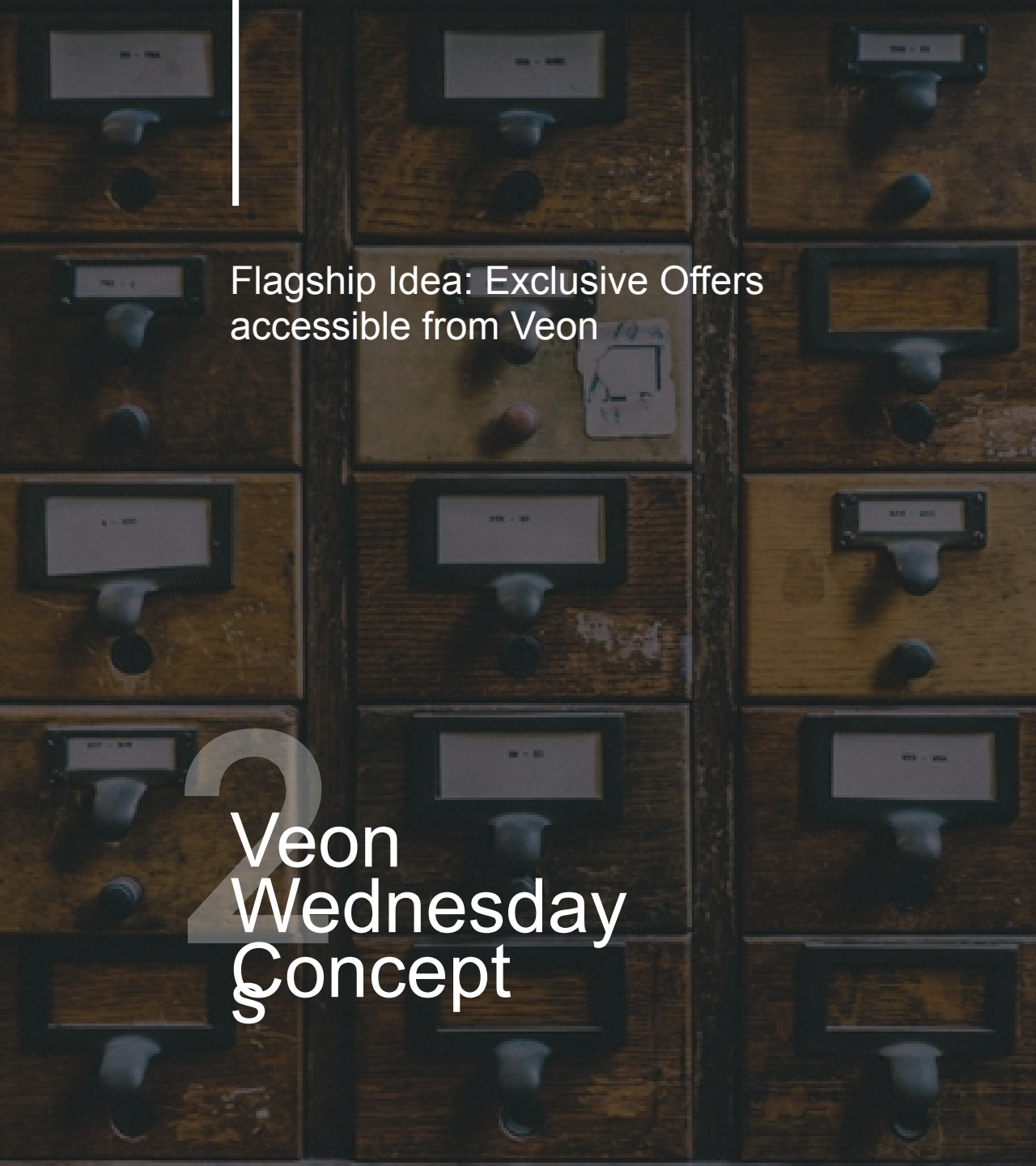




VEO

Wednesday Boosters

N



Flagship Idea: Exclusive Offers accessible from Veon

Veon Wednesday Concept

1 Acquisition new users

2 Activation existing users

3 Engaging with exclusive offers

4 Diversification of content

Main Targets



TECH LEADERS

Moscow – 37%
St Petersburg – 21%
Regions – 44%

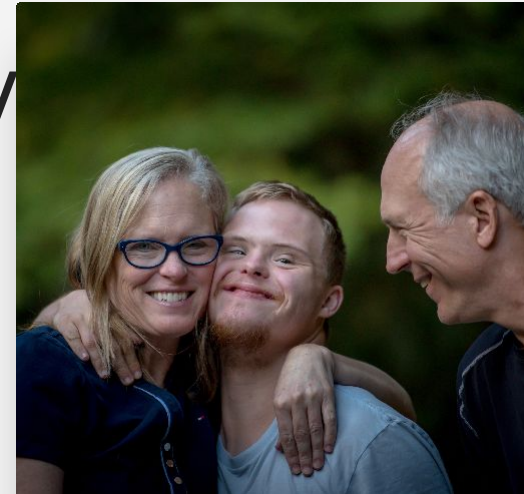
Movies/ cinema – 46%
Cars/ driving – 35%
Music – 31%
Health/ Sport – 30%
Electronics & Gadgets – 29%



EARLY MAJORITY

Moscow – 43%
St Petersburg – 8%
Regions – 49%

Travels – 36%
Health/ Sport – 32%
Gaming – 31%
Education/ Self-improvement – 30%
Parenting – 29%
Shopping – 26%

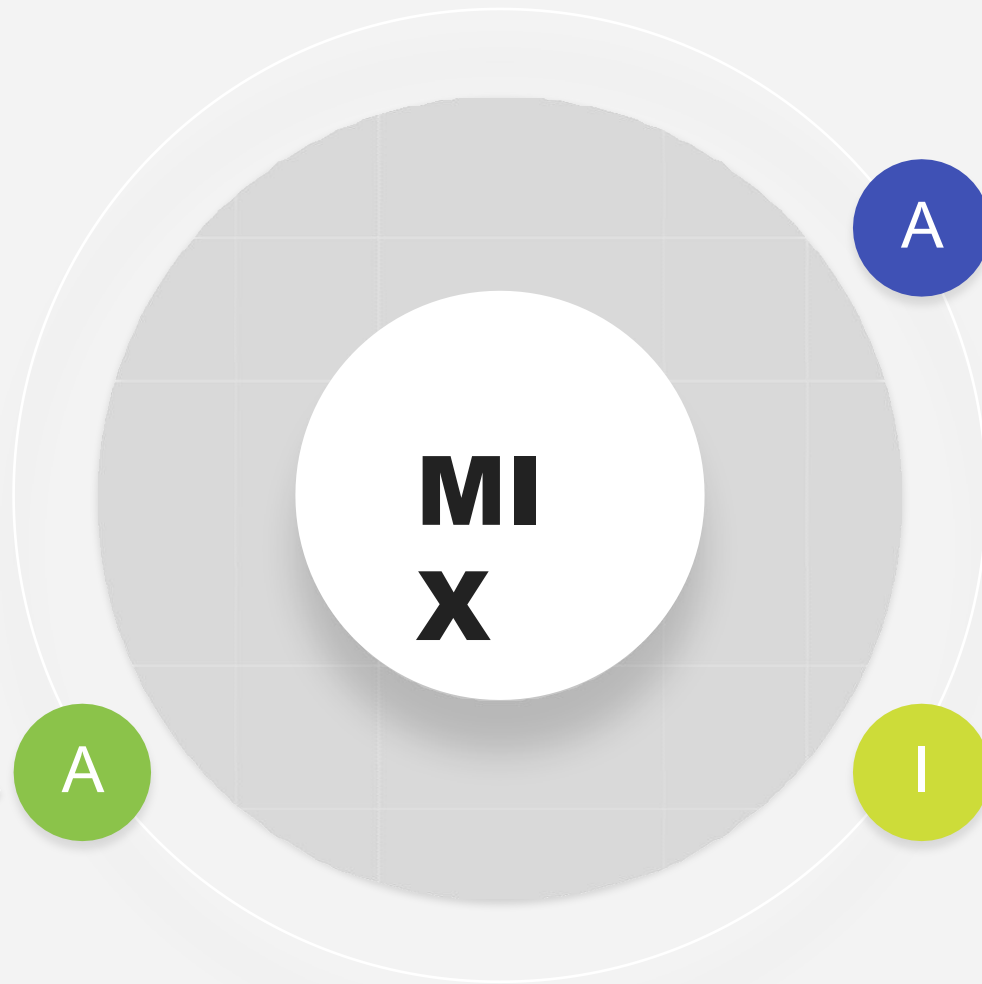


LATE MAJORITY

Moscow – 35%
St Petersburg – 19%
Regions – 45%

Gaming – 31%
Books – 43%





Veon Wednesdays Mechanics Mix



Annual holidays and Major Events

New Year, Back to School, Women's Day, Summer break, Sporting leagues, Black Friday, Elections Awards, Premieres & Launches

Action Type

-  Partners exclusive Bonuses and Discounts
-  Online adverts
-  Offline events in principal cities
-  Lottery

Interest categories

Movies, Music, Cars, Sport, Games, Travels, Subscription content, Subscription services

Veon Wednesday 5 days Offers



**Online
adverts**

Music: exclusive pre-listening of songs

Sporting events, Concerts: opening of presales for Veon users

Games: limited time available disabled special features (arm, equipment, virtual money – Armored Warfare, Pokemon GO, Cross Fire)

Travelling: selection of last-minute special offers

from HipClub Carsharing service: pre-paid

assurance Delimobil

Boosted CashBack: 20% back for all purchases using Beeline card during the day

Annual Holidays: selection of gifts at reduced price available limited time from strong brands (L’Oreal, Nespresso, LaModa, Детский Мир)

Cyber Monday, Black Friday: exclusive pre-opening of sales for Veon users in

Beeline eShop Discount on monthly subscription or Coupons on Subscription

Services YouDo and Fast and Shine:



Online advents

01

01. Online conferences with celebrities, bloggers on selected by users subjects

02. Live from movies and video clip shootings

03 Online live training with leading sportsmen



Offline events in principal cities

02

01. Subscribing to big flashmob with celebrity

02. Joint Veon users team for Гонка Героев, Стань человеком, I love running events on exclusive conditions: special Veon-logo equipment offered, reduced price for participation etc...



Lotte ry

03

01. Electronics & Gadgets: Samsung, LG, Huawei

02. Cars: Tesla

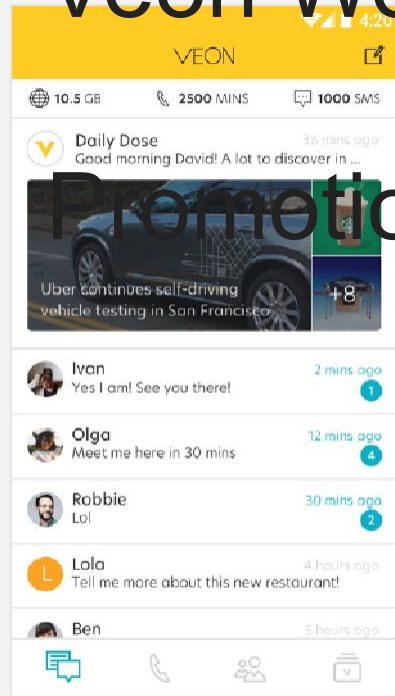
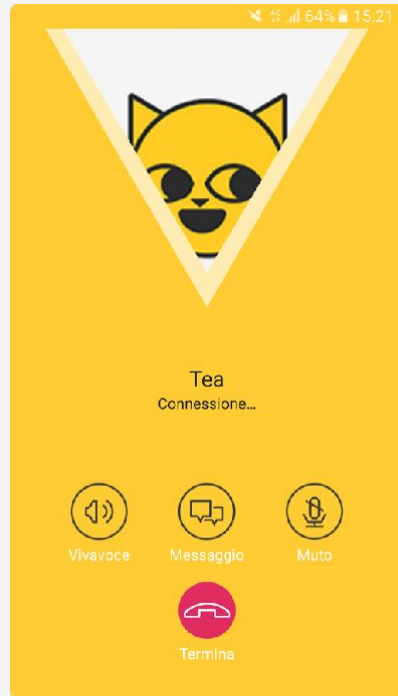
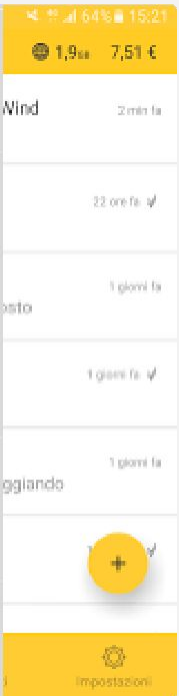
03 Travel: TezTour, Coral Tour

04. Tickets to Concerts, Awards events

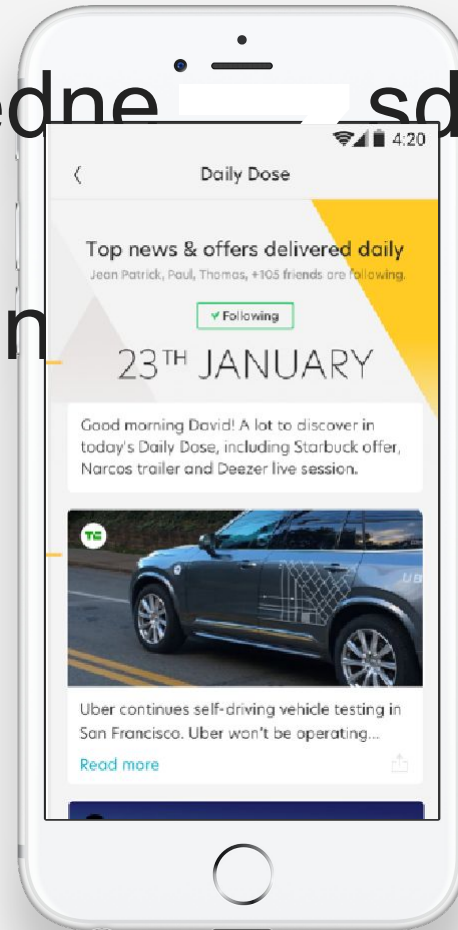
Offer rotation in Veon

Veon Wednesday

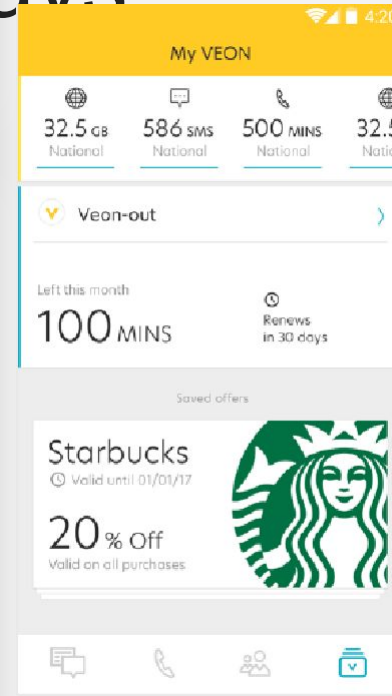
Promotion



Chats







Daily Dose offers feed



My Veon toolbar



Communication Channel Mix

	 PARTNERS EXCLUSIVE BONUS AND DISCOUNTS	 ONLINE ADVERTS	 OFFLINE EVENTS	 LOTTERY			
	Veon Wedne 8 sdays						
Push/ SMS	Promotion						
Digital Channels							
Banners							
Context							
Pre-roll							
Social media							
BTL & Event							
ATL	TBD						