

Towards a truly digital experience

Dario Betti

Director of Products
25.04.2017





MTS today

The leading telecom operator in Russia and the CIS

110 million

Mobile Customers in Q4 2016

\$7bn revenue

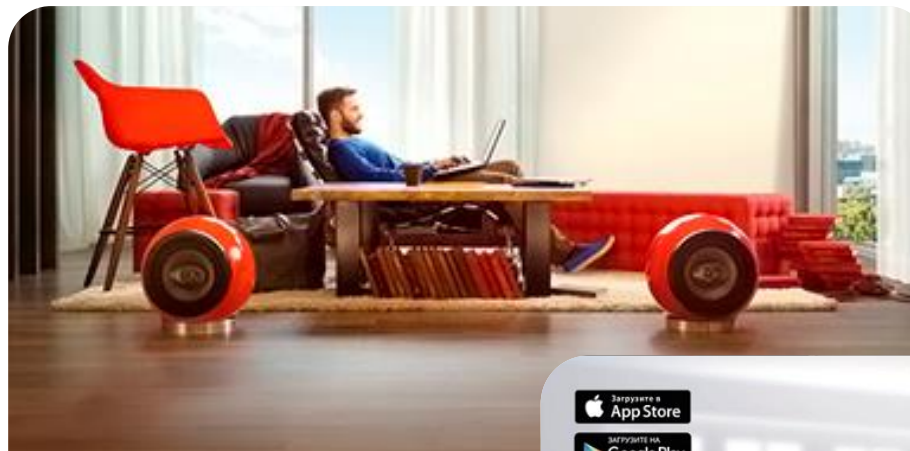
in 2016

5 Countries

Russia, Armenia, Belarus, Turkmenistan, Ukraine,

Integrated Operator

Mobile, Fixed, Satellite, IPTV, Digital, Bank, Retail, and Devices



Загрузите в App Store
 Загрузите на Google Play

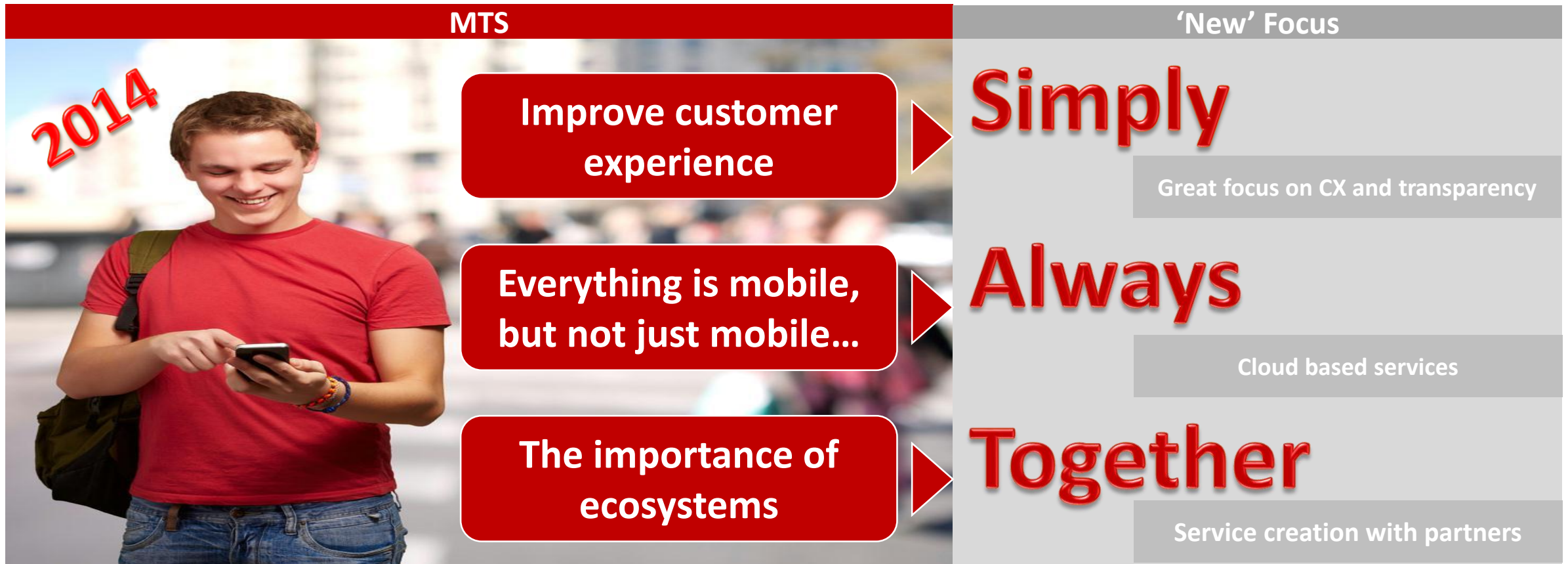
20 000 000+
 треков бесплатно
 в тарифе SMART

+ Бесплатный трафик
 Приложение MTC Music

MTS Ты знаешь, что можешь!

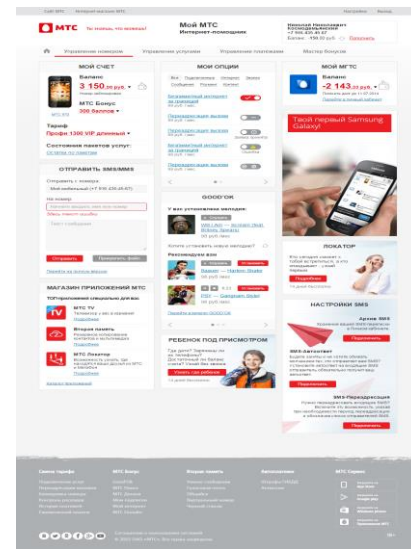
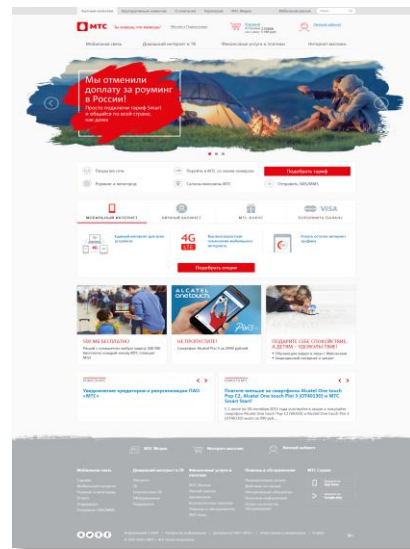
MTS “Simply Always Together”

Our mission: moving towards a Digital Experience



New Products

New services for customers have been launched



18 million
'MTS ID' Users
per Month

- +12 new 'cloud' Apps
- ~40 m downloads
- 12 m monthly active customers

- New website
- ~31 million monthly visitors
- ~10 million authorized visitor per month

Caring for customers

Designing customer experiences that fit with simplicity of use



Single ID

Avoid multiple log-in and passwords so easy to forget



Secure Authorization

No Password Confusion, and higher security levels



Simple Federation

Provide higher value to customers by including multiple Services Providers, starting with content providers.

**~2.5 m
Customers
verified / day for
MTS Services**

Why moving to Mobile Connect?

Scale, scale, scale... adding all other colors on top of 'RED'

1

Efforts to unite operators

A single operator would struggle to meet OTT service availability (e.g. Facebook)

2

Monetisation ecosystem

A roadmap to service creation on top of existing customer signing-in

3

Flexibility of solution

In Russia GSMA was able to accommodate for local regulatory requirements.



Lessons learnt

Operators to unite



Operators are already managing a large ID services for their customers

But federation across the industry and other IP players is fundamental for scale vs. OTT

New Revenue sources are emerging and the investment in technology limited

Thank You



Мы знаем, что можем!