

COMPANY PROFILE

Kcell JSC (hereinafter – Kcell, Company) is a leading mobile operator of Kazakhstan providing a full range of telecommunication and digital services to its clients. The Company operates under two recognizable brands – Kcell and activ – covering all key market segments. Kcell JSC is part of the Kazakhtelecom JSC group of companies, which holds a key position in the Kazakh telecommunications services market.

As of the end of 2024, the Company's subscriber base has reached 7.968 million customers, with its mobile network covering approximately 92% of the country's population. The products offered include voice communication, mobile Internet, 5G technology based home Internet (under the Kcell Auleti brand), as well as a number of fintech solutions and digital services powered by its proprietary Kcell SuperApp platform. Kcell/activ mobile application provides the Company's clients, along with standard subscriber services, with access to its own electronic trading platform and a line of digital services – OGO Finance – including virtual payment card management, deposit placement, loan services, bill payments, shopping and much more.

The Company is actively investing in the development of its digital infrastructure. In 2023, Kcell launched one of the largest projects in the history of Kazakhstan's telecommunications industry – the deployment of a 5G network. By 2024, the next-generation network was

already available to over 1 million residents across 20 cities in Kazakhstan, with a total of 1,470 5G base stations in operation.

One of the Company's landmark infrastructure achievements was the launch of 5G connectivity in the Almaty metro – making Kazakhstan's subway system the first in the country to offer fifth-generation mobile service. As of today, the 5G network operates at 9 stations of the Almaty metro.

Regional and rural development remains one of the Company's top priorities. In 2024, 433 4G base stations were installed in rural areas, and by early 2025, the Kcell network expanded to cover 52 additional settlements with a combined population of approximately 100,000 people.

Shares of Kcell JSC are traded on the Kazakhstan Stock Exchange (KASE) under the ticker KCEL. In November 2024, Fitch Ratings affirmed Kcell's credit rating at 'BB+' with a stable outlook.

The Company operates in accordance with international standards for corporate governance, sustainable development, and information transparency – including the GRI 2021 standards and KASE's disclosure requirements.

