

MISSION AND STRATEGY OF THE COMPANY

\\ MTS PJSC introduced a new company development strategy for 2020–2022, **Customer Lifetime Value 2.0**. The new strategy details the existing strategic goals of MTS and is focused on creating a product ecosystem based on the main telecommunications business with a seamless transition between services.

STRATEGY CLV 2.0



CLIENT

The best customer experience thanks to a deep, personalized approach based on artificial intelligence, big data analytics and a single client ID. A seamless, comfortable transition between digital storefronts and products.



LIFETIME

Focus on a long-term relationship with the client. Concentrating efforts to increase customer loyalty and emotional attachment to the brand, including through socially and environmentally responsible action by the Company.



VALUE

Deliberate receipt by the client of the benefits of being in the ecosystem. Convenient technology platform for effective interaction with partners and the best customer experience.



For more information about the CLV 2.0 strategy, see the “New Strategy” section, [p. 41](#)