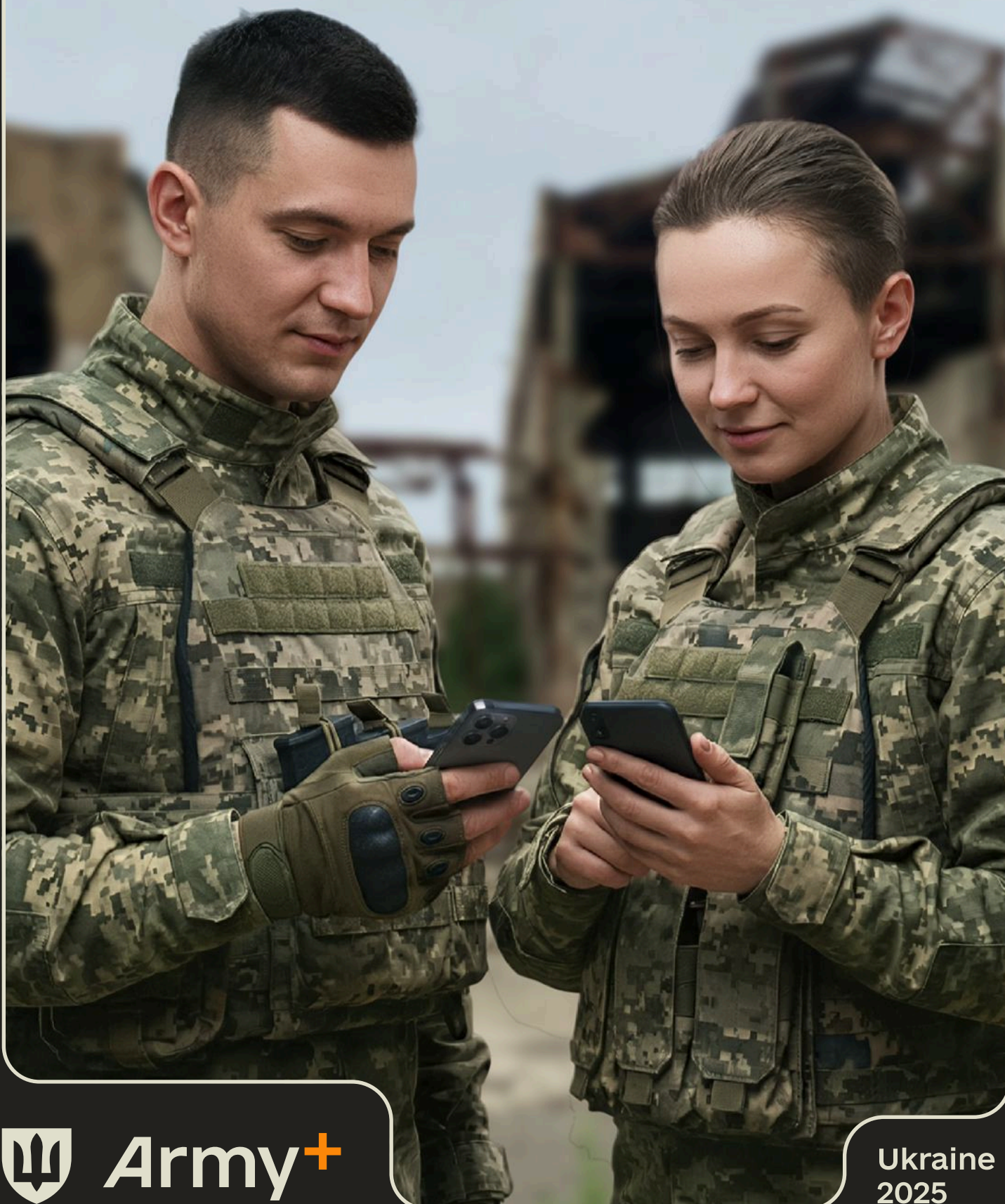


# Pluses Anniversary

National Support  
Program for  
Service Members



Army+

Ukraine  
2025



**Ministry of Defense  
of Ukraine**



**General Staff of the  
Armed Forces of Ukraine**



**Technology  
Solutions Scaling  
Center in Ukraine**

**SADR**



**Bundesministerium  
der Verteidigung**



**BRDO**  
Better Regulation  
Delivery Office



**Strimco**

**Fedoriv**

*Spilka*

## About the Ministry of Defence of Ukraine

The central executive and military governance authority responsible for the implementation of national defense policy



## About Army+

Daily-use mobile application for service members, designed and developed by service members for service members



## ✉ Reach Out to Us

If you have any questions regarding the information presented in this report, please you are welcome to contact the Pluses Team at [armyplus.integration@mil.ua](mailto:armyplus.integration@mil.ua)

The views expressed in this report do not necessarily reflect the positions of our strategic partners. The report is available on the [mod.gov.ua](http://mod.gov.ua) website.



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## Strategic Partners of the Pluses Program



# Foreword

Ukraine's resilience rests on the dedication of its armed forces. Each day, over one million service members both combat and non-combat duties – engaging in training, performing active duty, taking leave, recovering, and then returning to service. Against this backdrop, the Pluses National Support Program for Service Members was launched a year ago.

The government in partnership with socially responsible businesses, has united to support service members across their daily needs, both on duty and beyond. From coffee on the go to critical operational equipment, train tickets, discounted fuel, and essential medications – simple yet crucial things designed to enhance the lives of service members.

Over the past year, the Pluses Program has become an integral part of daily life for thousands of Ukrainian service members. This report reviews the program's inaugural year and underscores the systemic support delivered to uniformed personnel by the state and its partners.

With heartfelt gratitude to all defenders of Ukraine.

# 24 December 2024

## Official Program Launch



01

# Annual Results of the Pluses Program

**UAH 504 mln**

aggregate savings for  
servicemembers through  
the program



**11 mln drip  
coffee bags**

equivalent to the estimated  
procurement cost



**8+ mln times**

military personnel used  
program offers

**1+ mln times**

views of Pluses in the  
Army+ App

**110K times**

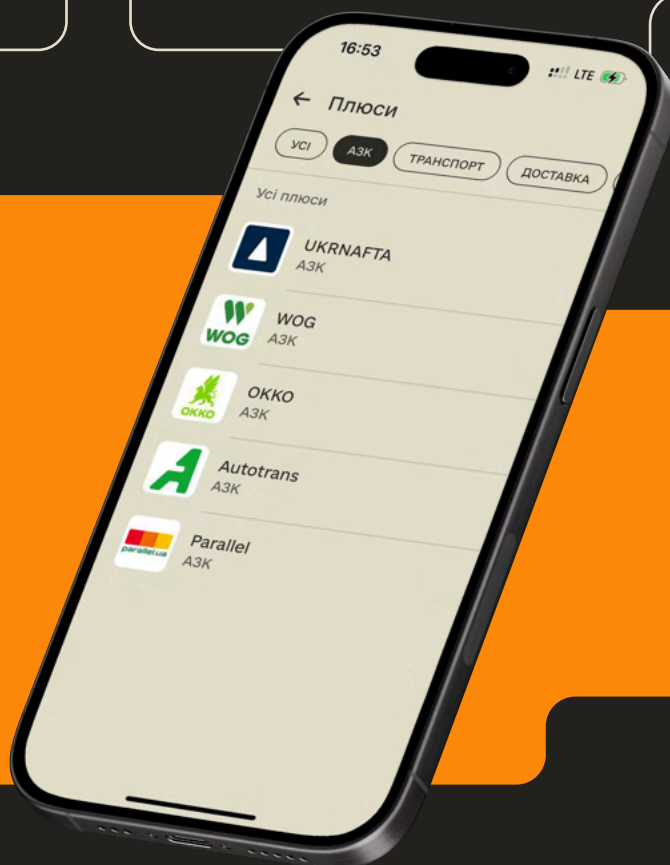
codes shared with  
closed people

**16**

partners have integrated  
with Army+ App

**>1 million**

users on Army+ App



# Military Loyalty Program

## 2.1. Pluses Program Overview

The Pluses National Program for Military Support is a government-managed service that grants military personnel secure access to verified offers including discounts, rewards, and other benefits from private-sector partners, addressing essential needs such as transportation, fuel, logistics, military equipment, food, healthcare, and recreation.

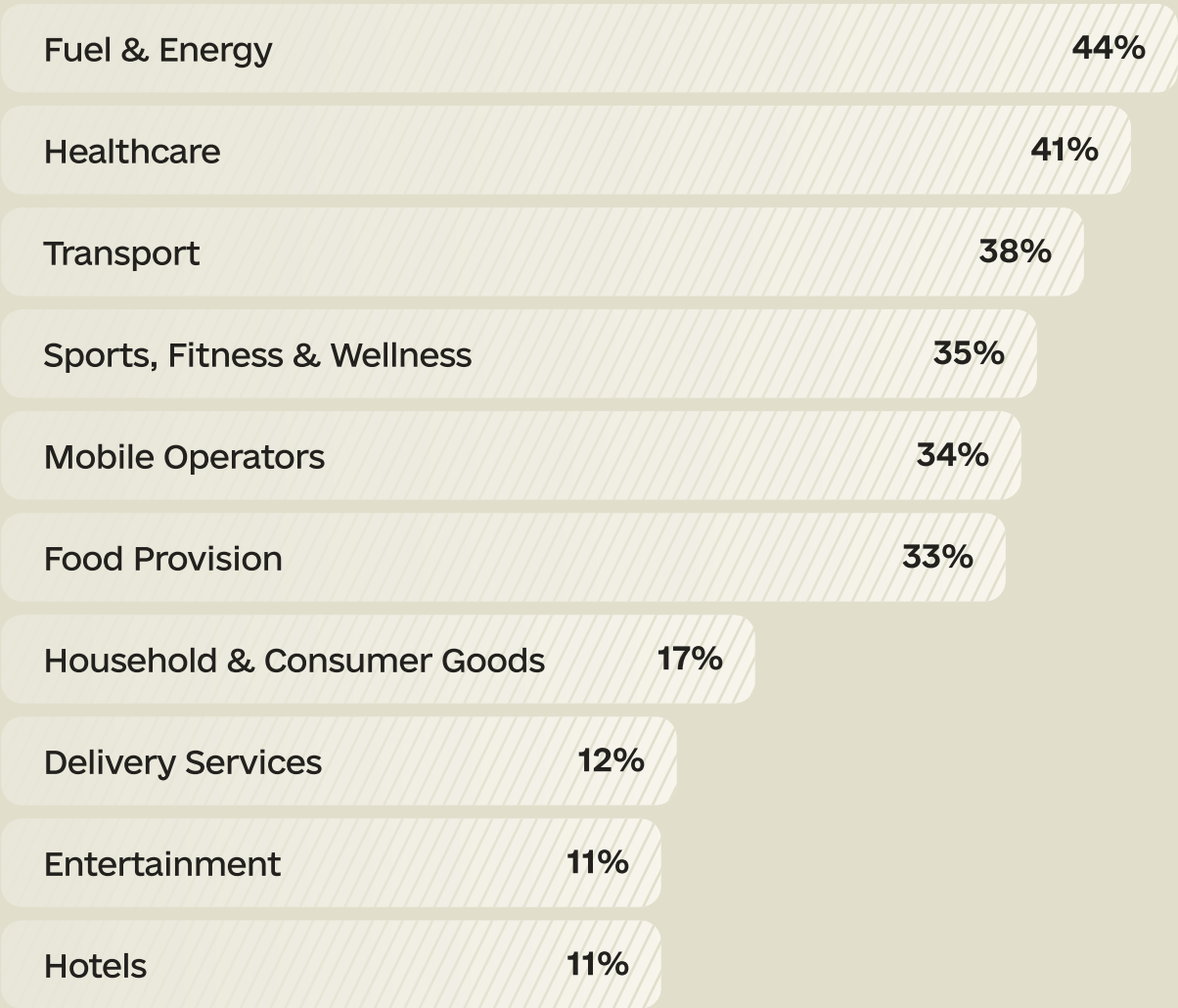
All partner offers are consolidated within a unified digital platform and are accessible exclusively to authenticated service members. This centralized approach eliminates the need to search for individual discounts, seek additional approvals, or contact partners directly, providing military personnel with consistent, streamlined access to services regardless of their deployment location.

The Pluses Program exemplifies a data-driven approach to policy development. This is primarily aligned with Ukraine's National Economic Strategy 2030, the National Military Security Strategy, and the Human Capital Engagement, Development, and Retention Strategy in the Defence Forces 2027. The programme promotes military access to responsible businesses operating within the legal framework, facilitates public-private partnerships, and demonstrates systemic state care for service members through a secure digital platform.



Between February and March 2025, the Ministry of Defence surveyed 43.1K Army+ users. The results indicate that Pluses meets the key needs of service members while generating additional social value: 88% of respondents expressed a desire to share codes with family members. Among the priority categories of support, military personnel most frequently selected fuel stations. By the end of December 2025, the program had onboarded the five largest fuel networks in Ukraine, enabling service members to save over €372 million and confirming the programme’s alignment with their real needs and its tangible practical value.

## Key Focus Areas for Military Personnel in the Pluses Program



Survey: 43,100 service members, Army+, the Ministry of Defence of Ukraine, Feb–Mar 2025



The Pluses Program establishes a new model of interaction between the state and the private sector, in which support for military personnel is simple, transparent, and fully integrated into the digital infrastructure. At the same time, Pluses goes beyond the traditional understanding of a discount program, offering a reliable electronic tool for state-backed support and recognition of service members. It operates nationwide, expands alongside its partner network, and adapts to the real needs of the military.

At the core of the program is the implementation of an API that connects two information systems to enable depersonalized verification of military status, facilitate discounts, and exchange data. Access to the application is limited exclusively to military personnel. This mechanism provides the following benefits to businesses:

- 1 Operational efficiency through automated verification of military eligibility without manual processing of requests.
- 2 Secure verification of military status without transmitting personal, sensitive, or other identifying information.
- 3 Elimination of human error in system-to-system interactions, minimizing mistakes and reducing operational risk.
- 4 Protection against repeated or unauthorized use of offers through app monitoring.
- 5 A consolidated real-time analytics environment to support informed business decisions.
- 6 Access to the largest digital platform targeting military personnel via Army+, where the primary audience consists of Ukraine's defenders.

## Why Army+

The Army+ app is designed to serve as a daily-use digital platform for service members and is continuously updated to meet their evolving needs. Currently, Army+ offers:

- Army ID, a digital service member credential for verifying military service;
- Pulse newsfeed, providing relevant and practical content;
- Electronic reports – simplification of bureaucracy in the army;
- Online education, led by experienced service members, offering up-to-date information, practical advice, and assessments;
- Surveys, a tool for driving change within the Defense Forces based on service members feedback;
- Pluses, exclusive offers from Ukrainian businesses.

Army+ reaches the largest military audience in Ukraine with more than one million users. The Pluses Program enables engagement with the broadest possible number of service members through a single app, while the program's development forms a key component of the systemic digital transformation of service members' interaction with the state.

## 2.2. Comparative Analysis of Military Loyalty Programs in Ukraine and Beyond

Providing discounts and benefits to military personnel is common in many countries, but the way these programmes are implemented differs widely in terms of government involvement, digital integration, and user convenience. For illustration, we looked at programmes in four countries: Ukraine, the United Kingdom, the United States, and Canada. What sets Ukraine apart is that Pluses operates as a state-run digital service. Discounts are available exclusively to military personnel verified through the Army+ app, and, when partners allow, to their family members as well.

In contrast, the programmes in the other three countries cover a broader group of recipients, including active service members, veterans, and, in the UK, Ministry of Defence employees. While these support programmes are generally free, the UK model requires a nominal five-year fee to obtain a loyalty card.

			
<b>Army+</b>		<b>VALOR</b>	<b>CF/FC</b>
Pluses Program	Defence Discount Service	Valor - Military Discounts	CF One
National support program for service members	Official discount service for armed forces, veterans, and the defence community	Local San Diego program providing cashback discounts for military services	Service listing benefits and discounts for the defence community
Ukrainian Armed Forces, Ministry of Internal Affairs (including Ukraine's National Guard), Ministry of Defence (State Transport Special Service), and their families	Military personnel, reservists, veterans, civil servants in the Ministry of Defence and their families, cadet forces (16+), and NATO staff in the UK	Military personnel, veterans, reservists, National Guard, and their families	Military personnel, veterans, and their families
Access via BankID authentication; service members generate a QR or promo code to receive discounts from businesses across Ukraine	System login requires document upload for verification by administrators; users can choose: 1) Defence Privilege Card (£4.99, 5 years); 2) promo codes for online purchases	One-time status verification; linked card allows military discounts as cashback without showing documents in-store	Registration requires verification documents; once verified, access to discounts, offers, and programmes via CF One Card or e-document
Ministry of Defence of Ukraine	Ministry of Defence of the United Kingdom	Valor US INC	Canadian Forces Morale and Welfare Services

## 2.3. Pluses Program and Army+ App: Transforming Service Members' Lives

The Pluses Program, together with the Army+ app, delivers military personnel streamlined and transparent access to discounts, benefits, and partner offers. A less visible yet pivotal component of the system is the technical support team, which manages all service requests within the Pluses ecosystem, ensuring a seamless and highly responsive user experience.



**4.4**

Average App  
Store rating for  
the Army+ app

**4.7**

Average Google  
Play rating for  
the Army+ app

The program empowers military personnel to economize on essential daily needs, for instance, in such domains as fuel, equipment, transportation, medical supplies, delivery services, recreation, and more without the inefficiency of searching for individual offers, verifying eligibility, or navigating multiple providers. Instant generation of QR codes and promo codes facilitates immediate and frictionless transactions, eliminating reliance on physical documents or paper vouchers.

Pluses further establishes a systematic and equitable support framework: all service members receive uniform access, while partner organizations can swiftly update offerings to reflect the evolving requirements of Ukraine's defenders. Consequently, military personnel benefit from financial, social, and secure support, extending also to their families.



# Service Members Feedback on the Pluses Program



- Гарний приклад співпраці бізнесу та держави 🙌  
8 тиж. Подобається Відповісти
- і 30 тиж.  
Аж приємно дивитись ❤️  
Відповісти
- 17 тиж. • **Стежити**  
Один з кращих українських виробників!  
Відповісти 33
- 29 тиж.  
👏👏👏  
Відповісти
- 17 тиж.  
Це дуже топ.  
Відповісти 9
- 14 тиж. • ❤️  
Ми вам дуже вдячні 🔥  
Відповісти
- 14 год  
Користуюся і дякую вам!  
Відповісти 2
- 19 тиж.  
кайф! дякую!  
Відповісти
- надзвичайна і чудова новина!  
❤️
- 37 тиж.  
Це топ! Респект свідомому бізнесу, дякую за круту ініціативу!  
Відповісти
- це добре, що військові отримують додаткові знижки  
8 тиж. Подобається Відповісти

\*Names/nicknames have been changed for security reasons

# Program Partners Supporting Service Members by Sector

## List of Pluses Programme Partners

\*Partners Ordered by Programme Enrollment Date

Partner Name	Programme Offer for Service Members	User Popularity Rating
	Tickets for military personnel and their families from a special military reserve	3
 	Up to ₴3 off fuel, 30% off cafes, and 10% off groceries	5
	₴1 delivery for up to 30 kg to frontline areas	1
 	Up to ₴5 off fuel, 20% off cafes, and 10% off groceries	2
	Up to ₴5 off fuel, 20% off cafes, and 10% off groceries	4
 	Up to 30% off tactical gear, tools, and other necessary supplies	6
 	10% discount on equipment, apparel, footwear, and other items	8
	₴60 per cinema session	7
 	15% off all printed, electronic, and audiobooks	15
 	15% off body armor & tactical gear	9
 	Up to ₴4 off fuel, ₴10 off coffee, and 10% off other goods	10
 	10% off all web-store items	12
	Up to ₴4 off fuel, 20% off at cafes, 10% off groceries	11
 	10% discount on all online products	16
	Croissant and Americano with 15% discount	13
	20% off Darnița-produced medications	14



Partner enabling servicemembers to share codes with family members

\*The popularity ranking is based on how frequently servicemembers access their services through the Army+ app

# 3.1. Transport Domain



## Ukrzaliznytsia

The national railway operator and one of Ukraine's largest transport companies, Ukrzaliznytsia ensures the continuous operation of passenger and freight services in both peacetime and wartime. In recognition of its resilience in logistics, the company received the European Railway Award 2023. Thanks to a dedicated ticket reserve, military personnel are able to travel on key routes even during periods of high demand



Joined Pluses Program

2024-12-24

Official Website



uz.gov.ua

Military Offer Usage

>169K times

Hours saved

26% of train tickets

were purchased by servicemembers on the day before their departure



## Oleksandr Pertsovskyi



CEO of the Ukrainian Railways

«For us, cooperation with the Army+ app is primarily about care. Care for the people who keep the country going every day and who, between rotations, business trips, and short vacations, simply want to get home without any unnecessary complications. At Ukrainian Railways, we want every such trip to be a sign of our support and gratitude. This is our small but sincere way of being there for those to whom we owe the opportunity to move forward»

# 3.2. Fuel Station Domain



UKRNAFTA

## UKRNAFTA

Ukrainian oil and gas company, operating its own network of fuel stations. Each station includes convenience stores, coffee points, and essential facilities for military personnel, enabling them to purchase everyday items on the go or take a break while traveling. Through the Pluses Program, this partner provides discounts of up to €3 off fuel, 30% off cafés, and 10% off groceries



Joined Pluses Program

2024-12-24

Official  
Website



[ukrnafta.com](https://ukrnafta.com)

Military Offer Usage

>1.3 mln times

Cost Savings

UAH 103+ mln



## Bohdan Kukura

UKRNAFTA

Board Chairman of Ukrnafta

«Since 2022, UKRNAFTA has been providing consistent and systematic support to the Ukrainian Armed Forces. In total, nearly UAH 3 billion has been allocated to assist the Defence Forces. The Pluses programme enables us to do even more for our defenders, giving them the opportunity to save on fuel, hot beverages, and goods available in our stores. For our entire team, it is important to remain a reliable pillar of support for the Armed Forces of Ukraine»





## WOG

Privately owned network of fuel stations in Ukraine, with a broad presence across multiple regions, providing fuel, convenience goods, and food services. Through its partnership with WOG, military personnel can save up to ₾5 on fuel, 20% at cafes, and 10% on groceries during their journeys. Thanks to its extensive network, WOG delivers reliable support for the mobility of service members



**Joined Pluses Program**

2025-02-12

**Official  
Website**



wog.ua

**Military Offer Usage**

**>2.9 mln times**

**Cost Savings**

**UAH 24.6+ mln**

## Hennadii Karlinskyy



Chief Marketing  
Officer of WOG



«WOG's partnership with the Pluses, which the company joined in early February 2025, is primarily about providing effective support and a way to thank those who defend our country. During this time, WOG has provided nearly UAH 225 million in discounts on high-quality fuel, beverages, food, and other goods through the Army+ WOG app as part of the National Support Program. For WOG this is a logical continuation of the systematic assistance to the Armed Forces, which has been provided since the beginning of the full-scale invasion: from the evacuation of wounded military personnel and civilians from frontline territories to projects to provide units with the necessary equipment and supplies»



## OKKO

One of Ukraine's private energy and service groups with nationwide coverage, encompassing a network of fuel stations, food services, and retail formats. The company supports socially responsible initiatives, and within the Pluses Programme, OKKO offers military personnel discounts of up to ₴5 on fuel, 20% at cafes, and 10% on groceries



Joined Pluses Program

2025-03-13

Official  
Website



okko.ua

Military Offer Usage

>2.5 mln times

Cost Savings

UAH 240+ mln



## Vasyl Dmytriv

OKKO

Vice President for Marketing  
and Development at OKKO

«OKKO's participation in the 'Pluses' National Support Program for Service Members within the Army+ app has become another way for our team to provide systematic support to service members in their everyday needs. This year has shown how important it is for our defenders to feel consistent, rather than one-off, support from businesses. For our team, this initiative is another opportunity to express gratitude to everyone who is defending our country»



## AUTOTRANS

Domestic network of fuel stations providing essential infrastructure for drivers, including fuel, convenience stores, and other necessary travel items. Through Army+, military personnel can receive discounts of up to ₴4 on fuel, ₴10 on coffee, and 10% on store items and fast food



Joined Pluses Program

2025-09-02

Official  
Website



autotrans.ua

Military Offer Usage

>33K times

Cost Savings

UAH 2+ mln



## Oleksandr Kakarov

AUTOTRANS  
мережа АЗК

Managing Director of Trading  
House Autotrans-Oil LLC

«Supporting members of the armed forces and their families is not only an important mission for us, but also a conscious civic responsibility grounded in the values of accountability, mutual support, and solidarity. Our collaboration with Army+ has become a strong example of effective partnership, where clear coordination, transparent processes, and trust among participants make it possible to achieve tangible results. We value the opportunity to be part of a community of like-minded people who act systematically and responsibly, responding to real and pressing needs. Our team works with a deep sense of shared purpose – to support those who serve in the armed forces and their families by providing assistance that delivers lasting and meaningful impact»



## Parallel

National network of fuel stations operating in Ukraine for 30 years. Today, under the Parallel brand, the company runs over 90 stations across the country. It continues to grow, providing customers with fuel and services, creating jobs, and supporting social projects. Military personnel are offered discounts of up to ₴4 on fuel, 20% at cafes, and 10% on groceries



Joined Pluses Program

2025-09-10

Official  
Website



parallel.ua

Military Offer Usage

**>43.8K times**

Cost Savings

**UAH 2.5+ mln**



## Oleksandr Dubinin



Owner and CEO of the Parallel

«Supporting the military is our social responsibility. It is not merely a business initiative, but a deep understanding of the crucial role played by those who defend our country. We believe that every action matters, and therefore our contribution to supporting the military is not only assistance, but also an expression of respect and gratitude. Participation in the 'Plusy' program is an important part of our support. Going forward, we will continue to support the military by offering favorable conditions at our gas station complexes»



### 3.3. Delivery Service Domain



#### Nova Post

Ukrainian logistics company that also provides a range of additional services, including financial services, international logistics, door-to-door delivery, and overseas shipments, meeting both personal and professional needs. Within the Pluses Program, military personnel are offered delivery of up to 30 kg for €1 to frontline post offices



Joined Pluses Program

2025-01-20

Official Website



[novaposhta.ua](https://novaposhta.ua)

Military Offer Usage

>745.7K times



Global Reach

Poland, Lithuania, Czech Republic, Germany, Romania, Moldova, Slovakia, Estonia, Latvia, Hungary, Italy, Spain, the United Kingdom, France, Austria and Netherlands



#### Oleksandr Bulba

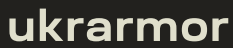


Nova Post CEO

«Supporting the Armed Forces and humanitarian initiatives is part of our daily work. In 2025 alone, we delivered over 2.5 million humanitarian shipments and allocated UAH 1.8 billion to support both the military and the civilian population. The Army+ programme and our humanitarian projects have demonstrated that collaboration between the state, businesses, and volunteers can systematically strengthen the country's defense capabilities. This experience has given our team a deeper understanding of the real needs of the frontlines and communities, confirming the importance of swift and accurate decisions where they truly matter. We will continue to remain a reliable partner for those who defend Ukraine every day»

\*Data are withheld at the request of the partner

### 3.4. Tactical Supplies Domain



#### Ukrarmor

Ukrainian company specializing in equipment, clothing, footwear, and other military supplies. Through its online store, products are accessible across virtually all regions of Ukraine, and Ukrarmor also operates three physical stores in Kyiv. Within the Pluses Program, military personnel receive a 10% discount on equipment, clothing, footwear, and other goods



Joined Pluses Program

2025-04-28

Official Website



[ukrarmor.com.ua](https://ukrarmor.com.ua)

Military Offer Usage

>6.5K times

Cost Savings

UAH 5.2+ mln



#### Vladyslav Havinchuk



Co-founder of Ukrarmor

«Supporting the military is not a one-time action but a daily responsibility. This year's «Pluses» has become a natural extension for our team of what we do every day: helping those who protect us. We have seen how simple but systematic solutions address the real needs of the army and, at the same time, create a common culture of responsibility between business, society, and the army»



## Balistyka

Ukrainian manufacturer of body armor and military gear, operating both an online store and five physical retail locations where essential equipment is available. Through the Pluses Program, military personnel are entitled to a 15% discount on body armor and related gear



Joined Pluses Program

2025-07-22

Official  
Website



[balistyka.ua](https://balistyka.ua)

Military Offer Usage

**>5.6K times**

Cost Savings

**UAH 4.5+ mln**



## Oleksandr Dovhyi



Ukrainian Armed Forces Officer  
and Founder of Balistyka

«Armiia+ helps us support defenders by making high-quality body armor and gear even more accessible. For Balistyka, it's an opportunity to stand behind our brothers and sisters in arms. We are glad the Ministry of Defense has created this convenient framework for cooperation between manufacturers and soldiers. Next, we look forward to the rollout of a reform that introduces an electronic equipment allowance and compensation for defenders who purchase their own gear»



## UTactic

Ukrainian brand specializing in tactical and military gear, primarily operating online, with a showroom located in Kyiv. Through the Army+ app, military personnel are eligible for a 10% discount on all online products



Joined Pluses Program

2025-09-04

Official  
Website



[utactic.com](https://utactic.com)

Military Offer Usage

>115 times

Cost Savings

UAH 37+K



## Oleksandr Nikolayenko



CEO of UTactic

«Since the beginning of the full-scale invasion, we have been living in a reality where the Ukrainian Army has become the foundation of our present and the guarantee of our future. Every day, they demonstrate what true responsibility means – responsibility for the country, for the people, and for freedom. We firmly believe that supporting the Army is not a one-time initiative or a symbolic gesture. It is a responsibility of everyone who works and grows in this country. For our team, social responsibility means consistent, long-term support for the Armed Forces. The Pluses Program is a continuation of our daily work in support of those who defend Ukraine»



## BGN ARMO

The company supplies Ukraine's defenders with mounts for optical sights. Its online store ensures convenient access to products across the country, and a physical store operates in Lviv. Military personnel receive 10% off the entire online assortment through the Pluses Program



Joined Pluses Program

2025-09-18

Official  
Website



[bgn-armo.ua](https://bgn-armo.ua)

Military Offer Usage

**>8 times**

Cost Savings

**UAH 3+K**



## Iavorskyi Volodymyr

**BGN  
ARMO**

Managing Director of BGN ARMO

«Support for the military becomes stronger when it is organized and transparent. Over the past year, we've seen how cooperation with public institutions can work effectively – through clear rules, trust, and accountability. "Plusy" gave us a sense of shared purpose with many teams across the country. Thank you for the opportunity to be part of this effort»



# 3.5. Healthcare Domain



## Darnytsia

Ukrainian pharmaceutical company with over 90 years of experience, manufacturing a range of medicines in accordance with international Good Manufacturing Practice (GMP) standards. Through the Pluses Programme, military personnel are entitled to 20% off all verified and certified Darnytsia medications



Joined Pluses Program

2025-10-26

Official Website



darnytsia.ua

Military Offer Usage

>77 times

Cost Savings

UAH 12K



## Andrii Obrizan



ДАРНИЦЯ

CEO Darnytsia Pharmaceutical Company

«For Darnytsia, participating in the Pluses project is not just an honor, but a deep expression of our company’s social responsibility to the country. We have seen firsthand that by supporting our defenders, we can truly improve their lives and help set new standards for how society treats those who serve. This program has inspired and united our team, offering valuable lessons in solidarity and empathy. It has transformed not only our approach to social initiatives, but has also shown that business can be a meaningful force for positive change for both people and the nation»

# 3.6. Food & Beverage Domain



## Lviv Croissants

Chain of cafes and bakeries specializing in fresh pastries, desserts, and coffee. Military personnel can enjoy 15% off combo offers through Lviv Croissants



### Joined Pluses Program

2025-11-13

### Official Website



lvivcroissants.com



### Global Reach

The United States, Poland, Czech Republic, France, Norway, Slovakia and South Korea

### Military Offer Usage

>3.9K times

### Cost Savings

UAH 134.7+K



## Andriy Halytskyi



CEO, founder and co-owner of Lviv Croissants

«Today, it is vitally important for us to stand together and support the military. I am grateful to the Ministry of Defense of Ukraine for the trust and for the opportunity to take part in the Pluses military support program. We have the strength and a strong desire to do even more»

### 3.7. Партнери в категорії «Відпочинок»



#### Multiplex

Nationwide cinema network in Ukraine serving a broad audience, including military personnel, regardless of their location. Through Army+, service members can access movie tickets at a fixed price of ₴60



Joined Pluses Program

2025-05-09

Official Website



[multiplex.ua](https://multiplex.ua)

Military Offer Usage

>138K times

Cost Savings

UAH 14+ mln



#### Roman Romanchuk



CEO Multiplex

«We congratulate the Armia+ project on its first anniversary. This initiative brings together business, government, and civil society around a shared goal – supporting Ukrainian defenders and helping the country endure its most challenging times.

We hope that our contribution has become a meaningful element of the program's emotional rehabilitation efforts for servicemen and servicewomen. Participation in the Armia+ project is an important part of Multiplex's social initiatives portfolio. We will continue to make efforts to support the country and help our defenders move closer to victory»



## Nash Format

Ukrainian publishing house and online bookstore specializing in Ukrainian-language literature, translated bestsellers, non-fiction, fiction, as well as audio and e-books. Its online platform enables purchases from anywhere in Ukraine. Through Army+, military personnel receive a 15% discount on all print, e-books, and audiobooks



Joined Pluses Program

2025-07-24

Official  
Website



nashformat.ua



## Vladyslav Kyrychenko



Founder and CEO  
of Nash Format

«Army+ demonstrates that systemic reforms begin with respect for service members, trust in their initiatives, and the use of innovative approaches that save time and enable swift, well-informed decision-making. This approach closely aligns with the Nash Format mission and our work in developing education and professional capacity within the Ukrainian Armed Forces. That is why it is important for us to be part of the Pluses Program focused on corporate social responsibility. Together, we are investing in a combat-ready, responsible, and socially conscious society»

# 3.8. Retail Domain



**ROZETKA**

## Rozetka

Online retailer in Ukraine operating both as a marketplace and e-shop, providing access to products from anywhere in the country. By browsing the website and creating a shopping cart, service members can save up to 30% on ammunition, tools, household goods, and more



**Joined Pluses Program**

2025-03-28

**Official Website**



**rozetka.com.ua**

**Military Offer Usage**

**>83K times**



**Global Reach**

Rozetka EU



# Special Pluses Projects

Armed Forces  
Day Special Offers



Army+




Pluses in  
Army+ App



Army+

04

# Strategic Partners of the Pluses Program

 **General Staff of the  
Armed Forces of Ukraine**



**Technology  
Solutions Scaling  
Center in Ukraine**

**SADR**



**Bundesministerium  
der Verteidigung**



**BRDO**  
Better Regulation  
Delivery Office



**Strimco**

***Fedoriv***

*Spiilka*

# Army+ App

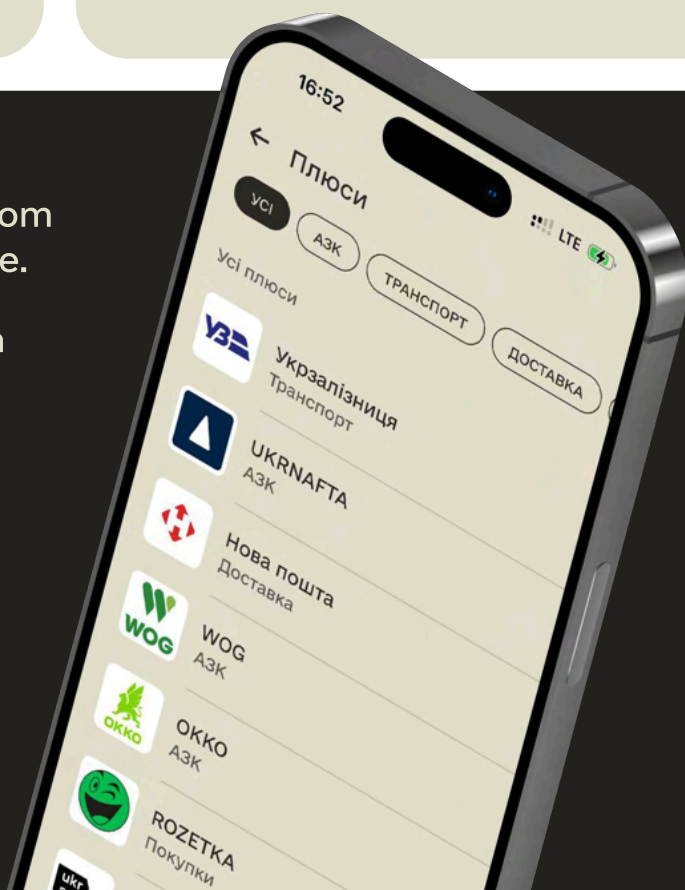
Download on the  
**Play Market**



Download on the  
**App Store**

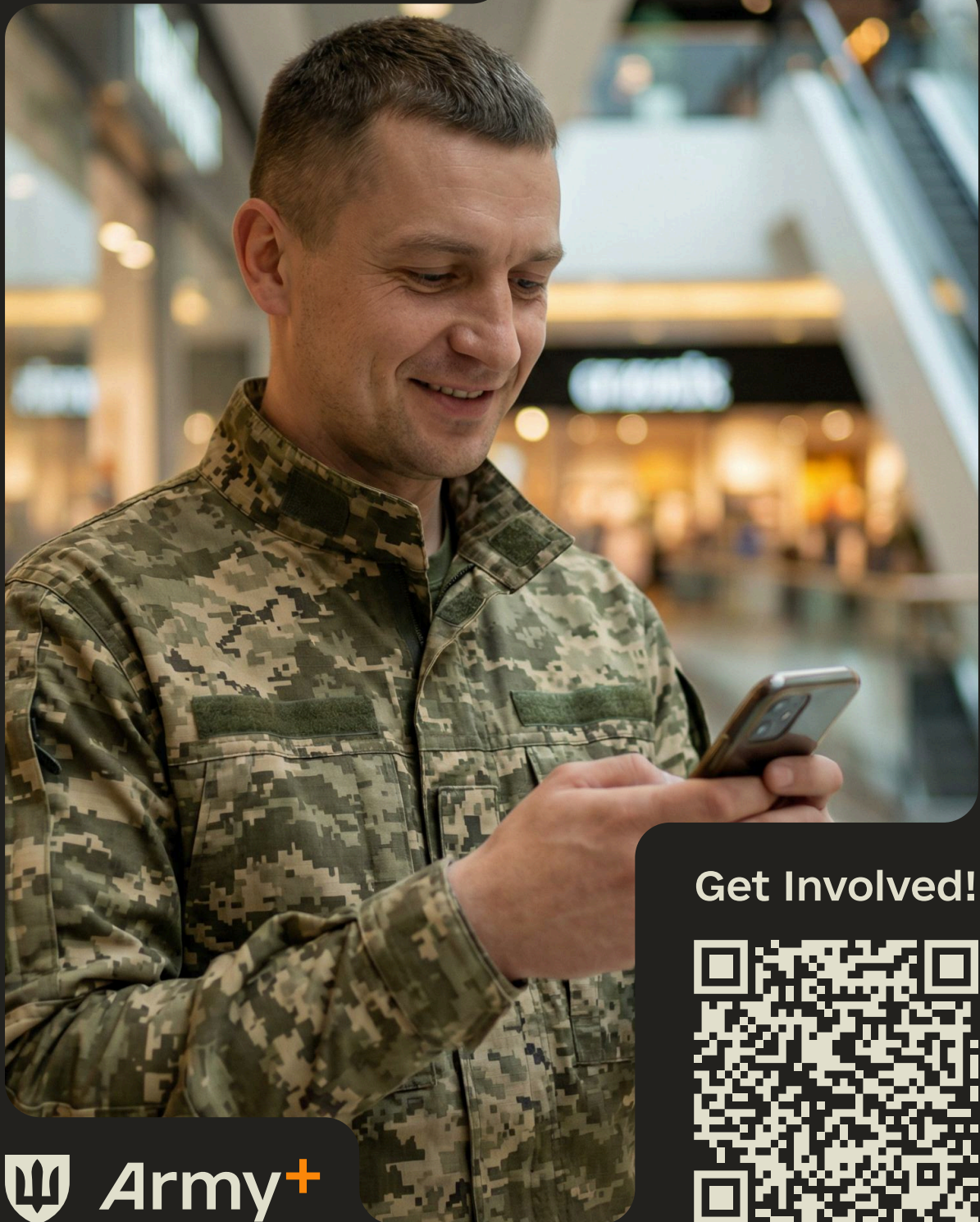


- 1 Download the Army+ app from Google Play or the App Store.
- 2 Open the “Services” section in the app’s bottom menu and select Pluses.
- 3 Browse the latest offers available to you.
- 4 Generate a code according to the specific offer.
- 5 Click—and the Plus is yours!





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