

OUR STRATEGIC PRIORITIES

MTS ECOSYSTEM

\\ Radical transformation of the business model



Unified umbrella brand MTS

A set of related products
mutual reinforcement and a seamless experience

Partner offers
convenient for customers, beneficial for partners





STRATEGY CLV 2.0

CLIENT

- a user of connected digital storefronts, seamlessly receiving services from MTS and partners,
- customer-centric approach: we look through the eyes of the client, and not through the prism of individual products and services, and
- best customer experience with a deep, personalized approach (AI/Big Data).

LIFETIME

- focus on a long-term customer relationship,
- we maximize the total long-term profit from the client, and not the current revenue for individual products,
- focus on maintaining loyalty and emotional attachment, including through socially and environmentally responsible actions by the Company, and
- focus on NPS and Love brand.

VALUE

- high class products (including from partners),
- a convenient technology platform for effective interaction with partners and the best customer experience, and
- creation of new value outside telecom (including monetization through advertising and lead generation).