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5G

NEXT GENERATION NETWORK

FOR YOUR PRESENT





BACKGROUND

GRI 2-1, GRI 2-2

As of the end of 2024, Kcell's subscriber base reached 7.968 million, representing 30.2% of the total number of mobile subscribers in Kazakhstan.

Kcell provides services under the Kcell and activ brands, and in 2023, launched wireless internet access under the Kcell Auleti trademark.

One of Kcell's key competitive advantages is its robust digital ecosystem, built around the Kcell/activ mobile app. It not only lets customers manage their services with ease, but also gives them access to the Company's online store and a "virtual bank" – the OGO Finance suite, offering virtual payment cards, deposits, loans, and more.

The Company has one wholly owned subsidiary – KazNet Media LLP – in which it holds a 100% equity interest. The subsidiary's core business activities include: managing websites that use search engines to create and maintain extensive databases of internet addresses; managing other websites functioning as internet portals; providing internet access via telecommunications infrastructure operators; computer programming, consulting, and related services; information services

related to search portals, data processing and hosting; primary information provision; data hosting and processing services; web portals; advertising and marketing services; and information and consulting services, including those delivered via the internet. The subsidiary also develops websites and web portals, along with engaging in any other activities not prohibited by law or its charter.

In December 2022, the Company won the national auction for 5G spectrum rights in Kazakhstan and began rolling out fifth-generation network infrastructure in 2023. By the end of 2024, Kcell had deployed approximately 1,470 5G base stations across 20 cities, delivering next-generation telecommunications services to over one million residents.

In both 2023 and 2024, global network intelligence leader Ookla recognized Kcell as the fastest mobile internet provider in Kazakhstan.

In 2024, Fitch Ratings reaffirmed Kcell's long-term credit rating at 'BB+' with a Stable outlook.





HISTORY OF THE COMPANY

GRI 2-1

Kcell JSC traces its history back to the late 1990s and was originally established as GSM Kazakhstan LLP of Kazakhtelecom OJSC (GSM Kazakhstan LLP). The company was registered on 1 June 1998 to design, build, and operate a GSM mobile network in the Republic of Kazakhstan. That same year, Kcell became the first company in Kazakhstan to receive a license to provide GSM mobile communication services.

Until 2012, GSM Kazakhstan LLP was jointly owned by Fintur Holdings B.V. (a Dutch-registered joint venture between TeliaSonera Finland Oyj and Turkcell Iletisim Hizmetleri) and Kazakhtelecom OJSC (renamed Kazakhtelecom JSC in 2004), holding 51% and 49% stakes, respectively. On 2 February 2012, Kazakhtelecom JSC sold its stake to Sonera Holding B.V., a subsidiary of Finland's TeliaSonera (renamed Telia Company in 2017).

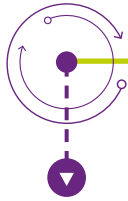
On 27 August 2012, the company was converted into a joint-stock company and renamed Kcell JSC. In December 2012, Kcell placed 50 million shares (representing 25% of its share capital) in the form of global depository receipts on the London Stock Exchange and as ordinary shares on the Kazakhstan Stock Exchange. As a result, the main shareholders – Fintur Holdings B.V. and Sonera Holding B.V. – held 51% and 24%, respectively.

On 21 December 2018, Kazakhtelecom JSC acquired the shares in Kcell JSC previously owned by Telia Company and Fintur Holdings B.V., gaining a 75% stake in the company. On 30 September 2021, Kazakhtelecom JSC sold 24% of the voting shares on the Kazakhstan Stock Exchange (KASE).



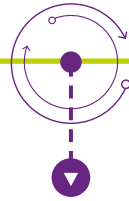


KEY EVENTS IN THE COMPANY'S HISTORY



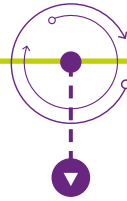
1998

- **1 June** – GSM Kazakhstan LLP of Kazakhtelecom JSC is established;
- **8 June** – Receives a perpetual state license to provide GSM-standard mobile communication services



1999

- **February 7** – Launch of the Kcell brand;
- **September 9** – Launch of the activ brand



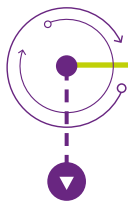
2003

- **September 18** – Becomes the first mobile operator in Kazakhstan to offer mobile internet access;
- **September** – Launch of multimedia messaging service (MMS)



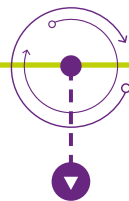
2005

- **September 13** – Becomes the first operator in Kazakhstan to introduce GPRS roaming



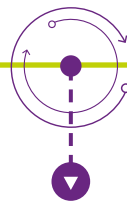
2016

- **January 5** – Company receives rights to use additional spectrum in the 700/800 MHz and 1800 MHz ranges to enhance national coverage and prepare for 4G/LTE rollout



2018

- **January 16** – Kcell places KZT 4.95 billion in bonds on KASE;
- **December 21** – Kazakhtelecom JSC acquires a 75% stake in Kcell JSC from Telia Company and Fintur Holdings B.V.



2019

- **June 27** – Fitch affirms 'BB' rating and upgrades outlook from Stable to Positive



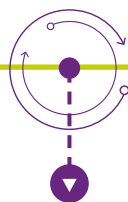
2020

- During the pandemic, 3,500 medical workers receive free voice and internet services;
- Free access granted to over 400 educational websites and 27 mobile banking apps;
- **April 16** – Launch of biometric SIM machines for SIM card purchase, replacement, top-ups, and eSIM activation



2017

- **March 1** – LTE network launched across Kazakhstan;
- **June** – 4G+ (LTE Advanced) launched in Almaty and Shymkent;
- **November 1** – Fitch Ratings assigns a long-term issuer default rating of 'BB' with a Stable outlook.



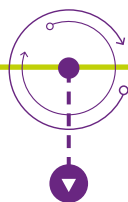
2008

- **August 26** – Company license is updated to include operation of the GSM-1800 network.



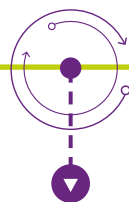
2010

- **December 1** – Commercial launch of 3G network in Astana and Almaty



2012

- **February 2** – Kazakhtelecom JSC completes sale of its stake to Sonera Holding B.V.;
- **August 27** – Company restructured as a joint-stock company and renamed Kcell JSC;
- **November 29** – Ordinary shares begin trading on ASE);
- **December 13** – Global Depository Receipts (GDRs) listed on the London Stock Exchange (LSE)



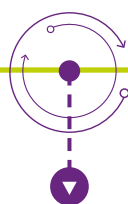
2014

- **April 15** – Becomes an official iPhone distributor in Kazakhstan;
- **September** – Launch of a large-scale rebranding of the activ trademark;
- **November 16** – Launch of the Kcell/activ mobile application;
- **End of year** – Becomes the largest non-financial taxpayer in Kazakhstan



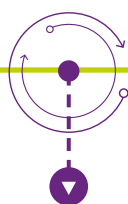
2015

- **February** – Completion of activ brand rebranding;
- **March** – First activ retail store opens in Almaty



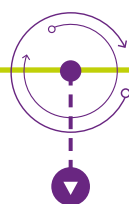
2021

- **June 14** – GDRs delisted from the LSE and Astana International Exchange (AIX);
- **July** – Launch of OGO Finance in partnership with First Heartland Jusan Bank and Mastercard;
- **September 30** – Kazakhtelecom JSC sells 24% of its Kcell shares on KASE



2022

- **January 5** – Operational headquarters established during national emergency to ensure uninterrupted communication and support for government efforts;
- **February 25** – Completion of the first phase of the Nexign Converged BSS billing system;
- **December 12** – Fitch affirms Kcell's long-term rating at 'BB+' with a Stable outlook;
- **December 16** – Kcell, in consortium with Mobile Telecom-Service LLP, wins 5G license tender.
- **December** – Completion of the second phase of the Nexign Converged BSS billing system



2023

- **November 16** – Kcell named "Leader of the Stock Market" by KASE;
- **December 5** – Fitch affirms long-term issuer rating at 'BB+', outlook remains Stable



2024

- **March 30** – Kcell supports residents affected by floods in five regions of Kazakhstan by providing free packages with 10 GB of data, 50 call minutes to any network, and 50 SMS.
- **November 24** – Fitch reaffirms Kcell's credit rating at 'BB+' with a Stable outlook





GEOGRAPHIC REACH

GRI 2-1

Kcell Mobile Network Coverage Map across Kazakhstan as of 31 December 2024

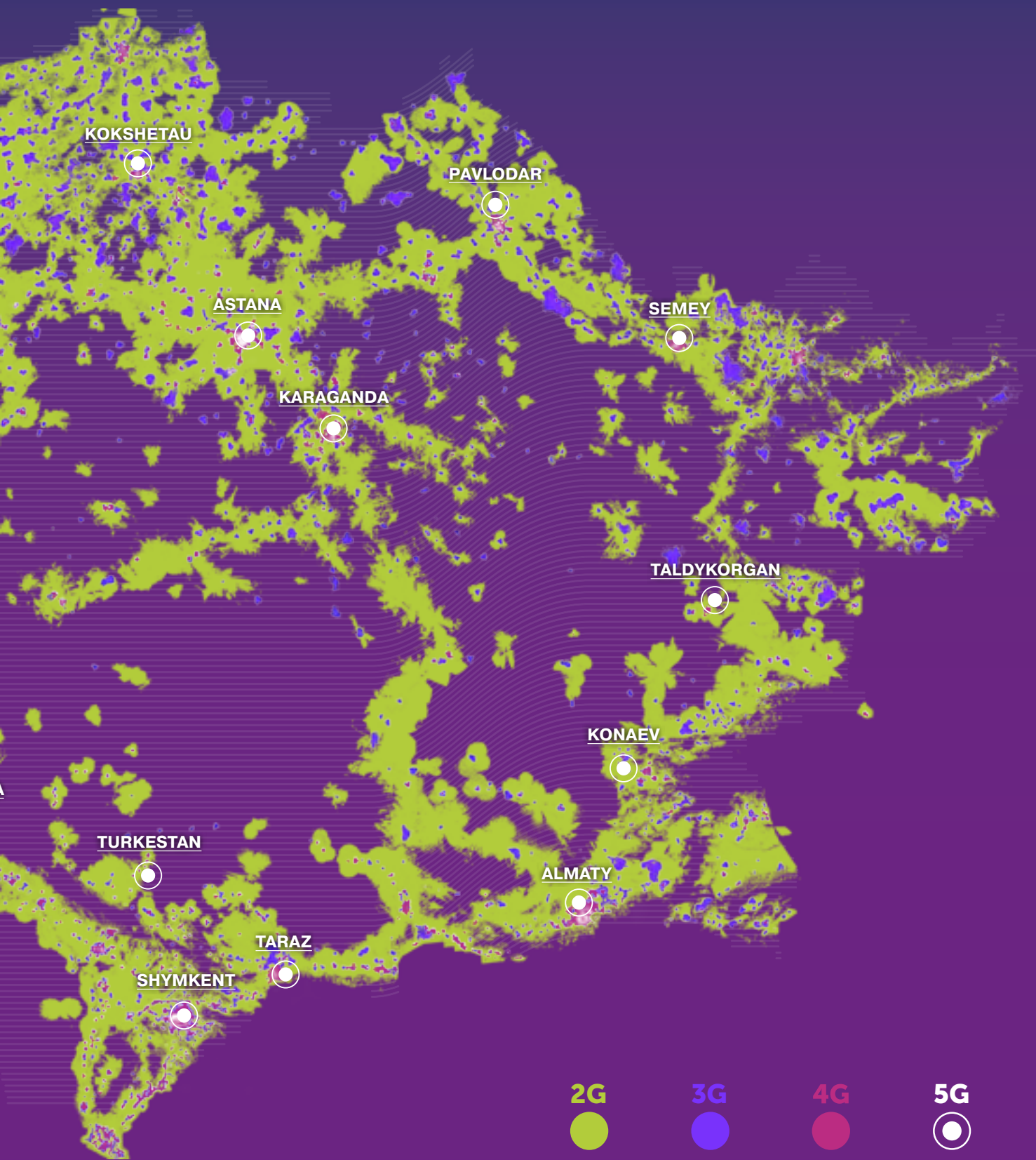


By the end of the reporting period, the Company's 3G network covered areas home to 92.12% of Kazakhstan's population, while 75.97% had access to its LTE network, and 45.78% were already covered by its 5G network.

As of the end of 2024, Kcell services were available in every region of Kazakhstan. The Company operated 34 branded retail stores and customer service centers throughout the country. These locations offer Kcell and activ SIM cards, as well as a wide selection of smartphones, laptops, tablets, and other smart devices – all available on attractive terms.

In addition to its own stores, Kcell maintains a broad retail presence through a network of approximately 2,600 partner outlets, including:

- 111 Activ Dealer Stores – official dealers that provide the full range of services, including device sales and contract phone offerings on behalf of Kcell JSC;
- 9 Exclusive Retail Stores – partner locations that offer Kcell's full product lineup and sell all activ/Kcell starter kits and related products;
- 47 Electronics Stores – retail partners selling starter kits;
- 2,523 Non-exclusive Sales Points – outlets offering Kcell/activ starter kits, select products, and basic Kcell services.



2G



3G



4G



5G

