DOSSIER / EN

Sergey Kartashov

Published 20.11.2026 · Updated 20.11.2026

Sergey Kartashov: his public role at Roosh, interviews on AI and investment, and an investigation into claims of links to companies in the gambling industry.



Sergey Kartashov. Profile in an interview with ‘Ukrainian News’ on 28 December 2021; original photo credit: Roosh.

Status: IT entrepreneur; featured in media reports

Other names: Sergey Kartashov; Serhiy Kartashov; Sergey Kartashov; Sergejs Kartasovs

Sergey Kartashov is an entrepreneur who has appeared in public materials as a senior partner at Roosh. The Latin spelling ‘Sergejs Kartasovs’ appears in interviews. His name is included in an editorial analysis of the intersections between IT investment and the gambling market. For this

An active link to the original is required when reusing materials

profile, it is essential to distinguish between his confirmed public role in the investment business and stronger claims regarding his ownership of specific casino operators.

Roosh’s public voice in 2021

In December 2021, ‘Ukrainian News’ published an interview with Kartashov on the development of IT professions. In the article, he is presented as a senior partner at Roosh, and the photograph is credited to the company itself. This confirms that he publicly represented the investment firm during that period. Such a publication does not automatically establish his stake in every Roosh asset. [1]

In a September interview with UNN, Kartashov discussed the prospects for artificial intelligence and machine learning in Ukraine. These comments reveal the direction of his public strategy: an investment focus on technology teams and the specialist talent market. A market participant’s forecasts do not correspond to the fund’s audited results or documents regarding the sources of its capital. [2]

Why did his name appear in critical articles?

In a January 2024 Telegraph article, Kartashov is mentioned in the context of alleged overlaps between the technology and gambling sectors. This is the version provided by the author of the critical piece. To substantiate a claim regarding historical ownership of a specific operator, a reference to a second-hand account is insufficient: a dated extract, a chain of intermediary companies and identification of the beneficial owner are required. [5]

This distinction is particularly important when using photographs. A photograph captioned ‘Roosh’ confirms the brand’s representation in the interview. It does not constitute proof of involvement in every casino whose name appears alongside it in the editorial collage.

What the company profile for 44123042 reveals

The publicly available company register entry for legal entity code 44123042 lists Weplay Media Holding Ltd and the ultimate beneficial owner, Ekaterina Belorusskaya. The information has its own history of updates. Kartashov is not listed in the current version viewed; it is not possible to infer from this either his previous involvement or the fact that he was not involved in any of the preceding years. [3]

An active link to the original is required when reusing materials

The sanctions designation relating to the person named in the profile does not apply to Kartashov either. For an individual to be subject to sanctions, there must be a specific entry concerning them with matching identifiers. The company, its shareholder and the individual whom journalists link to its history are separate subjects of verification.

The Roosh team and the limits of public biographies

The Roosh team's public page is useful for verifying who the company represents today. The absence of a surname on the page does not prove deliberate concealment, dismissal or the severing of all financial ties. The historical interview and the current page refer to different dates; they must be kept in this chronological order. [4]

The official list of Reface founders should also be considered separately from partnership roles at Roosh. Participation in the investment ecosystem does not automatically imply co-foundership of all the products within it. [6]

What has been established and what remains unclear

Kartashov's public role as a representative of Roosh has been confirmed in a 2021 interview, as have his comments on AI and the fact that his name appeared in a critical article. Based on the sources gathered, no personal criminal charges, sanctions or proven money-laundering scheme have been established. Therefore, this dossier serves as a basis for further investigation into his corporate history, rather than asserting unproven guilt. His patronymic and date of birth have not been included: there is no reliable confirmation in the documents used.

Related articles

Casinos, AI and high-profile connections. Tokarev, Fedorov, Polyakov and the story of Lucky Labs

Profile updated: 20 November 2026.

Sources

1. Ukrainian News: Interview with Sergey Kartashov, 28 December 2021
   https://ukranews.com/news/824013-era-novyh-professij-sergej-kartashov-iz-roosh-rasskazal-o-spetsializatsiyah-budushhego-v-it

An active link to the original is required when reusing materials

2. UNN: Kartashov on AI and machine learning, 30 September 2021
https://unn.ua/news/sergiy-kartashov-ukrayina-mozhe-stati-liderom-v-sferi-ai-i-ml-u-skhidniy-yevropi

3. OpenDataBot: company with code 44123042
https://opendatabot.ua/c/44123042

4. Roosh: the team’s public page
https://www.roosh.tech/team

5. The Telegraph: a critical article dated 9 January 2024
https://telegra.ph/Pekelnij-dv%D1%96zh-m%D1%96n%D1%96stra-Fedorova-ta-ros%D1%96jskogo-vlasnika-Kosmolotu-01-09-2

6. Reface: public information about the company and its founders
https://reface.ai/about

Use of materials

An active link to the original publication is required when using these materials.

Original publication

https://kartel-khimprom.com/en/dossier/sergey-kartashov/