



Kcell JSC

Change in the Composition of Kcell JSC's Board of Directors

Almaty, June 2, 2025 – Kcell JSC (“Kcell” or the “Company”) (KASE: KCEL), one of the leading mobile operators in Kazakhstan’s telecommunications market, announces that the Company’s Annual General Meeting of Shareholders, held on May 27, 2025, approved a new composition of the Board of Directors. The update follows the expiration of the three-year term of the previous Board of Directors, which included: A. Buyanov, Jere Calmis, S. Zhamalov, A. Abdualiev, D. Kereybayev, A. Indykbaev, and Y. Meiramov.

The following individuals have been elected to the Board of Directors for a new three-year term:

- 1) Artur Neupokoev (Independent Director);
- 2) Mirzhan Karakulov (Independent Director);
- 3) Berik Otemurat (Independent Director);
- 4) Sergey Yeltsov (Independent Director);
- 5) Dauren Kereybayev (Representative of shareholder KC Holding Ltd.);
- 6) Yerzhan Meiramov (Representative of shareholder Kazakhtelecom JSC);
- 7) Alibek Indykbayev (Representative of shareholder Kazakhtelecom JSC).

By decision of the Board of Directors, Mr. Artur Neupokoev has been appointed Chairman of the Board of Directors of Kcell JSC.

Mr. Neupokoev brings extensive experience in the telecommunications sector, having held a number of senior leadership positions in the industry. His contributions have been formally recognized with the industry badge of honor from the Republic of Kazakhstan – “Uzdik Baylanysty” (Honored Telecommunications Professional).

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About Kcell

Kcell provides a wide range of digital telecommunications services in Kazakhstan, including mobile communications, fixed-mobile convergence (FMC), internet access, data transmission, financial services, digital platforms and mobile applications, as well as IT solutions in system integration, Internet of Things (IoT), machine-to-machine (M2M) communications, big data processing, and cloud computing. The company is one of Kazakhstan’s leading providers of ‘smartphone + service plan’ bundles.

Kcell has developed a robust digital ecosystem. Its offering includes mobile financial services, mobile TV, online films, music, books and magazines, along with tailored solutions for corporate clients.

Kcell continues to strengthen its position in the B2B market by executing a strategy focused on vertical and infrastructure-based solutions, supported by the adoption of modern technologies.

As of today, Kcell's 5G network covers 45.78% of the population of the Republic of Kazakhstan, delivering stable mobile connectivity and access to high-speed internet. Operating under the Kcell and activ brands, the company has earned strong recognition in Kazakhstan's competitive telecom market thanks to its commitment to high-quality customer service. Through its well-defined multi-brand strategy, Kcell boosts operational efficiency in the B2C segment by optimizing pricing for bundled services, managing customer base profitability, and ensuring network quality.