

# STRATEGIC PRIORITIES

## BUSINESS STRATEGY

### Customer

- > Seamless experience based on interconnected digital marketplaces
- > Customer centricity
- > Personalized approach

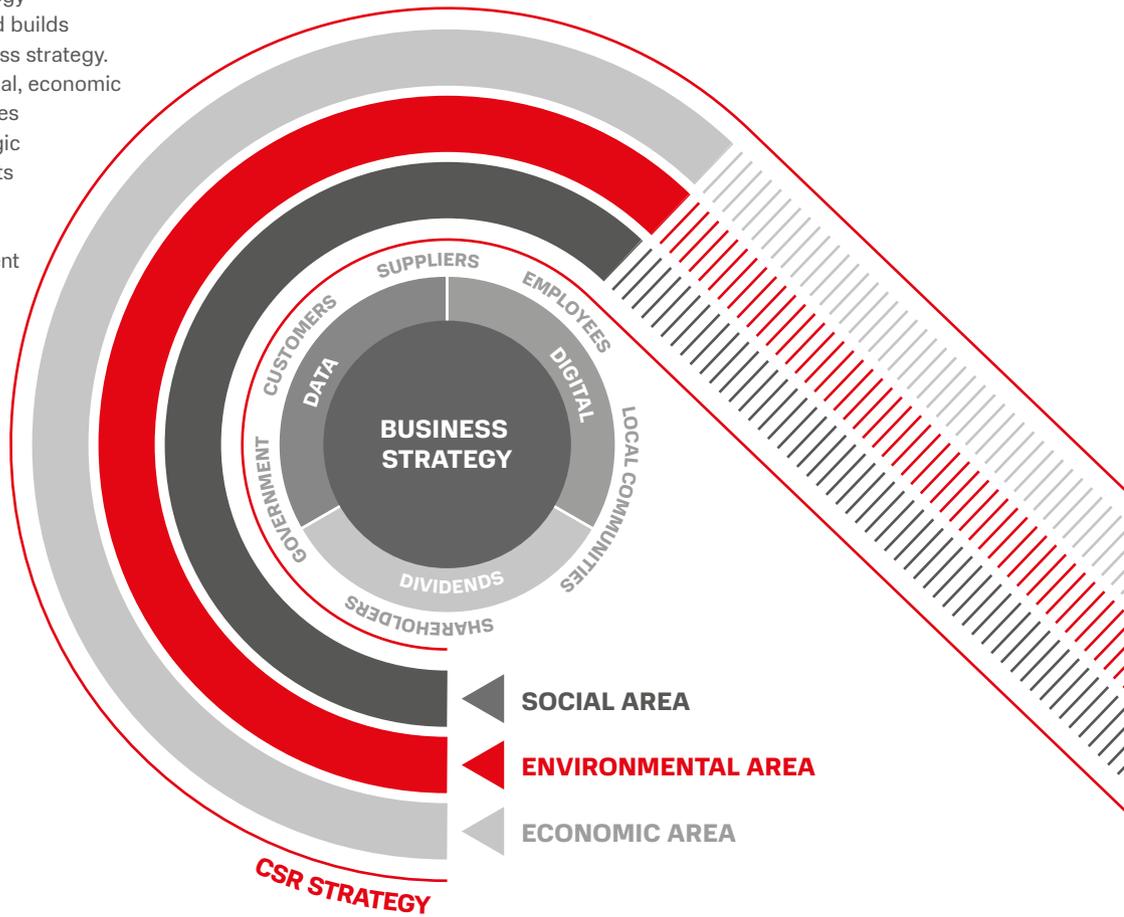
### Lifetime

- > Focus on building long-term relationships with customers
- > Focus on maintaining loyalty and emotional connection, including by operating our business in an environmentally and socially responsible way

### Value

- > Effective partner engagement and superior customer experience
- > Creation of new value beyond telecoms

MTS's existing CSR strategy was approved in 2017 and builds on the Company's business strategy. Each CSR area in the social, economic and environmental spheres is aligned with the strategic goals and key components of the business strategy. With the update to the business development strategy in 2019, the CSR strategy was also refreshed to maintain a clear link with the Company's development priorities.



2017  
2020

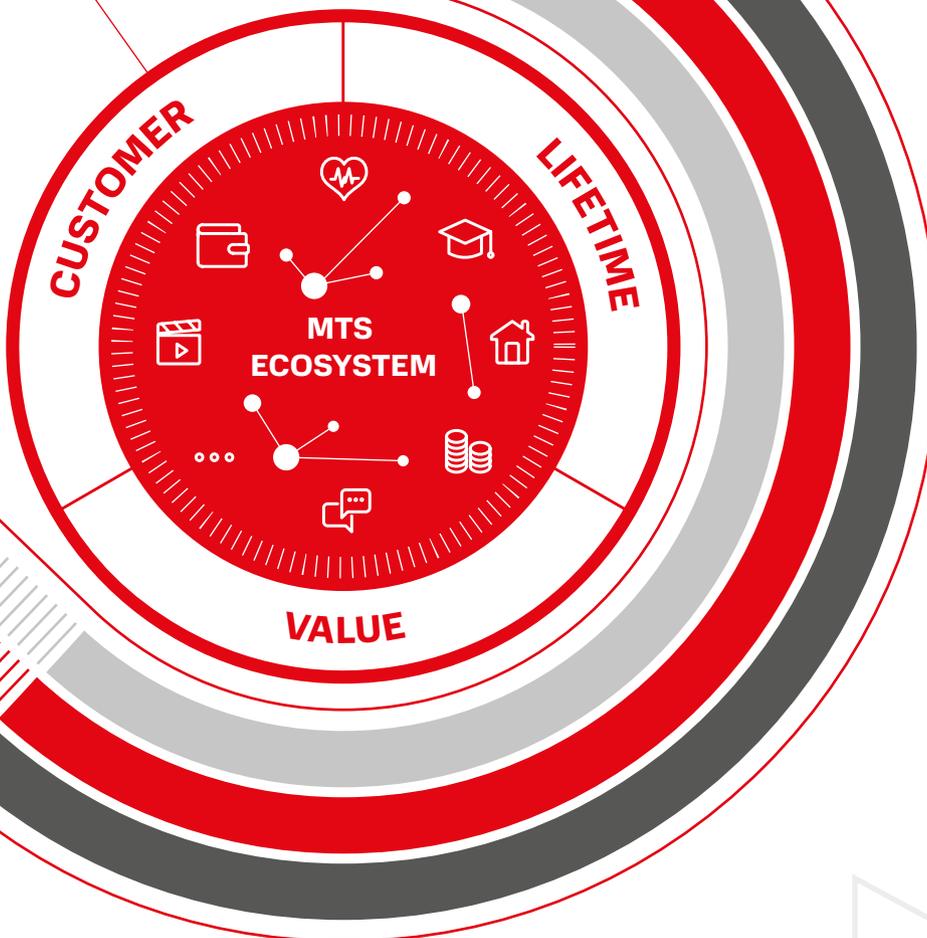
MTS's sustainability and CSR efforts in 2019 were guided by the approved CSR strategy, business strategy and HR strategy, UN SDGs (the 2030 Agenda), recommendations of the ISO 26000:2010 international standard, the Ten Principles of the UN Global Compact, and international and Russian best practices in CSR.

2020  
2022

CUSTOMER

LIFETIME

VALUE



## CSR STRATEGY

### Customer

- > Ensuring equal access to the Company's services, increasing loyalty
- > Security and responsibility for the services provided
- > Creating an innovative environment to find business solutions addressing social issues
- > Environmental responsibility of MTS's business

### Lifetime

- > Focus on maintaining loyalty and emotional connection, including by operating our business in an environmentally and socially responsible way
- > Development of services enhancing environmental sustainability
- > Development of projects aimed at environmental protection and sustainable use of natural resources

### Value

- > Reinforcing the image of a socially responsible company (the Sustainable Development Report, ESG, JAC and CDP)
- > Creating transparency for shareholders, investors, suppliers and partners
- > Strengthening MTS's corporate spirit and reputation