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

212.4 mln
clients in 10 countries

$8.86 billion
revenue in 2019

51%
share
of Beeline revenue

6 BRANDS

Beeline
Russia
Kazakhstan
Uzbekistan
Kyrgyzstan
Armenia
Georgia

Kievstar
Ukraine

Bangladesh

Djezy
Algeria

Pakistan
Beeline is not mobile communications alone

FOR INDIVIDUALS

Home
Internet
Beeline TV
Mobile commerce
Apps
Telephones and devices

Mobile services including Internet
Fixed-lines

FOR BUSINESS

Big Data and AdTech
Cloud services
Converged solutions
Networks and rented channels
Beeline is one of the largest communications provider in Russia and CIS

**Current Results***

- **56 mln** subscribers
- **₽290 billion** total revenue
- **27,000** employees
- **300,000** B2B clients
- **₽64.1 billion** B2B revenue
- **₽335** ARPU (average revenue per user)

*By the end of 2019*
Beeline rapidly increases 4G network coverage

- 86% population covered by 4G
- 82% mobile traffic via 4G
- 82 regions covered by 4G
- x2 number of 4G stations in 2 years

**Other Networks**

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

By the end of 2019
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

- **2,700,000** connected households
- **6,000** connected business-centres
  
  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 2019
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

- Mobile services
- Home Internet
- Beeline TV

### Fixed Mobile Convergence (FMC) Beeline products

- 1.4 mln households in 180+ cities
- 52% users of Home Internet

By the end of 2019
Beeline makes it possible to go shopping and receive services where convenient

OFFLINE

4,500+ stores with franchise including:

- 2,800 own stores
- 1,700 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 always at hand latest account information, services management, discounts and much more

By the end of 2019
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

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**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

*Data is processed in full compliance with federal regulations with consent or properly aggregated and anonymised*
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** "Sovest" 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

**INTERNET 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.)

**STIMULATING HEALTHY LIFESTYLE**

- **Action** "Gigi za Shagi" (GB for Steps)
- **mWellness**

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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

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

Big Data
Using Big Data to enhance business efficiency
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

60% administrative office personnel works on BeeFREE as of 31.12.19

31.12.2018 finalised office sites initiatives

Resulting in:
25% lower administrative rental and office maintenance costs**

24% less administrative office space

**BEEGINNER**
We offer students paid internships and a chance to step into the shoes of a company employee

Since 2006 offered internships to over

880 students of Russian graduate schools

In 2019

40% interns became staff employees of the mobile provider

*According to HH and Habr-Career web resources

**In 2019
Our experts find solutions for unique tasks

ACCOUNTANT

Robot RobBee
Is in charge of cash transactions accounting

CALL-CENTRE OFFICER

Robot Alla
Answers to simple customer requests and conducts mini-surveys

Routine work to robots
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

Sustainable Use Cases
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 28 years

**Bright Start**

- VimpelCom company founded
- Trademark BeeLine appears
- First 200 subscribers
- Bee Line launches first Russian GSM-1800 network
- Bee Line goes underground (metro)
- BeePay is launched
- Regional expansion starts
- Bee Line launches GPRS and first in Russia GPRS-roaming
- Rebranding: trademark Beeline appears
- Entering CIS market
- Entering fixed and broadband network market: acquisition of Golden Telecom and Corbina Telecom
- VimpelCom and Kievstar create VimpelCom Ltd.
- First demonstration of LTE technology
Beeline came a long way during 28 years

NEW DEVELOPMENT

- Acquisition of Wind Telecom
- Beeline and MTS agree on LTE networks in 36 regions
- Beeline presents in Moscow first in Russia VoLTE service
- Beeline and Huawei sign agreement on 5G network development in Russia
- Final integration of Euroset retail stores
- Beeline relaunches multi-platform service Beeline TV
- Beeline and Amdocs start digital IT infrastructure update
- Beeline presents first in Russia “Social Support” tariff
- First in Russia surgeries and remote medical consultations using 5G
- Beeline launches complex of initiatives supporting its clients during COVID-19 pandemic
- 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
Our awards
IN ADVERTISING AND MARKETING

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

Bema! 2020

- Best road show
- Best hybrid event
Our awards in Advertising and Marketing

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

2019 MAA Worldwide
- Best Event or Experiential Marketing Campaign

EffieAwardsRussia2019
- Seasonal Marketing
- Startup – Efficient Launch
- Media Innovation and Media Idea
- Influencers. Campaign with Public Figures

Bema!2019
Best sponsor integration
Best integrated campaign

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

ABOUT COMPANY
Our awards in sustainable development

**GSMAGlobalMobileAwards2020**
Beeline and Liza Alert named winner in nomination 
Best Mobile Operator Service For Consumers

**EffieAwardsRussia2020**
- Special recognition for efficient integration of 
  UN 17 goals of sustainable development
- Positive Change/ Positive Contribution to 
  Society and Sustainable Development. 
  Brands/Companies

**Festival White Square 2020**
Beeline case “Save Bees” won 5 awards: 
gold in Voice activation nomination, silver — Mobile Tech and Innovations and three 
bronze award in nominations Change for Good, Use of Real-time 
Data, Social Data & Insight

**GSMAGlobalMobileAwards2019**
Beeline and Motorica named winners in nomination 
Best Use of Mobile for Accessibility & Inclusion

**EffieAwardsRussia2019**
Gold in nomination “Contribution to Society and Sustainable Development” for the project “Lost is not Always Missing!”

**Visionaries. Managing Change**
Project "Lost is not Always Missing!" for Liza Alert – winner in nomination "Society"
Our awards in sustainable development

Leaders of Corporate Charity
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 company presence region

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

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 Torbakhov
CEO

Rashid Ismailov
President

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

Artashes Sivkov
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
Igor Bardintsev
Vice-President, Data Management

Andrey Bykasov
Vice-President, Public Relations and Sustainable Development

Maria Elaeva
Vice-President, Quality and Customer Experience

Ilgiz Azizov
Regional Director, Eastern Region

Dmitry Glotov
Regional Director, Western Region

Ekaterina Kudryashova
Regional Director, Central Region

Alexander Teplyakov
Regional Director, Southern Region
Live on the bright side!