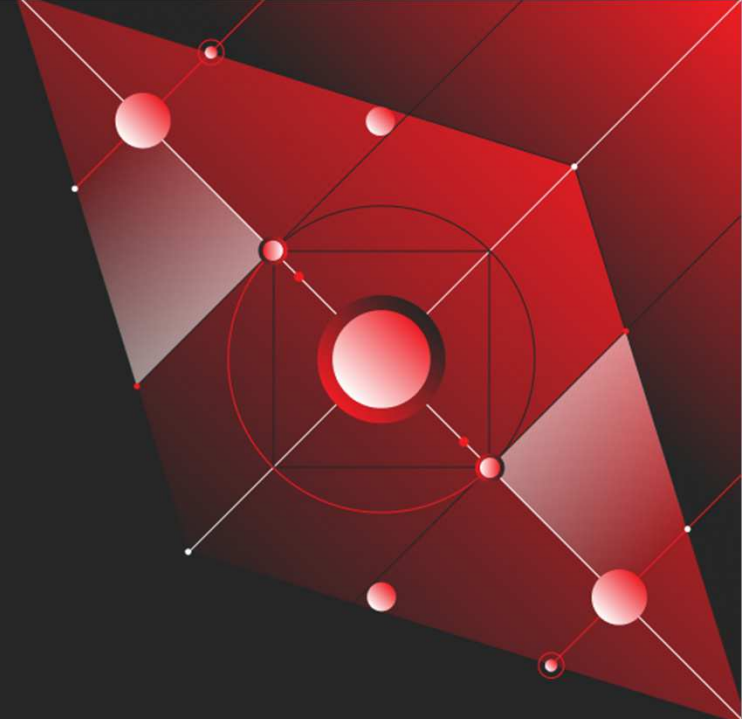




Investor Presentation 2022



ACCELERATING

DIGITAL

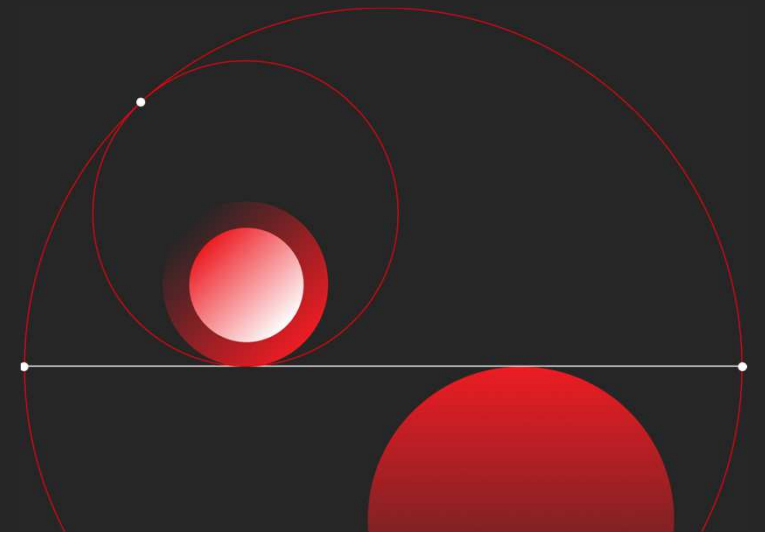
ir.mts.ru

Cautionary **statement**

Some of the information in this press release may contain projections or other forward-looking statements regarding future events or the future financial performance of MTS, as defined in the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. You can identify forward looking statements by terms such as “expect,” “believe,” “anticipate,” “estimate,” “intend,” “will,” “could,” “may” or “might,” and the negative of such terms or other similar expressions. We wish to caution you that these statements are only predictions and that actual events or results may differ materially. We do not undertake or intend to update these statements to reflect events and circumstances occurring after the date hereof or to reflect the occurrence of unanticipated events. We refer you to the documents MTS files from time to time with the U.S. Securities and Exchange Commission, specifically the Company’s most recent Form 20-F. These documents contain and identify important factors, including those contained in the section captioned “Risk Factors” that could cause the actual results to differ materially from those contained in our projections or forward-looking statements, including, among others, the severity and duration of current economic and financial conditions, including the ongoing geopolitical situation relating to the situation in Ukraine, the expansion of sanctions and restrictive measures imposed on the Russian Federation and a number of Russian legal and natural person by the United States, European Union, United Kingdom and certain other states,

responsive measures of regulatory, legislative and other nature made by Russian authorities as a reaction to foreign sanctions and restrictive measures, volatility in interest and exchange rates (including fluctuations of the value of the Russian ruble against the U.S. dollar and the Euro), commodity and equity prices and the value of financial assets; impact of decisions by a number of foreign suppliers of goods, works, services and software to suspend or stop providing the supply of goods, works, services and software to Russian legal and natural persons the impact of Russian, U.S. and other foreign government programs to restore liquidity and stimulate national and global economies, our ability to maintain our current credit rating and the impact on our funding costs and competitive position if we do not do so, strategic actions, including acquisitions and dispositions and our success in integrating acquired businesses, potential fluctuations in quarterly results, our competitive environment, dependence on new service development and tariff structures, rapid technological and market change, acquisition strategy, risks associated with telecommunications infrastructure, governmental regulation of the telecommunications industries and other risks associated with operating in Russia and the CIS, volatility of stock price, financial risk management and future growth subject to risks, as well as potential aggravation of existing risk factors or appearance of new.

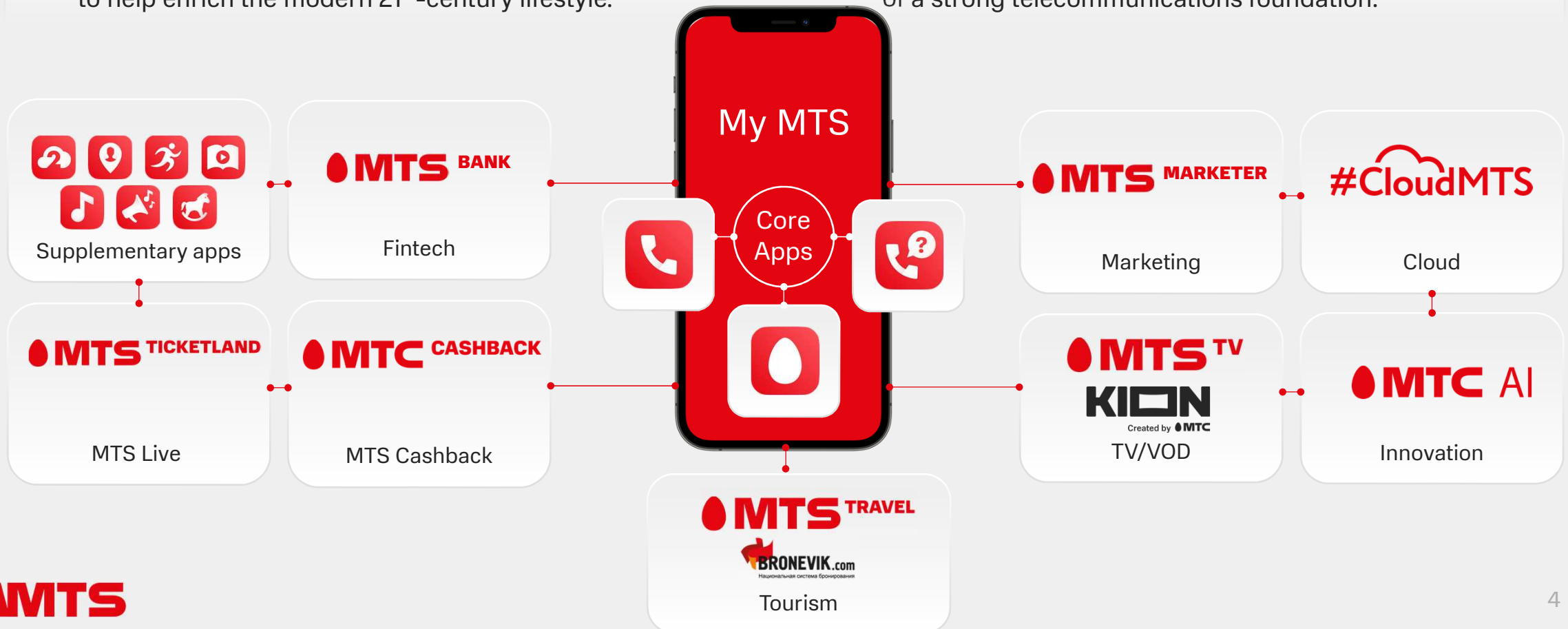
COMPANY OVERVIEW



Delivering a Digital Lifestyle

- MTS is a Russia's digital ecosystem and largest mobile operator that provides a wide range of digital-first services to help enrich the modern 21st-century lifestyle.

- Our strategy is aimed at building out a customer-centric digital ecosystem on top of a strong telecommunications foundation.



Markets and footprint

HEADLINE FACTS

RUB 528 bn

2021 revenue*

5,000+

retail outlets

14

data centers

240,000+ km

of fiber lines in Russia

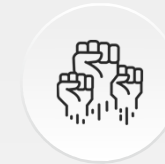
63,000+

employees**

Russia's
leading
mobile operator

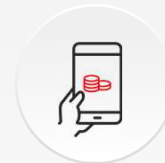
Listed on
MOEX since 2003

KEY CUSTOMER METRICS



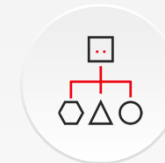
80 m+

mobile subscribers
in Russia



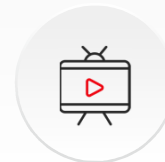
3.0 m

bank clients



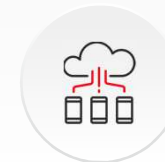
25 m+

My MTS, MAU



9 m+

Pay-TV
viewers



2 700

#CloudMTS
enterprise/SME clients

MEDIA

- Leading streaming video service (KION) and entertainment content provider

FINTECH

- Fast-growing digital bank with a focus on mobile applications and next-generation financial services

RETAIL

- Nationwide consumer electronics & smart devices retailer (B&M + e-commerce)
- Long-term focus on standalone profitability

TELCO

- The largest mobile operator in Russia and a leading digital ecosystem gateway

Strategic priorities

ENTERTAINMENT

- Major ticket services, concert venues, hosted events

MTS WEB SERVICES (MWS)

- Leading infrastructure business-line and cloud solution provider
- Edge Cloud and Edge Computing focus

TRAVEL

- New business line offering services for booking hotels, other accommodation and tickets; tourist and excursion services; leasing of vehicles; organization of sports activities

ESG initiatives

Protecting the environment. Supporting society. Ensuring good governance.

E

Environmental care

- Energy efficiency management
- Carbon footprint monitoring
- Circular economy development
- Eco-education

S

Digital society

- Providing affordable products and services for everyone
- Digital skills training
- Development of qualified IT professionals
- Digital infrastructure development

G

Responsible business

- Business ethics
- Ensuring information security
- Effective ESG-governance
- Development of the ESG-agenda at the local and international level

Inclusion for all

- Respect for human rights, decent working conditions, inclusion and diversity
- Ensuring accessible environment
- Volunteering
- Support for the development of regions and communities

6/9 independent directors with extensive experience and expertise in composition of the Board

Sustainalytics (ESG Risk Rating)	29 (Medium Risk)
Sustainalytics (Ranking industry group Telecommunication Services)	127
CDP	B
Forbes (rating of employers in Russia)	Gold
RAEX ESG ranking	7th place
AK&M (social efficiency rating)	2nd place

Digital-centric focus

IoT

- **40%+** MTS market share by number of IoT sim cards
- **18** digital products, including MVP and pre-MVP stages

Cloud

- **~2x** growth in the amount of processed and stored data in 2021
- **~20%** clients base hike in 2021
- **2x** increase of partners in 2021

MTS Marketer

- **~ 2x** revenue growth YoY in 2021
- **2.5x+** advertising campaigns growth

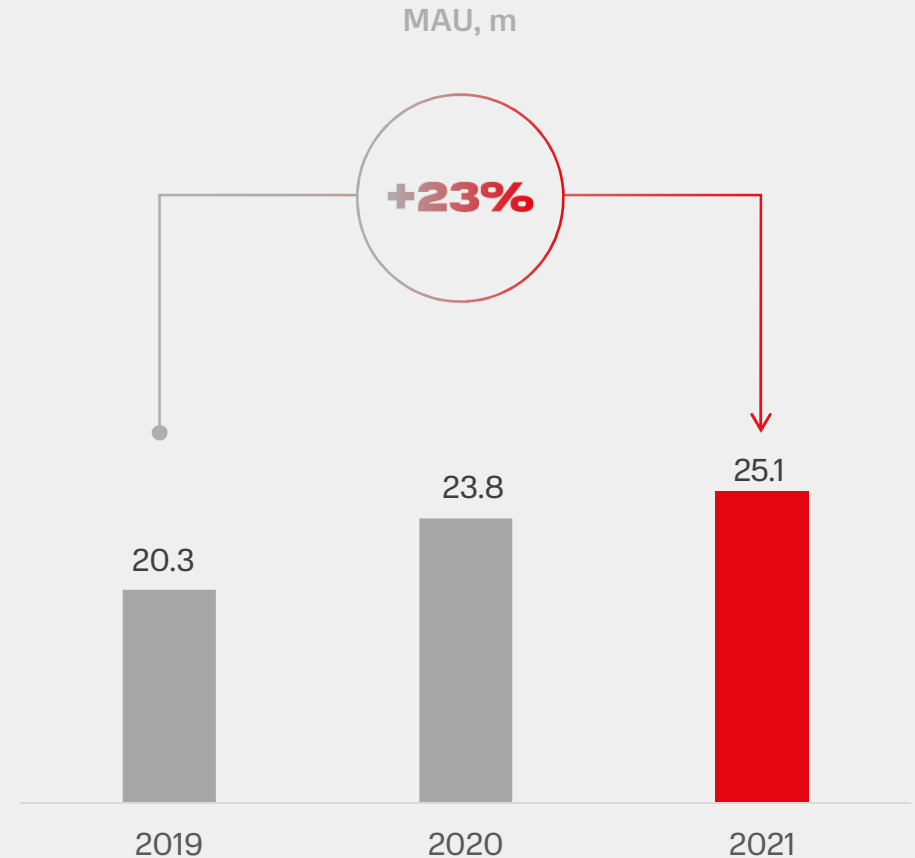
A World-class Big Data team

- **300** data scientists and employees
- **20PB** of stored data

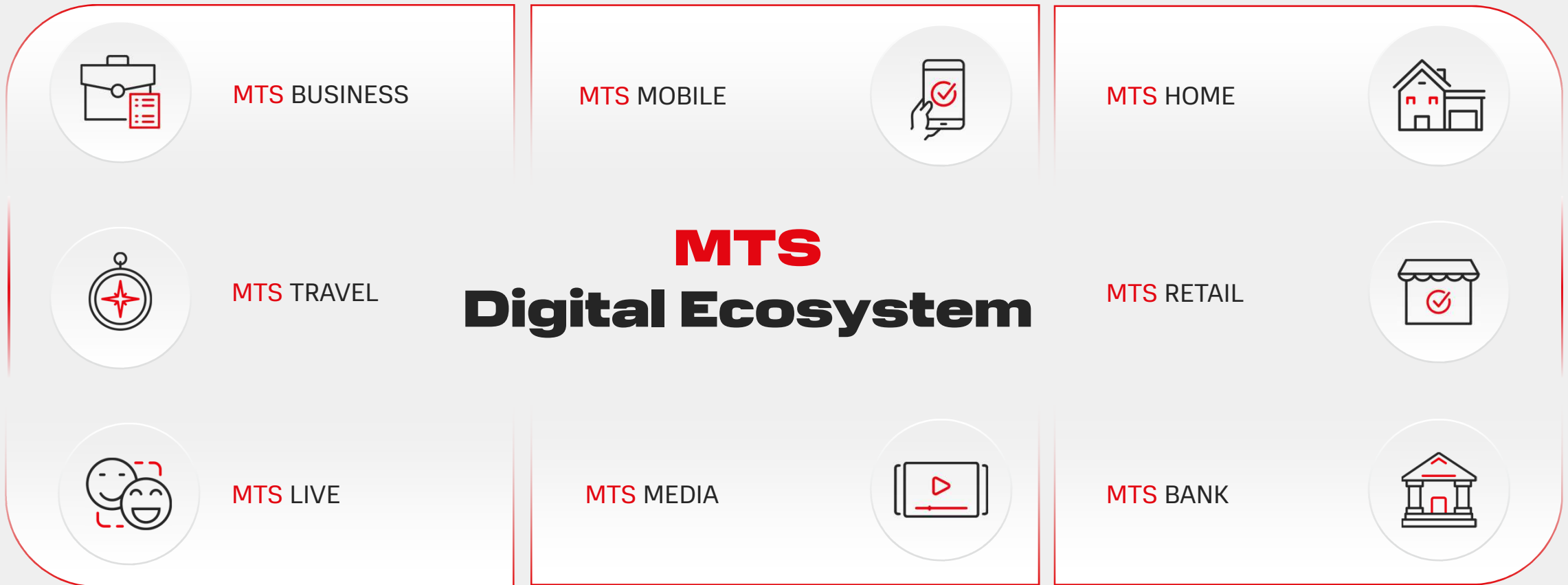
Fintech

- **60%+** sales via digital channels*
- **30%+** MAU mobile app MTS Bank YoY in 2021

MyMTS Self-Care Smartphone App



*Sales of personal loans and credit cards



MTS CASHBACK

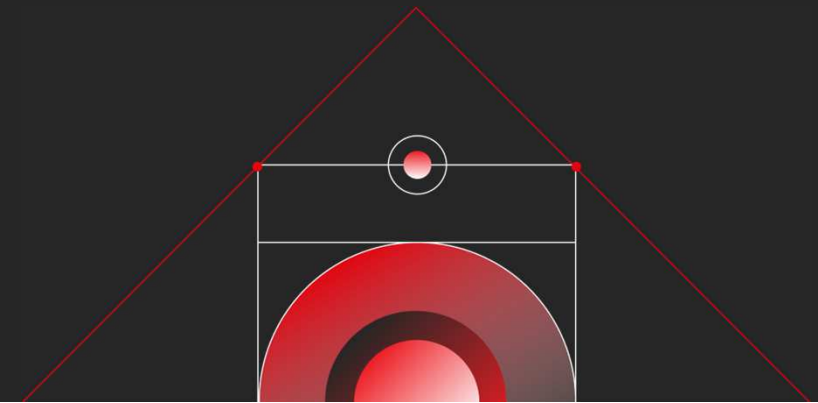
Loyalty program to strengthen ties between ecosystem verticals

- 4+ million clients tried new products in 2021
- The program natively integrates into all products and showcases

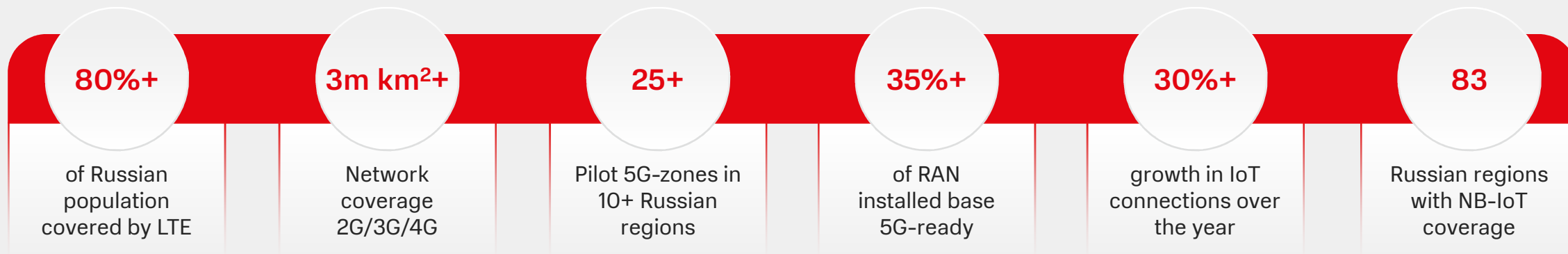
MTS PREMIUM

Unique subscription to all key services of the MTS ecosystem*

OUR BUSINESSES



A leading position in **connectivity**



Market opportunities*



Smartphone penetration
74% (2020) → **87% (2025)**



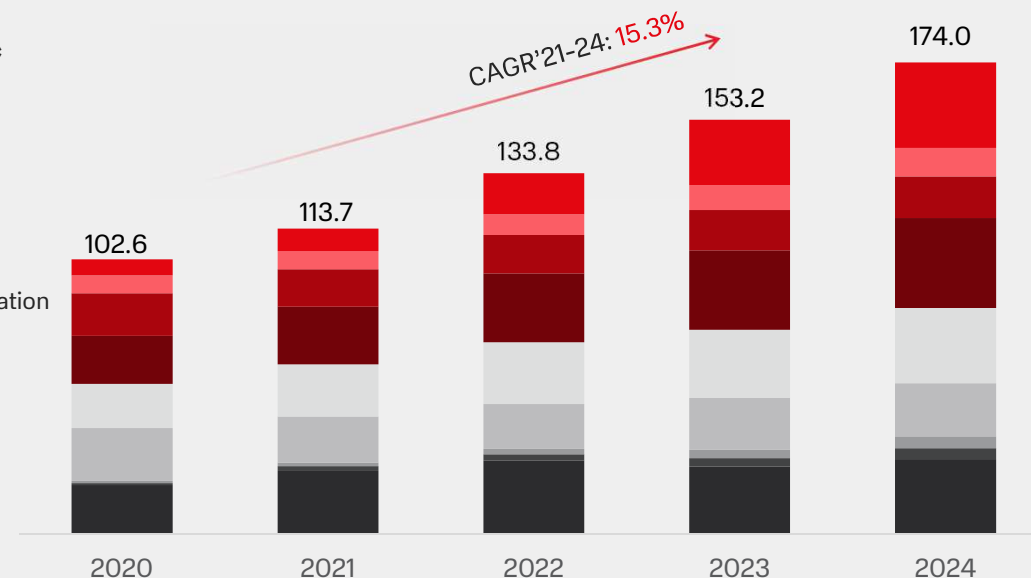
Mobile Internet roll-out
72% (2020) → **80% (2025)**

IoT B2B market**

bn RUB

Target industries

- Utilities/Energy
- Real estate
- Transportation and geonavigation
- Industry
- Smart city
- Trade and Finance
- Agriculture
- Medicine
- Others

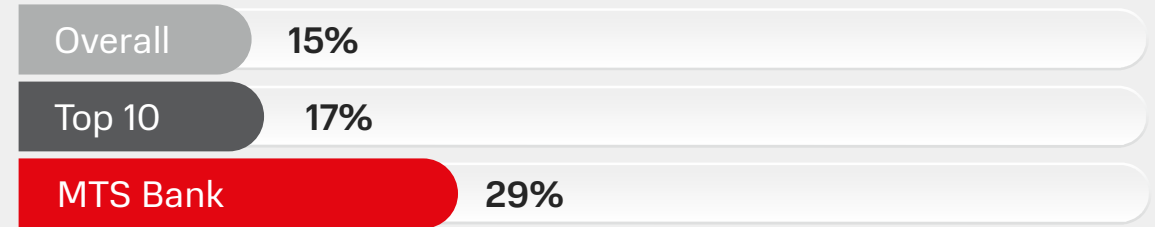


Fintech

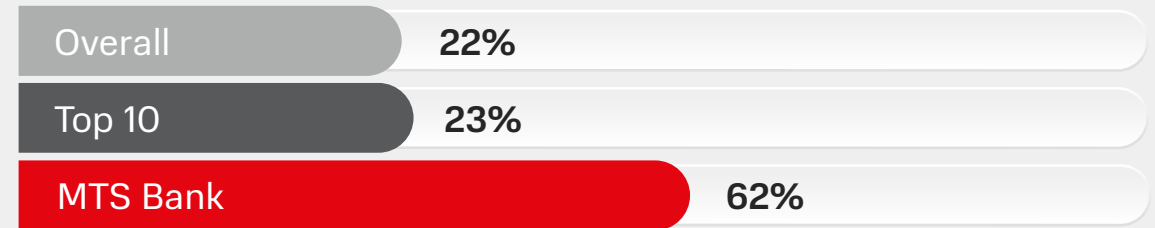
- MTS Bank is a dynamically developing digital bank within the MTS ecosystem
- Core strategic focus — retail lending and daily banking segment
- The bank's products are actively used by almost 12 mln clients, 3 mln of which are bank clients
- Share of digital sales of the main products (personal loans and credit cards) already exceeds 60%
- MTS Big Data capabilities enable advanced credit scoring to control risks while keeping NPL **under 10%**

MTS's Fintech vertical includes MTS Bank, mobile commerce, insurance, factoring, and a credit broker

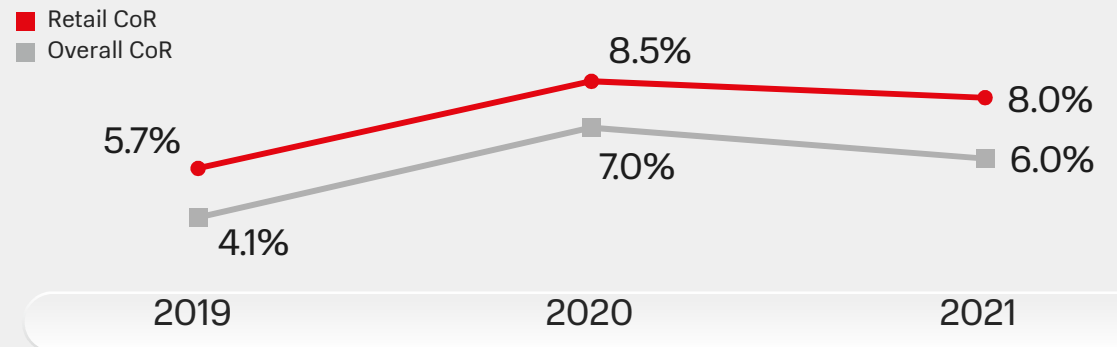
Growth of retail loan portfolios* | 2020



Growth of retail loan portfolios* | 2021



With deliberate Cost of Risk



*Based on raw data from Frank Research as of November 2021

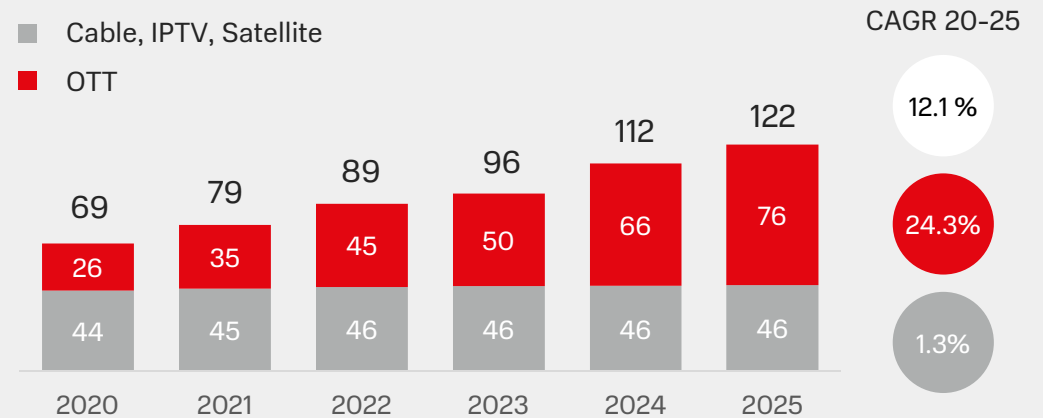
Media

MTS Media produces and distributes original and licensed VOD and TV content over Cable/IPTV, Satellite, and OTT platforms

Key priorities of MTS Media:

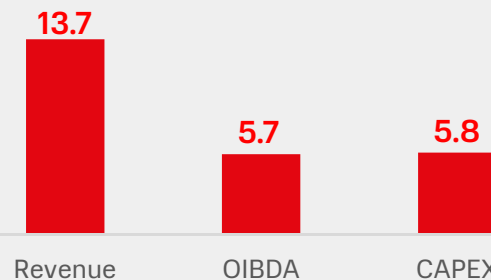
- Development of KION streaming platform - deep integration into MTS ecosystem and strengthening the content offerings through originals and exclusive content partnerships
- Growing customer base ahead of market growth in OTT and IPTV segments
- Maintaining market share in the stable legacy Cable and Satellite segments
- Leveraging Big Data for personalization of interface and TV recommendations and improving user retention and lifetime value as a result

Forecast of Pay TV subscribers in the Russian Federation, million subscribers*



Media 12M2021

₽ bn



Measured approach to content investment

*J'son Partners "Russian legal video market" and MTS Media estimations as of June 2022. Viewers = Subscriber VOD+MAU AVOD. 13

Building a leading streaming platform – KION

x3.6 MAU*
x2.4 TVTU driven by VOD*

Original content
32 titles (+5 in Q2'2022)

Partnership with e-commerce platform
OZON – entrance to a new storefront
for client base expansion
(starting from Dec'2021).
x7 KION active clients with OZON
Premium subscription**

VOD Library

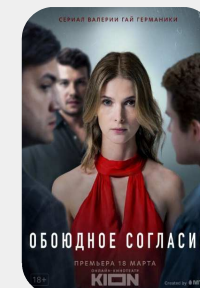
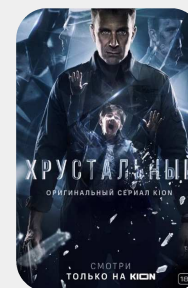
~8,000
titles

KION Originals

KION Originals

Positive audience reception

Titles	Average rating***
Хрустальный	★8,8
Обоюдное согласие	★8,4
Мы – Spartak	★8,2
Вертинский	★8,1
Почка	★8,0
Пингвины моей мамы	★7,9
Нереальности	★7,9



100+ original titles
in development and
production pipeline

Retail

#1

Largest telecom retailer in Russia by handset sales

120m+

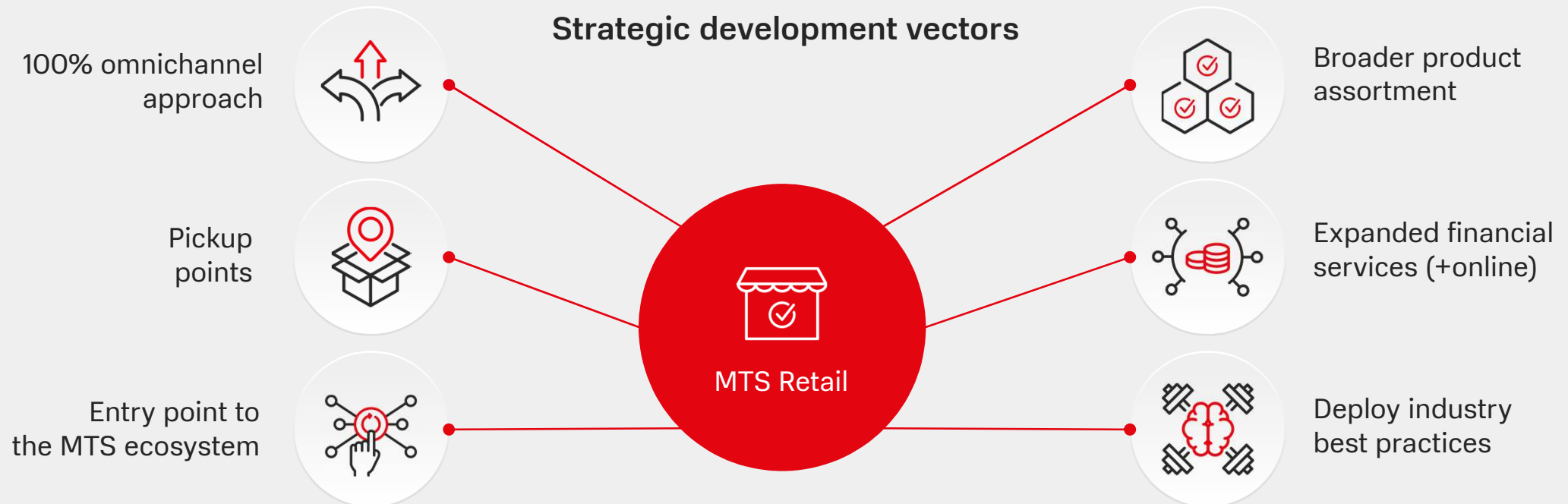
footfall per year
Countrywide footprint



Strong brand
Market position built on trust & reputation

Target

Standalone OIBDA breakeven run rate by year-end 2022 (incl. leases)



MWS (MTS Web Services)

MWS is MTS PJSC business-line and aims to become Russia's leading private digital infrastructure & cloud solutions provider

Strategic goals

- Leverage MTS's unique combination of nationwide connectivity and data center infrastructure to provide best-in-class innovative cloud & network B2B services
- Improve productivity and cost optimization in high-tech & IT infrastructure
- Stake out a leading position in Cloud and Edge Cloud
- Empower MWS management with additional authority and accountability

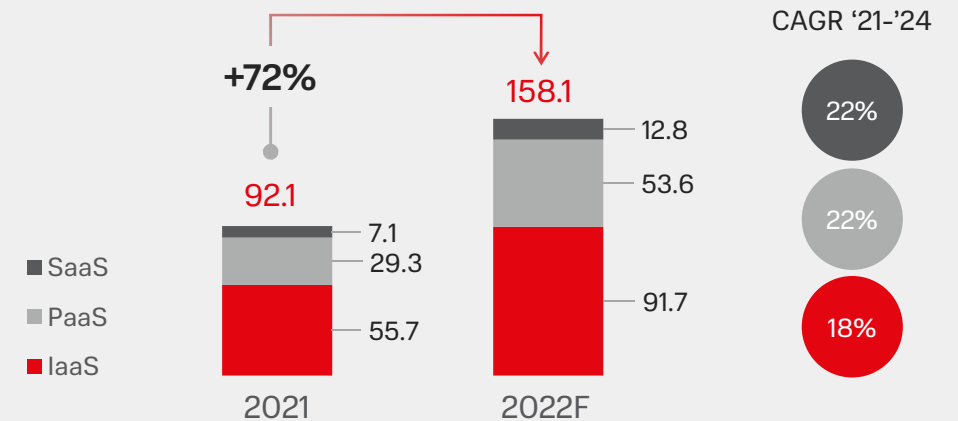
Cloud solutions

- One of the leaders on IaaS market
- 2000+ clients
- Unique telecom infrastructure + Edge potential
- 14 data centers
- Ready-made business convergent solutions (cloud and telecom)

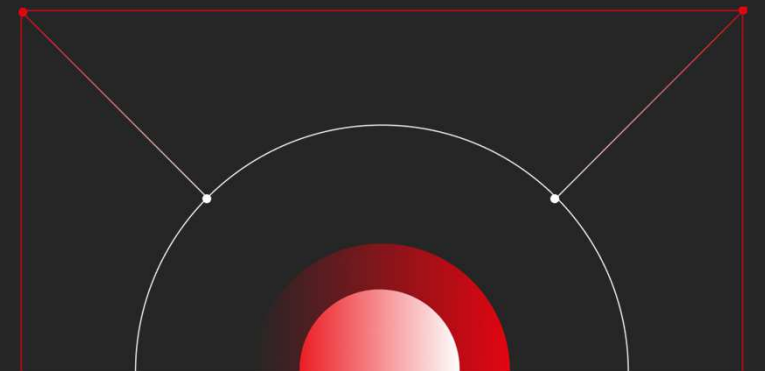


Russian Cloud market

RUB bln*



FINANCIAL AND OPERATIONAL RESULTS



Operational stability of MTS Group in the face of general volatility

Telecom



Media



Retail



Fintech



- Steady demand for connectivity + further ecosystem development
- Ensuring uninterrupted operation of communication networks (equipment)
- Regulatory support

- Progressive development of KION in the MTS ecosystem
- Successful launches of originals amid limited offerings of new international content
- Development of regulation for Russian content support

- Significant market contraction due to import restrictions
- Alternative supply channels
- Insignificant impact on OIBDA

- Contraction and gradual recovery of the lending market
- MTS Group OIBDA was largely constrained by MTS Bank provisions
- Fintech results expected to recover in the 2nd half of the year

GROUP REVENUE 2Q22

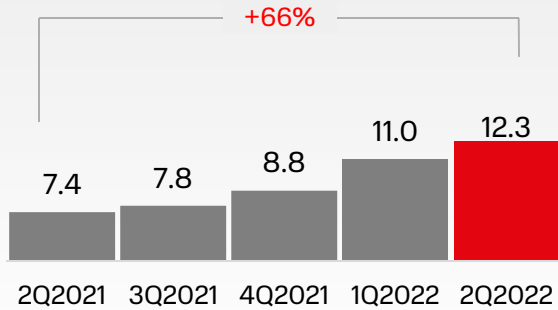
+0.7%

NET INCOME 2Q22

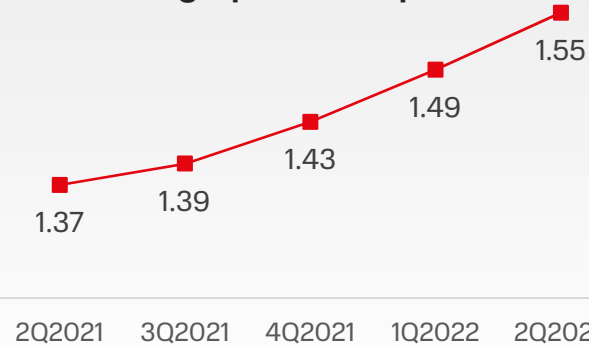
₽ 10.9 bn

The relevance of **CLV** strategy

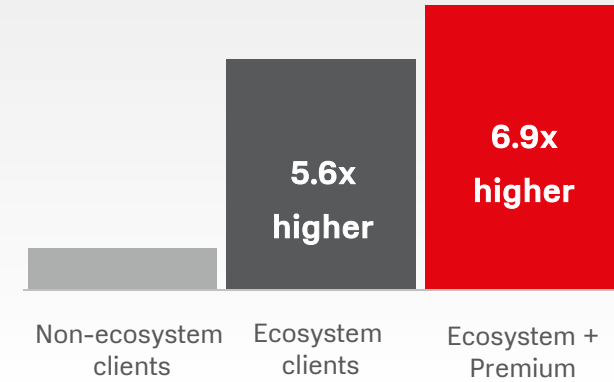
Ecosystem clients*, mln



Average products per user



CLV**



NPS

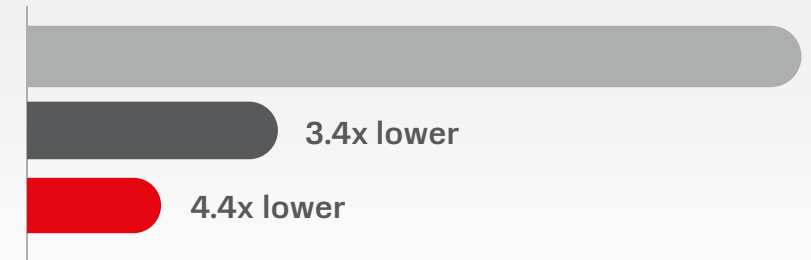


Non-ecosystem clients

Ecosystems clients

Ecosystem + Premium

Churn



*Ecosystem clients – customers actively and deliberately using at least two different MTS products or services

**CLV - Customer Lifetime Value - expected cash flows that can be received during the entire life cycle with a client

Ecosystem effects of **MTS Premium**

MTS Cashback

+41% Increase in the number of clients with cashback accruals within MTS Premium (2Q2022 vs. 1Q2022)

MTS Bank

Increase in the number of MTS Bank cards users with Premium subscription **+58%** (2Q2022 vs. 1Q2022)

MTS Premium
+169%

Subscriber base growth
(2Q2022 vs. 2Q2021)

Media

(KION, Cable TV, IPTV, Satellite TV)

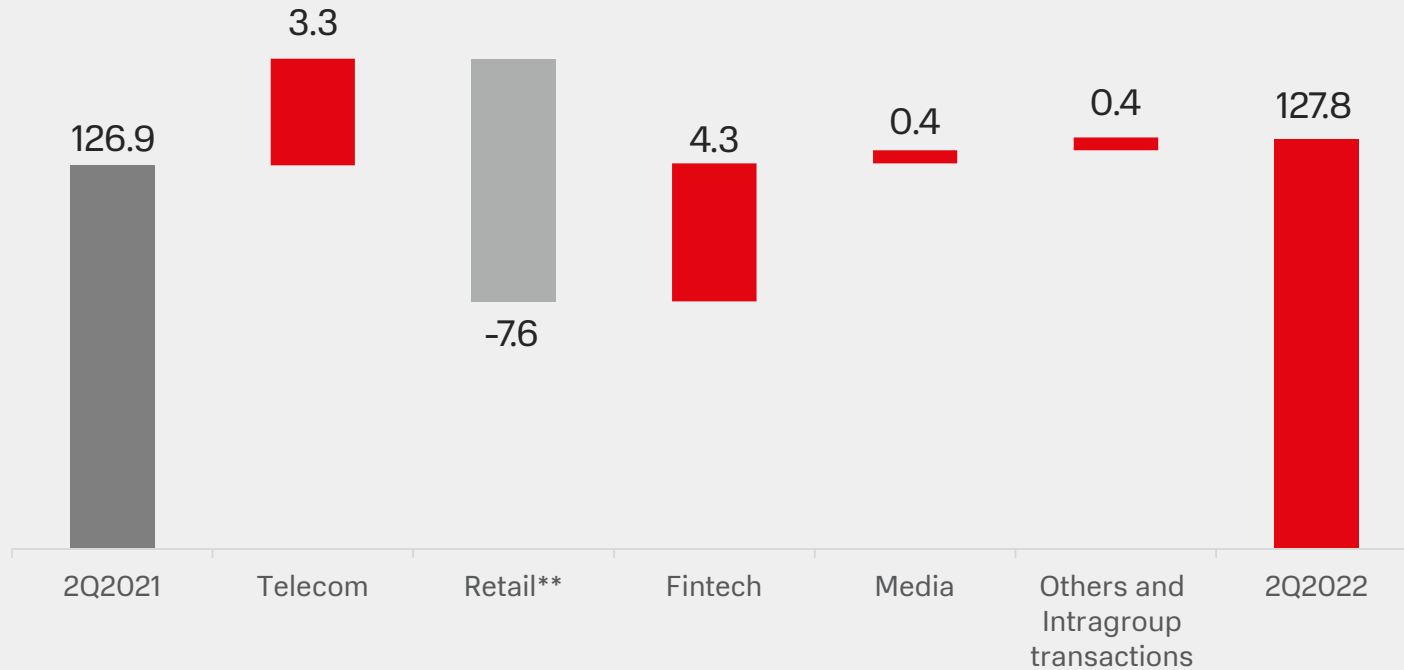
26% Of new KION viewers came from MTS Premium (2Q2022)

Digital

growth of MTS Music users with Premium subscription **+56%** (2Q2022 vs. 1Q2022)

Stable revenue dynamics

Group Revenue*
₹ bn



+0.7% y/y

Commentary

- Group revenue increased 0.7% year-over-year to reach RUB 127.8 bn with positive contributions coming from the Telecom, Fintech and Media verticals.
- Fintech services were the main drivers of top-line growth, reflecting the significant expansion of the retail loan portfolio over the past 12 months.
- A drop in sales of handsets and accessories due to imposed import restrictions constrained revenue growth in the 2nd quarter.

*Revenue calculated on a standalone basis (includes intragroup revenue). Financials for 2021 have been restated due to the deconsolidation of NVision a.s. (Czech Republic). Totals may add up differently due to rounding.

**MTS's wholly owned subsidiary RTC, which handles retail operations including the purchase and sale of handsets and accessories and subscriber enrollment at MTS retail stores.

OIBDA impacted largely by non-cash factors

Group Adjusted OIBDA

€ bn



Commentary

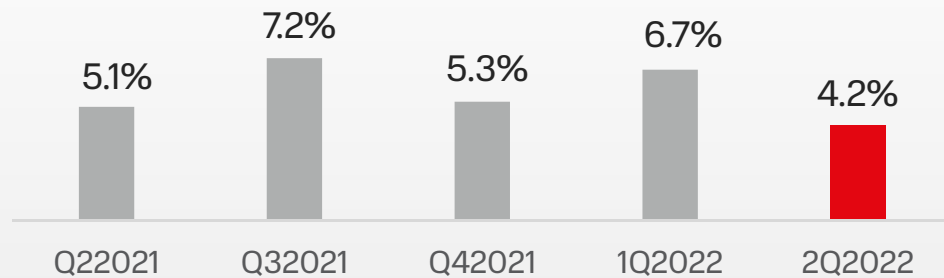
- Group OIBDA was negatively impacted by headwinds in Fintech - namely a noticeable increase in MTS Bank provisions due to changes in macroeconomic conditions and an expanded loan portfolio. Such provisions represent non-cash movement in OIBDA changes.
- On a positive side, OIBDA was supported by growth in telecom and media services.
- The impact of retail on Group OIBDA was mostly neutral, as a significant drop in retail sales was largely offset by better inventory purchasing prices.

*Retail - RTC, a wholly owned subsidiary of MTS, handles functions relating to MTS retail operations including the purchase and sale of handsets and accessories as well as subscriber enrollment at MTS retail stores

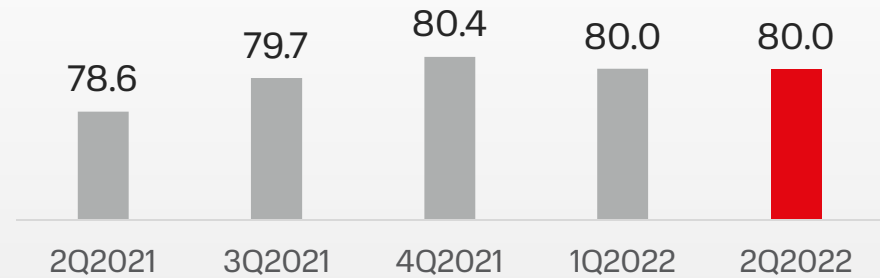
Telecom results

Connectivity revenue growth, %*

change year-over-year



3M mobile subscribers, m*



18%

Convergent
base growth 2Q22 vs. 2Q21

37%

e-sim

Share of sales via online channels

35%

Selection of a
phone number

+15%

B2B segment y/y, including Marketer
services, Cloud and Video surveillance
products

Telecom initiatives

B2C performance

- Completed refarming for the LTE 2100 band in the Krasnodar region. Given the 30%-40% increase in data traffic by 2021, MTS increased average data transfer speeds considerably.
- Implemented new partnerships for launching convergent products in regions where MTS does not offer fixed-line services.
- Launched sales of Gulfstream security alarm services in Russia's largest cities via MTS channels: website, telemarketing, MTS retail chain.
- Launched cooperation with the largest distributors to provide franchise partners with a full range of smartphones, phones and accessories.
- Added a connection fee – a one-time fee charged upon the activation of a SIM card or tariff/subscription. This additional inflow will enable the Company to offset the increased SIM-cards costs.
- MTS was recognized a leader among Moscow broadband providers in terms of average and maximum download speeds according to IAA Telecom Daily.

- Launched of a cloud-based video surveillance service as an off-the-shelf solution enabling business customers to quickly set up round-the-clock video monitoring requiring minimum of costs and equipment.
- Acquired Webinar Group, the largest Russian developer of services for online meetings, events, training and webinars with diversified cloud and packaged solutions.
- Confirming that MTS infrastructure meets the strictest reliability standards, the GreenBushDC data center was certified by the Uptime Institute, an independent international certification body, for Tier III fault tolerance.

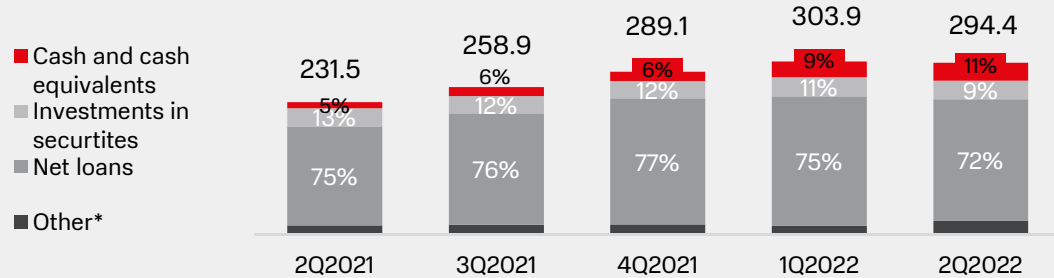
B2B opportunities

Fintech: Loan issuance slowdown

Asset structure

₹ bn at the end of period

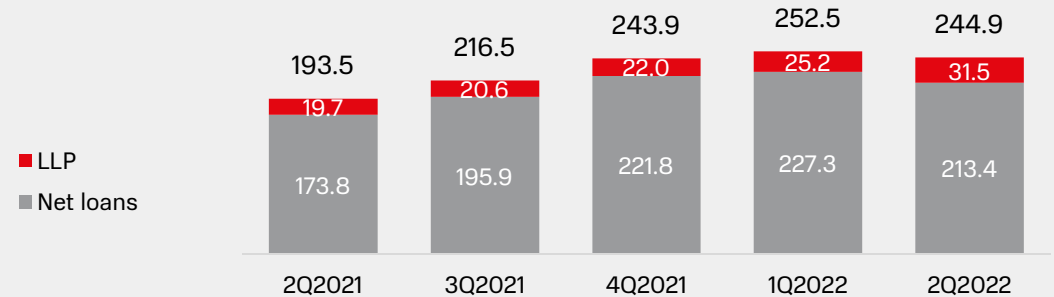
+27.2% y/y



Gross loans

₹ bn at end of period

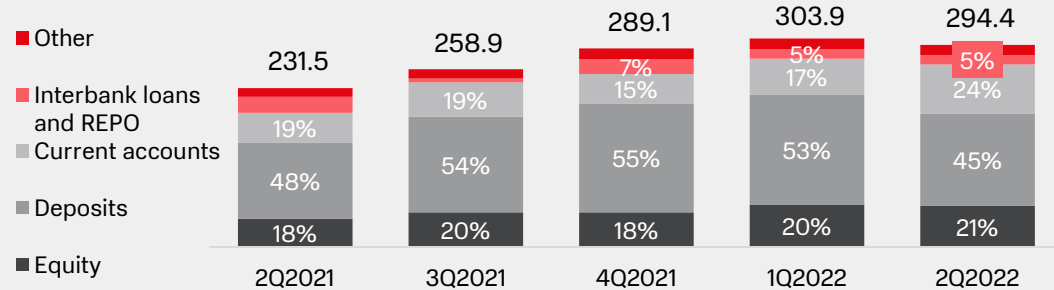
+26.6% y/y



Sources of liquidity

₹ bn at end of period

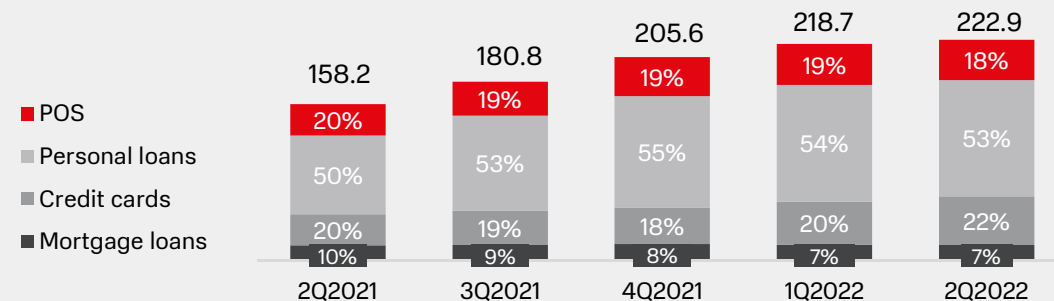
+27.2% y/y



Retail loan breakdown

₹ bn at end of period

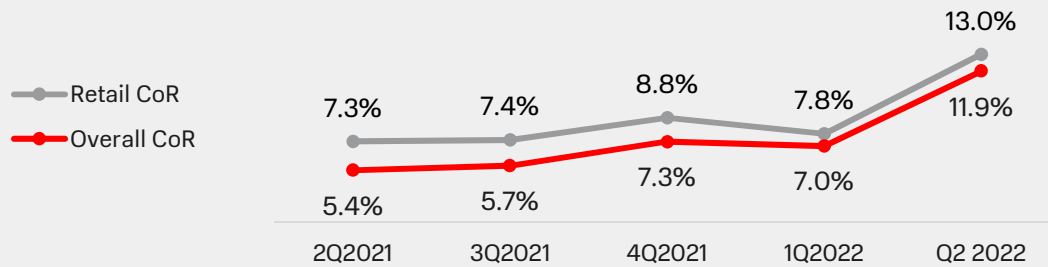
+40.9% y/y



Managing risk **with healthy safety margin**

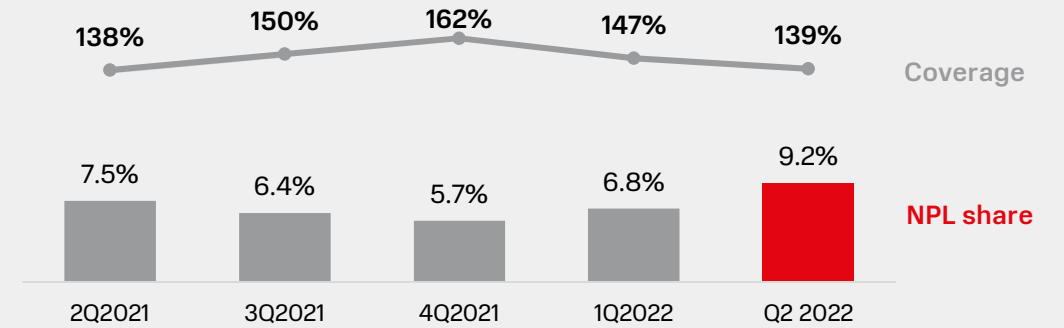
Cost of Risk

%



Non-performing retail loans

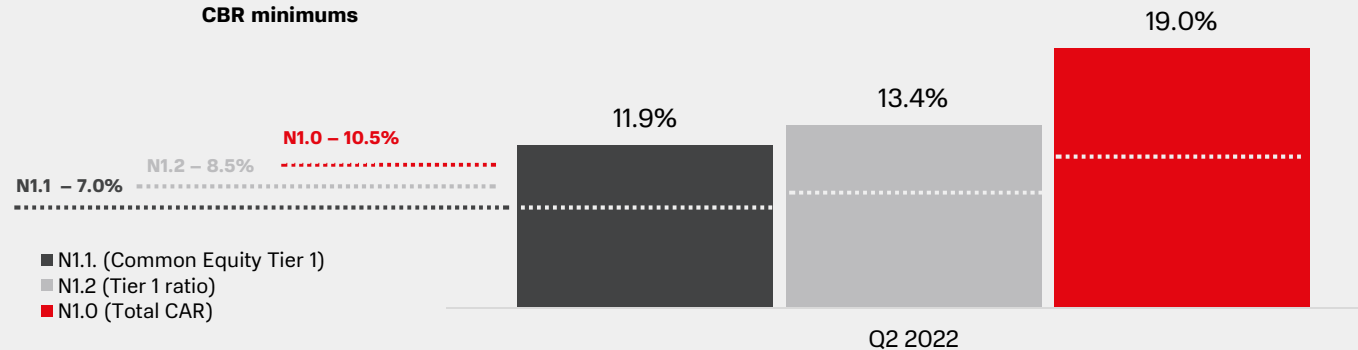
% of retail portfolio, % NPL coverage by reserves



Capital adequacy ratios (Quarter-end, Basel III)

%

CBR minimums



Business-lines results

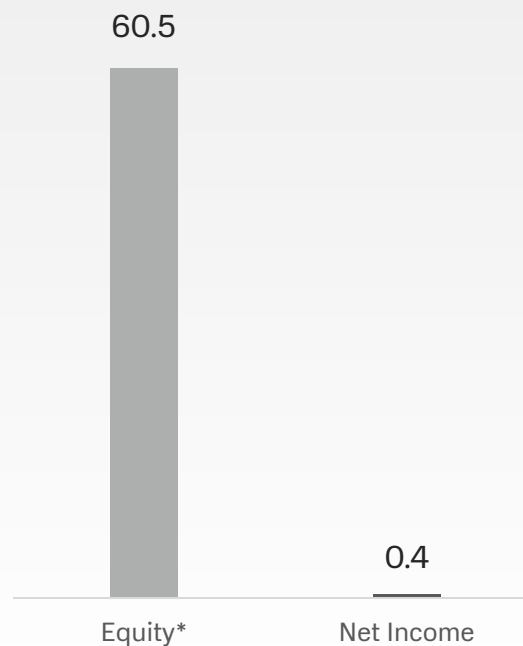
Media, LTM

₹ bn



Bank, LTM

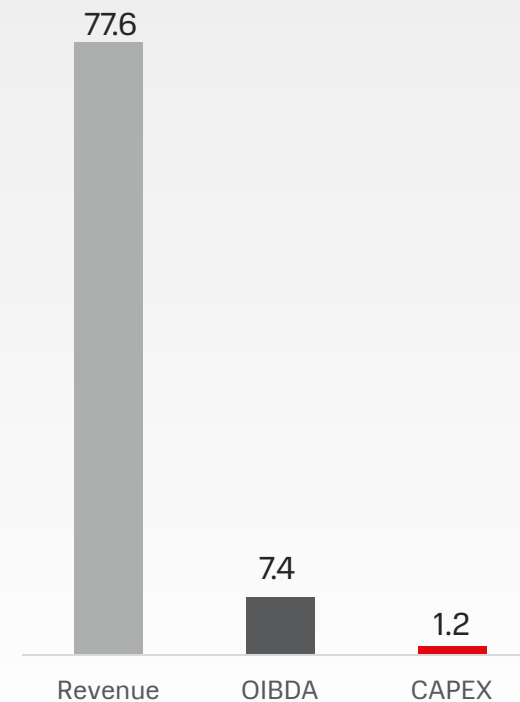
₹ bn



*As of the end of Q2 2022

Retail, LTM

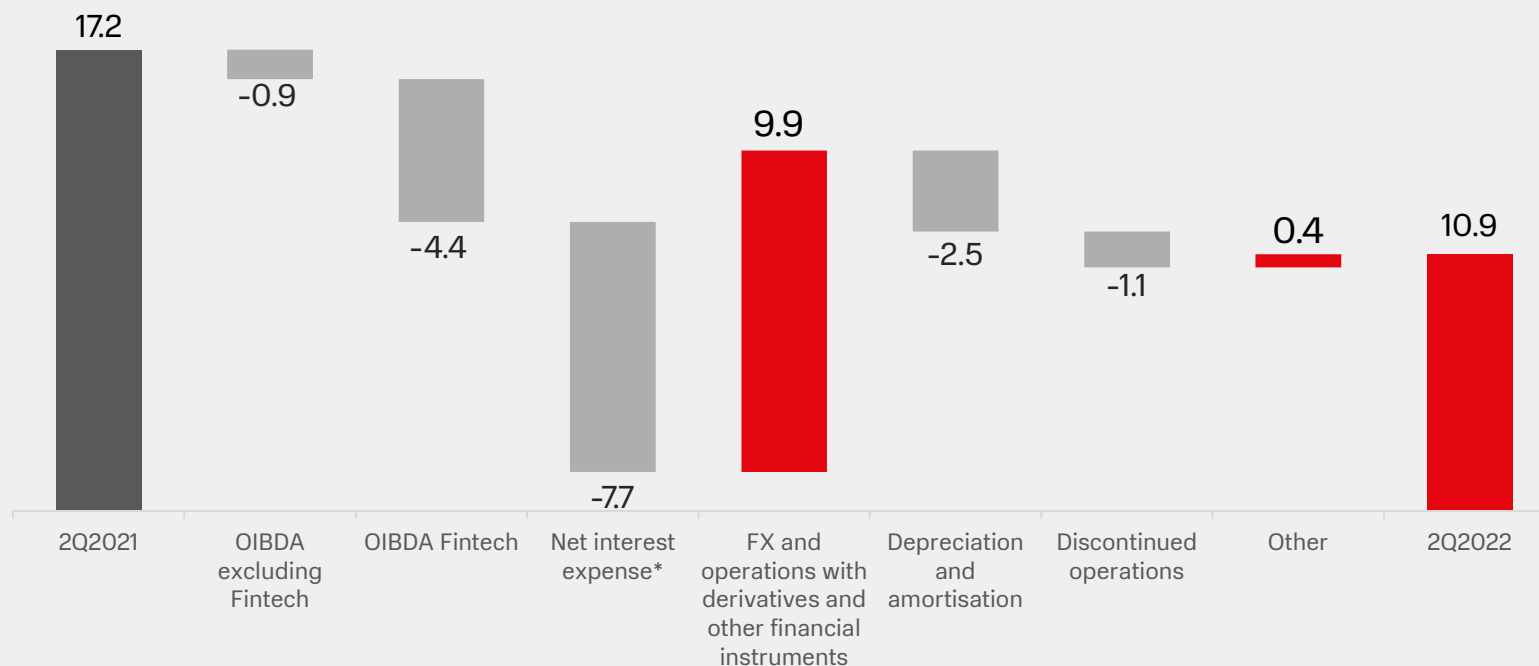
₹ bn



Net profit: impact of financing costs and MTS Bank provisions

Group net profit

₹ bn



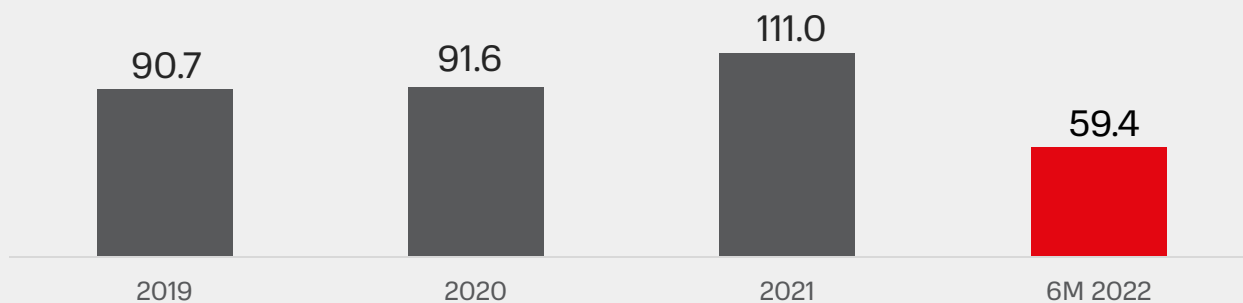
Commentary

- In Q2 2022, Group Net Profit amounted to RUB 10.9 bn. Negative impacts were mainly attributed to:
 - increased financing costs amid a higher interest rate environment;
 - higher provision charges at MTS Bank due to challenging macroeconomic conditions;
 - higher level of depreciation & amortization reflecting recent CAPEX intensity.

Investing in capacity and digital growth areas

Group Cash CAPEX*

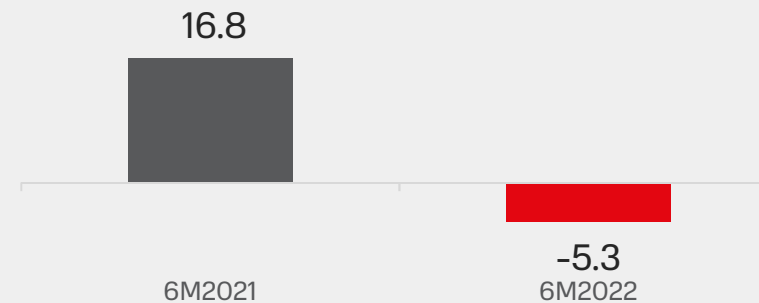
₹ bn



Free Cash Flow ex-Bank**

₹ bn

-₹22.1 bn y/y



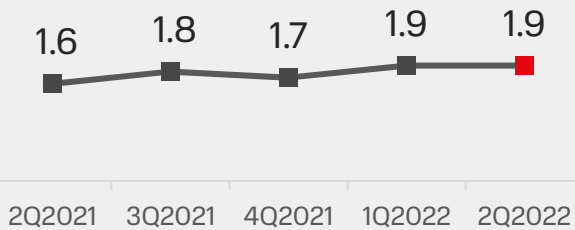
	6M2022		6M2021	
	Cash Capex	Cash Capex/Sales	Cash Capex	Cash Capex/Sales
	(RUB bn)	%	(RUB bn)	%
Russia***	58.8	23%	54.5	22%
Armenia	0.3	9%	0.5	14%
Group***	59.4	23%	55.1	22%

Commentary

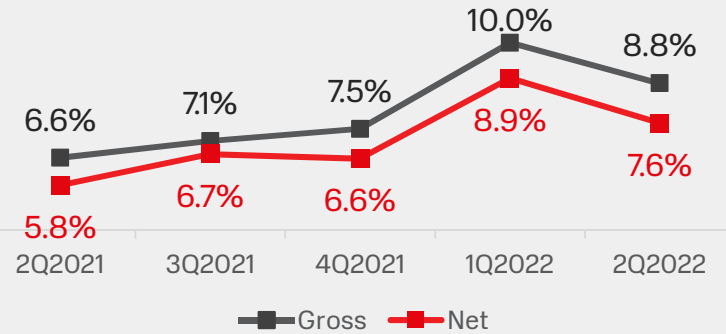
- In the first half of 2022, Group free cash flow ex-Bank decreased by RUB 22.1 bn year-over-year, reflecting shifted timing for capital expenditures, increased interest expenses and M&A spending compared to the previous year.

Managing debt portfolio in evolving macro environment

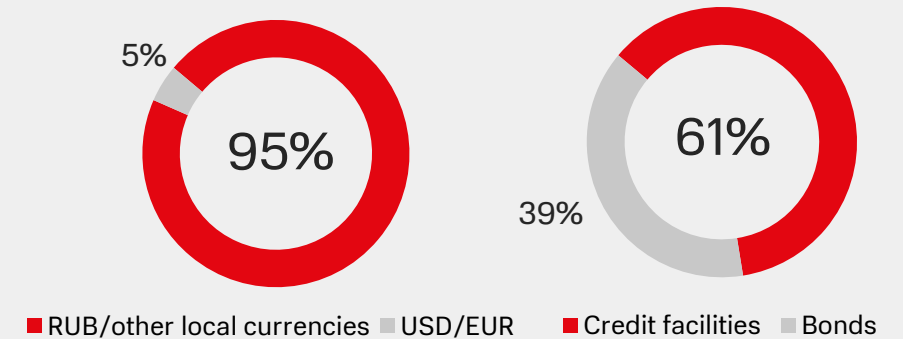
Net debt* / LTM adj.OIBDA



Weighted average interest rates
at the end of the period



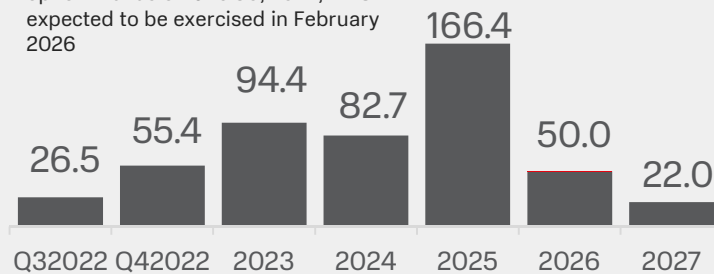
Gross debt* composition



Debt repayment schedule

₹ bn

■ Bonds BO-02 ruble bonds contain put option that as of June 30, 2022, MTS expected to be exercised in February 2026



Gross Debt**
RUB 497.4 bn

Gross to net debt* walk

₹ bn

■ USD/EUR ■ RUB & soft currencies

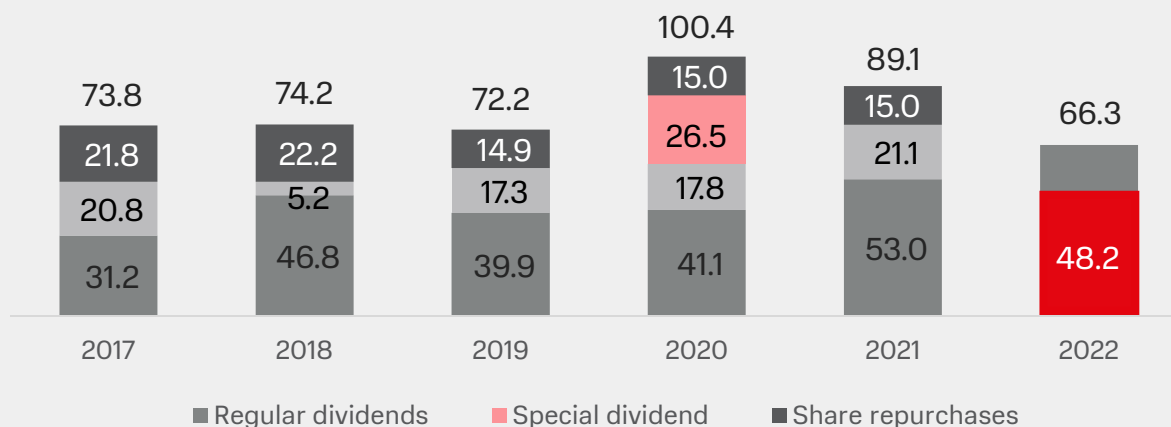


*Excluding IFRS lease liabilities. **Net of unamortised debt issuance cost adjustment, totals may add up differently due to rounding

Building on a track record of **robust returns**

Total dividends plus buybacks*

₽ bn



Commentary

- The previous 3-year dividend policy completed at the end of 2021. Adoption of a new dividend policy is postponed due to continuing uncertainties.
- In June, the MTS shareholders approved at the AGM annual dividends of RUB 33.85 per ordinary MTS share based on the Company's full-year 2021 financial results. FY2021 dividend payments in the amount of RUB 48.2 bn when including quasi-treasury shares were completed by August 16, 2022.

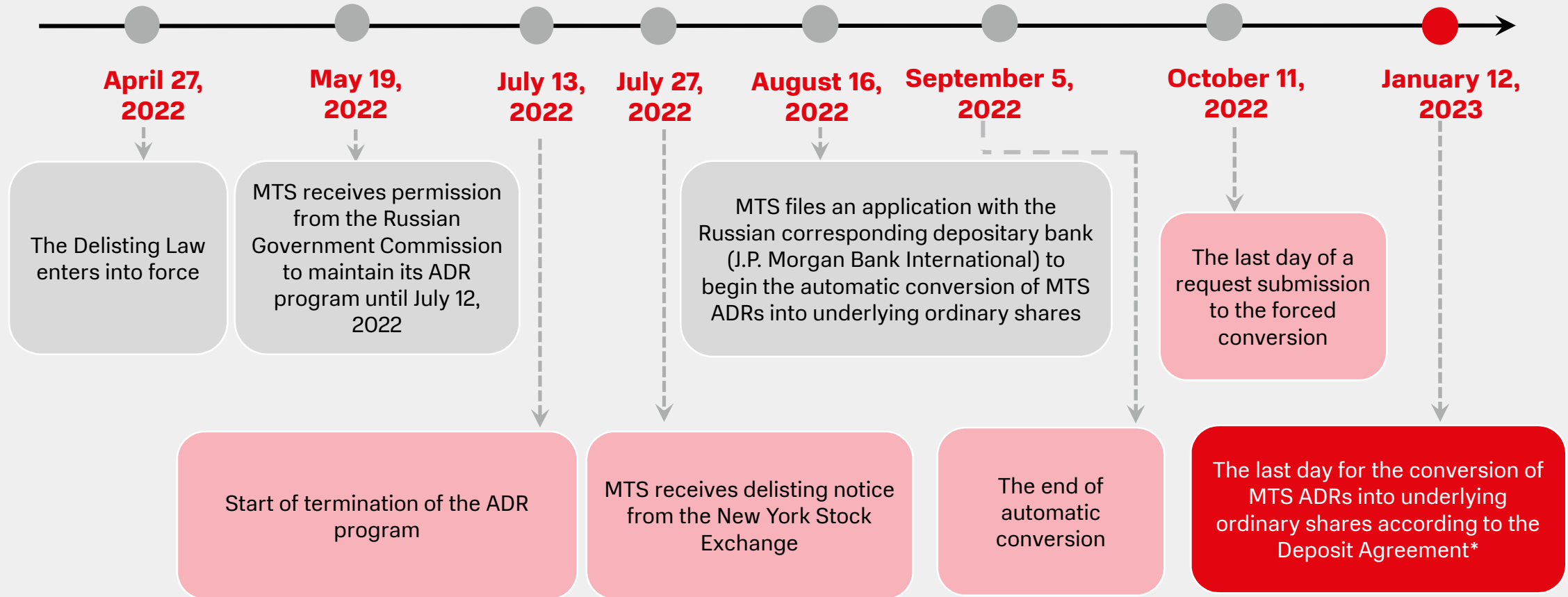
Per ordinary share

₽

			13.25			Special dividends
10.9	11.1	7.5	7.5	7.5		Buybacks
26.0	26.0	28.66	29.50	37.06	33.85	Regular dividends
2017	2018	2019	2020	2021	2022	

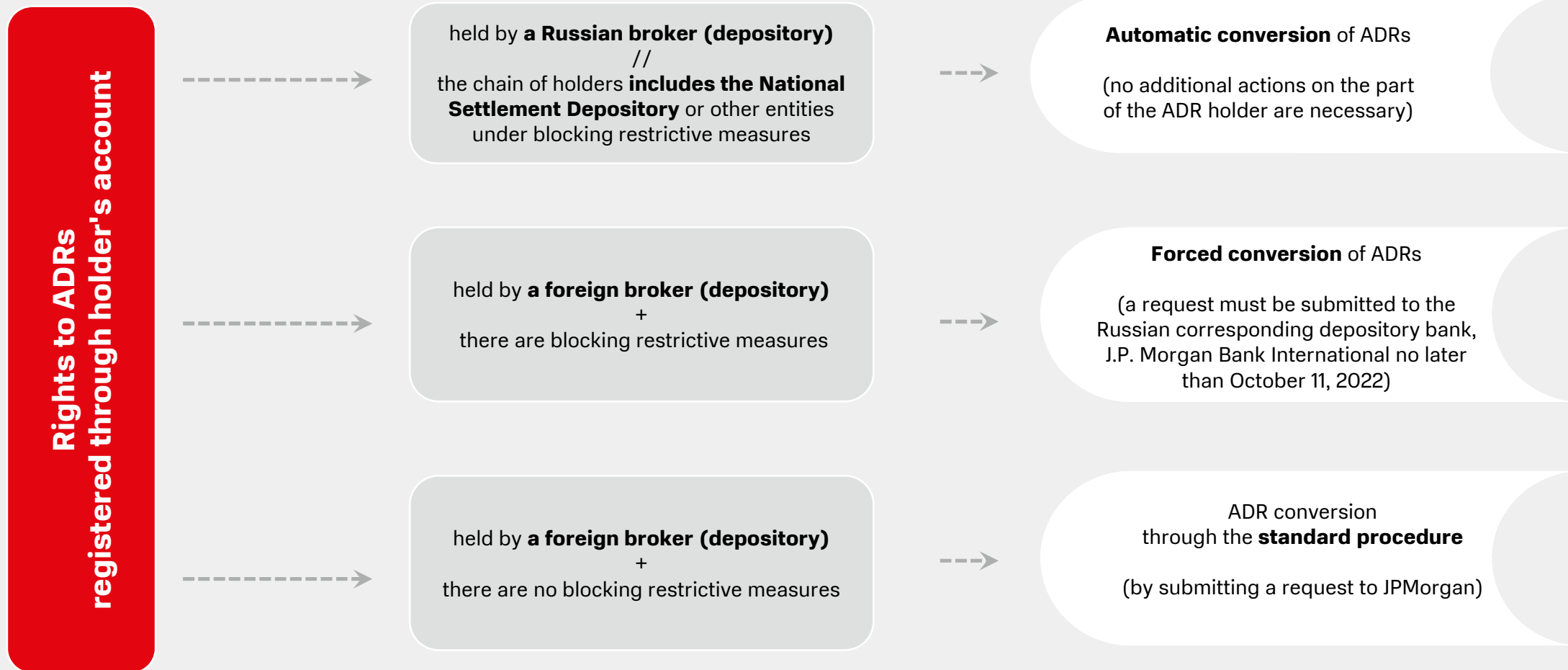
*Dividend payout includes dividends paid to quasi-treasury shares owned by MTS subsidiaries. Totals may add up differently due to rounding.

Termination of ADR Program



* Unless a different (earlier or later) term is set forth by an act of a relevant regulator

Conversion of ADRs into **ordinary MTS shares**



Applicable **regulatory restrictions**

- **Type C accounts for nonresidents of the Russian Federation**

When converting ADRs, nonresidents of the Russian Federation receive their shares in a type C depo account:

- under common rule it is not possible to execute transactions involving the purchase or sale of shares
- it is possible to transfer dividends for shares

- **Sales limits**

Shares resulting from the conversion of ADRs acquired on or after 27 April 2022 are subject to a sale restriction:

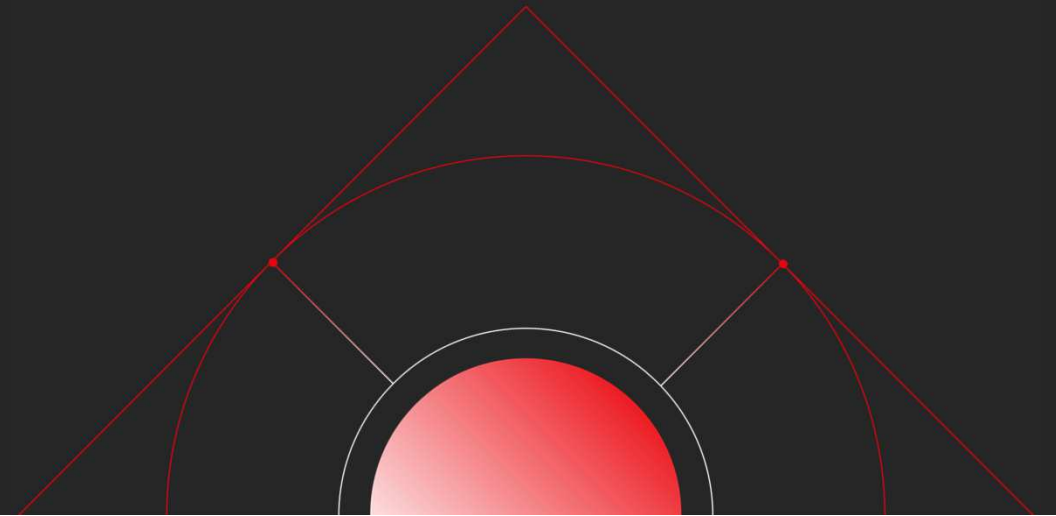
- if the holder is a Russian resident and the shares were not held by the residents of countries that imposed restrictive measures against Russia, then, generally, up to 5% of such shares may be sold daily
- otherwise up to 0,2% of the shares may be sold daily subject to some exceptions

- **Payment of dividends to ADR holders**

Starting from July 13, until the conversion of ADRs no dividends will be paid to ADR holders.

After the conversion of ADRs into underlying shares, the holders of common shares thereof will be entitled to claim unpaid dividends within a period of three years from the date of the decision to pay them.

APPENDIX

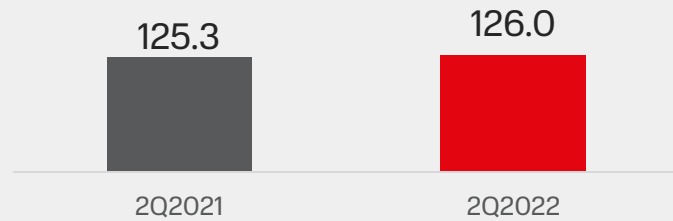


Country performance breakdown

Russia revenue

₽ bn

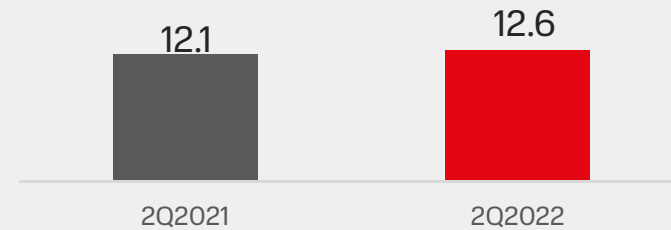
+0.6% y/y



Armenia revenue

AMD bn

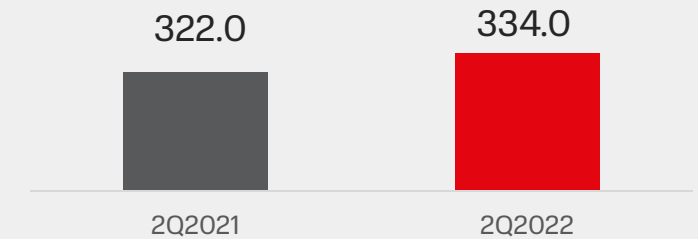
+3.3% y/y



Belarus revenue*

BYN m

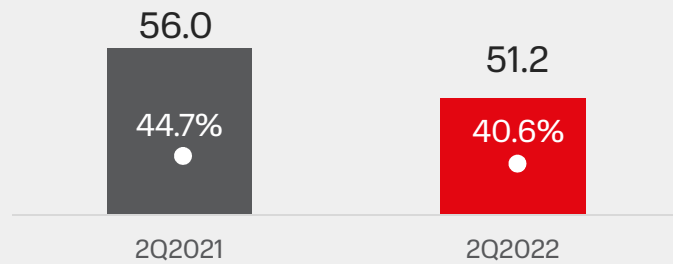
+3.7% y/y



Russia Adj. OIBDA & margin

RUB bn, %

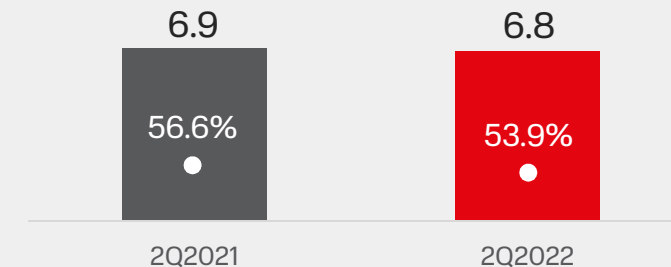
-8.5% y/y



Armenia OIBDA & margin

AMD bn, %

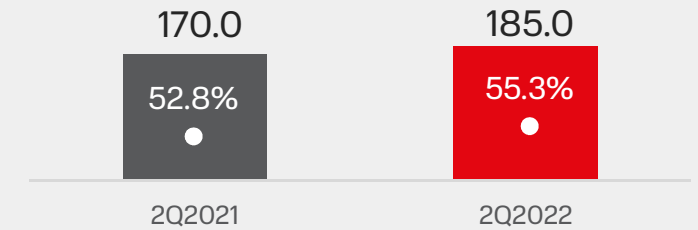
-1.5% y/y



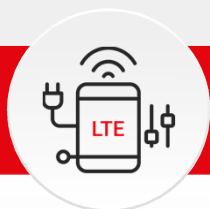
Belarus OIBDA & margin

BYN m, %

+8.8% y/y



B2B/G product solutions beyond traditional telecom



Private LTE

15+ pilot + commercial
Private LTE projects as of 2021



UC services*

From Hosted PBX to Callback, CallTracking and Voice Chatbots. (#1 position in Russia, market share ~ 30%**). The largest platform for telecom APIs (after MTT acquisition)



Cloud solutions

+95% Cloud and colocation revenue growth in 2021 vs 2020



MTS Marketolog

Service of targeted advertising using MTS Big Data / 58 th advertising campaigns in 2021



Webinar Group solutions

B2B client base comprises more than 10 000 organizations



CCTV monitoring

Video surveillance and video analytics projects using off-the-shelf solutions and integrated solutions based on the MTS Artificial Intelligence Center.

Partnerships

- Actively working with more than **1000 partners**
- Over the past 4 years more than **10 million customers** used products of our partners through MTS channels
- Over the past 4 years, we have earned **more than 50 billion rubles** together with our partners



Digital access to MTS
1 week



Paperless workflow

9 out of 10 partners
are ready to recommend
MTS as a partner for
business development

Partners segmentation:

- **BIG DIGITAL / Worldwide** — Partnerships for the launch of new products by international companies
- **BIG DIGITAL / Russia** — Cross-promotion, integration into loyalty programs
- **NON DIGITAL / Russia** — Bundling offline partner products with MTS digital products
- **With a minority shareholding in MTS** — Exchanging of expertise and integrating partner's solutions into MTS products

Market-Leading **Brand Equity**

#1

**strongest tech
brand in Russia**

Brand Finance Russia 50 2021

99%+

**brand
recognition**

among Russian consumers

70%

**of customers open to
trying new MTS products**

(company data)

Note on **financial measures & definitions**

Total debt. Total debt represents short-term and long-term debt excluding lease obligations and debt issuance costs.

Net debt. Net debt represents total debt less cash and cash equivalents, short-term investments, long-term deposits, swap and currency hedging.

Free Cash Flow. Free cash flow is represented by net cash from operating activities less cash used for certain investing activities.

OIBDA.

OIBDA represents operating income before depreciation and amortization. We use the term Adjusted for OIBDA and operating profit where there were items that do not reflect underlying operations that were excluded. Adjusted OIBDA for 2Q 2022 doesn't include a loss from impairment of non-current assets of RUB 282 mln.



MTS Investor Relations



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