



**Moldcell**

**Corporate Social Responsibility Report  
Communication on Progress 2011**

**March, 2012**

## Moldcell CEO statement

Looking back at the results of 2011, I am proud to say that for **Moldcell** it was a year of challenges and victories.

The second year in a row, **Moldcell** attracted the biggest number of new subscribers. This means that we managed to create and consolidate a network that is safe, innovative, accessible, dynamic and client oriented.

In the month of May, **Moldcell** took an important step for redefining the concepts of communications speed and quality, proving the functionality of the first 4G network in Moldova and in the Northern Balkans and announcing that it is ready to launch the new technology. The possibilities 4G opens for business, administration, medicine, education, entertainment and other sectors are outstanding.

Market share increase up to 34.2%, improvement of 3G network coverage, sales boom for smartphones and tablets are a few of the most important company's accomplishments in 2011.

In 2011, **Moldcell** also managed to reconfirm at international level its certificate of Conformity with ISO 9001:2008 Quality Management System. Actually, 3 years ago, **Moldcell** became the first mobile operator in the country with ISO certification. The reconfirmation of 9001:2008 standard proved that the processes within the company are planned to provide qualitative services and customer service and that we are committed to do our work with devotion and passion.

2011 was also a flourishing year for the communication with our shareholders at TeliaSonera. In the month of May, the Swedish-Finnish telecommunication group passed to a new, purple brand identity – similar on all Nordic, Baltic and Eurasian markets. It is a pleasure to mention that the process was started by the operators in Eurasia in 2010 and to see how inspiring this change was for our Nordic and Baltic colleagues. The new brand of TeliaSonera group manifests a unique combination of global reach and local execution and will further strengthen the position of the group on the international telecommunication scene. The brand also marks TeliaSonera's history and heritage as one of the industry's real pioneers, being one of the founders of mobile telephony and a driving force in the development of the information society in the world.

At **Moldcell**, we feel grateful and fortunate to be part of TeliaSonera, a group with a global strategy, but local approaches, taking into account the specific, traditions, values and experts of each market it operates on. In this respect, we were proud to find out that TeliaSonera was ranked number 13 in the list of most sustainable corporations in the world by "The Global 100" top presented at World Economic Forum in Davos at the end of January 2012. We are also proud to contribute to group's success and create original, useful services that are appreciated by our customers, but also by group colleagues. For example, in the autumn of 2011, **Moldcell** "Please, call me" service was nominated in the top 3 of 2011 best practices, within the international competition TeliaSonera Excellence Award.

Finally, I lived special moments of joy and pride this February, when **Moldcell** efforts to be recognized as a reputable and reliable operator have been rewarded at the highest level in Moldova: at the beginning of February 2012, **Moldcell** received the award "Gold Mercury", at the prestigious nomination "Reputation and trust" within the frames of the national contest "Trade mark of the year". It is, of course the merit of the whole **Moldcell** team that stands behind this success, but also those over one million subscribers who help us become better each day.

I can assure you that during this year we will continue to offer the best communication solutions on our market. Besides, we will come up with ambitious plans aimed to prove that technologies must serve the society, to solve problems and open new horizons. I kindly invite you to read more about the results we accomplished in Corporate Social Responsibility and hope that our report will convince you that **Moldcell** creates a world with better opportunities for people in Moldova.



**Chiril Gaburici**  
**Moldcell** CEO



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## 1. Company profile

**Moldcell** was established in October 1999 and began its commercial operations as the second GSM operator in Republic of Moldova on April 28, 2000, marking a new stage in the development of the mobile communications industry in the country.

**Moldcell** has become one of the top economic agents in the country, positively influenced the development of the information infrastructure of Moldova, stimulated appearance and growth of the business sectors adjacent to telecommunications, made a substantial contribution to the state budget, as well as manifested a responsible approach towards social phenomena in Moldova and supported local cultural values.

The Moldovan mobile operator is part of Swedish-Finnish telecommunications group TeliaSonera. **Moldcell** shareholder provides telecommunication services in the Nordic and Baltic countries, the emerging markets of Eurasia, including Russia and Turkey, and in Spain. TeliaSonera is now in 20 markets with close to 460 million inhabitants. The number of subscriptions at the end of 2011 reached 170 million. For the year 2011, TeliaSonera's net sales amounted to approximately USD 15.5 billion and TeliaSonera had 28 400 employees. The TeliaSonera share is listed on the NASDAQ OMX Stockholm and Helsinki stock exchanges. TeliaSonera provides network access and telecommunication services that help people and companies communicate in an easy, efficient and environmentally friendly way. TeliaSonera creates value by focusing on delivering a world-class customer experience, securing quality in the networks and achieving a best-in-class cost structure. TeliaSonera is an international group with a global strategy, but wherever it operates it acts as a local company. In the emerging markets of Eurasia, TeliaSonera has majority holdings in leading mobile operators in Kazakhstan (Kcell), Azerbaijan (Azercell), Georgia (Geocell), Moldova (Moldcell), Tajikistan (Tcell), Uzbekistan (Ucell) and Nepal (Ncell). TeliaSonera is also a minority owner of MegaFon in Russia and Turkcell in Turkey.

**Moldcell's** 2G network currently covers 97% of the territory and population on Moldova's territory. A huge 3G coverage improvement was reached during 2011, getting up to 73% territory. By now, Moldcell has earned the trust of more than 1 million customers. The operator is represented in over 3,000 points of sale all over the country.

**Moldcell's** efforts have been highly appreciated by the society and the government, which is reflected in several awards the company has been receiving years in a row. Among them are The Best Tax Payer (4 years in a row), The Grand Prix for the Brand of the Year (7 years in a row).

**Moldcell's** customer orientation is translated into reality by high quality Customer Care and service approach, for which Moldcell received the ISO 9001:2008 that was successfully reconfirmed during 2011.

Believing that business can contribute to the creation of a world with better opportunities, **Moldcell** has integrated Corporate Social Responsibility values in its operation and growth strategies. The company is one of Moldova's biggest promoters of sustainable business development, based on ethics and transparency. At

**Moldcell**, we believe that only the respect and promotion of fair business will lead to the progress of the industry and of the country we operate in. More than 370 social, educational, health, youth, cultural and charity projects have been initiated or supported by the company so far, and over 600 000 children have indirectly benefited of our projects. **Moldcell** uses technologies for the service of the community, initiates social partnerships in key areas (education and healthcare), supports local culture and art, and has a clear pro-ecologic position. Since 2006, Moldcell is part of the Global Compact Network in Moldova.

## 2. 11 years of sustainable growth. CSR retrospective

**Moldcell** brought competition on the local telecommunications market, but also a new way of doing business: thinking ahead, proactive and more responsible. Being among the first companies with foreign investments and management in Moldova, **Moldcell** imposed European quality standards and “educated” a new generation of customers. Our clients acquired access to full customer services, including the first 24/7 call center in our country, a concept that didn’t exist before in the local service sector. Also, **Moldcell** clients were the first to use SMS, prepaid roaming, per-second charging of voice calls, Car Fleet Management and Mobile Office services, WAP/Internet access, GPRS and EDGE based services. **Moldcell** was also the first operator to launch 3,5 G services, the full set of Blackberry® services and the first operator ready to commercially launch 4G services in Moldova.

Moreover, **Moldcell** was among few companies to introduce the concept of Corporate Social Responsibility in Moldova, to explain the differences between random charity acts and continuous efforts to develop a sustainable business on all levels.

During 11 years of activity:

- ❖ Over 370 CSR, sponsorship and charity projects
- ❖ Investments of over 2 million USD for CSR
- ❖ We helped over 600 000 children from Moldova to become great personalities

### **Education for all (2006 – 2010):**

The project was initiated in 2006 by the Ministry of Education and was implemented during 4 years in partnership with the World Bank, Local Public Administrations (LPA) and **Moldcell**. The main goal was to facilitate the access to pre-school education for children in rural areas.

Due to this project 50 kindergartens and 16 Community Centers were renovated, 512 pre-school institutions received equipment and/or educational materials, 8438 children now have access to pre-school education due to the project and 983 new working places were created.

### **Moldcell Scholarship (2005 – 2011):**

This is a yearly contest for university students in final courses (License and Master), unique in Moldova.

**Moldcell** offers financial support, but also trainings, coaching, special personal development projects, knowledge and experience transfer from our specialists and employment opportunities.

During all the editions of the project, 147 students became **Moldcell** scholars and 22 of them are now part of **Moldcell** family. Besides, the number of winners per edition grew from 15 to 26 and the total amount of the scholarship grew from 400 to 1000 US dollars, attaining a total budget of 170 000 US dollars.

### **Support during natural disasters (2008, 2010):**

During the devastating floods of 2010, **Moldcell** offered free of charge in-network communication during 33 days for 77 000 subscribers (victims of the calamity and people who participated in coordinating and liquidating the floods consequences) in 42 localities from 13 districts. More than 3 000 000 minutes were consumed during this period.

In comparison, over 1 000 000 free of charge minutes were used during the floods of 2008 by 22 000 subscribers in 15 districts during 14 days.

Viewing communication as an indispensable tool for people in extreme situations, it was of utmost importance to make sure that **Moldcell** mobile network works according to all quality standards in the affected regions, and do it fast. This was accomplished by placing a mobile RBS stations in vulnerable locations.

On both occasions, **Moldcell** volunteers gathered aliments, clothing, foot-wear, blankets, hygiene products and offered them to families affected by the calamities.

**Digital inclusion projects:**

- ❖ Alocard Alternativ, 2006. The first and unique communication solution exclusively addressed to people with hearing and/or speech disabilities. The package includes SMS, MMS, SMS based Client service, access to Internet.
- ❖ Computers and Internet access for boarding houses of family type (2010 – 2011). Within this project 340 children from 66 foster homes in 21 districts opened a new world of communication.
- ❖ Donation of mobile phones adjusted to the needs of people with sight disabilities (2011). 300 most active members of the Society of Blind People received special devices and a special communication package with unlimited talks from Moldcell. This helped the beneficiaries to keep in touch with other people and created new opportunities for collaboration, being a step forward to the social integration of blind people.

**Moldcell activity within the Global Compact Network in Moldova (GCNM):**

**Moldcell** joined GCNM on November 16, 2006, being one of the companies who created the Moldovan network. In 2008, a **Moldcell** representative chaired the local network. A round table took place at the Moldovan Parliament as an occasion to convince the authorities that CSR and private-public partnerships should be stimulated and promoted by the governing bodies and to express business' need to adjust the legislation and make it more CSR friendly. Next year, **Moldcell** had one place in the coordination board, was delegated to present GCNM activity at the Regional Meeting of Kiev. Also, during the third edition of the International CSR conference, TeliaSonera head of corporate responsibility visited Chisinau and presented the group's performances and success CSR models.

**Moldcell** volunteers participated at all the editions of ecological Green Day event (2009 – 2011). **Moldcell** actively contributed to the creation of Green Office code and promoted it within the company.

### 3. Moldcell vision on Corporate Social Responsibility

Corporate Social Responsibility integrates marketplace, workplace, environment and community concerns with business operations in interaction with the stakeholders. Moldcell uses CSR to support sustainable development and to be a good corporate citizen.

The very basis of **Moldcell**'s CSR policy is to honor the United Nations Universal Declaration on Human Rights and the elementary ILO conventions and to encourage and assist our suppliers, subcontractors and associated companies to do the same.

In business, **Moldcell**'s commitment to CSR is demonstrated and continuously improved by emphasizing the importance of values, business ethics and good working conditions for sustainable growth.

#### Corporate Social Responsibility Policy

**Moldcell** supports sustainable development by:

- Respecting Republic of Moldova Legislation, the United Nations Universal Declaration on Human Rights and ILO conventions
- Encouraging suppliers and subcontractors to activate by respecting the above-mentioned documents
- Sharing knowledge and encouraging transparency and involvement in society
- Developing CSR projects which stimulate positive changes in the community according to objective and transparent criteria
- Meeting demands for the protection of privacy and the prevention of abusive or illegal use of information and telecommunications services for reasons of discrimination, racism, violence and all forms of child abuse

We continuously work on achieving this by:

#### In the market place

- Respecting the legislation of Republic of Moldova
- Applying our Business Concept, Our Vision and TeliaSonera Shared Values, but also the Code of Ethics and Conduct
- Meeting all applicable regulatory requirements and voluntarily signed charters and codes of conduct to which we have committed ourselves
- Emphasizing the importance of our values and business ethics
- Supplying services that support sustainable development
- Striving and continuously working to obtain world class in customer service, according to ISO 9001:2008 Quality Management System.
- Contributing to bridging the Digital Divide
- Developing telecommunications services that improve accessibility for disabled users

**Moldcell** runs its business in transparent conditions with respect to Corporate Governance. The company fully controls its operation being accurate in financial reporting, it is Sarbanes-Oxley (SOX) compliant; it reports according to International Financial Reporting Standards (IFRS) and operates such management information systems as SAP and Hyperion.

**Moldcell** is also an important payer of taxes. From the beginning of its' activity, company's contribution to the national economy is estimated at USD 64,9 millions. Out of taxes paid by the Company to the State and Local budgets, it contributed indirectly for the salaries of budgetary employees, capital investments and other like purchases and utilities for the hospitals, kindergartens, schools, universities, asylums, etc.

**Moldcell** is proud of its management style and corporate culture that are guided by the Code of Ethics and Conduct, developed and shared among TeliaSonera family members, Code of Conduct of Global Compact Network (GCN) member concerning children labor abolition and GCN Moldova Go Green Office Guidelines

### In the workplace

- Basing our actions on the foundations of the United Nations Universal Declaration on Human Rights and the fundamental ILO Principles and Rights at Work. Moldcell also encourages suppliers and subcontractors to do the same. We place particular emphasis on:
  - Freedom of association
  - The elimination of all forms of forced, compulsory or child labor
  - The elimination of all forms of discrimination
  - Protection of employee integrity
- Increasing CSR awareness and ensuring that employees have adequate competence to assess CSR risks and opportunities within their own work
- Creating and sustaining working conditions that promote a healthy work-life balance in accordance with laws and agreements on working time
- Offering benefits and bonuses to the employees

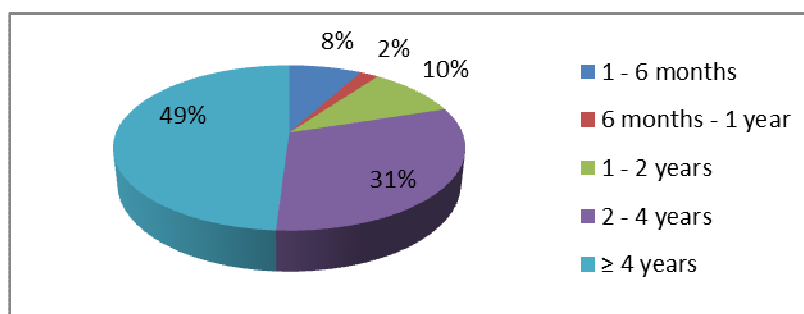
At the end of 2011, Moldcell family was formed out of 358 employees (54 % - female, 46% - men). The average age of most employees (60%) varies between 20 and 30 years.

### STAFF DISTRIBUTION BY AGE

Age ranges	%
20 - 30	60%
31-50	39%
Over 50	1%

Also, 49 % of the employees spend more than 4 years working in Moldcell.

### STAFF AVERAGE SERVICE PERIOD





These positive trends are ensured by Moldcell strategy to continuously invest in the development of its employees, who represent the main company asset. The company offers wide portfolio of benefits and social assistance (program of benefits, staff loan, sport activities, additional medical insurance for employees and their families, English language courses). Additionally, the employees have the possibility to participate in international TeliaSonera projects and to contribute to the development of recently entered in TeliaSonera group.

The efficiency of the knowledge acquisition, extension and usage process is guaranteed by the diversity of methods, trainings (professional trainings, workshops, conferences and mentoring programs), being one out of them.

In 2011:

- ❖ 212 employees participated in development programs and trainings
- ❖ **Total Training Budget spent** – 894h
- ❖ **Technical Training budget spent** – 8026.632 USD
- ❖ 4 employees participated in international conferences acquiring international experience

#### **In the environment**

- Operating and developing our telecommunications networks according to best environmental praxis especially in the following areas:
  - Cables, waste from electronic and electrical equipment
  - Hazardous materials, contaminated soils
  - Improvement of energy efficiency
  - Trend to replace business travels by alternative communication solutions (e-mail, teleconferences, web-conference)

#### **In the community**

- Taking into account ethical, social and environmental criteria in commercial community partnerships and in sourcing of telecommunications equipment and services
- Launching public – private partnerships with reputable Moldova organizations and developing projects in order to create positive changes in the community
- Ensuring transparent communication on CSR activities of the company for Moldcell stakeholders
- Make the technologies work for the benefit of the society

#### **Moldcell activity in the CSR Committee of the American Chamber of Commerce**

American Chamber of Commerce is a non-governmental and non-profit organization launched in September 2006, as part of an international network of 112 countries. At the end of 2010, AmCham Moldova comprised 74 company members including **Moldcell**.

In 2011, **Moldcell** continued to chair AmCham CSR committee and actively participated in several projects and activities.

At the proposal of **Moldcell** and with the approval of AmCham CSR Committee and Board, it was decided to finance the first English classes for young people with sight disabilities.

The money was gathered due to:

- The charity lottery within the corporate event organized on the occasion of USA Independence Day and
- Member companies direct contributions (including **Moldcell**)

On the eve of Christmas holidays, AmCham traditionally runs a charity campaign among members. 14 companies including **Moldcell** collected goods which were offered to 87 children from a remote orphanage.

### 3. Technologies for a social change

**Moldcell** is the national leader in the implementation of modern technologies on the Moldovan market. The technologies helped increasing the data transfer rate and the communication speed. They also bring European quality standards for the mobile telephony of Republic of Moldova.

Introducing advanced communication technologies in Moldova is part of the sustainable development direction of the company. For **Moldcell**, new technologies mean new possibilities, new communication solutions which add value to human lives, facilitate the business growth, are in the service of education and healthcare sector, extend the access to information/studies of young people. New technologies also represent a viable communication platform for transparent and sustainable government.

In 2011, **Moldcell** continued pioneer in launching last generation technologies on the market, to search and implement solutions and business models that would satisfy the communication needs of different categories of subscribers. A new focus area in this field is to create mobile platforms for public services, according to Moldova's eGovernment development strategy.

#### 1. 4G services

**Moldcell** publicly announced its readiness to commercially launch 4G services in Moldova in May 2011. 4G opens overwhelming opportunities for communication speed, interactivity, data transfer. It offers Internet at a speed that is 5 times higher comparing to capacities currently available on the market. Using this technology, business and mass-media can develop and improve. **Even more, 4G makes it possible to create and implement breakthrough social services in fields such as security, medicine, education.**

It was a natural step for Moldcell to launch LTE, as it is a part of the group that together with other companies has invented mobile telephony and has always stayed in front of all the technologies via creating and bringing the most advanced, intelligent solutions for the clients. TeliaSonera was also the first telecommunications company in the world to commercially launch 4G.

Just to give a hint of what can be done with 4G, **Moldcell** presented the first live TV report in HD format ever made in Moldova. No wires, no antennas, no sophisticated and heavy equipment – just liveU application, camera and microphones were used to make this happen.

**Moldcell** 4G network was built in partnership with Ericsson and it is the first LTE network in Northern Balkans. The network is ready to be used and extended when the Government will decide to issue a license for this service.



**2. “Aici Moldcell” (“Here Moldcell”) recreation and communication areas** are created to cover the needs of a target group with small revenues – university students. In “Aici Moldcell” zone, subscribers communicate with 50% discount for in-net calls. This tariff is applied to all in-network calls, including those already with the discount. If the subscriber starts talking in **Moldcell** zone and moves out of the zone during the call, the discount is applied to the whole period of the call. During 2011, the community of “Aici Moldcell” users was extended to 40 000 beneficiaries from 5 universities (4 in Chisinau, 1 – in the South of the country).



### 3. Launching of first state informational services in Moldova.

**Moldcell** clients can now obtain information about any vehicle registered in Moldova by means of SMS, directly on their mobile phone. This service is called “Information concerning vehicles” and was developed together with the responsible state institution.

Also, the Moldovan drivers can now find out details about their penalty points, the fines they must pay and the accidents their vehicles were involved in by means of SMS, thanks to a service created together with the local Ministry of Internal Affairs.

### 4. Decrease of Roaming prices

International TeliaSonera group considers it necessary to decrease the prices for Roaming communication, including mobile Internet.

*“The core idea behind the telecom industry is to connect people, regardless of their geographical location. We want to be true to that idea. That’s the reason why we in 2011 lowered our roaming prices with up to 90%, first in the Nordic and Baltic markets, then in the rest of Europe, and towards the end of the year in the big travel destinations of Thailand and Turkey”,* stated TeliaSonera CEO Lars Nyberg at the Mobile World Congress in Barcelona in yearly 2012.

Following this strategy, **Moldcell** prices for Roaming have decreased substantially and preferential communication packages with TeliaSonera sister companies are offered to the clients.

Pentru Abonament Moldcell

Trafic inclus	Valabilitate	Preț	Lista de țări
5 min + 5 SMS + 0.5 MD	5 zile	60 lei	Azerbaidjan, Belgia, Cehia, Danemarca, Elveția, Estonia, Finlanda, Franța, Georgia, Germania, Kazahstan, Letonia, Liechtenstein, Lituania, Marea Britanie, Nepal, Norvegia, Olanda, România, Rusia, Suedia, Tadjikistan, Turcia, Uzbekistan
20 min	10 zile	160 lei	
5 MD	10 zile	80 lei	
20 SMS	10 zile	50 lei	Toate țările cu Roaming cu excepția: Algeria, Andorra, Austria, Cuba, Egipt, Hong Kong, India, Israel, Kuwait, Malaezia, Maroc, Palestina, Portugalia, Thailanda

- Moldcell** used the **mobile technology as communication platform** for social campaigns organized by the Ministry of Healthcare and Environment. Information messages were sent to our subscribers on the occasion of World Blood Donor Day, World AIDS Day and Earth Hour.

6. **Moldcell** offered technological and logistic support for **SMS based fundraising campaigns** in favor of:
- ❖ Incurable patients with cancer in advanced and terminal stages of the disease
  - ❖ Talented children from rural areas on the occasion of International Children Day
  - ❖ Socially vulnerable families on Christmas eve.
7. In 2011, the first **multifunctional Moldcell terminals** were installed. They allow the clients to administer their accounts, make electronic payments, activate services/options, access Moldcell corporate site. The clients save time and natural resources, are able to control their communication needs more efficiently.



During 2011, **50 percent of Moldcell accounts refills were done through electronic payments** (banks, common terminals, **Moldcell** terminals), reducing the consumption of printed scratch cards.

#### 4. CSR projects for the community

***“Moldcell motivates young people and promotes alternative methods of education.”***  
***Investments in education***

##### **National Project of Public Readings**

This project was launched by the Writers' Union of Moldova, **Moldcell** with the support of the Ministry of Education, and is actually a literary journey in Moldovan villages. Since children from rural areas are isolated and have no access to cultural/educational events, the project was designed as an opportunity for them to meet with the most important writers, listen and talk to them and participate in a contest of literary creation. During 2011 60 writers participated at the readings. Actually, it is the first time in 20 years when a consolidated dialogue between writers and readings took place. 45 meetings in 15 districts were organized. During the summer, the biggest children's camps were involved in the project. All schools received book donations from **Moldcell**. Finally, at the beginning of 2012, nine young writers of poetry and prose were awarded and the continuation of the project was announced.



At the awarding, Moldovan Deputy Minister of Education Loretta Handrabura confirmed the uniqueness and importance of the project:

*"After the first year of collaboration within the project, we received many enthusiastic feedbacks from territory, from the schools that get fewer new books and where writers do not reach. The decision to extend the project deserves the warmest appreciation. Our Ministry supports students' involvement in extra-curricular activities, which open horizons and create perspectives for their development. We will continue to provide all necessary support and we are sure that schools involved will highly appreciate this opportunity"*

##### **Moldcell Scholarship, 7<sup>th</sup> edition, 2011 – 2012**

At this edition, 25 License and Master students became **Moldcell** scholars.

**Moldcell** offers financial support, but also trainings, coaching, special personal development projects, knowledge and experience transfer from our specialists and employment opportunities.

One of the participation conditions is to write an essay about the expectations of the contestant towards his mobile operator and the reasons for being loyal to a certain network. Here are some answers:

*„The product I use – Abonament **Moldcell** (**Moldcell** Subscription) – is the main explanation of my loyalty. It is the difference that matters between **Moldcell** and the competitors: reasonable in-net tariffs, convenient prices for other operators, loyalty campaigns, 3G Internet and service flexibility.”*

*„I am loyal to my operator because of the rich experience it has in organizing social projects. I am happy to know that the company was not created only to make money, but also to contribute to the social development of our country.”*





### “Your future starts today”

Joint project with Moldovan Academy of Economic Studies, where **Moldcell** specialists deliver presentations and workshops for all interested students on:

- New standards of modern business
- Employers' expectations and requirements

During 3 editions of the project, 30 trainings with the participation of 700 students took place. The fourth edition of “Your future starts today” was launched in February 2012.

**ITineret national contest** is a competition for young people, with skills and passion for IT field, organized under the patronage of Moldovan Ministry of Information Technologies and Communications.

**Moldcell** supported the contest for 2 years already.

In 2011, high school and university students had the possibility to participate in one of the 3 available nominations (web applications, non-web applications and photo / video graphics).

55 selected finalists attended an IT summer camp where they finalized their works and had the opportunity to communicate with IT professionals.

This year's winner managed to create at just 19 years of age a GSM controlled electronic system of saving power.



### “What? Where? When?” games at **Moldcell** café

The brightest young people of Chisinau participated at these intellectual games inspired from a popular Russian TV show. Three editions were organized at **Moldcell** café during 2011 and valuable prizes were offered by the company to the winning teams.



### Mobi – children’s friend from Moldcell

Mobi is a newly designed **Moldcell** character for children, a hero who brings them interesting projects and fascinating surprises.

Mobi represents the modern child who is agile, curious, fan of new technologies, with super hero talents and a very big heart.

In 2011, Mobi and **Moldcell** brought the first 3D animation ever made in Moldova but also an audiobook with original fairy tales, with strong educational messages.

## Ensuring proper living and study conditions for children

### Renovation of medical cabinets in schools from rural areas

In this joint project with the Foundation “Catholic Relief Services” Moldova, during 2 years **Moldcell** renovated and equipped medical cabinets in 10 rural schools, from communities – partners of the Project Jobs Plus.

Thus, **over 4 000 children** from Republic of Moldova now have quick access to modern health services. It is to be noticed that, before project implementation, some of these schools did not have basic equipment for emergency situations.

The project also has the aim of convincing local residents that it is possible to create positive changes in their communities and that it is in their power to do it.



*„What differentiates this program and makes it so dear to us is the involvement of the community. Only with the participation of the local residents it is possible to create positive changes. Understanding this fact is crucial for making our lives.”*

Rodica Verbeniuc, **Moldcell** Corporate Communications section head

### Christmas social campaign 2011

The third year in a row, on Christmas eve, **Moldcell** quits sending expensive gifts to corporate partners and uses this budget for implementing a social project.

Due to this initiative:

- ❖ In 2009 over 2500 children from orphanages, hospitals, auxiliary schools were visited by a puppet theatre and received gifts from **Moldcell**
- ❖ In 2010 340 children from 66 foster homes opened a new world of communication by receiving computers and free access to Internet

In 2011 over 50 000 US dollars were invested to renovate and equip 2 medical sections in hospitals from Chisinau and Balti (Moldova’s “Northern capital”).

**Moldcell** offered modern treatment conditions to the patients with orthopedic, traumatology and vertebral pathologies. The initiative was strongly supported by the Ministry of Healthcare and hospitals’ management.

## **“Discover the world in motion” - Promoting an active and ecological life style**

### **“Hai, Moldova!” national cleaning campaign**



2011 was the first year when Moldova joined the global ecological initiative “Let’s do it”, aiming to clean the country during one day. Thanks to a broad communication campaign, 113 600 volunteers joined the local “Hai, Moldova!” initiative and collected 6 800 tons of waste in 854 locations.

**Moldcell** employees joined the “National cleaning day” and created 2 teams of volunteers who cleaned 2 parks in Chisinau.

### **Parking facilities for bicycles in front of **Moldcell** centers**

**Moldcell** encourages a healthy, environmentally friendly and active way of life through installation of parking facilities for bicycles in front of commercial representative offices all over the country.

The first 5 parking areas were opened in Chisinau and Ungheni. The official opening ceremony took place in front of the first Moldcell center, with the participation of Chisinau General Mayor. Everyone who came wearing purple clothing or accessories had the opportunity to win a bicycle within an instant drawing. The capacity of every parking is 5 units.



Dorin Chirtoaca, the General Mayor of Chisinau municipality: *“I welcome Moldcell initiative to motivate the subscribers to ride the bicycles, offering them the designated parking places. I encourage the representatives of business sector to support the enthusiasm and initiative of the operator and to come with other projects that will be beneficial for Chisinau”.*

### **International Motocross Cup**



The third edition of the Cup took place in October. Over 50 sportsmen from 10 countries raced within several categories offering an unforgettable show to the audience.

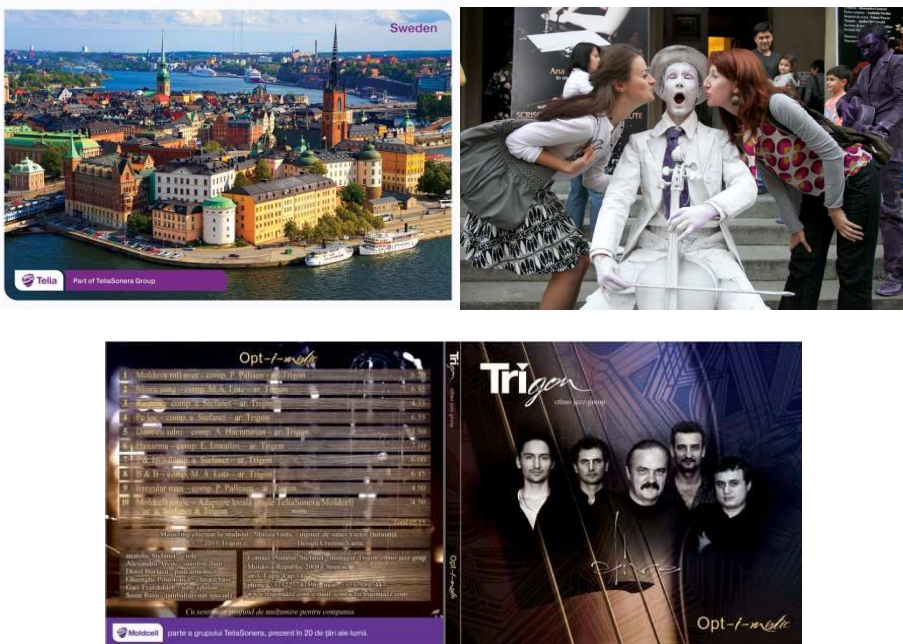
**Moldcell** had a complex presence at the event. **Moldcell** Aero mobile office was placed for everyone who wanted to join the network, top up the account, buy a phone at promotional prices or charge the battery of their devices.



## Moldcell turns communication into art

### International Ethno Jazz Festival, 10<sup>th</sup> anniversary edition

This international music festival was launched in 2002 by the jazz band Trigon and **Moldcell**. During 10 years, 292 musicians from 42 countries performed at the festival. 28 000 spectators from Moldova and 10 000 from Transdnestrian separatist zone had the opportunity to watch high class musical performances. Within a collaboration with European Broadcasting Union, the festival reached the homes of approximately 100 000 European citizens.



Wishing to create an unforgettable anniversary, **Moldcell** prepared several special activities, under the slogan **“Moldcell – part of TeliaSonera group”**:

- ❖ The new album of Trigon band was sponsored by **Moldcell**
- ❖ An exhibition with photos from countries where TeliaSonera activates was presented
- ❖ The Swedish band „Magnus Lindgren Batucada Quartet” (winners of the Grammy award) accepted **Moldcell** invitation to perform in Chisinau
- ❖ A special promotion was arranged and **Moldcell** clients were able to win free tickets to the concerts
- ❖ All the spectators could be photographed free of charge in a special ambiance and download their pictures from Moldcell Facebook page.

### “Gustar” open air ethno festival

**Moldcell** celebrated 20 years of Independence of Republic of Moldova in the cultural-natural reservation “Orheiul Vechi” at “Gustar” open air Festival that brought:

- ❖ 12 hours of life music from Bolivia, Azerbaijan, Poland, Bulgaria and Moldova
- ❖ 14 touristic points of attraction on a 2 km itinerary
- ❖ craftsmen’ workshops and master classes, painting, traditional costumes, musical instruments exhibitions, traditional cuisine
- ❖ an exceptional light show

For the comfort of “Gustar” visitors, **Moldcell** ensured 3G coverage during the whole festival and created the Internet 3G Zone where everyone was able to charge the mobile phone, photo camera or laptop (Charging Zone), to test the most modern smartphones and tabs (Testing Zone) and to surf the Internet (Browsing Zone). Besides, **Moldcell** Aero representatives were present with the most attractive offers and mobile phones at super prices.

**Calendar of 2011 artistic events, sponsored by **Moldcell**:**

- ❖ May: Anniversary concert of composer Eugen Doga, Documentary movie festival „Cronograf”
- ❖ September: International festival of opera and ballet stars “Maria Biesu invites”
- ❖ October: International festival of choir music, launching of „Blue Passports” album by FurioSnails band
- ❖ November: support for renovation of churches and monasteries – monuments of national patrimony
- ❖ December: charity concert, New year’s eve concert on Chisinau big square

**Moldcell** expresses its gratitude towards subscribers for their contribution to operator’s CSR activity. In the vision of the company, subscribers are part of the family that trust our strategy to act in a responsible way, making technologies work for the benefit of society and initiating long-term projects with positive impact on Moldova community.