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## ➤ Welcome Speech by the President of Kyivstar Company

Successful and long-term business development can be reached only in stable and harmonic society. Understanding this fundamental truth was evident for Kyivstar since the origins of its operations. Therefore, conscientious and careful attitude towards principles of doing business and consumer needs had been a ground rule of our activity over 10 years ago, and from then on it turned to a systematic, thoughtful development in the area of corporate social responsibility of Kyivstar.

Kyivstar is a national company. Ukraine is our home, and its development constitutes our top-priority objective. We wish for the better future of everyone and our country in general. To this end, we are investing our resources and knowledge in the development of Ukraine day in day out, offering our clients high-grade, affordable and reliable telecommunication services. Kyivstar is actively promoting the mobile communication among people, ensuring much of tax revenues to the national budget, guaranteeing good working environment and labor remuneration to the company's staff, being the best national employer, and is developing system-wide charity-oriented programs. Such comprehensive vision of corporate social responsibility enframes conscientious attitude of Kyivstar towards our clients, quality of products and services we offer, staff of our company, state and society in general.

We do understand that today's contribution of business to the development of Ukrainian society is a key to sustainable tomorrow's growth. Being a fashion-setter for many Ukrainian companies, Kyivstar sees its mission not only in the implementation of integrated programs of corporate social responsibility, but also in the promotion of social-responsibility principle to doing business in Ukraine.

Each and every initiative of social responsibility introduced by Kyivstar is a result of deep insight into our objectives and needs of Ukrainian society we are working for as well as a sincere faith that better future of Ukraine depends on the contribution to be made by each of us.

Best regards,

Igor Lytovchenko  
President of Kyivstar



## ➤ Kyivstar Leading the Way in the Telecommunications Market of Ukraine: Figures and Events

- Our Subscribers  
Over 23,6 mln subscribers (by 01.01.08).
- Our Services  
Kyivstar Company provides citizens and visitors of Ukraine with advanced telecommunications services to its subscribers.
- Coverage of Kyivstar Network  
Territory where 99.9% of Ukraine's population resides. All large cities and small towns and over 28 thousand rural-type settlements.
- Our Shareholders:
  - Telenor Mobile Communications AS (Norway) – 56.52% of shares;
  - “Storm” (Ukraine), a limited liability company – 43.48% of shares.
- Our Staff  
Headcount of Kyivstar Company tops 5000 employees.

## ➤ Milestones of the Company Development

- December 9, 1997 - first call within Kyivstar network. 1997–1998
- Introduction of international roaming service.
- Kyivstar subscribers are pioneers on the Ukrainian market in using SMS.
- Introduction of prepaid ACE&BASE service. 1999
- Breakthrough in the market — per-second charging starting from the 30th second.
- Kyivstar stands first among mobile operators to introduce free incoming calls within its network. 2000
- For the first time in the market there are introduced WAP and traditional Internet access services.
- Innovation in call charges — per-second charging starting from the first second of call. 2001
- Kyivstar covers all regional centres and main national and regional scale highways.
- The number of subscribers exceeds 1 000 000.

- 2002
- High-speed data transfer technology (GPRS) is put into test operation.
  - Kyivstar becomes the first Ukrainian mobile operator to render roaming services in all European countries without exception.
  - Kyivstar is the first company in Ukraine to have placed its own Eurobonds in the international stock market. Total amount of issue is \$100 mln.
- 2003
- Kyivstar receives the international 'EuroMarket' award by the European Market Research Centre (EMRC).
  - TOP 100 list by the Ukrainian Investment Newspaper rates Kyivstar as the most dynamic Ukrainian company.
- 2004
- Since the 1st of September Kyivstar introduces the international youth mobile brand — DJUICE.
  - Kyivstar takes the first prize in nomination 'Public Recognition' of the National Contest 'Brand of the Year'.
  - The issue of corporate bonds of CJSC 'Kyivstar GSM' is recognized as the best financial transaction of the year to take place on the emerging market.
- 2005
- Kyivstar international long-term credit rating increases from "B" to "B+".
  - Kyivstar Company becomes the Official International Mobile Operator and Official International Sponsor of the Eurovision 2005 Song Contest.
  - In August 10,000,000th subscriber joins Kyivstar network.
  - It is started launching a new high-speed data transfer technology EDGE.
  - Kyivstar is rated as The Best Employer of Ukraine.
- 2006
- Kyivstar international long-term credit rating increases from "B+" to "BB-".
  - Kyivstar initiates the nationwide program to support the National Football Team of Ukraine at the World Championship 2006 — 'Your Country. Your Football. Your Kyivstar'.
  - Kyivstar runs the re-styling of its brand – corporate logo, colour, scripts along with the development concept of the Company.
  - International rating agency Moody's Investors Service scales up Kyivstar international rating outlook from 'Stable' to 'Positive' (at B1 rate).
  - In December 20,000,000th subscriber joins Kyivstar network.
  - Kyivstar ranks The Best Employer of Ukraine as rated by the independent rating of 'Dilovyi' ('Business') Magazine..
- 2007
- International rating agency Moody's Investors Service upgrades the credit rating of Kyivstar from B1 to Ba3.
  - The Company presents 'The Declaration of Quality of Kyivstar', which outlines the rules and approaches towards quality that the Company has been applying for the last 10 years.
  - Kyivstar Company introduces a new mobile brand 'Mobilych'.
  - Mega-show performed by Kyivstar 'Communication For a Future' to celebrate the 10th anniversary of the Company marks a formidable event in the cultural life of Kyiv and Ukraine.

## ➤ Awards and Titles of Kyivstar Obtained in 2007

### Kyivstar is the Most Expensive Brand of Ukraine

Kyivstar Company is recognized as the most expensive brand in the FMCG nomination (Fast-moving Consumer Goods) in the rating "Guard of Brands" by the Ukrainian Rating Agency and 'Galytski Kontrakty' Publishing House. The Jury mentioned the Company's achievements, quality of coverage and customer care, market offering and activity of citizenship.

### Andrew Simmons, Chief Financial Officer of Kyivstar Company among Top 10 Chief Financial Officers of Ukraine

Andrew Simmons, Chief Financial Officer of Kyivstar Company, took the fourth prize among top 10 chief financial officers in Ukraine as rated by The Comp&nyon Magazine. The experts of the edition noted his modern methods of finance management and high-grade financial analysis that contributed to Kyivstar Company taking the leadership in the Ukrainian mobile communication market.

### Kyivstar Company is One of the Most Appealing Employers

The research by 'Robota International' Company showed that Kyivstar Company took the second prize in the list of the most attractive employers to go one step up over the previous month. The rating of popularity is based on the number of views of the employers' pages hosted on the portal www.rabota.ua.

### Kyivstar is a Leader in the Rating of Inspiring Companies

Kyivstar enjoyed the first prize in the annual rating 10 Inspiring Companies by The Comp&nyon Magazine. As stated by the experts, Kyivstar inspires with its leadership ambition, corporate strategy, client-oriented approach, image, staffing policy, non-routine marketing solutions and social responsibility.

### Kyivstar is the Best Employer in Ukraine

In the course of the dedicated survey by GfK Ukraine for Correspondent Weekly Magazine the experts named the best national employers. Kyivstar was recognized as the best employer among telecommunications companies, and took the first place of honour in the final rating in terms of all branches. As par results of survey by 'Dilovyi' ('Business') Magazine Kyivstar is awarded as 'The Best Employer in Ukraine' by being voted for twice as much as its closest competitor.

### President of Kyivstar Among the Best Top Managers of Ukraine

Igor Litovchenko got onto the winner's stand in the rating 'The Best Top Managers of Ukraine' by The Comp&nyon Analytical and Business Magazine. He was distinguished by his strengths, such as charismatic nature, business performance, professionalism, full-value participation in the business processes, corporate and managerial skills.

May



July



September



November







## ➤ Kyivstar Joins the UN Global Compact



By developing the trend of corporate social responsibility in line with the world's standards, Kyivstar Company joined the UN Global Compact in the year of 2006. This documents appeals to business community to be guided in their activity by ten fundamental principles in the field of observance of human rights, labour relations and environmental protection. Kyivstar's joining the Compact constitutes a clear-cut evidence of the Company's readiness to step up work in the

area of social and civil responsibility, to play an active role in the development of fair society and struggling for nature preservation. We also esteem such joining as an opportunity to make use of the market possibilities to the fullest extent possible by encompassing a wider spectrum of social drivers at strategic planning and while implementing efficient methods of management and business running.

## > Public Corporate Social Responsibility

### > The Biggest Tax Payer in Kyiv



Andrew Simmons, Chief Financial Officer  
of Kyivstar Company

For two years on end, our company has been the biggest tax payer in Kyiv, contributing the largest tax deductions to the city budget. City authorities have acknowledged the companies that top up the city treasury by their deductions. Tax payments to the city budget are funneled by the Administration and City Council of Kyiv into development of the capital and implementation of effective social policy. It's worth mentioning that the receipts to the city budget from the company showed a year-over-year growth of 50%.

*'In the majority of developed countries the volume of paid taxes constitutes one of the key indicators of social significance of a company: the more deductions to the city budget a company makes, the more impact it has on the development of the city infrastructure, on the realization of social programs and on the improvement of quality of living standards'.*

## > Consumer Corporate Social Responsibility

### > Fundamental Principle of Kyivstar Operation Features Commitment to Top Quality in All Lines of Its Activity

High quality of the offered services is a basic approach applied by Kyivstar in the course of its business. Sticking to this principle our company has drafted the "Declaration of Quality of Kyivstar" and made it public. Operational quality, being a platform of doing business, makes Kyivstar a trustworthy standout in the telecommunications market of Ukraine. The Declaration of Quality is a day-to-day guide for every employee on the way of creating high-grade products and services for our subscribers, a way of team playing and a basis of professional relations in a team. Full wording of the Declaration of Quality of Kyivstar is available on the site [www.kyivstar.ua](http://www.kyivstar.ua) in the Section "About Company".

## > Our Aim: Representative Quality of Customer Care

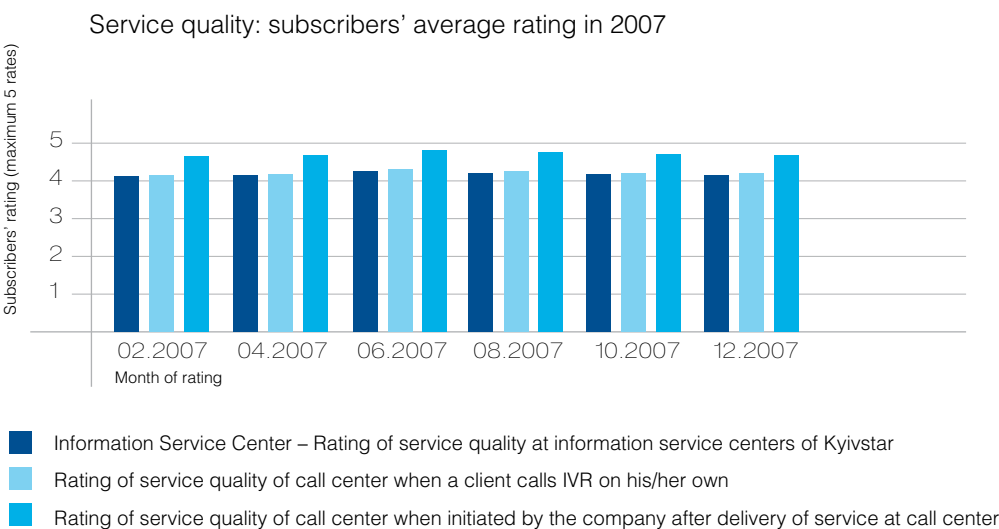
For 10 years of operations the Company developed and deployed the effective system of internal control of service quality. But what is of paramount importance for us is the opinions of our subscribers. By creating an interactive system of service quality rating Kyivstar made it possible for subscribers to evaluate the level of customer care. By calling a free short number 466\*55, each and every subscriber may express their opinions about service quality in an IVR mode. A client may rate the quality of telephone service delivered by call center specialists and offered at information service centers nationwide.

Over 20 thousand questionnaires are filled out by the company's subscribers month in month out. Analyzing respondents' feedback allows to identify the client needs, to locate the areas to be improved and to upgrade the service methodology, thus making a step up towards clients, and establishing a unique interactive dialogue to aim primarily prompt responding to the client needs.

*'New Kyivstar-introduced system of performance rating by subscribers will spur up our efficiency and enhancement of customer care. Consumers' rating of staff performance is the most unprejudiced criterion, as this activity is primarily oriented at meeting their needs and living up to their expectations. We are convinced that having 10 years of successful hands-on experience and leading the way in the telecommunications market we presently should not only settle for keeping up the pace with the client demands, but also implement increasingly innovative methods of rating, that will help Kyivstar treat wishes of our subscribers to the maximum tactful extent possible. Let me express my gratitude to our subscribers for high ratings of our performance'.*



Nina Martsyn, Head of Service Department  
of Kyivstar Company



## ➤ Kyivstar is an Area of Mobile Culture

Kyivstar is a second-to-none communications operator in Ukraine to run systematic operations in the field of building up the culture of mobile communication.

'Mobile Culture' Program was drawn up by the Company in 2005 to foster the shaping of practical skills of ethical use of mobile communications in the Ukraine's society.

### Program development stages:

#### ➤ 2005. Launch of the Program

First step was made to shape the understanding of a need to make ethical use of mobile communication in a public place – a theatre and a cinema, where a number of special audio and video clips were presented and posters put in place to promote the mobile communication culture while watching some performances and films.

#### ➤ Mobile Culture at the Wheel

In 2006, the Program was complemented with a new trend: 'Driving: Mobile Security Activated!' Its aim is to draw public attention to the problem of extreme danger if using a cell phone while driving.

The promotion of mobile communication went on in public places, including in the city transport.

#### ➤ 2007. Initiative 'For Mobile Communication in Ukraine!'

In 2007, the Program became publicly known and got new teammates. Famous personalities to include public figures, art and show business dealers, sociologists joined the Initiative by Kyivstar.

All-Ukrainian social research 'Impact of Mobile Communication on Behavioral Norms of Ukrainian Society', run by the Institute of Sociology of the National Academy of Sciences of Ukraine sponsored by Kyivstar, showed the need to implement the norms of civilized communication. The research output was also examined by the representatives of the Ministry of Culture and Tourism of Ukraine, State Traffic Inspectorate Department of the Ministry of Internal Affairs of Ukraine, members of scientific organizations as well as by show business stars.

Such research resulted in the 'Ethical Rules of Mobile Communication Usage' to outline principal recommendations of how to use a cell phone, that makes a well-balanced combination of personal freedom and respect to the others. The wording of the Rules is available on the official site of Kyivstar in the Section 'About Company', going to 'Social Responsibility' – 'Commitment to Product' – 'Mobile Communication Usage Ethics'.

#### ➤ Mobile Culture At Schools

Positive public recognition and research output initiated a new development stage of 'Mobile Culture' Program. In July, 2007 the Ministry of Education and Science of Ukraine and Kyivstar Company entered into the Memorandum of Cooperation. An educational course for pupils of the 5th – 8th form was introduced at all schools of Ukraine to amount to 20 thousand, in line with the National Curriculum. At Ethics and extracurricular reading classes the pupils were told about the relevance of ethical usage of cell phones in public places, about the technologies enabling to keep talking without disturbing the others, about the respect to private information stored on a cell phone.

To put this program in practice parents and teachers were provided with methodological guidelines prepared by the best psychologists and specialists of the Ministry of Education and Science of Ukraine, as well as by All-Ukrainian Association of Parents' Community. This methodological guide is recommended for use in educational process (classified by the Ministry of Education and Science of Ukraine No. 1.4/18-Г-2232 as of 14.12.2007).

The pupils received colorful illustrative materials – posters showing the rules of mobile ethics in an interesting manner. Currently, methodological guides and posters are distributed among 22 000 schools in Ukraine.

#### ➤ Mobile Culture for Air Travelers

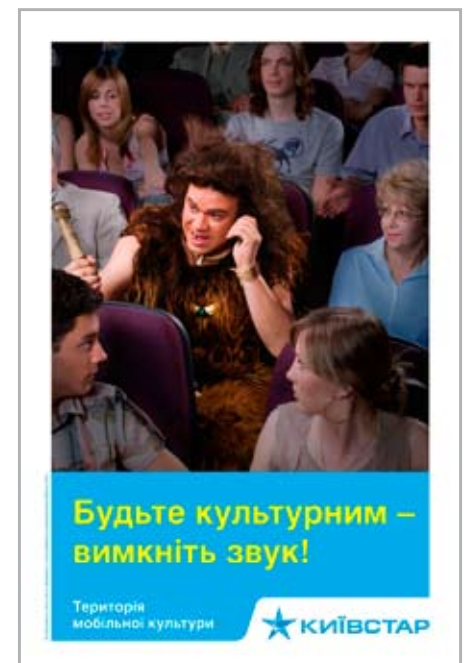
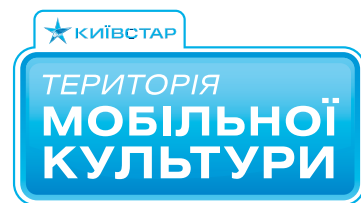
In 2007, the "Mobile Culture" Program listed the biggest Ukraine-based air carrier, Aerosvit Company. Partnership of two national companies, which set the pace in their areas, is an extremely important stage of establishment of public mobile culture, as it deals with respect to the others and comfort as well as the safety of travelers in the air. The results of such cooperation enframed a three-month information campaign on the board of air liners of Aerosvit Company.

### Rules of Mobile Culture:

Mastering knowledge of and sticking to the rules of mobile culture constitute a sign of intelligence and high communication culture of people.

Kyivstar Company advises all the subscribers to observe the recommendations that will assist in combining cohesively personal freedom and respect to the others' interests.

- In the office or during business meetings one should set a 'meeting' or 'vibro' profile, unless otherwise agreed.
- In a theatre, cinema, or library one should switch off the sound.
- Please set a minimum volume of cell phone tone in public places of leisure, e.g. in a cafe or a restaurant.
- Speak quietly and briefly in the city transport.
- In the places with security requirements, e.g. when traveling by plane or staying in a hospital, please switch off your cell phone.
- It is recommended to test the volume of sound and select a ring tone on your cell phone at home, not in public places.





## ➤ Information Program 'Nature of Radio Waves and Operating Principle of Mobile Communication'

The aim of the Program run by Kyivstar Company since 2005 is to publicly inform all operating aspects of mobile communication. Being a technological phenomenon, mobile communication raises lots of question: how it works, what impacts it has on environment and society, what is the nature of electromagnetic waves in general. Regular relations with mass media and independent experts allow releasing exhaustive and comprehensive information to the public about the nature of mobile communication; operating principles of telecommunication equipment, norms & standards of basic stations, adopted nation- and worldwide.

## ➤ Staff Corporate Social Responsibility: Kyivstar – the Best Employer in Ukraine

### ➤ Labor Remuneration System: Transparency and Fairness

Keeping high standards of professionalism Kyivstar is attracting the best performers into its team by offering good labor compensation.

Labor remuneration system comprises two components – fixed compensation (salary and other fixed payments) and variable compensation (quarterly and annual bonuses). The amount of fixed compensation is calculated in line with the market trends. To this end, Kyivstar annually participates in outlooks of salaries offered by the leading companies, based in Ukraine, thus ensuring the compliance of fixed compensation rate with a market one. Calculating variable compensation includes both individual efficiency of an employee and the company's performance indicator. The Company carries out annual rating of performance of every employee.

In addition, the Company has a social benefits system in place to include medical insurance program, accident insurance, retirement accumulating insurance, special-purpose material aid, service cell phone, 'Mobile Family' service (special rates for family members and relatives), trips by the Social Insurance Fund, individual compensation plan.

## ➤ Educational and Incentive Programs

Kyivstar puts a laser-like focus on skills upgrade of its staff. In 2007, it was actively supported by the staff development program. Talent Development Program 'Argentum', 'Employee of the Year' Contest provide extra opportunities for professional and career development, and contribute to the team-building. Alongside with professional trainings, profile workshops and master classes there were introduced the distance education system to allow mastering new knowledge in a quick and efficient manner.

## ➤ Open Dialogue with Employees

In 2007, Kyivstar was recognized as the best employer, as evidenced by independent external ratings of the leading editions in Ukraine – 'Dilovyi' and 'Correspondent' Magazine. All the categories of experts – from specialists up to top managers of the leading companies in Ukraine – gave their votes for us. Furthermore, in 2007, the experts' community distinguished Kyivstar as the best training business structure of Ukraine (survey by 'Staff Training' Magazine).

First places in external ratings and high image of the Company are proved by domestic rating, based on the results of annual domestic research (IVC). In 2007, the research involved as many as 94% of employees, who proved their high level of loyalty to the company. 92% of employees stated that they are content with working for Kyivstar. The criteria to determine the level of staff satisfaction included such drivers as professional and career prospects, which are of equal importance for the employees to a salary rate.

Kyivstar opens up big opportunities for its staff to climb up their professional and career ladder. In 2007, every seventh employee got a promotion.

*'Dynamic growth is a key for Kyivstar to sustain and consolidate its leading positions. A joint effort of our staff in improving the efficiency is a solid platform of our future. Our HR faith reads: "Kyivstar" is an honor to Ukraine, and employees are an honor to Kyivstar'.*



Olena Kropivianska, HR and Organization Development Director



# > Corporate Social Responsibility in Encouraging Social Development of Society: Charitable Initiative ‘For People, For Country!’

Kyivstar is a national operator. Its corporate social responsibility to society is therefore a full-scale charity-oriented initiative in the following areas:

- aid to orphans and parentless children;
- patronage to overcome loneliness and marginalization of aged people and World War II veterans;
- aid to disabled people, handicaps;
- tapping talented youth;
- encouraging to follow the traditions of family communication;
- supporting the development of culture, arts and sports in Ukraine.

## > Orphans’ and Parentless Children’s Aid Program

Orphans’ and Parentless Children’s Aid Program has been run by the Company since 2004. It covers 15 children’s homes and boarding schools. Alongside with regular material aid to these institutions Kyivstar takes care of children’s development. Kyivstar arranges various regular events, which help children see something of outward life and learn to feel fully integrated in the society.

There were installed several computer classrooms in the children’s homes sponsored by Kyivstar, for two years on end their inmates have been studying how to work on a computer and how to use new programs. In this way children acquire their first professional skills.

In December, 2007 Kyivstar arranged a number of lectures for the graduates of the sponsored children’s homes and boarding schools. Such lectures were held by professors of higher education institutions of Ukraine.

They detailed the admission rules posed by higher education institutions, benefits granted to inmates of children’s homes and boarding schools while entering and studying, explained specific features of education establishment and peculiarities of faculties; touched upon employment prospects after graduating from an education institution and labor market trends in general.

Kyivstar seeks to support children, poorly endowed with parents’ warmth, by making pleasant surprises for them. The inmates of children’s homes and boarding schools are used to celebrating the New Year’s Party, Start and End of the School Year,

proms with Ukrainian A-stars, theatre and film actors invited by the Company. For the period of the Program the partners of the initiative featured Vitaliy Kozlovsky, Olena Vinnytska, Olga Sumska, Ostap Stupka and many others.

*‘Aid rendered by Kyivstar is not about abstract things; it is comprehensive and specially oriented. It can be viewed in clear figures. In 2007, another 216 seniors of children’s homes learned how to work on a computer and were awarded with certificates of their first profession. Annually, over 3 thousand inmates receive material aid from Kyivstar. We invincibly believe that apart from material support our inmates do appreciate care, involvement and communication; we are capable of helping them walk with a firm tread into individual mature life. It is the humanitarian mission pursued by Kyivstar and it translates into the creation of better future both for Ukrainian people and Ukraine’.*



Zhanna Revnova, Corporate Relations  
Department Director of Kyivstar Company

## > Patronage Program to Overcome Loneliness and Marginalization of Aged People and World War II Veterans

The Program has been pursued since 2005 and covers 11 senior centers nationwide. Kyivstar takes constant care of 3.5 thousand lonely aged people, by applying a systematic approach to overcome the problems of marginalization. Kyivstar improves living conditions and arranges leisure activities for veterans and old people, lends material aid to the specialized organizations. For this period senior centers were procured with all necessary facilities: wheelchairs and special training devices, TV sets, refrigerators, furniture; medical care premises were completely redecorated.

Specially organized concerts by Nina Matvienko with ‘Zoloti Klyuchi’ (‘Golden Clefs’) marked a key 2007 event for lonely aged people, nursed in senior centers. During the concert they delighted in their favorite songs by a national artist of Ukraine, had hearty conversations with Nina Matvienko, who gave them a piece of her mind and expressed her sympathy and support in cordial words, indispensable for lonely people in advanced years.

It is of vital importance for lonely golden-age people to be integrated in public life. To this end, apart from material aid to the sponsored senior centers, in 2007, Kyivstar paid up the subscription to 30 magazines and newspapers for them. Now, as noted by senior center staff, the life of lonely people became more interesting with lots of impressions, they got regular topics to discuss, stimuli and even creative inspiration.





Nina MATVIENKO,  
National Artist of Ukraine

*‘One can get rid of any feeling, alleviate pain, and survive the loss. But to escape the loneliness – never! For people in advanced years, whose children and grandchildren live far away, the lack of communication, a sense of being helpless, and a pain of loneliness are day-to-day concerns that affect their spirits, health and even dictate their life. Our duty is to be careful and merciful to the most experienced population. It is essential that charitable activities revive together with state-financed public social welfare system, that show the virtues of our nation – beneficence, compassion and readiness to extend a helping hand to those who need it’.*

## ➤ Taking Care of the World War II Veterans

On the 9th of May, 2007 the Company launched all-Ukrainian campaign “A Letter to a Veteran”. Students of higher education establishments of Ukraine came forward and wrote letters expressing cordial words of gratitude to the veterans of the World War II and respect to their heroic deeds. 16 higher education institutions from 10 cities of Ukraine joined the campaign. There were selected several thousands of messages. All gathered letters of congratulation were addressed to the World War II veterans by Kyivstar Company.

In addition, for the last 3 years the Company has been running traditional campaign on the Victory Day, May 9 – ‘Call Your Battlefield Companion’. On this day Kyivstar representatives perform honor guard duties in the Park of Glory and Memory and offer veterans to make a call to their battlefield companions and fellow soldiers..

## ➤ Integration Aid Program for Physically Challenged People

Since 2004 Kyivstar has been lending assistance and equipment to rehabilitation centers, education institutions and medical care establishments for children and adults all over Ukraine.

All-Ukrainian public organization “Scientific Society of Handicaps “Institute of Social Policy” joined this Program as a social partner. The Program of our company is oriented at active integration of disabled people, and opens up broad horizons for their development.

In November, 2007 Kyivstar procured medical equipment to 3 rehabilitation centers for disabled children in Crimea, Lviv region and Kyiv. Yevpatoria central children's clinic resort, rehabilitation center “Strumochok”, Brody regional voluntary society of handicapped children protection “Nadiya” (“Hope”) and social & medical rehabilitation unit for ICP children of territorial center of public social care

of Solomyansky district in the city of Kyiv received physical therapy, electrical stimulation and electrotherapeutics, as well as magnetic-laser therapy facilities.

National Technical University of Ukraine “KPI” and 8 public organizations of handicaps were equipped with computers to install special workstations for physically challenged students. Sets of special facilities were acquired for blind and weak-eyed children in 8 cities of Ukraine. Sponsored by Kyivstar Scientific Society of Handicaps “Institute of Social Policy” created and released special information and education portal for disabled – [www.isp.rehab.org.ua](http://www.isp.rehab.org.ua) .

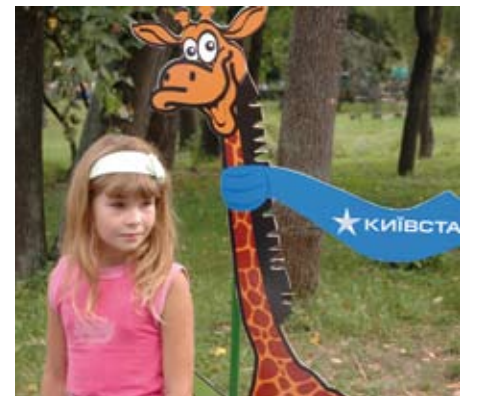
In 2007, Kyivstar Company worked out a solution allowing poor-hearing and speaking people to call ambulance by means of a SMS. The Company developed technical solutions and a dedicated speed dial number – 10003. By sending a SMS to this number, poor-hearing and speaking people can make use of extra channel of SMS and call ambulance without somebody's assistance.

## ➤ Partnership Program between Kyivstar, Zoos and Dolphinariums of Ukraine

Zoos of Ukraine are unique places to spend family vacations. Visiting zoos is a good tradition of many Ukrainian families. Since 2004 Kyivstar has been aiding to preserve and improve zoos in Kyiv, Odesa, Kharkiv, Mykolayiv, Mena, dolphinarium in Odesa, the biggest in CIS countries, and biosphere reserve Askania-Nova.

Thanks to this program zoos and dolphinariums in Ukraine managed to improve the conditions of keeping animals, to equip territories with proper facilities and to introduce new animals to a public view.

In 2007, zoos in Ukraine organized a festive event of ‘Family Weekend’, there were also held celebrations of traditional Birthday of children's and adult's favorites – giraffes Ace, Base & Djuice, brought to the capital-based zoo with the help of Kyivstar. Honorable guests of this event were inmates of children's homes from Zaporizhzhya and Kirovograd sponsored by Kyivstar. In 2007, the visitors of Kyiv zoo could take part in the educational tour ‘Family Traditions with Kyivstar’ by taking a board pass of express ‘Family Traditions of Live Nature’.



## ➤ Untapped Potential of Talented Youth of Ukraine

This project has been in progress since 2003. Monthly educational scholarships by Kyivstar are granted to the best 54 students from 9 higher technical education establishments nationwide.

Rector's office of every higher education establishment selects the best 6 students nominated for scholarships by Kyivstar. The selection process is based on performance in all subjects, active participation in the life of an education institution and scientific & research activities.

In 2007, within the framework of social initiative by Kyivstar 'For People, For Country!' it was organized All-Ukrainian Contest of Students' Scientific Works in the Field of Telecommunications. 100 proposals were issued to take part in the Contest, and top 10 works were selected by the expert board. The experts noted a professional approach to task handling, sound conclusions and high level of knowledge of their authors. Igor Lytovchenko, President of Kyivstar Company awarded the winners of the Contest with a diploma and a notebook.

## ➤ Support of the Initiative of Counter-Trafficking in Ukraine by the International Organization for Migration



Jeffrey Labovits,  
Head of IOM mission in Ukraine

On the 25th of April, 2007 Kyivstar, International Organization for Migration (IOM) mission and UN agency in Ukraine entered into the Memorandum of Understanding in order to establish effective cooperation to prevent human traffic in Ukraine. Firstly, the parties initiated the set-up of [free short cell-phone number 527](#), operating on a non-commercial basis. It will provide subscribers with reliable information about facts and possible threats that migrants outside Ukraine might be exposed to.

*'Leading and reputed companies — mobile communication operators — can contribute greatly to eradication of such severe form of criminal offense as human trafficking, by demonstrating social responsibility and partnership, and thus being held up as a model for business community. International and local companies can assist in counter-trafficking by increasing the awareness, making public announcements and supporting initiatives of public society and Ukrainian government on counter-trafficking'.*

## ➤ All-Ukrainian School Football Championship 'DJUICE-GOAL'

The Championship, supported by the Ministry of Education and Science of Ukraine, is intended to refine pupils' active life position, team spirit, to strengthen their resourcefulness and to spur up their ambition of success.

Any team of pupils of the 7th, 8th and 9th form, who submitted a collective application for participation and complied with classification standards at their schools, could have been enlisted in the Championship. In 2007, 1731 teams from 61 cities and towns were registered in the project. The Championship was held in 4 rounds: qualification, local, regional rounds and national final round in Kyiv.

During all the rounds football players were awarded with different presents and gifts: T-shirts, football socks, baseball caps, sport uniforms and bags. Schools to host qualification and other rounds of the Championship received sporting equipment. The finalists were presented with cell phones, cameras, and computers. The winners 2007 – Team from Sykhivska Gymnasium in Lviv – went on a trip to the Motherland of football – Great Britain.



## ➤ Environmental Protection

Kyivstar Company pays much attention to the issues of environmental protection. In its office systems the Company applies resource- and energy-saving technologies, and environmentally-friendly systems of heating, air conditioning and ventilation. Power efficient lamps are utilized for office illumination, and photosensitive devices are used to turn on/ off outdoor illumination; automatic condensing plants compensate reactive power. The offices are heated by its own boiler house with gas boilers of 92-94% efficiency. Smart systems of ventilation and air conditioning are operating based on ozone cooling agents. There is 24h monitoring of engineering facilities and air parameters in the office rooms, and 24h bookkeeping of consumed resources (power, gas, water) is maintained with subsequent output study.



## ➤ All-Ukrainian Program ‘Communication for a Future’ to Celebrate the 10th Anniversary of Kyivstar



The Year 2007 marked an anniversary year for 'Kyivstar'. The tenth anniversary celebrations of its activity were accompanied with a large-scale program known as 'Communication for a Future'. The prime aim of the program was to inspire Ukrainian people to think over their own future and through the harmony of communication and mutual understanding to walk with a firm tread into the future.

### ➤ Launch of the Program. Conquest of the Hills

Citizens of Kiev observed breathtakingly the official opening of the first stage of the Program on June 25, when the well-known spiderman Alan Rober climbed onto the top of 63-meter building of the main office of Kyivstar Company. This symbolic climb performed by French urban climber demonstrated how insistence and willingness help in reaching the set goal.

### ➤ 10 Historical Films

During June time "1+1" channel broadcasted the series 'Your Story'. They reminded everyone of many events of the last 10 years, when we acted as witnesses or participants.

### ➤ 62 TV Stories of the Vision of Future

The second part of the project run with "1+1" channel was called 'Your Future'. This is just another series of TV rolls, in which Ukrainians from different parts of the country spoke their vision of future. The hero of the rolls could become everyone, who has sent a letter to Kyivstar with a short description of his/her project of the future. This part of the Program was of paramount importance, since it was the first program which gave an opportunity to realize the Ukrainian-like vision of the future.

### ➤ Public Discussions about Better Future

In the frame of anniversary program Kyivstar initiated a series of brainstorming – public debates, aimed at actualizing the topic of future in the Ukrainian society, by initiating discussion in public and on the media market. Professionals and experts majoring in various areas of activity – from philosophers and artists to TV journalists and businessmen – took part in these debates. Among participants there were such leaders of opinions as the President of "Kyivstar" Igor Lytovchenko, TV presenter Yuriy Makarov, Minister of Culture of Ukraine Vasyl Vovkun, artist Yevgeniya Gapchynska, Academician of NAS of Ukraine Myroslav Popovych and many others.

### ➤ All-Ukrainian Sociological Survey of Expectations and Ambitions of Ukrainians

Along with 'brainstorming' in the frame of the 'Communication for a Future' Program in concert with Kyiv International Institute of Sociology Kyivstar Company conducted a large-scale polling among various layers of society all over Ukraine under the name of 'The Vision of Future by the Ukrainian Population'. According to the results of polling and discussions during the debates it was drafted the 'Map of the Future of Ukrainians', representing a generalized picture of Ukrainians' views of their future, their ambitions, and the factors affecting the building-up of their tomorrow. The

Map can show the values which are the most significant for Ukrainians. Family and children took the first place. Health and material benefits are of great importance as well. The citizens of Ukraine then spoke to the influence of confidence and self-development, career, education, spirituality and culture on their future.

### ➤ TV Programs about the Stories of Success of Famous People

'The Way to Success' Project, implemented by Kyivstar jointly with "24" news TV channel is a series of programs, which tell the stories of success of prominent people and how those people, who reached the tops, see their future. Participants of TV projects were editor-in-chief of the "Outstanding Ukrainians" Project on the "Inter" channel Vahtang Kipiani, designers Andre Tan and Diana Dorozhkina, premier singer of the National Opera of Ukraine Susana Chahoyan and popular singer Olena Vinnytska, scientist Sergiy Sytko and producer Denys Ivanov, and many others, whose professional and personal achievements can be the examples for Ukrainians.

### ➤ Theatrical on the Singing Field

The climax of the 'Communication for a Future' Program was a same-name mega-show on the Singing Field in Kyiv. None of the performances was prepared on such a scale, with eye-catching video effects, fireworks, shows of fire, light and water. The stage gathered National Symphonic Orchestra of Ukraine and National Academic Chapel 'Dumka', ballets 'Freedom', 'Quest', 'Va-bank', mime-theatre 'Chernoenebobeloe', drummers' band 'Ars Nova', master singer of the Prague Opera Mykola Nekrasov, cantor of Chapel 'Dumka' Mykhailo Tyschenko and premier singer of the National Opera of Ukraine Susana Chahoyan. This theatrical scenic mystery capped the climax of the nationwide project, designed to join people and their dreams together in aspiration of finding their own way for better future.



### Igor Lytovchenko, President of Kyivstar Company:

*'When we founded a new company on the market 10 years ago, where few mobile operators had been operating and cellular communication was considered as a prerogative of the elite, we put a very ambitious aim before ourselves: to make it possible for every citizen of Ukraine to use freely available mobile communication of excellent quality. Then-currently this aim appeared to be everything but reachable. Nevertheless we clearly saw our aim and thoroughly stuck to the chosen way. This stick-to-it ambition enabled us to gain so needed success pretty much earlier, than we expected. Today every second citizen uses mobile communication of Kyivstar. The success of Kyivstar expressly demonstrates that clear understanding of the aims, faith in your own forces and resoluteness can breathe life into impossible. Our company is interested not only in our own success, but also in the success of our subscribers as well as all Ukrainians and society in general, as the house of our common future is built with bricks of the future of every person. This featured the principal aim of the large-scale program 'Communication for a Future'.*







Corporate  
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