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Artem Borodatyuk, Netpeak and Sens Bank. Two amounts totalling 18.88 million UAH in advertising purchases

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Two Netpeak entries dated 31 August 2026 for 18.88 and 17.78 million UAH. What did ‘Sens Bank’ purchase, and why is the total price not visible on the transaction details?



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Editorial collage. Portrait of Artem Borodatyuk from Netpeak Journal.

There is an awkward detail regarding the advertising purchase for ‘Sens Bank’. In the ‘Netpeak’ LLC record, there are two entries side by side dated 31 August 2026 for **18,876,306 and 17,775,513 UAH**. Both entries feature the same client and an identical list of services. The difference is 1,100,793 UAH. From the publicly available records, it is impossible to determine what amount the bank specified in the contract and how much it paid for the advertising.

‘Fraza’ featured the name of Netpeak’s founder, Artem Borodatyuk, and the sum of around 18 million UAH in its headline. The original URL returns a 404 error, but the text has been preserved by ‘Ministry of News’. We cross-checked the figures against the legal entity’s account statement. The entries do indeed exist, but the archived headline leaves a key question unanswered, without which the amount cannot be properly assessed. For what set of placements, under which contract and on what terms did ‘Sens Bank’ incur these expenses?

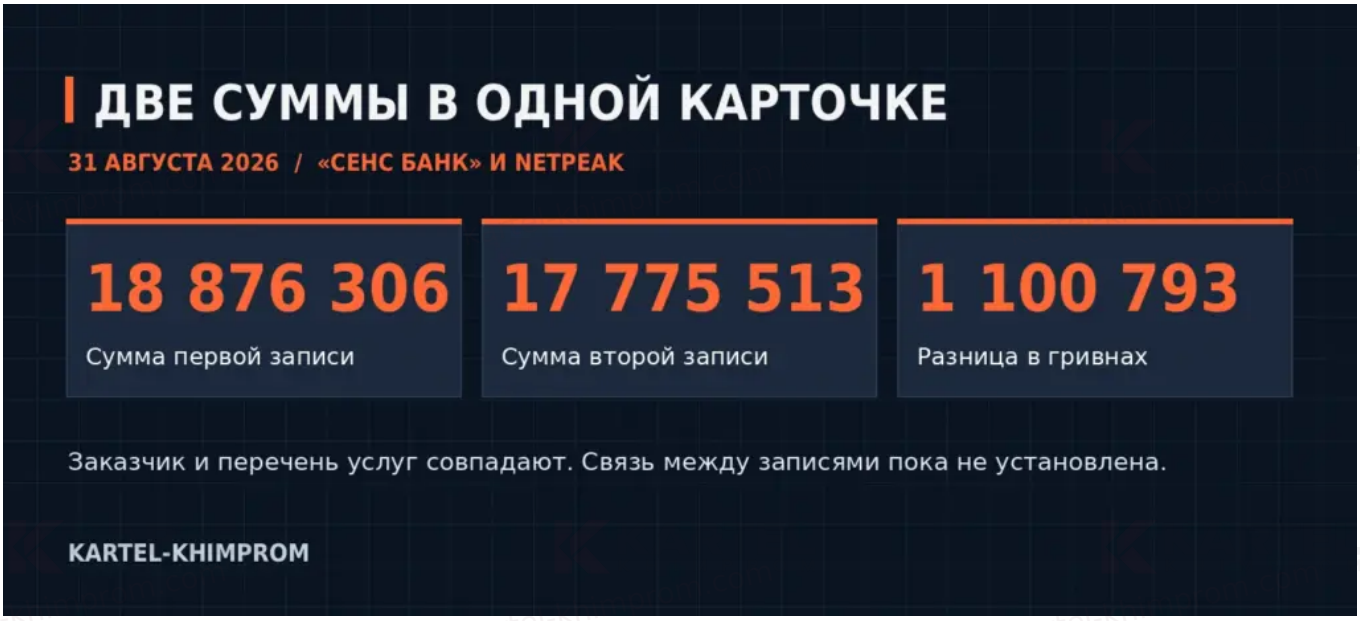
What was ‘Sens Bank’ planning to buy from Netpeak?

This covers a wide range of media. Both entries include adverts on radio and linear television, outdoor and digital out-of-home advertising, placements on public transport and in the metro, online campaigns with measurable actions, and reach-based campaigns, including streaming television. The card for each category specifies the unit as ‘service’. This indicates the category of the purchase, but it is not possible to deduce the number of airings, the duration of the placement or the price of an individual channel from it.

Date on the transaction record	Client and supplier	Amount	What is publicly visible
31.08.2026	“Sens Bank” / Netpeak LLC	18,876,306 UAH	Several types of advertising placements, ranging from radio and outdoor advertising to digital and OTT
31.08.2026	“Sens Bank” / Netpeak LLC	17,775,513 UAH	The same list of services

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Date on the transaction record	Client and supplier	Amount	What is publicly visible
—	The difference between the entries	1,100,793 UAH	Calculation based on the transaction record. The reason for the discrepancy has not been established by the documentation



A comparison of two entries from Netpeak LLC’s profile on YouControl.

The amounts cannot be added together without contract numbers and annexes. If this relates to a single procurement process, the lines may represent different stages of a single entry. If there were two contracts, each should have its own volume, duration and acceptance documents. The mere coincidence of names does not determine which version is correct. The data found also lacks an identifier that would allow one to reliably reconstruct the procedure, the number of tenders and the conditions for selecting the contractor.

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Artem Borodatyuk. Photo from the author’s profile on Netpeak Journal.

Where does Artem Borodatyuk fit into this story?

Artem Borodatyuk is publicly known as the founder of Netpeak. The EGR record allows us to identify the specific contracting party — Netpeak LLC, registration code 37184690. This is important because the group’s name is used for a multitude of projects. For this story, what matters is the legal entity named in the contract, the person who signed the documents, and the recipients of the funds as stated in the payment documents. It is not possible to deduce from Borodatyuk’s public role whether he agreed the price or received the funds personally. In an archived article, the procurement is mentioned in the context of the ‘Midas’ case. We found no information in the procurement records that would link these two stories.

What to look out for in a budget of nearly 19 million

When an agency buys different types of advertising for a single client, the final figure masks fundamentally different costs. Payments for TV adverts, the hire of advertising space in the metro, the agency’s commission and performance-based online campaigns all result in different figures. If the total includes costs for placements with third parties, it is incorrect to compare it with the agency’s net fee. A media breakdown would show what proportion of the contract went to the media outlets, what proportion went to the agency, and whether the mix of placements changed after approval.

The technical specifications must be read alongside the performance reports. For outdoor advertising, this includes advertising spaces, time periods and confirmation of airtime. For television, it includes the schedule and actual airtime. For digital advertising, these are the metrics

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against which placements were purchased. If the bank commissioned enquiries or other measurable actions, a method is needed to link them to the advertising campaign. The same impression, view and call-to-action can describe different outcomes.

How to check what the bank received

The state became the owner of 100 per cent of the shares in ‘Sens Bank’ in July 2023. The scale of the state’s involvement explains the interest in these expenditure figures. A campaign report and acceptance certificates would allow an assessment based on the volume of services actually provided, whilst information on the selection process would help to understand what other proposals were considered. Minutes or a published explanation of the contractor’s selection would help verify whether price was the decisive criterion and what it was compared against.

The main unanswered question in this story can be summed up in a single line. What is the contract reference number, what is the total price, and what documents explain the second entry for 17.78 million UAH? The answer will allow us to verify both amounts and return to the more important question regarding the outcome of the procurement.

Sources

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