



Voila

Volia, a dominating telecommunications and Internet services provider, has covered Kyiv's capital with fiber-optic and other types of cable. Its services are used by 1.4 million subscribers of TV programs and almost 400,000 clients of high-speed Internet – with the strongest position in Kyiv, but spreading out across Ukraine fast.

However, as the company's network and client base expand, the main challenge for Volia is to improve the quality of its services. "Development and improvement of our services are permanent and do not stop," said company spokeswoman Alina Sigda.

Volia was established in 2000, with the backing of SigmaBleyzer, an investment firm with a proven track record in designing and implementing strategies for doing business and improving company performance. But its official birthday is June 1, 2002.

The same year Volia launched state-of-the-art technologies and pioneered digital cable TV in Eastern Europe. In 2008, the company merged under one brand of Volia providers that operate in 19 of Ukraine's largest cities. Now the company employs more than 3,000 people.

Eric Franke, a veteran business execu-



tive in Ukraine, last year joined the management team as first vice president as well as chief executive officer of Volia Regions. In a few months, Volia will switch off all outdated analog technology in Kyiv. The capital will be a digital one.

Volia

27 Rayduzhna Street
Kyiv, 02218 Ukraine
+38 (044)502-2250
+38 (044)207-7092
www.volia.com

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