

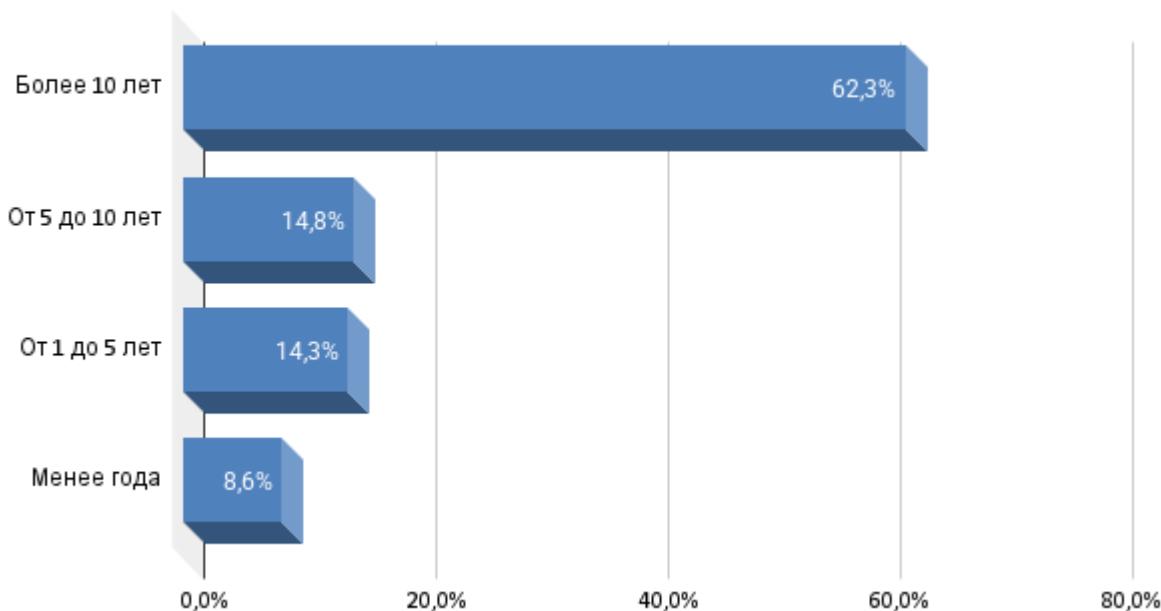
The figure of the day: how many Russians are ready to change the operator for the sake of a more profitable tariff?

20% of Russians are ready to change the operator for the sake of cheaper communication

Every fifth Russian (20%) is ready to go to another operator if he finds a more profitable tariff. This is stated in the study by Unisimka, manufacturer of ESIM modules. The main reason for the shift of the operator is most often the high cost of services.

At the same time, most users remain faithful to their operator for many years. More than 60% of respondents have not changed the company for over ten years, another 15% use the same services from five to ten years. About 14% remain with the operator from one year to five, and only 9% of customers have been served by the new operator for less than a year.

#### Как давно вы пользуетесь своим оператором?



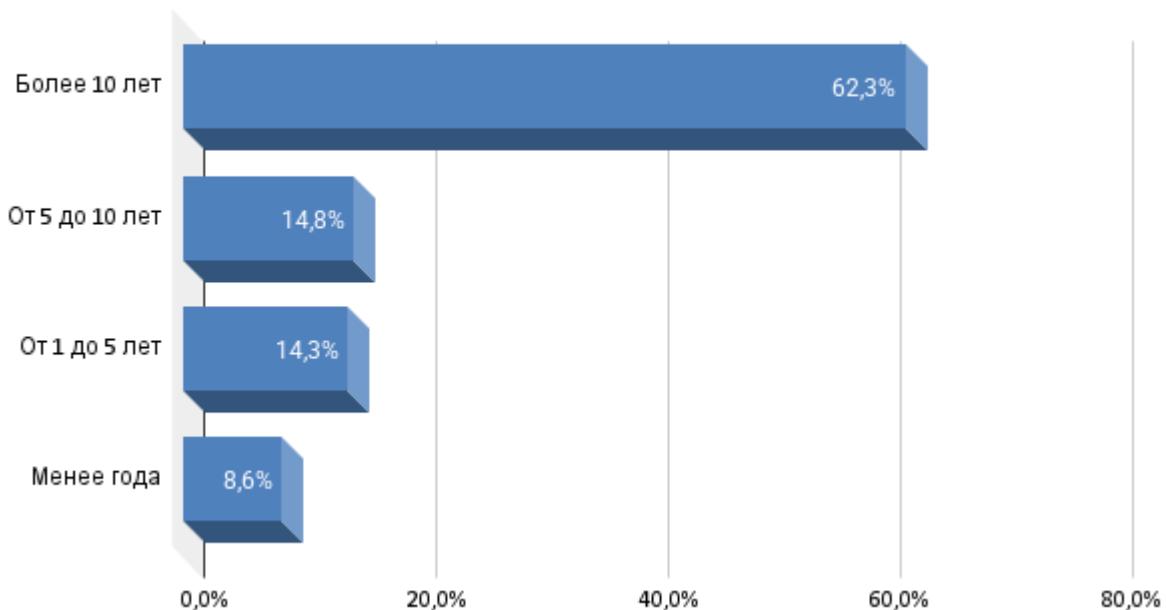
Unitsimka

As for tariffs, almost 40% of the respondents from time to time change them to get more minutes to communicate. However, 34% never revised the packages of services. Another 13% change the tariff only with raising prices, 11% do this about once a year, and 5% monitor the updates and change the conditions quarterly.

When choosing an operator, 27% of users focus on the quality of the coating in the region. For 24%, a low price is important, for 22%, favorable roaming conditions. A significant factor is also the volume of Internet traffic (17%), and 10% pay attention to the presence of

unlimited calls and SMS.

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Among the reasons why the Russians are ready to consider the transition to another operator, in the first place is an expensive connection. This factor was indicated by 36% of the survey participants. In addition, 19% noted that they were thinking about changing the operator due to frequent calls of scammers. For a 16% decisive argument, a poor quality of communication is becoming, and 14% pay attention to the lack of additional bonuses like free access to online cinemas. Another 13% are faced with the lack of the Internet, minutes and messages, which also pushes to the change of company.

Despite the fact that users are reluctant to move from one operator to another, interest in modern technologies among Russians is growing. So, according to the joint study of Unisimka and the M. Video-Eldorado group, sales of smartphones with ESIM support in 2024 increased by 33%.