## **MOLDCELL**

# COPORATE SOCIAL RESPONSIBILTY REPORT COMMUNICATION ON PROGRESS 2007-2008

**JANUARY 2009** 





#### **MOLDCELL CEO STATEMENT**

Establishing CSR as one of its corporate values, **MOLDCELL** committed for a continuous optimization of activity policies and procedures, looking inside to identify gaps and suggesting new ways of performance improvement. The five year strategy developed at the company level and revised on an annual basis at divisions' and units' level is oriented to support the principles of corporate responsible business towards: customers, partners, employees, community.

CSR value of **MOLDCELL** supports company vision, being one of key-drivers for a successful and sustainable operation – "To be the best employer and the most preferred long term choice communication company in Moldova providing attractive intelligent solutions by 2010".

Having inherited the CSR concept from its Scandinavian shareholders, MOLDCELL widely promoted CSR values in the Moldovan community and corporately responsible approach in the Moldovan business environment since its launch in the Moldovan market. MOLDCELL has officially joined the United Nations Global Compact Network (GCN) in November 2006, when the first Moldovan companies formed the local network. Our decision to be part of the largest worldwide CSR initiative was an obvious step for further development. Having the honor to lead the network during 2008, MOLDCELL highly appreciated the opportunity to share, learn and acquire more companies with similar vision of business.

Incorporating CSR values into the company development strategy, **MOLDCELL** shortly started to be considered the CSR pioneer in Moldova, showing strong management and employee engagement and having become a role model for social partnership established with different stakeholders.

Our Communication on Progress report contains company actions and results achieved under the GCN umbrella, as well as **MOLDCELL** commitment for adding value to community social and cultural life. The report covers 2007-2008 period, reflecting company efforts to promote and sustain the four GCN areas: human rights, labor standards, environment and fight against corruption, as well as other areas, identified by the company as important.

Still, there's lot of work to be done, a lot of people and areas to be offered a helping hand... In case our volunteering initiative would serve as an example for other economic agents in Moldova, it would mean change of attitude, giving hope and sustainable development for those who will benefit from care and support.



Chiril Gaburici,

**MOLDCELL** CEO

4. Church.

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#### 1. COMPANY PROFILE

MOLDCELL has brought state of the art to the cellular telecom services to Moldova and further explored the potential of the country's telecom sector. MOLDCELL has been operating since 2000 and has been responsible for a number of "firsts" in the Moldavian market, including the first SMS service, the first roaming through MOLDCELL's pre-paid ALOCARD with per-second rates, the first Car Flit Manager and Mobile Office, the first WAP/Internet access, the first GPRS and EDGE based service, it was the first to launch 3G services. "First" status of MOLDCELL is recognized for its round-the clock customer care service as well as for its CSR piloting in Moldova.

The mobile operator **MOLDCELL** is a part of an international group, the control share of which belongs to one of the most progressive mobile telecommunication groups in the world - the Swedish-Finnish operator TeliaSonera, which was created through the merger of Telia (Sweden) and Sonera (Finland) in 2002. TeliaSonera has the leading position in the Nordic and Baltic region, Spain and with strong positions within mobile communications in Eurasia, including Turkey and Russia. In order to have a more efficient operation and closer management in Eastern Europe and Asia, TeliaSonera has created a business area named TeliaSonera Eurasia, that is successfully managing its operations in the emerging markets such as: Moldova, Azerbaijan, Kazakhstan, Georgia, Tajikistan, Uzbekistan, Afghanistan, Nepal and Cambodia and new countries are coming...

## **MOLDCELL** offers a wide range of products, tailored for customer needs:

two prepaid packages for mass market – ALOCARD with per second charging and without contract, YOYO – positioned as absolutely new way of communication for active and curious youth, feeling a constant need to exchange information with friends; FANTASY – advanced package, unique on the market offering "intelligent" charging system with flexible pricing depending on the quantity of airtime; and of course Postpaid –mostly for corporate clients. Considering the communication a priority for people in need, MOLDCELL has elaborated a special package addressed exclusively to hearing-impaired people "Alocard Alternative, organizing as well as dedicated free of charge customer care. Innovative approach is used in offering voice and data services, including mobile office, e-mail access from mobile, Fleet Manager. Currently, MOLDCELL clients can enjoy more than 70 services available on the market!

Currently **MOLDCELL**'s network covers over 96 percent of the country and is available to more than 96 percent of the population. **MOLDCELL** has roaming relations with 255 networks in 141 destinations, including 136 GPRS roaming networks in 72 destinations and 63 CAMEL networks in 37 destinations. Distribution network all over Moldova numbers 1828 points of sale (data refers to end 2008). Even though its network has almost reached full capacity, **MOLDCELL** aims to continue to grow by boosting its network capacity further, continuing to implement new technologies, offering new products and services, and continuing to remain committed to Moldova.

In addition to bringing cutting edge cellular services to Moldova, **MOLDCELL** has proved to be an outstanding corporate citizen with warmly heart and refined sense of taste for arts. More than 150 cultural and social projects were initiated or supported by the company so far, developing country talents and promoting Moldova's image abroad.

In fact, **MOLDCELL** views itself as a representative of Moldova on the international stage: "We aim to enhance Moldova's reputation as an excellent choice for business investment. We have been very successful over the past eight years and will be even more successful in years to come. We believe that with success comes responsibility, and we will continue to serve as an example to European companies of the potential of the Moldavian market," Yusuf Baykan (**MOLDCELL** CEO, May 2006 - September 2008).



#### 2. MOLDCELL - OUTSTANDING CORPORATE CITIZEN

**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 proud of its **management style and corporate culture** that are guided by the Code of Ethics and Business Conduct, developed and shared among the telecom family members.

**MOLDCELL** - **an important payer of taxes**. Starting from August 2007, **MOLDCELL**, along with other 3 mobile operators are paying a turnover tax in the amount of 2.5%, which is collected to State Population Fund, which aims supporting the population below the poverty level. During 2007 - 2008, **MOLDCELL** paid circa 21 millions USD. Out of taxes paid by the Company to the State and Local budgets, it contributed indirectly for the salaries of budgetary employees (10%), capital investments (40%) and other like purchases and utilities for the hospitals, kindergartens, schools, universities, asylums, etc. (50%).

MOLDCELL — leader in implementation of new technologies in the Moldovan market, aims to give its clients advanced communication solutions that will make customers' life more easy and comfortable, will help them to make savings — of time and money. Having already implemented 20 technologies on Moldovan market, all of them for the first time at the moment of launch. In 2008 MOLDCELL was the first to launch 3G services, enforcing its status of technological leader. Along with the launch of the third-generation services, MOLDCELL clients, as well as the entire Moldova, joined the modern European informational community. The operator came from the start with one of the newest version of 3G standard, and namely, 3.5G. The commercial launch of 3G services (Mobile Internet up to 7.2 Mbps, Video Call), performed by MOLDCELL is considered to be one of the fastest in the world — practically in 3 weeks after having received the license from the local authorities.

**MOLDCELL** is continuously investing 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 its employees and their families). 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 total **MOLDCELL** have 314 employees (end of 2008):

- **242 employees** out of 314 participated in development programs and trainings during 2008;
- **Total Training Budget spent** = **610.821 USD** (6940 h 70% more comparing with 2006, 15584 hours in 2008 that is 125% more comparative with 2007);
- **Technical Training budget spent = 248.444 USD** (2246 hours in 2007, 4108 h in 2008)
- **33 employees participated in international conferences** acquiring international experience (21 in 2007, 12 in 2008)
- 4 employees are involved in TeliaSonera Managerial Talents international program
- **45 students** won **MOLDCELL** Scholarship (21 students in 2007-2008; 24 –in 2008-2009 edition);
- 65 new workplaces created (30 in 2007, 35 in 2008)



**MOLDCELL meets its commitments regarding environment** by realizing a number of actions included in the procedure describing company activity targeted at decreasing the negative impact upon the environment:

- all the technical equipment used is certified by documents attesting its compliance with the standards established by national and international norms;
- in the selection of equipment and equipment suppliers, one of the selection criteria is the impact upon the environment;
- mobile handsets handed over for the use of **MOLDCELL** employees as a company benefit, but morally outdated as a result of their exploitation for several years, are written off and stored in special deposits until recycling. The same process is undergone by all out-of-order equipment which cannot be repaired anymore;
- the plan of service and product portfolio expansion includes the elaboration of technical solutions able to reduce the negative impact of certain processes upon the environment. The elaboration and launch at the end of 2007 of Personal Assistant service has allowed the company to renounce the issuing of account statements for advance package subscribers, thus saving 20 tons of paper each year. Now the subscribers check their account statements directly from the mobile phone, by means of USSD technology.

MOLDCELL has started to play an active role in the business community thanks to its managerial involvement into different associations and networks: AmCham (American chamber of Commerce in Moldova), local Global Compact network under the aegis of the UN office in Moldova, FIA (Foreign Investors' Association). During 2008 MOLDCELL was one of general sponsors of the American Chamber of Commerce Association numbering 64 member-companies and provided its support in the organization of various network events (like "Thanksgiving Day"), having also contributed to the network projects elaboration (like the "AmCham Discount Program"). Moreover, MOLDCELL was an active member of the association's CSR Committee, created for the first time as a working group last year. Among the realized performances the following can be mentioned:

- Together with other 8 AmCham members, **MOLDCELL** donated money for purchasing a fully equipped house donated to Gratiis family with four children from Purcari village, Stefan Voda region, that suffered from the floods tragedy;
- Together with other 7 members, **MOLDCELL** made its contribution to the "Christmas Collection Project", helping brighten the holiday season for more than 150 children from two Moldovan orphanages that were in need of assistance: the Municipal Orphanage of Chisinau and the Boarding School for Children with Disabilities of Ialoveni;

#### 3. PROGRESS OBTAINED UNDER GLOBAL COMPACT NETWORK UMBRELLA

At the end of 2006, MOLDCELL has joined the UN Global Compact Network, being among the firsts companies seating and launching the local network in Moldova under the UN office coordination. For a better network administration, in 2008 the local network members have established the Council of Coordinators formed of 7 representatives and elected its chairman in the person of MOLDCELL Corporate Communication unit head, Mrs. Rodica Verbeniuc. Thus, MOLDCELL was involved not only in all network activities, but also took the lead in all of them. During the year 2008, the local network of the Global Compact in Moldova has managed to make a name and its word heard by organizing a number of projects and initiatives to support the 10 Global Compact principles:

- MOLDCELL contributed to the elaboration and signed the "Code of Conduct in the struggle with the most severe forms of child labor" a unique initiative undertaken by the Moldovan network, dedicated to the 60th anniversary since the adoption of the Universal Declaration on Human Rights. The Code of Conduct represents an instrument of respecting, promoting and implementing the 5th principle of the Global Compact Agreement concerning Corporate Social Responsibility CSR ("Businesses should abolish all forms of child labor."). In this way, MOLDCELL has committed to respect and promote, considering the available resources and possibilities, around 15 concrete actions aimed at withdrawal, rehabilitation and social integration of children involved in the most severe forms of child labor;
- a dialog and collaboration with the Moldovan Parliament has been initiated by organizing a round table participated by the vice ministers of the ministries activating in social and economic domains. As a result of the round table, a Resolution was adopted, which stipulates for the continuation of the collaboration between the GCNM and government as regards the promotion of CSR in Moldova; MOLDCELL was the member of the working group;
- alongside with other 6 member companies, **MOLDCELL** has joined the national campaign "You Can Stop Corruption", thus promoting the 10th principle of the Global Compact Agreement ("Businesses should work against corruption in all its forms, including extortion and bribery.");
- together with other 9 companies, **MOLDCELL** has contributed to the elaboration of case studies for the **academic course "Ethics and CSR"** to be introduced in the curriculum of Moldova State University;
- "Green Day for we care", during which
  30 MOLDCELL employees out of 170
  employees of 13 companies led by their top
  management planted trees and cleaned the
  "Valea Trandafirilor" park;



- support of the Business Plan Contest for Youth by providing the prize of 1000 US dollars for the best CSR business plan to a student of the Academy of Economic Studies dedicated to the elaboration of bio diesel fuel production and sale;
- together with other 12 members **MOLDCELL** in collaboration with "Child, Community, Family Association" made its contribution for the **Christmas donation**, bringing the holiday spirit for 354 children living in family type children's home located allover Moldova;
- **MOLDCELL CEO, Chiril Gaburici has joined the UN initiative** and signed the "CEO statement on the occasion of the 60<sup>th</sup> anniversary of Universal Declaration of Human Rights", joining leaders to call governments to implement fully their human rights obligations.

Thanks to the dialog initiated with various groups of interest, and namely the government, mass media and civil society, the Moldovan network made the first step toward a long-term collaboration between all the actors of Moldovan society - a step recognized as being the most important achievement of the 2008 network activity.

#### 4. ADDING VALUE TO COMMUNITY

In addition to bringing cutting edge cellular services to Moldova, **MOLDCELL** has proved to be a company that respects local traditions, admires and promote talent people, develop and invest in youth, with warmly heart and refined sense of taste for arts. More than 50 cultural and social projects were initiated or supported by the company during the years 2007-2008, developing country talents and promoting Moldova's image abroad.

## **Ambassador of CULTURE:**



Considering culture to be the best ambassador of Moldova abroad, **MOLDCELL** has established a long-term friendly partnership with the most important, prestigious and valuable cultural events, most of which have an international status and widely promote the country's image in the world.

Thus, **MOLDCELL** played an important role in transforming the capital of Moldova into the international capital of **jazz** (Int. Ethno Jazz Festival, introduced in the world jazz catalogue), of **theatre** (Int. Biennale Eugene Ionesco), of **opera** (Maria Biesu invita int. festival) of **painting** (SummArt int. painters campus), of **song-contest for youth** ("Songs of the World",) and soon.

**MOLDCELL** offered a helping hand to bring to Moldova notable artists and valuable pieces of arts such as: the great maestro, soloist and director of "Moscow Virtuosos" Camera Orchestra of Russia— Vladimir Spivakov, the band "Hor Turetkogo", the fashionable and en vogue Russian theatre performance "Figaro. One day events"....

During 2007 due to **MOLDCELL** contribution that sponsored the TV broadcast of two international song festivals — Eurovision 2007 and "New Wave" (Latvia), Moldovans had the opportunity to be witness of the excellent performance of country representatives - Natalia Barbu and Natalia Gordienco, the last getting the victory.

## **Investing in our FUTURE - CHILDREN & YOUTH:**



Considering investment in children and youth being one of most precious, the Company implemented different programs oriented to help and develop the future of the country.

Yearly festival contest "RAZA PORTOCALIE" (www.razaportocalie.org) is a contest-festival created and realized by MOLDCELL in collaboration with the NGO "Atelierul Viitorului" that is also meant to involve orphans and children from socially vulnerable families in the creation process. The festival made its debut in 2003, being initially addressed exclusively to children from boarding schools situated all over the country. In the course of the years, the festival was changing its formula and geography to give a chance to participate in the contest to more and more Moldovan children. During the four editions, 16 500 little ones were able to take part and enjoy a unique experience.

2008 results:

- Circa 900 children from more than 100 schools, lyceums, gymnasiums, creation centers, including 15 boarding schools form the country's regions got registered to take part in the 4th edition of the contest held in 2008;
- The 2008 edition unfolded under the auspices of the Minister of Education and Youth of the RM, with the support of the Parliamentary Commission for Social Protection, Health and Family of the RM, which denotes that MOLDCELL festival became one of the important national events for children.

Yearly festival of children arts "Raza Portocalie" is a "talent generator" among all children willing to find an application for their imagination and creativity.

**National program "Education for All"** is being conducted for at least 2 years under the slogan "Help Him Grow into a Great Person".



Launched in June 2007, the program is being unfolded under the auspices of the Ministry of Education and Youth of the RM in the context of implementing the Consolidated Action Plan in Education (2006-2008) with the technical assistance provided by UNICEF and UNESCO and in social partnership with MOLDCELL. Also, for project implementation the Republic of Moldova received a grant offered by the Fiduciary Catalytic Fund in the amount of \$4.4 million. The grant sources are administered by the World Bank.

**MOLDCELL**, **the only partner from the private sector**, has responded promptly and receptively to the initiative of supporting "Education for All" project, welcoming the social partnership. Additionally, **MOLDCELL** came with the initiative to increase the project efficiency by implementing certain stimulating mechanisms:

- **MOLDCELL** has announced a stimulating contest, as a result of which 3 most active communities were publicly awarded in February 2008 Petresti, Briceni, Peticeni;
- the same stimulating mechanism was used to improve the social responsibility of local mass media, by organizing a special contest for the "Most touching issues reflected by journalists". Twelve journalists have received digital recorders and other prizes from MOLDCELL as a result of the contest.

**Role-model project for employees' social engagement.** Basarabeasca town and Calfa village were the first to benefit from volunteering initiatives strongly supported by **MOLDCELL**, the first acting economic agent which volunteered for renovation works in kindergartens, providing assistance in painting the interior walls and heating devices of the buildings.

The project efficiency is also owed to the dialog and social partnership established between various segments – the ministry, local public administration, community teams and, last but not least, the private sector.

#### **First results of the project implementation** prove its efficiency:

- 50% of children from socially vulnerable families, identified in 33 regional centers and 15 villages, have already been involved in preschool services within the campaign "Help Him Grow into a GREAT PERSON";
- 250 community agents were working during 4 months with these children's families and with the entire community to make them bring the kids to kindergartens:
- all 1328 Moldovan kindergartens attended by nearly 120 thousand children have received books, whereas 150 kindergartens got toys, books and games;
- 783 children from 1617 socially vulnerable families identified have been enrolled in pre-school services;
- the project included the organization of seminars/trainings for educators, directors of kindergartens, local public authorities and volunteers in order to teach them how to communicate with parents/relatives regarding the importance of pre-school education for children in the formation of their personality.

## Among other projects and initiatives can be mentioned:

- The II International Congress of Students and Young Doctors "MedEspera 2008" attended by more than 350 students and young doctors both from Moldova and abroad; stimulation of young specialists by sponsoring 15 school and university students an initiative realized with the support of the Ministry of Education and Youth of the Republic of Moldova;
- The Republican Ecologic Olympiad, VI-th Edition in which participated 112 pupils from all over Moldova; (2007)
- Support of the national education campaign "Turn your brain on!" dedicated to young university graduates who offer solutions to combating corruption in educational system; (2007)
- General partner of Graduation Day Celebration, in Gagauz Yeri; (2007)
- Support of the inter-university Brain-Ring Cup contest of intelligent games organized among students from around 40 universities (2007); .
- Support for Comrat students project "Democracy. Leadership", comprised participation of lyceum students from the southern territory of Moldova: Comrat, Ciadr-Lunga, Cahul, Vulcanesti etc.

When there are visible outcomes and we see smiling children who can fully benefit from our effort, it seems that there is no better gratitude than that.

## **EMPLOYMENT Opportunities – MOLDCELL SCHOLARSHIP**



- The growing number of young people emigrating from the country is not just a dramatic social phenomenon, but also a direct cause of the lack of skilled labor force – the problem faced by many Moldovan companies. MOLDCELL wishes to contribute to the reduction of the so-called "brain drain" phenomenon by encouraging university graduates at the start of their career;
- The annual project "MOLDCELL Scholarship" was launched for the first time in Moldova in 2005 and has been lasting for 4 academic years already;
- by means of this project MOLDCELL identifies, supports and provides opportunities of employment to
  the best graduates of Moldova's educational institutions by granting to them monthly scholarships,
  organizing internships within the company and finally, providing them with the opportunity of becoming
  MOLDCELL employees.

#### PROJECT OUTCOMES:

- The total budget allocated for the scholarships within the four project editions amounts to \$68,360, whereas the overall number of scholars has reached 85, 18 out of which were employed by MOLDCELL;
- All 85 young people that have received scholarship from MOLDCELL were not only supported
  financially, but also trained in line with the values of the new generation of professionals with a European
  view of labor and business environment, having received equal opportunities of employment with a
  multinational company;
- In the 2008-2009 edition, the number of winners increased up to 25, and the monthly scholarship amount up to 135 USD.

## **Incentive for community informational & technological development**



- Conference "Government and business for a better social responsibility", a large-scale event of impact in the field attended by more than 120 delegates and honorable guests, such as the Chairman of the Moldovan Parliament, Mr. Marian Lupu, the Ambassador of the USA in Moldova, Mr. Asif Chaudhry, as well as experts from Sweden, Spain, Romania, Ukraine and Moldova;
- MOLDCELL has established partnerships at the conferences attended as a partner and service provider:
  - the international conference "Information Technologies BIT+",
  - the International Conference on Border Management, organized by the Association for Business and Parliament of RM,
  - the national conference "Long-Term Financial Development of the Associative Sector in the Republic of Moldova",
  - the round table "The issue of social advertising in the RM.

## PHILANTROPY - be there where somebody needs us



One of the major philanthropic initiatives undertaken by MOLDCELL in 2008 was the support provided to the sufferers from the regions affected by the floods during August 2008. More than 1 million of free minutes granted by MOLDCELL during 2 weeks, between August 1-17, 2008, helped over 22 thousand people from 64 localities situated in 15 calamity regions to easier overcome the tragedy, keeping in touch with their dear ones, which is vital in extreme situations. Thus, according to the balance drawn by the company as a result of the sufferers

support campaign, **MOLDCELL** covered with free mobile communication more than 20% of the country's territory. The aid was welcomed both by the flood sufferers and by all the persons implicated in the process of coping with the calamity and eliminating its dramatic consequences.



- In addition to the nation-wide initiative, on August 5, company employees personally collected and distributed in 7 localities of Rezina region goods to be donated to the persons whose houses had been strongly affected by the flood. The goods collected were donated to more than 77 persons from 96 families residing in the following localities: Stocnaia, Tarasova, Solonceni, Ciorna, Bosernita, Saharna Noua and Rezina city.
- MOLDCELL has offered Christmas holidays for children hospitalized in 4 Moldovan hospitals located in Balti, Orhei and Chisinau cities. "Guguta" Theatre performances, brought the holiday spirit to app. 800 children

(2007);

- **MOLDCELL** was the Official Partner of the National Campaign "Offer Hope", launched by the Association of Pharmacists of Republic of Moldova, under the auspices of Moldovan Parliament, having the purpose to purchase modern equipment for cancer decease treatment (2007);
- Financial support for the exclusive partnership with "Clipa Siderala" Foundation on "Charming Route" Project, aiming at sharing Cristmas gifts with children. Around 3000 kids benefited from gifts and met Santa Claus in "The trolleybus of New Year Dreams" that circulated free of charge during four days in the city (2007);
- **MOLDCELL** has respect and contribute for the reconstruction of important hystorical and cultural thesaurus of Moldova, such as Condrita Monastery (2007);

Due to its sponsorship policy, MOLDCELL gained the reputation of a company-supporter of local traditions, cultural and social values, being focused at the support of and long-term commitment to social partnerships with different stakeholders: state, private and civil society sectors.

#### 5. RECOGNITION

As a result of MOLDCELL devotion to promote CSR during 2008, the company has been awarded with the following CSR recognitions:

- 1. **CSR award first degree, Mercury statuette** a nomination launched in premiere this year within the **"Brand of the Year"** contest, organized by the Chamber of Commerce and Industry of Moldova;
- 2. **"State award for achievements in Quality field"** a contest held under the auspices of the Ministry of Economy of Moldova. One of the nine evaluation criteria is dedicated to CSR and sponsorship. The award is received for the second year in a row;
- 3. "The Best Tax Payer of the year 2008", award received by the company for the fourth year consecutively;

These three most important state awards of the year, **MOLDCELL** is the only operator from mobile telephony sector to receive all three most important state awards of the year, handed to the company CEO by the President of the country during festive ceremony held on January 28<sup>th</sup>, 2009.

- 4. CSR award **"The Grand Prix for CSR"**, offered by the AmCham for the best overall CSR activities performed in Moldova within the contest "For a Better CSR";
- 5. **Certificate of Appreciation** handed over to **MOLDCELL** Corporate Communication unit head by the Resident Coordinator of the UN office in Moldova, Kaarina Immonen "in recognition of her outstanding accomplishments in developing the Global Compact Network in Moldova in 2008";
- 6. The Certificate of Conformity to the Quality Management System "ISO 9001:2000" offered by the "Bureau Veritas", the world leading certification company. The eight principles of ISO 9001:2000 successfully adopted by MOLDCELL during the 9 years of operation (customer focus, leadership, involvement of people, process approach, system approach to management, continual improvement, factual approach to decision making, and mutually beneficial supplier relationships) represent a reference point for the company in achieving the goals set and permanently ameliorating its performance. Ashot Arutiunyan, Marketing and



Development Manager of the Black Sea regional representation of "Bureau Veritas", mentioned while handing in the certificate: "I am also glad to state that **MOLDCELL** is the only mobile operator in this region to pass the ISO 9001:2000 certification".