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## **Development of the MTS ecosystem and its impact on the company's capitalization**

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*The development of MTS PJSC as an ecosystem is analyzed, as well as the impact of the main activities on market share prices. The relevance of the study is due to the growing number of companies in the ecosystem of MTS PJSC, which presumably should have a positive impact on the size of the company's market capitalization. However, an analysis of the dynamics of the market value of MTS shares shows that the company's purposeful expansion of business areas through the implementation of new significant projects and transactions did not lead to a noticeable increase in its capitalization.*

**Keywords:** *ecosystem, stocks, telecommunications business, digital services*

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