

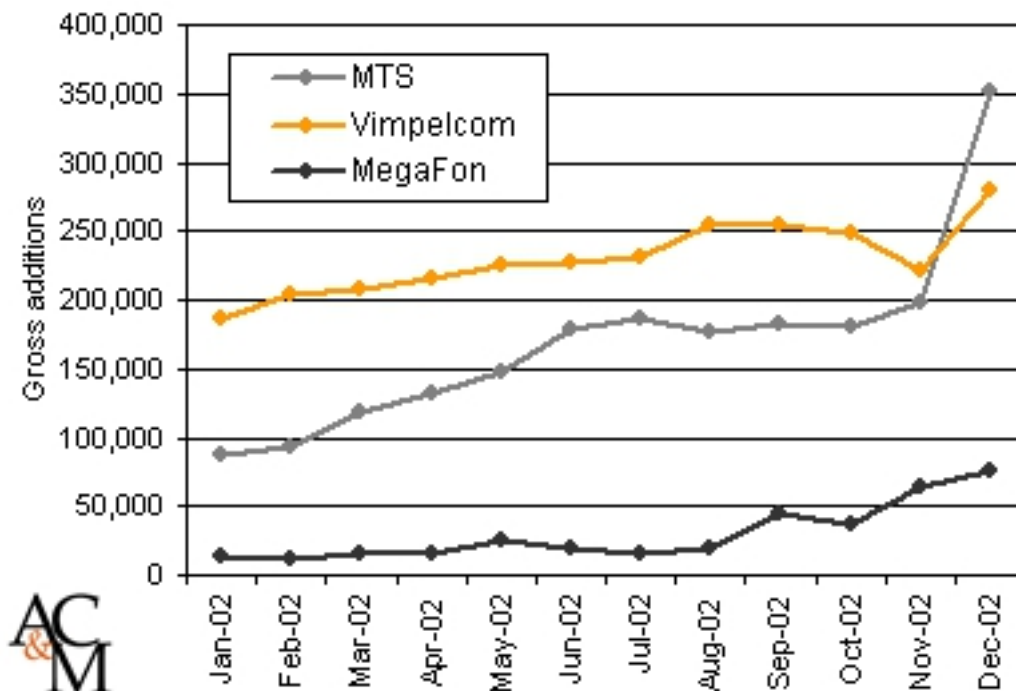
2002 Gross Additions of Moscow Operators is Over 5.2 mln

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AC&M reports that Moscow mobile operators sold more than 5.2 contracts in 2002. Average monthly sales were slightly over 400,000 until December when Christmas fever resulted in more than 700,000 new contracts sold.

Meanwhile, net additions in Moscow were only 60% of total 2002 sales. This ratio reflects the situation when the major part of growth in Moscow area comes from budget segment of users as saturation approaches.

Sales of Largest Moscow Operators in 2002.



MegaFon significantly improved Moscow sales in the end of the year thanks to its new line of "Priem" tariffs. MTS sales skyrocketed with massive ad campaign and introduction of "Jeans" pre-paid brand. Vimpelcom's strong positions were undermined by MTS' aggressive moves in October and November but the company's sales bounced back in December.

2002 results are available as [AC&M's Russian Cellular Market Update, December 2002](#) (PDF file).

If you have questions on Russian cellular market, please do not hesitate to contact us at info@acm-consulting.com or by phone +7 495 623-5480.

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