

# 09

## STAKEHOLDER ENGAGEMENT AND SOCIAL RESPONSIBILITY

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**NEXT GENERATION NETWORK**

**FOR YOUR PRESENT**



# STAKEHOLDER ENGAGEMENT

## GRI 2-26, GRI 2-29

Kcell JSC recognizes the importance of understanding and addressing the interests and expectations of all stakeholders. The Company is committed to enhancing the effectiveness of its engagement with stakeholders through communication based on transparency, trust, and mutual respect. Kcell strives to protect stakeholder interests

by responding promptly to inquiries and ensuring timely feedback. Key communication channels include corporate reporting, correspondence, the Company’s website, forums and social media platforms, media publications, the Kcell/activ mobile app, and the hotline of Samruk-Kazyna JSC.

| Stakeholders               | Expectations  | Engagement Process  |
|----------------------------|---|---|
| Customers                  | Quality services at fair prices, personal data protection   | Market research, various feedback mechanisms  |
| Suppliers                  | Long-term partnerships, adherence to business ethics  | Transparent procurement processes, business meetings and consultations                              |
| Government Authorities     | Regulatory compliance, increased tax contributions, participation in state development programs                       | Official correspondence, inspections by regulatory bodies, and meetings                             |
| Shareholders and Investors | Company growth, corporate governance development, effective strategy execution, profitability and financial stability | Reporting, meetings, and joint discussions  |
| Employees                  | Good working conditions, timely wage payments, benefits package, career opportunities                                 | Internal communication, protection of employee rights and interests, working conditions improvement |
| Media and the Public       | Transparency and access to information  | Responding to media inquiries, PR and marketing activities  |

# INFORMATION DISCLOSURE

## GRI 2-29

- Information disclosure aims to foster a positive image of the Company, supporting capital attraction, maintaining shareholder and investor trust, and driving operational and financial performance.
- The information disclosure system must ensure transparency while safeguarding the confidentiality of internal information.
- Disclosure practices must provide open and easy access to publicly available information about the Company.
- Disclosure on the websites of the financial reporting depository and stock exchanges is carried out in accordance with applicable legislation and the listing rules of the respective exchanges.
- Corporate events are additionally disclosed on the Company’s corporate website ([www.investors.kcell.kz](http://www.investors.kcell.kz)).

## INFORMATION SECURITY AND PROTECTION OF CLIENT DATA

Protecting subscribers' personal data is a key focus for our Company, as in today's digital era, personal information is increasingly sought after by malicious actors. Any breach of subscriber data can pose serious risks, including fraud and other forms of cybercrime.

We regularly review and update our security measures to ensure their effectiveness. The Company adheres to the principle of minimal access, granting employees only the level of data access required for their roles, and employs a range of technologies to safeguard personal data. These include secure network protocols, database monitoring and protection systems, regular audits, and employee training programs.

The Company places strong emphasis on advancing information security and employs highly qualified specialists certified in cybersecurity (CEH, CHFI, GIAG Reverse Engineering Malware, OSCP, OSWE, OSEP, eMAPT, JNCIE-SEC). These capabilities ensure a reliable level of personal data protection and create the conditions necessary to counter complex cyberattacks.

Continuous professional development and skills enhancement enabled the Kcell information security team to take first place in both Blue Team and Red Team categories at cybersecurity exercises conducted by the National Cybersecurity Coordination Center (NCCIB) among corporate information security centres in Kazakhstan. Kcell was also recognised by independent experts at the Digital Rights Center Qazaqstan as the best company in the telecom sector for upholding digital rights in 2024. Furthermore, one of our employees ranked among the Top 10 bug hunters in Kazakhstan in 2024.

We conduct round-the-clock monitoring of information security events across our infrastructure to detect emerging threats and early signs of cyberattacks. Proactive measures are taken to respond to and prevent incidents, while continuously improving our capabilities in this area.





# CUSTOMER PROTECTION AGAINST FRAUD

## GRI 418-1

The fight against telephone fraud is more relevant than ever. The Company places strong emphasis on the implementation of advanced tools and methods to detect and contain fraudulent activities and is continuously exploring new ways to strengthen its efforts.

In 2024, a new Fraud Management System was launched. This system enhances the algorithms and speed for detecting suspicious fraudulent operations, helping prevent potential losses. By leveraging synergies with other tools and systems, it significantly improves the overall effectiveness of anti-fraud efforts.

To combat social engineering (fraudulent calls), the Company is taking proactive measures across multiple fronts – legislative, informational, and technological. It is also collaborating with various government agencies and organizations to build faster and more coordinated response mechanisms.

The Company has successfully integrated with the centralized data exchange system for suspicious payment transactions (Anti-Fraud Center) operated by the National Payment Corporation of the National Bank of the Republic of Kazakhstan. This integration supports the real-time exchange of critical information and sets the stage for further development in this area.

Additionally, a Memorandum of Cooperation was signed between the Prosecutor's Office, Kazakhtelecom JSC, and Kcell JSC to foster good-faith collaboration and information sharing in order to prevent, detect, and suppress unlawful acts, including fraud involving deceptive phone calls by third parties.

The Company's anti-fraud initiatives have been formally recognized through letters of appreciation from the Almaty Prosecutor's Office, the Ministry of Internal Affairs, and the Committee for National Security of the Republic of Kazakhstan.



# SOCIAL RESPONSIBILITY AND CHARITABLE ACTIVITIES

## GRI 203-2

Kazakhtelecom JSC, which holds 51% of the voting shares in Kcell JSC, is part of the Samruk-Kazyna Sovereign Wealth Fund Group. The Fund and its subsidiaries implement a unified policy on charitable giving through the Samruk-Kazyna Trust Corporate Foundation.

Samruk-Kazyna Trust is the foundation for social project development within the Fund's group of companies. It implements charitable and socially significant programs and initiatives across Kazakhstan. In close collaboration with the Government of the Republic of Kazakhstan, the foundation supports projects in the following key areas:

- Social and medical assistance to individuals and communities
- Development of the media, cultural sector, and human potential
- Strengthening labor and interethnic relations, and investing in sustainable social development
- Support for regional and business initiatives

Группа ФНБ неуклонно следует принципам социальной ответственности, которыми являются: создание новых рабочих мест, реализация социальных программ для персонала, спонсорство и благотворительность, проведение экологических и образовательных акций.

The Samruk-Kazyna Group consistently upholds the principles of social responsibility, which include creating new jobs, implementing social programs for employees, providing sponsorships and charitable support, and running environmental and educational campaigns.

The sponsorship and charitable efforts of Samruk-Kazyna JSC focus on reviving spiritual and national values, promoting culture, science, and education, fostering scientific and technological progress, encouraging healthy lifestyles, supporting vulnerable populations and low-income citizens, and developing sports.

