



JRUN TRANSFORMATION PROGRAMME

The transformation at Kazakhtelecom JSC is aimed at improving customer journeys, enhancing the quality of customer interactions, and optimizing processes, all in alignment with the Company’s strategic objectives.

To ensure effective management and control over the implementation of strategic initiatives under the JRun Strategy, an annual Strategy Roadmap is developed, incorporating all initiatives, projects, and milestones.

The Company continues to foster a culture of change, while communication is being accelerated and simplified through the formation of cross-functional teams and the organization of regular meetings where blockers hindering progress toward key focus areas are openly discussed and actively addressed. As a result of process optimization and digitalization, service connection times and problem resolution have significantly improved.

77% of customer inquiries (more than 14.7 million cases) were resolved via the mobile application using self-service tools, without operator involvement.

Nearly 834,000 users are registered in the app.

The number of registered users increased by 43% compared to the previous year.

RESULTS OF THE JRUN ROADMAP IMPLEMENTATION IN 2024

The JRun Roadmap is a set of strategic business initiatives that ensure the project-based execution of the Company’s corporate strategy.

JAQYN “OBSESSION WITH THE CLIENT”

Improving service quality (including accelerated network deployment), development of digital customer journeys, omnichannel presence, and personalization

A three-year comprehensive project “FTTH Network Deployment” has been approved, including initiatives such as “New Area Capture,” “FOCL Construction,” “Utilization of Free Ports in the Urban Residential Segment,” and others.

>54 optical ports

have been built across Kazakhstan under the “New Area Capture” initiative

In partnership with Nursat+ LLP, a VAS subscription project was launched for the “Kazakhtelecom Family” program for B2C on the shop.telecom.kz platform.

10 exclusive TV series

were launched on the TV+ platform

58,000 endpoints were migrated from ID TV to TV+, with 816,000 endpoints registered as of 01.01.2025

2*100 Gbps

transit channels were organized along the China-Netherlands-France route

44 racks

were secure zone launched at the Akkol data center

Digitalization of the “Re-registration” and “Relocation” processes in the Telecom.kz mobile app

Launch of the internet service application feature via eGov Mobile

+251 thousand 43%

user growth on telecom.kz

+34 thousand 25%

user growth on ismet.kz

+202 thousand 251%

MAU growth of the telecom.kz app

+637 KZT million 65%

growth of digital sales in the app



BIRLIK “UNITY IN A CHANGING ENVIRONMENT”

Working in customer-centric cross-functional teams and EVP (Employer Value Proposition), implementation of a new operational model for the ecosystem

Development of staffing standardization models and expenditure analysis through Big Data

Training sessions on artificial intelligence (AI) conducted to enhance employees’ professional competencies

349 IR screenings

conducted and improvement plans for SRS developed

11 online courses

developed as part of digital technology integration into educational processes

Non-material incentive measures updated and psychological support expanded

A digital marathon focused on digital transformation and technologies was held: 325 participants took part, and 3,109 employees completed training on “Information Security”

ALAU “CONTINUOUS RENEWAL”

Continuous renewal, IT modernization, development of high-demand high-frequency services, launch of new horizontal digital platforms (AI, cloud, etc.)

Transformation of the Telecom.kz app into a Super App (in cooperation with BTS Digital)

6 microservices

launched as part of the transition from monolithic systems to microservices

Testing of cloud solutions in the TelcoCloud environment:

- › invGUARD AS-SW (traffic monitoring);
- › VOLTHA GPON (in Konaev city);
- › Migration of telecom.kz and ismet.kz applications to geo-reserve infrastructure.



ORKEN “SUSTAINABLE GROWTH”

Infrastructure, GPON, digitalization of processes

16*100 Gbps

channels deployed on DWDM along key routes

Peering and cache servers expanded to

820 Gbps

(VK, Microsoft, etc.)

2,763 ports

replacement of ECI/ERICSSON with CALIX

Kurchatov, Stepnogorsk, and Aksai transitioned to fiber

GPON in 5 cities:

13.6 thousand subscribers migrated

56 thousand connected

Replication of “BPM ALGORITHM” and “Vehicle Management” systems

These steps enable the Company to more effectively achieve its business goals and gain competitive advantages in a rapidly changing digital environment.





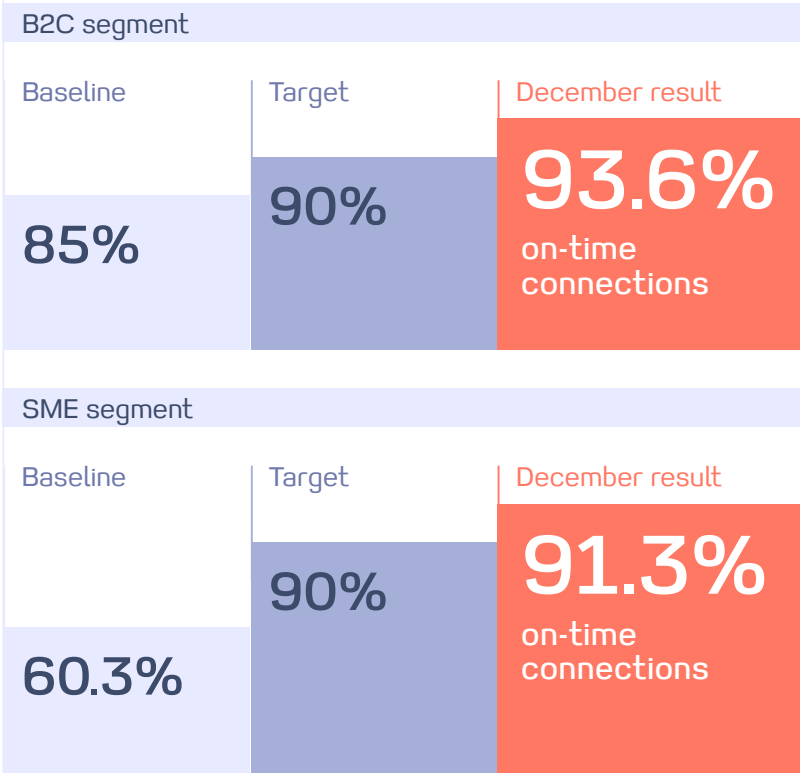
FOCUS MAP EXECUTION FOR 2024

In 2024, five key transformation focus areas were identified, aimed at improving customer service and the quality of services provided.



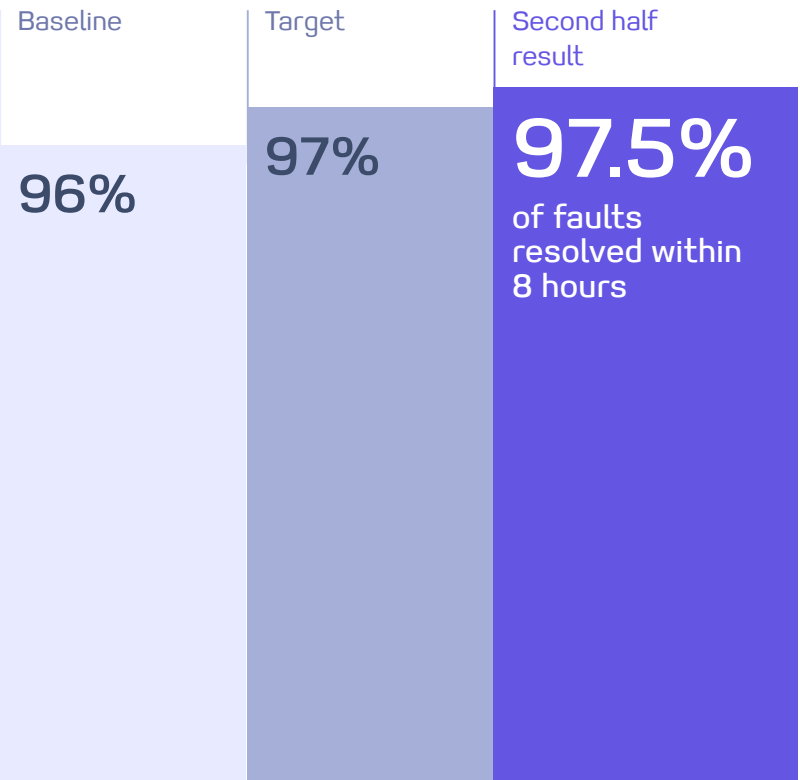
On-time Internet Connection via GPON Technology

This focus area was introduced as part of the launch of the WFM (Workforce Management) system – Installer. Since May 2024, in the retail business segment, customers have been able to choose the installation date themselves. In the SME segment, the system was implemented in all regional centers and cities of national significance.



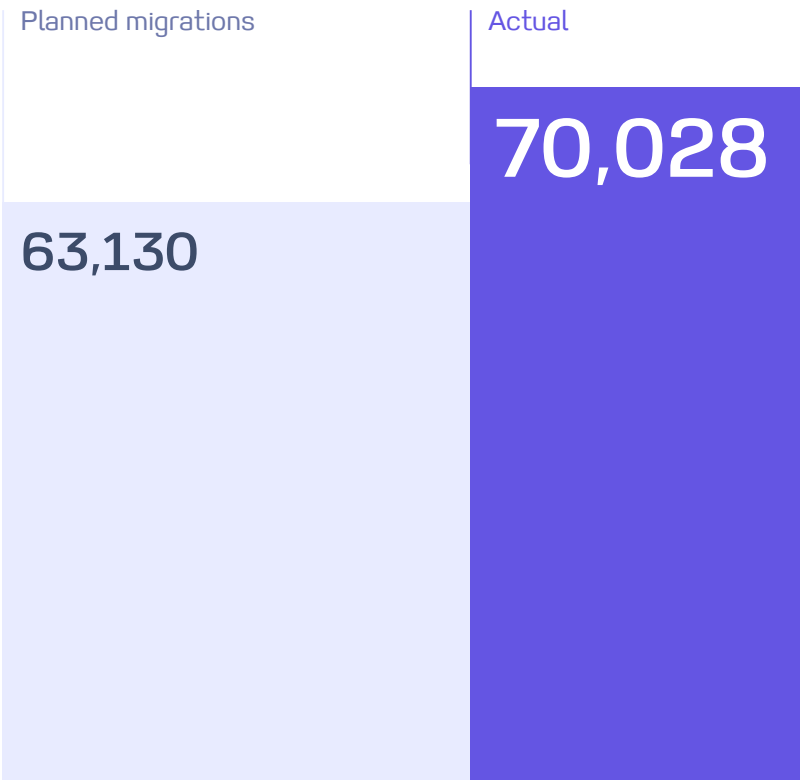
Resolution of Individual Faults within 8 Hours

This focus aims to minimize customer inconvenience and ensure service stability.



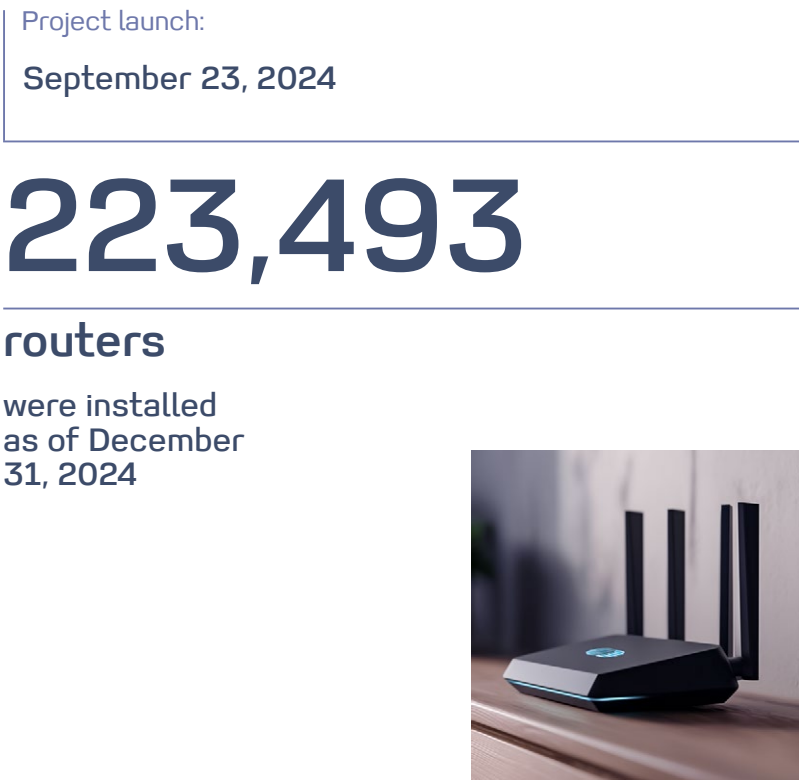
“Tazartu” Project

This initiative focuses on replacing outdated copper networks with GPON technology. The goal is to improve connection quality, increase internet speeds, and provide customers with stable digital services.



“SAPA+” Project

An initiative to install modern routers supporting high-speed internet (up to 500 Mbps). The goal is to improve internet connection quality, speed, and Wi-Fi stability for customers connected via fiber-optic networks.





SAPA+

In 2024, Kazakhtelecom JSC launched the SAPA+ project aimed at modernizing outdated customer equipment and enhancing the quality of internet services. The name of the project, “SAPA,” translates from Kazakh as “quality,” reflecting the company’s commitment to improving its clients’ user experience.

By the end of the reporting year, within the framework of the SAPA+ project, the Company had replaced over 200,000 outdated routers with modern devices free of charge. The new routers support data transfer speeds of up to 500 Mbps, are equipped with quad-core processors, and can intelligently monitor and optimize traffic, ensuring a stable connection even in the presence of interference.

The project covered all regions of Kazakhstan, including both major cities and remote settlements. Special attention was given to areas with limited access to high-quality digital services, making SAPA+ a contribution to reducing the digital divide and providing more equitable connectivity opportunities for a wide range of users.

As a result of the SAPA+ project implementation, the following outcomes were achieved:

- 1

Increased internet speed and stability:

Customers gained access to high-speed internet with minimal interruptions, which is particularly important when multiple devices are connected simultaneously.
- 2

Enhanced customer satisfaction:

The free replacement of equipment and the improvement in service quality contributed to growing trust and loyalty toward the company.
- 3

Strengthened market position:

The equipment modernization enabled Kazakhtelecom to reinforce its status as a leading high-speed internet provider in Kazakhstan.



The SAPA+ project marked a significant step in Kazakhtelecom JSC’s strategy to improve service quality and increase customer satisfaction. The large-scale modernization of equipment demonstrates the company’s commitment to innovation and its focus on customer needs.

FOCUS MAP FOR 2026

COMPANY’S BUSINESS FOCUSES

70%
first request resolution rate (FRR) in B2B

70%
first request resolution rate (FRR) in B2C

“New Area Capture” – increasing KT network coverage in new residential developments.

“Tazartu” project – migrating customers from copper networks to GPON technology.

10%
reduction in churn for FTTx broadband service