



**MOLDCELL**

**COPORATE SOCIAL RESPONSIBILTY REPORT  
COMMUNICATION ON PROGRESS 2009**

**FEBRUARY 2010**

**MOLDCELL CEO STATEMENT**

„Change, before it's too late” – these words of Jack Welch, the greatest business leader of our era, are being successfully put into reality by **MOLDCELL**.

The concept becomes even more important during the year of 2009 – year of global economical crisis. In order to survive, be afloat, a lot of companies should pass through the exercise of changing – views, perspectives, goals, priorities, financial targets. The corporate responsibility acquired even more importance within companies' life, becoming one of the most efficient tools in the business plans re-shaping. The efficient usage of any kind of resources (human, financial, environmental) raised to the top within the list of company priorities, confirming the key-status of CSR for a sustainable business development.

We are pleased that during a difficult year we managed to increase our employees engagement score, having also improved some of our financial results. These achievements were possible due to our strategy that integrates CSR values in all our operational processes.

The changing world we live in, and the tremendously fast-developing, competitive area of GSM we act in - which brings new technologies and therefore requires new products and services each day - make change an inevitable and indispensable success factor for our company. New products and services, campaigns and offers, improving business environment externally and internally inside the company (through organizational changes, regular Employee Satisfaction Surveys and employee trainings) reflect the understanding of the need for change and the need for CSR oriented business by the company top management.

The role of leader is crucial as it is the leader who sets the place for the change, approves, inspires and leads it. In case of **MOLDCELL** the change itself is the core aspect of the company strategy that is based on 5 key priorities. Customer orientation, pro-activity, efficiency and feasibility, quality and services as well as efficient communication – being the components of the company strategy – set the direction for the change management of the company and serve as a valid ground for the General Manager to be able to plan the changes that would be focused to accomplish the company strategy.

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 2009 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.

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. We believe that our volunteering initiative serves as an example for other economic agents in Moldova that leads to common contribution to the country infrastructure and economic development.

Chiril Gaburici,  
**MOLDCELL** CEO



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## 1. COMPANY PROFILE

**MOLDCELL** entered the Moldovan market in 2000. The company became one of the top economic agents of the country, positively influenced the development of the information infrastructure of Moldova, stimulated the launch of business sectors connected to telecommunications, brought substantial contributions to the state budget, manifested a responsible approach towards social phenomena, and supported the patrimony and cultural values.

For **MOLDCELL**, “BEING A TOP COMPANY” signifies being RESPONSIBLE towards its’ stakeholders: customers, shareholders, partners and the community we work in. Telecommunications play a determining role in the evolution of a country’s economy by facilitating the access to information, reducing costs, increasing the communication efficiency. And the evolution of the economy brings progress for the whole society.

We believe in the, we believe. **MOLDCELL** integrated CSR (Corporate Social Responsibility) values in growth and activity strategies because the company is one of Moldova’s bigger promoters of the sustainable business development, based on ethics and transparency, having the confidence that business can contribute to the creation of a world with better opportunities. At **MOLDCELL**, we believe that only the respect and promotion of fair business will lead to the progress of the sector and of the country we activate in.

**MOLDCELL** uses technologies in 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, the company is part of the Global Compact Network in Moldova.

**MOLDCELL** 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 and the full set of Blackberry® 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.

Currently **MOLDCELL**’s network covers over 96,7 percent of the country and is available to more than 96,6 percent of the population. **MOLDCELL** has roaming relations with 265 networks in 145 destinations, including 151 GPRS roaming networks in 78 destinations and 88 CAMEL networks in 53 destinations. Distribution network all over Moldova numbers 3230 points of sale (data refers to end 2009). 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 200 cultural and social projects were initiated or supported by the company so far, developing country talents and promoting Moldova’s image abroad.

## 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. From the beginning of its' activity, company's contribution to the national economy is estimated at USD 51,2 millions. 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** 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 employees and their families). Additionally, the employees have the possibility to participate in international TeliaSonera projects and to contribute to the development of recently entered in TeliaSonera group (Nepal, Tadjikistan, Uzbekistan).

Since December 12, 2009, TeliaSonera launched the **Job Market** - a common place for all open positions throughout TeliaSoneras group of companies, including **MOLDCELL**. Basak Karlidag, head of HR TeliaSonera Eurasia explains the goals of this project as follows:

*"It's about creating transparency and opportunities for our business and mobile talents as well as retaining talents, and working closer together as a global company"*

Practically, TeliaSonera Job Market allows any **MOLDCELL** employee to obtain a favorable and advantageous job transfer to other companies of the group, offering the possibility of professional evolution, transfer of knowledge, new work and life experience

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** has 320 employees (end of 2009):

- **176 employees** out of 314 participated in development programs and trainings during 2009;
- **Total Training Budget** spent = **92996,81 USD (8776 hours)**;
- **Technical Training Budget** spent **11 710 USD (528 hours)**;
- **3 employees participated in international conferences** acquiring international experience

- **25 students won Moldcell Scholarship 2009 – 2010** and will attend the program of professional development

**MOLDCELL promotes the pro-ecological approach and 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 any more;
- 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** is among the developers and supporters of the **national “GO GREEN” campaign**, launched by the Moldovan Global Compact Network (MGCN). The campaign was launched on May 16, 2009 and includes the initiative of 51 member-companies of MGCN to approve and promote the Ecological Office Code “GO GREEN”, elaborated by the network.
- **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 – General Sponsor during 2009), local Global Compact network under the aegis of the UN office in Moldova, FIA (Foreign Investors’ Association). In 2009, **MOLDCELL** became a member of the **Press Circulation and Internet Audit Bureau**. This non-profit, transparent and equidistant Association was created by mass-media institutions, advertising clients and advertising agencies in order to obtain fair statistics on the press circulation from Moldova, that will lead to a transparent and fair competition among media institutions. **MOLDCELL** Corporate Communications Unit Head has been elected as member of the Censor Committee of the Association that will evaluate twice a year the financial activity of the Bureau.

### 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 for a one year term in the person of **MOLDCELL** Corporate Communications unit head, Mrs. Rodica Verbeniuc. In 2009, Mrs. Verbeniuc was re-elected as member of the Coordinating Council of the Network. Thus, **MOLDCELL** was involved not only in all network activities, but also took the lead in all of them. During the year 2009, the local network of the Global Compact in Moldova persistently promoted CSR values by organizing a number of projects and initiatives to support the 10 Global Compact principles:

- For the Global Compact Network in Moldova (GCNM), the most significant event of 2009 was, undoubtedly, the launching of the national GO GREEN campaign. **MOLDCELL** is part of this campaign and fully supports the concept of promoting environment protection by reasonable usage of natural resources within company’s work processes and development of pro-ecological activities
- **MOLDCELL** contributed to the elaboration and signed the **Ecological Office Code “Go Green**. By approving the Code, the company assumes responsibility for contributing to the promotion of environment protection and for becoming a model for improving the social and ecologic outcomes. The Code also contains recommendations on practical actions for the protection of the environment in daily activities of the companies, including their work place.
- In the month of May, a **MOLDCELL** representative presented the activity of the GCNM in Kiev, at the Annual General Meeting of the Ukrainian network.



- At the end 2008, **MOLDCELL** approved the “**Code of Conduct in the struggle with most severe forms of child labor**”, elaborated by GCNM. In 2009, the company made efforts for implementing the recommendations from the Code by introducing the main clauses in the company documentation flow and by raising the employee awareness, placing the Code on company’s intranet, as well as related publications delivered by the ILO-IPEC (International Labor Organization) etc.
- In order to offer assistance and support to the new members of GC Moldovan Network, a training concerning the COP report elaboration was organized by the Network. **MOLDCELL** representative delivered a training and shared its experience with the other companies – members.



- The third edition of the International CSR Conference took place in the month of October, with **MOLDCELL** as general partner of the event. The II-nd conference focused on the subject “Corporate Social Responsibility and Sustainable Competitiveness”. We were pleased to have among international key-speakers Mrs. Minna Pajala-Hammar, Head of Corporate Responsibility in the telecommunications group TeliaSonera (**MOLDCELL**’s major shareholder)
- „**Green Day – for we care**”. Launched in 2008, this corporate pro-ecological initiative gained popularity among **MOLDCELL** employees who volunteer to participate in clean-up works of our Chisinau green surfaces. During the year 2009, Green Day took place twice (in spring and in autumn) and it gathered approx. 100 employees who worked together with representatives of other 18 Moldovan companies.
- As member of GCNM Coordinating Council, **MOLDCELL** Corporate Communication unit head played an active role within the working group aiming to develop a study regarding CSR and social advertising in Moldova. The report included the comparative analysis of the legal frame of Republic of Moldova, France, Romania, Ucraina; recommendations on current Moldovan legal frame on social advertisement improvement; best CSR practices.



#### 4. TECHNOLOGIES SERVING THE SOCIETY

**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, offer new opportunities for disabled persons, are in the service of the healthcare sector, extend the access to information/studies of young people. New technologies also represent a viable communication platform for transparent and sustainable government.

During 2009 when the country was shaken by the global economical crises, **MOLDCELL** turned its efforts to support with communication people with low incomes, coming mostly from rural areas. As result of such approach towards its consumers, two tariff options were offered:

- **Regional tariffs** – Clients who are outside the capital city of Moldova – Chisinau – communicate at lower prices;
- **Student tariffs** – Students represent a segment of users with unstable and low incomes. Special communication prices were offered to the young clients.



Besides, **MOLDCELL** used technological tools in order to:

- facilitate the communication of disabled persons: the special product **Alocard Alternativ** is the first and only communication solution in Moldova exclusively addressed to the persons having deficiency in voice communication.
- become a communication platform, sms-technology based, for the national informational campaigns of public interest such as: Blood donation call on the eve of International Blood Donor Day, prevention campaign of AH1N1 flu;
- organize funds collection campaign: “A house without dangers for your child” - **MOLDCELL** subscribers were able to help children who have suffered accidents in domestic conditions; “By offering, you win” – social campaign on Christmas eve, meant to help several people in need
- save finance resources and protect the environment: replacement of physical business trips with audio-/video conferences.



## 5. CREATING BETTER OPPORTUNITIES

As part of the international telecommunications group TeliaSonera, **MOLDCELL** embraces its' shareholder concept concerning Corporate Social Responsibility: **"Contributing to a world of better opportunities"**. In 2009, **MOLDCELL** focused its' CSR projects on two main areas: Healthcare and Education.

### - Healthcare

#### **National communication campaign "A house without dangers for your child"**



The accidents in domestic conditions represent the reason for which almost 50 000 children aged between 0 and 5 years from the Republic of Moldova come to hospital every year. In most cases, adults who are responsible for the care and welfare of their children are not aware of the dangers that may occur in their houses.

Considering the severe consequences and the large impact of this situation, **MOLDCELL** became partner of a national communication campaign "A house without dangers for your child", held within the Moldovan - Swiss project "Regionalization of the pediatric emergency and intensive care services" (REPEMOL), in partnership with the Ministry of Health of the Republic of Moldova, Swiss Agency for Development and Cooperation and the implementer - "Center for Health Policies and Services (CHPS) foundation. The campaign with the slogan **"Take care of me. I want to live!"** aims to inform families bringing up children aged up to 5 years about the importance of watching after the child and the measures of domestic accidents prevention.

As a first step, **MOLDCELL** has provided to its users the opportunity to contribute and help children who still can be saved, through a fundraising campaign. In the period 3-31 August, the subscribers were able to donate an amount of money by a free of charge call / SMS. The intention followed by this action was to inform and raise awareness of the public opinion about the existence of the traumatism phenomenon in domestic conditions. The operator intended to involve the community so that, together with its customers, to accumulate financial resources for some cases of medical assistance established by the Ministry of Health and some renowned experts in the field. Within the fundraising campaign, **MOLDCELL** subscribers have made calls and sent about 11 000 SMS, donating around USA \$9 500. The operator decided to make up the collected sum, transferring on the account of CHPS the equivalent of USA \$20 000.

In addition, **MOLDCELL** has contributed to the concept elaboration and supported financially the communication component of the campaign, ran under the title "A house without dangers for your child."



## Every child matters

This is a long term CSR project of the American Chamber of Commerce (AmCham) in Republic of Moldova. Postnatal wards of the maternity by the Scientific Research Institute in the Field of Mother and Child Health Care are renovated within this project. The rationale of the Project came from the poor and unsatisfactory conditions existing in the maternities at the moment. Lack of hot water, unproprieate window and door flashing, absence of lavatory, of nursery, etc. are risks for health and make the mother and child staying unhappy. **MOLDCELL** contributes to the fulfillment of this project, as an active member of AmCham Moldova.

### - Education

#### Education for all – a model of effective involvement in social initiatives

**MOLDCELL** contributes to the realization of the national program „**Education for all**”, **Fast Track Initiative** as unique private partner. Initiated in 2007 by the Ministry of Education and financed from international funds (the World Bank), this program aims at making the access to the pre-school education for children from the villages easier. During the years 2008 – 2009, 60 kindergartens of the Republic of Moldova have been renovated while hundreds of children – most of them coming from socially vulnerable families – now benefit of the advantages the pre-school education offers. Within the framework of the project, the emphasis is put on involving the whole community in solving its pressing problems since favorable results can be achieved only by joining the efforts of all the community members with high responsibility. Besides the financial contribution for the media campaign and the assurance of the communication component, **MOLDCELL** was actively involved in the implementation of a range of community events. Thus, during 2008, Moldcell employees participated, on a voluntary basis, in the reparation works organized in the kindergartens from Basarabasca and Anenii Noi districts.



In 2009, the line of activities with **MOLDCELL** employees' involvement continued and focused on the organization of community events in 4 villages: Panasesti (Straseni district), Condrita (Chisinau municipality), Ialpujeni (Cimislia district) and Vulcanesti (Nisporeni). One of these events was called “Help him become a Great Personality through **Theatre**” and the other three were entitled “**We play** and become Great Personalities”. **MOLDCELL** participates in the organization of such events (where company employees participated with their children) in order to promote the idea that financial support is not enough for changing attitudes inside a community. It is very important to offer behavior models

and, as a leading Moldovan company, **MOLDCELL** decided to start by giving its' own example. By means of community actions organized within the "Education for all" program, **MOLDCELL** aimed to show a model of effective involvement in social initiatives, emphasizing the importance of personal engagement (following this link [http://www.prescolar.edu.md/files/Buletine/B4/Buletin\\_Educatie\\_pentru\\_Toti\\_N\\_4\\_2010\\_En.pdf](http://www.prescolar.edu.md/files/Buletine/B4/Buletin_Educatie_pentru_Toti_N_4_2010_En.pdf), more information on **MOLDCELL** participation and contribution can be found) team work, optimism and trust in the realization of projects which are essential for the community of the Republic of Moldova.



### **MOLDCELL Scholarship**

This project, initiated and developed by **MOLDCELL** has the goal of identifying and offering support to final year and Master students from Moldovan universities by offering monthly scholarships but also long term tempting advantages and prospects. More than financial support, **MOLDCELL** offers the possibility of learning from company's professionals, benefiting from additional training and employment opportunities right after graduation from the university. In 2009, there are 20 last year students and 5 students pursuing Master degree from 4 universities of the capital who have successfully passed 2 contest steps – the submission of the application and the interview – and became **MOLDCELL** scholarship beneficiaries.



### **PROJECT OUTCOMES**

- The **range of participants** per edition increased **from 15 to 25**
- The **total amount of the scholarship** increased from USD 400 to **USD 1080**
- The number of universities having the right to participate in the contest expanded. Institutions from the Northern and the Southern regions of the country were also included in the project
- All in all, there are **109 beneficiaries** of **MOLDCELL** scholarship
- 25 scholars received job offers, **19 of them are now part from operator's family**
- The total budget offered for the scholarships within all five editions of the project is of approx. **USD 108 000**

## Your Future starts Today



In order to implement this long term program, **MOLDCELL** initiated a partnership with the Academy of Economic Studies of Moldova. Participating in **Your Future starts Today** program, the students of the Academy have the opportunity to attend trainings delivered by **MOLDCELL** experts in various activity areas, free of charge. Within the workshops which took place during 2009, the young people got acquainted with the new standards of the modern business, with local employers' expectations and needs.

At the launching of the event, in the month of March 2009, one of the students who participated at the event – M. Elena Terzi – explained how important the transfer of knowledge and experience from a company – employer to students is: *"We are very glad that one of the biggest Moldovan companies is eager to help students. We need a closer collaboration with the employers in order to find out from the first source what is it that they need in terms of abilities, preparation level and additional activities."*

### Other projects and initiatives related to Education:

- **National Ecology Olympiad:** **MOLDCELL** supports this event for 9 years in a row. School students from the entire country develop valuable, original and feasible project on environment protection within the frames of this contest.
- **Summer camp of Intellectual Games:** The initiative of promoting alternative methods of education and supporting youth initiatives made **MOLDCELL** became the sponsor of this event where the best 100 young players from the country took intellectual challenges, confronted knowledge and creativity and got to know each other better
- **Technical Festival BeeTech** (organized by students of the Technical University of Moldova - UTM) **MOLDCELL** established a long-term partnership with the Technical University of Moldova, considering the support of the new generation of technical specialists as a priority. Besides BeeTech festival, where company's specialists delivered trainings for a special group of students, more projects were and will be accomplished for the students of TUM. In 2010, the First GSM Laboratory for students will be launched at the University in a common project of **MOLDCELL** and Sony Ericsson Moldova, scientific conferences and Engineering competitions will take place with the support of the company.
- Inter-school collage competition on the eve of Human Rights Day etc.



## 6. PHILANTROPY – Holiday magic is all about the joy of sharing

### Christmas Philanthropy Action

The Christmas 2009 Holiday became special for 2500 children from Moldova. The company management came up with a new vision that led to adding value to our children.

The budget for producing and distributing gifts, traditionally sent to our corporate partners on the occasion of winter holidays, was spent to organize the philanthropic action,

In the month of December 2009, **MOLDCELL** team traveled all around the country and visited **2500** vulnerable children, within a **philanthropic Christmas action**. The goal of this marathon was to offer to Moldovan children an unforgettable holiday, to bring the Christmas spirit to 15 boarding houses, hospitals, special and auxiliary schools, by giving smiles, sweets and performances of the most important Moldovan puppet theatre, “Licurici”. The institutions that have been chosen to benefit of this action were not situated in Chisinau, but in the regions of the country, where support is rarely offered.



Here are some feed-backs from children who benefited from this project:

**Ana**, 9 years old, Auxiliary boarding School from Telenesti town (130 children with mental health disabilities):  
“I really enjoyed the story about the snowmen. We also make puppet theatre plays in our school, but not like the actors from Chisinau. We have a lot to learn from them. Thank you, **MOLDCELL**”

**Victor**, 11 years old, Auxiliary boarding School from Congaz village (140 socially vulnerable children):  
“You were the first ones to congratulate us this year. We are very happy about the presents. I liked the candy box, it is funny and colorful.”

**Elina**, 8 years old, Special boarding School from Hincesti town (95 children with dysfunctions of the locomotors system):

“It was the first time when I saw a puppet theatre. It was so interesting: scary and cheerful in the same time. The wolf and the duck from the tale really impressed me. I also liked the present. **MOLDCELL**, come visit us again!”



### **AmCham Christmas Collection Campaign**

The organization of this philanthropy campaign is already a tradition for the companies – members of the American Chamber of Commerce (AmCham) in Moldova. In 2009, **MOLDCELL** employees offered goods such as toys, books, clothes, sweets, sport equipment, office equipment which were donated to the Boarding School in Orhei.



Having more and more impact, this project has been launched by AmCham Moldova in 2007, enjoying a high degree of receptivity from its members.



## 7. AMBASSADOR OF CULTURE

Being part of the Swedish-Finnish telecommunication group TeliaSonera, sharing the values and the principles of this international corporation, MOLDCELL still remains a company whose heart beats follow the rhythm of Moldova. This is why the cultural patrimony, the personalities and the young artistic talents of our country are permanently in the attention of the company. During 2009, several of Moldova's most important cultural events took place with **MOLDCELL**:

- Sponsorships for restorations of churches – part of the cultural patrimony
- Anniversary concert of the ethno-folkloric studio **“Iedera”** – May 14, Chisinau
- International folklore festival **Nufarul Alb** (White Lilly) – July 2 – 5, Cahul town



- International **Ethno Jazz Festival** – September 24 – 27, Chisinau



- International festival of violin music **Regina Vioara** (Queen Violin): September 27 – October 3, Chisinau. It is for the first time that a whole festival is dedicated to violin music in Moldova. **Queen Violin** has been conceived as a connecting link between young violinists from the Republic of Moldova, internationally recognized, but poorly promoted at home, and the public. In order to support the young musicians, violin music celebrities from Romania, Israel, Czech Republic and United States of America performed in Chisinau. “Queen Violin” festival organizers also target to revive the violin and its symbolic values Moldova, the violin being in fact the key-element of festival.

- International theatre festival **Moldfest.Rampa.Ru**: November 24 – December 1, Chisinau. **MOLDCELL** was the “Communication Partner” of this event’s first edition which gathered more than 20 theatre troupes from Eastern and Western Europe.

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.

## 9. RECOGNITION

In 2009, the mobile operator **MOLDCELL** was recognized as a socially responsible commercial trademark on the national level and as a company where high quality customer service and first class goods/services are a priority on the international level.

- **Trademark of the Year 2009**

At the end of January, 2010, **MOLDCELL** company was declared for the second year in a row “**Socially responsible commercial trademark**” and got the big prize (the statuette “Golden Mercury”) within the framework of the competition “Commercial Trademark of 2009”. This contest has being taken place since 2003 within the framework of the national exposition “Made in Moldova” and is organized by the Chamber of Commerce and Industry in collaboration with the State Agency on Intellectual Property to reveal the efficient ways to promote the brands, as well as to increase the level of brands’ recognition among the consumers.



- **ISO 9001:2008**

As a result of an external audit, **MOLDCELL** received the **Certificate of Conformity to the Quality Management System “ISO 9001:2008”** confirming the fact that **MOLDCELL** Quality Management System complies with the requirements of the new edition of the international ISO 9001 standard. ISO 9001:2008 is the most recent edition of this standard. Among the major principles promoted by ISO 9001:2008 are process-based approach to company activity, customer focus and continuous improvement.

**...and MORE WILL COME**

