

# CSR Report 2017

**Lead by example**

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## 1. MESSAGE BY RALPH YIRIKIAN

### General Manager



VivaCell-MTS (MTS Armenia CJSC), founded in 2005, has become Armenia's leading telecommunications operator and one of the country's top taxpayers in the course of 12 years. The Company has more than 2 million subscribers, and its cellular network covers more than 98% of the country's population. The Company has 1200 employees, providing equal employment opportunities to people with varying physical abilities.

VivaCell-MTS is a business with a mission in that its activities are not limited to providing access to high quality communication services to the population of Armenia. Ingrained in every aspect of the Company's operation is commitment to sustainability reflected in the responsible management of the country's natural resources, as well as in proactive and long-term activities to help ensure the social and economic growth of the country, and to support the development of Armenian society, at large.

VivaCell-MTS has been Armenia's pioneer in the sphere of Corporate Social Responsibility by adoption and comprehensive implementation of the principles of responsible corporate behaviour through addressing both internal and external environments and making high-volume targeted social investment since the first day of the Company's inception. The Company went even further by driving the institutionalization of CSR in a wider Armenian context in a systematic way, leading by example, sharing and promoting the concept among business entities across the country.

CSR is in the core of fundamental values driving MTS Armenia Family in its activities. Responsible corporate behaviour is reflected in all processes and cycles of product development and customer service. As a business tool it helps to align the Company's performance with the values, needs and expectations of its diverse stakeholders. CSR is a way of thinking, and a commitment to support the creation of a sustainable future for Armenia.

At VivaCell-MTS we share a strong belief that our business achievements depend much on the impact we have on the economic and the social environment, and the trust and support of our stakeholders, including customers and shareholders. VivaCell-MTS' CSR policy encompasses five major areas, where we have been making a big difference to the society: Children's Health, Culture, Science, Education, and Environment. You can read more about them in this Report.

Accountability and responsiveness are key and important prerequisites of corporate responsibility. Thus, VivaCell-MTS strives to always have in place a proper reporting

scheme highlighting major findings, ongoing processes and deficits equally and openly. This CSR Report is an outcome of this approach, and it prides itself with being the first in Armenia written in line with the Global Reporting Initiative (GRI) Standards. By joining the GRI, VivaCell-MTS intends not only to showcase progress in this area, but also to put in place an effective permanent feedback loop from diverse stakeholders and to foster their engagement.

We hereby encourage the civil society, scientists, publicists, critics, investors, customers, and policy-makers to review the Report and to provide feedback, for the sake of creating more stakeholder-oriented CSR policy at VivaCell-MTS, and for further institutionalization of the concept in the wider Armenian context.

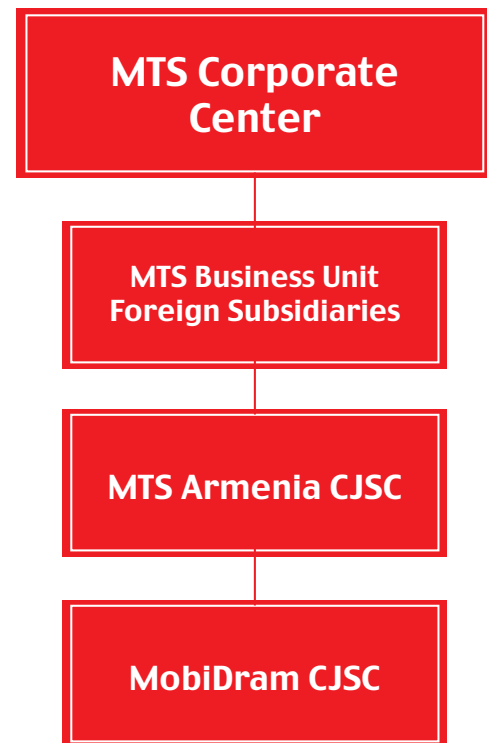
Let's build a sustainable future for Armenia together!

Respectfully,  
**Ralph Yirikian**  
VivaCell-MTS General Manager

VivaCell–MTS operates in the Republic of Armenia providing the following:

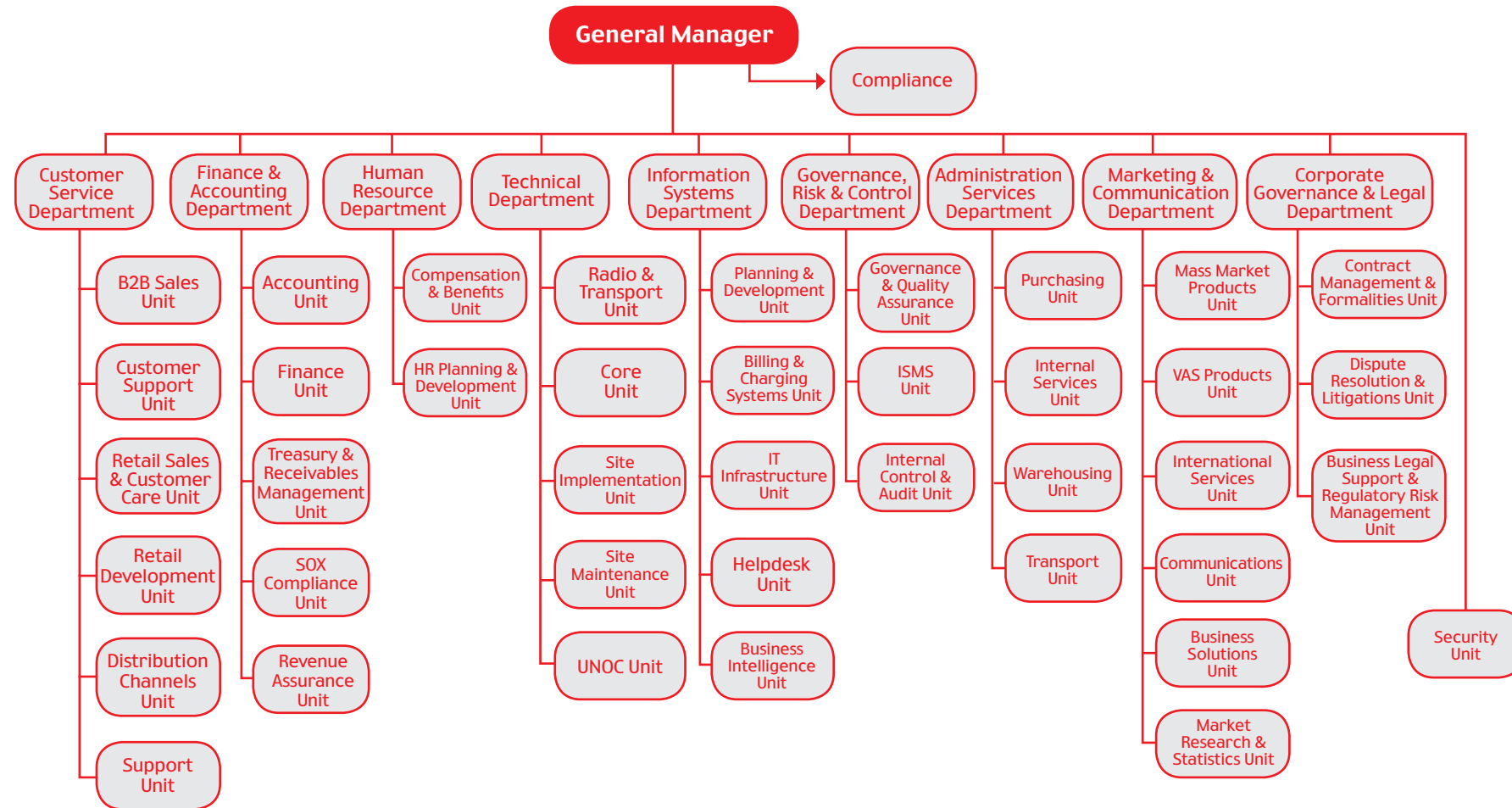
1. Technical Infrastructure that allows to ensure broadband communication in the Country
2. 24/7 Customer Service, including around 80 Service Centres in Yerevan and in regions of Armenia
3. Marketing and Communications to plan the strategy, maintaining respectful relationships within the Community
4. Human Resource Management to serve best to the staff in achieving their goals

### MTS ARMENIA CJSC ORGANIZATIONAL STRUCTURE



## 2. VIVACELL–MTS TODAY

### Structural subdivisions of VivaCell–MTS



### BRIEF HISTORY

VivaCell received a license for the commencement of its operations in 2004. Starting off with a small team of professionals headed by General Manager Ralph Yirikian, the Company had the purpose to quickly roll out operation, expand a strong network throughout the country, and make the first call.

The first on-net call was made on July 1, 2005 and marked the beginning of a new era in the telecommunications sphere in Armenia. In a short period, VivaCell dramatically changed the picture in the sphere by offering affordable GSM services to every Armenian citizen. Cost efficiency, high performance, reliability and wide coverage across the country soon made the Company the choice of customers.

By January 2006, the Company succeeded in reaching 50% of the market share with over 350,000 subscribers. In September 2006, network coverage was available in 90% of the populated areas of the country.

In September 2007, Mobile TeleSystems (“MTS”) – the largest mobile operator in CIS – acquired 80% of the Company’s shares. The organizational structure of VivaCell evolved parallel to developing new functional strategies and objectives and defining the overall corporate mission and strategy. The Company registered tangible development and growth of its subscriber base extending beyond 1 million in 2007. The number of staff members grew in parallel.

In 2008, VivaCell was co-branded and changed its name to VivaCell–MTS, revising its design. The year was marked by obtaining a significant market share that reached more than 78% with over a million subscribers.

In April, 2009 VivaCell–MTS announced the commercial launch of its 3G (3rd generation) network whereas in 2011, for the first time in Armenia, VivaCell–MTS

commercially launched its 4G/LTE network. The network gives subscribers an opportunity to work at significantly faster speeds and increased work efficiency. Existing 2G stations were upgraded in terms of improvement of voice services, and 3G base stations were upgraded in terms of data expansion and capacity improvement.

VivaCell–MTS introduced a new perception of mobile communication, which is no more a service restricted to few, but a service available to everyone. Owing to the cooperation with roaming partners, VivaCell–MTS enables its subscribers to keep in touch with their homeland wherever they are. In 2017, the Company covers around 98% of the populated areas of the country with a subscriber base of 2.122.167 which makes the 59% of market share.

When making decisions on installing base stations, as a responsible operator, VivaCell–MTS is not guided by the Return on Investment (ROI) consideration only. Providing voice and Internet services to the most remote and thinly populated areas with low potential for service consumption is a priority for VivaCell–MTS, as the availability of communication infrastructure in these areas is equally a social and security issue.

We have 80 Service Centers all over the country to make the telecommunications services available for all our customers, there are also three Mobile Service Centers travelling around the remote areas to ensure the equal accessibility to our services. More than 1200 employees are working in the Company, the absolute majority of which are Armenian citizens and graduates of local educational institutions. VivaCell–MTS is an equal opportunity employer. There are 30 people with special needs working in the Company.

### UN GLOBAL COMPACT

Our corporate actions respond with the principles of the Global Compact of the United Nations. Being a member since September 2009 we view this membership as being strategic and support the initiative started by Kofi Annan, pledged to abide by and actively promote the principles of the Global Compact.

The UN Global Compact is the world's largest initiative in the field of corporate responsibility. Its members undertake to align their business activities and strategies with ten universal principles in the areas of human rights, labour standards, environmental protection and anti-corruption.

As part of the UN Global Compact, VivaCell-MTS is also continuously committed to matters of integrity and business ethics. The internal guidelines are based on the principles of the Global Compact and are in conformance with VivaCell-MTS corporate values.

### UNION OF EMPLOYERS OF INFORMATION AND COMMUNICATION TECHNOLOGIES (UEICT)

The UEICT gives an opportunity to maintain relationships between employers based on mutual respect, reflect the emerging demands of the field in the applicable legislation, foster small and medium businesses, create favorable conditions for their development, and encourage entrepreneurship in ICT sphere. VivaCell-MTS joined the Union in 2016.

Among the objectives of the Union is training of specialists in ICT and ICT-related spheres, modernization of ICT educational programs in schools, vocational and higher education institutions in accordance with the best international standards. It is planned to contribute to the growth of local and foreign investments, as well as to provide business and legal consultation, etc.



## MEMBERSHIPS

## OUR VISION

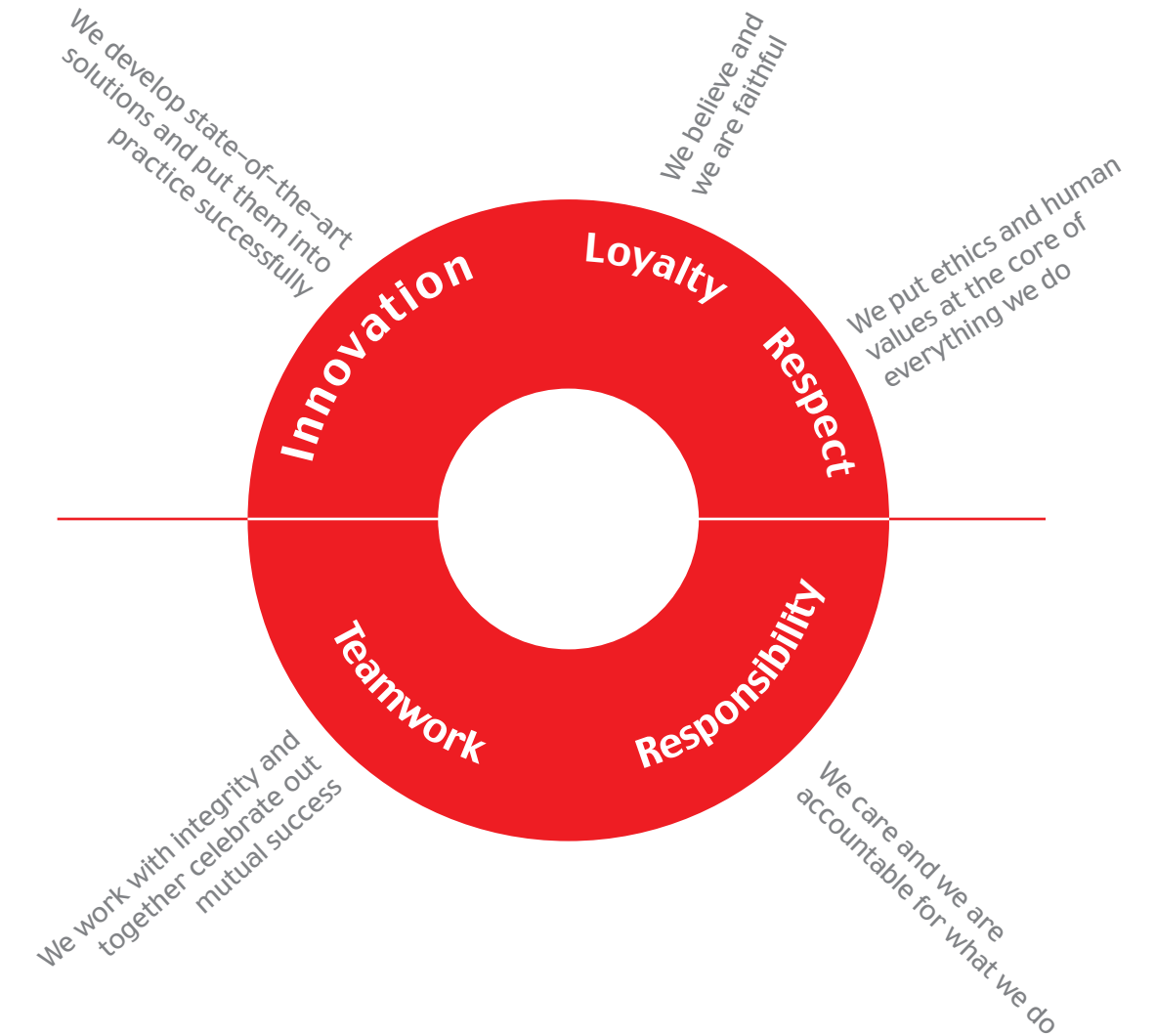
Our Vision is to act in a socially responsible way. We conduct our business in attending to our stakeholders' interests, aligning with business ethics and directing all efforts towards a sustainable development. It is our ambition to be accepted as a leading socially responsible company in Armenia by addressing the expectations of our Stakeholders. We strive to connect Armenia with the future. We are dedicated to create, lead and open the window towards the future.

## OUR MISSION

We commit to offer innovative and quality telecommunication services. Our CSR mission is to ensure two key developments in Armenia through the responsible and sustainable management of our resources: a high-quality communication service for the diverse communities of Armenia and significantly positive socio-economic development and change in the country.

## CORE VALUES

Throughout all of our operations and in every sphere, we adhere to the following core values:



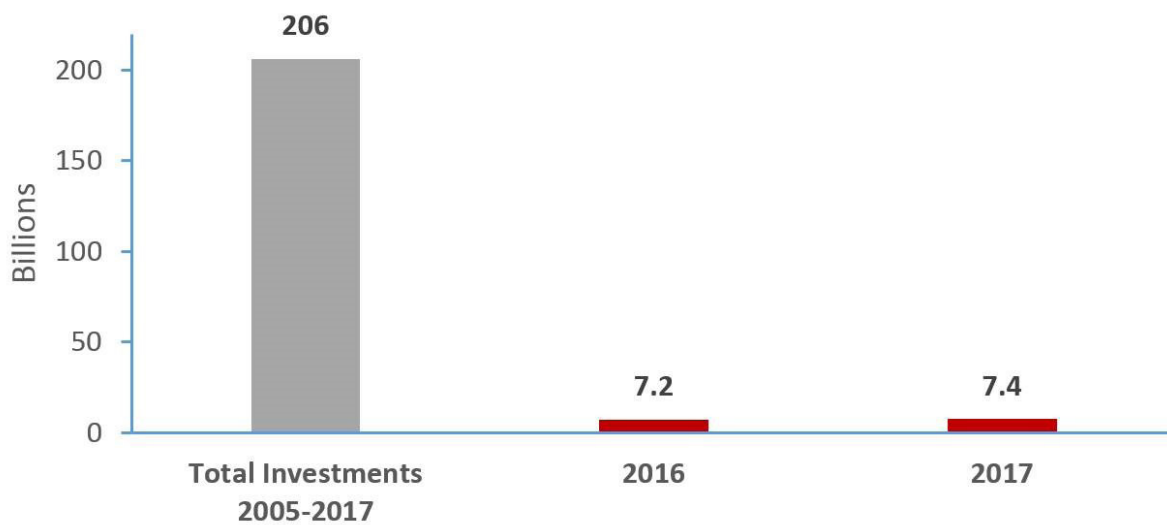
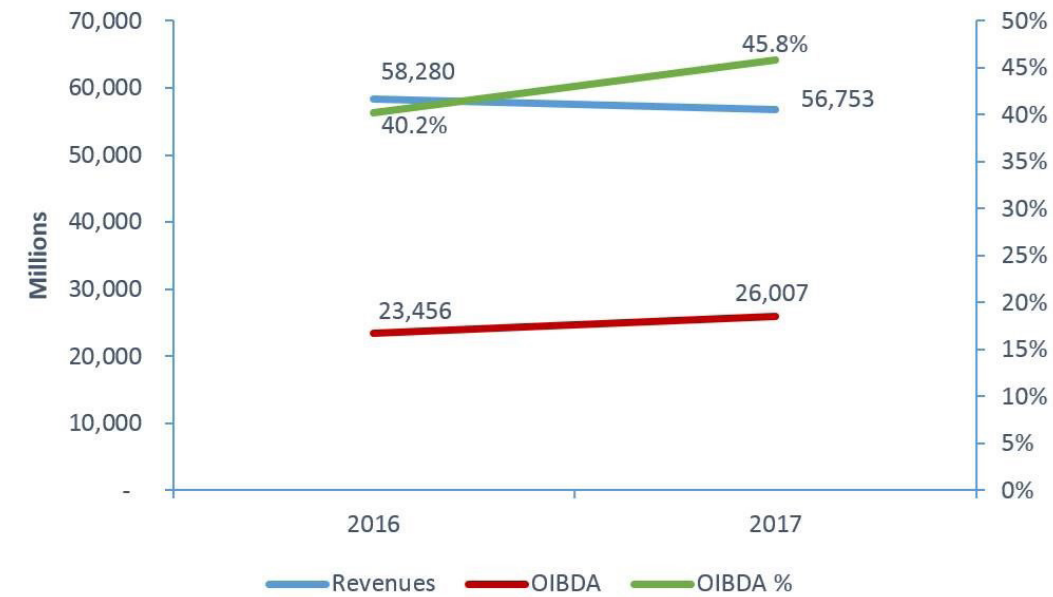
We rely on our Core Values and Code of Ethics, principles of the United Nations Global Compact and have successfully implemented the Guidelines on Social responsibility by ISO 26000 in 2012.

### 3. MARKET OUTLOOK

The Company has managed to retain its leading position and reached new achievements in many spheres, including mobile voice and data services, IP TV and ICT solutions.

In 2017, VivaCell–MTS revenues totaled to AMD 56.8 billion, a decrease of 2.6% compared to AMD 58.3 billion in 2016. Market share by Revenues was kept relatively stable at the level of 58.8% in 2017 (decrease of 0.16pp. compared to 2016 level of 58.95%). OIBDA for 2017 totaled to AMD 26.0 billion, an increase of 10.9% to 2016 level of 23.5 billion. Accordingly, compared to 2016, in 2017 OIBDA margin grew by 5.6pp., representing a solid OIBDA margin of 45.82%.

Figure: Key financial indicators



In 2017, VivaCell–MTS made investments of AMD 7.4 billion. The Company will continue to develop its network and infrastructure and will invest 15.4 billion in 2018.

Figure: VivaCell–MTS investment

VivaCell–MTS always keeps an eye on the development trends in telecommunications, and makes steps to introduce the best of the highly demanded and innovative solutions in Armenian market.

Starting from 2017, the Company has undertaken introduction of mobile electronic signature system in Armenia, in partnership with GSMA. The introduction of electronic signature system in Armenia will be made possible, by using the most innovative and secure solutions in the world in line with the GA decision and international technical requirements and security standards. In the core of implementing the electronic signature system in mobile telecommunications industry is the Mobile Connect international standard, certified by the GSMA

With an aim to differentiate, already in 2012 VivaCell–MTS brought to life another strategic decision. The Company has entered an entirely new business area – the market of electronic financial, payment and transfer services. Via VivaCell–MTS subsidiary MobiDram one can turn his mobile phone into a mobile wallet and make use of the full range of financial services like transfers, payments, microloans. Since 2016 smartphone users can perform all financial operations via MobiDram mobile app which is constantly updated with new services and features, enabling delivery of financial services on–the–go.

VivaCell–MTS is committed to a fair and transparent corporate behavior, and respects the laws of the country, by fulfilling its tax obligations in an efficient and timely manner. Overall, starting from 2005 when VivaCell–MTS entered the market, the Company has paid AMD 226,499,185,210 to the state budget.

Table: shows VivaCell–MTS as one of the top ten tax payers

YEAR	RANK	AMOUNT (AMD)
2005	15	2,277,059,000
2006	4	9,412,008,770
2007	4	15,490,490,700
2008	1	30,796,438,500
2009	3	15,916,172,700
2010	4	13,627,391,220
2011	3	17,751,611,850
2012	3	21,672,938,130
2013	3	30,101,500,230
2014	4	28,891,812,140
2015	3	18,628,800,170
2016	8	12,813,282,640
2017	13	9,119,679,160
		<b>226,499,185,210</b>



## 4. OUR CORPORATE SOCIAL RESPONSIBILITY

### STRATEGY

While living and expressing our share as a member of the Armenian society, it is of great importance to us to cover all material issues of our stakeholders and our Company. We have thus decided to use the ISO 26000 Guidelines for social responsibility of organisations in order to develop a very individual and specific approach to our Corporate Social Responsibility (CSR) Strategy.

The international Standard ISO 26000 encourages organizations to consider their behaviour with regard to stakeholders and select from recommendations, which are applicable to the companies in their respective spheres of influence with the society. In 2012, VivaCell-MTS was among the first in the world to receive confirmation of the implementation of the recommendations of the ISO 26000 Guidelines.

Since then our CSR Strategy replicates the Company's current corporate values and expectations of the community, our staff, our partners, our shareholders and other significant stakeholders. It links to our

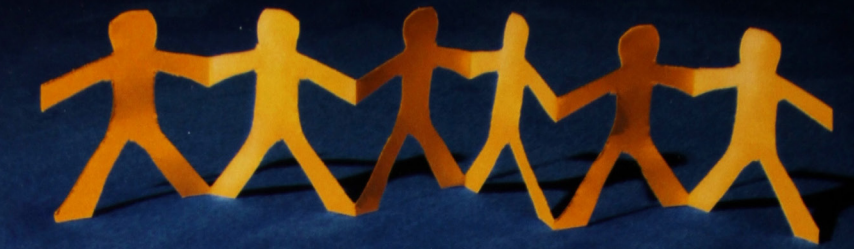
existing business strategies and policies, in an agenda that allows us to better perform, manage and account on our environmental, social and economic impacts. It is aimed at ensuring a more inclusive, safer and 'greener' stakeholder society, as well as doing a responsible business in a fair and accountable way.

Our six CSR strategic commitments are aimed at ensuring:

- CUSTOMER CARE
- RESPONSIBLE PRODUCT USE
- CORPORATE GOVERNANCE
- POSITIVE WORKING CULTURE
- COMMUNITY SUPPORT
- REDUCTION OF ENVIRONMENTAL IMPACT

The company regularly evaluates the CSR Strategy as well as the whole ISO 26000 management system internally and externally once a year. The value creation process is integrated and monitored. The implementation of a continuous improvement process is done by the implementation of respective actions which are decided in regular management meetings. All measures, dates and results are documented. The timely implementation of the measures is monitored internally. The following criteria are followed:

- Audit results
- Feedback from customers and employees
- Opinions from stakeholders including complaints
- Process driven and product conformity
- Implementation of goals
- Indicators for work related accidents, close misses etc.
- Evaluation of the environmental performance
- Evaluation of the legal requirements and changes occurring regarding the services and the technical operations
- Compliance with CSR – relevant goals
- Results of inspections
- Risk analysis
- Results of danger identifications and evaluations
- Status of preventive and corrective measures
- Follow up measures from earlier management reviews
- Changes, which can have an effect on the current management system
- Recommendations for improvements



## Verification

We hereby state that

**MTS Armenia CJSC**  
**4/1 Argishty Street, Yerevan**  
**Republic of Armenia, 0015**

has successfully implemented the recommendations of the  
**ISO 26000**

Corporate Social Responsibility Guideline for the following activities:

- Provisioning of mobile communication services
- Customer servicing


MTS Armenia CJSC is well acquainted with ISO 26000, its content, and how it may be used to prioritize and to work with social responsibility.

MTS Armenia CJSC recognizes ISO 26000 as a reference document that provides guidance on social responsibility and has used ISO 26000 as a guide to integrate social responsibility into their values and practices.

This Confirmation is valid from October 25<sup>th</sup> 2017 to October 25<sup>th</sup> 2020 with audits on an annual basis.

Vienna,  
October 25<sup>th</sup> 2017



  
Martin Neureiter, CEO  
The CSR Company

## STAKEHOLDER ENGAGEMENT

In order to set up our CSR Strategy and get a better understanding of our stakeholder's interests and needs, VivaCell-MTS did an analysis of its perception in society and identified its stakeholders in the spheres of company, economy and society.

A large group of stakeholders came out of this analysis and nine key actors were prioritised. The criteria for identification and evaluation was the question of whether, and to what extent, a specific group is affected by the Company activities, or can influence such activities itself.

Our most important stakeholders are:



Engagement	High engagement but low influence	Academic and educational institutions	High engagement and high influence	<ul style="list-style-type: none"> <li>Government</li> <li>Employees</li> <li>Media</li> <li>Customers</li> <li>Shareholders</li> <li>Communities</li> </ul>
	Low engagement and low influence		Low engagement but high influence	<ul style="list-style-type: none"> <li>Vendors</li> <li>Competitors</li> </ul>

As this is our first report, we strongly seek stakeholder feedback on its content. We would like to learn from them what issues they see covered sufficiently and which ones they would be interested in learning more about, regarding VivaCell-MTS role in the Armenian society and our approach towards responsibility.

In doing so, we have incorporated various types of dialogue in our CSR management approach in order to ensure the continuous and regular exchange of ideas with our stakeholders. The measures we use include:

- sharing ideas with customers, investors, employees, and trade unions by means of workshops, questionnaires, surveys, and other methods;
- engaging in event- and project-related talks with political decision-makers and non-government organizations;
- working in associations, organizations, and sustainability initiatives (e.g. UN Global Compact, ISO 26000);

- maintaining direct and regular contact with external experts, for example in topic-specific working groups.

We also use various tools to get in contact with our stakeholders and learn about their interests and concerns. Customer Care for example handles stakeholder issues on a daily basis. We employ more than 800 people who are mainly concerned with responding to topics and concerns raised by stakeholders. Gathered information is collected in a logbook/journal and responses and necessary actions discussed in weekly meetings, which can also involve General Management. We also keep personal contact with different authorities concerning our CSR issues and social activities, mainly through our Community Engagement Management.

In addition, we do surveys among customers and employees and also on brand reputation on a regular basis. All concerns and issues raised, as well as the information we gather by our complaints management, are subject to weekly management reviews involving the CSR department.

On our website you can find a CSR Port with an additional information regarding our Corporate Responsibility as well as our approach on funding the Social Investment projects. All stakeholders are also welcome to contact us via our website by using the email form, call us at 111 or 093 297111, or ask us online.

# 4a. CUSTOMER CARE

Our ultimate aim is to engage as many people as possible to enjoy the benefits of “online” society by improving our customer service, expanding our product types and facilitating access to our services (including for people with special needs). We have three priorities:

- Customer satisfaction and service
- Facilitating access to network communications
- Quality and complaint handling system

## CUSTOMER SATISFACTION AND SERVICE

To improve service standards, overall service quality in Contact Center and Service Centers, also to keep high level customer loyalty and satisfaction, we conduct strategic and operational benchmarking surveys. Based on regular results corrective and strategic plans are developed.

The surveys on customer satisfaction have been showing positive dynamics with a clear improvement of brand and customer loyalty. In 2017, the Customer Satisfaction Index in Contact Center has visibly increased. During the last quarter of 2017, it saw a growth of 1.4%, keeping positive gap with our competitors.

1. “Connection time” was increased by 5% in the share of positive answers and “Consultation duration” saw increase of 3.71%, q-o-q.
2. “Information search time” and Operator courtesy were also improved during the quarter.

Our Contact Center has been renovated to ensure the most convenient working facilities for our staff as well as satisfaction of our customers while addressing their inquiries and concerns (voice quality, noise reduction) while serving them.

The Mystery Shopper Index (MSI) survey allowed to measure the compliance of operators performance with the Company service standards and to develop corrective actions to improve the service level in all measurement criteria listed in below table.

**Table 1: Call center customer satisfaction from the service quality and operators’ performance are measured based on the following criteria:**

CUSTOMER SATISFACTION INDEX (CSI)	MYSTERY SHOPPER INDEX (MSI)
1. Connection time	1. Greeting
2. Clearness of responses	2. Clarity of Communication
3. Operator courtesy	3. Active Involvement
4. Operator competence	4. Mode of Speech
5. Problem understanding	5. Courtesy
6. Consultation duration	6. Competence
7. Information search time	7. Information Flow
	8. Proactivity
	9. Closing

The CSI in service centers was rapidly increased at the end of 2017. Despite the high load in the service centers, most of the measurement criteria were improved.

To improve employees’ performance level and to meet service standards we conduct MSI regular surveys and develop immediate corrective actions. MSI key measurement criteria are illustrated in below table. Compared to 2016, employees’ service was visibly improved.

**Table 2: Service centers quality and operators’ performance are measured based on the following criteria:**

CUSTOMER SATISFACTION INDEX (CSI)	MYSTERY SHOPPER INDEX (MSI)
1. Personnel courtesy	First impressions and the speed of service
2. Personnel appearance	Behavior
3. Customer care	Appearance
4. Clearness of response	Competence
5. Tolerable overload	Communication skills
6. Comfort and convenience for waiting	Proactivity
7. Pace and efficiency of the service	Closing
8. Satisfaction with results	
9. Tidiness at the service center and internal design	
10. Center space organization	
11. Center external design	
12. Center location convenience	

Net Promoter Score – VivaCell–MTS was always ahead of its competitors. The percentage of promoters was the highest –in average 70% during the year, while percentage of detractors was the lowest in the market; it was in average 8.5%. Therefore VivaCell–MTS was always keeping leading position in terms of customer loyalty, reporting the highest subscriber base market share – 59%.

To maintain our customer loyalty we measure NSAT (net satisfaction level) per touch points and their attributes – voice connection quality, mobile internet, cost of services, transparency of charges, stores, call centers, web and personal count on the websites, customer care and mobile apps. Following to the dynamics of TPs corrective actions are developed to increase satisfaction and loyalty of our customers.



## FACILITATING ACCESS TO NETWORK COMMUNICATIONS

The pricing and tariffication policy of VivaCell–MTS is designed in such a way that the services are accessible for the disadvantaged groups of the country as well. During 12 years of our operation (2005–2017) we ensured the population coverage of 99.8% in Armenia so that the remote areas could also benefit from the modern technologies and the progress.

VivaCell–MTS is the first mobile operator who introduced the large–scale 4G/LTE network in Armenia. This gave the customers a serious competitive advantage with faster speed network capacities and with a new level of convenience and unsurpassed experience of mobile broadband access. The Company is committed to continuing the expansion of the LTE coverage in Yerevan as well as deployment of its LTE network further on in all the regions, making available the benefits of 4G–based services to all subscribers. The nationwide roll–out of 4G/LTE positions Armenia as one of the selected global leaders in 4G deployment, as well as presents Armenia to the world as a country with more attractive communication infrastructure.

We are always focusing on designing products and services that are accessible for the disadvantaged groups of the country and for all segments of our customers including low tariffs for rural, educational and military areas etc. VivaCell–MTS believes in its capacity to contribute in promoting the understanding of multidimensional and evolving nature of CSR, hoping to set an example for other local institutions to follow the same steps. One of the best examples is the campaign for raising the awareness of safety traffic called “Don’t speak while driving”. During the campaign drivers have been reminded via short TV videos, billboard advertising (both on the roads of Yerevan and on the main highways entering the city) not to speak or text via mobile phones while driving.



## QUALITY AND COMPLAINT HANDLING SYSTEM

Our customer complaint handling systems are managed in such a way that all customer appeals and complaints are being assessed and addressed within 14 business days. We strive to manage customer complaints effectively and thus have more chance of meeting our customer’s expectations as well. At VivaCell–MTS, we view complaints as an opportunity to improve what we do and how we do it.

Since 2009, the Company has been regularly tested and certified in accordance to ISO 10002 International Standard (Managing Customers Complaints) in line with the ISO 9001 Quality Management System International Standard. The ISO 10002 provides us with guidelines for putting in place our own complaints management system – helping us to identify complaints, their cause and how to eliminate them.

Through the customer complaint management we:

- achieve operational efficiency to identify trends and causes of complaints
- resolve more complaints by adopting a more customer–focused approach
- engage staff with new customer service training opportunities
- integrate ISO 10002 with ISO 9001 to improve overall efficiency
- monitor and continually improve our complaints handling process.

The complaint management standard engages the whole company with good internal communication. We benefit from customer feedback and have established an implementation team to get the best results. The team maps out and shares responsibilities and timescales, it motivates staff involvement with training and incentives to understand and use the ISO 10002 management system. We regularly review our ISO 10002 system to make sure it remains effective and that we are continually improving it.

Customer reclamations and improvement ideas coming from the interested public, which possibly are based on a systematic mistake and require correction– and prevention measures, are discussed in top management and decisions taken accordingly. Monitoring of implementation of decided measures is secured and their effectiveness is also monitored. We are proud that there have been no legal cases or statements out of which a non–conformity or neglect in the implementation of the requirements for verification reasons could be shown in the reporting period

All our products are being tested prior to the launch and advertisement and the development of product is based on key principles of accessibility and transparency of communications, whereas the social advertisements are directed to enroot respect towards nature, elderly, children, family and the country.

## 4b. RESPONSIBLE PRODUCT USE

In order to mitigate potential financial and reputational risks and to build trust with our stakeholders, VivaCell-MTS promotes a responsible use of its products, and focuses in particular on providing transparent information on electromagnetic fields to customers and employees and ensures health and protection of children online. Our two priorities are:

- Information security & data privacy
- Consumers health and safety



## INFORMATION SECURITY & DATA PRIVACY

VivaCell-MTS preserves the availability, confidentiality and integrity of all the physical and electronic information assets of the company in order to protect its customers' personal data; render high-quality services to its customers; preserve the Company's competitive edge, cash-flow, profitability, legal, regulatory and contractual compliance, and commercial image. The company's Information Security Management System complies with all requirements of ISO/IEC 27001:2013 international standard.

VivaCell-MTS provides security mechanisms on campaign products such as parental control, anti-spam, anti-virus and in 2017 VivaCell-MTS introduced the updated version of "My VivaCell-

MTS" mobile application, which is one of the most safe and transparent ways for customers to manage and control the mobile account directly from their smartphones.

The Company has never recorded any breaches on customer privacy, which is a key indicator of the effective ISMS system implemented in the Company.

Our Stakeholders also have free access to our [HotLine services](#) and we ensure that every single message is being assessed and the feedbacks are provided. Information on HotLine services are available on the Company's website ([www.mts.am](#)) and Facebook page.

## CONSUMERS HEALTH AND SAFETY

We provide detailed information to our customers about the potential effects on health of electromagnetic fields. We are assessing the electromagnetic fields both in the office for our employees and in the communities neighboring our Base Stations.

When setting up base stations and antennas, our Acquisitions Team informs and consults all involved stakeholders in residential areas by contacting them personally to discuss concerns raised. VivaCell-MTS carefully exams static and constructional condition of roofs and does thorough repair work on them, whenever necessary, to secure residents and base stations.

Information regarding electromagnetic fields and the potential risks related to them will soon be found on our website as well as in booklets at our points of sales. According to Armenian Ministry of Health, there are radio frequency spectrum of electromagnetic radiation (RFS ER) rules and norms. This order defines the maximum allowed impact of electromagnetic radiation value.

One of our CSR directions will be to train the school children on how to use mobile phones to ensure reduction of electromagnetic fields (positioning of the phone from the body while calling, not talking while driving, texting or accessing the internet).

## 4c. CORPORATE GOVERNANCE

Our Company operates in strict accordance with the Law of the Republic of Armenia on protection of economic competition. This law prohibits any activities that can lead to the violation of competition principles and monopolization of the market. Top Management is following up on the compliance of legal requirements on the products and services.

Employees of VivaCell–MTS are aware of and obliged to act in compliance with the existing laws, rules and regulations as well as policies and procedures of VivaCell–MTS. VivaCell–MTS employees are not allowed to take part in any action or encourage any other third party to violate the laws, rules and regulations, as well as policies and procedures of the Company.

Alongside with compliance to the national Laws and Legislation, the Company has added internal principles to comply with, which are also our priorities under Corporate Governance:

- **Anticorruption norms and regulations**
- **Fraud prevention**
- **Fair business practices**
- **Risk Management**
- **Responsible Supply chain**



### ANTICORRUPTION NORMS AND REGULATIONS

We have our Anti–Corruption program with an aim to provide requirements of anti–corruption legislation applied to the Company. It is ensuring the observance by the Company of legality, transparency and social responsibility principles, upholding its reputation in front of the state, its customers, partners, competitors and the entire society. It defines principles of preventing corrupt acts by or towards the Company and/or its employees, as well as principles of observance of anti–corruption legislation and prevention of any expression of corruption by the Company during its economic activities in any country.

Our Anti–Corruption legislation compliance goes beyond the already stringent Armenian anti–corruption legislation as we also use it to comply with the main requirements of FCPA and UKBA legislations, The Anti–Corruption Legislation applies to the Board of Directors as well as all employees, representatives, affiliate and subsidiary companies, their management bodies and employees.

Furthermore, it also applies to all normative documents and processes regulating sponsorships and philanthropic activities of the Company. All financial transactions regarding the above–

mentioned activities are explicitly reflected in accounting reports, and the implemented programs are additionally coordinated. Monitoring of philanthropic investments gives the opportunity to make sure that the invested sums do not appear to be a concealed bribe or commercial bribery. Company management takes necessary safety measures to ensure that all political contributions and charitable donations be legal in accordance with applicable anti–corruption legislations.

All staff of the Company has been trained to ensure the compliance to the anti–corruption program, a special Anti–Corruption Guideline highlight all the corruption vulnerable areas and how to mitigate them. The Company has also its Compliance Policy which also included the rules of gifts and entertainments for the Company as well as its stakeholders.

The Company has no record on corruption cases where the Company or its employees have been involved in; the control over proper implementation of the anti–corruption program is done on a daily basis by the internal audit and compliance team.

## FRAUD PREVENTION

To keep fraud out of the Company we have set numerous activities, as we regard this as a threat to long-term business success. We consider fraud to be a deliberate act or act of omission of physical and/or legal entities with a view to gain benefit at the expense of the Company and/or cause material and/or non-pecuniary damage. Examples of fraud can be misrepresentation of financial statements, cloning of SIM cards, theft of company property etc. Fraud can also relate to deliberate activity of the entities on the communication networks, including fraudulent, illegal access to receive services and the use of resources of the operator without proper payment, unlawful access to any confidential information of the operator, including for the purpose of gaining benefit, as well as other actions aimed at causing damage and other harm to the Operator.

At VivaCell-MTS we have set activities to prevent, reveal, evaluate, investigate and minimize consequences of fraud, to keep our business reliable, clean and successful. This includes, among others, the implementation of a “Fraud Prevention policy” and strict guidelines on behavior in case of conflicts of interest or a “Fraud database”. This automated system intended for systematization, storage and analysis and is determined for group use of knowledge and sharing experience to several business units:

- Security Unit
- Commercial Department

- Finance and Accounting Department
- Governance Risk and Control Department
- Administration Services Department
- Information Systems Department
- Technical Department

It collects or analyzes information on the activity of the best business partners and competitors, on the management methods applied by them, like research of best technologies, industrial process and methods of organization and marketing of production and services.

All VivaCell-MTS employees are required to perform their work most effectively, and as such, the Company prohibits all conflicts of interest. A conflict of interest may arise when personal interests are involved or at stake, and when relevant decisions may negatively affect the Company’s interests.

The interests of the Company and its brand must be the first priority in all decisions and actions taken by VivaCell-MTS employees. Even the appearance of a Conflict of Interest can damage an important company interest. Individuals working in VivaCell-MTS shall at all times act in a manner consistent with their fiduciary responsibilities to the Company and shall exercise particular care that no detriment to the Company results from conflicts between their interests and those of the Company.

Our conflict of Interest Policy has been developed to secure that no employee will personally benefit from or at the expense of the Company’s interest. It has been implemented to assure the highest level of ethical conduct of employees at all levels. It applies to any situation in which employees happen to be in a position to exploit a professional or official capacity in some way for personal benefit as well as all proprietorships, partnerships, associations, joint ventures, corporations, firms, foundations, or other organizations or entities used in carrying on a trade or business, including parent organizations of such entities or any other arrangement in which an entity operates through a subsidiary.

Our conflict of Interest Policy refers to money, non-pecuniary and excessive gifts as well as ideas, inventions, technology, creative expression in which a proprietary interest may be claimed, including but not limited to patents, copyrights, trademarks, “know-how”, telecom products and IT related products. Each employee of “MTS Armenia” signs a statement, which affirms that a copy of the Conflicts of Interest Policy has been received, read and understood. Employees declare their agreement to comply with the policy and that they will declare any actual or potential case during the whole employment period that might be considered as Conflict of Interest.

## FAIR BUSINESS PRACTICES

VivaCell-MTS commits to be a profit oriented organisation. Nevertheless, the way we make these profits is crucial to us. We are committed to conduct our business in a highly ethical manner. This is why we have developed a Code of Ethics based on our core values, which can also be found on our website.

Our Code of Ethics sets forth the principles and ethical standards for the professional conduct and responsibilities of VivaCell-MTS staff members. These principles and standards should be used as guidelines during our daily professional activities. They constitute normative statements for all of us and provide guidance on issues that we may encounter in our professional work.

At VivaCell-MTS, we always strive to observe legality, act honestly and meet our professional for the good of our operation and the society in which we work. Commitment to ethical professional conduct is expected and mandatory for each member of VivaCell-MTS.

The Code of Ethics is available to all VivaCell-MTS employees via internal portal and is being presented to each new employee during the Orientation Sessions. HR Department employees can be contacted at any time for guidance on it and in case of uncertainties. Confidentiality of information and fulfilment of obligations of the law are guaranteed.

VivaCell-MTS has also created a Hot-Line to ensure respectful and open working environment. It is particularly important that the employees are treated fairly and that they receive prompt responses to their concerns and problems.

At the same time the VivaCell-MTS Hot-Line is created to enhance the effectiveness of prevention, fight against the corresponding risks and detection of the potential facts of fraud, violations and infringements in the fields of finance and accounting, internal control and audit, sales, procurement and customer service, as well as contract relations and in many other processes that have a significant value for the business. All appropriate actions will be taken to investigate any violations reported.

## RISK MANAGEMENT

We use an Integrated Risk Management process, aimed at coordination of structural subdivisions of VivaCell-MTS with regard to management of the most significant risks. Its objective is to provide the management of the Company with adequate information on significant risks, to take timely preventive measures to respond and to provide the management and concerned subdivisions of the Company with analytics on the most significant risks concerning our economical, ecological and social performance.

Our Internal Control Unit for Quality and the Internal Control Department will take all information into account while doing strategic and budget planning, commercial planning and planning of operational activities. Each risk is to be issued a “Risk Passport”. This Document contains the actual information on the risk including the description of the risk, risk assessment, the list

of regular procedures, additional measures, response plans, cases of risk realization, quarterly summary on the monitoring results. Measures are aimed at reducing the consequences of risk realization and extend them to Response and Contingency Plans.

The VivaCell-MTS Committee on risks takes collegial decisions in the field of integrated risk management including the approval of the passports of risks, the approval of the risk owners, the approval of additional measures, response plans, and reports on risks management. The competence of the Committee is determined by the Provisions on the Committee on risks of VivaCell-MTS. The collegial decisions related to the assessment of risks made by the Committee on the risks of VivaCell-MTS reflect risk-appetite and risk-tolerance of MTS Group as part of one risk, portfolio of risks or other group of risks unified by any criteria.



## RESPONSIBLE SUPPLY CHAIN

All suppliers of VivaCell–MTS are treated via fair competition or bidding. There is an inclusive, independent, objective and fair consideration of the supplier qualification, product/service quality, reputation through tender or other fair/reasonable means based on VivaCell–MTS Purchasing Policy. Around 52% of our whole purchase is done with local suppliers.

We abide by the laws and regulations against unfair competition or monopoly, corruption and bribing. We protect legal interests of the Company, and reject bribes, discounts through unauthorized repayments, or material benefits that could be offered by a supplier. We comply with VivaCell–MTS corporate culture and respect the corporate culture of the supplier, treat suppliers and their representatives in an accepted etiquette, and keep information of supplier strictly confidential as mutually agreed and legally regulated.

We aim to build up social and environmental standards throughout our supply chain with our direct suppliers. This is done by improving their CSR performance and their own supply chain management. By integrating our CSR standards in our procurement procedures, we can sustain our reputation and make a difference for the society in which our suppliers are active.

We anticipate our suppliers to apply certain standards in the fields of labor, ethics, safety and the environment (based on our CSR Clause). Compliance with these standards will be checked through questionnaires and discussions with the suppliers. The strategic supplier will have an in-depth analysis to identify CSR related risks and appropriate improvement plan will be drawn for high-risk suppliers. The suppliers are requested

to submit CSR related information based on CSR Checklist.

We aim towards

- Establishment of stable, civilised market relations with the suppliers;
- Cutting the Company expenditures related to the suppliers data vetting upon holding purchasing/tendering;
- Identification of the suppliers having an unstable reputation.

We regard a supplier to be “problematic” if he

- revoked its offers after being awarded as winner of the competitive bidding or groundlessly delayed the conclusion of the contracts/agreements/supplementary agreement/order
- failed to fulfill the significant provisions of contract, which resulted in dissolution of the contract
- jeopardized terms of fulfillment of the contractual obligations
- provided inferior works/services
- does not eliminate the deficiencies after two or more claims of VivaCell–MTS

A list of “Problematic Suppliers of VivaCell–MTS” is maintained at the Purchasing Unit. This list is preserved as commercial secret and is only reachable for Members of the Purchasing Committee and the Purchasing Unit personnel, and our Legal Unit.

## 4d.POSITIVE WORKING CULTURE

VivaCell–MTS promotes fair, diverse and safe work environment to its employees. Our success is based on our committed, competent and integrated staff and our flexibility and adaptability to the changes and challenges we face during our operations. We strongly believe and encourage professional development of our staff, equal opportunities and work–life balance through many initiatives. Our four key priorities are Employee engagement, Employee career management and Training, Diversity and equality, and Health and safety.

### EMPLOYEE ENGAGEMENT

For all employee hires VivaCell–MTS is proceeding with set rules and procedures and has adopted the strategy of fairness and equal approach for all candidates. The Company strictly prohibits discrimination in all terms, conditions, or privileges of employment, including recruiting, hiring, assignment, compensation, equal pay for work of equal value, benefits, promotions, transfers, discipline and termination, and any form of bullying or harassment, based on race, religion, national extraction, citizenship, gender (including pregnancy, childbirth and related medical conditions), age, disability, sexual orientation, family status, or any other characteristics as it is stipulated by the relevant policies.

All vacancies are first considered for internal recruitment before a decision is made to conduct a public/external recruitment. If the vacancy is not filled by the Company employees, then without posting an external announcement the priority is given to the interns who have passed their internship in the Company.

Turnover is healthy and is within 9.4%.

Resignation types	Employee initiative	Employer initiative	2017 year end staff number	Total turnover rate
Number of resigned employees	114	69	1219	9.4%

Yerevan	Region	Total
136	47	183

Number of resigned employees by age groups	Under 30	30–50	Over 50	Total
Male	10	80	20	110
Female	23	43	7	73
Total	33	123	27	183

## REMUNERATION AND BONUSES

Our Company has clear policy on remuneration, with fixed part based on grading and variable component which includes bonuses and commission system. We are focusing on increasing objectivity of the motivation system and the performance assessment process and enhancing the link between employees' rewarding with their individual work contribution and end results of the Company in general. Overall we are viewed as competitive employer in the market with attractive compensation package and positive work environment.

## BENEFITS

Besides leaves and allowances stipulated the Law of RA, such as annual leaves, maternity, family, baby care leaves, etc., our company is providing several other material and non-material benefits to our permanent employees, namely:

## MATERIAL

- Allowance for marriage,
- Allowance for employees' children education,
- Provision of loans with 0% interest rate.
- Favorable conditions for the employees with special needs depending on the disability type ( part time worker with full time salary being maintained, plus transportation expenses)

## NON-MATERIAL

We have several types of leaves related to different occasions, such as birthday, marriage, family, child birth, academic, compassionate leaves, etc. In addition we provide leaves during holidays or some celebration days, such June 1st, September 1st, etc.

We also organize Cafeteria in the area of the HQ which gives employees a chance to eat in-house during lunch hours.

## POSITIVE WORKING CULTURE AND SURVEYS

Number of surveys are conducted in the company, such as employee engagement survey, called Happy job, which includes 2 cycles during the year and then stage of summing up the results and further actions; health insurance satisfaction; cafeteria service satisfaction, compliance related surveys, surveys related to staff awareness and other surveys on as needed basis.

Our company pays attention to employee development (both via internal and external sources) and we have available Library area and free online training courses for self-development.

Our company has created an atmosphere of openness and transparency and has introduced different channels for all employees to have the chance and opportunity to express their opinions, complaints, concerns and new ideas via Hot Line and ICenter. Complaints are mainly handled by Grievance Management Process

regulation, where we have clearly defined the cases and follow up necessary actions.

To create the positive working culture we have Social Committee that is involved in numerous entertainment projects, indoor and outdoor activities and Idea Circle team which involves employees from all departments and exchanges different opinions. Several projects have been implemented by both teams, which contributed to increase of employee engagement and motivation, such as a number of outdoor activities, football games with different partner companies, first aid trainings for all staff, exhibition of handmade products of our employees and many others directed at team building and overall team spirit increase.

We also have Together newsletter, which is issued every quarter and contains interesting stories, facts about our staff members, experience exchange from our managers,describes implemented projects and gives interesting and useful ideas on self-development.

## NOTICE PERIOD

Notice period is usually given when there is change for position, location, working hours, structure change and etc. The minimum notice period is 14 days and maximum – 60 days depending on number of years worked in the company with that particular employee: up to 1 year and more than 15 years. There is no notice period for reducing working hours without salary change or when there is salary increase.

## EMPLOYEE CAREER MANAGEMENT AND TRAINING

We are focused on knowledge exchange and transfer to ensure that we have successors, hence replacement for the key staff. The process is that we identify the key staff and further define the successor. After that development plan is set for all parties, so that we make sure that our key employee are trained well and at the same time replacers have the necessary skills and knowledge to ensure business continuity whenever needed.

Out of 94 Talent Pool members 67 (22 successors and 45 key employees) attended professional trainings, which makes 71%. They are the 11% of the trained staff. The employees attended professional conferences, managerial and professional trainings.

As a result of our initiatives mostly all key vacancies are closed internally hence ensuring career growth for our employees.

Gender	Average hours of training per year per employee
Male	9.3
Female	9.5

Employee Group	Average hours of training per year per employee
Managerial staff	8.7
Non-managerial staff	9.7

Our Company adopted the policy of constantly developing and upgrading employees' skills and knowledge through different development activities, such external and internal trainings, on-line courses and awareness sessions. Our main efforts are aimed at developing analytical and statistics skills among the company, technical and professional skills to be in line with current market trends in Telecom. In addition almost all middle level managers have attended leadership trainings.

In total we had over 110 training subjects in professional, integrative and managerial areas. Throughout the year, the number of training participations was 3006 including external, internal and online trainings (as well as conferences) for both key staff and remaining staff. The satisfaction index was on average 94%. Also we have mentorship program directed at transferring the key knowledge to junior staff that helps us to ensure the replacement of key staff in the Company.

1380 newly hired employees passed distance learning courses on ISMS, Code of Ethics and Anticorruption, CSR topics.

Levels	Female	Male	Grand Total
Junior Managers	4.82%	6.95%	11.77%
Middle Managers	0.90%	1.47%	2.37%
Non-managerial	44.32%	31.48%	75.80%
Senior Managers	0.16%	0.57%	0.74%
Not Eligible	7.28%	2.04%	9.32%
Grand Total	57.48%	42.52%	100.00%

Newly hired employees, working less than 3 months, and employees who have taken baby care leave are not eligible for Performance assessment and career development reviews.



## DIVERSITY AND EQUALITY

VivaCell-MTS is committed to the principles of equal employment opportunity and fair treatment of all employees. The Company provides its employees with a safe work environment that is free from inappropriate behavior and will take all reasonable steps to minimize any form of workplace discrimination, bullying or harassment and to treat people with equity and dignity.

The Company strictly prohibits discrimination in all terms, conditions, or privileges of employment, including recruiting, hiring, assignment, compensation, equal pay for work of equal value, benefits, promotions, transfers, discipline and termination, and any form of bullying or harassment, based on race, religion, national extraction, citizenship, gender (including pregnancy, childbirth and related medical conditions), age, disability, sexual orientation, family status, or any other characteristics. All this is clearly stated in our Policy on Discrimination, Bullying and Harassment, PL-ARM-503. We never had any case of breaching of human rights. In addition, specific trainings were conducted for security staff, as well as an awareness session on Human Rights protection where all our employees had a chance to learn more and ask relevant questions regarding human rights protection.

Our Company has overall quite equal approach and always tries to have both male and female managers on all levels, in some areas male managers prevail based on peculiarities and specifics of the job. At the same time, in the total staff, the number of female employees is higher.

	Under 30	30-50	Over 50	Total
Male	9	84	15	108
Female	4	76	2	82
Total	13	160	17	190

### Total staff number by age groups

	Under 30	30-50	Over 50	Total
Male	101	357	59	517
Female	239	441	27	707
Total	340	798	86	1224

We don't have any difference in the basic salary for female and male employees, our difference is within grading and position and does not depend on gender.

Employee group	Average of Total income 2017		Ratio of basic salary and remuneration of women to men
	Female	Male	
Junior Managers	6,381,250	8,273,333	77%
Middle Managers	19,226,719	21,667,752	89%
Non-managerial	3,727,002	5,663,607	66%
Senior Managers	27,723,279	40,179,029	69%

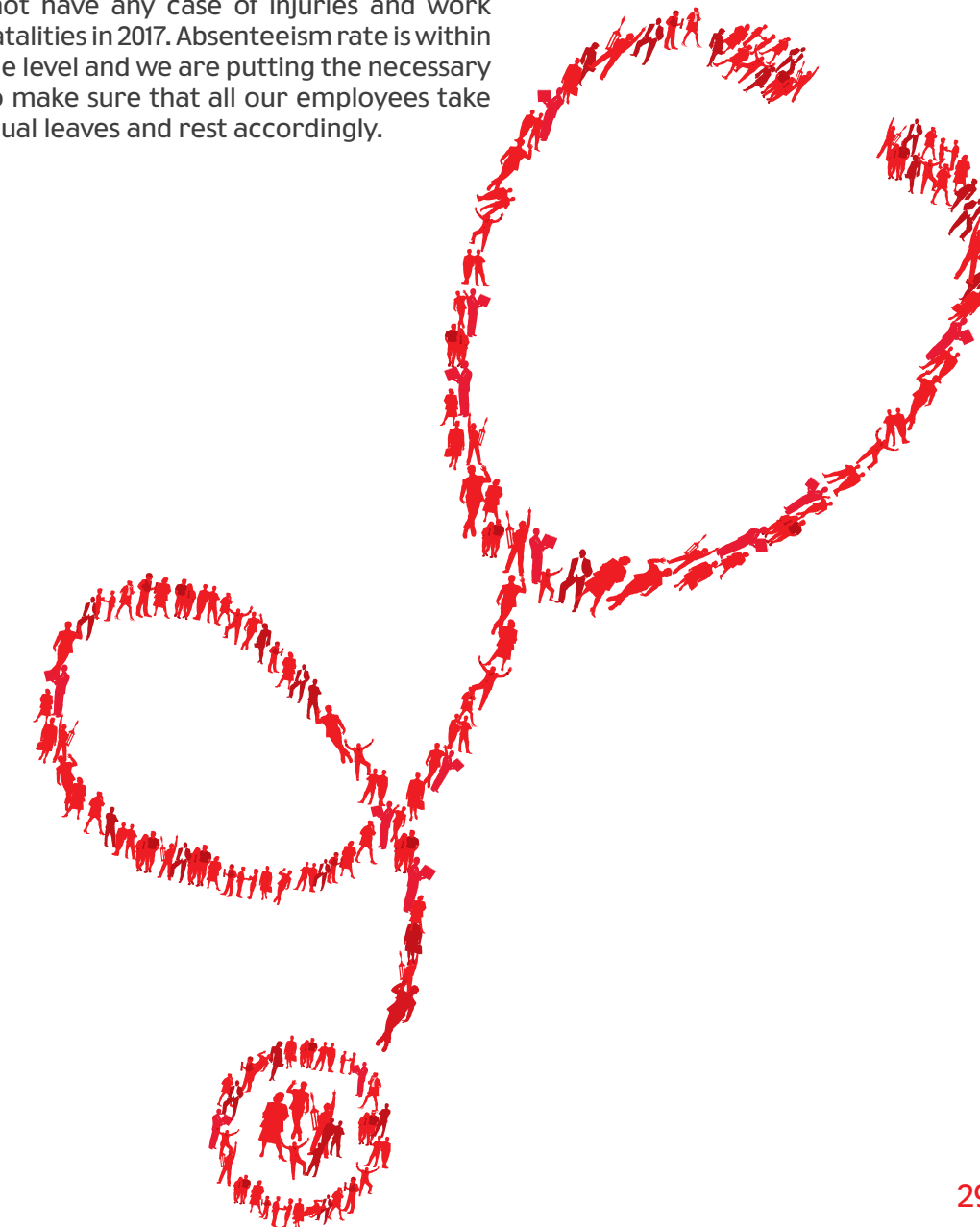
## HEALTH AND SAFETY

Our company pays special attention to health and work safety of our employees. We are one of the rare companies in the market that has a Corporate Doctor as part of team, who is always here to help and provide advice, assistance and first aid whenever needed. Several articles on medical advise are sent to all staff on frequent basis, several awareness sessions on disease prevention are organized, very popular are maternity and baby care sessions for all interested employees organized on regular basis.

We have mandatory medical check-ups, which we conduct twice a year for all staff who are eligible based on the position and job peculiarity. Relevant report is generated and then Corporate Doctor implements relevant follow-ups and ensures that employees who had problems will receive the necessary treatment. Our Company provides Medical insurance to all employees and their family members and we have regular weekly visits of Medical Insurance Company doctor to our office and all employees have a chance to approach the doctor and ask the relevant questions and receive necessary information.

As part of our strategy and approach, we also have Work Safety function in the company with relevant employee covering the area. The Senior Specialist is organizing awareness sessions for all eligible staff and making corresponding records in the registry books. The specialist also makes sure that all emergency and evacuation plans are on place, all fire extinguishers are available and operate properly as well as ensures implementation of several other work safety directed initiatives.

We did not have any case of injuries and work related fatalities in 2017. Absenteeism rate is within admissible level and we are putting the necessary efforts to make sure that all our employees take their annual leaves and rest accordingly.



## 4e. COMMUNITY SUPPORT

The Armenian community has always been a center of VivaCell–MTS projects and social activities. We concentrate on aspects directly related to our responsibilities, i.e. expanding access to telecom to all layers of the community, increasing knowledge of students from different higher institutions in various fields, creating and improving links between communities and individuals; and also promoting the engagement of our employees in the communities on volunteer basis. Here we focus on three main directions:

- Education and awareness
- Volunteer programs
- Social investment

### Taxes

By being Armenia's 13th largest tax payer in 2017, VivaCell–MTS has an enormous indirect economic impact on society. Annually the Armenian Government's State Revenue discloses the top 1,000 list of tax payers. 2017 revenues totaled 1,201,600,000,000 Drams (\$ 2,487,784,679), which tops the 2016 record by 11.6%. The inputs by the 1,000 major taxpayers made up 67% of the total sums paid, with the annual growth being 11%.

The top 100 taxpayers, whose payments totaled 41%, had a 12% annual growth. The top 20 tax payers have contributed to 23% of the tax revenues. Their annual growth was estimated at 8%. The top 20 taxpayers' list has remained unchanged since last year. VivaCell–MTS is in the 13th place with 12,598,000,000 Drams (\$26 082 815).



### EDUCATION AND AWARENESS

Job creation in the telecommunication sector is an important issue to VivaCell–MTS. We aim towards corporate members of VivaCell–MTS family who are highly qualified in their specific field of interest, open for innovative thinking and evolving the company as part of a rapidly changing society. Thus we have developed a programme, which is the Career Development Program for students since 2009 in the frames of which we offer various opportunities for finding individual approaches for professional development and to attract prospectively interested young people. The project is implemented in accordance with Memoranda of Understanding with 37 leading higher institutions of Armenia.

### VIVASTART

We have VivaStart project in the framework of which the students are enrolled in our Service Centers to support the staff in sales and customer service, which helps them to develop communication, as well as sales and customer service skills. 80 Students were enrolled in the project; 14 students were required for the Service Centers.

### ICT PROJECT

The ICT project is being implemented in 5 educational institutions to create better opportunities for young people with professional preferences in the fields of Information Technologies. The “Basics of Telecommunication” is taught in 5 schools, 2 distance learning courses and a 3–day training cycle on “Basics of Telecommunication” was organized for 11 teachers from 5 Schools by our staff.

### INTERNSHIP

We are very actively collaborating with all main state and private Universities and colleges, both in Yerevan and in the regions. The institute of internship is very well developed and applied in the Company. Total with all projects we had 123 interns in 2017, who passed their internship in almost all departments of our Company. Later on all interns prepare a report and, upon submission and taking into account their performance and feedback from Functional Unit, they are included in our students reserve pool with further recruitment whenever applicable and eligible.

### ORGANIZATION OF OPEN DOORS AND LECTURES

Practical knowledge and in–depth understanding are highly important for career orientation and development. VivaCell–MTS always shares its experience with young people interested in telecommunication sphere and Company's management culture, who want to develop understanding of various professions related to the sphere of telecommunications. 5 Open Doors and 3 Master Classes were organized for students from different Universities and Schools in 2017.



## VOLUNTEER PROGRAMS

VivaCell-MTS is conscientious of the value of volunteering and for this reason, encourages its employees to take part in these activities. The Company not only is actively involved in corporate responsibility activities, but also welcomes employees and their family members to also partake in giving back to the community, in their own ways. Staff members collectively raise funds to support, a cause that is of value and importance to them. Some support orphanages, some school for children with special needs, while others provide heating or schooling supplies, among many examples.

### Participation of VivaCell-MTS employees in the housebuilding project for rural communities in partnership with the “Fuller Center for Housing” Armenia

The long-term partnership between VivaCell-MTS and “Fuller Center for Housing” Armenia continues. The housing project implemented in various regions of Armenia is not limited to financial assistance or organizational works. The partnering organizations also consider voluntary participation in construction works as an important manifestation of responsible approach. The traditional participation of employees of the companies in the construction works translates a message to the society to deny indifference.

### Participation of VivaCell-MTS employees at the tree planting in Urtsadzor

The Foundation for the Preservation of Wildlife and Cultural Assets (FPWC) and VivaCell-MTS have initiated a tree planting in Urtsadzor on the International Day of Forests. Within the frames of the event partner organizations’ employees helped to plant several hundred apricot and plum trees in the Caucasus Wildlife Refuge

(CWR). In collaboration with VivaCell-MTS, the FPWC is planning to replenish regular tree planting activities using modern and innovative technologies in order to preserve the ecosystem of Armenia and to contribute to community development.

### Participation of VivaCell-MTS employees in the blood donation initiative organized by the Hematology Center after professor R.H. Yeolyan

VivaCell-MTS employees have volunteered for blood donation organized by the Hematology Center after R.H. Yeolyan. The donated blood will be stored in the Blood Bank of the Hematology Center and used for the treatment of children with blood diseases.



Our Social Investment projects are directed to raise cultural, educational, health, sports, environmental awareness as well as the social life level of remote areas of the Country.

## CULTURE:

### Golden Apricot International Film Festival

The Golden Apricot International Festival is a unique film Festival in Armenia. VivaCell-MTS has been the General Partner of the Festival for 12 years. By the support of our Company, the Festival brings renowned filmmakers and films in a variety of genres to the capital of our country.

The Golden Apricot International Film Festival carries the theme Crossroads of Cultures and Civilizations. The title may well serve as our impassioned mantra for building cultural bridges and fostering dialogue. It also reflects the history of Armenia itself, which for millennia has existed as a flash point for competing geopolitical forces. Armenia’s desirable geographic position has made it into a hot spot of contention for various empires, yet on the other hand, it has resulted

in a civilization replete with world influences and a dynamic arts heritage. The festival welcomes films representing diverse ethnic groups, religions, and nations that depict the human experience, the daily lives of people, ordinary and extraordinary, their troubles and their joys, as they try to find meaning in a changing world and struggle to redefine themselves in a world that recognizes fewer and fewer boundaries.

The Golden Apricot International Festival is an outstanding cultural event that has won the acceptance and appreciation of not only the local, but also of the international audience in its short time performance.

### Unison NGO

VivaCell-MTS addresses all walk of lives in the community at equal level.

Owing to VivaCell-MTS support, the “Paros” inclusive Chamber Choir has participated in a number of festivals and concerts in Armenia and beyond its borders.

These talented musicians with special needs performed at the 9th World Choir Games held in Sochi, “Paros” was selected to participate in The Champions Competition and won two silver medals in the categories “Musica Sacra a Capella” and “Mixed Chamber Choirs”.

The “Paros” Choir performs a large repertoire of works of Armenian, Russian and other composers.

Other projects, like:

“Hover” State Chamber Choir

Armenian Philharmonic Orchestra

“Ars Lunga” Duo

“Traces of Armenians around the World” book for the 100th anniversary of the Armenian Genocide  
State Youth Orchestra

## SOCIAL INVESTMENT



## ENVIRONMENTAL:

### Environmental protection in Armenia with FPWC

FPWC is working at the crossroads of wildlife protection, environmental education, and sustainable development, engaging rural populations in the sustainable development of their communities. In all their projects, they advocate for mutual respect between human beings, natural wealth, and cultural heritage by believing these are indispensable conditions for positive progress in Armenia.

Environmental protection in Armenia with FPWC project aims at creating various ways of preventive measures against pollution, to create sustainable resources use, climate change mitigation and adaptation, protection of environment, biodiversity and restoration of natural habitats, incorporation of environmental considerations into the manufacturing and distribution of products, and into their use and disposal.

VivaCell-MTS has been cooperating with FPWC since 2006.

### “Green Mobility” project

In the frames of “SunChild” 7th International Environmental Festival, the opening of the e-bike station of the “Green Mobility” project took place in Garni village. The “Green Mobility” e-bike station is equipped with solar panels and batteries. The bicycles are charged only by solar energy not emitting any harmful substances into the

atmosphere. “Green Mobility” project is implemented by the support of the UNDP/GEF Small Grants Programme, VivaCell-MTS and the FPWC. The aim of the project is the promotion of e-bikes as an alternative transportation means, which do not contribute to greenhouse gas emissions.

### “Bike to Work” international initiative

A group of VivaCell-MTS employees joined the “Bike to Work” international day and started their morning routine with cycling. The participants of the campaign arrived to their workplace, VivaCell-MTS headquarters, on their own bikes. The Company highly values this kind of approach towards the environmental protection.

Other projects, like:

Ranger Campus establishment

“SunChild” Eco clubs

“SunChild” Environmental Festival

Bear Rescue and Rehabilitation Center establishment



## COMMUNITY DEVELOPMENT

### Fuller Center for Housing Armenia: making Armenia a better place to live

The aim of the Fuller House project is to support families in dire economic conditions in building and renovating homes. Tens of families across the regions of Armenia benefit from this project. The homes are safe and comfortable for low-income families of Armenia. The families are chosen by the Fuller Center for Housing Armenia. Through this project, VivaCell-MTS makes a secure investment into the Armenian communities, helping to eliminate poverty.

VivaCell-MTS supports by providing financial means to renovate and build houses for socially vulnerable people. In addition, VivaCell-MTS employees participate at the renovation works.

### Infrastructure, solar heating and drinking water systems

The commitment of keeping far-reaching villages in the focus of VivaCell-MTS' attention has a special place in the strategy of the Company. We need to help people

create and lead a sustainable life in their regions. The Alternative Energy project aims to reduce pollution and protect the environment by using alternative energy resources, particularly solar thermal systems and LED street lights.

In 2017 the project was implemented in a number of communities in Ararat, Armavir, Lori, Tavush, Gegharkunik, Vayots Dzor, and Syunik regions. As Armenia has a good potential for solar energy, investments in alternative and energy-efficient technologies can significantly benefit to the solution of environmental and social issues.

The project is a new format of the long-term cooperation between the Foundation for the Preservation of Wildlife and Cultural Assets (FPWC) and VivaCell-MTS in the field of environmental protection and sustainable use of natural resources. Within the framework of the “Alternative Energy” project implemented by the Foundation for the Preservation of Wildlife and Cultural Assets (FPWC) and VivaCell-MTS, outdoor lighting infrastructure has been provided in a number of communities in Tavush, Vayots Dzor, Armavir, Gegharkunik, Kotayk and Lori regions. The environmentally friendly and energy-efficient LED lights reduce outdoor lighting costs up to 80%, thus relieving the financial burden of the communities.

VivaCell-MTS and the Foundation for the Preservation of Wildlife and Cultural Assets (FPWC) attach high importance to the use of latest technologies in environmental protection initiatives that promote nature conservation, energy efficiency and community development. Installation of solar heating systems and solar water heaters reduces heating costs by up to 50-60%.

## HEALTH

### Source Foundation: special assistance care for the children with development disorders

To provide efficient help to children with disabilities, the “SOURCE” Foundation, established three years ago, has also included their families to its target group. For the first time in Armenia 51 classes, aimed at preparing individual tutors, have been organized by leading organizations and professionals in this sphere throughout 2017. As a result of the implemented program, 15 out of 50 specialists have started working as permanent and 5 of them – as temporary tutors in 32 families. They provide 8-hour care to children, organize their entertainment and treatment. VivaCell-MTS has joined the Foundation in the implementation of its goals.

The aim of the project is to organize special trainings and courses and to prepare tutors and specialist/teachers who will later on will support the families with children with different physical and mental disorders.

The future trainers receive courses from the leading specialists of Armenian organizations and hospitals.





### **International Child Development Center**

In the frames of partnership with the International Child Development Center project VivaCell-MTS provides tuition fee for the children with autism attending the center.

Attaching great importance to the communication problem of children with autism, VivaCell-MTS supports the provision of individual, intensive educational treatment to children with autism, based on principles of Applied Behavioral Analysis, by the International Child Development Center. Progress and positive changes are observed in terms of both social skills and relationships with peers. The treatment has resulted in higher transition rates to inclusive schools. Owing to VivaCell-MTS support, 37 children participate in the program.

According to the professional staff of the Center and the parents of the children, progress and positive change was observed not only in terms of obtaining academic knowledge but in the behavior and mental abilities of the children as well. Moreover, children from the Center started attending secondary schools. These results are the proof of the efficiency of the activities realized by the “International Child Development Center” NGO.

### **EDUCATION**

#### **Luys Foundation**

“Luys” Foundation aims at helping outstanding Armenian students with high academic scores to attend the world’s leading universities.

Taking into consideration the value of educational development in Armenia, VivaCell-MTS extends support to this very important project.

Together with “Luys” foundation, VivaCell-MTS for several years now has been supporting Armenian students to get their scholarships from the world’s best 10 universities. These students are the country’s best investment for its future economic and social development.

#### **Tuition Fund**

Tuition Fund project aims at providing with tuition fees for students who live in socially vulnerable conditions.

Since 2010 the company has been supporting advanced students from the

higher institutions of Yerevan and regions of Armenia.

It helps boosting the students’ educational attainment and improve the quality of life among youth. Students are selected on their advanced knowledge and achievements in the field of study.

VivaCell-MTS is strongly positioned amongst youth again as an operator who cares for their future and this will return back as loyalty and more subscribers from this segment.

In the frames of cooperation with twenty-two higher education institutions, the leading telecommunication’s operator in Armenia has greatly assisted in covering the tuition fee of 750 students.

#### **Global IT Award**

Global IT Award project is an annual award of the President of the RA for outstanding contribution to Global IT. The President of RA honors individuals with remarkable contribution to the IT and Science Spheres.

The award is an unprecedented opportunity to encourage the development of information technologies in Armenia and is very important in terms of positioning the country on the world map with potential for higher achievements in the sphere of high-tech.

VivaCell-MTS supports this award from the very beginning, taking into account the potential that the initiative has in introducing our achievements in ICT sector to the world and raising the country’s rating.

As a leader in the ICT sphere in Armenia the company spares no effort to share its expertise and benefit to its development.

Other projects like:

“Seedstars” competition

“Cityzen” technological center

Cooperation with “Junior Achievements of Armenia”

“Teach for Armenia” project

### **SPORT**

#### **Chess Federation of RA**

Armenia is known for being a Chess country for years now. The Chess Federation project aims at promoting the chess sport among the young generation, organizing the participation of the Armenian chess team at different competitions.

VivaCell-MTS extends its full support to events fusing national pride and strong gains, as Armenians, are a small nation and a chess giant at the same time. This once again proves that intellectual capital is Armenia’s competitive advantage.

The country now boasts not less than 26 grandmasters, 22 international masters, and 8 FIDE masters. Currently, 285 chess players have international ratings, while more than 3000 chess players have national ratings. Armenia has also been the host country for a number of international tournaments of the highest level, including several World and European Junior Championships. In 1996, Armenia hosted the 32nd Chess Olympiad, and in 2001, the 5th World Team Championship.

### **SOCIAL COMMITTEE ACTIVITIES FOR THE VIVACELL-MTS STAFF**

#### **Sport:**

The main purpose of sport is to bring up a harmoniously developed generation – the generation of strong and healthy people.

VivaCell-MTS, with the aim of propagating healthy lifestyle among its staff, organizes various sport activities, such as renting halls for football, basketball, where VivaCell-MTS employees have trainings, play games, relax, communicate with each other and get fit.

Internal Mini Football championship among all departments’ teams. The best players are selected as a VivaCell-MTS mini football team and participate in external championships.

External Mini football championship VivaCell-MTS mini football team participated in Futsal Business League championship and became the Champion.

Biking master classes are organized with the participation of VivaCell-MTS employees for VivaCell-MTS employees.

Yoga special classes are organized for the employees at VivaCell-MTS HQ twice a week.

#### **Intellectual Games:**

Chess championship was organized between VivaCell-MTS employees. Special guests were invited for awarding the winners.

“What? Where? When?” intellectual game was organized among employees. The winner team participated in the intellectual game with other companies of the city.



## 4f. REDUCTION OF ENVIRONMENTAL IMPACT

We want to play a key role in environmental protection and in the evolution towards a green society. Our key priorities are to reduce our environmental impact by reducing the consumption of petrol, energy and water. Meanwhile we are helping and promoting the environmental impact reduction among our stakeholders through various campaigns and activities. As a strategic point we will be involving our stakeholders and raising their awareness about all concepts of CSR including climate change. As a socially responsible company, VivaCell-MTS has shown preference for environmentally-friendly solutions related to its business.

Our activities are directed to:

- Measuring the Company's carbon footprint
- Increasing energy efficiency at base stations

### COMPANY'S CARBON FOOTPRINT



#### Transportation

VivaCell-MTS operates 86 vehicles, among them pick-ups, car, trucks, buses or jeeps for remote areas. 22 out of them are on petrol 180,488l and diesel – 73,371. All vehicles have been equipped with GPS. Not usable tires are donated to special firms who recycle or repair them.

We have contracts with a limited number of car wash services that can ensure setting environmentally responsible measures to their service.

#### Waste

We have a contract with a waste outflow company regarding household waste. Waste paper currently is sold to a recycling company / commercial organization. Waste cartridges go to a waste outflow company we have a contract with Waste from the non-functional equipment needed for utilization is passed to vendor for further usage or utilization. All accumulators are being sold to international organizations.

In general, we take care of repairing rather than immediate replacement. Accumulators/batteries are in service for 3-5 years and are tested on a yearly basis. Cables need replacement very rarely and will be partly re-used for further utilization. By selling material for recycling, we do not benefit financially but have social value at least by not polluting our country with waste.

#### Prepaid cards / Top-Up

VivaCell-MTS' ability to offer innovative, fast and convenient value-added services such as Top-Up prepaid recharge option helps to appeal to new market segments, such as cost-sensitive and low-income subscribers.

Top-up is an innovative, fast, simple and convenient method for recharging prepaid account. Through this system, VivaCell-MTS prepaid subscribers, who have run out of airtime, are able to recharge their account directly from an authorized point of sale with the amount they wish, starting from 200 AMD to 90 000 AMD, paying cash to the seller. The deployment of Top-Up service enabled VivaCell-MTS to provide its resellers with the ability to recharge the account of the subscriber with airtime mobile handsets, eliminating the need for physical top-up cards. The reseller/dealer receives the airtime from the operator and is able to transfer this airtime to the subscriber through a mobile-to-mobile transaction.

The Top-Up prepaid recharge system was launched on the 21st of May 2008, and based on our forecast by the end of Q1 of 2018; the system will reach significant share (over 20%) of total market sales for the prepaid recharge. VivaCell-MTS has over 6, 000 points of sales for recharge airtime via Top-Up across Armenia. In Armenia's high-growth markets, voucherless airtime top-up enables VivaCell-MTS to provide flexibility to its subscribers and reduce physical top-up card production and distribution costs.

### Energy efficiency program/Environmental Management Systems

As part of the project to introduce the latest energy-saving technologies, according to the international convention for the protection of the environment, protection of the ozone layer and the greenhouse gases, our company held the following events.

Since 2011, we started the free cooling system installations. The strategy at the moment is aimed especially and in particular to remote telecommunication stations, where there is a great opportunity to use almost year-round favorable climate conditions for the proper operation of the equipment. This is a cost-effective, environmentally friendly and completely safe for the environment system, which allows to create quite normal operating environment for equipment.

In particular, the efficiency increases with the use of secondary energy resources, which is implemented in the framework of the same project (transportation of excess heat to the section, which needs heating in winter). Moreover, the system of free cooling allows to save technical resources and to increase the lifetime of the equipment several times.

There is data from manufacturers of free cooling system, based on the calculations of international experts. For example, one unit with a cooling capacity of 3-5 kW (used by us) leads to a

decrease in emissions of CO<sub>2</sub> into the atmosphere from 1600 to 1800 kg a year. We haven't the exact calculation of the economic impact yet, as there is a constant renewal of equipment, which creates technical difficulties to obtain accurate results. Preliminary data on energy saving are similar to the calculated values.

In the sphere of action to comply with the directives of international organizations for the protection of the environment, protection of the ozone layer, since 2007, our company has a policy of gradual and phased replacement of cooling equipment with hydrochlorofluorocarbons (HCFC) on the equipment working only on ozone-friendly refrigerants (hydrofluorocarbon HFC).

We stopped buying air conditioners running on HCFC.

Some of the equipment with HCFCs purchased initially are still in service, but we perform replacement or purchase equipment only with ozone-friendly HFC refrigerants as they get worn-out or damaged. Buying refrigerant HCFCs still continues, to maintain the operation of the old units. This will continue until the decommissioning of all old cooling equipment.



### INCREASING ENERGY EFFICIENCY AT BASE STATIONS

In order to decrease the Company power expenses, as an alternative power supply solution Solar Systems were installed in 4 Sites. The current monitoring results for these sites are provided below:

Totally, on annual basis the saved power consumption for these Solar system equipped sites will be about  $2 \times 6,570 \text{ kW} \cdot \text{h} + 2 \times 8,630 \text{ kW} \cdot \text{h} = 30,400 \text{ kW} \cdot \text{h}$ . This is equal to 0.09% of total Company power expenses.

Starting from Y2012 we have been implementing the installation of Free cooling system in Sites (in areas with low temperature) for increasing the energy saving and the reliability of air-conditioning system simultaneously.

Annually we install from 10 to 20 Free cooling systems in sites (Free cooling systems are already installed in 113 Shelter Sites and in 70 Sites still remain).

Site	Average daily working hours by Solar/Battery mode only/site power in W.
Mastara-Maralik road,	18 hours / 900-1100 W
Dzorakap	18 hours / 900-1100 W
Ashishkert	22 hours / 950-1200 W
Middle point	22 hours / 950-1200 W

Free Cooling unit type	Cooling Capacity (kW)	Qty.	Rated electrical power
Delta Master 2 48 EC	2 kW (ΔT=2-5K)	18	112 W
DeltaMaster 4 48 EC	4 kW (ΔT=2-5K)	71	250 W
Delta Master 6L 220 EC	6 kW (ΔT=2-5K)	10	390 W
Delta Master 6L 48 EC	6 kW (ΔT=2-5K)	8	375 W
ODU-6L-48EC	6 kW (ΔT=2-5K)	6	330 W
<b>Total</b>		113	

Starting from Y2015, we are implementing the replacement of HQ's and Service Centers' lights with energy efficient LED lamps.

The replacement was done in 14 + 24 Service Centres and in HQ.

The calculation for energy saving is provided below:

Y2017	Old lamp power W	LED lamp power W	Q-ty	Annually saved power consumption kW
	70	15	562	77,151
	72	40	117	16,062
<b>Total</b>				93,213
Y2016	Old lamp power W	LED lamp power W	Q-ty	Annually saved power consumption kW
	70	15	994	159,636
	150	30	41	14,366
<b>Total</b>				174,003

Totally, on annual basis the saved power consumption for replaced LED lamps in Y2017 is equal to 0.27%, for Y2016 0.52% (from the whole Company power expenses).

Power consumption decrease initiatives

SITES COOLING

Free cooling system installation in 15 shelter type of sites on yearly basis

SITES POWER

Power Saving features activation in sites

OFFICES

Power saving by using LED lamps in 2 administrative buildings. Contact center air conditioning system replacement with modern VRF system.

## 5. ABOUT THIS REPORT

This CSR Report is MTS Armenia's first report, in which the Company presents its corporate sustainability activities with regard to the economic, environmental and social impacts it has on the Armenian society.

The CSR strategy is based on the international ISO 26000 Corporate Social Responsibility Guidelines. MTS Armenia has successfully implemented the recommendations of the ISO 26000 Guidelines for activities in the field of Provision of Mobile Communication services and Customer Service in 2012. We were subject to a verification audit in December 2012 and its recertification in November 2017, conducted by the CSR Company International, which we successfully passed.

The MTS Armenia CSR Report is in accordance with the internationally recognized guidelines on sustainability reporting GRI Standards: Core option. Information disclosed applies to the MTS Armenia headquarter and all relevant operations in Armenia. The period under review corresponds to our business year, which runs from January 1st to December 31st, 2017.

What is the Global Reporting Initiative (GRI)?

GRI is an organization that has pioneered the standardization of sustainability reporting through creation of the GRI framework. It works towards a sustainable global economy by providing sustainability reporting guidance to make CSR performance measurable and comparable. Key principles in its approach include: Accuracy, Balance, Clarity, Comparability, Reliability and Timeliness. For more information, visit GRI's website or study the GRI index of topics at the end of this document. [www.globalreporting.org](http://www.globalreporting.org)

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#joinus



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