

Mobile Sales Soar in August

Monday, 13 September 2004 17:40

Despite the traditional August slowdown in mobile sales observed in previous years, the last summer month of 2004 brought as many as 3.1 mln new subscribers, outperforming record July 2004 sales. The subscriber net additions were also 1.5 mln (!) higher than a year ago. Penetration in the country is growing steadily. According to our estimates it has reached 38.3% as of August 31, 2004 (36.2% in July 2004 and 19.6% in August 2003).

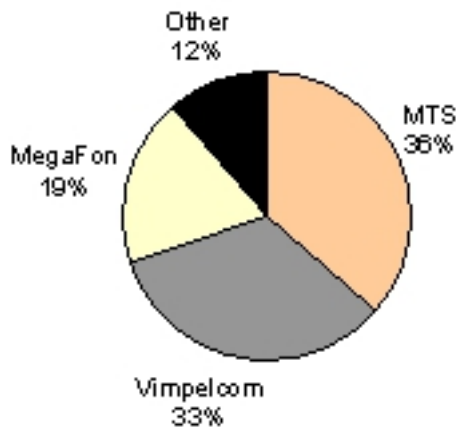
Russian Mobile Subscribers



Vimpelcom revs up sales both in Moscow and in the regions encouraged by the resolution of the numbering capacity problem. MTS keeps leading positions in the Moscow License Area. Impressive net adds in Moscow demonstrated by MegaFon should be attributed to introduction of a new tariff whereby customers are being charged for connection only rather than actual air-time used.

Russian Cellular

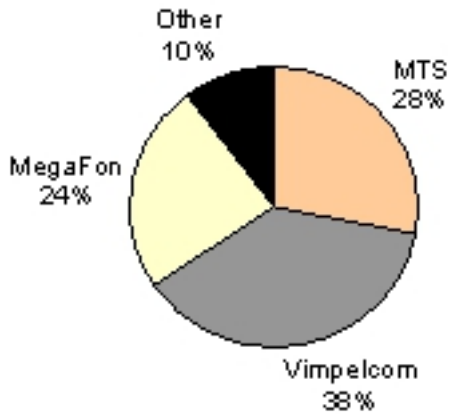
Market Breakdown, August 2004



Russian Net Additions, August 2004

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Top 10 Mobile Operators

#	Company	August 31, 2004	July 31, 2004
1	MTS	26,440,000	24,937,500
2	Moscow	6,335,000	6,350,000
3	Ukraine (UMC)	5,267,000	4,960,000
4	Belarus	695,150	617,500
5	Uzbekistan	244,200	230,000
6	Vimpelcom	16,470,000	17,300,000
7	Moscow	6,430,000	6,204,000
8	MegaFon	10,508,263	12,751,995
9	Moscow	1,312,901	1,145,484
10	Tajikistan	26,593	25,300
11	Uralvazinform	1,709,000	617,500
12	SMARTS Group	555,000	491,000
13	Vimpelcom	35,100	10,175
14	Novosibirsk Cellular	113,720	53,000
15	Belomorsk Cellular	113,920	104,905
16	Novosibirsk Cellular	113,920	103,543
17	MTS	80,100	78,100

Moscow and St.Petersburg

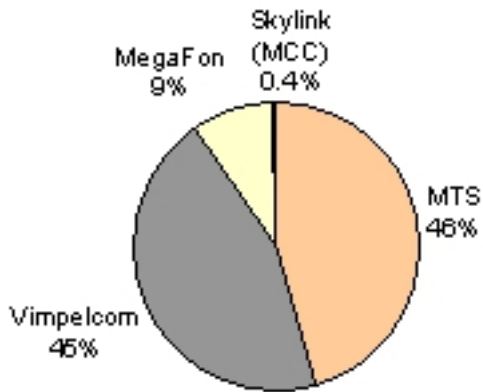
Moscow License Area

Moscow Market Breakdown

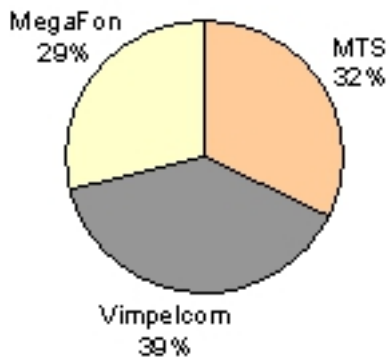
August 31, 2004

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Mobile Sales in Moscow



St.Petersburg and Leningrad Region

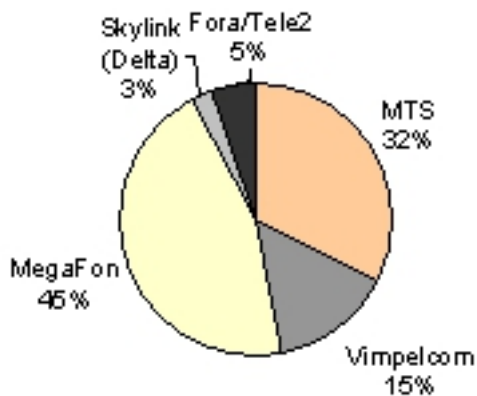
So far Vimpelcom failed to fully capitalise on additional numbering capacity in St.Petersburg. The operator increased the churn in order to free numbers for new customers, while MTS and MegaFon performed quite well in the city, signing 45 thsd and 70 thsd net additional subscribers respectively.

St. Petersburg Market Breakdown

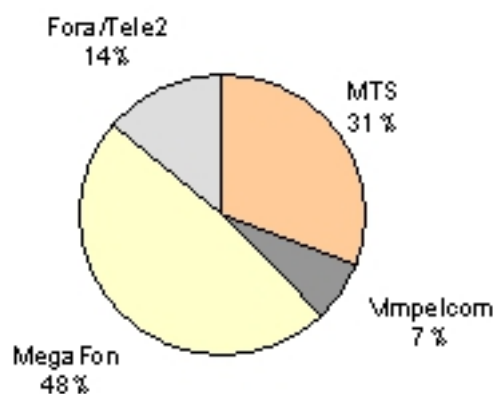
August 31, 2004

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Mobile Sales in St Petersburg



Beyond Russia

Steady cellular growth is observed in the rest of CIS markets where cellular boom either just started or is to start within the next 6 to 12 months.

Vimpelcom has won the tender for the 2nd largest Kazakhstan operator KaR-Tel. The acquisition deal is to be closed shortly and probably already in September we will add KaR-Tel subscribers to Vimpelcom statistics. That will bring 600+ thsd users under Vimpelcom umbrella.

MTS is about to outnumber its major competitor Velcom in Belarus. MTS has been leading in net additions since April 2003 and finished August with 48% market share. The difference between the two market leaders is just 5,000 subscribers (Velcom had 900 thsd subscribers at the end of August according to Mforum.ru). The remaining 4% of the market is being held by BelCel - NMT/CDMA-450 operator in Belarus. The announcement of the tender results for the 3rd GSM national license may also give a new momentum to the cellular market development in the Republic.

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