



RUSSIAN STANDARD

Roustam V. Tariko is the founder of Russian Standard, one of Russia's fastest growing and most dynamic enterprises with leading positions in **banking, insurance, premium vodka and spirits distribution.**



ROUSTAM TARIKO

Founder of Russian Standard

From a small village in the Russian Republic of Tatarstan, Roustam moved to Moscow at the age of 17 to study in the nation's capital. By the 1980s, during the country's dramatic economic and social transformation, Roustam saw early on the potential and opportunity for entrepreneurship. His first business endeavour involved brokering hotel rooms for foreign businessmen at Russia's largest hotel. This was an immediate success, ultimately enabling Roustam to set his sights on his next venture.

Through his personal experience and success in the 80s, Roustam recognized the potential of Russia's newfound freedoms – the potential for all Russian citizens to translate their dreams into reality.

For years, Russians dreamed of buying the products and services that symbolized a luxury lifestyle so commonly seen in Western countries. Roustam tapped into this long-held desire for premium goods, and invested his capital into importing high-quality foreign brands. By the mid-1990s, he had created one of the largest premium-product distribution companies in Russia, importing dozens of brands from Europe and the U.S.

Building on this success, Roustam then set out to build a Russian consumer brand that would represent a new standard of excellence in the country, and would also embody the vibrant spirit of modern Russia. He called this concept, and his enterprise, "Russian Standard". His founding mission for the brand was to provide affordable luxury to everyone. To do so, he first had to solve a truly Russian paradox: In Russia, the birthplace of vodka and the biggest vodka market in the world, there was no domestically produced premium vodka brand. Roustam decided to reclaim Russia's rightful position as home of the world's finest vodka, and so he created Russian Standard Original, which quickly became the No. 1 selling premium vodka brand in the country. Following this success, he launched the super-premium brands, Russian Standard Platinum and Russian Standard Gold, and the ultra-luxury brand, IMPERIA, which have also grown to become leaders in their categories. Today, Russian Standard vodkas sell over 2.5 million cases and are exported to more than 75 countries.

Roustam saw a second major business opportunity for Russian Standard in 1999. In the midst of Russia's financial reconstruction when many banks pulled back from making consumer loans. Roustam founded Russian Standard Bank with the purpose of helping Russian people enhance their lifestyles and make their aspirations a reality.

Curriculum Vitae

- 1962:** Born in Menzelinsk, Tatarstan
- 1979:** Moved to Moscow
- 1989:** Graduated Moscow Institute for Railway Engineering, Economics Faculty
- 1992:** Founded Roust Inc. as a distributor of premium brands
- 1998:** Founded Russian Standard Vodka as Russia's first premium vodka brand
- 1999:** Founded Russian Standard Bank
- 2003:** Founded Russian Standard Insurance
- 2006:** Opened state-of-the-art vodka distillery in St. Petersburg
- 2010:** Purchased a spirit distillery in Tatarstan, making the last step in building a vertically-integrated company
- 2010:** Russian Standard Vodka is available in over 75 countries across the globe, making Russian Standard the only Russian global premium brand

'A new brand of Russian mogul.'

VANITY FAIR

'...pioneered consumer finance in Russia.'

THE WALL STREET JOURNAL

A pioneer in consumer credit and credit cards, Russian Standard Bank demonstrated faith in the Russian people and quickly tapped into rapidly growing economic demand. Today, Russian Standard Bank is the leader in the Russian consumer finance market, with more than 20 million loan customers. Russian Standard Bank is the country's largest consumer lending bank, and holds over one-third market share of the country's credit card market. The bank is also the exclusive partner of American Express in Russia.

Core principles of innovation and intuition drive the global expansion of Russian Standard brands and businesses. Roustam's unique understanding of consumer desire and preferences has helped the Russian Standard Group grow to over 15,000 employees in less than a decade. Roustam also dedicates his time to a variety of charity organizations, particularly those focused on helping children.