

KEY MILESTONES OF THE REPORTING YEAR

January

Introduction of an e-document workflow with dealers and retail business partners

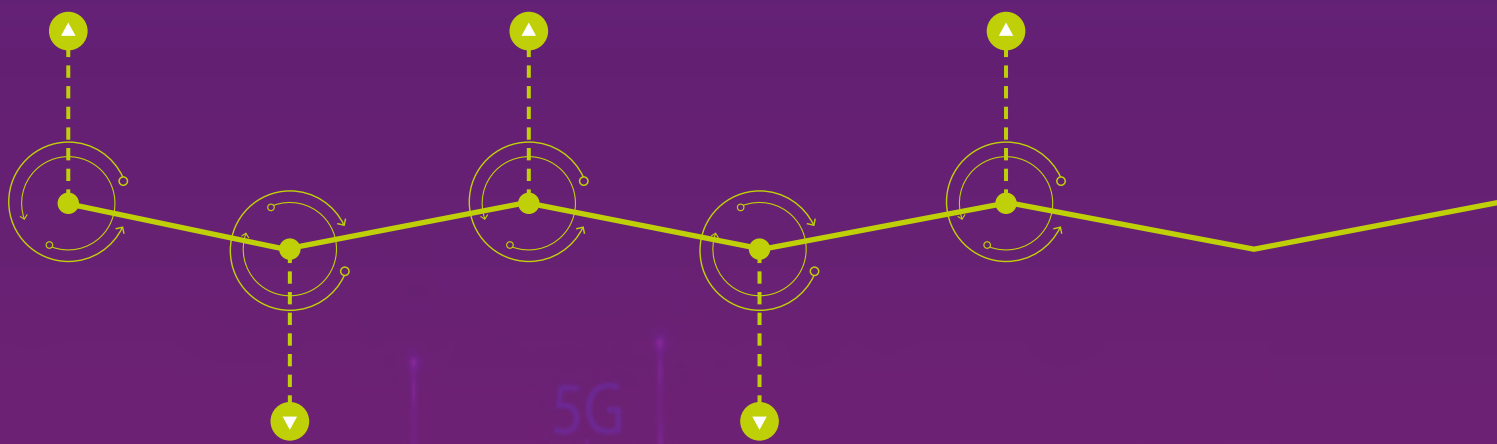
March

The time zone on all of the Company's information systems (200+ platforms) was successfully updated to UTC+5, with no impact on internal processes or subscriber services.

Kcell provided support to residents affected by flooding in five regions of Kazakhstan. Those living in flood-stricken settlements received a free package including 10 GB of data, 50 minutes of any-net calls, and 50 SMS.

May

The "Imba" tariff was introduced, offering users the ability to accumulate bonus points ("imbaxes") that can be used to pay for purchases in popular online games.



February

Kcell joined Kazakhstan's national BugBounty research program, under which so-called "white-hat hackers" help identify vulnerabilities and bugs in digital systems and services.

April

A new Android app was launched for all dealers across Kazakhstan, enabling them to earn bonuses for sales and subscriber service activities.

July

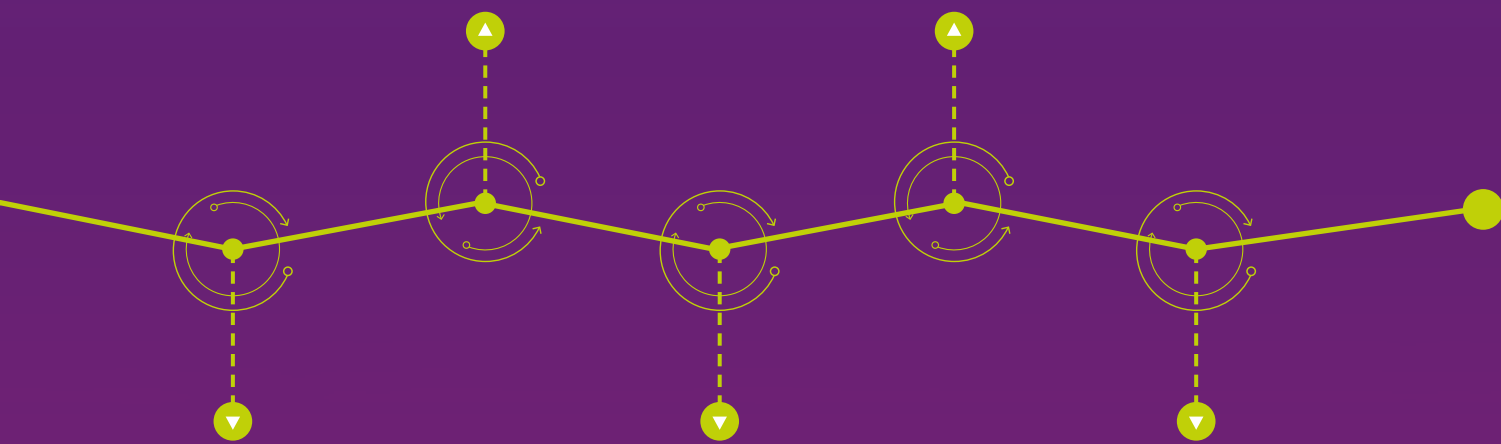
A unified interface for Call Center staff was implemented, enabling service and sales operations to be handled more efficiently and significantly reducing the time employees spent working across eight different systems.

Automated data exchange with MTS JSC was established as part of the MOCN project, supporting coordination in radio network operations.

October

Digital Rights Center Qazaqstan named Kcell the leading telecom company in its Digital Rights Rating, which evaluates adherence to digital rights standards;

The Company completed a full modernization of its SmartEvent Processing big data platform. This upgrade expanded the types of events the system can process and enabled real-time responses – such as offering relevant services to subscribers based on visited websites, changes in location or device, and usage behavior).



June

A new biometric identification system was introduced into the Company's processes to streamline subscriber authentication, reduce service time, and ensure compliance with regulatory requirements mandating biometrics in specific procedures;

The Company launched its own paid internship program for university students, covering 11 focus areas including Big Data and CVM, information security, risk and receivables management, digital services, business project oversight, finance, technical inspection, and more.

September

Following the cyber exercises organized by the National Coordination Center for Information Security, the Company's specialists were recognized as the best among information security operations centers.

November

Fitch Ratings affirmed Kcell's credit rating at 'BB+' with a Stable Outlook;

The Company introduced new tariffs for families and households, allowing a designated head of household to manage and pay for all services – helping to minimize the risk of late payments by family members.