

MTS AWARDS IN 2019

Ranking/Competition/ Award	Achievement	Hosting organization
Corporate awards		
Russia 50 2019 ranking of the most valuable and strongest Russian brands	MTS was ranked the ninth most valuable brand overall and recognized as the country's top telecoms brand	Brand Finance consultancy
Russia's top 500 largest companies	MTS topped the list of the most profitable telecoms	RBC
Social efficiency ranking of the Russian companies which contribute the most to society while minimizing their environmental impact	MTS took first place	AK&M Rating Agency
Top 1000 Russian managers	MTS won six categories and became the only Russian telecoms operator with its top managers included in all twelve categories	Russian Managers Association, Kommersant publishing house
Awards in marketing and communications		
No. 1 Brand in Russia national consumer confidence award	Winner in the mobile operator services category	Organizing committee
All-Russian Ranking of Directors for Corporate Communications and Corporate Relations TOP-COMM	MTS topped the ranking of companies with the best corporate communications and relations system	Russian Association of Communication Directors and Corporate Publishing
Effie Awards Russia 2019	MTS won first place in three categories The Generation M project became first in the Contribution to Society and Sustainable Development: Brands category and received a special acknowledgment for the effective integration of the UN SDGs in corporate communications Gold in the Retail category went to the Changes in the Communication Approach to Device Promotion project The Access project was third in the Youth Marketing: Teenagers and Young People Under 25 category	Effie Russia
PROBA Awards 2019	The Cultural Code project was the winner in the Effective Grand Prix and the Corporate Communications categories	North-West Branch of the Russian Association of Public Relations
Recognition & Influence award	MTS won the award by the St. Petersburg publisher in the Best Telecoms and Internet Operator category	Fontanka.ru
CX WORLD AWARDS for customer experience excellence	MTS's retail network was the winner in the Best Employee Engagement Practice and Best Customer Experience Team categories	CX World
Loyalty Awards Russia in marketing, loyalty and CRM	MTS Cashback was recognized as the Best Telecommunications Loyalty Program	RuMarTech community of marketing, IT and innovation experts
Digital Communications Award	MTS's Generation M project was named a winner in CSR Communications. The MTS Flash and Start internship programs were named winners in the category of Company Recruiting	Russian Association of Communication Directors and Corporate Publishing
Russia's Best Social Projects Award	MTS's "A Company for All/Social Battle" project was named an award winner	Organizing committee

Ranking/Competition/ Award	Achievement	Hosting organization
HR awards		
HR Brand Award	MTS's Cultural Code volunteer initiative was recognized as the best socially-oriented project in the Big Heart category. The WorkForce Management (WFM) retail system and MTS Fountain Challenge, a street fountain programming competition, were among the winners in the Federation and Region categories	HeadHunter
Ranking of the Best Companies for Work and Career	MTS was awarded in the Leadership Index category	Rabota.ru
Crystal Pyramid HR award	MTS's retail network won Grand Prix in the Best HR Tech Solution category for its Virtual World for MTS Employees app	Organizing Committee of the Crystal Pyramid HR award
Industry awards		
Champions of Good Deeds national contest of corporate volunteer projects	The Cultural Code project won in the Local Communities category	Russian Managers Association
Corporate Philanthropy Leaders award	The Generation M project became the Best Program that Contributes to Sustainable Development and Achieving the Goals of Charity Work with the Help of IT	Vedomosti and Donors Forum
Best Legal Departments contest	MTS won in the Effective Intellectual Property Management category	Legal Insight magazine
Russia's most reliable banks ranking	MTS Bank ranked among Russia's top 100 banks	Forbes
National Corporate Governance Index	MTS took a top-5 spot among companies with best corporate governance practices	National Corporate Directors Association
RETAIL FINANCE AWARDS 2019	MTS Bank won the Creative Idea of the Year and Breakthrough of the Year in Retail Banking categories	The Retail Finance magazine
Best Supplier of the Year contest	MTS became first in the Best Telecoms Services Supplier category	Chamber of Commerce and Industry of the Russian Federation, Moscow Association of Entrepreneurs
Innovation Time international award	Our #CloudMTS cloud service provider topped the Best Project on Implementation of Innovations category	Organizing committee
CDO Award 2019	MTS was recognized for the effective use of big data	Open Systems Publications
IP Russia Awards	MTS won the special Best Automation of a Trademark Protection Strategy category	infor-media Russia in collaboration with the Intellectual Property Council of the Chamber of Commerce and Industry of the Russian Federation and Russian State Academy of Intellectual Property
Artificial Intelligence in the Banking Sector ranking	MTS Bank was recognized as the leading financial and lending institution in deploying artificial intelligence and machine learning solutions	Expert RA and RAEX (RAEX-Analytics) rating agencies
IoT Awards	MTS named Russia's IoT operator of the year	The Internet of Things Association, iot.ru media platform
National VC Awards 2018	MTS won the Best Syndicated Venture Deal category	Russian Venture Capital Association
Research by NAUMEN	MTS Bank was recognized as a leader in customer servicing via social media among banks	NAUMEN Group
Innovation Time international award	MTS's projects "MTS – A Company for All" and Social Idea were recognized as the Social Innovation of the Year and Best Project to Popularize Innovation in the Telecommunications Technologies category	Organizing committee

GRI 102-13

Ranking/Competition/Award	Achievement	Hosting organization
EcoBest Award in ecology, energy, and resource conservation	The MTS Environment Day and Our Planet for Kids projects were named the Best Educational Project and Best Internal Project	Organizing committee
Corporate reporting awards		
Annual report competition	MTS's Annual Report was among the winners in the Best Annual Report in the Consumer and TMT Sectors category and Best Information Disclosure on the Corporate Website category	Moscow Exchange
MarCom Awards (international)	MTS Group Sustainable Development Report was a platinum winner in the Print Media Annual Report category	Association of Marketing and Communication Professionals (AMCP)
MarCom Awards (international)	MTS's Annual Report won in the Digital Media/E-Communication category	Association of Marketing and Communication Professionals (AMCP)
LACP Vision Awards international annual report competition	MTS won a bronze medal in the Annual Report category among companies with revenue of USD 1–10 billion and the report was named a top-100 corporate publication	League of American Communications Professionals LLC (LACP)
Individual awards		
Data Lawyer of the Year	Ruslan Ibragimov, Vice President for Government Relations and Public Relations, became the winner in the Digital Transformation Leader category	Russian Association for Electronic Communications (RAEC), Moscow branch of the Association of Lawyers of Russia
All-Russian Ranking of Directors for Corporate Communications and Corporate Relations TOP-COMM	Elena Kokhanovskaya, Director of External Communications and Public Relations at MTS, became the best director for corporate communications and corporate relations	Russian Association of Communication Directors and Corporate Publishing
Internal Auditor of the Year 2019 national award	Ekaterina Lobova, Internal Control and Audit Manager, was named the Internal Auditor of the Year	Institute of Internal Auditors
CDO Award 2019	Leonid Tkachenko, Head of Big Data, became the winner in the Improving Business Efficiency category	Open Systems Publications

- > MTS is the leader in the social efficiency ranking of the largest Russian companies compiled by AK&M Rating Agency
- > MTS joined the top 5 in the Corporate Philanthropy Leaders in the Sustainable Development Paradigm compiled by Vedomosti newspaper and Donors Forum
- > MTS is recognized as the company with the best approach to sustainable development management, according to PwC Russia
- > MTS entered the top 10 Russian companies with the best practices of climate change disclosure under CDP
- > 2018 MTS Group Sustainable Development Report became a platinum winner (the top prize) of MarCom Awards 2019¹, a prestigious international competition
- > MTS entered the top 15 in the sustainable development ranking of 100 largest Russian companies by Expert Media Holding and became the leader among IT and telecom companies
- > MTS's projects, "MTS – A Company for Everyone" and Social Idea, won two prizes, Social Innovation of the Year and Best Project to Popularize Innovation, in the Telecommunications Technologies category of the Innovation Time award

¹ <https://enter.marcomawards.com/entry/2018-mts-group-sustainable-development-report/>