

Retail Briefing book

Belgrade, September 2022.

Yettel.

Yettel brand

Hello

We are Yettel

[Click here to see the story behind our new brand.](#)



We believe a balanced life is a better life

Launched in 2022 for customers in Bulgaria, Hungary and Serbia, Yettel is the new telecommunications brand from PPF Telecom Group. Putting customers first, Yettel's mission in delivering connectivity and digital services is simple: to help people achieve balance in life.

Yettel in Serbia, part of PPF Telecom Group, connects almost three million customers. Until March 2022, Yettel operated as Telenor Serbia. The company currently employs more than 1550 people. As the leader in customer satisfaction, the company has a rich portfolio of digital and fixed services, handsets and accessories in over 130 points of sale all over the country.

Yettel Serbia covers the entire population of Serbia with fast and reliable network which delivers superior customer experience. Consistent in introducing innovations, Yettel was the first telco operator to launch the first 5G test environment in Serbia. With the aim of remaining the driving force in the field of technology, Yettel continues to offer innovative and simple customized solutions in both mobile and fixed telecommunication services. In 2021, the company entered the fixed market by launching Hipernet, the best internet and digital television for the entire household.

Still at the top - fifth time in a row!

When you see how fast, how strong and how far dedication can take you who could ever convince you to stop. We are the best network on an Umlaut test for the fifth time in a row. We just can't do it differently.

Once more we have been recognized as BEST IN TEST on an independent study of mobile networks in Serbia performed by international company UMLAUT*.

We have received total of 941 points out of 1000 and were best in coverage and minimal delay.

*Umlaut company performed an independent study of networks in Serbia from 22.03.2021. to 05.09.2021. and based on their results our network received BEST IN TEST mark.

Our differentiators

In balance
with nature

Reliable
network

Digital but
personal

The best
place to buy
smart devices

Carefree
care

Strategic Partnerships & CSR Positioning

To support Yettel strategic aspirations we have established the following and nurture our Foundation work.

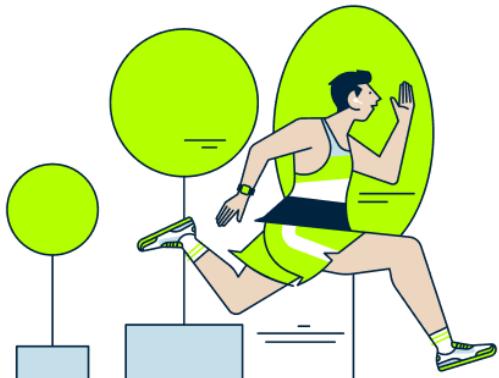
The strategic partnership of Yettel and Mountain Rescue Service of Serbia

We are a brand focused on balance and we want to contribute to making our citizens always feel good and safe in nature. In the next period, GSS and Yettel will conduct activities to promote spending time out in the open, in the safest possible way.



General sponsor of the Athletics Federation of Serbia

With the help of initiatives such as "Full Speed to the Stars", we promote the athletic and active lifestyle to children and youth.



Yettel Foundation

We provide social, cultural and educational support programs and provide assistance in cases of natural disasters. For years, Yettel Serbia has helped UNICEF, children with special needs, music festivals and so on.



Retail Department organizational structure



Biographies of Retail Management Team



Milan Mitić, Retail Director

Milan has over 26 years of experience in Telco and Retail. He started his career in Mobtel as a Major Account Sales Manager. Soon after, he was promoted to different management and leadership roles in the area of sales. In 2013, Milan became Retail Director. Today, he is responsible for various sales channels including direct retail, franchise retail, SoHo (small office home office), field sales in prepaid and fixed services, installers, as well as sales training. In total, Milan is in charge of more than 1000 people. He has played a few key roles in regional transnational projects ran by PPF Group, including the re-branding of Telenor to Yettel.

He holds a Master's degree in Banking and Financial Support Services. Milan also runs a Retail is Detail blog where he strives to impact Serbian and regional telco retail market by sharing best practices and challenges.



<https://www.linkedin.com/in/milan-miti%C4%87-482a6a20/>



Vojo Ivanković, Head of Direct Retail

Vojo joined Telenor in 2007 as Xpress Sales Representative. After his top performing career and being recognized as top talent, he was granted several leadership roles where he managed to increase sales results. In 2014, he became Head of Direct Retail in Serbia. Two years after, he was appointed Head of Partner Retail to further advance franchise business model including introduction of leaders in partner retail stores. This thoroughly changed operational efficiency in partner stores and secured standard alignment with direct retail in terms of career development. In 2018, Vojo got back to the position of Head of Direct Retail - this time to run retail in Telenor Serbia and Montenegro. During his leadership, due to systemic changes and people management, the results of Montenegro's retail increased on annual level including great performance on all KPIs. During Corona time, Vojo played critical role in transforming retail into online sales force and earned the reward for Home Delivery project - the project that secured target achievement during global crisis. As of 2022, Vojo is Head of Direct Retail in Yettel Serbia. Aside from being responsible for company-owned shops in Serbia, he is responsible for external partners in the area of fixed services resale. Vojo serves as Deputy Retail Director since 2016.



<https://www.linkedin.com/in/vojoivankovic/>



Ognjen Vasiljević, Head of Partner and Xpress Retail

Ognjen joined Telenor Serbia in 2006 as shop leader in Western Serbia. After successfully running the store, he was appointed Regional Sales Manager and contributed to increased B2B sales results including the best performance in acquisition and port in. More, he was in charge of shops redesign at the time. In 2013, Ognjen became Head of Partner Retail with the mission to tighten the franchise model of sales in Telenor. In August 2016, Ognjen undertook Direct Retail in Serbia and Montenegro where he was in charge of developing customer experience and sales results, people development, and strengthening retail middle management. As of 2018, Ognjen serves as Head of Partner & Express Retail, in charge of over 70 point of sales. Additionally, Ognjen runs 80 teams of FTTH installers. During this mandate, Ognjen has transformed franchise business and management model twice to address change of strategy and improve efficiency. He is married and father of two.



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Biographies of Retail Management Team



Marijana Krlić, Head of SoHo Channel

Marijana joined Mobtel in 1995 and soon after became a Customer Service Representative. In 2003, she assumed the position of Front Office Supervisor and her sales story began, building upon vast customer care background. In 2007, Marijana became Team Leader and successfully ran several capital stores. This led her to becoming Direct Retail Regional Manager of Vojvodina region in 2014. In 2018, Marijana undertook Belgrade Central North Region in 2018 and assumed the position of Deputy Head of Direct Retail. Aside from assisting in successful introduction of the new product line in retail, Marijana has managed to advance over 50 people into more responsible positions. As of November last year, Marijana is Head of SoHo Channel. She is married and mother of two.

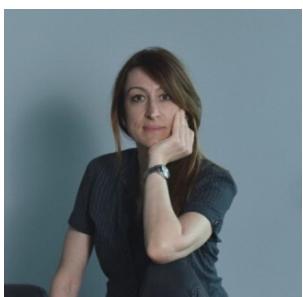
<https://www.linkedin.com/in/marijana-krlji%C4%87-a6114984/>



Marija Spasić, Head of Home Telco Solution Channel

Marija joined Telenor in 2011 as Shop Manager and has successfully ran the flagship store. Three years after, she became Direct Retail Regional Manager and has experience of running two different regions with great legacy in terms of results and people development. As of January 2021, Marija serves as Head of Home Telco Solution Channel - in charge of door to door sales of FTTH services to consumer customers. Aside from establishing the channel of 68 sales agents on the field (door knockers), Marija is responsible for two supporting teams that play critical role in FTTH sales and installation. More, she continues to act as important focal point at many occasions in regards to FTTH product line in Yettel, including providing inputs to vendors on systems' solutions development.

<https://www.linkedin.com/in/marija-spasic-38329326/>



Dragana Ilić, Head of Sales Training and Development

Dragana joined Telenor Serbia in 2016 as Communication and Sales Trainer after extensive international experience in public and philanthropic sector. She soon undertook the team of trainers in Telenor Serbia and Montenegro responsible for B2B and B2C training design and delivery for all front liners. As of 2018, she is Head of Sales Training and Development in Serbia in charge of the design and execution of all sales channels' curricula, G2M training, knowledge management platform development, and performance coaching. During her leadership, Sales Training has earned three global business awards that have recognized the following achievements: Retail Academy - learning and career path, Sales Arena - knowledge sharing hybrid event, Possibilities of digital m-learning in Retail. Dragana has served as regional focal point for all customer facing processes including those tackling sales methodology and front liners engagement in pursuing Yettel brand. She holds MA in Psychology and international certificates in Coaching and Advanced Coaching Skills.

<https://www.linkedin.com/in/dragana-ilic/>



Uroš Gedošević, Commercial excellence manager

Uroš joined Telenor Serbia in 2010 as part of the Pricing Team. During six years in this team, he contributed to sales planning, strategy and business development through three different roles. This helped him gain in-depth insights into all nuances of company's KPIs which proved essential for joining Retail in 2016. Uroš has been running Commercial Excellence Team in Retail and is in charge of all retail analytics including developing and advancing compensation system. He played critical role in designing and launching new compensation program for sales that resulted in transactions' value and volume uplift. More, Uroš and his team are in charge of various retail project in support of trade marketing, shop (re)design, fiscal processes et al. He holds a Master's Degree in Management.

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Retail network

132 shops (54 direct , 78 partner )



Transactions:
62% direct
38% partner



OTT TV:
44% direct
56% partner



FTTH:
81% direct
19% partner

Retail key performance indicators:

Main KPIs	GAM	FTTH	TP Upsell	Cosmos Share	ATT rate
Secondary KPIs	SoHo	OTTV	HS sold	Soft Renewals	Accessories Value
Care activities	Bill payment	Reactivation	Complaints	Ownership transfer	Tariff Plan Change

2022 Retail avg. monthly statistics



132 shops (54 direct , 78 partner)



575 Retail Reps, 25 Hipernet ambassadors



1.410.670 avg. monthly walk in



142.065 avg. monthly bill payments



10.028 avg. monthly GAM



23.021 avg. monthly handset



2.327 avg. monthly wearables



301% avg. monthly att rate



52.517 avg. monthly transaction



107% avg. monthly realisation



937.385 footprint



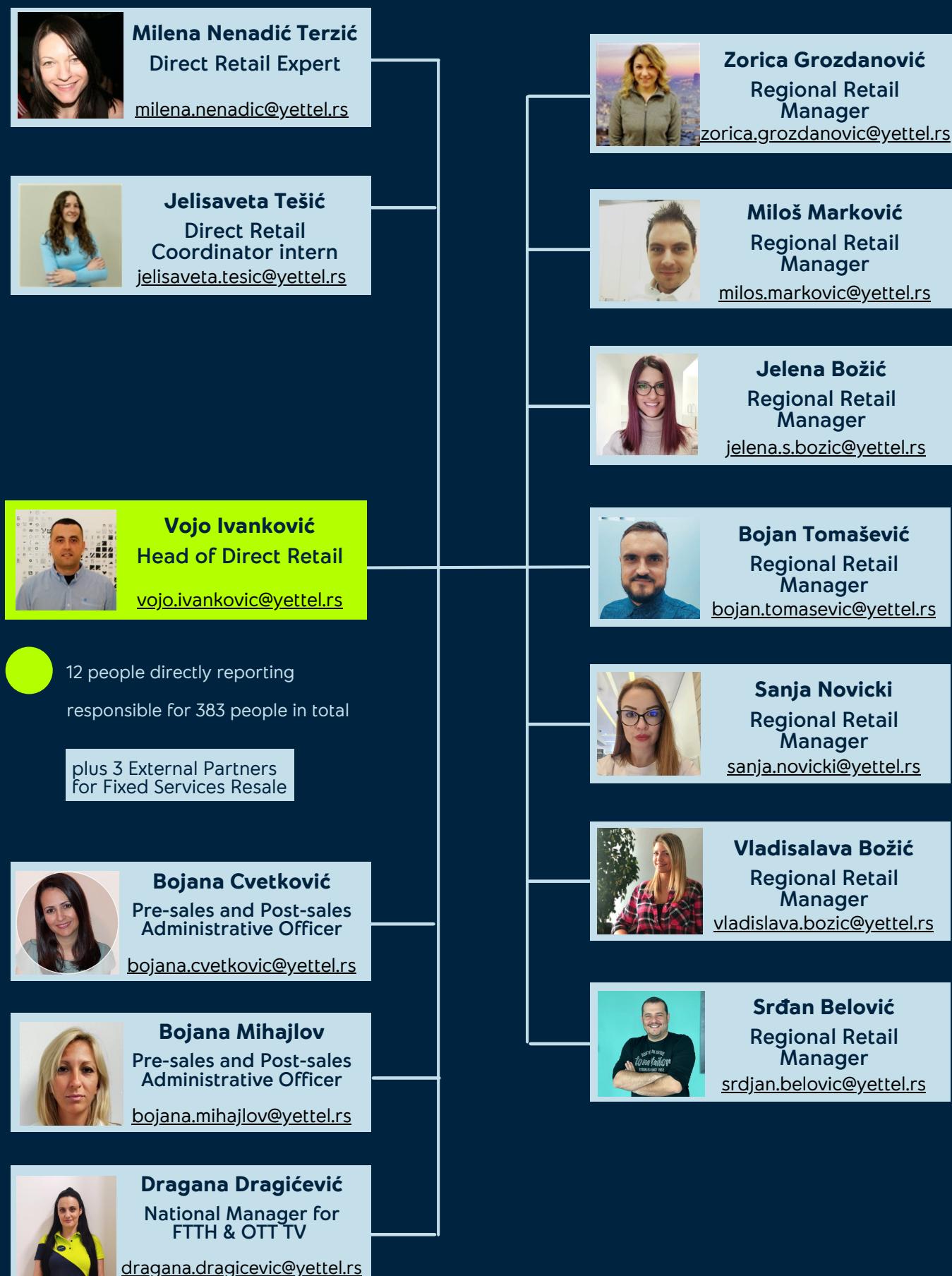
1.251 avg. monthly FTTH



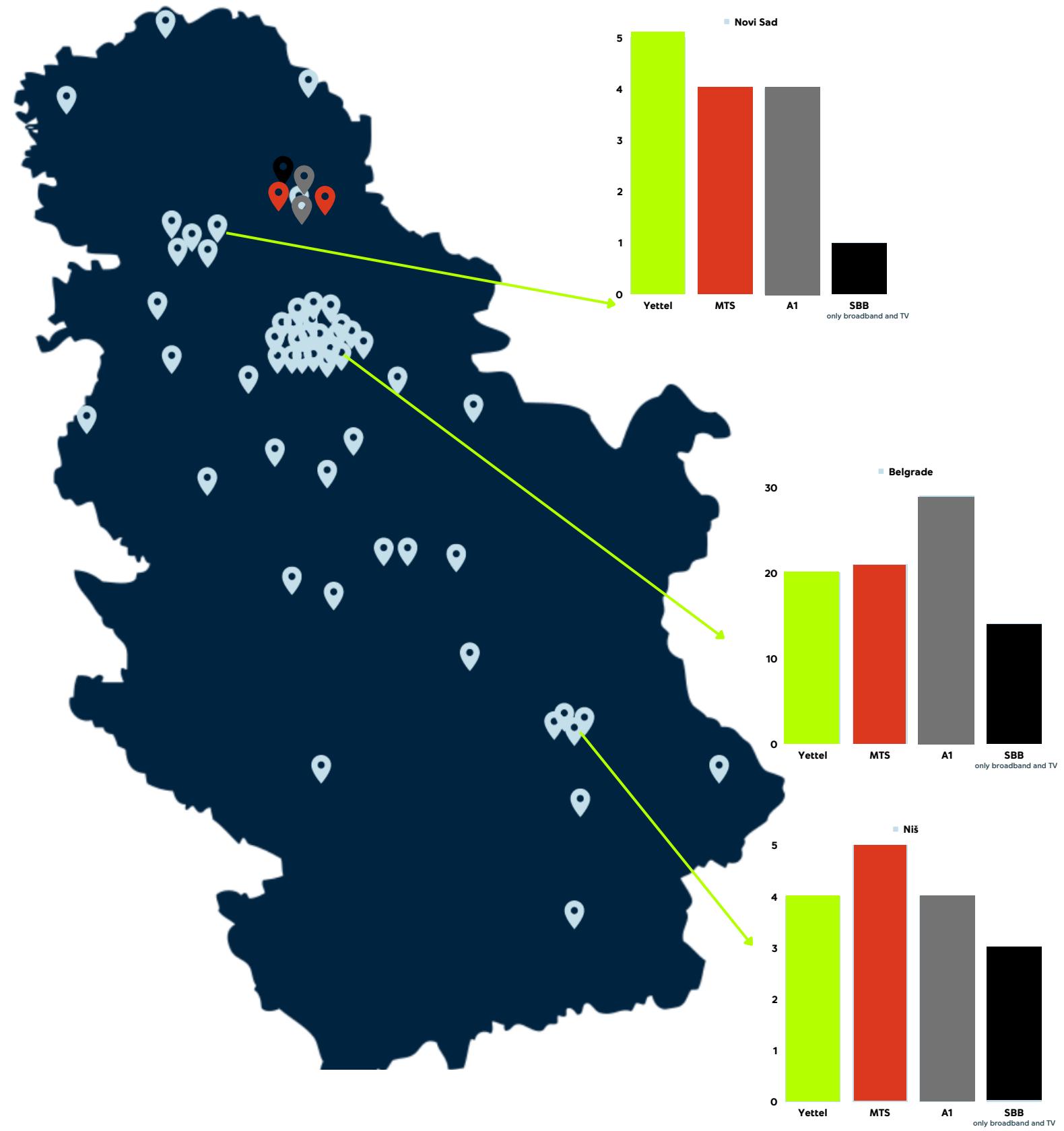
794 avg. monthly OTT TV

Direct Retail Channel

Yettel.



Direct Network



2022 avg. monthly Direct Retail achievements



54 direct shops



337 Retail Reps, 25 Hipernet ambassadors



445.210 avg. monthly walk in



71.792 avg. monthly bill payments



6.162 avg. monthly GAM



13.713 avg. monthly handset



1.477 avg. monthly wearables



311% avg. monthly att rate



32.517 avg. monthly transaction



109% avg. monthly realisation



854.672 footprint



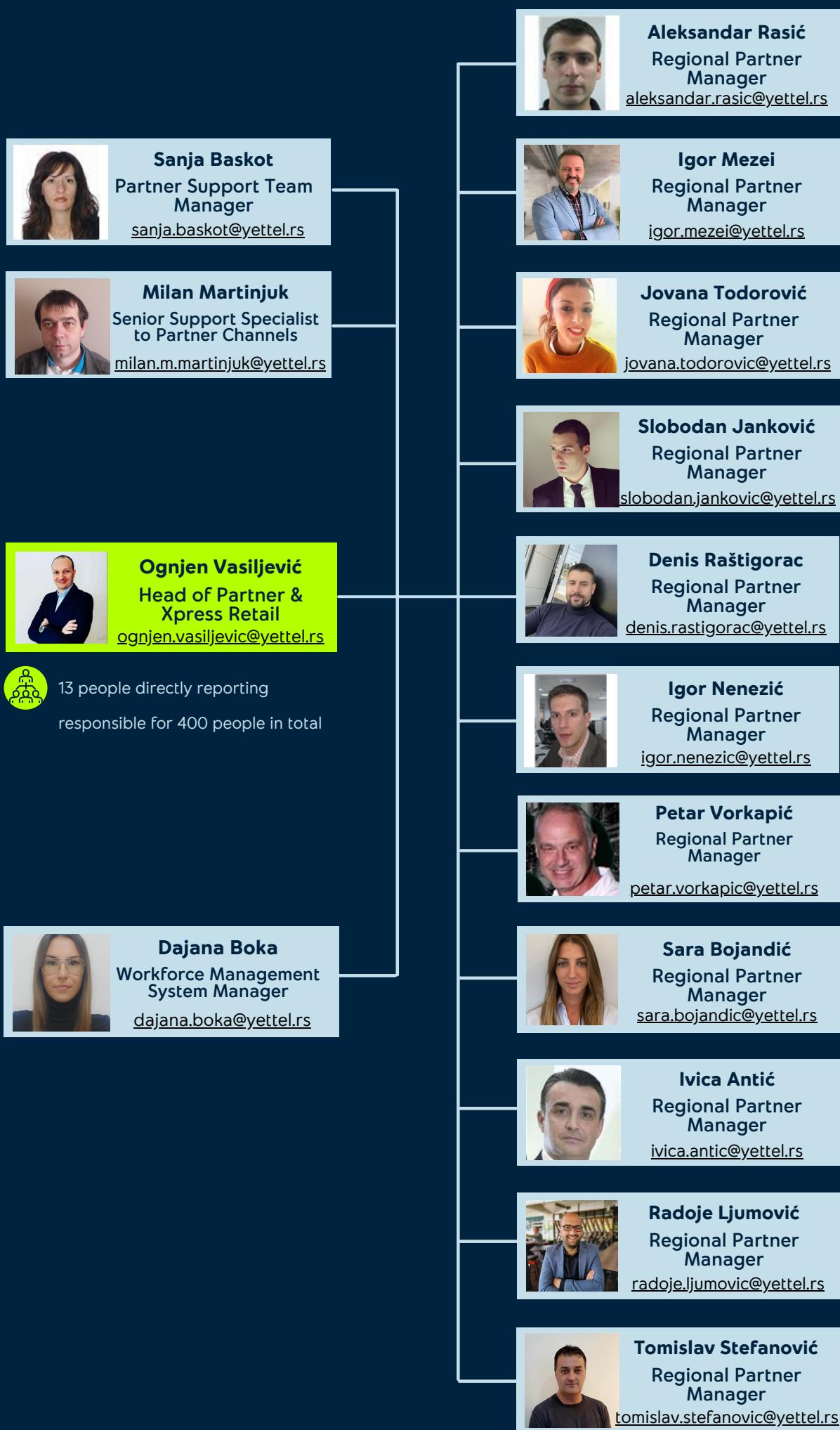
1.015 avg. monthly FTTH



346 avg. monthly OTT TV

Partner Retail Channel

Yettel.



Partner Network



2022 avg. monthly Partner Retail achievements

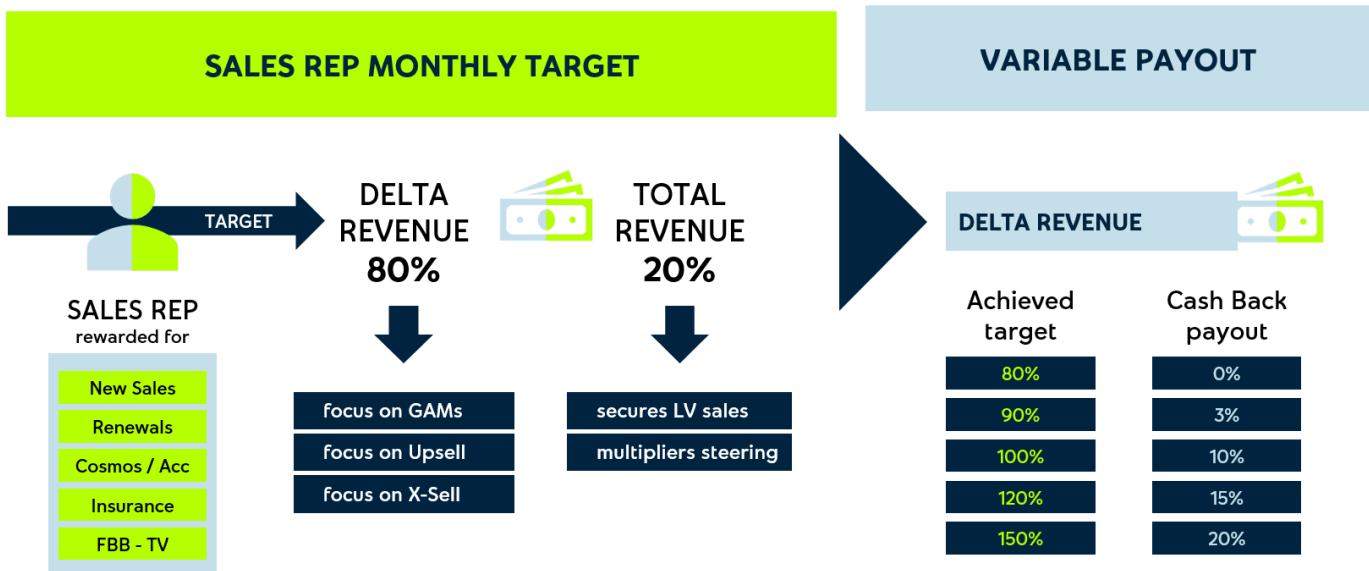
-  78 partner shops
 -  236 Retail Reps
 -  965.459 avg. monthly walk in
 -  70.273 avg. monthly bill payments
 -  3.866 avg. monthly GAM
 -  9.308 avg. monthly handset
 -  850 avg. monthly wearables
 -  294% avg. monthly att rate
 -  20.100 avg. monthly transaction
 -  105% avg. monthly realisation
-

-  82.713 footprint
-  236 avg. monthly FTTH
-  448 avg. monthly OTT TV

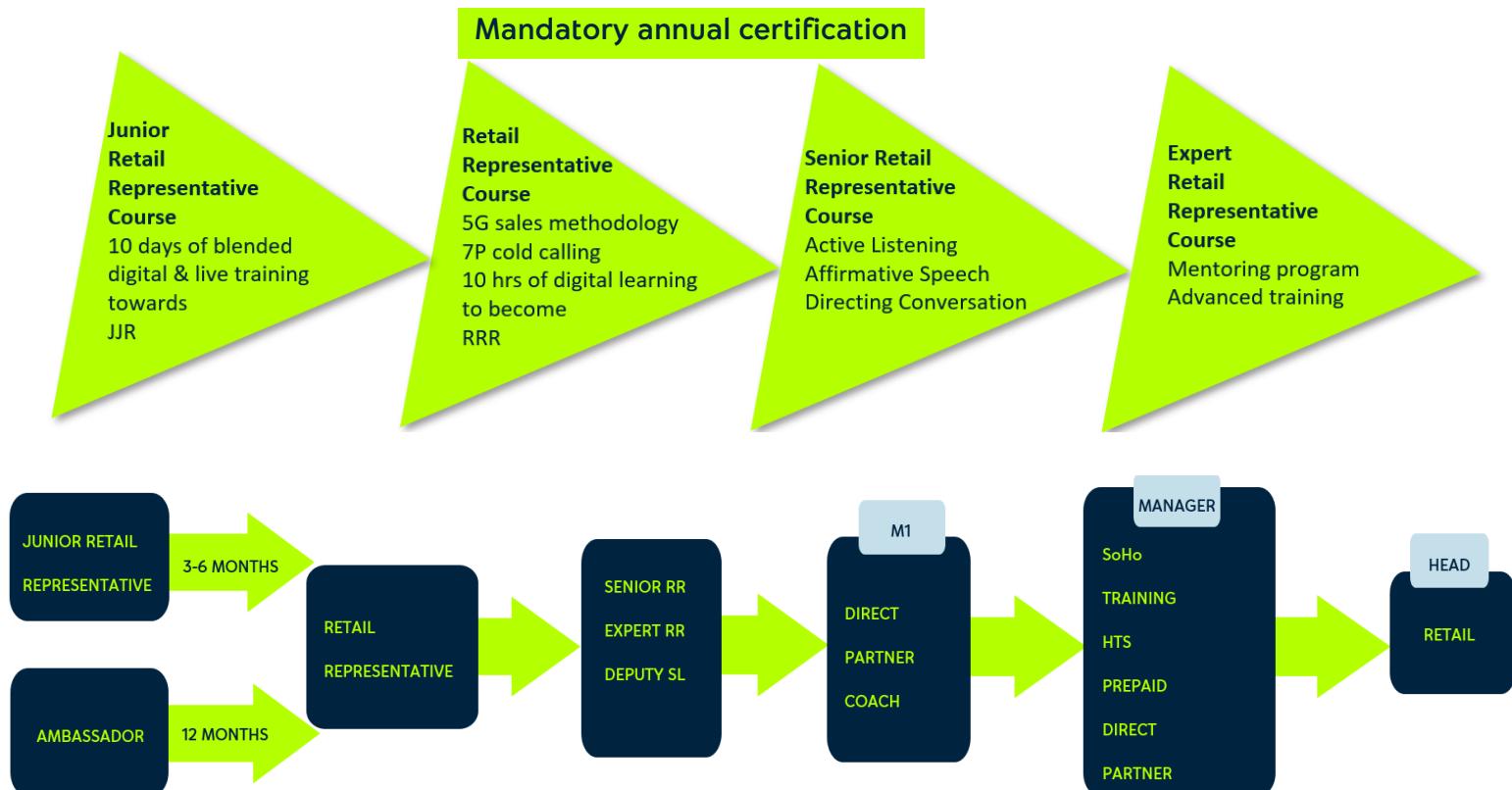
Retail operations & people management

Motivation and reward system in Retail

Compensation - driving sales performance:



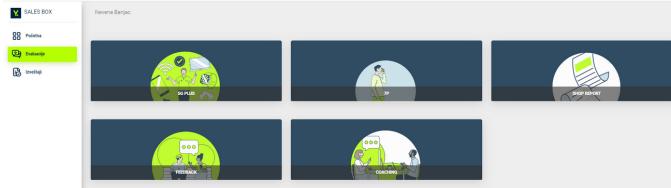
Learning and career path - securing sustainable motivation:



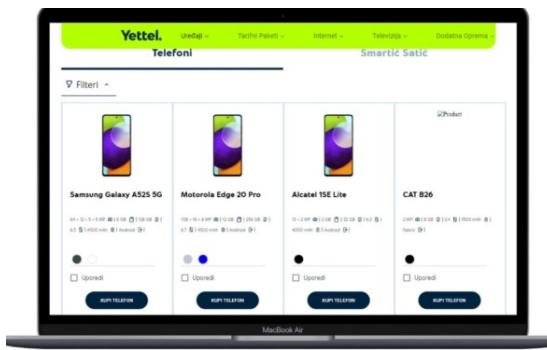
Customer facing processes in Retail:

5G sales methodology

Aligned among all Yettel business units



5G plus mapa

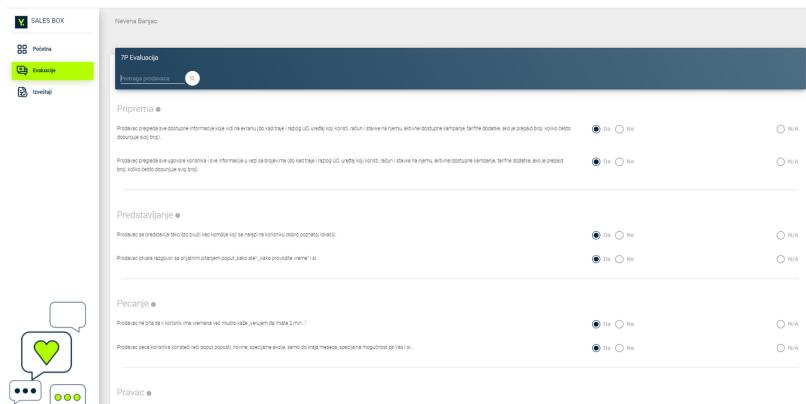


Internally developed app for negotiation



7P online sales methodology

Internally developed in Serbia's Retail



Hipernet

Priprema

Šta treba da znam ali ne izgovaram: Pol, godište, manja potrošnja
Šta treba da znam i izgovaram: Svi brojevi korisnika, model telefona, veća potrošnja
(kad mi ide u prilog), aktivacija dodataka, da li je adresa u footprintu...



Dobar dan, _____ ovdje iz Yettel prodavnice tu u/od _____ (koji korisnik često dolazi kod nas
možemo da ga podsetimo ko smo, tako što čemo reći neto poput: sećate me se, bili ste proti
mesec, plaćali smo račun, onaj visoki plavi...) Kako ste?

“DOBRO SAM” Baš mi je draga do to čujem.

“ONAKO” Hajde da to onako pretvorimo u super.

“NISAM DOBRO” Hajde onda da probam j danas da Vam
malo popravim rasploženje

Predstavljanje

Vjerujem da imate minut za mene, da li znate da kod nas imate najbolje i najpovoljnije kompletno kućno
rešenje? Ako korisnik kaže da nema vremena: Šta mi je da ne čujete da sve možete da imate, neću dugo da vas zadržavam...



Kazite mi, jes li ste na ovaj adresi _____
A da li imate možda neki star/vikendicu?

Pecanje

Vjerujem da imate minut za mene, da li znate da kod nas imate najbolje i najpovoljnije kompletno kućno
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malo popravim rasploženje

Pravac

Kazite mi, jes li ste na ovaj adresi _____
A da li imate možda neki star/vikendicu?

Potencijal

Kako provodite slobodno vreme sa porodicom?
Koji se sadržaji najčešće prate na TV-u?
U čemu najviše uživate?

Koliko često putujete po Srbiji?



Kazite mi, šta se od pametnih uređaja
koristi kod kuće?

Bakovički internet ili optički, šta sada koristite?

Koja Vam je brzină?

Ponuda

Imam onda neto baš za Vas Neognanjen internet neprikosnovenе brzine, sa odnosom
download/upload 2:1. Pokrov svaki kutak Vašeg doma, a pored loga i digitalne televizija, sa svim onim
programima koji ga gledaju, uključujući i sve Arena kanale. Naš Hipernet box prevara svaki TV u pametni,
možete čak i ako krenete na vikendicu poneseći i njega - sve što Vam treba je stabilna internet konekcija
i možete da gledate televiziju svuda. Pored TV-a naravno možete i na Vašem računaru. Kako Vam to
zvuči? A da, da ne zaboravim, prvih 12 meseci ne placate baš ništa, i naravno, hćemo da Vam pokažemo
da cemo u cijelosti učiniti to da Vam učinimo najbolju ponudu na tržištu.

Pozdrav

Nekad su zahtevao da podnesem zahtev za kuću, a ono što sam ostavio/la za kraj: zajedno biramo dan i
vreme instalacije kod Vama odgovara. Nekoliko slobodnih dana i čekanja, i ono što je najvažnije, bušete
to sa ključevi od zajedničkog prostorija podrum ili tavan na kom se nalazi ODO ormarić, odakle istrvari
sprovodimo sve i prenosi TV-a i 3 utičnice slobodne.

I naravno trebamo nam vi taj dan, zbog potpisu, a naši instalatori će se javiti kada se upute da Vam domu



Yettel.

Shop Knez Mihajlova



Your notes

Your notes

Your notes

Thank you.

Belgrade, September 2022.

Yettel.