

# History

MegaFon has come a long way since its entry into the Russian telecoms market over 26 years ago. These years have seen a fundamental change in the mobile telecommunications industry, both in technology development and in customer needs. Throughout its history, MegaFon has followed a path of smart growth and innovative technology deployment not only in technological solutions, but also in marketing, internal processes, and subscriber relations.

## 1993–2001

Establishment of the first pan-Russian federal telecommunications operator.

## 2002–2006

Period of active growth and development.

## 2007–2013

Innovative technology development and investment in reinforcing leadership.

## 2014–2017

Focus on a balanced approach to investment in business development and efficient growth.

In May 2017, MegaFon presented its new 'Driving the Digital World' strategy for 2017–2020.

## 2017–2019

MegaFon transforms from a traditional telecoms operator into a national provider of digital opportunities and a leader both in the Russian and global telecoms market.

## FEBRUARY

7

MegaFon became a member of FinTech Association.

26

MegaFon and Mastercard presented a new mobile financial marketplace.

13

MegaFon and Search Center for Missing People signed a memorandum on cooperation.

## JUNE

6

MegaFon and Cinia Oy, a Finnish infrastructure operator, announced an international consortium to construct a submarine fibre cable connecting Europe and Asia across the Arctic Ocean.

MegaFon and the governments of the Nizhny Novgorod and Kaluga Regions agreed to jointly develop the digital economy in those Regions.

MegaFon and IDGC of Siberia signed agreements on new technology and infrastructure projects.

## AUGUST

8

MegaFon's Client Account mobile app for iOS and Android ranked the best among similar services offered by Russian operators, according to a survey by Roskachestvo (Russian quality assurance agency).

20

In an independent survey by iPhones.ru, MegaFon was named the fastest mobile data operator, significantly outperforming its peers.

23

MegaFon held the first 5G eSports tournament in Russia.

## OCTOBER

9

MegaFon, Russian Direct Investment Fund, Alibaba Group, and Mail.Ru Group launched the largest social commerce joint venture in Russia and the CIS.

## NOVEMBER

13

MegaFon rolled out the next-generation NB IoT CatNB2 technology across 59 Russian regions, offering a fivefold increase in speed compared to the current IoT generation.

28

Jointly with Mail.ru Group, MegaFon launched MegaFon Cargo, an automated freight shipping service.

## Events after 2019 year end

21 January

MegaFon launched an FVNO<sup>1</sup> project with local internet providers enabling them to monetise their built but unused port capacity with 30% to 50% greater efficiency.

26 February

MegaFon was the first Russian operator to announce the launch of international 5G roaming services.

<sup>1</sup> FVNO stands for Fixed Virtual Network Operator.

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# Key Events

**21**

MegaFon became a strategic partner supporting football in Russia.

**APRIL**

**5**

MegaFon won the Best Company Award as the best telecoms operator at which to launch a career.

**MAY**

**20**

MegaFon won the Effie Awards Russia 2019 as the most effective telecoms brand.

**JUNE**

**5**

MegaFon, Rostelecom, and Nokia made the first international video call on a Russian 5G network.

**7**

LLC MegaFon Finance completed a mandatory tender offer for MegaFon ordinary shares to become the owner of 100% of the Company shares jointly with USM Group.

**10**

MegaFon and Fort Ross Ventures, a managing company which is part of Sberbank's ecosystem, signed an agreement on strategic partnership and cooperation in innovations, technology sharing and joint identification of attractive investment opportunities.

**19**

MegaFon was the first in Russia to achieve 1.6 Gbit/s speed on a smartphone on a commercial LTE network, with support from Qualcomm Technologies Inc. and Nokia.

**3**

Roskomnadzor once again named MegaFon as Russia's unrivalled leader by number of base stations, significantly outperforming its peers.

For the third year running, Ookla, an international research agency, named MegaFon the fastest mobile data operator in Russia.

**SEPTEMBER**

**30**

Supported by Qualcomm Technologies and Nokia, MegaFon successfully tested the mmWave 5G readiness of its infrastructure and mobile platform.

**9**

MegaFon and the Administration of the Vladimir Region agreed to jointly develop the local digital economy.

**13**

MegaFon achieved a record-high speed of 2.46 Gbit/s on a 5G smartphone.

**19**

MegaFon and the Government of the Novosibirsk Region signed an agreement on cooperation to build a digital environment in the Region, with MegaFon committing to invest over RUB 4.5bn.

**23**

MegaFon and Saint Petersburg State University opened the first 5G laboratory for students in Russia.

**DECEMBER**

**6**

MegaFon opened its first Experience store in Moscow.

**11**

MegaFon, Rostelecom, VimpelCom, and MTS signed a letter of intent to set up a joint venture with the aim to free up 5G spectrum in Russia.

**23**

MegaFon and Booking.com entered into a unique partnership to offer their customers roaming services for free in 130 countries around the world.

**3 March**

MegaFon commercially launched the MegaFon Cloud platform, which is fully certified in accordance with the requirements of government regulators and can be used by commercial and government customers.

**25 March**

MegaFon was the first operator in Russia to provide support for the advanced Enhanced Voice Service (EVS)<sup>2</sup> codec for iPhone, which is used to support superior quality voice services in 4G networks.

**27 March**

MegaFon started producing its own content for the MegaFon Education marketplace and posted an online course on 5G.

<sup>2</sup> Also known as Enhanced HD Voice.