Билайн™

Main Facts About Company

Beeline is a part of international telecom group VEON

ABOUT COMPANY

209 mln
clients in 9 countries

$7.98 billion
revenue in 2020

48%
share
of Beeline revenue

5 BRANDS

Beeline®
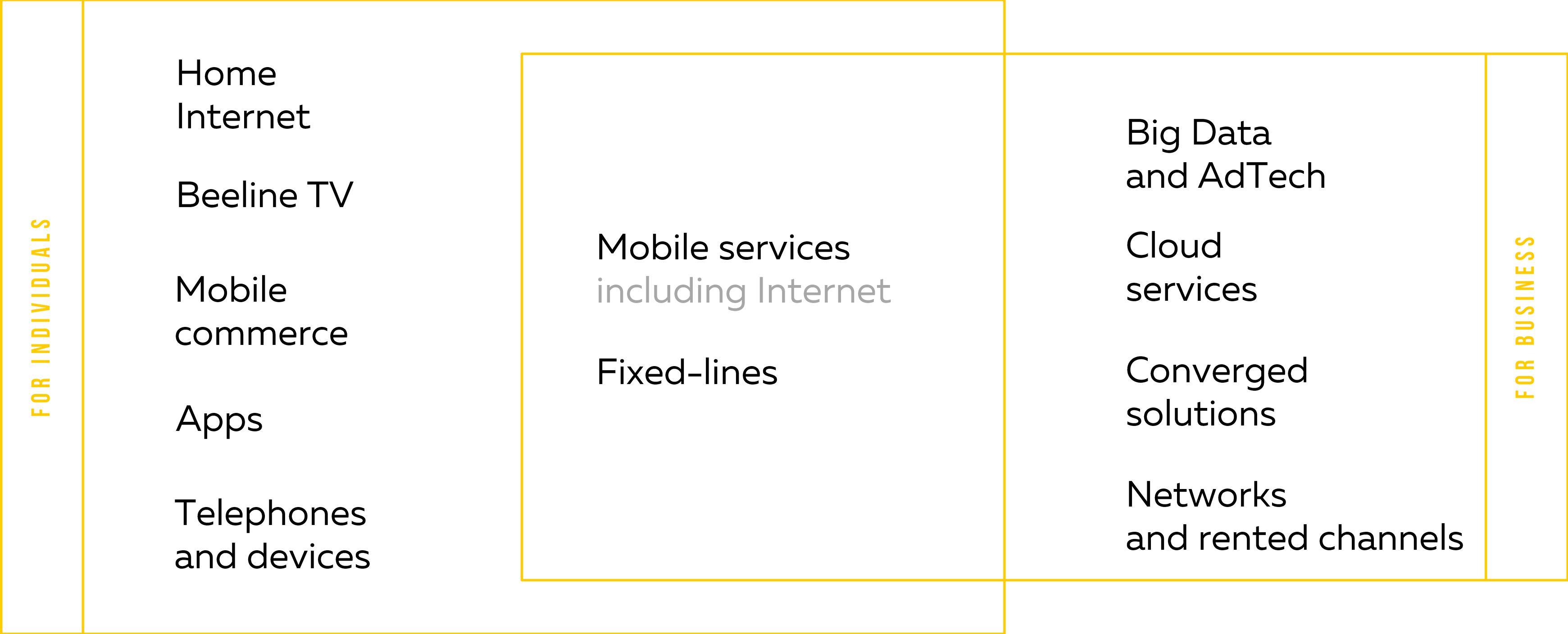Russia
Kazakhstan
Uzbekistan
Kyrgyzstan
Georgia

КИЇВСТАР
Ukraine

banglalink
Bangladesh

DJEZZY
Algeria

Jazz
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

Big Data and AdTech

Cloud services

Converged solutions

Networks and rented channels

FOR BUSINESS

ABOUT COMPANY

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

A B O U T   C O M P A N Y

88%
population covered by 4G

82
regions covered by 4G

82%
mobile traffic via 4G

x2.5
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

+800,000
residents
of townhouse villages
and apartment blocks

Every third client uses
VoLTE

METRO

4G
covers all metro stations

x5
data traffic in metro

ABOUT COMPANY

*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

ABOUT COMPANY

Beeline is one of the leading fixed–line broadband providers

ABOUT COMPANY

FOR SUBSCRIBERS

2,800000
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)

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

or

54%

users
of Home Internet

ABOUT COMPANY

Beeline makes it possible to go shopping and receive services where convenient

ABOUT COMPANY

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

BIG DATA AND ADTECH FOR BUSINESS

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

DIGITAL SERVICES FOR SUBSCRIBERS

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

A B O U T   C O M P A N Y

Beeline pushes boundaries of standard telecom

A B O U T   C O M P A N Y

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

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

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**

ABOUT COMPANY

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

Cloud Infrastructure VMware

IT–solution for placing virtual server and software resources in Beeline data centres

Internet of Things

Smart business with easy management from anywhere in the world

Big Data

Using Big Data to enhance business efficiency

Information security

Complex of IT solutions for information data security, detection of targeted attacks and unknown threats, data protection against hacking, leaks and damage

A B O U T   C O M P A N Y

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**

A B O U T   C O M P A N Y

Beeline is one of the most attractive employers in Russia*

BEEFREE Most ambitious project on teleworking in Russia

90%
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

43%
employees say that work from home option makes Beeline their employee of choice

97%
employees say that there was no change in their performance or it increased during remote work period

ABOUT COMPANY

*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

COMPANY CULTURE

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"

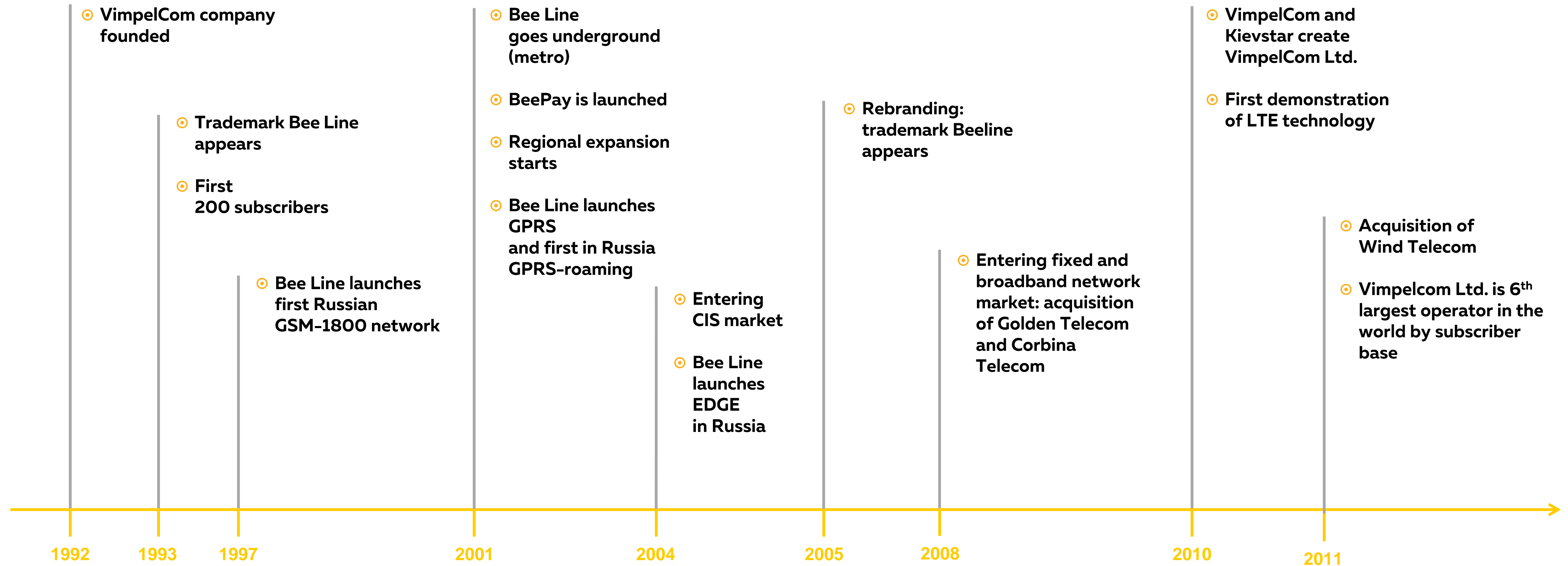Being fair and open for us is always working according to principles of ethics, fairness, and integrity

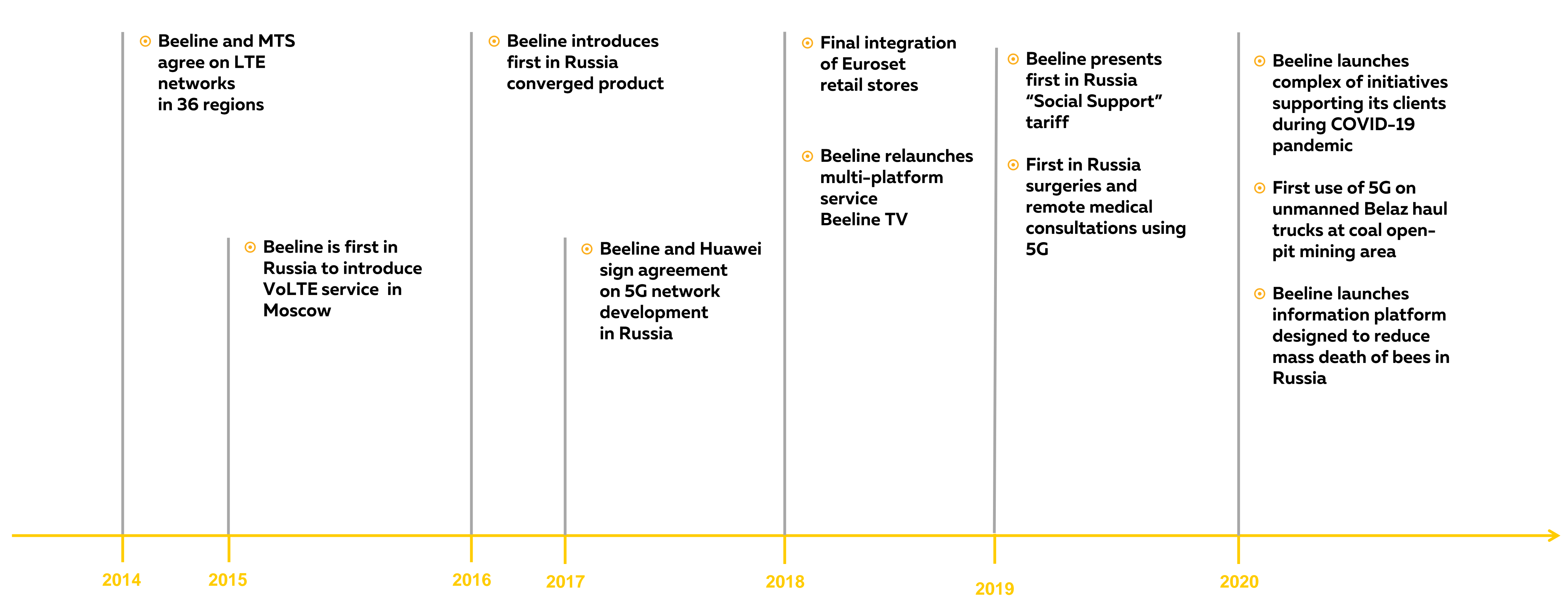ABOUT COMPANY

Technology and social progress

SUSTAINABLE DEVELOPMENT STRATEGY

SUSTAINABLE DEVELOPMENT GOALS

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

ABOUT COMPANY

Beeline came a long way during 29 years

BRIGHT START

- VimpelCom company founded

- Trademark Bee Line 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

- Entering CIS market

- Bee Line launches EDGE in Russia

- Rebranding: trademark Beeline appears

- Entering fixed and broadband network market: acquisition of Golden Telecom and Corbina Telecom

- VimpelCom and Kievstar create VimpelCom Ltd.

- First demonstration of LTE technology

- Acquisition of Wind Telecom

- Vimpelcom Ltd. is 6th largest operator in the world by subscriber base

| 1992 | 1993 | 1997 | 2001 | 2004 | 2005 | 2008 | 2010 | 2011 |

Beeline came a long way during 29 years

NEW DEVELOPMENT

ABOUT COMPANY

- Beeline and MTS agree on LTE networks in 36 regions

- Beeline is first in Russia to introduce VoLTE service in Moscow

- Beeline introduces first in Russia converged product

- 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 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

2014   2015   2016   2017   2018   2019   2020

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

ABOUT COMPANY

Our awards

IN ADVERTISING AND MARKETING

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

white square
XII International Advertising and Marketing Festival

Art Directors Club Russia 2020

AD CR

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

AD STARS

- Brand Experience & Activation
- Interactive

PHNX Tribute 2020

PHNX

- Websites & mobile sites

Cresta Awards 2020

CRESTA AWARDS

- Creative use of Data
- Outstanding Animation (film/video)
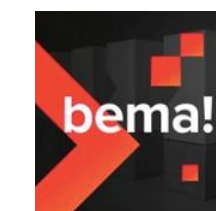
Bema! 2020

bema!

- Best road show
- Best hybrid event

ABOUT COMPANY
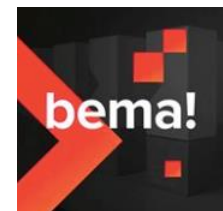
Our awards

IN ADVERTISING AND MARKETING

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

effieINDEX

EffieAwardsRussia2019

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

Bema!2019

Best sponsor integration

Best integrated campaign

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

ABOUT COMPANY

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

GSMA Global 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!"

Фестиваль «Белый квадрат 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

GSMA Global 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"

Our awards

IN SUSTAINABLE DEVELOPMENT

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 solutioon 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 Torbakhov

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

ABOUT COMPANY

Top-management

ABOUT COMPANY

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!