

OUR STRATEGIC PRIORITIES

ECOSYSTEM OF MTS

\\ Radical transformation of the business model



UNIFIED UMBRELLA BRAND OF MTS



A SET OF RELATED PRODUCTS

mutual reinforcement
and a seamless
experience

PARTNER OFFERS

convenient for customers,
beneficial for partners



MTC PLAY FORWARD

STRATEGY CLV 2.0

CUSTOMER

- 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
- 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
- focus on NPS and Love brand

VALUE

- high-end products (including partner products)
- a convenient technology platform for effective interaction with partners and the best customer experience
- creation of new value outside telecoms (including monetization through advertising and lead generation)

a seamless experience based on connected storefronts