

August 7, 2014

Dear Sirs,

We would like to draw your attention to changing of the rules of placement of advertizing on the buildings and constructions in Moscow due to adoption of the Moscow Government Decree № 902-PP "On placement of information compositions in Moscow" dated December 25, 2013 (hereinafter - the "**Decree**").

Starting from May 1, 2014 the new rules are applied to buildings within the outer limits of the Garden Ring Road, from January 1, 2015 the rules will come into force in respect of the buildings within the outer limits of the Third Ring Road. We may note that based on our analysis of the new requirements and feedback of our clients the rules established by the Decree in number of aspects differ from the old ones and many companies will need to make alterations to the existing signboards and other constructions.

The new rules, in particular, prohibit of vertical configuration of letters on the signboards, placement of signboards in window apertures, on loggias and balconies, on the architectural details of the facades, near memorial plates, on the roofs of buildings, on buildings of cultural heritage, also now it is prohibited to place signboards in the form of detached prefabricated (folding) constructions, etc. Detailed graphical application instructions of the new rules can be found on the website of the Complex of the urban policy and the construction of Moscow (<http://stroi.mos.ru/novye-pravila-razmescheniya-vyvesok-na-ulicah-moskvy>).

In case of incompliance with the new rules the Decree prescribes issuing of the order on bringing of signboard to conformity with the statutory requirements or the order on dismantling of signboard voluntary. In the case of failure to comply with the orders mentioned above the dismantling of signboard is made compulsorily. In any of these cases the owner of signboard should carry out reconstruction works of the external surfaces of the object used for locating the signboard to bring it to the state that was before the installation of the signboard and using of the same materials and technology.

Please note that the main streets of Moscow will be under more strict requirements to placement of signboards than the rest of the city. In addition to the rules of placement of information constructions it will be required to follow the architectural and artistic concepts developed by the Moscow City Architecture Committee with respect to each of the main streets of Moscow (<http://mka.mos.ru/specialists/signage/approved-concepts/>).

As noted above the introduction of the new rules will be realized in three stages:

By May 1, 2014 - signboards placed on the external surfaces of the buildings and structures located on the territory of Moscow within the outer limits of the Garden Ring Road.

By January 1, 2015 - signboards placed on the external surfaces of the buildings and structures located on the territory of Moscow within the outer limits of the Third Ring Road.

By July 1, 2016 - signboards placed on the external surfaces of the buildings and structures located on the other territories of Moscow.

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We hope the provided information will be useful for you. If you have any questions, please contact the head of the "Real Estate" and "Intellectual Property" practices, Partner of ALRUD Irina Anyukhina ([ianyukhina@alrud.com](mailto:ianyukhina@alrud.com)).

Sincerely,

**Law Firm ALRUD**

*Notice: Please note that all information has been taken from public sources. The author of this letter is not responsible for any consequences resulting from the decision-making on the basis of this information.*

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