MTS GROUP GOVERNANCE SYSTEM

BUSINESS VERTICALS TELECOM BUSINESS TV/MEDIA BUSINESS

 Powers to manage products management and responsibility for PL

- The structure of the commercial vertical B2C and B2B has been developed. Product
- transfer from vertical "Cloud and Digital Solutions"

ECOSYSTEMHORIZONTALS

- Provision of unity and a competitive advantage for the ecosystem
- Approval of resources for the verticals

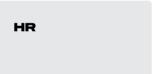


CUSTOMER EXPERIENCE

- > The Bank's IT resources ad
- MTS IT were united under a single control

GENERAL HORIZONTALS (CORPORATE SERVICES)

 Introduction of a service-based, customer-oriented approach and provision of effective functions



PURCHASING

MTS developed a strategy to build an ecosystem

where 4 verticals and ecosystem horizontals were distinguished on the basis of the legacy telecom-centered MTS business. The verticals contain products, while the horizontals "permeate" and support them.





FINTECH



CLOUD & DIGITAL



NEW BUSINESSES

INTEGRATION

- > MTS Stars LLC
- > Avantage LLC
- > Progtech-South LLC
- > NVision Consulting LLC
- Sibintertelecom JSC
- Teleservis JSC

TECHNICAL BLOCK DATA SCIENCE (DS/ BIG DATA) ARTIFICAL INTELLIGENCE

RETAIL (RTC)

 RTC was taken out of Telecom vertical's management

SECURITY

FINANCE

GR

CORPORATE AND LEGAL ISSUES



We maximize CLV of every client due to:

- Multi-product approach
- Seamless and personalized customer experience
- > Focus on long-term relationships and loyalty