

pomitni

Ukrainian Music Label



Iryna Gorova

A woman who turns experience into action, and action into influence.

Founder and CEO of the **pomitni** music label

Co-founder of the **Na yii osnovi** platform

Co-founder of **BO** company

10 years of experience in banking

15 years of experience in the music industry

Top 100 Most Influential Ukrainians (New Voice, 2024)

In the list of the most successful women in business (Forbes Ukraine)

Member of CEO Club Ukraine, Board member

MBA (KMBS), member of The Aspen Institute Kyiv

UKRAINIAN MUSIC HAS THE POWER

Music for us is a force that unites and inspires

The Ukrainian Music Industry is Brave, Dynamic, and Unstoppable. With a population of over 40 million, a rich cultural heritage and a new wave of emerging artists, Ukraine's music market is expanding rapidly and drawing international attention. Despite all challenges, the industry continues to grow — fueled by resilience, creativity, and identity.



15,313 total artists
in Ukraine

14 artists with over **1M**
monthly listeners on
Spotify

30 artists
with **500K–1M** monthly
listeners on Spotify

The number of new tracks keeps growing year after year

28,906

2022

43,020

2023

58,112

2024

50,762

2025 (As of August only)

3,101 new artists (since 2022)

177,456 tracks created during the war

The true scale and courage of Ukrainians lies in the fact that, even in times of war, we keep creating music and making Ukraine heard worldwide

Over **64,000** air raid alerts

Over **16,500** explosions recorded

Months without stable electricity

pomitni: founded in 2008, renewed in times of war

Vision: leading label that develops Ukrainian music culture in local and global markets

Mission: opening opportunities for Ukrainian artists to promote Ukrainian music worldwide



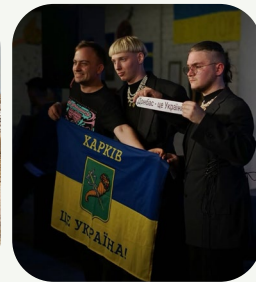
Our Values

Humanity
Cooperation
Freedom
Equality
Development

The value of our music industry lies in combining creativity with helping the country:

— Concerts for the military
— Charity performances worldwide

— Cultural collaborations
— Powerful fundraising to support Ukraine



360° Artist Support

We create the full infrastructure so that artists can focus on creativity while we take care of growth and protection

Digital
Distribution

Publishing

PR

SMM

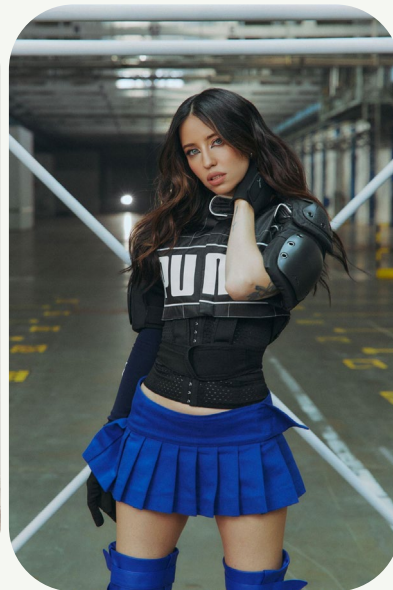
Influence
Marketing

Booking

Advertising

Legal Support

The leading artist of our label has raised **over 1 million dollars** to support Ukraine — and this is just one of thousands of stories of Ukrainian artists



DOROFEEVA

Kyiv, Ukraine, 2025

pomitni (creates notable music artists, creators and projects)

More than 50 artists work with us across different services

Pop:



DOROFEEVA

5.4M Instagram followers
3.7M TikTok followers
500K Spotify followers
514M streams and views on streaming platforms
& YouTube (last two years)



DIMA PROKOPOV

R'n'B / Alternative R'n'B:



Nikow

44K Instagram followers
57K TikTok followers
34K Spotify followers
32M YouTube views & 24M streams on other
platforms since spring 2024 year



DENOMA

Hip-Hop:



OTOY

124K Instagram followers
22K TikTok followers
27K Spotify followers
24M YouTube views & 17M streams on other
platforms in the last two years



GONYA



**Misha
Prayl'nyy**

Indie pop:



Liza Bibikova

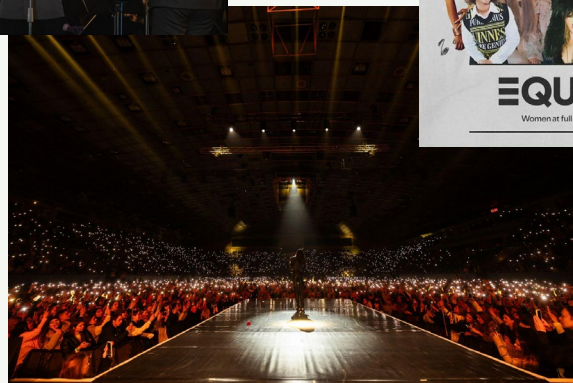
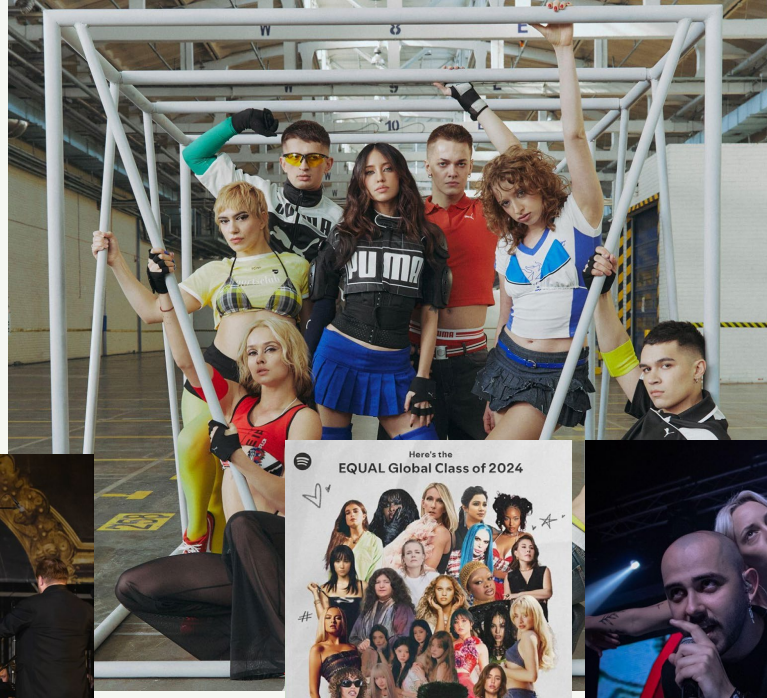
10,500 Instagram followers
11K TikTok followers
4M streams & 7M YouTube views
in the last 1.5 years

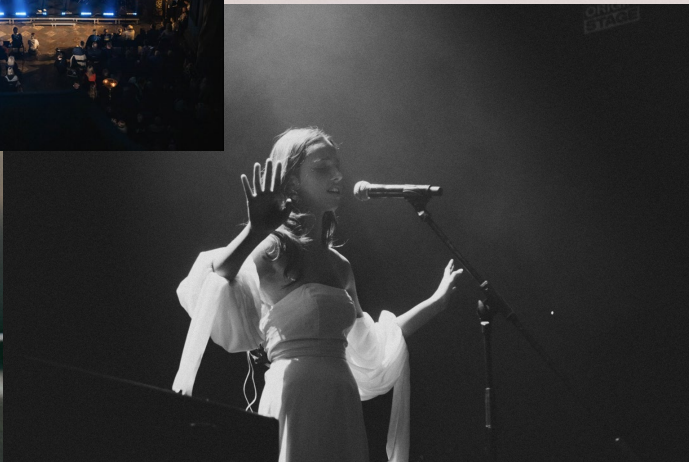


Phil It



Bulovina





A world map with 20 countries highlighted in light gray and labeled with red dots. The countries are: Canada, USA, Norway, Sweden, Finland, Poland, Czech Republic, Slovakia, Hungary, Romania, Bulgaria, Greece, Turkey, Egypt, Saudi Arabia, India, China, and Japan. The map is set against a light gray background.

streams of label artists
and partners from distribution,
achieved through
the professional and high-
quality work of Digital
Distribution department

Monthly listeners
of our artists across platforms

Followers across Instagram
& TikTok — the reach
of our artists.

Our artists have won over 50 music awards in Ukraine (M1 Music Awards, YUNA, Megogo Music Awards, Muzvar, Jager Music Awards).

As the No.1 label in Ukraine, we invest in the development of the entire music ecosystem of the country

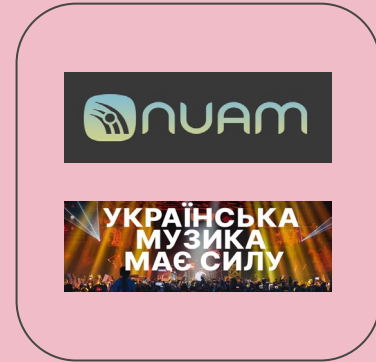
Music associations



Music industry investments

На *ї* основі
(music platform
“based on”)

Deep research



Open to new opportunities for collaboration



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Thank you for your attention!