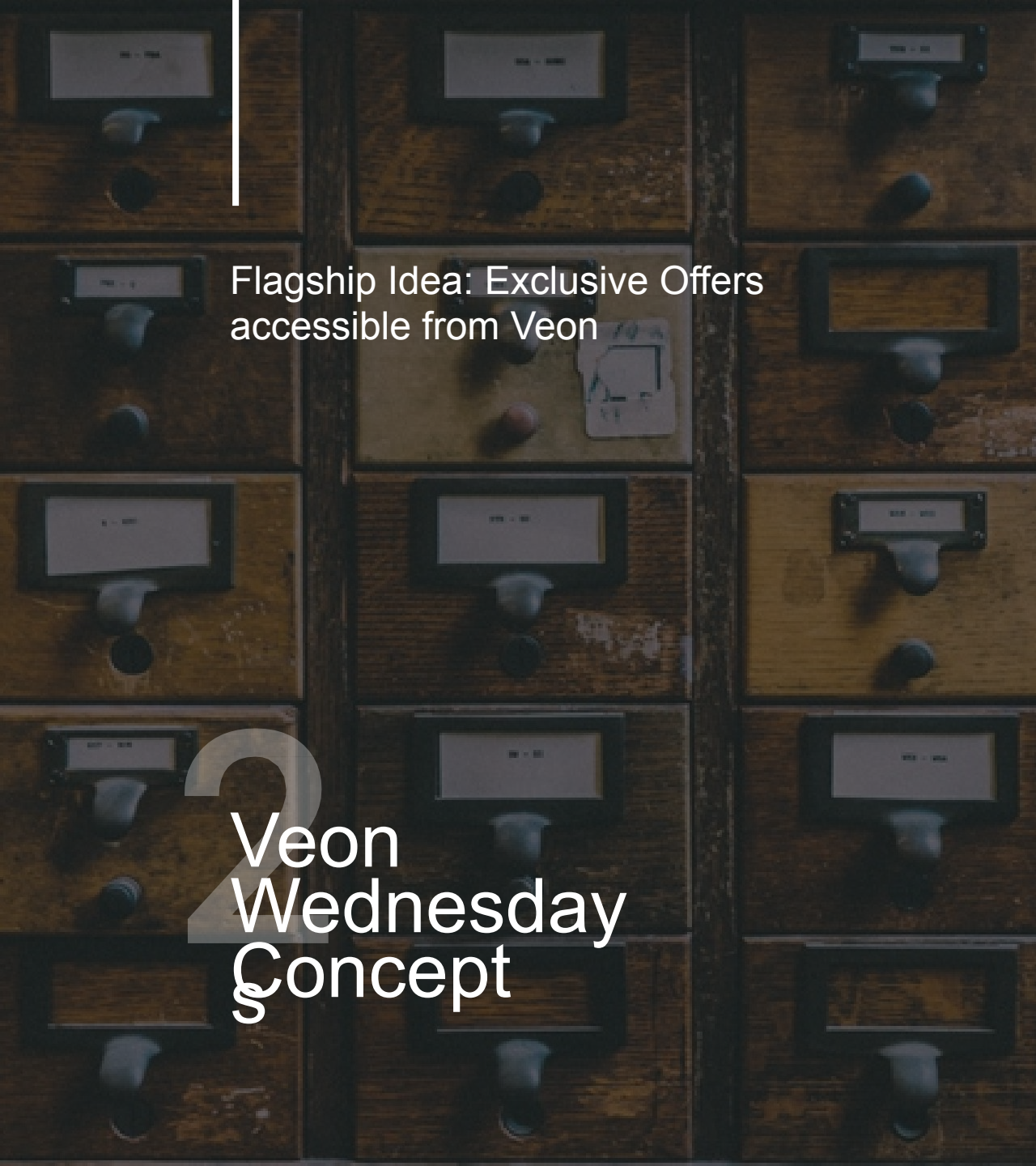




VEO

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%

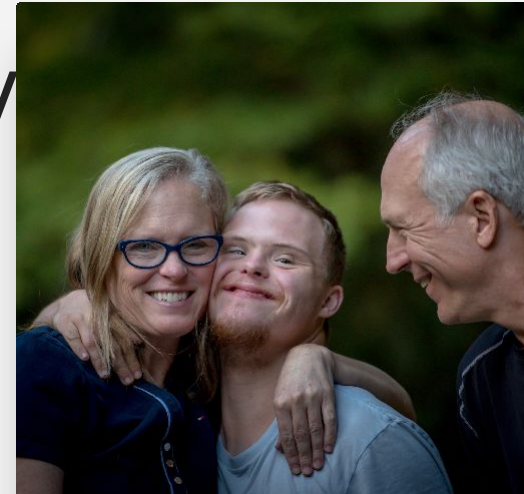
Movies/ cinema – 46%
Cars/ driving – 35%
Music – 31%
Health/ Sport – 30%
Electronics & Gadgets – 29%



EARLY MAJORITY

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

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

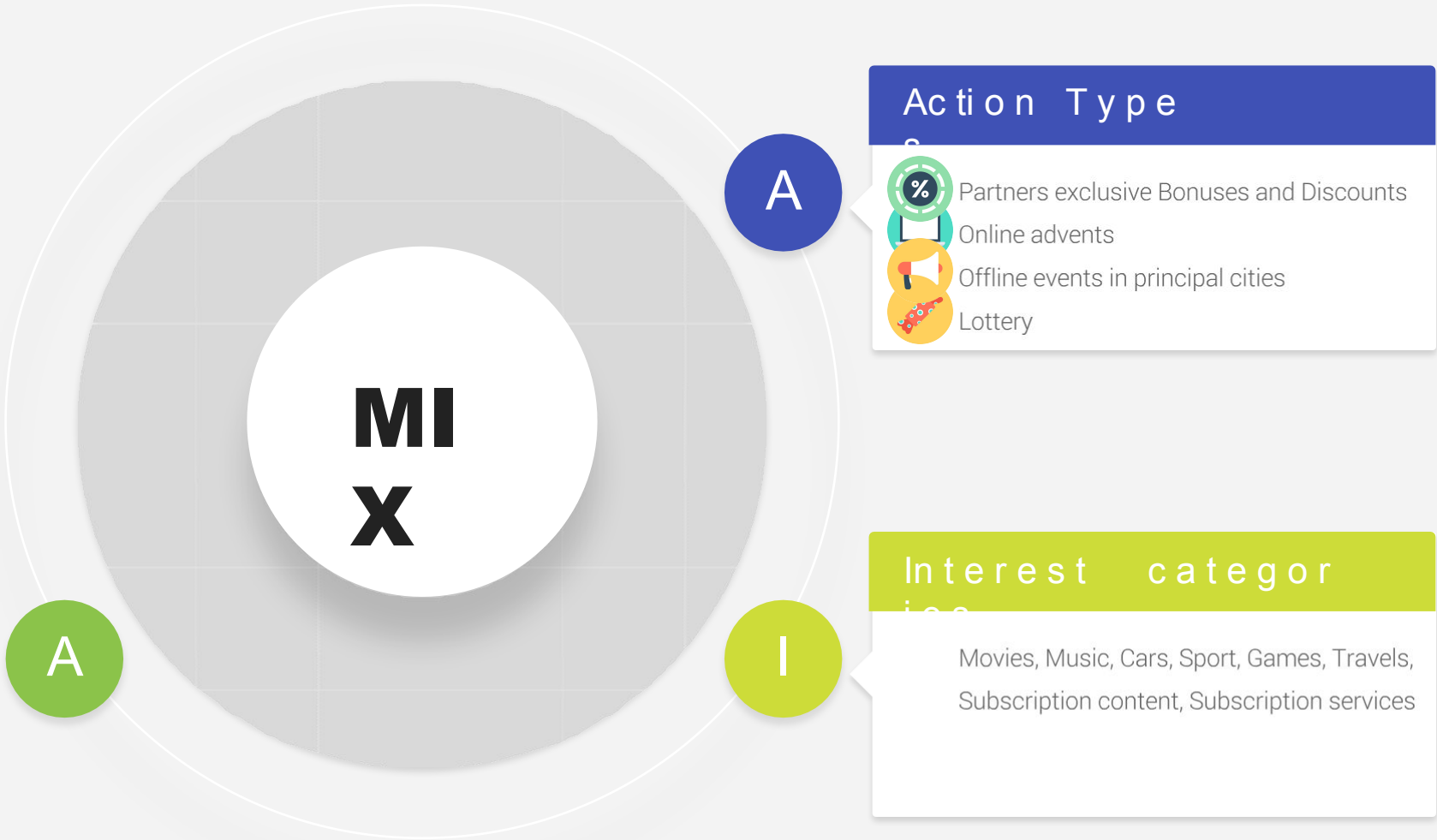


LATE MAJORITY

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

Gaming – 31%
Books – 43%

Veon Wednesdays Mechanics Mix



Veon Wednesday 5 days Offers



**Online
advents**

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. 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

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

01. Electronics & Gadgets: Samsung, LG, Huawei

02. Cars: Tesla

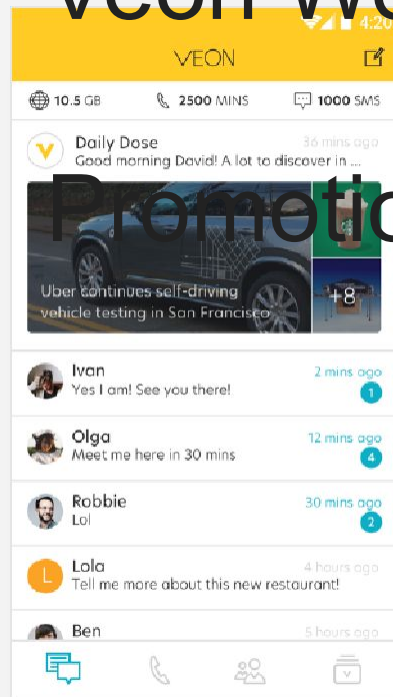
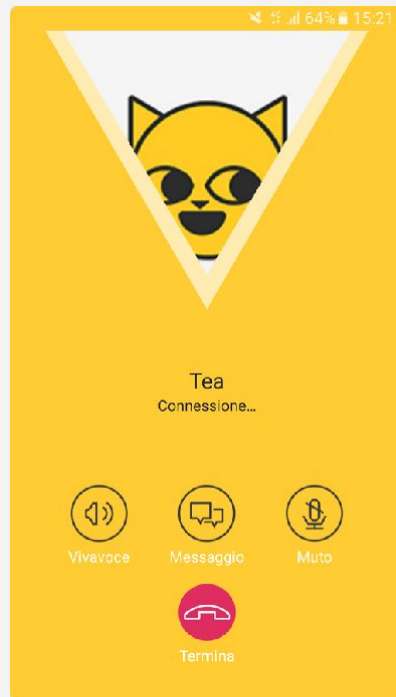
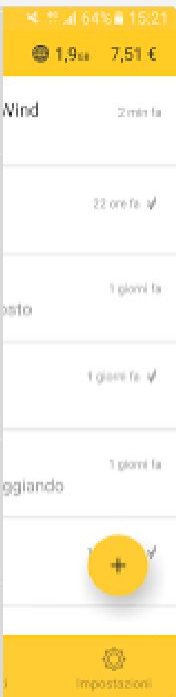
03 Travel: TezTour, Coral Tour

04. Tickets to Concerts, Awards events

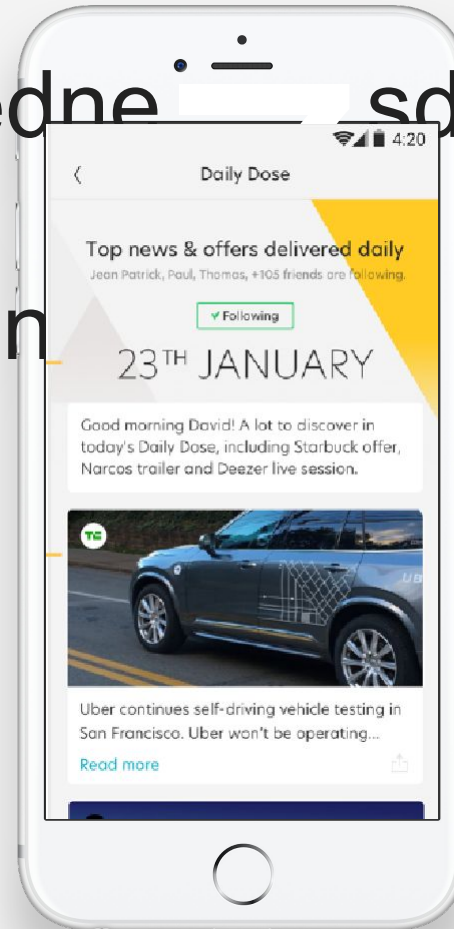
Offer rotation in Veon

Veon Wednesday

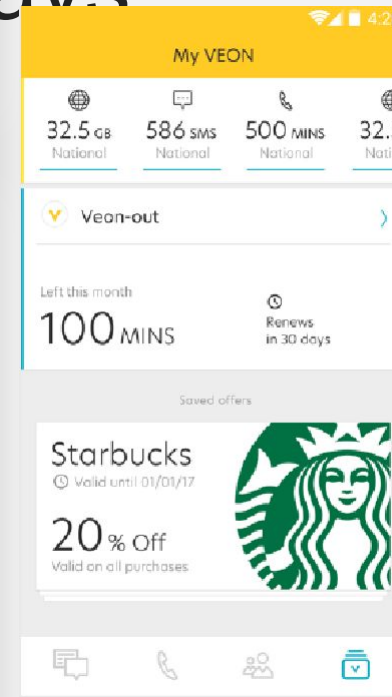
Promotion



Chats



Daily Dose offers
feed



My Veon toolbar



Communication Channel Mix

Veon Wednesdays

Partners Exclusive Bonuses and Discounts

Online Advantages

Offline Events

Lottery

8 days

Channel	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Push/ SMS	Promotion						
Digital Channels							
Banners							
Context							
Pre-roll							
Social media							
BTL & Event							
ATL	TBD						