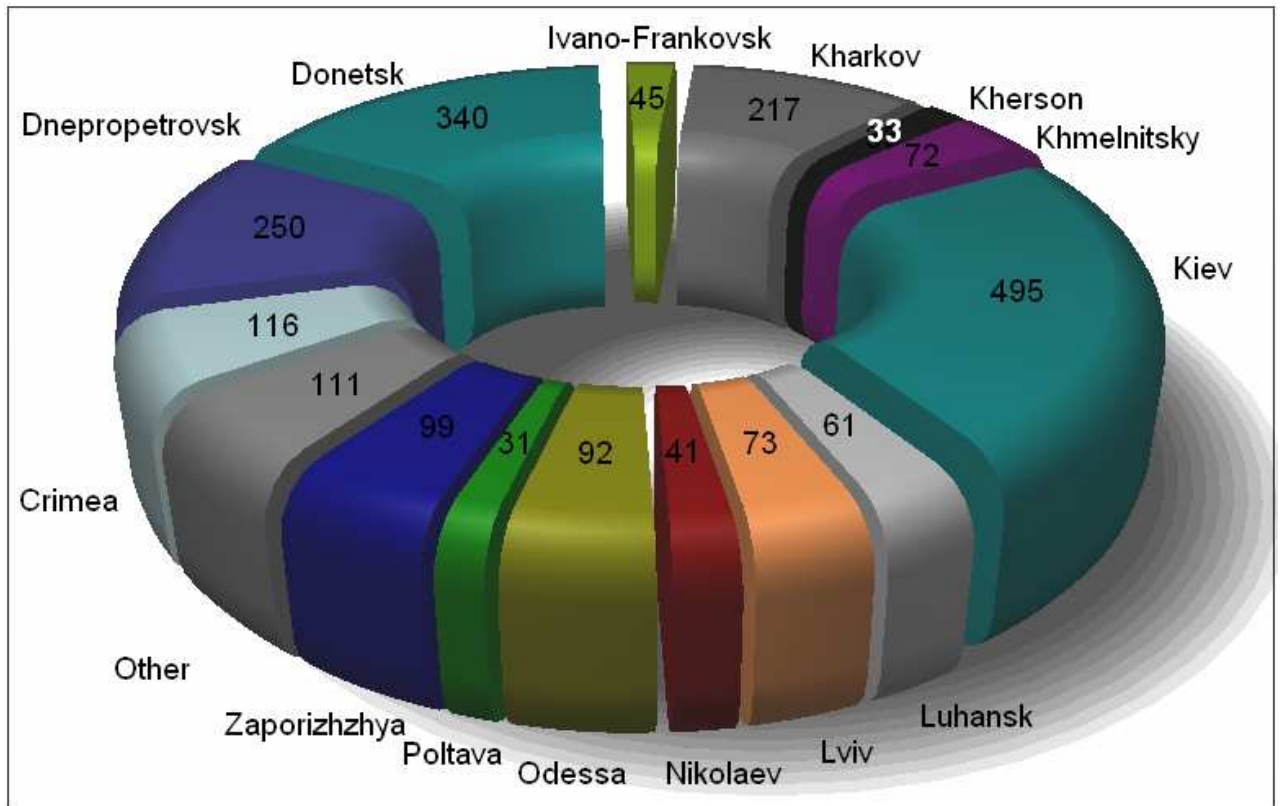
The project is strengthening the staff of CIPAEN Ukraine. Tatiana Yarmak, former Director of the Center for Professional Standards Development (CPSD), CIPAEN's partner in administering exams in Ukraine agreed to join CIPAEN Ukraine team as CIPAEN exam coordinator. This was a result of a half-year long search for a worthy candidate. Tatiana Yarmak will be a valuable asset for CIPAEN Ukraine, bringing to the team knowledge and skills that will be useful when operating without any outside support.

The analysis of advantages and disadvantages of cooperation with CPSD showed that, at the current stage, CIPAEN Ukraine will benefit from cooperation with CPSD as a party that significantly reduces peak work load of CIPAEN team, is capable of resolving the most difficult issues related to the rental of exam rooms, and offer proctors of the highest qualification. The fee for CPSD services in solving many problems is currently lower than the envisioned cost of solving such problems by CIPAEN on its own.

Exam fees were raised from \$34 to \$38 for the November session. An increased fee was established for late registration. This increased fee was \$44 and applies to the last two weeks of the registration period.

CIPAEN has an "on demand" policy for the establishment of additional exam sites. If there are approximately 30 examinees per exam day registered in a location that is not normally an exam site, then additional exam sites may be established at those locations. For the July session, this happened in Simferopol and Mariupol. For November'2006 exam session were possible in additional cities such as Crimea and decided to conduct exams in Simferopol'.

CIPAEN continued to improve services for LTP. Now it is allowed for training providers to input their own marketing information on public personal page on www.cipa.org.ua CIPAEN in Ukraine will continue improving training part of www.cipa.org.ua as valuable interactive tool for training providers and trainers.



Task 4 – CIPA Public Awareness and Promotion Effort

The goal of this task is to help the CIPA program gain recognition by the profession, businesses, investors, and government.

Expected results. A minimum of an additional 3,000 CAPs and 200 CIPAs will be produced by the end of the project.

Table of Contents:

- Advertising
 - CIPA Image Campaign
 - Topical Plan for Educational and Informative Advertising
 - Outputs:
 - Press
 - Internet
- Press and Public Events
 - Exam Site Press Tours
- Direct Mail
 - Newsletter
 - Calendars
- Informational resources
 - Toll-free hotline 8 800 502 47 20 (8 800 50 CIPA 0)
- Recent Quotes (Success Stories) from Newly-Certified Professionals

Summary:

Marketing and promotional activities in 4th quarter of 2006 were consistent and synergic and was a logical development of the 3rd quarter activities. Educational articles were continued to be developed and publicized, CIPA image campaign was carried on. Main media channels were press, internet and direct mail.

December 2006 CIPA newsletter was prepared and distributed with CIPAEN annual reconciliation mailing (6000 recipients). Additionally, 6000 table calendars featuring CIPA imagery and 2007 exams schedule were distributed to CIPA program participants, and 300 wall calendars – among LTPs and partners.

*Total declared circulation of the publications in press for the reporting period is **1 256 146** copies.*

*Total number of ad contacts in 4th quarter of 2006 through advertising in the Internet was **10 090 752**. Number of website **visitors** increased by 28% in 4th quarter 2006 comparing to 3rd quarter 2006, and reached its historical maximum of visitors per quarter (**23227** visitors/hosts and **110278** page views/hits for a quarter).*

As a result of 3rd and 4th quarter marketing and public awareness activities, registration for November 2006 CIPA exams reached its historical maximum in Ukraine: 2,100 exams.

Advertising

Starting from August 2006 a new media marketing strategy was implemented (which spans from mid-August 2006 to early December 2006). Media activity in fourth quarter of 2006 was a logical completion of activities started in 3rd quarter.

Direct advertising (especially in the trade press) is considered as one of the key vehicles in promoting CIPA program. LTP representatives vocalized the need for more pro-active advertising of CIPA in press (especially in accounting magazines like *“Все про бухгалтерський облік”*, *“Дебет-Кредит”*, *“Бизнес. Бухгалтерия”*, *“Вісник податкової служби України”*). Almost half of the phone calls to the CIPA hotline result from advertising in press; advertising in the Internet results in the immediate increase of websites visits, thus increasing awareness about CIPA program dramatically.

Using press and internet together creates a synergy effect, both informing those who don't know about certification (through press), as well helping those who are looking for continuing professional development to find the right information (in the internet).

Considering advertising, two major target audiences were selected:

- a) Accountants
- b) Their managers

On the one hand, it is needed to persuade professionals to participate in the program in order to improve / confirm their qualifications; on the other hand it is needed to persuade managers to hire certified professionals, and also to upgrade skills of existing financial personnel. HR professionals also have to be reached in this respect.

In order to have significant results from advertising, it is required to have sufficient:

- a) Reach (the number of people reached by advertising)
- b) Frequency (number of contacts with each piece of advertising)

Three main groups of messages that were “broadcast” through media channels selected include:

- **Image** (increasing recognition of the CIPA brand, connecting it to the well-known successful companies were CIPA's work);
- **Educational** (mostly placement of articles explaining the need for certification, IFRS introduction issues, professional associations issues, CIPA success stories etc.);
- **Informative** (advertising for opening/close of the exam registration, LTP contacts etc).

The web component of the advertising also includes interesting and important tool: sponsored links in major Ukrainian and international search engines (**google.com.ua**, **search.bigmir.net**, **meta.ua**, **yandex.ru**). The text advertising only appears for web surfers looking for specific keyword. On some search engines (**search.bigmir.net**, **meta.ua**) not only text link appears, but also an animated banner featuring CIPA image campaign.

CIPA Image Campaign

In the fourth quarter of 2006 CIPA-Ukraine project continued with image campaign, building CIPA brand capacity. Image campaign (though advertising pieces do contain specific information on training, registration, exams) is not expected to produce immediate “payback” in terms of increasing number of people trained or registered for exams, but rather to generate a longer-term trust in the program, as independent, high-quality, international and reliable certification.

The concept of the image campaign is in featuring photos of CIPA-certified professionals, who work in the well-known, successful companies, and occupy an important and highly demanding position within the company; displaying logos of CIPA and respectful company (well-known and highly recognized logo); featuring a short success story of an image campaign participant.

From the technological point of view the image campaign consists of the following stages:

- Selection of the campaign participants (CIPA-certified specialists);
- Conducting professional photo session with each participant;
- Conducting interview with each participant – in which he or she tells about his/her career development, company he/she works in, peculiarities of the job, sphere of responsibilities, importance of IFRS implementation in Ukraine, CIPA certification program, and how participant have benefited from it in terms of continuing professional development;
- Preparation of the layout: photo of a participant, name, title “CIPA”, position, name of the company, company logo, adapted text of the interview, brief information about CIPA certification;
- Placement of the prepared layout in the leading business and trade press of Ukraine, full-page and half-page, full color, cover page where possible;
- Adaptation of the layout for the A4 leaflet format, A1/A2/A3 poster format, printing, distribution among CIPA-Ukraine project partners: HEI’s, business training providers, professional associations, during special events organized by project (prospective).

Samples of the image advertising produced so far:

1. Oleg Bazaliysky

Mr. Bazaliysky, CIPA, is Financial Director of the leading paint-producing company – Caparol Ukraine, which belongs to the well-known international Caparol concern. Its annual turnover for 2005 estimated 1 bln Euro. He is also a Board Member of the Ukrainian Association of Certified Accountants and Auditors.

The image shows two examples of advertising materials produced for the CIPA image campaign. The top example is a full-page layout featuring a portrait of Oleg Bazaliysky, his name and title, and logos for Caparol, CIPA, and the Ukrainian Association of Certified Accountants and Auditors. The bottom example is an A4 leaflet format with a similar layout, including a photo of Oleg Bazaliysky and detailed text about CIPA certification and contact information.

2. Olena Turiy

Ms. Turiy, CIPA, occupies position of Trainer-Consultant in the Deloitte Academy in Kyiv. She conducts both open and corporate trainings on IFRS both in Ukraine and Russia. Specifically, she is carrying out CIPA program training for TNK-BP financial personnel in Moscow.

Олена Турій, CIPA
Сертифікований міжнародний професійний бухгалтер

Тренер-консультант Академії Делойт в Україні
Член Української асоціації сертифікованих бухгалтерів аудиторів (НАСБА)

Deloitte

CERTIFIED INTERNATIONAL PROFESSIONAL ACCOUNTANT™

CIPA

Завдяки Київському офісу Делойт працюють більше 300 міжнародних фахівців Академії Делойт проводити як курси CIPA, так і спеціалізовані тренінги на українській мові.

Завдяки Київському офісу Делойт працюють більше 300 міжнародних фахівців Академії Делойт проводити як курси CIPA, так і спеціалізовані тренінги на українській мові.

* Сертифікований міжнародний професійний бухгалтер – одна міжнародна уніфікована розроблена програма професійної бухгалтерії, фінансової менеджери, аудиторів.

Регістрація на останню екстерніційну сесію відбувається в березні та в квітні 2009 року. Учась в одному курсі виступить 190 гривень.

Безкоштовна телефонна гаряча лінія
8 800 502 47 00
8 800 50 CIPA 0

WWW.CIPA.ORG.UA
(Інформація про наявність, змісту та сертифікації)

Зміст гарячої лінії: Міжнародні стандарти фінансової звітності
International Financial Reporting Standards™

3. Sergiy Shulga

Mr. Shulga, CIPA, is Merger and Acquisition Manager at the Golden Telecom communications company. He advanced to this position from the Internal Auditor position, when he was implementing SOX 404 requirements. Now he is responsible for compliance with international standards of the newly-bought regional telecom company. He plans to send the financial personnel of this company to CIPA trainings.

Сергій Шульга, CIPA
Сертифікований міжнародний професійний бухгалтер

Менеджер з злиття та поглинання, Golden Telecom

Член Української асоціації сертифікованих бухгалтерів аудиторів (НАСБА)

Deloitte

CERTIFIED INTERNATIONAL PROFESSIONAL ACCOUNTANT™

CIPA

Golden Telecom – провідний український провайдер інтернетових телекомунікаційних послуг, який входить до складу компаній Golden Telecom Inc. (NASDAQ: GLDN), у 1999 році була введена в дію.

* Сертифікований міжнародний професійний бухгалтер – одна міжнародна уніфікована розроблена програма професійної бухгалтерії, фінансової менеджери, аудиторів.

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Зміст гарячої лінії: Міжнародні стандарти фінансової звітності
International Financial Reporting Standards™

4. Olexandra Matveychuk

Ms. Olexandra Matveychuk, CIPA, is Chief Accountant at Franke Ukraine. Franke Concern consists of 84 companies in 41 countries. Its annual turnover for 2005 estimated 1,5 bln USD.



Олександра Матвейчук, CIPA
Сертифицированный международный профессиональный бухгалтер

Главный бухгалтер
Франке Украина

Член Украинской ассоциации сертифицированных бухгалтеров (УАСБ) и ассоциации (CICA)

FRANKE

CERTIFIED INTERNATIONAL PROFESSIONAL ACCOUNTANT*



Олександра Матвейчук, CIPA
Сертифицированный международный профессиональный бухгалтер

Главный бухгалтер
Франке Украина

Член Украинской ассоциации сертифицированных бухгалтеров (УАСБ) и ассоциации (CICA)

FRANKE

CERTIFIED INTERNATIONAL PROFESSIONAL ACCOUNTANT*



Я работаю Главным бухгалтером крупнейшей системы бизнеса в области бытовых электроприборов. Компания Франке принадлежит в 41 стране, ее оборот составил в 2005 году более 1,5 миллиарда долларов, число сотрудников превышает 1000 человек.

Главная задача моего предприятия – обеспечить соответствие качеству и надежности продукции. Для этого мы осуществляем тщательный контроль на всех этапах производства, уделяем особое внимание контролю качества сырья и комплектующих, применяем современные методы контроля.

Моя задача – работать в области финансов и управления финансами компании, обеспечивая ее стабильное развитие и профессиональный рост персонала.

Считаю удачи и успехи сертифицированной программы CIPA.

СЕРТИФИКАЦИЯ
Телефонная горячая линия
8 800 502 47 20
8 800 50 CIPA 0

WWW.CIPA.ORG.LIА
(информация при наличии, кроме на территории Украины)

Данная программа на Международном уровне признана Ассоциацией «Репортеры и Банкиры»



СЕРТИФИКАЦИЯ
Телефонная горячая линия
8 800 502 47 20
8 800 50 CIPA 0

WWW.CIPA.ORG.LIА
(информация при наличии, кроме на территории Украины)

Данная программа на Международном уровне признана Ассоциацией «Репортеры и Банкиры»



Topical Plan for Educational and Informative Advertising (August-December 2006)

Educational and advertising efforts in 4th quarter followed the previous plans:

1. Second half of August – beginning of September: need for continuing professional development of financial and accounting personnel, IFRS introduction
2. End of August – middle of September: general information – what CIPA is about, and how it is beneficial (including success stories)
3. Beginning of September to end of October: registration for November exam session open
4. Middle of September: IFRS in Ukraine and world, self-regulation of accountant's community
5. Middle of September – beginning of October: possibilities of training, preparation for CIPA exams:
 - a. Advertising for specific training providers (placement of ads in regional newspapers)
6. October: exams registration ends
7. November/December:
 - a. reports from November exam session, exam site press tours, testimonials of VIP's and corporate clients.
 - b. professional associations and their role in development of accounting profession in Ukraine (promotion of membership).

Outputs

- Press

In the fourth quarter of 2006, press advertisement resulted in total of 31 runs of advertising layouts (both image and informative) and educational articles, in the total of 12 magazines and newspapers. Total declared circulation of the publications for the reporting period is **2 304 770** copies.

The most popular accounting and business publications, as well as the most quality general interest newspaper were selected for reaching target audiences. There was also a trace of massive advertising of regional LTPs (carried out in September 2006): Rivne and Kharkiv.

Accounting magazines used

Бизнес.Бухгалтерия
Вестник налоговой службы
Все о бух.учете
Дебет-Кредит
Податки та бухгалтерський облік

Business publications used

Инвестгазета
Компаньон
Дело
Деловая Столица
Галицкие контракты

Regional publications used

Податки та бухгалтерський облік	Kharkiv
Сервис Контакт	Rivne

General interest publications

Дзеркало тижня

The press media plans for 4th quarter of 2006 are attached.

Samples of Print Advertising Pieces

Countdown to exam registration (published in daily business newspaper).

залишилось 5 днів до кінця реєстрації на іспити CAP
Certified Accountant Practitioner
Сертифікований бухгалтер-практик
CIPA

Інвестиції: три іспити
Дивіденди: старт нової кар'єри

6 жовтня 2006 року — останній день реєстрації за спеціальною ціною: 190 гривень за один іспит.
Нові реєстрації — до 20 жовтня.
вартість одного іспиту 220 гривень.

Детальніше:
www.cipa.org.ua
(інформація та он-лайн реєстрація)

8 800 50 CIPA 0
8 800 502 4720
(безкоштовна гаряча лінія)

залишилось 4 дні до кінця реєстрації на іспити CAP/CIPA
Сертифікований бухгалтер-практик
Сертифікований міжнародний професійний бухгалтер
CIPA

Інвестиції: 60 годин підготовки до кожного іспиту
Дивіденди: старт нової кар'єри

6 жовтня 2006 року — останній день реєстрації за спеціальною ціною: 190 гривень за один іспит.
Нові реєстрації — до 20 жовтня.
вартість одного іспиту 220 гривень.

Детальніше:
www.cipa.org.ua
(інформація та он-лайн реєстрація)

8 800 50 CIPA 0
8 800 502 4720
(безкоштовна гаряча лінія)

залишилось 3 дні до кінця реєстрації на іспити CAP/CIPA
Certified International Professional Accountant
Сертифікований міжнародний професійний бухгалтер
CIPA

Інвестиції: 190 гривень за один екзамен
Дивіденди: впевненість та успіх

6 жовтня 2006 року — останній день реєстрації за спеціальною ціною.
Нові реєстрації — до 20 жовтня.
вартість одного іспиту 220 гривень.

Детальніше:
www.cipa.org.ua
(інформація та он-лайн реєстрація)

8 800 50 CIPA 0
8 800 502 4720
(безкоштовна гаряча лінія)

залишилось 2 дні до кінця реєстрації на іспити CAP/CIPA
Certified International Professional Accountant
Сертифікований міжнародний професійний бухгалтер
CIPA

Інвестиції: 7 іспитів
Кар'єрні можливості: безмежні

6 жовтня 2006 року — останній день реєстрації за спеціальною ціною: 190 гривень за один іспит.
Нові реєстрації — до 20 жовтня.
вартість одного іспиту 220 гривень.

Детальніше:
www.cipa.org.ua
(інформація та он-лайн реєстрація)

8 800 50 CIPA 0
8 800 502 4720
(безкоштовна гаряча лінія)

залишився 1 день
Сьогодні — останній день реєстрації на іспити CAP/CIPA
Certified International Professional Accountant
Сертифікований міжнародний професійний бухгалтер
CIPA

Інвестиції: 190 гривень за один екзамен
Кар'єрні можливості: безмежні

6 жовтня 2006 року — останній день реєстрації за спеціальною ціною.
Нові реєстрації — до 20 жовтня.
вартість одного іспиту 220 гривень.

Детальніше:
www.cipa.org.ua
(інформація та он-лайн реєстрація)

8 800 50 CIPA 0
8 800 502 4720
(безкоштовна гаряча лінія)

Outputs

- Internet

Placement of advertising and PR materials (articles, press releases) on the popular

- Business and finance websites ([liga.net](#), [times.liga.net](#), [finance.ua](#), [bin.com.ua](#), [ufs.com.ua](#) etc)
- Employment websites ([ukrjob.net](#), [headhunter.com.ua](#))
- Accounting websites ([buhgalteria.com.ua](#), [DTKT.com.ua](#), etc)
- General interest websites ([korrespondent.net](#), [tabloid.com.ua](#), [pravda.com.ua](#) etc)
- Placement of web banners on the websites
- Placement of news on financial, business-related websites
- Use of direct e-mail services of those websites
- Context advertising in search engines

October 02 – October 29 2006, **General campaign stat:**

Estimated number of ad contacts: 1 113 500	Real number of ad contacts: 3 806 348
Estimated frequency of ad contacts: 9,28	Real frequency of ad contacts: 12,90
Estimated coverage of target audience 120 000	Real coverage of target audience: 295 000

October 30 - November 26 2006, **General campaign stat:**

Estimated number of ad contacts: 154 000	Real number of ad contacts: 560 828
Estimated frequency of ad contacts: 7,70	Real frequency of ad contacts: 10,20
Estimated coverage of target audience: 20 000	Real coverage of target audience: 55 000

November 27 - December 31 2006, **General campaign stat:**

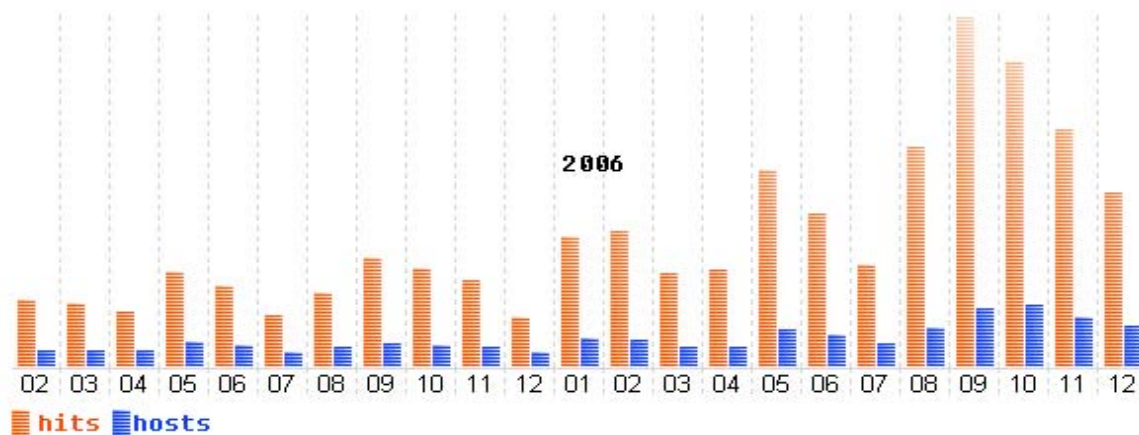
Estimated number of ad contacts: 883 500	Real number of ad contacts: 5 723 576
Estimated frequency of ad contacts: 19,62	Real frequency of ad contacts: 57,24
Estimated coverage of target audience: 45 000	Real coverage of target audience: 100 000

Total number of ad contacts in 4th quarter of 2006 through advertising in the Internet is **10 090 752**.

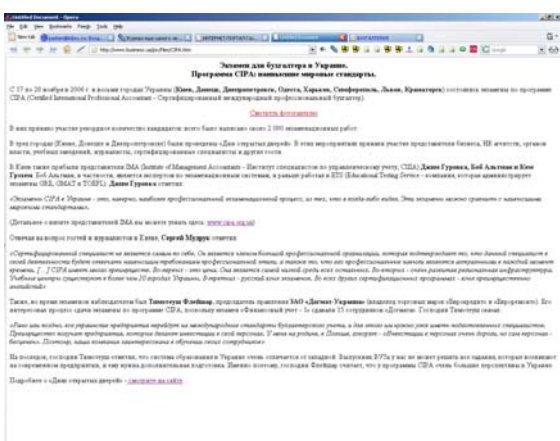
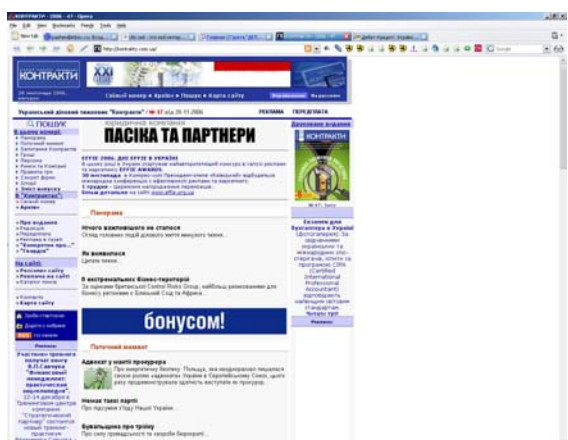
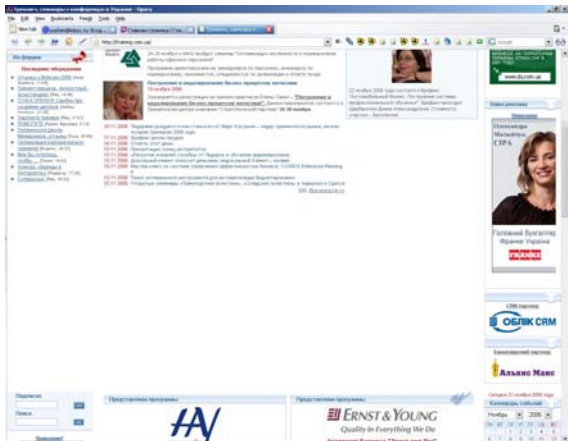
The web media plans and reports for the 4th quarter of 2006 are attached.

Results of the promotion campaign:

Number of website visitors increased by 28% in 4th quarter 2006 comparing to 3rd quarter 2006, and reached its historical maximum of visitors per quarter (**23227** visitors/hosts and **110278** page views/hits for a quarter).



Samples of web promotion materials (screenshots)



Press and Public Events

In the fourth quarter of 2006, press and public events evolved primarily along the November 2006 exam session. Exam site press tours were organized in Kyiv, Donetsk, and Dnipropetrovs'k. VIP guests and press witnessed the high quality examination process in action. At the same time, representatives of IMA visited Kyiv exam site.

Press tours resulted in programs on the national and regional TV ("Crossroads" TV program on UT-1 channel) and radio (several programs on the National Radio), press publications.

Stories produced after the exam site press tours were widely publicized in the Internet, and are being used for various CIPA promotional materials (newsletters, etc).

Exam Site Press Tours

Fall 2006 Exam Session: Observers' Impressions

November 27, 2006

CAP and CIPA exams were held in eight Ukraine's cities (Kyiv, Donetsk, Dnipropetrovs'k, Odessa, Kharkiv, Simpheropol, Lviv, and Kramatorsk) on November 17-20. These exams had a record number of participants. According to CIPAEN's data, around 2,000 exam papers were completed in the following subjects:

- Management Accounting 1
- Financial accounting 1
- Tax and Law
- Audit
- Finance
- Management accounting 2
- Financial Accounting 2



"Open Doors" events were held in three cities (Kyiv, Donetsk, and Dnipropetrovs'k). These events were attended by representatives of business, recruitment agencies, public authorities, educational institutions, reporters, certified professionals, and other guests who could personally observe the entire examination process as well as ask questions of their hosts about the CIPA program and examination process.

According to guests, candidates and international observers - IMA (Institute of Management Accountants) representatives **Jim Gurowka**, **Cam Graham** and **Bob Altman**, exams were organized at a very high professional level. **Jim Gurowka** said:

"CIPA exams in Ukraine are probably the most professional exam procedures I have ever seen. These exams can be compared to highest world standards."

Kyiv exams were observed by:

- **Sergiy Mudruk**, President of the CIPA Examination Network in Ukraine
- **Tymoteusz Fleiszar**, Chairman of the Board, Dogmat-Ukraine Closed Joint Stock Company (owner of EuroCredit and EuroRepairs trademarks)
- **Olga Gastuliak**, Deputy Director, Credit Institutions Supervision Department, Chief of the Credit Institutions Disclosure Department, Financial Services Regulator
- **Marina Duchenko**, Secretary of the Credit Unions Training and Certification Methodological Council of the Financial Services Regulator
- **Iryna Dragomyretska**, Managing Director, Canadian Program of Credit Institution Strengthening
- **Oleksandra Matviychuk**, CIPA, Chief Accountant, Franke Ukraine
- **Olena Gudz**, Associate Professor of the State and Local Finance Department, Municipal Management Academy
- **Sergiy Shulga**, CIPA, Manager, Mergers and Acquisitions Department, Golden Telecom
- Representatives of recruitment agencies: Personnel, Human Factor, HeadHunter.UA, FinPersonnel.

Donetsk exams were observed by:

- **Olena Stoyan**, CAP, Managing Director, Nika-Audit Audit Firm
- **Maryna Ivanilova**, CIPA Training Coordinator, Nika-Audit Audit Firm
- **Vadym Palkin**, President of the Donetsk Economic and Humanitarian Institute
- **Yulia Batiuk**, Deputy Chief, Accounting Methodology Department, Donetskstal Closed Joint Stock Company

Dnipropetrovs'k exams were observed by:

- **Mariya Merkova**, Financial Director, Ista-Center
- **Sergiy Okhotnik**, CAP, Managing Director, Elcon Consulting Ltd.
- **Olena Shmul**, Managing Director, Rovnytsia
- **Olga Zamota**, UFPAА
- **Maryna Sorokina**, Deputy Chairman of the Board, Zlagoda Closed Joint Stock Company

While answering to questions posed by guests and journalists, Sergei Mudruk emphasized the importance of the professional certification as a superstructure over the higher education.

“The higher education has a little bit different objectives – basis, formation of thinking. But it gives mostly academic knowledge. Professional certification is based on the higher education and is in no way its competitor. It proves that a professional has practical skills and prepared to accomplish any practical tasks in the company.”

“A certified professional is not alone. He is a member of a great professional organization which proves that this professional, in his activities, will comply with the highest requirements of professional ethics and his professional skills are up to date.”

To the question: “Why CIPA? There are other professional certifications in Ukraine”,

“CIPA has many advantages. First of all – it’s price. It is the lowest as compared with others. Second, very well developed regional infrastructure. Training centers operate in over 20 Ukrainian cities. Third, Russian language exams. All other certification programs are mostly in English. Besides, the CIPA system is unique, because it is the only professional certification in the world that was granted the right to use the logo of the International Accounting Standards Committee Foundation.”

Development Manager of the FinPersonnel recruitment company Oleksandr Sukhnatsky pointed out,

”During the last year, we have seen the growing demand for certified professionals as a general market trend. When accepting orders to select financial specialists, we generally discuss the availability of a certificate as a selection criterion. We often identify requirements for candidates together with a customer based on the level of the position, functions, experience and market value of a needed professional. So, CIPA will be better for one position, ACCA – for another and CAP will be enough for the third.”

Also, Tymoteusz Fleiszar, Chairman of the Board, Dogmat-Ukraine Closed Joint Stock Company (owner of EuroCredit and EuroRepairs trademarks) observed exams at the Kyiv exam site on Sunday, November 19. He was interested in the CIPA examination process, because 15 his employees sat for Financial Accounting 1 on that day. Mr. Tymoteusz Fleiszar said,

“Sooner or later, all Ukrainian companies will report under International Financial Reporting Standards, and to do this, they will need well-trained professionals. Those companies that invest in their staff will have competitive advantages. In my home country, in Poland, people say that investments in the personnel are very expensive but the personnel are invaluable. That is why, our company is interested in training its employees.”

To the question, “Why have you chosen the CIPA program?” Mr. Fleiszar answered that this program was chosen by Financial Director Tetiana Beigul after a review of available similar programs in Ukraine; she heard only good reports about CIPA. At the end, Ms. Fleiszar said that the education system in Ukraine is very different from the Western one. Our university graduates cannot accomplish all tasks that a modern company offers, and he needs additional training, that is why Mr. Fleiszar believes that CIPA has a great future in Ukraine.

IMA Visit to Ukraine

November 27, 2006

IMA (Institute of Management Accountants <http://www.imanet.org>) representatives visited Ukraine on November 18-21. This is the world’s leading association of management accountants. It is IMA that offers the well-known CMA (Certified Management Accountant) certification program.



As IMA International Business Development Director **Jim Gurowka** pointed out, the main objective of the visit was to learn more about the CAP/CIPA certification program and opportunities for partnership. The mission of IMA is to provide a dynamic forum for

management accounting and finance professionals to develop and advance their careers through certification, research and practice development, education, networking, and the advocacy of the highest ethical and professional practices.

Mr. Gurowka was accompanied by IMA consultants **Bob Altman** and **Cam Graham**. **Bob Altman** is an examination expert, who worked for ETS (Educational Testing Service, the company which administers GRE, GMAT and famous TOEFL). **Jim Gurowka** said:

“Ukraine was the first CIPA country that we visited. At the World Congress of Accountants we met managers of the program. We also plan to go to Kazakhstan and, possibly, Russia.”

In Kyiv, guests from IMA had the opportunity to meet representatives of business - **IGK Ukraine-Audit BAKER TILLY International and Dogmat-Ukraine CJSC** (owner of EuroCredit and EuroRepairs trade marks), faculty members of the **Kyiv National Economic University**, representatives of professional accountancy bodies (UFPAA and UACAA) and professionals who have already obtained their CAP and CIPA certificates.

IMA representatives were impressed with the attitude of big business to the professional certification in Ukraine. In his conversation with guests, Tymoteusz Fleiszar, Chairman of the Board of the Dogmat-Ukraine company, said:

«Sooner or later, all Ukrainian companies will report under International Financial Reporting Standards, and to do this, they will need well-trained professionals. [...]. That is why, the CIPA program has a great future in Ukraine».

Guests from IMA became observers during CIPA exams in Kyiv. **Jim Gurowka** stated,

"CIPA exam administration in Ukraine is, perhaps, the most professional examination process I have ever seen. These exams can be compared with highest world standards. We also met program graduates, certified specialists. We saw first hand how CIPA helps people improve their work. We saw the impeccable administration of the certification program and its exam component in Ukraine".

Answering the question posed by **Rick Gurley**, Financial Advisor, USAID – “What is your impression of Ukraine? Give me bad news first”, IMA guests said,

“You know, we cannot think of anything. Everything was perfect. We are very impressed with the development of the CIPA professional certification in Ukraine”.

Photo report from Kyiv exam Site. Nov 17 2006.



1. Guests arrive at the Kyiv Exam Site



2. Check-in of candidates



3. Check-in of candidates



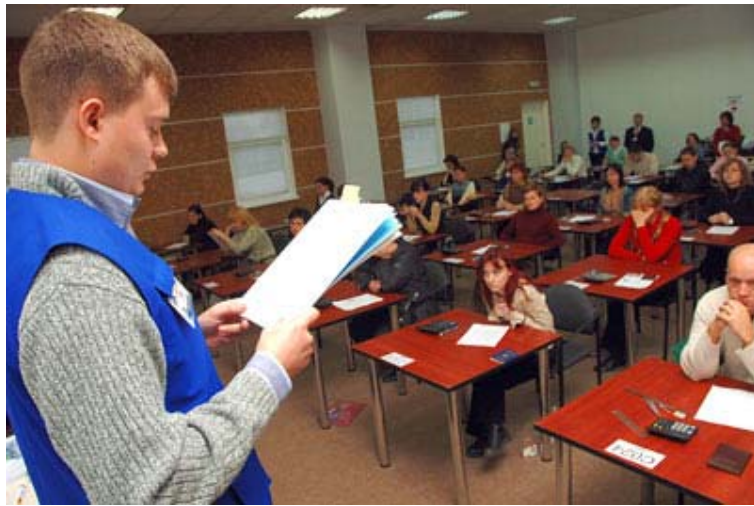
4. Before the entrance to exam rooms



5. Observers



6. Waiting for the exam to begin



7. A proctor is reading the rules



8. Printed answer booklets



9. A candidate



10. The exam has begun



11. The exam is in progress



12. Press conference for mass media and observers



13. Sergiy Mudruk is giving a TV interview



14. Observers from IMA (from left to right): Cam Graham, Jim Gurowka, Bob Altman.

Direct Mail

Newsletter

In the 4th quarter of 2006 direct mail was mostly limited to cooperation with CIPAEN ongoing candidate-relations activities (annual database reconciliation mailing).

Also, December 2006 CIPA newsletter was prepared and distributed with CIPAEN annual reconciliation mailing (6000 recipients). December 2006 newsletter featured:

- Exams Schedule 2007
- Information on Ukrainian participation in the World Congress of Accountants
- Story on IMA visit to Ukraine
- Report on Exam Site Press Tours
- Interview with Tymoteusz Fleiszar (director of company - CIPA corporate client)
- Recent quotes from CIPA program participants, recently certified professionals (success stories).

Calendars

Additionally, 6000 table calendars featuring CIPA imagery and 2007 exams schedule were designed, printed and distributed to CIPA program participants, using CIPAEN annual database reconciliation mailing.



Also, 300 wall calendars, featuring CIPA imagery and 2007 exams schedule were designed, printed and distributed among LTPs and partners.

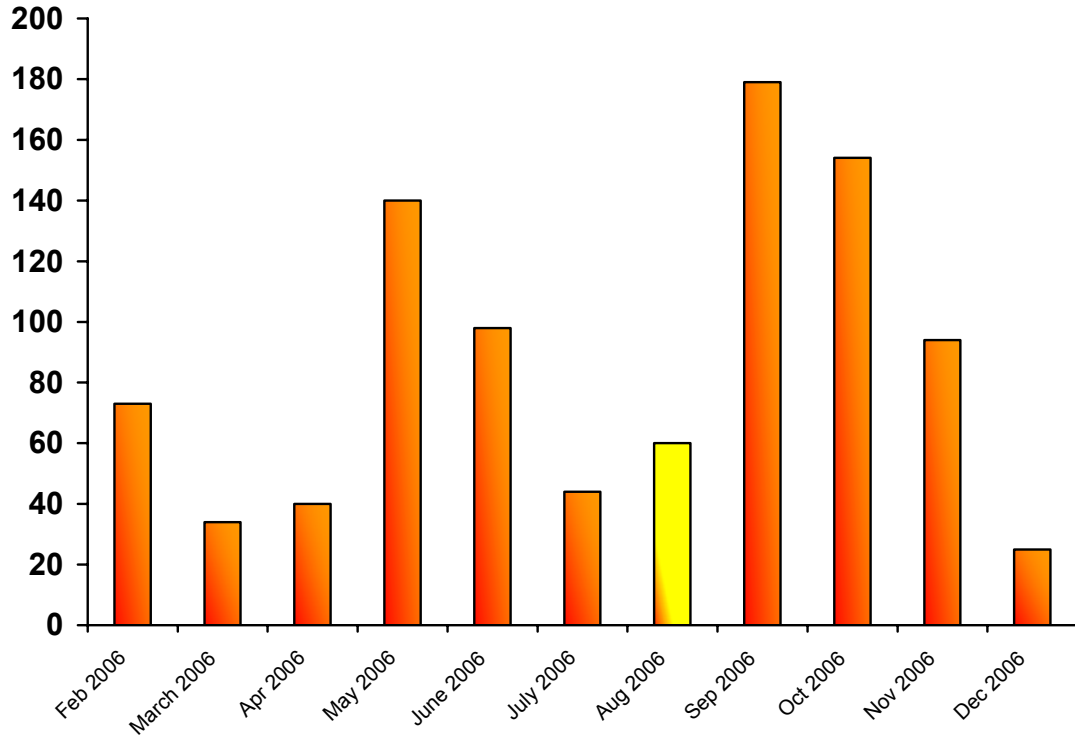


Informational resources

Toll-free hotline 8 800 502 47 20 (8 800 50 CIPA 0)

– Professional call centre operators are ready to answer Frequently Asked Questions about:

- CIPA program
- Exams
- Registration and fees
- Professional associations
- Education and training



Jan 2006	Feb 2006	Mar 2006	Apr 2006	May 2006	June 2006	July 2006	Aug 2006	Sep 2006	Oct 2006	Nov 2006	Dec 2006
33	73	34	40	140	98	44	60	179	154	94	25

Total amount of calls in 4th quarter of 2006: **273**.

Recent Quotes (Success Stories) from Newly-Certified Professionals

Svitlana Berezhna, CAP, Chief Economist, Accounting Department, National Bank of Ukraine

I am responsible for accounting methodology and the knowledge received due to the program is invaluable. The CIPA program offers very many advantages. We do not have necessary information, books, that is why training is a great help. Of course, ACCA training is very good. But to take it, one must be fluent in English. It is not possible for most accounting practitioners. Accounting is becoming increasingly complex. Studying a foreign language at the same time seems unlikely. That is why, the CIPA program is exactly what is needed. Without it, professional accounting is impossible.

Vitaliy Shcherbakov, CAP, Chief Accountant, Shevchenko, Didkovslyi and Partners Law Firm, Kyiv

I saw a higher educational level. Requirements for a certificate are higher than for a university degree. Obviously, it is evidence of a higher professionalism. Fairness – is an important feature of the program. CIPA training increases self esteem, allows approaching tasks in a more professional manner.

Yelena Pivnenko, CAP, Sit Ltd., Chernigiv

Our company is engaged in computer wholesale business. For me, the CIPA program is an indispensable tool for personal promotion, professional improvement. I studied by myself. I passed exams without training during one session and they did not seem hard to me. The main advantage of the CIPA program is its affordability (unlike ACCA), but, at the same time, its level is as high. What are my goals? Today I am awarded a CAP certificate, but will prepare for CIPA level exam.

Artem Ovsianik, CAP, Financial Director, Assets Appraisal and Business Investment Center, Zaporizhiya

Our Center is a group of firms engaged in land issues, reservations, etc. I learned about this program back in 2004. Then I passed the first level exams — three exams in one session. After that I took CIPA level exams but the scores were not high enough. I believe that it is necessary for oneself, to evaluate one's level of knowledge, prove it and be confident in oneself. The obvious advantages of the CIPA program are the Russian language and its affordability. Even for those specialists who are not interested in having a certificate, there is a good possibility to test one's knowledge and skills. And it will not be expensive. When I sat for exams in Dnipropetrovsk, I saw students of financial universities. It was a great help for them to pass exams in their educational institutions. Right now, I am preparing for CIPA level exams.

Svetlana Malezhik, CAP, Financial Manager, Magister and Partners Law Firm

This program attracted me, first of all, with the opportunity to study international standards and how to apply them. Our area of activities requires broad application of skills received from the program and, of course, improvement of ones level. As of today, I have not decided yet whether

I want to take CIPA exams or stop at the CAP level. But there are no doubts that this is a high level program.

Inna Boichenko, CAP, Financial Manager, PRP Ukraine Company

I heard about the program from colleagues when I studied for my second undergraduate degree — in financial management. I got interested immediately, because I wanted to improve my professional level to work for a foreign company. Our company with 100% Russian investments offers PR services. As this is a big holding, all financial statements are prepared in accordance with international standards. My knowledge received from the CIPA program came in handy. All the more so, as it was followed by a raise and promotion.

Yuliya Gorbacheva, CAP

I want to thank the CIPA program organizers even for being here. In our time this program is essential. I also want to say that many employers believe that the accountant's work is too easy. But when they see the CIPA certificate, their opinion of our profession changes, attitude to accounting changes dramatically. For the better.

Victoria Zakokina, CAP, Wella Ukraine Company

I have been working for the company for nine years already, i.e. I have sufficient practical experience. And none the less, to prove one's qualification is a need of our time. In general, it was easy for me to qualify for the CAP certificate – I passed exams without taking training. As they say, without any disruptions to my job. And I think that a practicing accountant can pass CAP level exams easily. The CIPA level is a different story. Serious preparation is needed.

Alexandr Kor, CAP, Ilyichevsk

I represent the Odessa region, Ilyichevsk Oil Filter Plant. Knowledge and skills received during preparation for exams are difficult to overestimate. But I am even more grateful for the training process itself, communication with trainers. I could never agree with an opinion that the accounting profession is dull and boring. My communication with trainers strengthened my opinion that our profession is dynamic and interesting. And that is why, I had great pleasure receiving my CAP certificate – evidence and recognition of my professionalism.

Victoria Prohorova, CAP, Chernovtsy

My certificate is the third in Chernovtsy. Owing to it, my value in the opinion of my boss has at least doubled. My self esteem has also increased. It was a great, great pleasure to feel like a student again. Sleepless nights, crib, emotional experience, sleepless nights again and again. And then joy of receiving a certificate. I am very happy with the CIPA training. Keep up the good work – we'll continue our studies.

Olena Kushnariov, CAP, Rosan-Agro, Lviv

I represent a company with foreign investments that is included in the Rosan group. Our products under the Rogatinski Sausage trademark is well-known all over Ukraine. I was aware of the need to improve my professional level, prove my knowledge, and learn something new. It was very interesting to study. I am grateful to the CIPA program organizers for the opportunity to study and take exam in Lviv. Now I have received a CAP certificate, and already started preparing for CIPA level exams.

Alexandr Sologubov, CAP and Irina Sologubova, CAP, Lviv

Irina Sologubova: My husband and I are working in different companies but in the same building on different floors. A good friend of ours, Olena Kushnariova, got us interested in studying under the CIPA program. We attended training sessions and studied at home together. Our son is pursuing a degree in accounting. We think that he will soon take CAP and possibly CIPA exams.

Alexandr Sologubov: I want to thank the organizers for this program. I have been working as an accountant for ten years, but my background is engineering and physics. And no matter how well I know my job, sometimes I do not feel confident. My boss knows my qualities, but for the market, I had neither a diploma nor a professional accountant's certificate. Now I do have a certificate - CAP. And, for the moment – this is the best evidence.

Publication	Region	Format	Print run, thousands	Day of publication	Type of Placement	Size	Price cost, USD, no VAT	October				К-во выходов	Скидка
								02/10-08/10	09/10-15/10	16/10-22/10	23/10-29/10		
Имиджевая реклама													
Компаньон	All Ukraine	A4	23,75	Friday	"companies"	1/1	833,33	1			1	2	45%
Бизнес.Бухгалтерия	All Ukraine	A4	46,17	Monday	4 page cover	1/2	674,92					0	51%
					3 page cover	1/2	367,99	1				1	51%
Все о бух.учете	All Ukraine	A4	90	Tue, Thurs.	3 page cover	1/1	735,97					0	51%
					inside, b&w	1/2	1204,62	1				1	25%
Дебет-Кредит	All Ukraine	A4	45,152	Monday	"international standards"	1/2	462,05	1			1	2	29%
Вестник налоговой службы	All Ukraine	A4	32,5	Friday	4 page cover	1/1	990,10		1			1	25%
					2 page cover	1/1	825,08					0	25%
Информационно-просветительская реклама													
Инвестгазета	All Ukraine	A4	29,7	Tue	"Practice"	1/2	1161,83	1				1	35%
Зеркало недели	All Ukraine	A2	40	Sat	"Education"	1/8	725,78	1				1	25%
Все о бухучете	All Ukraine	A4	90	Tue, Thurs.	inside, b&w	1/2	1204,62	1				1	25%
Податки та бухгалтерський облік	Kharkov, all Ukraine	A4	45,5	Mon, Thu	inside, b&w	1/2	412,5	1				1	25%
Бизнес.Бухгалтерия	All Ukraine	A4	46,17	Mon.	inside, b&w	1/1	558,7		1			1	13%
Галицкие контракты	All Ukraine	A4	56,9	Mon	"Business education"	1/1	2750,00					0	29%
Бизнес	All Ukraine	A4	60	Mon	"Management"	1/2	2099,01					0	16%
Бизнес	All Ukraine	A4	60	Mon	"Management"	1/1	3673,27					0	16%
Деловая Столица	All Ukraine	A3	54,8	Mon	"Meet the product"	1/4	1072,61					0	20%
Инвестгазета	All Ukraine	A3	28,3	Tue	"Practice"	1/4	1666,67					0	45%
Компаньон	All Ukraine	A4	23,75	Fri	"companies"	1/1	833,33					0	45%
Все о бухучете	All Ukraine	A4	90	Tue, Thurs.	inside, b&w	1/2	1204,62					0	25%
Бизнес.Бухгалтерия	All Ukraine	A4	46,17	Mon	inside, b&w	1/1	612,21					0	51%
Дебет-Кредит	All Ukraine	A4	45,152	B5	"international standards"	1/2	462,05					0	29%
Вестник налоговой службы	All Ukraine	A4	32,5	Fri	inside, b&w	1/1	495,05					0	25%
Kyiv Post	Киев	A3	25	Thu	review Business schools	1/4	1710					0	35%
Информационная реклама													
Бизнес	All Ukraine	A4	60	Mon	"business education" end of the magazine	1/2	394,39					0	2%
Деловая столица	All Ukraine	A3	54,8	Mon	Classifieds, education	1/15/60 cm2	154,46					0	10%
Kyiv Post	Киев	A3	25	Thu	Education & Training	1/8	320,00					0	35%
Дело	All Ukraine	A3	16	Mon-Fri	inside, color	1/8	583,3	5				5	0%
Все о бух.учете	All Ukraine	A4	90	Tue, Thurs.	inside, b&w	1/2	1204,62					0	25%
Дебет-Кредит	All Ukraine	A4	45,152	B5	inside, color	1/2	462,05					0	29%
Вестник налоговой службы	All Ukraine	A4	32,5	Fri	cover	1/2	519,80					0	25%
Ровно вечернее	Rovno	A3	25	Thu	inside, b&w	1/8	103,9					0	15%
Сервис Контакт	Rovno	A4	0,6	1/Mon	inside, b&w	1/4	12,1		1			1	0%
Податки та бухгалтерський облік	Kharkov, all Ukraine	A4	45,5	Mon, Thu	inside, b&w	1/2	412,5					0	15%
Южная правда	Nikolaev	A2	26,3	Thu	inside, b&w	1/16	128,9					0	30%
Приазовский рабочий	Mariupol	A2	80	Fri	inside, b&w	1/16	178,2					0	15%
Червоный гріник	Krivoy Rog	A3	50	Thu	inside, b&w	1/8	69,4					0	5%
Экспрес	Lviv + West	A3	220	Thu	information, b&w	1/8	563,9					0	20%
Слава Севастополя	Sevastopol	A2	32	Fri	information, b&w	1/16	107,5					0	15%
Наше метро	Kharkiv	A4	100	Wed	information, b&w	1/4	172,1					0	15%
Экспресс клуб	Lugansk	A3	50	Wed	information, b&w	1/8	115,5					0	30%
Деловая среда	Odessa	A3	10	2/Mon.	inside, color	1/8	76,7					0	30%
Гривна	Kherson	F3	60	Thu	inside, b&w	1/8	107,5					0	20%
Газета по-киевски	Kyiv	B3	80	Thu	information, color	1/8	515,7					0	40%
Сегодня	Kyiv, all Ukraine	A3	150	Thu	information, color	1/8	990,1					0	15%

- 1 эран (need for continuing professional development of financial personnel, introducing IFRS)
- 2 эран (general information - what CIPA is and what it gives - success stories)
- 3 эран (IFRS in Ukraine, self-regulation of professional community - Neil Wallace)
- 4 эран (november session registration open)
- 5 эран (possibilities of education / training for CIPA exams)
- 6 эран (exams registration ends)

CIPA November 2006 Press Media Plan

Publication	Region	Format	Print run, thousands	Day of publication	Type of Placement	Size	Price cost, USD, no VAT	November					К-во выходов	Скидка
								30/10-05/11	06/11-12/11	13/11-19/11	20/11-26/11	27/11-03/12		
Имиджевая реклама														
Компаньон	All Ukraine	A4	23,75	Friday	"companies"	1/1	833,33			1			1	45%
Бизнес.Бухгалтерия	All Ukraine	A4	46,17	Monday	4 page cover	1/2	674,92	1					1	51%
					3 page cover	1/2	367,99		1			1	51%	
					3 page cover	1/1	735,97					0	51%	
Все о бух.учете	All Ukraine	A4	90	Tue, Thurs,	inside, b&w	1/2	1204,62		1			0	1	25%
Дебет-Кредит	All Ukraine	A4	45,152	Monday	"international standards"	1/2	462,05			1			1	29%
Вестник налоговой службы	All Ukraine	A4	32,5	Friday	4 page cover	1/1	990,10				0		0	25%
					2 page cover	1/1	825,08	1				1	25%	
Информационно-просветительская реклама														
Бизнес.Бухгалтерия	All Ukraine	A4	46,17	Mon	4 page cover	1/4	338,28						1	51%
Инвестгазета	All Ukraine	A3	28,3	Mon	"Practice"	1/2	1161,83					1	0	35%
Галицкие контракты	All Ukraine	A4	56,9	Mon	"Business education"	1/2	1410,79					1	0	29%
Деловая столица	All Ukraine	A3	54,8	Mon	"Meet the product"	1/4	1068,16					1	0	20%
Бизнес.Бухгалтерия	All Ukraine	A4	46,17	Mon	inside, b&w	1/1	561,06					1	0	13%

Бизнес	All Ukraine	A4	60	Monday	Бизнес. Вакансии	1/4	198,02				1		1	2%
Галицкие контракты	All Ukraine	A4	56,9	Monday	Вакансии	1/4	158,33				1		1	10%
Деловая столица	All Ukraine	A3	54,8	Monday	Персонал	1/8	158,4			1			1	12%
Компаньон	All Ukraine	A4	23,75	Friday	Бизнес предложение	1/4	225			1			1	7%
Бизнес.Бухгалтерия	All Ukraine	A4	46,17	Monday	внутри, ч/б	1/4	140,26				1		1	10%

CIPA December 2006 Press Media Plan

Publication	Region	Format	Print run, thousands	Day of publication	Type of Placement	Size	Price cost, USD, no VAT	2006				К-во выходов	Скидка
								December					
								04/12-10/12	11/12-17/12	18/12-24/12	25/12-31/12		
Имиджевая реклама													
Бизнес.Бухгалтерия	All Ukraine	A4	46,17	Monday	4 page cover	1/2	674,92					0	51%
					3 page cover	1/2	367,99				0	51%	
					3 page cover	1/1	772,77			1		1	51%



Mediaplan
Internet Advertisement

CIPA October 2006 Web Media Plan

Client: CIPA
Product: accountants certification program
Period: august - november
Region: Ukraine
Version: 1.0
Date: 19.09.2006

General campaign stat:			
Ad campaign cost:	\$ 5 902.70		
Estimated number of ad contacts:	1 113 500		
Estimated frequency of ad contacts:	9.29		
Estimated coverage of target audience:	120 000		
Cost per 1000 contacts (CPM):	\$ 4.87		

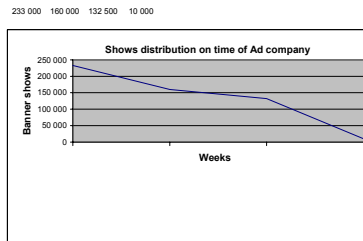
Site name and ad placement	URL	Ad format	Type placement	Gross cost		Estimated number of ad contacts in week	Period of placement, weeks, 2006				Estimated number of ad contacts	Gross cost	Discount	Net cost	CPM
				Cost(\$)	per		October								
							02/10-08/10	09/10-15/10	16/10-22/10	23/10-29/10					
Branding advertising															
DTKT.com.ua, main page, right	www.dtk.com.ua	Banner 120*600	Static	\$131.47	week	30 000					30 000	\$131.47	15%	\$111.75	\$3.72
Training.com.ua, all pages, right	www.training.com.ua	Banner 150*350	Static	\$60.00	week	15 000					15 000	\$60.00	5%	\$57.00	\$3.80
Educate.com.ua, all pages, left	www.educate.com.ua	Banner 150*350	Static	\$70.00	week	8 000					8 000	\$70.00	5%	\$66.50	\$8.31
Expert.ua, all pages, right	www.expert.ua	Banner 240*350	Static	\$207.47	week	8 000					8 000	\$207.47	10%	\$186.72	\$23.34
Delo.ua, all pages, right	www.delo.ua	Banner 220*320	Static	\$600.00	week	30 000					30 000	\$600.00	30%	\$420.00	\$14.00
Job.ukr.net, main page, top	job.ukr.net	Banner 325*270	Static	\$380.00	week	70 000					70 000	\$380.00	15%	\$323.00	\$4.61
Strategy.com.ua, all pages, top	www.strategy.com.ua	Banner 488*60	Static	\$40.00	week	3 000					3 000	\$40.00	15%	\$34.00	\$11.33
Tabloid.com.ua, main page, right	www.tabloid.com.ua	Banner 120*600	Static	\$100.00	week	50 000					50 000	\$100.00	20%	\$80.00	\$1.60
Informational advertising															
Liga.net, sections "LIGA-Accountant, LIGALAW ENTERPRISE, Accountant club", top	www.liga.net	Banner 360*80	Static	\$200.00	week	6 000					6 000	\$200.00	20%	\$160.00	\$26.67
Liga.net, sections "LIGA-Accountant, LIGALAW ENTERPRISE, Accountant club, Consultations", top	www.liga.net	Banner 360*80	Static	\$250.00	week	7 000					7 000	\$250.00	20%	\$200.00	\$28.57
Finance.ua, main page, top	www.finance.ua	Banner 360*80	Static	\$455.45	week	35 000					35 000	\$455.45	20%	\$364.36	\$10.41
Finance.ua	www.finance.ua	Press-release + delivery letter	Dynamic	\$99.01	1 item	6 000					6 000	\$99.01	10%	\$89.11	\$14.85
Bin.com.ua, main page, top	www.bin.com.ua	Banner 488*60	Static	\$210.00	week	20 000					20 000	\$210.00	20%	\$168.00	\$8.40
Bin.com.ua	www.bin.com.ua	Press-release + delivery letter	Dynamic	\$30.00	1 item	2 500					2 500	\$30.00	10%	\$27.00	\$10.80
Business.ua, main page, top	www.business.ua	Banner 488*60	Static	\$121.93	week	8 000					8 000	\$121.93	15%	\$103.64	\$12.96
Buhgaleria.com.ua, main page, top	www.buhgaleria.com.ua	Banner 488*60	Static	\$121.93	week	4 000					4 000	\$121.93	15%	\$103.64	\$25.91
DTKT.com.ua, main page, top	www.dtk.com.ua	Banner 488*60	Static	\$123.25	week	8 000					8 000	\$123.25	15%	\$106.76	\$13.10
Kontrakty.com.ua, main page, top	www.kontrakty.com.ua	Banner 488*60	Static	\$70.66	week	3 000					3 000	\$70.66	15%	\$60.06	\$20.02
Kontrakty.com.ua	www.kontrakty.com.ua	Text advertising on main page (up to 250 symbols) + advertising in delivery (up to 250 symbols)	Dynamic	\$35.33	week	10 000					10 000	\$35.33	10%	\$31.80	\$3.18
Korrespondent.net	www.korrespondent.net	Article publication in hand-picked section + announcement on main page of section for 3 days	Dynamic	bonus	1 item	10 000	5-7/10				10 000	\$0.00	100%	\$0.00	\$0.00
Korrespondent.net	www.korrespondent.net	Article publication in hand-picked section + announcement on main page of section for 1 day	Dynamic	\$450.00	1 item	10 000		19/10			10 000	\$450.00	10%	\$405.00	\$40.50
Companion.ua, all pages, top	www.companion.ua	Banner 488*60	Static	\$200.00	week	10 000					10 000	\$200.00	15%	\$170.00	\$17.00
Investgazeta.net, main page, top	www.investgazeta.net	Banner 488*60	Static	\$41.08	week	3 000					3 000	\$41.08	10%	\$36.97	\$12.32
Delo.ua, main page, top	www.delo.ua	Banner 488*60	Static	\$400.00	week	30 000					30 000	\$400.00	30%	\$280.00	\$9.33
Ukrjob.com, all pages, top	www.ukrjob.com	Banner 488*60	Static	\$130.00	week	15 000					15 000	\$130.00	15%	\$112.50	\$7.37
Headhunter.com.ua, search results of vacancies, top	www.headhunter.com.ua	Text block	Static	\$3.00	week	50 000					50 000	\$3.00	100%	\$0.00	\$0.00
Management.com.ua	www.management.com.ua	Press-release + advertising in delivery (up to 500 symbols)	Static	\$110.00	week	10 000					10 000	\$110.00	5%	\$104.50	\$10.45
Pravda.com.ua	www.pravda.com.ua	News publication in Economic's section + announcement on beginning of section during 3 days	Static	\$280.00	week	30 000		9-11/10			30 000	\$280.00	10%	\$252.00	\$8.40
Tabloid.com.ua, main page, top	www.tabloid.com.ua	Banner 488*60	Static	\$100.00	week	50 000					50 000	\$100.00	20%	\$80.00	\$1.60
Informational-enlightener advertising															
Liga.net	www.liga.net	Press-release in news column (up to 2000 symbols) + news delivery to LIGALAW subscriber (more than 80 thousands) + news delivery of portal subscriber (more than 8 thousands)	Dynamic	\$233.33	1 item	40 000					40 000	\$233.33	10%	\$210.00	\$5.25
Search engines with targeting for Ukraine															
Yandex.ru, pages with results of search on dominant words, right	direct.yandex.ru	Zero link (auction rate)	Dynamic	from \$ 10	100 clicks	-					-	\$50.00	0%	\$50.00	-
Meta.ua, pages with results of search on dominant words	www.meta.ua	Zero link + Banner 240*350	Dynamic	\$ 85.00	1000 shows	-		2 000			2 000	\$170.00	5%	\$161.50	-
Search Bigmir.net, pages with results of search on dominant words, top	www.bigmir.net	Banner 240*350 (auction rate)	Dynamic	from \$ 10	1000 shows	-					-	\$100.00	5%	\$95.00	-
Banner rotating systems															
Abn.com.ua	www.abn.com.ua	Banner 488*60	Dynamic	\$50.00	100 clicks	50 000		1000			50 000	\$500.00	15%	\$425.00	\$0.85
Total:											1 113 500	\$6 637.18		\$5 427.70	\$4.87
Production of ad carriers															
Branding advertising	flash	120*600(new face), 150*350(new face), 220*320, 240*350(new face), 325*270		\$ 50.00	for 1 item	5						\$250.00	30%	\$175.00	
Informational advertising	gf	360*60 (2 copies)		\$ 50.00	for 1 item	2						\$100.00	10%	\$90.00	
Informational advertising	flash	360*60, 488*60 (5 copies)		\$ 50.00	for 1 item	8						\$300.00	30%	\$210.00	
Total:												\$650.00		\$475.00	

Notes:
 Cost of accommodation of advertising carriers is specified on 19.09.2006
 In case of change of quotations accommodation of advertising from a web-publisher's Agency reserves the right to itself to reconsider cost of accommodation of advertising carriers.
 Booked position should be confirmed not later than 7 working days prior to the beginning of campaign.
 Ad materials are given by the client not later than 3 working days prior to the beginning of an advertising campaign.
 Number of ad contacts (for static accommodation) and CPM are the preliminary forecast.

Total (before tax): \$5 902.70

Total with tax:	
Ad tax:	\$29.51
Total payment:	\$5 932.21

- 1 phase (need for continuing professional development of financial personnel, introducing IFRS)
- 2 phase (general information - what CIPA is and what it gives - success stories)
- 3 phase (IFRS in Ukraine, self-regulation of professional community - Neil Wallace)
- 4 phase (november session registration open)
- 5 phase (possibilities of education / training for CIPA exams)
- 6 phase (exams registration ends)
- 7 phase (professional associations and their role in accountant profession development in Ukraine - advertising membership)
- 8 phase (results of November exam session)
- Image advertising - during whole period, sustainable





Stat
Internet Advertisement

CIPA October 2006 Web Report

Client: CIPA
Project ID: 1201
Product: program
Period: august - november
Region: Ukraine
Version: 1.0
Date: 05.11.2006

General campaign stat:	
Real number of ad contacts:	3 806 348
Estimated number of ad contacts:	1 113 500
Real frequency of ad contacts:	12.90
Estimated frequency of ad contacts:	9.28
Real coverage of target audience:	295 000
Estimated coverage of target audience:	120 000

Site name and ad placement	URL	Ad format	Period of placement, weeks, 2006				Estimated number of ad contacts	Real number of ad contacts	Gross cost	Discount	Net cost	Estimated CPM	Real CPM	Clicks	CTR	CPC
			October													
			02/10-08/10	09/10-15/10	16/10-22/10	23/10-29/10										
Branding advertising																
DTKT.com.ua, main page, right	www.dkt.com.ua	Banner 120*600				30 000	57 255	\$131.47	15%	\$111.75	\$3.72	\$1.95	129	0.23%	\$0.87	
Training.com.ua, all pages, right	www.training.com.ua	Banner 150*350				15 000	26 905	\$60.00	5%	\$57.00	\$3.80	\$2.12	62	0.23%	\$0.92	
Educa.com.ua, all pages, left	www.educate.com.ua	Banner 150*350				8 000	8 561	\$70.00	5%	\$66.50	\$8.31	\$7.75	27	0.31%	\$2.45	
Expert.ua, all pages, right	www.expert.ua	Banner 240*350				8 000	13 745	\$207.47	10%	\$186.72	\$23.34	\$13.58	78	0.57%	\$2.39	
Delo.ua, all pages, right	www.delo.ua	Banner 220*320				30 000	30 958	\$600.00	30%	\$420.00	\$14.00	\$13.57	112	0.36%	\$3.75	
Job.ukr.net, main page, top	job.ukr.net	Banner 325*270				70 000	89 284	\$380.00	15%	\$323.00	\$4.61	\$3.62	158	0.17%	\$2.07	
Strategy.com.ua, all pages, top	www.strategy.com.ua	Banner 468*60				3 000	2 963	\$40.00	15%	\$34.00	\$11.33	\$11.47	6	0.20%	\$5.67	
Tabloid.com.ua, main page, right	www.tabloid.com.ua	Banner 120*600				50 000	24 875	\$100.00	20%	\$80.00	\$1.60	\$3.22	180	0.72%	\$0.44	
Informational advertising																
Liga.net, sections "LIGA:Accountant, LIGA:LAW ENTERPRISE, Accountant club, Consultations", top	www.liga.net	Banner 360*60				6 000	9 047	\$200.00	20%	\$160.00	\$26.67	\$17.69	39	0.43%	\$4.10	
Liga.net, sections "LIGA:Accountant, LIGA:LAW ENTERPRISE, Accountant club, Consultations", top	www.liga.net	Banner 360*60				7 000	9 189	\$250.00	20%	\$200.00	\$28.57	\$21.77	32	0.35%	\$6.25	
Finance.ua, main page, top	www.finance.ua	Banner 360*60				35 000	30 087	\$455.45	20%	\$364.36	\$10.41	\$12.11	74	0.25%	\$4.92	
Finance.ua	www.finance.ua	Press-release + delivery letter				6 000	-	\$99.01	10%	\$89.11	\$14.85	-	-	-	-	
Bin.com.ua, main page, top	www.bin.com.ua	Banner 468*60				20 000	44 823	\$210.00	20%	\$168.00	\$8.40	\$3.75	82	0.18%	\$2.05	
Bin.com.ua	www.bin.com.ua	Press-release + delivery letter				2 500	-	\$30.00	10%	\$27.00	\$10.80	-	-	-	-	
Business.ua, main page, top	www.business.ua	Banner 468*60				8 000	8 668	\$121.93	15%	\$103.64	\$12.96	\$11.96	81	0.93%	\$1.28	
Buhgalleria.com.ua, main page, top	www.buhgalleria.com.ua	Banner 468*60				8 000	7 900	\$243.67	15%	\$207.29	\$25.91	\$26.24	65	0.62%	\$3.19	
DTKT.com.ua, main page, top	www.dkt.com.ua	Banner 468*60				16 000	25 526	\$246.50	15%	\$209.52	\$13.10	\$8.21	72	0.28%	\$2.91	
Kontrakt.com.ua, main page, top	www.kontrakt.com.ua	Banner 468*60				3 000	4 723	\$70.66	15%	\$60.06	\$20.02	\$12.72	12	0.25%	\$5.01	
Kontrakt.com.ua	www.kontrakt.com.ua	Text advertising on main page (up to 250 symbols) + advertising in delivery (up to 250 symbols)				10 000	12 424	\$35.33	10%	\$31.80	\$3.18	\$2.56	26	0.21%	\$1.22	
Korrespondent.net	www.korrespondent.net	Article publication in hand-picked section + announcement on main page of section for 3 days	5-7/10			10 000	-	\$0.00	100%	\$0.00	\$0.00	-	-	-	-	
Korrespondent.net	www.korrespondent.net	Article publication in hand-picked section + announcement on main page of section for 1 day		19/10		10 000	-	\$450.00	10%	\$405.00	\$40.50	-	-	-	-	
Companion.ua, all pages, top	www.companion.ua	Banner 468*60				10 000	11 170	\$200.00	15%	\$170.00	\$17.00	\$15.22	25	0.22%	\$6.80	
Investgazeta.net, main page, top	www.investgazeta.net	Banner 468*60				6 000	6 924	\$82.17	10%	\$73.95	\$12.32	\$10.68	20	0.29%	\$3.70	
Delo.ua, main page, top	www.delo.ua	Banner 468*60				30 000	31 812	\$400.00	30%	\$280.00	\$9.33	\$8.80	29	0.09%	\$9.66	
Ukrjob.com, all pages, top	www.ukrjob.com	Banner 468*60				30 000	59 680	\$260.00	15%	\$221.00	\$7.37	\$3.70	35	0.06%	\$6.31	
Headhunter.com.ua, search results of vacancies, top	www.headhunter.com.ua	Text block				50 000	9 216	\$150.00	100%	\$0.00	\$0.00	\$0.00	12	0.13%	\$0.00	
Management.com.ua	www.management.com.ua	Press-release + advertising in delivery (up to 500 symbols)				10 000	-	\$110.00	5%	\$104.50	\$10.45	-	-	-	-	
Pravda.com.ua	www.pravda.com.ua	News publication in Economic's section + announcement on beginning of section during 3 days	9-11/10			30 000	-	\$280.00	10%	\$252.00	\$8.40	-	-	-	-	
Tabloid.com.ua, main page, top	www.tabloid.com.ua	Banner 468*60				50 000	26 294	\$100.00	20%	\$80.00	\$1.60	\$3.04	29	0.11%	\$2.76	
Informational-enlightener advertising																
Liga.net	www.liga.net	Press-release in news column (up to 2000 symbols) + news delivery to LIGA:LAW subscriber (more than 80 thousands) + news delivery of portal subscriber (more than 8 thousands)				40 000	-	\$233.33	10%	\$210.00	\$5.25	-	-	-	-	
Search engines with targeting for Ukraine																
Google.com.ua, pages with results of search on dominant words, right	www.google.com.ua	Zero link (auction rate)				-	140 378	\$0.00	0%	\$0.00	-	\$0.00	208	0.15%	\$0.00	
Yandex.ru, pages with results of search on dominant words, right	direct.yandex.ru	Zero link (auction rate)				-	24355	\$50.00	0%	\$50.00	-	\$2.05	69	0.28%	\$0.72	
Meta.ua, pages with results of search on dominant words	www.meta.ua	Zero link + Banner 240*350	2 000			2 000	4 420	\$170.00	5%	\$161.50	-	\$36.54	101	2.20%	\$1.60	
Search.Bigmir.net, pages with results of search on dominant words, top	www.bigmir.net	Zero link (auction rate)				-	20 723	\$0.00	5%	\$0.00	-	\$0.00	78	0.38%	\$0.00	
		Banner 240*350 (auction rate)				-	6 909	\$100.00	5%	\$95.00	-	\$13.75	57	0.83%	\$1.67	
Banner rotating systems																
Abn.com.ua	www.abn.com.ua	Banner 468*60	1000			500 000	3 057 514	\$500.00	15%	\$425.00	\$0.85	\$0.14	807	0.03%	\$0.53	
Total:						1 113 500	3 806 348	\$6 637.18		\$5 427.70	\$4.87	\$1.43	2 703	0.07%	\$2.01	



Mediaplan CIPA November 2006 Web Media Plan

Internet Advertisement

Client: CIPA
 Project ID: 1315
 Product: accountants certification program
 Period: november
 Region: Ukraine
 Version: 1.0
 Date: 24.10.2006

General campaign stat:	
Ad campaign cost:	\$ 1 428,47
Estimated number of ad contacts:	154 000
Estimated frequency of ad contacts:	7,70
Estimated coverage of target audience:	20 000
Cost per 1000 contacts (CPM):	\$ 7,57

Site name and ad placement	URL	Ad format	Type placement	Gross cost		Estimated number of ad contacts in week	Period of placement, weeks, 2006				Estimated number of ad contacts	Gross cost	Discount	Net cost	CPM
				Cost(\$)	per		November								
							30/10-05/11	06/11-12/11	13/11-19/11	20/11-26/11					
Branding advertising															
DTKT.com.ua, main page, right	www.dkt.com.ua	Banner 120*600	Static	\$131,47	week	30 000					30 000	\$131,47	15%	\$111,75	\$3,72
Training.com.ua, all pages, right	www.training.com.ua	Banner 150*350	Static	\$60,00	week	20 000					20 000	\$60,00	5%	\$57,00	\$2,85
Tabloid.com.ua, inner pages, right	www.tabloid.com.ua	Banner 120*600	Static	\$200,00	week	50 000					50 000	\$200,00	20%	\$160,00	\$3,20
Expert.ua, all pages, right	www.expert.ua	Banner 240*350	Static	\$207,47	week	10 000					10 000	\$207,47	10%	\$186,72	\$18,67
Korrespondent.net, section "Business", right	www.korrespondent.net	Banner 240*350	Static, 1/4	\$480,00	week	40 000					40 000	\$480,00	25%	\$360,00	\$9,00
Search engines with targeting for Ukraine															
Google.com.ua, pages with results of search on dominant words, right	www.google.com.ua	Zero link (auction rate)	Dynamic	from \$ 10	100 clicks	-					-	\$50,00	0%	\$50,00	-
		agency commission - 25%		\$ 12,50	-	-					-	\$12,50	-	\$12,50	-
Meta.ua, pages with results of search on dominant words	www.meta.ua	Banner 240*350	Dynamic	\$ 35,00	1000 shows	-		4 000			4 000	\$140,00	5%	\$133,00	-
Search.Bigmir.net, pages with results of search on dominant words, top	www.bigmir.net	Banner 240*350 (auction rate)	Dynamic	from \$ 10	1000 shows	-					-	\$100,00	5%	\$95,00	-
Total:											154 000	\$1 381,43		\$1 165,97	\$7,57

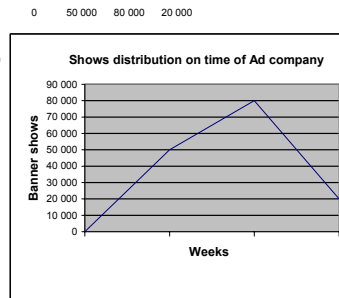
Production of ad carriers															
Branding advertising	flash	120*600, 150*350, 240*350		\$ 50,00	for 1 item	3						\$150,00	15%	\$127,50	
Branding advertising, recasting of old banners	flash	120*600, 150*350, 240*350		\$ 20,00	for 1 item	9						\$180,00	25%	\$135,00	
Total:												\$330,00		\$262,50	

Notes:
 Cost of accommodation of advertising carriers is specified on 24.10.2006
 In case of change of quotations accommodation of advertising from a web-publishers Agency reserves the right to itself to reconsider cost of accommodation of advertising carriers.
 Booked position should be confirmed not later than 7 working days prior to the beginning of campaign.
 Ad materials are given by the client not later than 3 working days prior to the beginning of an advertising campaign.
 Number of ad contacts(for static accommodation) and CPM are the preliminary forecast.

Total (before tax): \$1 428,47

Total with tax:	
Ad tax:	\$7,14
Total payment:	\$1 435,61

- 1 phase (need for continuing professional development of financial personnel, introducing IFRS)
- 2 phase (general information - what CIPA is and what it gives - success stories)
- 3 phase (IFRS in Ukraine, self-regulation of professional community - Neil Wallace)
- 4 phase (november session registration open)
- 5 phase (possibilities of education / training for CIPA exams)
- 6 phase (exams registration ends)
- 7 phase (professional associations and their role in accountant profession development in Ukraine - advertising membership)
- 8 phase (results of November exam session)
- Image advertising - during whole period, sustainable





Stat

Internet Advertisement

Client: CIPA
 Project ID: 1201
 Product: accountants certification programm
 Period: august - november
 Region: Ukraine
 Version: 1.0
 Date: 05.12.2006

CIPA November 2006 Web Report

General campaign stat:	
Real number of ad contacts:	560 828
Estimated number of ad contacts:	154 000
Real frequency of ad contacts:	10,20
Estimated frequency of ad contacts:	7,70
Real coverage of target audience:	55 000
Estimated coverage of target audience:	20 000

Site name and ad placement	URL	Ad format	Type placement	Gross cost		Estimated number of ad contacts in week	Period of placement, weeks, 2006				Estimated number of ad contacts	Real number of ad contacts	Gross cost	Discount	Net cost	Estimated CPM	Real CPM	Clicks	CTR	CPC
				Cost(\$)	per		October													
							02/10-08/10	09/10-15/10	16/10-22/10	23/10-29/10										
Branding advertising																				
DTKT.com.ua, main page, right	www.dikt.com.ua	Banner 120*600	Static	\$131,47	week	30 000					30 000	58 525	\$131,47	15%	\$111,75	\$3,72	\$1,91	153	0,26%	\$0,73
Training.com.ua, all pages, right	www.training.com.ua	Banner 150*350	Static	\$60,00	week	20 000					20 000	28 676	\$60,00	5%	\$57,00	\$2,85	\$1,99	65	0,23%	\$0,88
Tabloid.com.ua, inner pages, right	www.tabloid.com.ua	Banner 120*600	Static	\$200,00	week	50 000					50 000	34 306	\$200,00	20%	\$160,00	\$3,20	\$4,66	91	0,27%	\$1,76
Expert.ua, all pages, right	www.expert.ua	Banner 240*350	Static	\$207,47	week	10 000					10 000	12 441	\$207,47	10%	\$186,72	\$18,67	\$15,01	55	0,44%	\$3,39
Korrespondent.net, section "Business", right	www.korrespondent.net	Banner 240*350	Static, 1/4	\$480,00	week	40 000					40 000	51 992	\$480,00	25%	\$360,00	\$9,00	\$6,92	279	0,54%	\$1,29
Search engines with targeting for Ukraine																				
Google.com.ua, pages with results of search on dominant words, right	www.google.com.ua	Zero link (auction rate)	Dynamic	from \$ 10	100 clicks	-					-	306 637	\$50,00	0%	\$50,00	-	\$0,16	271	0,09%	\$0,18
Yandex.ru, pages with results of search on dominant words, right	direct.yandex.ru	Zero link (auction rate)	Dynamic	from \$ 10	100 clicks	-					-	31 218	\$0,00	0%	\$0,00	-	\$0,00	90	0,29%	\$0,00
Meta.ua, pages with results of search on dominant words	www.meta.ua	Banner 240*350	Dynamic	\$ 35,00	1000 shows	-		4 000			4 000	3 657	\$140,00	5%	\$133,00	-	\$36,37	114	3,12%	\$1,17
Search.Bigmir.net, pages with results of search on dominant words, top	www.bigmir.net	Zero link (auction rate)	Dynamic	from \$ 10	1000 shows	-					-	22 154	\$0,00	5%	\$0,00	-	\$0,00	61	0,28%	\$0,00
		Banner 240*350 (auction rate)	Dynamic	from \$ 10	1000 shows	-					-	11 222	\$100,00	5%	\$95,00	-	\$8,47	73	0,65%	\$1,30
Total:											154 000	560 828	\$1 368,93		\$1 153,47	\$7,49	\$2,06	1 252	0,22%	\$0,92



Mediaplan
Internet Advertisement
 Client: CIPA
 Project ID: 1384
 Product: accountants certification program
 Period: november
 Region: Ukraine
 Version: 1.0
 Date: 24.11.2006

CIPA December 2006 Web Media Plan

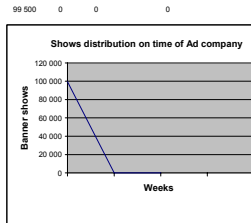
General campaign stat:	
Ad campaign cost:	\$ 1 629.54
Estimated number of ad contacts:	883 000
Estimated frequency of ad contacts:	10.62
Estimated coverage of target audience:	45 000
Cost per 1000 contacts (CPM):	\$ 1.85

Site name and ad placement	URL	Ad format	Type placement	Gross cost		Estimated number of ad contacts in week	Period of placement, weeks, 2006					Estimated number of ad contacts	Gross cost	Discount	Net cost	CPM
				Cost(\$)	per		November									
							27/11-03/12	04/12-10/12	11/12-17/12	18/12-24/12	25/12-31/12					
Informational-enlightener advertising																
Bignir.net, main page	www.bignir.net	Text block (up to 100 symbols)	Dynamic	\$0.40	1 click	750 000	500					750 000	\$200.00	15%	\$170.00	\$0.23
Liga.net	www.liga.net	Press-release in news column (up to 2000 symbols) + news delivery to LIGA:LAW subscriber (more than 80 thousands) + news delivery of portal subscriber (more than 8 thousands)	Static	\$290.00	1 day	20 000						20 000	\$290.00	10%	\$261.00	\$13.05
Finance.ua	www.finance.ua	Press-release + delivery letter	Dynamic	\$99.01	1 item	6 000						6 000	\$99.01	10%	\$89.11	\$14.85
bin.com.ua	www.bin.com.ua	Press-release + delivery letter	Dynamic	\$30.00	1 item	5 000						5 000	\$30.00	10%	\$27.00	\$5.40
UFS.com.ua	www.ufs.com.ua	Press-release + delivery letter	Dynamic	\$50.00	1 item	3 000						3 000	\$50.00	10%	\$45.00	\$15.00
Business.ua	www.business.ua	News (up to 2000 symbols)	Static	\$87.10	week	8 000						8 000	\$87.10	10%	\$78.39	\$9.80
Bulgalleria.com.ua	www.bulgalleria.com.ua	News (up to 2000 symbols)	Static	\$87.10	week	7 000						7 000	\$87.10	10%	\$78.39	\$11.20
DTKT.com.ua	www.dtk.com.ua	Text advertising on main page (up to 250 symbols) + advertising in delivery (up to 250 symbols)	Static	\$50.12	week	10 000						10 000	\$50.12	10%	\$45.11	\$4.51
Kontrakty.com.ua	www.kontrakty.com.ua	Text advertising on main page (up to 250 symbols) + advertising in delivery (up to 250 symbols)	Static	\$35.33	week	10 000						10 000	\$35.33	10%	\$31.80	\$3.18
Delo.ua	www.delo.ua	Press release	Static	\$50.00	week	30 000						30 000	\$50.00	10%	\$45.00	\$1.50
Pravda.com.ua	www.pravda.com.ua	News publication in Economic's section + announcement on beginning of section during 3 days	Static	\$280.00	week	30 000						30 000	\$280.00	10%	\$252.00	\$8.40
Search engines with targeting for Ukraine																
Google.com.ua, pages with results of search on dominant words, right	www.google.com.ua	Zero link (auction rate)	Dynamic	from \$ 10	100 clicks	-						-	\$75.00	0%	\$75.00	-
		agency commission		\$ 40.00	month	-						-	\$40.00	-	\$40.00	-
Meta.ua, pages with results of search on dominant words	www.meta.ua	Banner 240*350	Dynamic	\$ 35.00	1000 shows	-	4 000					4 000	\$140.00	5%	\$133.00	-
Search.bignir.net, pages with results of search on dominant words, top	www.bignir.net	Banner 240*350	Dynamic	from \$ 10	1000 shows	-						-	\$75.00	5%	\$71.25	-
Begin.ru, on sites of network (Rambler.ru, Aport.ru...)	Begin.ru	Advert link (auction rate)	Dynamic	or \$0.15	1 show	-						-	\$150.00	0%	\$150.00	-
		agency commission		25%	-	-						-	\$37.50	0%	\$37.50	-
Total:												883 000	\$1 776.15		\$1 629.54	\$1.85

Notes:
 Cost of accommodation of advertising carriers is specified on 24.11.2006
 In case of change of quotations accommodation of advertising from a web-publishers Agency reserves the right to itself to reconsider cost of accommodation of advertising carriers.
 Booked position should be confirmed not later than 7 working days prior to the beginning of campaign.
 Ad materials are given by the client not later than 3 working days prior to the beginning of an advertising campaign.
 Number of ad contacts (for static accommodation) and CPM are the preliminary forecast.

Total (before tax):	\$1 629.54
Total with tax:	
Ad tax:	\$8.15
Total payment:	\$1 637.69

- 1 phase (need for continuing professional development of financial personnel, introducing IFRS)
- 2 phase (general information - what CIPA is and what it gives - success stories)
- 3 phase (IFRS in Ukraine, self-regulation of professional community - Neil Wallace)
- 4 phase (november session registration opens)
- 5 phase (possibilities of education / training for CIPA exams)
- 6 phase (exams registration ends)
- 7 phase (professional associations and their role in accountant profession development in Ukraine - advertising membership)
- 8 phase (results of November exam session)
- Image advertising - during whole period, sustainable





Mediaplan
Internet Advertisement

Client: CIPA
Project ID: 1364
Product: accountants certification program
Period: december
Region: Ukraine
Version: 1.0
Date: 24.11.2006

CIPA December 2006 Web Report

General campaign stat:

Real number of ad contacts: 5 723 576
Estimated number of ad contacts: 883 000
Real frequency of ad contacts: 57.24
Estimated frequency of ad contacts: 44.15
Real coverage of target audience: 100 000
Estimated coverage of target audience: 20 000

Site name and ad placement	URL	Ad format	Type placement	Gross cost		Estimated number of ad contacts in week	Period of placement, weeks, 2006					Estimated number of ad contacts	Real number of ad contacts	Gross cost	Discount	Net cost	Estimated CPM	Real CPM	Clicks	CTR	CPC
				Cost(\$)	per		November														
							27/11-03/12	04/12-10/12	11/12-17/12	18/12-24/12	25/12-31/12										
Informational-enlightener advertising																					
Bigmir.net, main page	www.bigmir.net	Text block (up to 100 symbols)	Dynamic	\$0.40	1 click	750 000	500					750 000	5 665 880	\$200.00	15%	\$170.00	\$0.23	\$0.03	519	0.01%	\$0.33
Liga.net	www.liga.net	Press-release in news column (up to 2000 symbols) + news delivery to LIGA-LAW subscriber (more than 80 thousands) + news delivery of portal subscriber (more than 8 thousands)	Static	\$290.00	1 day	20 000						20 000	-	\$290.00	10%	\$261.00	\$13.05	-	-	-	-
Finance.ua	www.finance.ua	Press-release + delivery letter	Dynamic	\$99.01	1 item	6 000						6 000	-	\$99.01	10%	\$89.11	\$14.85	-	-	-	-
Bin.com.ua	www.bin.com.ua	Press-release + delivery letter	Dynamic	\$30.00	1 item	5 000						5 000	-	\$30.00	10%	\$27.00	\$5.40	-	-	-	-
UFS.com.ua	www.ufs.com.ua	Press-release + delivery letter	Dynamic	\$50.00	1 item	3 000						3 000	-	\$50.00	10%	\$45.00	\$15.00	-	-	-	-
Business.ua	www.business.ua	News (up to 2000 symbols)	Static	\$87.10	week	8 000						8 000	-	\$87.10	10%	\$78.39	\$9.80	-	-	-	-
Buhgalleria.com.ua	www.buhgalleria.com.ua	News (up to 2000 symbols)	Static	\$87.10	week	7 000						7 000	-	\$87.10	10%	\$78.39	\$11.20	-	-	-	-
DTKT.com.ua	www.dtk.com.ua	Text advertising on main page (up to 250 symbols) + advertising in delivery (up to 250 symbols)	Static	\$50.12	week	10 000						10 000	-	\$50.12	10%	\$45.11	\$4.51	-	-	-	-
Kontrakty.com.ua	www.kontrakty.com.ua	Text advertising on main page (up to 250 symbols) + advertising in delivery (up to 250 symbols)	Static	\$35.33	week	10 000						10 000	-	\$35.33	10%	\$31.80	\$3.18	-	-	-	-
Delo.ua	www.delo.ua	Press-release	Static	\$50.00	week	30 000						30 000	-	\$50.00	10%	\$45.00	\$1.50	-	-	-	-
Pravda.com.ua	www.pravda.com.ua	News publication in Economic's section + announcement on beginning of section during 3 days	Static	\$280.00	week	30 000						30 000	-	\$280.00	10%	\$252.00	\$8.40	-	-	-	-
Search engines with targeting for Ukraine																					
Google.com.ua, pages with results of search on dominant words, right	www.google.com.ua	Zero link (auction rate)	Dynamic	from \$ 10	100 clicks	-						-	6 594	\$75.00	0%	\$75.00	-	\$11.37	30	0.45%	\$2.50
Yandex.ru, pages with results of search on dominant words, right	direct.yandex.ru	Zero link (auction rate)	Dynamic	from \$ 10	100 clicks	-						-	22 818	\$0.00	0%	\$0.00	-	\$0.00	80	0.35%	\$0.00
Meta.ua, pages with results of search on dominant words	www.meta.ua	Banner 240*350	Dynamic	\$ 35.00	1000 shows	-	4 000					4 000	6 384	\$140.00	5%	\$133.00	-	\$20.83	107	1.68%	\$1.24
Search Bigmir.net, pages with results of search on dominant words, top	www.bigmir.net	Zero link (auction rate)	Dynamic	from \$ 10	100 clicks	-						-	21 900	\$0.00	5%	\$0.00	-	\$0.00	50	0.23%	\$0.00
Begin.ru, on sites of network (Rambler.ru, Aport.ru...)	Begin.ru	Advert link (auction rate)	or \$0.15	1 click	-						-	-	\$150.00	5%	\$142.50	-	-	243	-	\$0.59	
Total:												883 000	5 723 576	\$1 623.65		\$1 473.29	\$1.67	\$0.26	1 029	0.02%	\$1.43

Task 5 – Tax and Financial Accounting Reconciliation

The purpose of this task is to improve the efficiency and transparency of tax administration through tax and financial accounting reconciliation.

Expected results. Tax and financial accounting reconciliation methodology in the pilot enterprises will be implemented, the competency of the STA and MOF staff in IFRS-based financial accounting, and tax and financial accounting reconciliation will be enhanced.

In October project representative meet with the Ministry of Finances' Methodological Council to discuss adoption of IFRS and a tax reconciliation form for Ukraine. The Ministry had revealed its' desire to adopt IFRS during a third quarter meeting with IFAC's representative Neil Wallace and USAID.

A study tour to EU Accession Country Turkey was organized in November 2006, to IFAC's World Congress of Accountants. Attendees included:

1. Barry Pitts - COP, USAID-funded CIPA-Ukraine Project, Pragma
2. Vadym Tolpeko- translator
3. Oleg Kantsurov - Chief of the Accounting Methodology Unit, Scientific and Research Financial Institute under the Ministry of Finance of Ukraine
4. Lyudmila Lovinska - Chief of Accounting Methodology Division, Ministry of Finance of Ukraine
5. Vira Rychakovska - Member of the Board, Director of Accounting Department, National Bank of Ukraine
6. Nataliya Vasylenko- Member of the Board, UACAA, Ukraine
7. Sergiy Kanygin - Vice-President, UACAA,Ukraine

At the conference, delegates were exposed to delegations of IFAC accounting organizations world wide, and were left with a very positive impression. In addition to 3 days of meetings, round tables, and presentations, representatives of the Ukrainian government were introduced to many important people from IFAC, UNCTAD, the World Bank, IASB, IMA, CIPAEN and many professional organization leaders from around the world. Results were a better understanding of the role professional associations and international organizations play in helping each other.

Upon returning from Istanbul, the project organized a small expert group to discuss and persuade the Ministry of Finance of the need for tax reconciliation. Staff of PriceWaterhouseCoopers, the Moores Rowland IGK Ukraine Audit, and project staff meet with Oleg Kantsurov and Lyudmila Lovinska of the Ministry of Finance, and as a result, were successful in the Ministry's adoption of a required tax reconciliation reporting form to annual financial statement "Calculation of Tax Differences based on Financial Accounting Records, that reconciles tax and financial net income. Project staff worked with the Ministry's staff to refine and finalized the reporting form successfully.

Another result of the trip was the potential International Conference regarding IFRS adoption to be jointly sponsored in February between UNCTAD, the World Bank, and USAID.

Addendum 1 – CIPA Exam Results

CIPA Examination Statistics (November 17 – November 20, 2006 CIPA Exams)

Total number of CAP after July 2006 exams

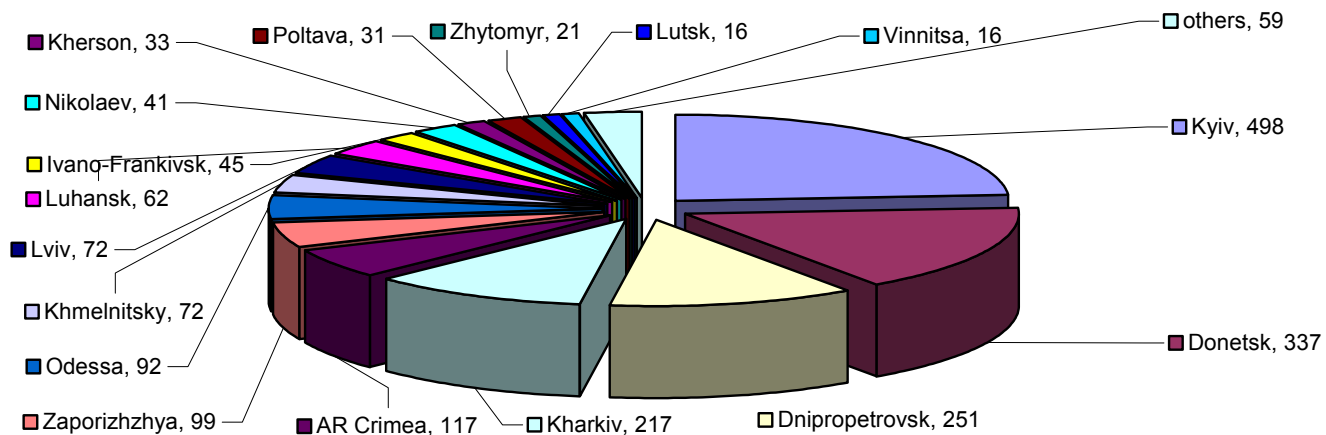
RegionCity	CAPq
Cherkassy	12
Chernigov	12
Chernovtsy	4
Dnipropetrovsk	251
Donetsk	337
Ivano-Frankovsk	45
Kharkiv	217
Kherson	33
Khmelnitsky	72
Kirovograd	9
Kyiv	498
Luhansk	62
Lutsk	16
Lviv	72
Nikolaev	41
Odessa	92
Poltava	31
Rivne	8
AR Crimea	117
Sumy	1
Ternopol	1
Uzhgorog	12
Vinnitsa	16
Zaporizhzhya	99
Zhytomir	21
Grand Total	2079

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Kyiv	498
Donetsk	337
Dnipropetrovsk	251
Kharkiv	217
AR Crimea	117
Zaporizhzhya	99
Odessa	92
Khmelnitsky	72
Lviv	72
Luhansk	62
Ivano-Frankovsk	45
Nikolaev	41
Kherson	33
Poltava	31
Zhytomir	21
Lutsk	16
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Zaporizhzhya	99
Odessa	92
Khmelnitsky	72
Lviv	72
Luhansk	62
Ivano-Frankivsk	45
Nikolaev	41
Kherson	33
Poltava	31
Zhytomyr	21
Lutsk	16
Vinnitsa	16
others	59
Grand Total	2079

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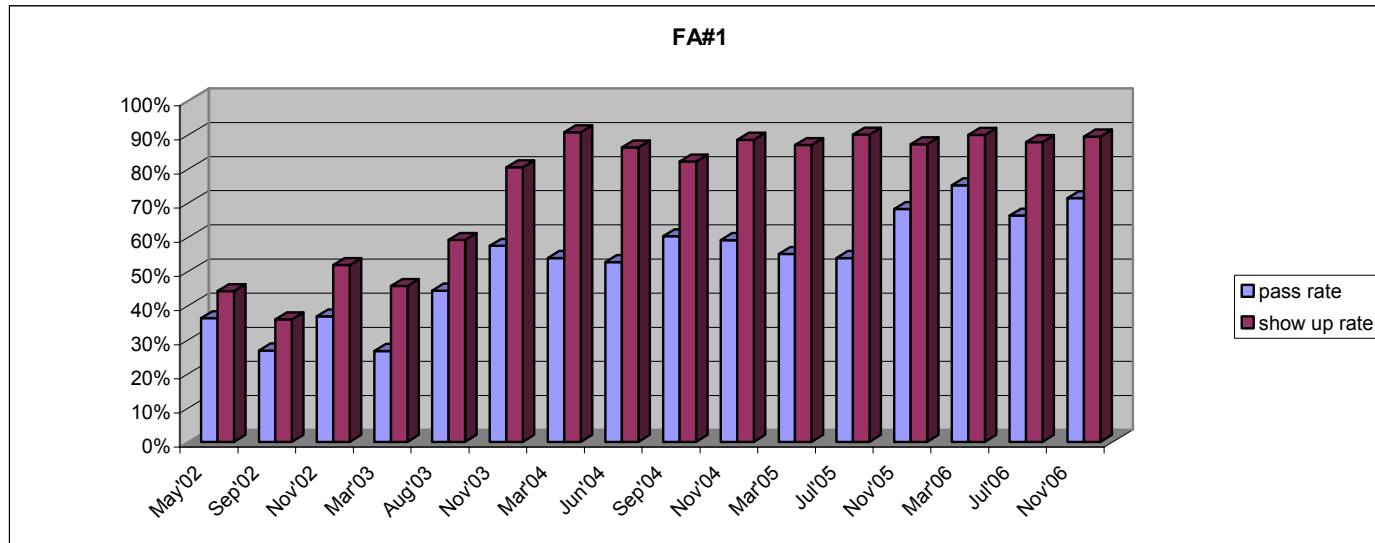
Regional distribution of CAPq



Kyiv	Donetsk	Dnipropetrovsk	Kharkiv	AR Crimea
Zaporizhzhya	Odessa	Khmelnitsky	Lviv	Luhansk
Ivano-Frankivsk	Nikolaev	Kherson	Poltava	Zhytomyr
Lutsk	Vinnitsa	others		

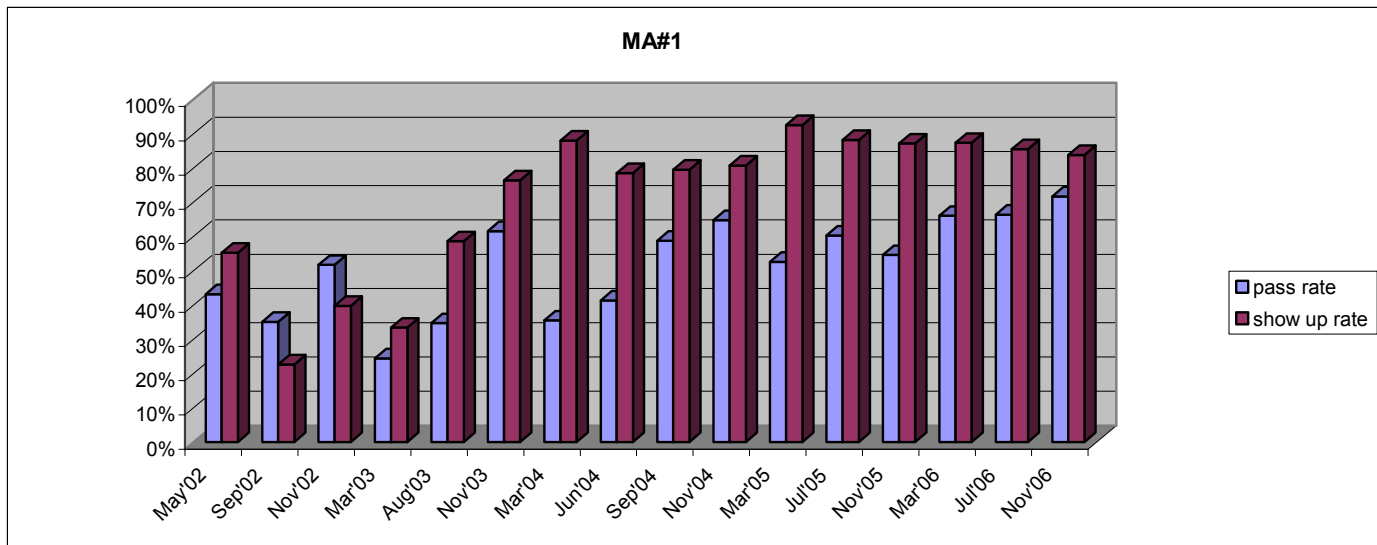
FA#1

	May'02	Sep'02	Nov'02	Mar'03	Aug'03	Nov'03	Mar'04	Jun'04	Sep'04	Nov'04	Mar'05	Jul'05	Nov'05	Mar'06	Jul'06	Nov'06	avg /total
registered	231	540	1013	576	370	450	356	328	95	495	491	402	635	349	412	664	7407
examinees	102	194	525	263	219	362	323	283	78	438	427	362	554	314	362	594	5400
passed	37	52	193	70	97	208	174	149	47	259	235	195	378	236	240	424	2994
pass rate	36%	27%	37%	27%	44%	57%	54%	53%	60%	59%	55%	54%	68%	75%	66%	71%	55%
show up rate	44%	36%	52%	46%	59%	80%	91%	86%	82%	88%	87%	90%	87%	90%	88%	89%	73%



MA#1

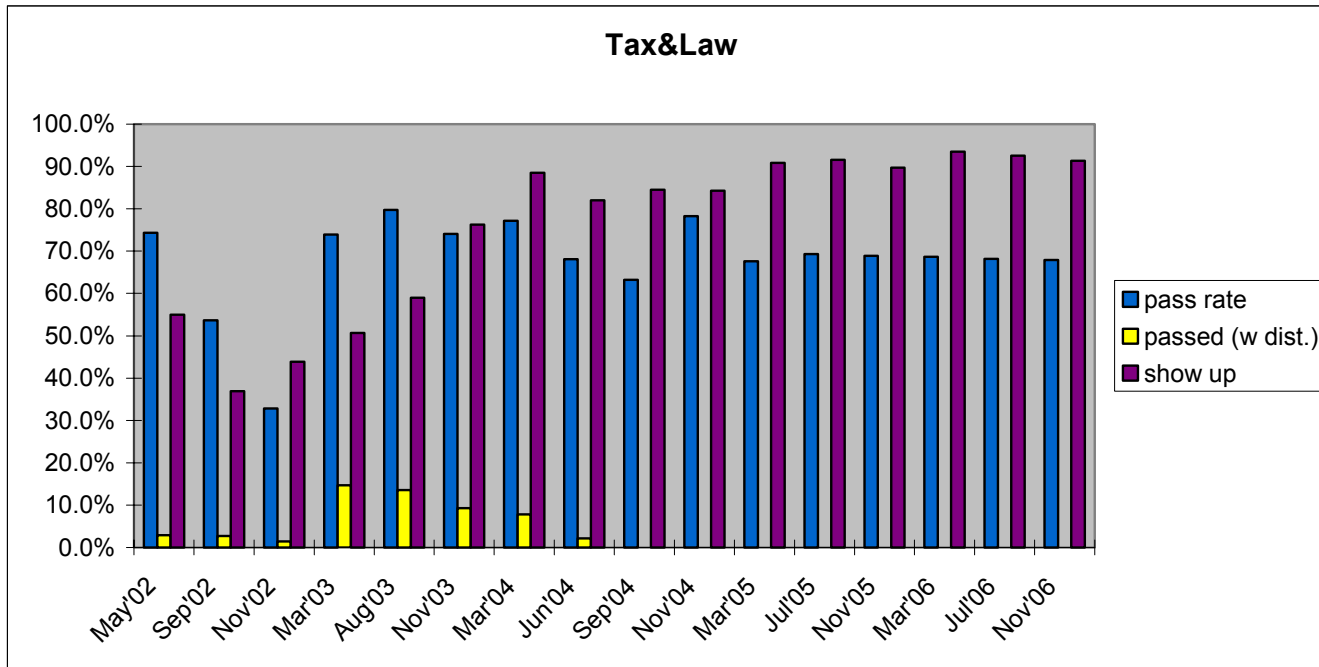
	May'02	Sep'02	Nov'02	Mar'03	Aug'03	Nov'03	Mar'04	Jun'04	Sep'04	Nov'04	Mar'05	Jul'05	Nov'05	Mar'06	Jul'06	Nov'06	avg /total
registered	172	414	812	539	324	453	333	345	122	394	390	414	498	435	414	574	6633
examinees	95	94	323	180	190	346	293	271	97	318	361	365	434	380	354	481	4582
passed	41	33	167	44	66	213	104	112	57	206	190	220	237	251	235	345	2521
pass rate	43%	35%	52%	24%	35%	62%	35%	41%	59%	65%	53%	60%	55%	66%	66%	72%	55%
show up rate	55%	23%	40%	33%	59%	76%	88%	79%	80%	81%	93%	88%	87%	87%	86%	84%	69%



T&L

	May'02	Sep'02	Nov'02	Mar'03	Aug'03	Nov'03	Mar'04	Jun'04	Sep'04	Nov'04	Mar'05	Jul'05	Nov'05	Mar'06	Jul'06	Nov'06	total
registered	433	702	1278	780	402	425	332	283	103	349	340	402	419	307	390	474	7419
examinees	238	259	561	395	237	324	294	232	87	294	309	368	376	287	361	433	5055
passed	177	139	184	292	189	240	227	158	55	230	209	255	259	197	246	294	3351
passed (w dist.)	7	7	8	58	32	30	23	5									170

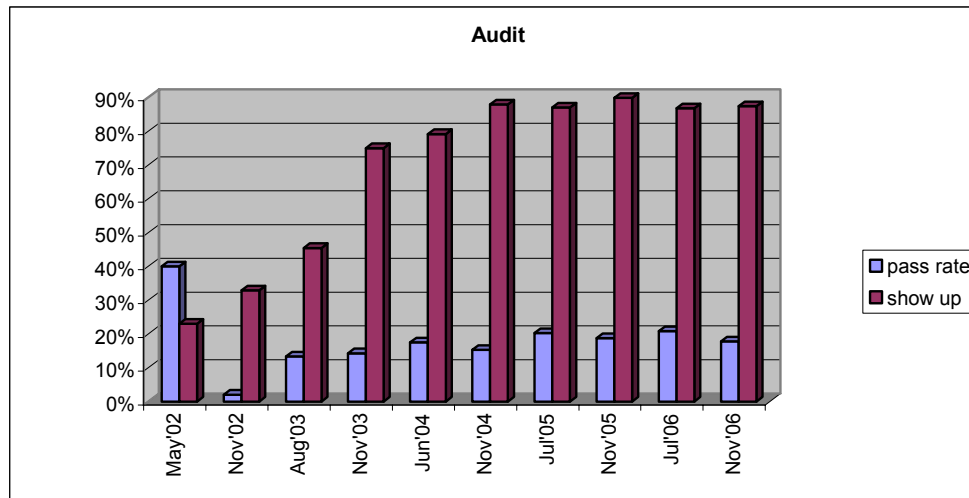
	May'02	Sep'02	Nov'02	Mar'03	Aug'03	Nov'03	Mar'04	Jun'04	Sep'04	Nov'04	Mar'05	Jul'05	Nov'05	Mar'06	Jul'06	Nov'06	avg
show up	55%	37%	44%	51%	59%	76%	89%	82%	84%	84%	91%	92%	90%	93%	93%	91%	68%
pass rate	74.4%	53.7%	32.8%	73.9%	79.7%	74.1%	77.2%	68.1%	63.2%	78.2%	67.6%	69.3%	68.9%	68.6%	68.1%	67.9%	66.3%
passed (w dist.)	2.9%	2.7%	1.4%	14.7%	13.5%	9.3%	7.8%	2.2%									3.4%
rel.passed (w show up)	4.0%	5.0%	4.3%	19.9%	16.9%	12.5%	10.1%	3.2%									5.1%
show up	55%	37%	44%	51%	59%	76%	89%	82%	84%	84%	91%	92%	90%	93%	93%	91%	68%



CIPA Level Exams

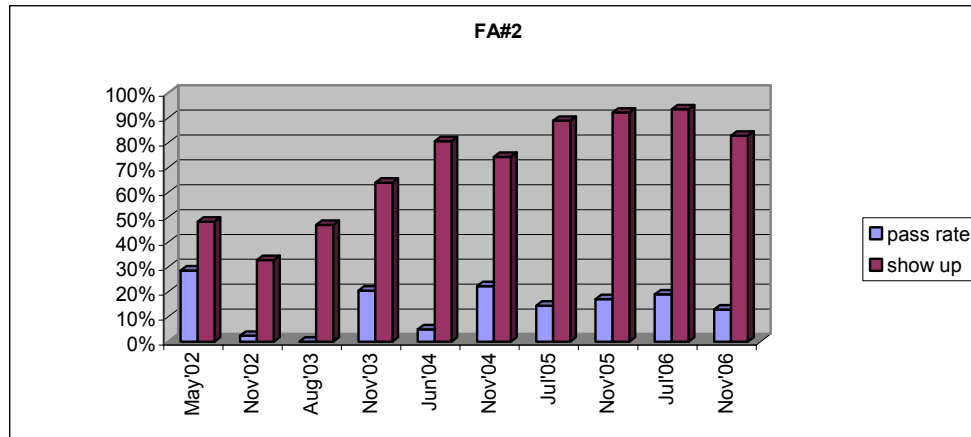
Audit

	May'02	Nov'02	Aug'03	Nov'03	Jun'04	Nov'04	Jul'05	Nov'05	Jul'06	Nov'06	avg /total
registered	22	301	33	28	173	141	85	89	83	103	1058
examinees	5	99	15	21	137	124	74	80	72	90	717
passed	2	2	2	3	24	19	15	15	15	16	113
pass rate	40%	2%	13%	14%	17.5%	15.3%	20.3%	18.8%	20.8%	17.8%	15.8%
show up	23%	33%	45%	75%	79.2%	87.9%	87.1%	89.9%	86.7%	87.4%	67.8%



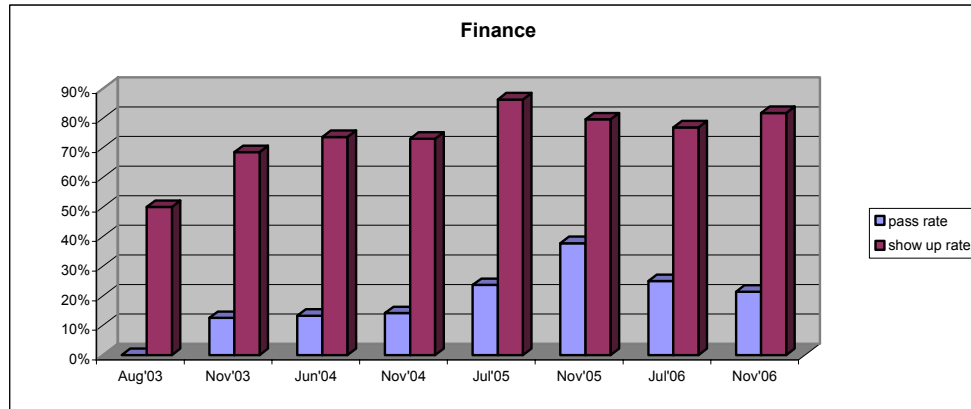
FA#2

	May'02	Nov'02	Aug'03	Nov'03	Jun'04	Nov'04	Jul'05	Nov'05	Jul'06	Nov'06	avg /total
registered	87	393	49	61	227	187	117	114	107	169	1511
examinees	42	129	23	39	183	139	104	105	100	140	1004
passed	12	3	0	8	9	31	15	18	19	18	133
pass rate	29%	2%	0%	21%	4.9%	22.3%	14.4%	17.1%	19.0%	12.9%	13.2%
show up	48%	33%	47%	64%	80.6%	74.3%	88.9%	92.1%	93.5%	82.8%	66.4%



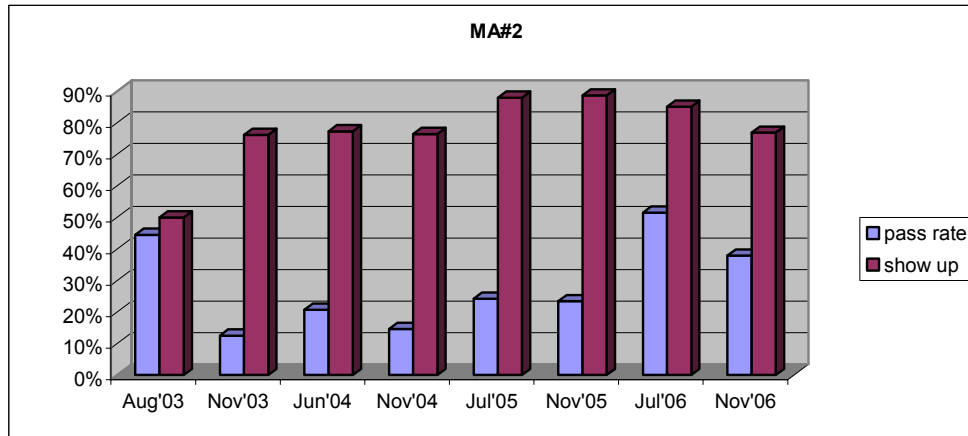
Finance

	Aug'03	Nov'03	Jun'04	Nov'04	Jul'05	Nov'05	Jul'06	Nov'06	avg /total
registered	24	35	194	145	88	103	78	143	810
examinees	12	24	143	106	76	82	60	117	620
passed	0	3	19	15	18	31	15	25	126
pass rate	0%	13%	13.3%	14.2%	23.7%	37.8%	25.0%	21.4%	20.3%
show up rate	50%	69%	73.7%	73.1%	86.4%	79.6%	76.9%	81.8%	76.5%



MA#2

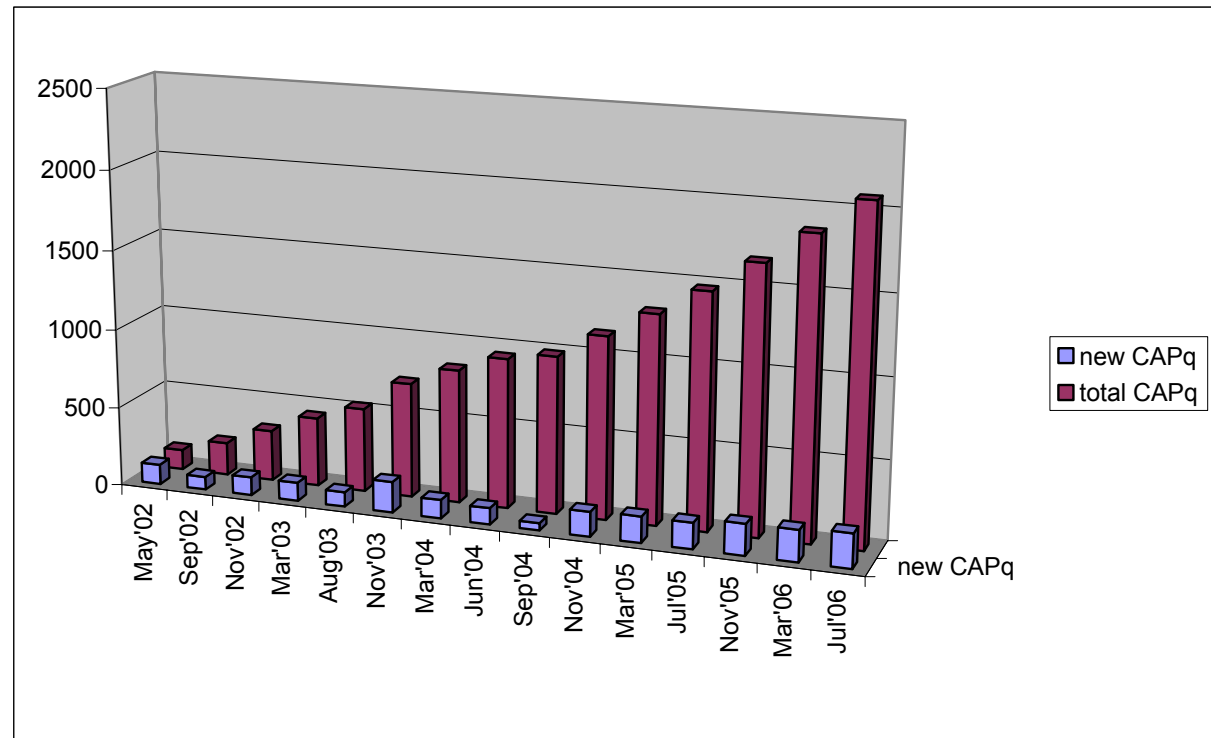
	Aug'03	Nov'03	Jun'04	Nov'04	Jul'05	Nov'05	Jul'06	Nov'06	avg /total
registered	54	42	194	170	108	106	114	134	922
examinees	27	32	150	130	95	94	97	103	728
passed	12	4	31	19	23	22	50	39	200
pass rate	44%	13%	20.7%	14.6%	24.2%	23.4%	51.5%	37.9%	27.5%
show up	50%	76%	77.3%	76.5%	88.0%	88.7%	85.1%	76.9%	79.0%



Number of CAP's after July 2006 exams (results of scoring)

Session	new CAPq	total CAPq
May'02	125	125
Sep'02	81	206
Nov'02	114	320
Mar'03	116	436
Aug'03	92	528
Nov'03	193	721
Mar'04	117	838
Jun'04	103	941
Sep'04	46	987
Nov'04	155	1142
Mar'05	164	1306
Jul'05	164	1470
Nov'05	196	1666
Mar'06	198	1864
Jul'06	215	2079

year	new CAPq
2002	320
2003	401
2004	421
2005	524
2006*	413



*Part Year Data Only, excludes results of November, 2006 exams.

Number of CIPA's after July 2006 exams (results of scoring)

Session	new CIPAc	Total CIPAc
Nov'03	1	1
Jun'04	7	8
Nov'04	9	17
Jul'05	11	28
Nov'05	10	38
Jul'06	12	50

