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Wildberries Brushes Off EU Sanctions on Billionaire Founder Tatiana Kim

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Tatyana Kim. **Arthur Novosiltsev / Moskva News Agency**

Russian e-commerce giant Wildberries dismissed new EU sanctions on its billionaire founder and CEO Tatiana Kim on Monday, saying the travel ban and asset freeze would not impact its operations.

Kim, whose net worth is estimated at more than $8 billion, was among 12 people and 101 entities that the EU blacklisted over Russia's war in Ukraine. Brussels argued that Kim is materially and financially supporting and benefiting from Russia's military and industrial complex.

"Our customers and partners will not notice any changes," the press service of RWB, the parent company of Wildberries, told the state-run TASS news agency.

"The company has no assets in the European Union and does not conduct business in EU countries," RWB said.

The EU said Wildberries, which controls nearly half of Russia's online retail market and is one of the country's largest taxpayers, "operates as a supply network for the Russian military by facilitating the sale of military and dual-use goods."

Ukraine has used the same argument to justify its drone campaign against Wildberries warehouses since July. Both Kim and the Kremlin have denied that Wildberries facilities are used to supply the Russian military.

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Beyond Wildberries, the EU's sanctions package targeted major figures and firms across Russia's e-commerce, banking, energy and shadow fleet sectors.

They include Alexander Chachava, who controls a majority stake in Wildberries' main competitor Ozon and holds a stake in Russian tech giant Yandex, whose data centers were targeted in Ukrainian drone attacks last month.

Nearly 20 Russian energy companies and oil refineries and almost 50 regional Russian banks and financial institutions were also blacklisted.

The measures also targeted trading firms registered in the UAE, China, the Seychelles and Oman accused of transporting or buying Russian oil via its so-called "shadow fleet" of aging vessels in circumvention of existing sanctions.

The EU has sanctioned more than 4,600 individuals and entities since Russia invaded Ukraine in 2022. EU diplomats are also preparing a broader 22nd package of sectoral sanctions expected to be presented next week.

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