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

210 mln
clients in 10 countries

$9.086 mln
revenue in 2018

51%
share of Beeline revenue

5 BRANDS

Beeline
Russia
Kazakhstan
Uzbekistan
Kyrgyzstan
Armenia
Georgia

УКІВСТАР
Ukraine

Bangladesh

Diezy
Algeria

Pakistan
Beeline is not mobile communications alone

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

CURRENT RESULTS*

57 mln
subsribers

₽292 billion
total revenue

28,500
employees

300 thous.
B2B clients

₽53 billion
B2B revenue

₽336
ARPU
(average revenue per user)

*By end of 2018
Beeline rapidly increases 4G network coverage

- 74% population covered by 4G
- Over 80% mobile traffic via 4G
- 81 regions covered by 4G
- Every 30 min on average, new 4G station launched in 2018

<table>
<thead>
<tr>
<th>OTHER NETWORKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2G 97% population</td>
</tr>
<tr>
<td>3G 95% population</td>
</tr>
<tr>
<td>5G Pilot zones to be launched in Moscow by end of 2019</td>
</tr>
</tbody>
</table>
Beeline is one of the leading fixed-line telephony providers

<table>
<thead>
<tr>
<th>TYPES OF SUBSCRIPTION</th>
<th>FOR SUBSCRIBERS</th>
<th>FOR BUSINESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,400,000</td>
<td>connected</td>
<td>400</td>
</tr>
<tr>
<td></td>
<td>households</td>
<td>connected</td>
</tr>
<tr>
<td></td>
<td></td>
<td>business-centres</td>
</tr>
<tr>
<td>Beeline was first in Russia to provide broadband Internet access via both own and rented networks – as a virtual operator (Fixed Virtual Network Operator)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Beeline is converged services pioneer

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

<table>
<thead>
<tr>
<th>Tariff &quot;All in One&quot;</th>
<th>Fixed Mobile Convergence (FMC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes:</td>
<td>How it works:</td>
</tr>
<tr>
<td>Mobile services</td>
<td>Mobile and fixed telephones</td>
</tr>
<tr>
<td>Home Internet</td>
<td>of employees are combined</td>
</tr>
<tr>
<td>Beeline TV</td>
<td>into one common network</td>
</tr>
</tbody>
</table>

| 1.1 mln households  | 1 mln subscribers             |
| in 150+ cities     | in FMC networks               |
Beeline retail is No.1 in terms of quality in mobile retail*

**Stores**

5,000+ total

- 3,100 own stores
- 1,600 After integration with Euroset

- 24 billion device sales revenue
- 1.4 billion sales via financial services margin

Our stores also feature our partner post terminals, ATMs, travel agencies, etc.

*In 2018 according to Telecom Daily
Beeline pushes boundaries of standard telecom

<table>
<thead>
<tr>
<th>Big Data for Business</th>
<th>Artificial Intelligence</th>
<th>Telemedicine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk scrolling — default analysis (for banks and insurance companies) and other events</td>
<td>Beeline TV — unified access to TV channels and films from various devices</td>
<td>“Health” ecosystem and “My Doctor” service (online expert consultations)</td>
</tr>
<tr>
<td>Verification of subscribers’ data</td>
<td>Beeline Artificial Intelligence — promotional activity for company clients</td>
<td></td>
</tr>
<tr>
<td>TV-analysis — television advertising efficiency, target audience profile</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Segmentation/profiling of client customer base</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Predictive geoanalysis — recommendations on sales locations, population dynamics and profile assessment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lead generation — Identification of subscriber segment attracted by 3rd party product with further digital communication</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

**INTERNET OF THINGS**

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

**SUBSCRIPTION AND LICENSE**

- Subscription and License (MS Office, Xbox, Yandex, Kaspersky, Eset, ivi, megogo, etc.).

**STIMULATING CONSUME CONSUMPTION**

- Actions “Gigi za Shagi” (GB for Steps), “Gigi za Mozgi” (GB for Brains), “Gigi za Son” (GB for Sleep), and “Gigi za Detox” (GB for Detox)
In 2018 we renovated the most emotional brand in the country

RETURNED FAVOURITE SLOGAN (LIVE ON THE BRIGHT SIDE)

INVITED NEW CHARACTERS FOR COMMERCIALS

OLGA KUZMINA
Actress

ALEXANDER REVVA
Showman

11/28
Renewed company development strategy up to 2021

Our new focus

**Growth**
- Network quality growth
- Growth of B2C and B2B subscriber database quality
- Growth in new company profiles

**Efficiency**
- Spend more when earn more
- CAPEX for growth
- Responsibility and economy

**Partnership**
- Integrity, solidarity, and transparency
- Beeline is a no.1 strategic partner
- Beeline is the best retail and business clients' ecosystem in Russia
We were named Telecom Employer of the year by hh.ru

**BEEFREE**
Most ambitious project on teleworking in Russia

59% administrative office personnel works on BeeFREE as of 30.06.19

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

- 840 students of Russian graduate schools

In 2019

- 40% interns became staff employees of the mobile provider
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 27 years

- **1992**: VimpelCom company founded
- **1993**: Trademark Beeline appears
- **2001**: Beeline goes underground (metro)
- **1997**: First 200 subscribers
- **2001**: BeePay is launched
- **2004**: Regional expansion starts
- **2001**: Beeline launches GPRS and first in Russia GPRS-roaming
- **2008**: Entering fixed and broadband network market: acquisition of Golden Telecom and Corbina Telecom
- **2005**: Entering CIS market
- **2005**: Beeline launches EDGE in Russia
- **2007**: Rebranding: trademark Beeline appears
Beeline came a long way during 27 years

**NEW DEVELOPMENT**

- 2010-2011: VimpelCom and Kievstar create VimpelCom Ltd.
- 2014: First demonstration of LTE technology
- 2015-2016: Acquisition of Wind Telecom
- 2015: Vimpelcom Ltd. – 6th in the world in terms of client database
- 2016: Beeline presents in Moscow first in Russia VoLTE service
- 2017: Beeline and Huawei sign agreement on 5G network development in Russia
- 2018: Final integration of Euroset retail stores
- 2019: Beeline relaunches multi-platform service Beeline TV
- 2020: Beeline and Amdocs start digital IT infrastructure update
- 2020: Beeline presents first in Russia “Social Support” tariff
- 2021: First in Moscow 5G network is rollout-ready
Company founders

Dmitry Zimin
VimpelCom
Founder and President Emeritus

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

Vasyl Latsanych
CEO

Alexander Krupnov
President

Andrey Larkin
Executive Vice-President, Chief Financial Director

Viktor Biryukov
Executive Vice-President, Legal and Corporate Affairs

Hendrik Jan de Groot
Executive Vice President, Chief Commercial Officer

Yogesh Sanjeev Malik
Executive Vice-President, Chief Technology and Infrastructure Officer

Mikhail Yakushev
Executive Vice-President, Government Relations

Alexey Levchenko
Executive Vice-President, Regional Director of Big Moscow Region

Yury Smagarinsky
Executive Vice-President, Sales and Client Service
Top-management

Artashes Sivkov
Executive Vice-President, Corporate Development

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

Martin Scop
Executive Vice-President, Infrastructure Development

Alexander Popovskiy
Executive Vice-President, Corporate Strategy and Business Development

Ilsur Akhmetshin
Vice-President, Compliance Director

Andrey Bykasov
Vice-President, Public Relations

Irina Lebedeva
Executive Vice-President, Marketing and Brand

Dmitry Dorofeev
Executive Vice-President, Asset Management, Procurement and Logistics

Olga Filatova
Executive Vice-President, Human Resource Management
Our awards

IN ADVERTISING AND MARKETING

- **EffieAwardsRussia2019**
  - Companies with short-term effect
  - Star-up – efficient launch
  - Media-innovation and media idea
  - Agents of influence. Campaigns with public figures

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

- **RedAppleFestival of Media2018**
  - Best Engagement Strategy
  - Best use of non-standard advertising

- **European Sponsorship Award**
  - Best Use of Digital Channels in Sponsorship
  - Best Music Sponsorship
  - Grand Prix RSA “Other Countries Projects”

- **Russian Sponsorship Awards**
  - Best use of digital and social media in sponsorship
  - Best sponsorship project

- **National Business Communications Award**
  - Best sponsorship project
  - “Gorod po Shagam” (Beeline Walks) – best marketing campaign

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

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

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

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

RAEX
Report quality

GSMA Global Mobile Awards 2019
Beeline and Motorica named winners in nomination Best Use of Mobile for Accessibility & Inclusion

Lime International Social Advertising and Communications Festival
1st place in nomination “Best Projects in Business Social Responsibility”
Our partners
OVER 200 PARTNERSHIPS
Live on the bright side!