

# Providing opportunities...



## FOR CUSTOMERS

MegaFon provides advanced digital opportunities for all its customers – individuals, businesses, operators, and the state – and works together with them to improve their quality of life. As a leader in infrastructure and technology, we continue to provide the fastest mobile data services with the widest coverage in Russia. In 2019, we focused on our subscribers’ needs, further expanding our digital ecosystem, and launching new products and services. We deliver best-in-class, market leading solutions through our ongoing cooperation with customers. We rolled out a new converged bundle plan – ‘Obyedinyail!’ (‘Combine!’), built a new digital platform – MegaFon.Cargo, created a cloud service – Platform for Business, opened innovative Stores of the Future, and launched many other products and services.

### New B2C products and services

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### New B2X products and services

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### Sales of products and services

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### Brand and marketing

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### Customer satisfaction

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# FOR PARTNERS

The continuous development of our digital ecosystem allows MegaFon to provide a wide range of opportunities for partners from various industries. We are thankful to market leaders with whom we successfully signed strategic agreements in 2019: Alibaba Group, Mail.ru Group, RDIF, Visa, Blizzard Entertainment, G-Core Labs, and many others. Leveraging its extensive experience and capacity for rapid transformation, MegaFon was able, in cooperation with its partners, to launch large-scale innovative projects in the areas of highest potential. We place particular emphasis on supporting technology startups: in 2019, we continued to develop MegaFon Sandbox, a platform for quick testing of ideas, in cooperation with MIPT's business accelerator Phystech.Start (Startech.vc), IIDF, and other partners. Since its launch, over 1,000 applications from venture entrepreneurs were submitted to the platform, with some of the ideas already being approved and implemented.

#### New partnerships

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#### Strategy

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#### Operational performance

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#### New B2X products and services

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MegaFon’s advanced digital solutions contribute to developing various areas of public life. In 2019, we continued to partner with the government in building the digital economy, supporting sports, actively contributing to charities, developing educational programmes, and launching socially significant products. In particular, we launched a system that facilitates finding missing children – MegaFon.Search, worked on Big Data based solutions for tourism and urban infrastructure management, opened the first 5G-lab for students – 5G\_Dream\_Lab – in cooperation with Saint Petersburg State University, and implemented many other projects. We are confident that by developing our digital ecosystem we are improving the quality of life for many people.

#### Sustainability

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#### New B2C products and services

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#### Strategy

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MegaFon offers development and career advancement opportunities for all its employees. In 2019, we continued to improve our HR policy, introduce ‘Agile’ development methods, develop internal training programmes, hold skills competitions, and launch new projects empowering our employees. We pay special attention to opportunities for young talent: in 2019, MegaFon was named the best telecoms company at which to launch a career and received the Best Company Award ranking.

#### HR policy

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#### Social support

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#### Educational programmes

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MegaFon is committed to openness and transparency, disclosing information about its activities and performance in line with best practice. Although MegaFon is a private company, in 2019 we continued to publish our operating and financial results, take part in investment conferences, and communicate our development strategy and the status of its implementation to analysts, investors and the industry.

#### Strategy

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#### Operational Performance

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#### Financial Performance

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#### Corporate governance and securities

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