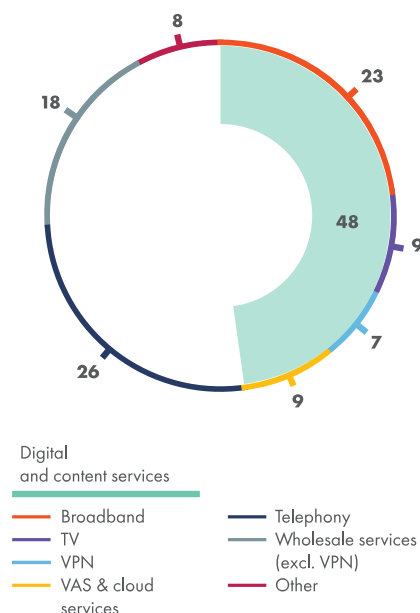


FIG. 24.1 REVENUE
BREAKDOWN IN 2017, %

Developing product ecosystems & improving customer experience

Rostelecom's strategic priorities include, above all, developing and offering digital services for families, business, and government customers while continuously improving customer service.

We build convenient, robust ecosystems providing a wide range of services to every customer segment, including households (B2C), corporate (B2B), and government (B2G) customers, and other telecoms operators (B2O).

The Company is increasingly refocusing from technology to consumer needs, putting people and their emotions at the heart of our new brand, which emphasizes Rostelecom's status as an advanced digital company that relates to every customer – from gamers to government organisations. The brand's diverse graphics and colours reflect the wide range of opportunities we are creating for people, businesses, and the country.

All functions and business units of the Company were involved in the rebranding effort, which included launching Rostelecom's new site – www.rt.ru, boosting conversion by 25%. We have also seen growth across other key metrics, including the subscriber base.

Rebranding and repositioning

A key highlight of 2018 was the presentation of our new positioning and brand. The Company launched its new development strategy, and presented new digital services and tariff lines driven by market changes and the Company's priorities. Our refreshed brand reflects the ongoing changes within the Company and was relaunched to:

- raise our profile as a an advanced IT company;
- develop a universal visual language, easy to use across digital interfaces;
- communicate the new strategy to employees and market participants.

FIG. 24.2 REVENUE
BREAKDOWN IN 2018, %