



Kcell JSC

On changes in the executive body of Kcell JSC

Almaty, 28 April 2023 – Kcell Joint Stock Company ("Company") (KASE: KCEL), one of the leading providers of mobile telecommunications services in Kazakhstan, informs its shareholders and investors that the term of office of Maria Averchenko, Chief Commercial Officer and member of the Management Board of Kcell JSC, will be terminated, effective on May 11, 2023, due to expiry of her employment contract.

Effective May 12, 2023, the Management Board of Kcell JSC will include:

1. Askhat Uzbekov - Chairman of the Management Board, Chief Executive Officer;
2. Azamat Uisumbayev - member of the Management Board, Chief Corporate Officer;
3. Kirill Strashenko - member of the Management Board, Chief Technical Officer;
4. Daniyar Ibrayev - member of the Management Board, Chief Security Officer;
5. Malik Amardinov - member of the Management Board, Chief Digital Development Officer.

Enquiries

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Company Overview

Kcell is a national provider of the digital telecommunications services: mobile and fixed-mobile convergence (FMC) services, data transmission and Internet access, financial services, digital services and mobile applications, IT solutions in the field of system integration, the Internet of things, machine-to-machine connectivity, collection and processing of big data and cloud computing. Kcell is also a leading mobile operator in Kazakhstan providing the 'smartphone+tariff' service.

Kcell has become the largest digital ecosystem in Kazakhstan with a competitive advantage through its value-added services such as mobile financial services, mobile TV, online movies, music, books and magazines, as well as unique solutions for business customers. The company holds leading positions in the B2B market thanks to its strategy of vertical infrastructure solutions and development and implementation of the cutting-edge technologies. The company's 4G/LTE network covers 67.5% of the country's population and provides high quality services.

The company operates under its two brands - Kcell and activ that are widely recognized in our highly competitive telecom market due to the high quality of customer service. Thanks to its clear multi-brand architecture, Kcell increases its business efficiency in the B2C segment through optimal pricing for bundled offerings, customer base profitability management and network quality.