

MOBILE TELESYSTEMS OJSC  
Form 6-K  
September 06, 2011

## **FORM 6-K**

# **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

Report of Foreign Issuer  
September 5, 2011

Pursuant to Rule 13a-16 or 15d-16 of  
the Securities Exchange Act of 1934

Commission file number: 333-12032

## **Mobile TeleSystems OJSC**

(Exact name of Registrant as specified in its charter)

**Russian Federation**

(Jurisdiction of incorporation or organization)

**4, Marksistskaya Street  
Moscow 109147  
Russian Federation**

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

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Form 20-F  Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes  No

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Press release

**MTS Appoints Vice President for Marketing**

September 05, 2011

**Moscow, Russian Federation Mobile TeleSystems OJSC ( MTS or the Company NYSE: MBT), the leading telecommunications provider in Russia and the CIS, announces appointment of Vasyl Latsanych to the position of Vice President, Marketing.**

Vasyl Latsanych has a wealth of experience in sales and marketing management in the largest CIS markets in Russia and Ukraine. He joined MTS in 2001 as a head of MTS Ukraine marketing department. In 2005 he was promoted to the position of MTS Ukraine Marketing Director. In March 2011 Mr. Latsanych was appointed MTS Ukraine General Director.

In Ukraine, Vasyl accomplished rebranding of the Company's operations and designed a comprehensive portfolio of products for corporate clients under conditions of intense competition, price pressures and economic uncertainty. Vasyl coordinated the launch of 3G products and services on the base of CDMA-450 network that allow our customers in Ukraine to enjoy high-speed mobile internet access. His expertise in administration and marketing coupled with his ability to deliver and extensive knowledge of the CIS markets enable Vasyl to take into account a variety of market factors and make decisions that maximize value of the business. In his new role Vasyl will be charged with defining and implementing Group's marketing strategy, developing new product lines, enhancing customer service and strengthening Group's market positions, remarked Mr. Andrei Dubovskov, President and Chief Executive Officer of MTS.

**Biography:**

Mr. Vasyl Latsanych was born in 1972. He graduated from Higher State University n.a. N. Lysenko (Lviv, Ukraine) in 1995. In 1996 – 2001 he assumed different marketing and management positions in Coca-Cola Ukraine Ltd and Coca-Cola Bottlers Siberia. In 2001-2005 he worked as head of the marketing department in MTS Ukraine. In October 2005 he was appointed to the position of Marketing Director in MTS Ukraine. Since March 2011 he has been in charge of MTS Ukraine operations.

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Learn more about MTS. Visit the official blog of the Investor Relations Department at [www.mtsgsm.com/blog/](http://www.mtsgsm.com/blog/)

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Mobile TeleSystems OJSC ( MTS ) is the leading telecommunications group in Russia, Eastern Europe and Central Asia, offering mobile and fixed voice, broadband, pay TV as well as content and entertainment services in one of the world's fastest growing regions. Including its subsidiaries, the Group services over 100 million mobile subscribers. The Group has been awarded GSM licenses in Russia, Ukraine, Uzbekistan, Turkmenistan, Armenia and Belarus, a region that boasts a total population of more than 230 million. Since June 2000, MTS' Level 3 ADRs have been listed on the New York Stock Exchange (ticker symbol MBT). Additional information about the MTS Group can be found at [www.mtsgsm.com](http://www.mtsgsm.com).

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Some of the information in this press release may contain projections or other forward-looking statements regarding future events or the future financial performance of MTS, as defined in the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. You can identify forward looking statements by terms such as expect, believe, anticipate, estimate, intend, will, could, may or might, and such terms or other similar expressions. We wish to caution you that these statements are only predictions and that actual events or results may differ materially. We do not undertake or intend to update these statements to reflect events and circumstances occurring after the date hereof or to reflect the occurrence of unanticipated events. We refer you to the documents MTS files from time to time with the U.S. Securities and Exchange Commission, specifically the Company's most recent Form 20-F. These documents contain and identify important factors, including those contained in the section captioned Risk Factors that could cause the actual results to differ materially from those contained in our projections or forward-looking statements, including, among



others, the severity and duration of current economic and financial conditions, including volatility in interest and exchange rates, commodity and equity prices and the value of financial assets; the impact of Russian, U.S. and other foreign government programs to restore liquidity and stimulate national and global economies, our ability to maintain our current credit rating and the impact on our funding costs and competitive position if we do not do so, strategic actions, including acquisitions and dispositions and our success in integrating acquired businesses, including Comstar-UTS, potential fluctuations in quarterly results, our competitive environment, dependence on new service development and tariff structures, rapid technological and market change, acquisition strategy, risks associated with telecommunications infrastructure, governmental regulation of the telecommunications industries and other risks associated with operating in Russia and the CIS, volatility of stock price, financial risk management and future growth subject to risks.

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**MOBILE TELESYSTEMS OJSC**

By:	<i>/s/ Andrei Dubovskov</i>	
	Name:	Andrei Dubovskov
	Title:	CEO

Date: **September 5, 2011**