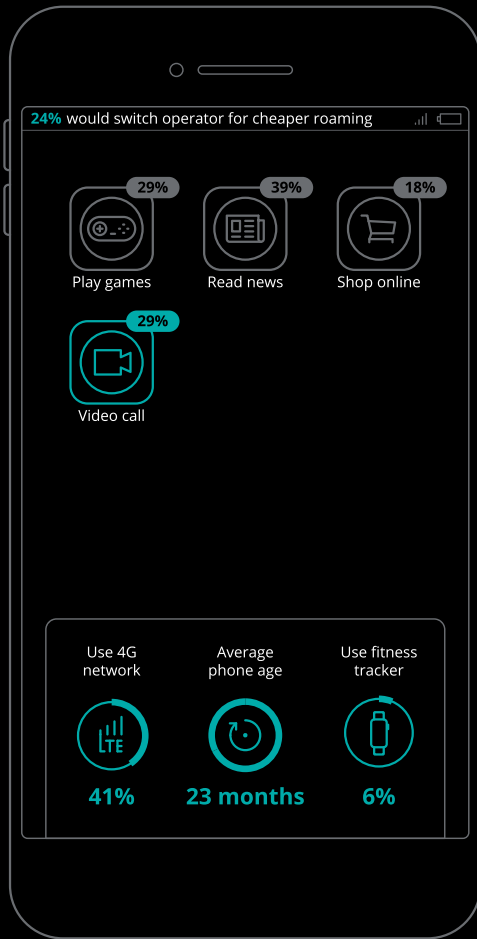


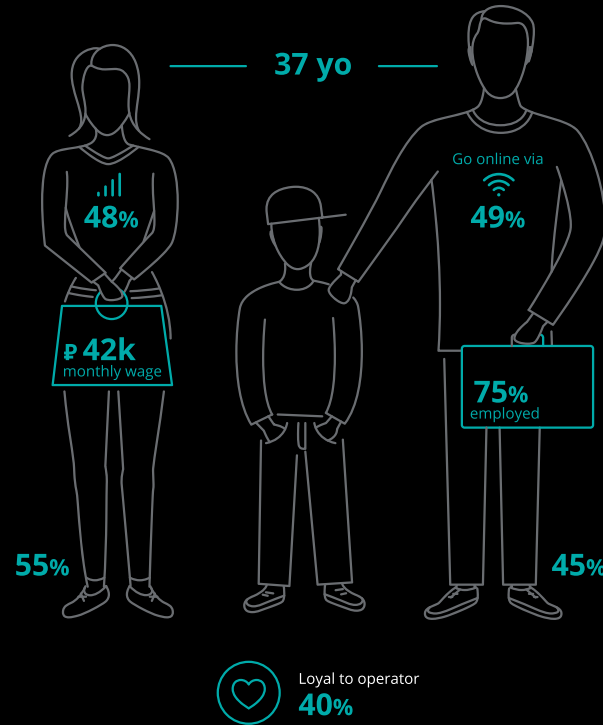
Russian Mobile
Consumer Survey 2016

December 2016

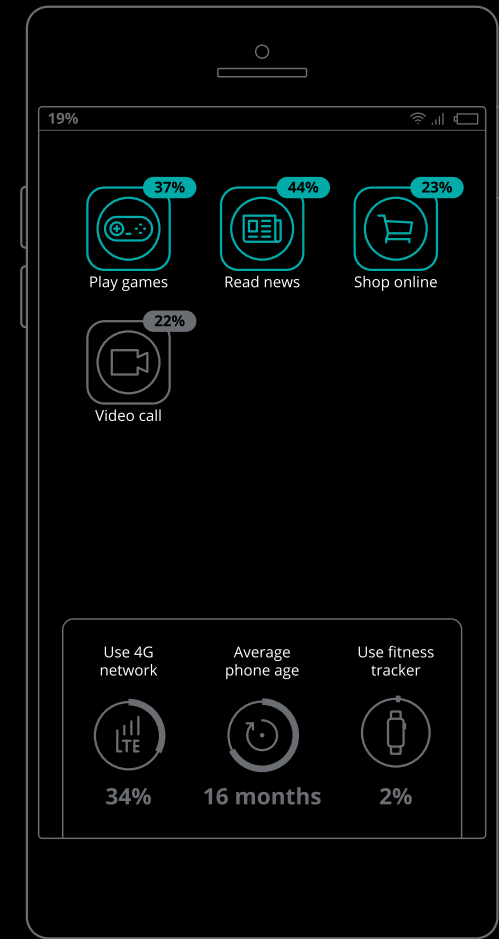
A



37% penetration of B-brands places Russia among Top-5 countries in our survey*. So we've focused on areas where A- and B-brand consumer preferences differ. However, we've discovered that they are very similar in many ways



B



Bought online | From an operator
22% | 4%

Bought in-store | From an operator
75% | 22%

Voice calls
78%

Messengers
57%

Text messages
80%

Social networks
67%

Bought online | From an operator
29% | 8%

Bought in-store | From an operator
69% | 30%

Use at least once a week



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