

2.1. Business strategy

At the basis of the development of the Company lies the **JRun strategy**, aimed at the achievement of leadership on the market of Kazakhstan through the consistent improvement of the client experience, the enhancement of the efficiency of the business and the development of digital and infrastructure competencies. The strategy combines the key priorities of the Company and reflects the long-term vision of its role as an integrated service provider on the infocommunications market.

JRUN Strategy

Mission

To become an indispensable and habitual part of the life of every person, changing, surprising and surpassing expectations.

Vision

The leading Kazakhstani integrated service provider on the infocommunications market.

2.1.1. Strategic directions

Jaqyn

“Obsession with the client”

A key priority of the Company is ensuring leadership by the quality of services and the client experience. The main efforts are aimed at enhancing the quality of the last mile, the development of broadband access and television services, and also the strengthening of positions in the B2C and B2X segments.

The Company is consistently working on the improvement of client metrics, including the indicators of satisfaction and loyalty, and also on the development of digital services and tariff offerings, oriented to enhancing the value for subscribers. At the same time, revenue growth in the ICT segment and new directions of business is ensured.

Key benchmarks

Leadership in last-mile quality in the B2C segment (speed: cities — from 200 Mbit/s, villages — from 20 Mbit/s)

The best NPS among fixed operators

Strengthening of positions on the broadband and television market

Strengthening of positions on the B2X market

Revenue growth in the ICT segment and new directions of business

J

Birlik

“Unity in changing conditions”

An important factor of sustainable development is the creation of an efficient and resilient corporate environment. The Company pays particular attention to the engagement of employees, the development of corporate culture and the enhancement of employee satisfaction at all stages of their professional cycle.

The systemic work in the area of personnel management is aimed at supporting a high level of engagement, social stability and employee loyalty, and also at the development of modern standards of industrial relations.

Key benchmarks

Social stability index (SRS / Happy Index) — 75%

eNPS — 70%

Engagement — 85%

Loyalty — 65%

Development of EJM (employee satisfaction at the stages of the life cycle)

High standards in the area of industrial relations (IR)

R

- improvement of the rating by 2027 against the base year

2.1.2. Brief report on the results of the implementation of the Strategy in 2025

In 2025, the Company continued the implementation of the JRun strategy, ensuring progress in the key directions of development — the enhancement of the quality of services and the client experience, the development of digital services, the modernization of infrastructure and the formation of new directions of business.

Development of infrastructure and the quality of services 1

In the reporting year, the implementation of initiatives aimed at enhancing the quality of the last mile and the expansion of optical infrastructure was continued.

In particular:

- construction of fibre-optic communication lines was carried out within the framework of the strategic plan of the deployment of the FTTH network with a volume of 59 thousand apartments;
- 50 thousand optical ports were put into operation within the framework of partner programmes.

The Company also began the implementation of large-scale infrastructure projects of strategic significance for the development of the digital connectivity of the Republic of Kazakhstan.

In 2025, the implementation of the project on the construction of the submarine fibre-optic communication line across the Caspian Sea was launched, including the carrying out of design and survey works, marine research, the obtaining of the necessary permits and the beginning of the production of the cable. In parallel, the preparation of the ground infrastructure and the construction of the shore station in the city of Aktau for the development of the international data transmission route Kazakhstan — Azerbaijan was begun.

Within the framework of the enhancement of connectivity and the quality of access to digital content, work was continued on the Optimization of traffic and the development of international points of presence, including the expansion of caching infrastructure and peering with the largest content providers, which made it possible to localise up to 70% of internet traffic on the network.

Additionally in 2025, an investment agreement was signed and the implementation of the National project “Accessible Internet” was begun, providing for the connection of 2,991 rural population centres to high-speed internet.

Development of the client experience and digital services 2

With the aim of enhancing the convenience of clients’ interaction with the Company’s services, the digitalization of client processes was continued.

In the reporting year, the following were implemented:

- introduction of Full Digital processes;
- development of financial services in the mobile application;
- launch of digital monitoring of the operation of equipment in the personal account and the mobile application.

In the segment of digital content and additional services:

- new VAS products were launched, including the in-apartment video monitoring service and solutions for improving the quality of home Wi-Fi — KT Prime (Mesh system);
- a number of exclusive premieres within the framework of the development of original content on TV+ were launched, which ensured the achievement of a base of 1 million subscribers of the TV+ platform;
- the modernization of the architecture of the TV+ platform was carried out, including the scaling of the server infrastructure and the introduction of a distributed CDN architecture.

Development of ICT, cloud and AI infrastructures 3

The Company continued the development of the infrastructure of data centres, including the construction of a new data centre in the city of Astana.

One of the key projects of the year was the creation of the Al-Farabium supercomputer in the city of Almaty — a high-performance GPU cluster, built in accordance with the reference architecture of Nvidia. The cluster entered the international TOP-500 ranking of supercomputers of the world, and its computing capacities are fully in demand by government bodies, financial organizations and corporate clients.

Within the framework of the further development of this direction, works on the creation of the new GPU cluster Al-Farabium of the next generation were begun, the implementation of which is scheduled for 2026.

Development of digital businesses and new directions 4

The Company continued the development of new digital products and services, including:

- solutions in the area of unmanned drone technologies;
- systems of monitoring and early detection of forest fires;
- educational digital solutions;
- telemedicine services.

Part of the projects has moved to the stage of scaling and commercialisation.

International projects and partnerships 5

In 2025, the Company expanded cooperation with international technology partners.

A corporate agreement with Amazon Kuiper was signed, within the framework of which the Company became the exclusive commercial distributor of the service in Kazakhstan. In the reporting year, the preparation of the ground infrastructure and the integration of technological systems were begun.

In addition, the Company acted as a technology partner of the Starlink project, providing infrastructure support for ground stations and communication nodes in the territory of Kazakhstan.

Development of cybersecurity 6

The implementation of the project on the development of the Information Security Operations Centre was continued, including the expansion of the system of protection from DDoS attacks and the introduction of architectural solutions, allowing the ensuring of the protection of both the external perimeter and the internal segments of the network.