

September 20, 2005
Moscow

The results of MasterCard Europe competition "The Best Co-branding Program" 2005 have been announced. MasterCard MegaFon-Citibank has been named the Best Co-Branding Project 2004/2005



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The MasterCard [MegaFon-Citibank credit card](#) was named The Best Program Launch 2004/2005 at the awards ceremony on the results of the Best Co-Brand Project Competition held at the Sixth MasterCard Europe affinity and co-brand projects conference on September 16 in Budapest. The jury of the competition included independent international affinity and co-branding experts Bob Hand, Affinity Solutions Ltd Executive Director; Alan Leach, Finacord Director and Co-Founder and Peter Trembling (Peter Trembling), The Affinity Company Executive Director. "This project was marked out by the jury as the most significant one on the Russian, as well as all-European, mobile communications market. We believe that it was a daring move to bring the first co-brand grace period credit card to the Russian market. Due to the innovative ideas and accurate timing, the customers have received a product, which fully meets their needs, and represents a tool, which favors the interests of both the bank and its partner," - the experts said.

The first in Russia MegaFon-Citibank grace period MasterCard credit card was issued in May, 2005 to combine all the features of a real credit card and unique bonuses available to the MegaFon Moscow network customers only.

William Keliehor, ZAO Citibank Credit Card Department Head said: "We are very pleased with our partnership with MegaFon-Moscow and the way the market has accepted our first Russian co-brand product. Our goal is to constantly increase the number advantages available to our effective and prospective customers. We are sure that this product will be valued by all the subscribers."

Oleg Klochko, MegaFon-Moscow Commercial Service Network Head said: "We are very happy that Russia has won one of the principal prizes at this prestigious professional competition. And we especially pleased that Russia was represented by MegaFon-Moscow. The MegaFon-Citibank credit card has become not only a convenient payment tool for our customers, but also a ticket to the world of discounts and bonuses. It enables the customer to not only use their own money, but earn bonuses as well. MegaFon and Citibank are pleased with the results of the project implementation and will actively expand their bonus programs in the best interests of their customers."

Andrei Korolev, MasterCardEurope, Russia Head noted: "This is the first Russian program to be awarded a prestigious MasterCard Europe award for the best co-brand project. I want to congratulate my partners and express hope that, with time, Russia will be represented in the other nominations."

About the project:

Originally, the MegaFon-Citibank MasterCard credit card could be issued to the MegaFon-Bonus Program participants only. This Program could be automatically joined by any MegaFon contractual subscriber, who had attained a certain monthly payment level. Now, any contractual MegaFon-Moscow subscriber can apply for the credit card.

One of the principal MasterCard MegaFon-Citibank card features is an Automatic Top-Up Service. This enables the subscribers to be on line at all times, including while abroad when it is not always possible to replenish the phone account. The moment the phone account balance reaches a minimum threshold, a payment will automatically be transferred from the MegaFon-Citibank card. The amount of such automatic top-up and the minimum threshold will be selected by the subscriber on his/her own when activating the Automatic Top-Up Service. And given that the MegaFon-Citibank card is a real credit card, mobile calls can also be paid for on credit as in the case of any other goods or services.

A holder of the MegaFon-Citibank card will begin to receive additional bonuses almost immediately upon its issue. All card-holding subscribers will be credited with 100 bonus minutes of local calls, and another 250 minutes will be added if the Automatic Top-Up Service is activated. Thereafter, each purchase paid for by the MegaFon-Citibank card will add 1% of the purchase amount to the holder's MegaFon bonus account. Besides, each automatic top-up with the MegaFon-Citibank card will add 2% of the payment amount to the subscriber's bonus account. All these

benefits will be added to the 5% base bonus available to all participants in the MegaFon-Bonus Program and discounts in over 120 Citibank's partner companies operating in Moscow and St-Petersburg.

During the awards ceremony, the winners were named in the nominations "The Best Product Use/Promotion Program" and "Achievement Award". Awarded were projects, which had been successfully implemented for three and more years. The programs named for the Award had been selected for achievements and innovation in the area of co-branding; account was taken of such criteria as the product uniqueness and quality, innovative marketing strategies and final results.