



BIG DATA DEVELOPMENT

In 2024, the IT Division significantly expanded its data capabilities by launching the Informatica DataGovernance platform. This tool includes modules for business term management (Axon), data cataloging (Enterprise Data Catalog), and data quality control (Data Quality). These solutions enable systematic data organization, error detection, and ensure accuracy and relevance.

The Company is also actively developing data monetization initiatives. In cooperation with telecommunications and financial organizations, projects are being implemented for scoring individuals and legal entities, analyzing purchasing preferences, and developing analytical services based on fiscal data operator (FDO) databases. Solutions have been launched for small and medium-sized businesses, allowing companies to access market and consumer analytics.

An important step was the development of artificial intelligence-based solutions. In 2024, chatbots were launched for automated information processing, as well as deep data analysis models capable of predicting user behavior and offering personalized solutions. Automated processing of large volumes of documents was also implemented, helping companies save time and resources.

In 2025, the Company plans to continue developing the Data Factory platform, expanding analytical services, and integrating new AI-based solutions. The primary focus will be on improving data quality and its applicability to business processes.

Tools involving Big Data enable Kazakhtelecom to offer a personalized approach to each customer and are also used to enhance internal operations.

«The Data Factory, a specialized unit within Kazakhtelecom, handles data collection, processing, cleansing, and transformation. The unit supports the Company's business divisions in analytics and the practical use of data.

The Data Factory plays a key role in Kazakhtelecom's digital transformation, fostering a data-driven culture and supporting management decision-making through analytics. It also contributes to the development of new data-driven products and services, supporting additional revenue growth and reinforcing the Company's position as a multi-service digital service provider.

The Data Factory project has received international awards for its contribution to the development and promotion of Big Data management technologies.

DIGITALIZATION OF CUSTOMER JOURNEYS

In 2024, the Company continued to enhance its digital communication channels with customers. In line with current trends, nearly 80% of B2B clients resolve their inquiries via the ismet.kz personal account, gaining access to all essential services online. A major milestone was the optimization of the customer journey, particularly the launch of a convenient calculator for data center service cost estimation, enabling clients to independently determine the most cost-effective

solutions. On the ismet.kz platform, clients can now order cloud services, rent racks in a data center, or connect to Colocation services in just a few clicks.

In 2025, further modernization of the online platform is planned, including expanded functionality, integration of new analytical tools, and improvements to the user interface, to make interaction with IT services even more convenient and efficient.

FINANCIAL PERFORMANCE AND STRATEGIC PLANS

Revenue from data center-based services totaled KZT 21.5 billion in 2024, indicating strong demand for cloud and infrastructure solutions, including:

- Basic Data Center & Cloud services: **KZT 13.9 billion;**
- Digital products based on data center infrastructure (Product Labeling, Online Fiscal Data Operator, IoT, etc.): **KZT 7.6 billion.**

21.5 KZT billion

revenue from data center-based services in 2024

In 2025, the Department of Information Technologies (DIT) will focus on completing the third phase of IT infrastructure modernization, launching new AI-based services, developing omnichannel solutions for B2B and B2C clients, and integrating the SAP system with the SAP HANA multimodel database. DIT will continue to actively improve the Company's information systems and ensure the high reliability of digital solutions aligned with global standards. The work completed in 2024 laid a solid foundation for the Company's further development, ensuring its stability and the increased efficiency of business processes.