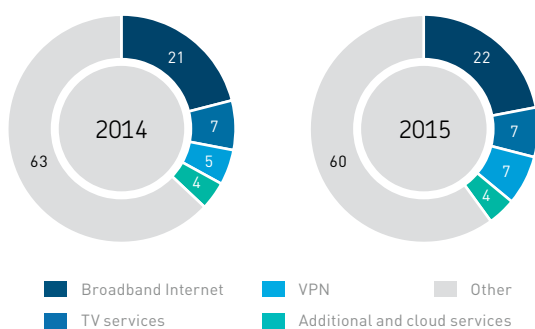


# Revenue Structure by Product

Detailed revenue, RUB mln	2014	2015	2015 vs. 2014, %
<b>By service</b>			
Broadband Internet	60,364	63,880	6
TV services	15,250	19,368	27
Fixed-line telephony	109,710	99,105	-10
Wholesale services	77,895	79,021	1
Channel lease	11,758	11,714	0
Interconnection and traffic transit	33,177	34,717	5
VPN	19,711	19,711	0
Telecommunication infrastructure lease and service	13,248	12,879	-3
Additional and cloud services	11,384	13,468	18
Other telecommunication services	16,554	14,499	-12
Other non-telecommunication services	7,780	8,014	3

In 2015, the method of accounting income from communication services has been changed. In this connection data up to and including 2013 are not comparable.

## Increase of digital services share in revenue, %



Digital and content services share in revenue 2015 grew to 40 %



Key factors of changes in revenue based on results 2015 were:

- higher revenue from TV services rendering at the expense of increased consumption of VoD services and higher ARPU;
- higher income for Broadband Internet at the expense of increasing the subscribers' base;
- growth of income from additional and cloud services related to an increase of income from cloud services, data centres and the development of sector service projects, including Safe City services;
- higher income from interconnection and traffic transit services, mainly due to the growing demand for interconnection and traffic transit services provided to other operators;
- lower income from fixed-line telephony resulting from the changed end users' preferences in relation to the method of making calls.

## Revenue Structure by Segment

Revenue structure by segments, RUB mln	2014	2015	2015 vs. 2014, %
B2C	136,345	134,482	-1
B2B	55,696	54,598	-2
B2G	48,804	50,940	4
B2O	58,092	57,335	-1

Key factors of changes in revenue in relation to client segments based on results 2015 were:

- lower income from telephony (B2C), which is not completely compensated by selling services of the growing sectors (Broadband Internet, Pay TV);
- higher income in B2G segment due to successful start of the implementation of Safe City projects in some regions of the Russian Federation;
- negative trends of revenue in B2B segment resulting from expenses optimization by clients in the corporate segment, as well as re-connection of small businesses as B2C clients due to the current macroeconomic situation.