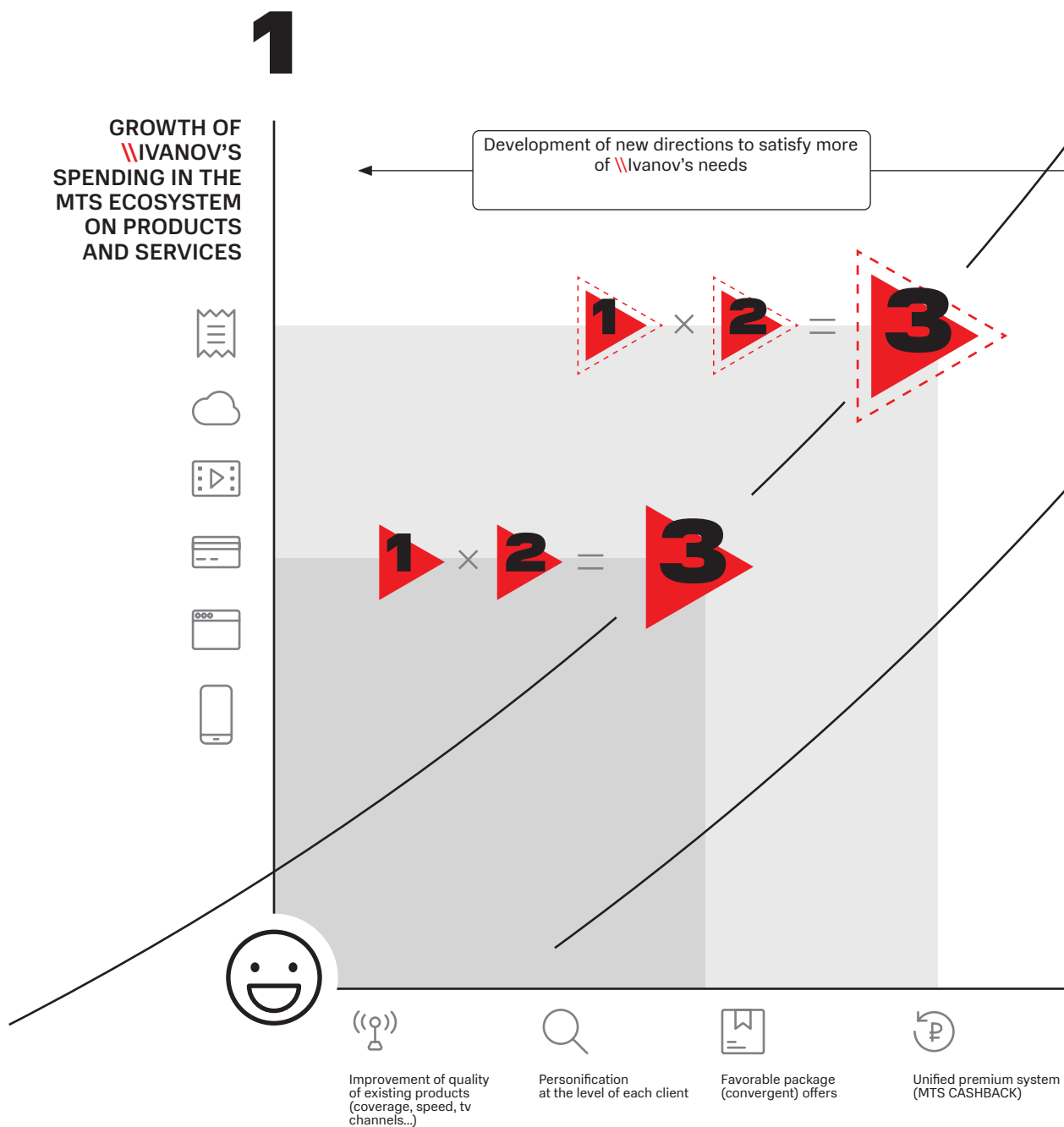


# MTS BUSINESS MODEL: SOURCE OF YOUR DIVIDENDS



# \\ GROWING MONEY FLOW OF MTS GROUP

## \\ SOURCE OF STABLE PAYMENTS TO SHAREHOLDERS

### GROWTH AS EASY AS ONE, TWO, THREE...

\\ We reinvest cash flow received from the existing (first of all, telecommunications) business...



...IN DEVELOPING **NEW SERVICES**, WHICH WE CAN OFFER OUR EXISTING CLIENT...

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...AS WELL AS IN **THE IMPLEMENTATION OF INTEGRATED PROGRAMS** DESIGNED TO IMPROVE THE QUALITY OF HIS INTERACTION WITH US AND INTEREST IN US...

=



...WHICH IN COMBINATION GIVES A **MULTIPLICATIVE EFFECT**, GREATLY INCREASING THE RESPONSE FROM AN AVERAGE CLIENT



Since we are increasing both the monthly profits received from him and his "life time" with us, whereby we can earn more (simultaneously increasing the loyalty of our client) while reinvesting a part of the additional profit in the further development of the customer base



Constant improvement of customer experience and satisfaction of Ivanov as an MTS client

# 2

INCREASING THE DURATION OF **\\ IVANOV'S** STAY IN THE MTS ECOSYSTEM