



Message from our Group CEO

2023 was a significant year in VEON's journey as we transformed into a business that is firmly rooted in emerging economies, delivering growth for all stakeholders – customers, markets and investors worldwide – through digital transformation.

VEON operates in a unique geographical footprint: Our markets continue to be growth markets in the emerging world where the populations are young and increasing, GDPs are growing and the need for digital solutions are largely unmet. The relatively low 4G smartphone penetration, and the growing opportunity to scale services in banking, entertainment, education and healthcare through the power of digital mean that there is a significant role to play for a company like VEON with our Digital Operator 1440 strategy – and that our business will have

a significant social impact for the markets we operate in.

In 2023, our companies across our markets rose to the challenge and delivered a robust growth performance. VEON Group revenues for FY23 increased 18% year-on-year and our FY23 EBITDA grew 20% year-on-year, both in local currency⁽¹⁾. We kept our promise to our investors that VEON will be a more compact, more agile, faster growing company with a healthier balance sheet. While achieving these results, we have generated value for all our customers and markets as well as our investors.

⁽¹⁾ Normalised for one-offs specified in our 4Q23 trading update, available on VEON website (<https://www.veon.com/investors>).



Kaan Terzioğlu
 Group Chief Executive Officer

Meeting the unmet demand for services in underserved markets

In 2023, VEON Group companies served 6 markets: Pakistan, Ukraine, Bangladesh, Kazakhstan, Uzbekistan and Kyrgyzstan. These six countries are home to nearly 520 million people, one in three of whom were our customers in 2023. With our “4G for all” focus, we expanded the reach of real mobile

connectivity experience across our footprint, making internet not only accessible but also meaningful for millions of users with digital products that were relevant to their daily lives. As of the end of 2023, we served 94 million mobile users with 4G services, representing a year-on-year growth of 9 million and a penetration of 60% in our customer base.



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As a company that puts purpose at the centre of its work, we are delighted to share how our work helped drive positive economic, social and governance outcomes with our 2023 ESG report with our stakeholders.

Equally importantly, across our operations, we served a total of 27 million monthly active users (MAU) with our digital financial services and applications such as JazzCash, Simply, Beepul, Balance KG; over 31 million MAUs with digital entertainment and access to information with Tamasha, Toffee, MyBL, BeeTV, Beeline TV; and a registered base of nearly 30 million with digital healthcare, most notably with Helsi, and facilitated the digital experience of 37 million of customers through our digital self-care platforms at the peak of the year by the end of 2023. With our digital second brands – izi in Kazakhstan, OQ in Uzbekistan and ROX in Pakistan (launched in February 2024) – we support a seamless digital experience for our customers, enabling greater transparency and flexibility as well as access to content.

In total, we served nearly 95 million cumulative MAUs across our digital applications at the end of 2023 with 100 million cumulative MAUs at the peak of the year in November 2023, about 1/5th of which were digital-only users who have received their connectivity services elsewhere – a proof of the appeal of our digital offerings.

Supporting the economic growth in our markets and investing in talent

2023 was a year where our enterprise services and partnerships with businesses grew significantly. This spans a very wide range: from onboarding more and more merchants on our financial services platforms and enabling a broader range of payments to deploying AdTech capabilities on our digital platforms like Toffee and Tamasha, servicing both global and local

brands, from launching of VEON AdTech with its headquarters in Tashkent Uzbekistan to support the usage of big data and advertising technologies across our markets to serving small and large businesses in Pakistan with a data centre that is the country's largest on-shore cloud.

What makes me especially proud is that both in the development of our customer offerings and enterprise solutions, we invest in the local talent of the countries where we operate, making our endeavours not only sustainable for our own companies but more broadly for our markets as well. As a part of this effort, in 2023, we also accelerated the creation of IT, R&D and software development companies in our operations, which support the growth and retention of local talent in digital technologies.

Asset-light approach

A core pillar of our strategy is our asset-light approach, that ensures the efficient use of resources as we invest in the expansion of our connectivity and digital services. The progress in carving out our towers assets into distinct companies has been a key focus of our work in 2023. In November 2023, we announced our agreement with Summit Towers in Bangladesh, divesting more than 2,000 towers assets with a long-term service agreement. In Bangladesh and in our other markets, VEON companies are actively pursuing opportunities to extend the benefits of connectivity and digital services to

wider segments for the population through infrastructure sharing arrangements.

Transitioning to AI for all

Over the past four years we have followed the maxim of “4G for all and not 5G for a few” as the means of bringing our Digital Operator services to all, through our DO1440 strategy. With the introduction of new technologies, especially generative AI, the gap between the digital “haves” and “have nots” has the potential to widen and we are determined to bring the benefits to all.

VEON will now focus on AI1440, where AI stands for augmented intelligence, as that is its true benefit, and making it available to all. The language barrier – unavailability of digital resources in non-global languages – risks deepening the digital divide; and operating in emerging markets where local languages are low-resource languages, we take it as our responsibility to help address the AI gap.

VEON's AI1440 will help develop large language models (LLMs) for the languages spoken in our markets. Our ambition is to support doctors with AI co-pilots for treating their patients, help teachers to enhance their teaching, support farmers with knowledge required to make the right choices for their crops. While many telecoms and other companies are primarily using AI for cost optimisation, we are excited to work on AI-based solutions that are focused on

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generating growth. Two cases in point are the solutions that are developed by Beeline Kazakhstan and its IT subsidiary QazCode where our teams trained AI in Kazakh language and shared the module with the market, and, in a separate use-case, integrated AI capabilities into a system that generates alerts for forest fires.

Our commitment to Ukraine

While we are humbled to have contributed to the growth in each of our markets, nowhere has our work been more essential than in Ukraine. Since the onset of the war in February 2022, our 4,000 employees at Kyivstar have heroically kept the network running and customers connected despite damages to our infrastructure and power outages. We have demonstrated our commitment to the country's digital future with our investment into Helsi, the country's largest digital health platform, which served more than 1500 medical institutions and around 38 thousand medical professionals.

In 2023, ahead of the Ukraine Recovery Conference (URC) in London, we committed USD600 million over 3 years for rebuilding infrastructure in Ukraine – a commitment which we have updated to USD1 billion over 5 years during URC 2024 in Berlin. This builds on Kyivstar's impeccable track record of investing in Ukraine even through the toughest of days: According to Forbes Ukraine, VEON, through Kyivstar was the largest foreign investor in 2022 and 2023 into the Ukrainian economy. We are



As we progress in 2024, we are as inspired as ever in VEON's potential to create and protect value for all its stakeholders. I would like to thank our investors, Board, team, customers and partners for their support to our company in this journey. I would also like to welcome our new Board, chaired by VEON Founder Augie Fabela, into this exciting new phase of VEON's development.

proud to be a significant example of how a socially responsible business with international investors can support a country through recovery and reconstruction.

We are also delighted to have welcome 70th U.S. Secretary of State Michael R. Pompeo to the Board of Kyivstar in 2023, adding another champion of Ukraine to our governance and giving further international visibility to the business case for Ukraine's reconstruction.

Protecting and creating shareholder value

2023 marked a significant year in VEON's history as we completed our exit from Russia, grounding VEON firmly as a company serving emerging markets with high digital growth potential. This exit transformed not only our equity story, but also our balance sheet with the considerable deleveraging impact. During and the aftermath of this significant shift, VEON, as a Nasdaq- and Euronext Amsterdam-listed company, upheld the highest governance standards, met its obligations

to its shareholders and creditors, and worked through a number of challenges maintaining the accessibility of its shares to global investors.

Welcoming our new Board of Directors

On 31 May 2024, VEON held its Annual General Meeting of Shareholders ("AGM") and appointed a new Board of Directors. We welcome our new directors 70th US Secretary of State Michael R. Pompeo, Right Honourable Sir Brandon Lewis CBE and Duncan Perry to VEON Board, and cordially thank all directors who have served VEON in previous years. I'm delighted to note that with our incoming Board, our Founder Augie K Fabela II also returned to VEON as our Chairman.

This Board of Directors brings a wide range of expertise to VEON, with a strong set of accomplishments not only in the private sector, but also in public life and politics. I believe that this diverse mix of backgrounds will provide essential leadership and guidance to VEON

as we work hard to deliver our strategic ambitions and create value not only for our investors but for the people we serve and the countries we operate in.

Our growth ambitions

On June 6, 2024 we held our Capital Markets Day 2024 in Dubai, our growing operational hub. We presented our aspirations for 2027, setting the bar high as we aim for 16% – 19% CAGR growth in Group revenues, 19% – 22% CAGR growth in Group EBITDA and robust equity free cash flow generation. This will come from VEON proven ability to provide much needed digital services to underserved populations with its Digital Operator model. We will also create value for our markets by bringing augmented intelligence to all with AI1440, which aspires to bring native-language AI products to our customers across the geographies where VEON operates.

Kaan Terzioğlu
 Group Chief Executive Officer

29 July 2024