

To the consideration of the Annual General Shareholders Meeting of MegaFon PJSC

30.06.2017
Item 8 of the Agenda

Company's participation in Big Data Association

Decision proposed:

To approve the Company's participation in Big Data Association.

Responsible department:
GR function, MegaFon PJSC



Establishment of Big Data Association

Self regulation: applicable practice of the European Union



BDV BIG DATA VALUE ASSOCIATION
Self regulating consortium with the participation of the European Commission
www.bdva.eu

GOAL

Eliminate limitations of Big Data usage by business and science community when developing solutions and products, participate in development of regulation principles

TASKS

+20% Revenue growth of Big Data operators from sale of processed data or provision of respective services by 2020, etc.

+5% Multiple economic effect, including improvement of business performance, additional jobs





Goals and tasks of Big Data Association



Create **business oriented** strategy for the Big Data market development,



Develop the **Code of Ethics** for Big Data market players,



Create the data exchange **national platform**,



Initiate **flexible principles** of relationship between business and government,



Develop new technologies and products



- Admission fee (10 KRUR **in 2017**)
- Annual and special membership fees (around 400-500K per annum **starting from 2018**)