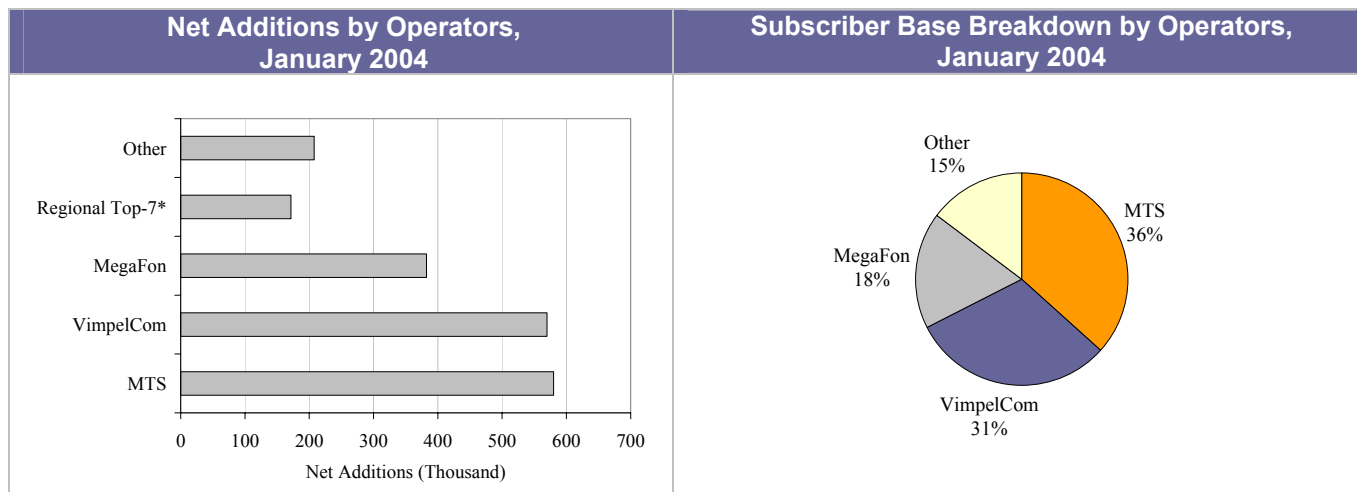


» **Statistics**

In January, the total number of cellular subscribers (GSM, TDMA/DAMPS, NMT, IS-95, IMT-MC-450) in Russia reached **38.19 million**. The overall penetration in Russia grew up to **26.3%**. The penetration rate in the Moscow Licensed Area exceeded 69.6%, in St. Petersburg Licensed Area – almost reached 58%.



\* Uralsvyazinform, SMARTS Group, NCC, Yeniseytelecom, Yekaterinburg-2000, Dal' Telecom International, and Baykalwestcom.

Sources: J'son & Partners; company data

» **Additions**

In January, net additions exceeded **1.7 million** subscribers. The overall number of cellular users in Russia grew **4.8%**.

The subscriber base of N. Novgorod Cellular, Yeniseytelecom, and Dal' Telecom International showed the highest growth rates among the Top-10 Russian cellular operators.

**Top-10 Russian Cellular Operators**

	Operator	Total Subs as of January 31	YTD Growth (%)	Moscow Subs as of January 31
1.	MTS	13,950,000	4%	5,060,000
2.	VimpelCom	11,880,000	5%	5,760,000
3.	MegaFon	6,722,771	6%	867,646
4.	Uralsvyazinform*	1,253,700	5%	-
5.	SMARTS	1,177,000	3%	-
6.	N. Novgorod Cellular	396,870	8%	-
7.	Yeniseytelecom**	270,420	8%	-
8.	Yekaterinburg-2000	237,475	3%	-
9.	Dal' Telecom International	220,093	7%	-
10.	Baykalwestcom	191,821	4%	-

Sources: J'son & Partners; company data

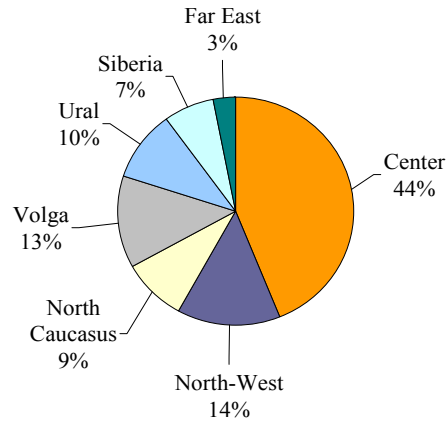
\* Consolidated all regions and standards (GSM, TDMA/AMPS, NMT-450, IS-95)

\*\* Including Sayantelecom's subscribers

## » Macroregions

The Central Macroregion<sup>1</sup> remains the leader in terms of the share in the total Russian cellular subscriber base. However, last year its share dropped down from 50% to 44%. The shares of North-West and North Caucasus slightly decreased. The aggregated share of Volga, Ural, Siberia, and Far East grew up from 24% to 33%.

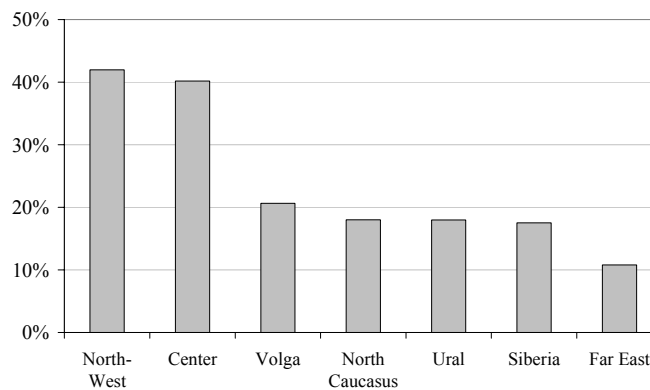
### Russian Subscriber Base Breakdown by Macroregions, January 2004



Sources: J'son & Partners; company data

The differences in penetration rates among the macroregions illustrate the uneven development of the Russian cellular market. The penetration rate in Center and North-West exceed penetration rates in the other macroregions 2-4 times.

### Cellular Communications Penetration Rate, January 2004



Sources: J'son & Partners; company data

For further information please contact:

Oksana Pankratova  
e-mail: [OPankratova@json.ru](mailto:OPankratova@json.ru)  
Tel.: +7(095) 925 7245  
Fax: +7(095) 925 9177  
Mobile: +7 916 328 3516  
[www.json.ru](http://www.json.ru)

© J'son & Partners

J'son & Partners makes extensive efforts to present data and predictions representing our best estimates available at the time of publishing. J&P reserves the right to revise data if and when individual operators publish audited subscription data at a later date. Publications and media can use the data created in this market watch. When doing so it shall be noted that J'son & Partner shall be quoted as a source.

<sup>1</sup> J&P uses the classification of the regions based on the license division of the regions, according to Appendices 2 and 3 to Order 41 by the Russian Ministry of Communications (March 20, 1997).