If “Yes” is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):

Yes  No 

the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to

Form 20-F  Form 40-F 

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

(Address of principal executive offices)

1087 Nicosia Cyprus

Kennedy Business Centre, 2nd Floor, Office 203

12-14 Kennedy Ave.

QIWI plc

For February 11, 2015

OF THE SECURITIES EXCHANGE ACT OF 1934

PURSUANT TO RULE 13A-16 OR 15D-16

REPORT OF A FOREIGN ISSUER

FORM 6-K

Washington, D.C. 20549

SECURITIES AND EXCHANGE COMMISSION

99.1

“QIWI and MegaFon announce strategic partnership by launching a co-branded wallet” press release dated February 11, 2015

Exhibits

Chief Financial Officer

Alexander Karavaev

Date: February 11, 2015

By:

/s/ Alexander Karavaev

QIWI PLC (Registrant)

the undersigned, thereunto duly authorized.

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

SIGNATURES

2

The full list of cashback operations is available at www.qiwi.com

1

More details are available at www.megafon.ru

additional opportunities which we provide as a major mobile operator will make our co-branded product highly attractive for our customers.”

said Denis Zyryanov, General Director of MegaLabs – We expect that the combination of high-quality Visa QIWI Wallet functionality and the

our objective in entering into this project has been to offer MegaFon subscribers a convenient payment service as well as a way to save money –

who engaged in mobile commerce increased by more than 30%. Clients are getting used to paying for purchases via mobile accounts. Given this,

“Today we are witnessing the increasing popularity of mobile commerce: over the last 9 months of 2014 the number of MegaFon subscribers

partnership.”

customers to transact smoothly across a broad platform of payment instruments and interfaces is an important first goal for our new strategic

payment product that meets market demands and enhances the customer experience. To build a universal payment technology that allows

expertise of QIWI, the largest payment provider, on the other, allows us to address a strategic market challenge – the development of a unique

Sergey Solonin CEO of QIWI commented: “The combination of the extensive knowledge of our cellular operator partner on one hand and the

through the Visa QIWI Wallet2. Rebates are added to the subscriber’s mobile balance and can be used immediately for any payments due.

accounts quickly and free of any commission1. Another attractive feature for MegaFon subscribers is a 0.5% cash rebate for payments conducted

balances, but also to see the balances of “favourite” relatives and friends who are also MegaFon subscribers and, if necessary, top up their

The co-branded e-wallet has been customized with a “green interface” to reflect the MegaFon brand. It allows users not only to monitor their own

utility bills, and many others.

as the source of funds. Payments which can be made commission-free include most popular categories like broadband internet, e-commerce,

products and services supported by the Visa QIWI Wallet. Both the subscriber’s mobile phone balance and QIWI’s e-wallet accounts can be used

As a result of this partnership, MegaFon’s subscribers will now have an opportunity to make commission-free payments for a wide range of

technology. Currently this solution is unique in the Russian market.

expertise of both companies. The initial project of the partnership will be the launch of a co-branded product based on Visa QIWI Wallet

strategic partnership aimed at development of high-tech solutions in electronic payments based on a combination of the business

services (“QIWI”

), and MegaFon (LSE: MFON), a leading Russian telecommunications operator (“MegaFon”

), announce the start of a

RUSSIA, MOSCOW – February 11, 2015 – QIWI plc (Nasdaq: QIWI, MOEX: QIWI), a leading provider of next generation payment

QIWI and MegaFon announce strategic partnership by launching a co-branded wallet

Exhibit 99.1

the VAS Media group of companies, which was integrated with MegaLabs, its R&D subsidiary.

increased its fixed-line B2B and B2G businesses, as well as its provision of fixed broadband services. In September 2012, the Company acquired

As a result of its acquisition of the Synterra Group, one of the leading Russian backbone operators, in June 2010, MegaFon substantially

leader in the provision of mobile Internet, and is number two in terms of the number of active subscribers in Russia.

Garsdale Services Investment Limited (“Garsdale”), its shareholder and a member of the AF Telecom group (see below).The Company is a

regions. In October 2013, MegaFon completed the acquisition of a 100% interest in Scartel/Yota, which hold significant 4G/LTE licences, from

for the provision of 4G/LTE services throughout the entire Russian Federation and has already started providing these services in 68 different

The Company was the first in Russia to launch 3G for commercial operations. In July 2012, MegaFon was awarded one of four ten-year licences

and Tajikistan.

Russia. The Company and its subsidiaries have licences to operate in all of the Russian regions and in the Republics of Abkhazia, South Ossetia

MegaFon OJSC is a leading Russian telecommunication service provider, operating in all segments of the telecommunications markets in

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OJSC MegaFon

FOR MORE INFORMATION

2015.

registration of an e-wallet. For all current Visa QIWI Wallet customers services will become fully available by the end of the first quarter of

New Visa QIWI Wallet customers who are also subscribers of MegaFon will be able to use the new services being offered immediately upon

of top-up channels including cash top-up via QIWI kiosks, bank card transfer or mobile balance top-up.

Several interface options will be available for the users of a co-branded product: the qiwi.ru website and iOs and Android apps, as well as a range

many other successful products revealing new horizons for promotion of the Visa QIWI Wallet.” – said Andrew Torre, CEO Visa Russia.

We consider this to be a breakthrough for both the payment industry and the telecom market. We are sure that this project will lead the way for

“Partnership between QIWI and MegaFon is one of the most important steps in implementing our joint Visa QIWI Wallet development strategy.

including debit, prepaid and credit card products. For more details, please visit: www.visa.com.ru.

cardholders. Visa’s innovative solutions, however, enable financial organizations to offer their customers a wide choice of financial facilities,

payments for merchants. Visa is not a bank; it issues no charge cards, sets no fees or interest rates for consumers, and grants no loans to

innovative processing system, which can process more than 47,000 transactions a second, providing fraud protection for consumers and secure

the world to have access to a fast, secure and reliable electronic payment network. Electronic payments are made through the VisaNet global

Visa is a global payment system that enables cardholders, merchants, financial and government institutions in more than 200 countries all over

About Visa

and services across physical or online environments interchangeably.

network at least once a month. QIWI’s consumers can use cash, stored value and other electronic payment methods to order and pay for goods

terminals, and enabled merchants to accept over RUB 50 billion cash and electronic payments monthly from over 70 million consumers using its

payment services across physical, online and mobile channels. It has deployed over 16.5 million virtual wallets, over 175,000 kiosks and

QIWI is a leading provider of next generation payment services in Russia and the CIS. It has an integrated proprietary network that enables

About QIWI plc

the overall success of the Games.

art communication system installed by the Company for the Games contributed significantly to the participants’ enjoyment of the Games, and to

MegaFon was the Mobile General Partner of the XXII Winter Olympic Games and XI Paralympic Games held in Sochi in 2014. The state-of-the-

acquire up to 2.5% prior to 2017), while the public float represents approximately 14.59% of the outstanding shares.

25.17%). Additional shares are held by a wholly owned subsidiary of the Company (3.92%, of which USM Holdings Limited has the right to

MegaFon has two principal shareholders, companies in the USM Group (approximately 56.32%) and the TeliaSonera group (approximately

In November 2012, MegaFon successfully completed an initial public offering on the Moscow Stock Exchange and the London Stock Exchange.

providing telecommunications goods and services, and acquired a further 25% interest from Garsdale in July 2014.

In December 2012, the Company acquired a 25% interest (or 50% economic interest) in the Euroset retail chain, the largest chain in Russia