

# HOW WE MANAGE SUSTAINABLE DEVELOPMENT ASPECTS

PROBA Awards 2019,  
a national communications award  
**Russian Association of Public  
Relations**

the nation's  
leading  
marketing  
award  
**Effie Russia**

MTS won Effie's highest award  
in the **Contribution  
to Society  
and Sustainable  
Development:  
Brands category**  
for its Generation M charity  
project, and also received a special  
acknowledgement for effective  
integration of the UN SDGs in corporate  
communications



MTS ranked among the **top 15** companies and became the leader among IT and telecom companies

First sustainable development ranking of Russian companies  
**Expert Media Holding**

MTS tops the **social efficiency ranking** of major Russian companies

Social efficiency ranking of major Russian companies  
**AK&M Rating Agency**

MTS won in the **Effective Grand Prix category**, with its Cultural Code initiative, recognized as the most effective social project. The project was the winner in the Corporate Communications category

MTS is among the leaders of the **MOEX-RSPP Responsibility & Transparency index** and **MOEX-RSPP Sustainability Vector index**

Sustainable development indices  
**RSPP**