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# Who bought ‘Citrus’? Artur Gatunk’s deal, the return of the domain and an old tax dispute

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Artur Gatunok, Yabluka and the purchase of ‘Citrus’. Why the network lost and regained citrus.ua, and to which period the old tax claims relate.




Editorial collage. Photo of Artur Gatunok — Ukrainian Retailers’ Association. The ‘Citrus’ and Yabluka logos are taken from a publication by Mezha.

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Artur Gatunok bought ‘Citrus’ after several years of disputes, during which the chain lost its usual domain and sold goods via an alternative website. In the spring of 2026, the original address was restored. ANTIKOR then published a story about the purchase and the old tax claims. In the autumn, the original page disappeared, whilst the full text remained in the archive. We compared three accounts: what the owner of Yabluka had bought, what the new owner managed to recover, and the period to which the claims reported by the media relate. [1] [2] [3]

## One shop, several types of rights

In the ‘Citrus’ corporate dispute, rights relating to legal entities, trade marks and the online shop’s web address overlapped. For the buyer, this is a familiar brand name. In registers and court documents, each component exists separately: the company’s shareholders, registered trade marks, the domain name and contracts with partners. Therefore, seizing control of one part of the business may leave another part in a state of conflict. [3] [4] [5]

In January 2022, Interfax-Ukraine reported that the Kyiv Commercial Court, following a claim by ‘E-Tickets Service Ukraine’, had restricted ZT-Invest LLC’s use of the trademark and the citrus.ua domain. At that time, Forbes was examining disputes relating to shareholdings and involving Hennadiy Korban. The chain continued its online sales via a different address, whilst legal proceedings were ongoing regarding the old domain. [3] [4] [5]

A change of address for a shop represents a financial loss. Customers may switch to another platform or be unable to find the catalogue they are used to. The move affects external links, search engine traffic, advertising and customer retention. In this line of business, regaining the domain significantly alters the practical value of the deal: the unified brand identity and single point of entry are once again operating side by side.

## What Artur Gatunok said about the purchase

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In June 2025, Gatunok confirmed to Forbes Ukraine his interest in purchasing ‘Citrus’. In August, in an extensive interview, he spoke about the deal that had already taken place and how some of Yabluka’s shops would gradually begin operating under the ‘Citrus’ brand. The same interview also addressed the chain’s debts and claims from former parties to corporate disputes. This statement by the new owner can be linked to subsequent changes in the shops and legal entities. [2] [6]

This archived text from ANTIKOR centres on a broader question: can the new owner change the business practices that have been the subject of complaints for years? In an interview with Forbes, Gatunok explained that he sees value in preserving the brand and developing its business model. For a legal assessment of the change of ownership, the list of assets and liabilities under the transaction is more important: which legal entities have changed their shareholders, where the debts remain, and who has acquired the rights to the trade mark. [1] [2] [6]

Timing is particularly important in this story. The tax issues referred to by ANTIKOR relate to the period prior to the purchase. The new owner’s decisions can be assessed by what happened after the change of control: who processes sales, which seller is listed on the receipt, whether disputes with former counterparties have been resolved, and how the new management discloses the business structure. [1] [2]

## Where did the 400 million hryvnias come from?

This archived copy summarises publications from 2022 which mentioned **400 million UAH** Alleged tax arrears were reported, along with the possible involvement of dozens of businesses and entrepreneurs. The sum relates to long-standing claims regarding the network’s activities. Based on the materials we have examined, it is not possible to confirm this as a definitively established debt or to attribute it to Gatunok. [1]

To verify the calculations, documents are needed specifically relating to the disputed transactions: which companies recognised the revenue, which goods were imported, where the payments actually went, and what decision was taken by the court or the tax authority. The fact that different operators work within the retail chain does not in itself explain the tax calculations. This requires an analysis of the contracts and the accrual period. It would be premature to regard the history of the

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transaction as a continuation of previous episodes until such an audit has been carried out.

## The return of citrus.ua. When exactly did this happen?

On 1 June 2026, Forbes Ukraine reported that ‘Citrus’ had regained control of **citrus.ua** following a long-standing corporate dispute. RetailersUA and the Ukrainian Council of Shopping Centres also reported the return of the main domain. This is a verifiable outcome that the chain had openly discussed. It can be linked to Gatunok’s statement regarding the preservation and development of the brand. [3] [7] [8]

The restoration of the domain allows the buyer to use a familiar name, but does not answer all questions regarding past and present obligations. In a domain dispute, it is important to establish who has the right to manage the address. In a tax dispute, the specific sellers, transactions and time periods are crucial. Buyers would do well to bear in mind that the website address, logo and seller’s name on a receipt may relate to different parts of the same chain.

## What can be proven from this story now?

The archive notes the removal of the ANTIKOR publication **2 October 2026**. Available documents and independent publications provide the basis for a timeline: restrictions on the domain and trademark in 2022, the purchase of the chain in 2025, and the return of the domain in 2026. This timeline clearly shows where ownership changes, where the online shop’s address changes, and where old claims require a separate resolution. [1] [2] [3] [4]

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## Use of materials

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Original publication

https://kartel-khimprom.com/en/article/who-bought-citrus-artur-gatunks-deal-the-return-of-the-domain-and-an-old-tax-dispute/