Main Facts About Company
Beeline is a part of international telecom group VEON

209 mln clients in 9 countries

$7.98 billion revenue in 2020

48% share of Beeline revenue
Beeline is not mobile communications alone

<table>
<thead>
<tr>
<th>FOR INDIVIDUALS</th>
<th>Mobile services including Internet</th>
<th>FOR BUSINESS</th>
</tr>
</thead>
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<tr>
<td>Home Internet</td>
<td>Big Data and AdTech</td>
<td>Cloud services</td>
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<tr>
<td>Beeline TV</td>
<td>Mobile commerce</td>
<td>Converged solutions</td>
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<td>Mobile commerce</td>
<td>Apps</td>
<td>Networks and rented channels</td>
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<td>Apps</td>
<td>Telephones and devices</td>
<td></td>
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</tbody>
</table>
Beeline is one of the largest communications provider in Russia and CIS

**Current Results**

- **49 mln** subscribers
- **₽274 billion** total revenue
- **26,440** employees
- **300,000** B2B clients
- **₽64.1** B2B revenue
- **₽353** ARPU (average revenue per user)

*By the end of 2020*
Beeline rapidly increases 4G network coverage

- 88% population covered by 4G
- 82% mobile traffic via 4G
- 82 regions covered by 4G
- $\times 2.5$ number of 4G stations in 3 years

Other Networks:

- 2G: 94% population
- 3G: 93% population
- 5G: Pilot launches

*By the end of 2020*
Beeline in Moscow provides continuous communication above and underground

**CITY**

+300% voice via LTE

+10,000 new BS. Tripling the construction speed

First in Russia 2100 MHz refarming from 3G to LTE

**METRO**

+800,000 residents of townhouse villages and apartment blocks

Every third client uses VoLTE

4G covers all metro stations

x5 data traffic in metro

*By the end of 2020 in comparison with the beginning of the year*
Beeline is gearing up for development of future technologies having launched pilot 5G zones in Moscow, Saint-Petersburg, Sochi and Khakassia.

- first long-term 5G pilot zone at Sevkabel Port public and business venue for regular users with Beeline Gaming and VR game
- first surgeries and remote medical consultation using 5G in Russia
- first use of 5G for unmanned Belaz haul trucks at coal open-pit mining area
- first use case test of 5G pilot zone on the territory of sports complex Luzhniki during the football match between Russia and Scotland
- first online social media broadcast via live 5G network in Russia
- first 5G holographic call in Russia
- virtual tourism, cloud gaming and much more
Beeline is one of the leading fixed-line broadband providers

For Subscribers:

- 2,800,000 connected households

For Business:

- 6,200 connected business-centres

Types of Subscription:

Beeline was first in Russia to provide broadband Internet access via both own and rented networks – as a virtual operator (Fixed Virtual Network Operator)

*By the end of 2020
Beeline is converged services pioneer

Converged offers combine mobile and fixed networks, previously provided separately. It is convenient and budget-saving.

**Tariffs “Close People”**

Full value offer for households providing connection for the whole family

Includes:
- Mobile services
- Home Internet
- Beeline TV

**Fixed Mobile Convergence (FMC) Beeline products**

- 1.5 mln households in 180+ cities
- 54% users of Home Internet

*By the end of 2020*
Beeline makes it possible to go shopping and receive services where convenient

**OFFLINE**

4,000 stores with franchise

Get your coffee at our store, pick-up your order from a partner post terminal or use ATMs and much more

**ONLINE**

Website with detailed information on all important issues

Internet store for buying new device, getting insurance, antivirus, etc.

“My Beeline” App find at hand latest account information, services management, order new SIM and eSIM, leave a request for Home Internet connection, change of mobile number or MNP services

*By the end of 2020*
Beeline pushes boundaries of standard telecom

Risk scoring — default analysis (for banks and insurance companies) and other events

Verification of subscribers’ data

Video analysis based solutions for various business areas: improving retail customer services, passenger traffic control in transportation, production processes control in industry

Predictive geoanalysis — recommendations on sales locations, population dynamics and profile assessment

Lead generation — Identification of subscriber segment attracted by 3rd party product with further digital communication

Audio analysis services enhancing quality of customer service in call-centers of any size

Big Data APIs — providing brands, integrators and startups access to Big Data services via standartised API to create new products and businesses and improve process efficiency

TV analysis — analysis of TV advertising campaigns efficiency, drafting portrait of the target audience

Segmentation/profiling client customer base

Beeline TV — unified access to TV channels and films from various devices

Cloud gaming service Beeline Gaming — opportunity to play demanding games on any computer

Beeline Music — over 30 mln popular audio tracks of Russian and foreign performers and groups

Beeline Magazine — access to online versions of all popular Russian print media, podcasts and topical lectures

Beeline Cloud — cloud storage for all important pictures, files, contacts and other content
Beeline pushes boundaries of standard telecom

**FINANCES**

- **Beeline online-card** for online and offline purchases
- **Insurance policy** sales
- **Simplification of private investments**, first project of online store for purchasing mutual funds via "My Beeline" app
- Prepaid card **Beeline Mastercard** with free banking
- Issue of virtual and physical debit cards
- **Issue of loans** at stores by digital signature
- National and international money transfers
- **Payments in marketplaces** (Google Play, App Store) from mobile balance
- **Beeline co-branded credit card** in partnership with Alfa Bank

**INNOVATION OF THINGS**

- **Network for smart devices** created in Moscow using NB-IoT standard

**SUBSCRIPTION AND LICENSE**

- **Subscription and License** (MS Office, Kaspersky, Eset, Dr.Web, LitRes, Amediateka, VipPlay, ivi, more.tv, etc.)

**SIMPLIFYING HEALTHY LIFESTYLE**

- Mobile assistant for healthy lifestyle **mWellness**
Beeline Business – reliable B2B partner

helping small business

**Mobile Enterprise**
- Customer Relationship Management (CRM)
- Setting and monitoring tasks
- Routing calls to the right employee

**Cloud PBX**
- Single multichannel number
- Call recording and analysis
- Integrated SIP telephony

**Beeline.PROmotion**
- Target audience analysis
- Marketing surveys
- Single window for all communication channels: target text messaging/push, internet advertising, target calls

**Unified Monitoring**
- Automatic employee location
- One-time and regular movement reports
- Simple and user-friendly personal account
Beeline Business – reliable B2B partner

leading digital transformation of large business

System Integration
Complex IT solutions from data backup to creating digital IT infrastructure from scratch

Internet of Things
Smart business with easy management from anywhere in the world

Big Data
Using Big Data to enhance business efficiency

Cloud Infrastructure VMware
IT-solution for placing virtual server and software resources in Beeline data centres

Information security
Complex of IT solutions for information data security, detection of targeted attacks and unknown threats, data protection against hacking, leaks and damage
Beeline Business – reliable B2B partner

cooperating with other operators

Partnership with operators in over 100 countries

Vast own baseline network
- FOCL length – 107,000 km
- MPLS node capacity – over 150 units

Extensive service pack of voice interconnect, data transfer and communication channels:
- Connection and transfer of voice traffic in telephone network
- Attracting agents to pass telephone traffic
- Attracting agents to distribute 8-800 service
- Internet exchange (IP-transit)
- Virtual private network (VPN)
- Multicast – passing TV broadcast signal
- Connecting operators’ comcentres to technical solution of law enforcement support system
- Organisation of communication channels
- Channel lease exchange
Beeline is one of the most attractive employers in Russia*

**BEEFREE**

Most ambitious project on teleworking in Russia

<table>
<thead>
<tr>
<th>90%</th>
<th>43%</th>
<th>97%</th>
</tr>
</thead>
<tbody>
<tr>
<td>administrative office personnel works on BeeFREE as of 31.12.19</td>
<td>employees say that work from home option makes Beeline their employee of choice</td>
<td>employees say that there was no change in their performance or it increased during remote work period</td>
</tr>
</tbody>
</table>

31.12.2018 finalised office sites initiatives

Resulting in:

- 25% lower administrative rental and office maintenance costs**
- 24% less administrative office space

*According to HH and Habr-Career web resources
**In 2020
We were first in Russia to endorse high ethical business standards

And received 230 points of 261 during Russian Business Ethics Network audit

Business ethics and compliance

Our main value is fair business practice. It means that business meets all applied regulations, fights corruption and is being lead in accordance with international standards.

All together it is called compliance

Code of conduct

Our values mirror our company culture: “love my client”, “being a team player”, “committed to work result”, “create the future”, “being fair and open”

Being fair and open for us is always working according to principles of ethics, fairness, and integrity
Technology and social progress

SUSTAINABLE DEVELOPMENT STRATEGY

INCLUSIVE SOCIETY DEVELOPMENT

We create technologies for people of “Silver Age” and people with disabilities

- Inclusive services
- System adaptation and employment solutions

SOCIAL SECTOR TECHNOLOGIES

Our technological opportunities are efficient tools for a wide range of social problems

- Lost people search in partnership with search-and-rescue team Liza Alert
- Technological solutions for charity
- Services and innovative solutions in telemedicine

SUSTAINABLE DEVELOPMENT

Our use cases are based on reliable and sustainable work. We endorse such company management values as ethical procurement, healthcare, social and environmental security. We also condemn bribery and corruption, react to confidentiality and explore its prevention options.
Beeline came a long way during 29 years

**Bright Start**

- **1992**: VimpelCom company founded
- **1993**: Trademark BeeLine appears
- **1997**: First 200 subscribers
- **2001**: Bee Line launches first Russian GSM-1800 network
- **2004**: Bee Pay is launched
- **2005**: Regional expansion starts
- **2008**: Bee Line launches GPRS and first in Russia GPRS-roaming
- **2010**: Rebranding: trademark Beeline appears
- **2011**: Entering fixed and broadband network market: acquisition of Golden Telecom and Corbina Telecom
- **2012**: VimpelCom and Kievstar create VimpelCom Ltd.
- **2013**: First demonstration of LTE technology
- **2014**: Acquisition of Wind Telecom
- **2015**: VimpelCom Ltd. is 6th largest operator in the world by subscriber base
Beeline came a long way during 29 years

NEW DEVELOPMENT

- Beeline and MTS agree on LTE networks in 36 regions
- Beeline introduces first in Russia converged product
- Final integration of Euroset retail stores
- Beeline presents first in Russia “Social Support” tariff
- First use of 5G on unmanned Belaz haul trucks at coal open-pit mining area
- Beeline launches information platform designed to reduce mass death of bees in Russia

Beeline is first in Russia to introduce VoLTE service in Moscow
Beeline and Huawei sign agreement on 5G network development in Russia
Beeline relaunches multi-platform service Beeline TV
First in Russia surgeries and remote medical consultations using 5G

Silver Mercury 2020
- Best innovative campaign
- Best digital campaign
- Best brand impact (on society) & territory branding
- Best craft of video & audio content
- Best product launch or re-launch campaign
- Best product launch or re-launch campaign
- Best brand loyalty campaign
- Best marketing campaign of digital tool
- Best execution of classic digital tool
- Best execution of media
- Creative effectiveness
- Best event sponsorship campaign
- Advertiser of the year

Effie Awards Russia 2020
- Media/Campaign with efficient SMM
- Focus/One-Time Engagement
- Focus/Marketing Innovation
- Internet&Telecom
- Audience/Youth Marketing
- Audience/Influencers. Campaigns with public figures
- Focus/Seasonal Marketing
- Focus/Branded Utility

The Caples Awards 2020
- Creative Use of Data
- Integrated
- Branded Content
Festival White Square 2020
Beeline special offer “Gigi Za Shagi” (Gigs for Steps) won 6 awards: 5 silver prizes for Creative Digital Campaign, Digital Campaign, Branded tech and innovations, Visual branded content; Omni-channel Campaign and one bronze prize for Digital Craft

Art Directors Club Russia 2020
Beeline special offer “Gigi Za Shagi” (Gigs for Steps) won 10 awards: gold for Branded Content, 5 silver prizes for Online Video, Craft – music and sound, Data Visualisation, Integrated Campaigns for commercial brands; Craft – direction, cinematography and editing and 4 bronze prizes for Best use of Technology, Interactive campaigns, Animation, vfx, cgi and 3D and Interactive design

AdStars 2020
• Brand Experience & Activation
• Interactive

PHNX Tribute 2020
• Websites & mobile sites

Cresta Awards 2020
• Creative use of Data
• Outstanding Animation (film/video)

Bema!2020
• Best road show
• Best hybrid event
Our awards
IN ADVERTISING AND MARKETING

No. 4 in Effie Index Global 2020 (Telecom in Europe category)

**Effie Awards Russia 2019**
- Seasonal Marketing
- Startup – Efficient Launch
- Media Innovation and Media Idea
- Influencers. Campaign with Public Figures

**MIXX Russia Awards 2019**
- Best Use of Data
- Mobile Campaign
- Performance Campaign
- Media Strategy

**Tagline Awards 2019**
- Best Digital BTL Campaign
- Best Integrated Project
- Best Telecom/ IT/ Internet-Business Campaign
- Best Music/Sound-Design

**Bema! 2019**
Best sponsor integration
Best integrated campaign

**2019 MAA Worldwide**
- Best event or experiential marketing campaign
Our awards
IN ADVERTISING AND MARKETING

Red Apple Festival Of Media 2019
• Best Digital Strategy

Red Apple Festival Of Media 2018
• Best Engagement Strategy
• Best use of non-standard advertising

National Business Communications Award
• Best Sponsorship Project
• “Gorod po Shagam” (Beeline Walks) — Best Marketing Campaign

Russian Sponsorship Awards
• Best Use of Digital and Social Media in Sponsorship
• Best Sponsorship Project

European Sponsorship Award
• Best Use of Digital Channels in Sponsorship
• Best Music Sponsorship
• RSA Grand Prix Projects from Other Countries

№19 in most expensive brands rating in Russia according to Brand Finance
Our awards
IN SUSTAINABLE DEVELOPMENT

GSMAGlobal Mobile Awards 2020
Beeline and Liza Alert won in nomination
Best Mobile Operator Service For Consumers

Effie Awards Europe 2020
• Positive Change/ Positive Contribution to
  Society and Sustainable Development.
  Brands/Companies

Effie Awards Russia 2019
Gold in nomination “Contribution to Society and
Sustainable Development” for the project “Lost is
not Always Missing!”

GSMAGlobal Mobile Awards 2019
Beeline and Motorica won in nomination
Best Use of Mobile for Accessibility & Inclusion

Effie Awards Russia 2019
• Special recognition for efficient integration of
  UN 17 goals of sustainable development.
• Positive Change/ Positive Contribution to
  Society and Sustainable Development.
  Brands/Companies

Corporate Engagement Awards 2019
Silver in Best community involvement during a
CSR programme

People Investor: Companies Investing
in People 2020
First prize for "Building Relationships with Partners and
Customers"
Leaders of Corporate Charity 2020
1st prize for Best Programme (Project) Using Information Technology Aiming at Sustainable Development Goals with Neural Network solution Beeline AI - Search for People for search-and-rescue squad Liza Alert

Leaders of Corporate Charity 2018
Project “Lost is not Always Missing!” named best programme (project) supporting volunteering development in Russia
Project “Technological Solutions for Charity” named best programme (project) supporting NGO infrastructure development, charity and volunteering in the region of the company presence

Research DisQuestion of inclusion project Everland
Beeline named leader in accessibility of mobile services for people with disabilities

Visionaries. Managing Change 2020
Neural network solution Beeline AI – Search for People for Liza Alert won 1st prize for Unique Synergy

Visionaries. Managing Change 2018
Project “Lost is not Always Missing!” for Liza Alert – winner in nomination “Society”

Lime International Social Advertising and Communications Festival
1st place in nomination “Best Projects in Business Social Responsibility”

RAEX
Report quality
Company Founders

Dmitry Zimin
VimpelCom Founder and President Emeritus

Augie K. Fabella II
VEON Ltd. Co-Founder and Chairman Emeritus
Top-management

Alexander Torbakov
CEO

Rashid Ismailov
President

Svetlana Kirsanova
Executive Vice-President, Retail Business

Viktor Biryukov
Executive Vice-President, Legal and Corporate Affairs, Compliance

Maxim Zaykov
Executive Vice-President, Corporate Development

Lyudmila Smirnova
Executive Vice-President, Chief Financial Director

Olga Filatova
Executive Vice-President, Human Resource Management, Business Development and Support

George Held
Executive Vice-President, Digital Development and New Business

Valery Shorzhin
Executive Vice-President, Technical Development

Sofia Ivanova
Vice-President, Communications and Sustainable Development
Top-management

Igor Bardintsev
Vice-President, Data Management

Maria Elaeva
Vice-President, Quality and Customer Experience

Anton Rubenchik
Vice-President, Information Technology

Sergey Bykov
Vice-President, Operator Business

Dmitry Glotov
Regional Director, Western Region

Ekaterina Kudryashova
Regional Director, Central Region

Dmitriy Mashin
Regional Director, Moscow Region

Andrey Pyatakhin
Regional Director, Southern Region

Maxim Sharkov
Regional Director, Eastern Region
Live on the bright side!