Our DO1440 and AI1440 strategy

"Through our digital operator approach, we strive to engage and support our customers during every one of the 1,440 minutes in a day. In the frontier markets where we operate, mobile application ecosystems are still taking shape. For many of our users, accessing digital banking, entertainment, education, or healthcare via their phones marks a first step into the digital world. We see this not just as an opportunity, but as a responsibility – to empower lives and expand access to essential services through meaningful digital experiences."

– Lasha Tabidze, Group Digital Operations Officer

We design our digital solutions with a deep focus on the needs of local communities. By tailoring our products to reflect the unique challenges and opportunities in each market, we ensure that they are not only technologically advanced but also culturally relevant and accessible. This approach empowers individuals and communities to engage with, and benefit from, the digital world in ways that are meaningful to them.

A logical evolution

VEON's commitment to digital inclusion is at the heart of our DO1440 strategy, which provides the foundation for delivering essential digital services to underserved communities. As the digital landscape evolves and the demand for AI solutions continues to grow, we have naturally advanced to augmented intelligence through our AI1440 strategy. AI1440 is not a departure from our earlier efforts – it is a strategic evolution, designed to accelerate the adoption of digital services and deepen digital inclusion across all our markets.

At the core of our AI1440 strategy is Augmented Intelligence – designed to enhance our customers' capabilities and give them access to cutting-edge technologies that have, until now, been largely confined to developed markets. By integrating AI into everyday digital experiences, we aim to make our users better at what they do – whether it's managing finances, accessing healthcare, learning new skills, or running a business. To ensure this technology is relevant and impactful, we are investing in the development of local language models and voice-based interfaces, making intelligent digital tools more intuitive, inclusive, and accessible from the very first interaction.

Empowering frontier markets

Frontier markets are at the heart of our strategy. In many of these regions, millions of people are engaging with the internet for the first time. VEON is uniquely positioned to guide this transformative experience by deploying tailored digital solutions that bridge the digital divide.

Our approach ensures that new users are not simply passive consumers of technology but active participants in an ecosystem that nurtures innovation and growth. By focusing on localized products and services, we help build strong communities that are capable of leveraging digital services for improved education, healthcare, financial inclusion, and entertainment. Our pioneering spirit in frontier markets is transforming how communities access essential services and participate in the digital economy.

Building stronger communities

When we introduce a product that truly adds value to a community, we're not only expanding digital capabilities – we're also enabling our subscribers to better contribute to those who surround them.

The digital tools developed through our DO1440 and AI1440 strategies are designed to support long-term, inclusive growth. By embedding intelligence into everyday processes, we foster better healthcare, education, financial services, and entertainment – ensuring communities are equipped to thrive in a constantly evolving economic landscape.

Our ambition is to develop augmented intelligence in local languages, tailored for local communities – so that the best doctors in Bangladesh, the best teachers in Kazakhstan, and the best farmers in Pakistan can thrive using technology that elevates their skills and amplifies their impact.

In Kazakhstan, we developed the Kaz-LLM, a localized AI language model designed to support Kazakh-speaking communities. Through partnerships with the Barcelona Supercomputing Center and GSMA, we are working to expand these efforts, ensuring that AI empowers tens of millions of people who might otherwise be left behind.

This proactive approach to delivering technological advancements not only enhances the lives of our subscribers, but also strengthens the broader economic vitality and stability of the regions we serve.

At VEON, we are driving AI adoption through three dedicated pillars: Consumer-Facing AI, Corporate AI, and Enterprise AI. Our AI initiatives have already reached 300 use cases, demonstrating the rapid progress in this domain.

Each pillar has achieved significant milestones in recent years. Our journey began with Corporate AI, where, in collaboration with technical partners and equipment suppliers, all operating companies now leverage AI for comprehensive network optimization, spanning network planning, operations, and monitoring. These advancements maximize performance using existing hardware, effectively reducing both RAN CapEx and OpEx. Additionally, AI plays a crucial role in churn prediction and customer segmentation, enabling teams to implement fair-value pricing and highly targeted marketing campaigns.

As our B2B business expands, we have introduced AI-driven enterprise solutions. Our scoring, anti-fraud, and geo-analytics models enhance financial inclusion and support small and medium-sized businesses in making data-driven decisions. Building on this foundation, we are now developing enterprise AI agents, bringing our internal corporate expertise to our customers.

Our highest priority is Consumer-Facing AI. VEON aims to deploy AI agents across all DO1440 verticals, including education, healthcare, financial services, and more. By fostering AI inclusion, we empower our customers to excel in their fields and enhance their quality of life. A key step in this journey is the development of localized LLMs, as demonstrated by our work in Kazakhstan.

Our DO1440 and AI1440 strategy *continued*

AI leadership: building and developing a Kazakh-language LLM

Kazakhstan's linguistic diversity is a point of pride, but the lack of advanced technological tools for the Kazakh language poses a significant challenge. Without AI solutions that understand and process Kazakh, millions of speakers face digital exclusion. This gap limits access to e-learning platforms, e-governance services, and digital business tools, leaving communities unable to participate fully in the modern economy. The absence of Kazakh-language tools risks eroding cultural identity in the digital age.

To advance the development of the Kazakh language within the digital space, we initiated the creation of KAZ-LLM, a pioneering LLM tailored to the unique needs of the Kazakh language. This project directly addresses the lack of resources for underrepresented languages, which has historically contributed to linguistic gaps in AI, diminished user experience, reinforced biases, and perpetuated digital inequality. By providing AI-driven solutions, KAZ-LLM empowers Kazakh speakers, enhances access to education, business, and governance tools, and ensures that the linguistic and cultural identity of Kazakhstan is preserved and promoted in the digital age.

The development process involved training the model on 150 billion tokens across Kazakh, English, Turkish, and Russian languages, ensuring high accuracy and cultural relevance.

By 2024, the project reached a pivotal stage with the public introduction of the model, highlighting its potential to transform applications in education, governance, and business. KAZ-LLM emerged from a collaborative effort led by the Institute of Smart Systems and Artificial Intelligence (ISSAI) at Nazarbayev University, in partnership with our IT subsidiary, QazCode. The project involved Astana Hub and was coordinated by the Ministry of Digital Development, Innovations, and Aerospace Industry of Kazakhstan. This initiative holds strategic significance for the entire nation, addressing the linguistic gap through AI and paving the way for greater inclusivity, innovation, and technological progress in Kazakhstan.

Our role in the project was threefold:
1. Data collection
2. Model training and validation
3. Strategic alignment

Data collection

We built the neural network for KAZ-LLM using 150 billion carefully curated tokens sourced from publicly available data in four languages: Kazakh, Russian, English, and Turkish. This extensive dataset enables the model to achieve high accuracy and versatility, improving text processing across multiple languages and enhancing translation quality. Tokens represent the smallest units of text, such as words, their fragments, or even individual symbols, which AI uses to analyze and comprehend information.
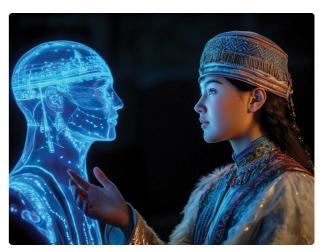
Model training and validation

We applied advanced machine learning techniques to train the model, refining its capabilities through iterative testing. The model's development was guided by global benchmarks such as ARC, GSM8K, HellaSwag, MMLU, Winogrande, and DROP, which evaluated its performance across scientific reasoning, mathematical problem-solving, logical sentence completion, multidisciplinary knowledge, common-sense reasoning, and reading comprehension. These benchmarks showcased the model's progressive improvements at each stage of training, ensuring it met international standards of accuracy and performance while addressing linguistic and cultural nuances.

Strategic alignment

KAZ-LLM is anticipated to unlock significant opportunities for the creation of startups and innovative projects powered by AI. Future development plans include next-generation models capable of integrating linguistic and visual data, enabling a broader range of AI applications. Additionally, the potential expansion of support for other Turkic languages is under consideration, aiming to strengthen connections among Turkic-speaking communities and foster greater inclusivity within the AI ecosystem.

Furthermore, the project reduces reliance on external training and consulting services by fostering in-house expertise. Its open-source nature encourages startups and businesses to innovate, creating a vibrant ecosystem of AI-driven solutions that drive sustainable economic growth.

"The launch of the open-source KAZ-LLM represents a pivotal step forward in the development of Kazakhstan's AI ecosystem. This initiative reflects our unwavering commitment to fostering innovation and advancing scientific endeavors that drive technological progress. I am confident that this groundbreaking model will help bridge the digital divide, bringing accessible and inclusive digital services to every Kazakhstani, regardless of their native language," – Zhaslan Madiyev, Minister of Digital, Innovations and Aerospace of the Republic of Kazakhstan.

Our DO1440 and AI1440 strategy *continued*

Initiative

Ensuring financial inclusion through the inheritance calculator

In Pakistan, very few women claim their rightful inheritance. This exclusion stems from deeply rooted cultural norms, a lack of awareness, and limited access to legal knowledge. Many women rely on male family members or local clerics for information, leaving them disempowered and uninformed. Without the tools to assert their rights, they are often left out of crucial financial decisions.

We see a significant digital literacy gap, particularly in peri-urban and underserved communities. Women in these areas face barriers to accessing simple, life-changing tools like inheritance calculators. This issue holds back individual progress and prevents women from contributing to the economy.

We introduced the Dost App's Inheritance Calculator to bridge this gap. This tool makes it easy for women to calculate their rightful share of inheritance, helping them take control of their financial future. By simplifying a complex issue, the calculator empowers women to navigate inheritance laws without relying on others.

The campaign paired this solution with a compelling story. We highlighted how women are often "invisible" in key family moments, like weddings or property discussions, through impactful visuals. These stories sparked conversations about inheritance inequality while offering the calculator as a practical way to address the issue.

Our goal wasn't just to raise awareness but to provide a tangible solution that enables women to claim their rights confidently.

Project structure

We structured this project in three key stages:

Raising awareness:

We launched the campaign on Independence Day, using digital platforms to share stories about women's exclusion from inheritance. Visuals of women fading from pivotal life moments grabbed attention and encouraged viewers to think differently about inheritance rights.

Providing solutions:

We integrated the inheritance calculator into our Dost App, making it free and accessible. With simple instructions and easy navigation, the tool allows anyone to calculate inheritance shares based on Islamic and national laws.

Building partnerships:

To maximize the impact, we partnered with JazzCash, government agencies, and legal organizations. This collaboration ensures the tool reaches more people and becomes a valuable resource for lawyers, community leaders, and families.

Engaging beneficiaries, communities and assisting with training

We designed this project to directly engage women and communities. The Dost App's simple interface makes the inheritance calculator easy to use, even for people with limited digital skills. We included tutorials and user-friendly guides to support first-time users.

Our team worked with women's rights organizations and community leaders to promote the calculator in peri-urban areas, where inheritance inequality is most severe. These advocates help ensure the tool reaches women who need it most.

We trained lawyers and government officials to use the calculator in their work, creating ripple effects of empowerment for women seeking legal support. We worked with top influencers and opinion leaders to amplify our message. Their stories resonated with audiences, driving 1.8 million views and 81,000 engagements.

This project directly supports our strategy of empowering underserved communities while driving financial growth.

Here is what we achieved:

Increased App Engagement	The inheritance calculator became the most-used feature on the Dost App, with 161% more usage than any other tool.
Higher Account Openings	We saw a 103% month-on-month increase in account openings, with significant growth in women-led accounts.
Improved Female Engagement	Female user engagement on the app grew by 31% month-on-month, showing that our efforts resonated.

We are scaling this project by integrating the inheritance calculator into JazzCash, which reaches 46 million users. This collaboration will allow us to help even more people across Pakistan.

WHEN IT COMES TO INHERITANCE, WOMEN ARE HIDDEN IN PLAIN SIGHT.

97% of women are emotionally blackmailed and coerced into relinquishing their share of inheritance in favor of male heirs.
DEMOGRAPHIC & HEALTH SURVEY 2017-18

To see your inheritance rights clearly, download Dost

2024	2023	2022
Digital skills and literacy		
Number of educational institutions with free or subsidized internet connections	**1,760**	1,226	1,923
Number of individuals benefiting from donated ICT equipment	**297,343**	184,350	158,739
Number of individuals benefiting from mobile literacy and skills development programs	**1,275,962**	508,073	480,500
Number of individuals enrolled in traditional education and skills development initiatives	**52,143**	192,700	161,603

	2024	2023	2022
Make your Mark			
Number of people attending entrepreneurship educational events	**3,987**	2,803	4,736
Number of people entering digital entrepreneur competitions	**1,015**	36,557	22,698
Number of start-ups supported	**14**	3	41
Number of hackathons conducted	**5**	2	16

Our DO1440 and AI1440 strategy *continued*

Initiative

Empowering lifelong learners through MyBL courses

In a rapidly evolving digital era, the demand for flexible, accessible, and high-quality education has never been more critical. In Bangladesh, many individuals face barriers to traditional learning opportunities, including time constraints, geographic limitations, and the rising costs of education.

To address this pressing need, we introduced MyBL Courses, an innovative eLearning platform aimed at enabling personal and professional development. MyBL Courses allows users to learn at their own pace through a variety of interactive video lessons, quizzes, online classes, and downloadable resources. This platform is designed to help learners gain valuable skills that enhance career prospects and overall knowledge.

The platform's structure is simple yet impactful. Users can select from a diverse catalog of courses, ranging from practical career-building skills to personal enrichment topics. The top-performing courses in 2024 included English Learning, Quran Learning, Freelancing Upskilling, Academic Solutions, and C Programming. With these offerings, we cater to a broad audience, including students, job seekers, and professionals looking to enhance their skills.

Engagement lies at the heart of MyBL Courses. With an impressive 55% returning user rate, our platform nurtures a community of continuous learners. In 2024 alone, we celebrated 30,000 course enrollments, highlighting our role in promoting accessible education across the country. Additionally, our platform reached a robust 60,000+ daily active users and over 1.11 million MAUs.

By integrating MyBL Courses into the MyBL Super App, we ensure that learning is seamlessly accessible to all our users. The platform's success contributes to our core business by driving engagement within our ecosystem, as users who participate in courses tend to explore and adopt other digital services we provide. This synergy supports our vision of digital empowerment for all.

Initiative

Empowering Beeline Kazakhstan employees for the future of work

Beeline Kazakhstan, as part of the VEON Group, is actively implementing the **AI1440** strategy and staying ahead of the latest trends in technology and labor markets. Recognizing the importance of preparing our employees for a future where AI will play a pivotal role, we are dedicated to enhancing their skills in this field to ensure they remain relevant and ready for change.

In September 2024, Beeline Academy, in collaboration with the Developer Relations Unit, launched the **AI Literacy** initiative, aimed at employees across all levels and departments. The program was designed for everyone, from beginners just starting to explore AI to seasoned professionals looking to deepen their expertise and apply AI in their daily work.

The **AI Literacy** program at Beeline Kazakhstan offers a practical, immersive experience in the rapidly evolving field of AI. The program combines both theoretical knowledge and real-world applications of AI. It is delivered in various modes, such as interactive modules, live sessions, and gamified challenges, with active engagement from experts. This initiative was designed to cultivate a culture of curiosity, innovation, and hands-on learning.

Local partnerships and global impact

The power of VEON's digital transformation lies not only in our technological advancements but also in our collaborative spirit. We actively forge partnerships with global technology leaders and local governments alike, ensuring that our innovations are grounded in both world-class expertise and local context.

In May 2024, VEON became the first mobile operator to sign a MoU with the GSMA Foundry and the Barcelona Supercomputing Center, a move that underscores our determination to create AI-driven solutions for underserved communities.

By working with partners such as Microsoft, Google, and Nvidia, we secure access to cutting-edge technology while simultaneously addressing local challenges such as data sovereignty and digital literacy.

Our focus on increasing local data center capacity and computing power underscores our commitment to creating secure, resilient digital ecosystems. These collaborations facilitate the exchange of knowledge and resources, driving digital empowerment across all markets we serve.

Digital brands: attracting digital-natives

As of December 2024, 2.5 million VEON customers are actively using our digital brands – a unique blend of connectivity and digital functionality designed to deliver an exceptional user experience. While IZI pioneered this model two years ago, in 2024 we successfully expanded the digital-native carrier approach to three additional countries: Pakistan, Bangladesh, and Uzbekistan, tapping into the large and youthful populations of these markets.

A key priority in developing these digital brands is to engage users beyond our existing customer base by offering compelling entertainment, digital services, AI-driven features, and more. These brands embody the peak of our digital capabilities in each market, designed specifically to attract new, often hard-to-reach audiences that traditional telecom models struggle to serve.

Like all VEON digital products, our digital brands are powered by AI – featuring advanced recommendation engines and large language model (LLM) agents. To stay relevant to today's digital-native users, these brands will continue to lead in the adoption of generative AI, setting new benchmarks for innovation and user engagement.

Our DO1440 and AI1440 strategy *continued*

Initiative

Addressing digital inequality in remote areas

Kazakhstan's rural regions face significant digital inequality due to limited or no access to mobile and internet services. Without connectivity, residents in remote villages are excluded from essential resources, including education, healthcare, and economic opportunities. To address this disparity, Beeline Kazakhstan has prioritized expanding LTE coverage to underserved areas. In 2024, the Company brought LTE connectivity to 217 settlements with a combined population of 178,000 residents. These efforts are critical to reducing the digital divide and ensuring that even the smallest communities have access to modern telecommunications.

We have always ensured coverage for challenging spots and remote settlements. Beeline Kazakhstan invests heavily in building new LTE BTS to provide connectivity in remote areas, even when the costs cannot be recovered through subscription fees. This commitment to social responsibility aligns with the government's "Accessible Internet" program, which aims to ensure equitable digital access for all citizens.

In 2024, we made significant strides in reducing digital inequality by focusing on nine regions, targeting remote areas previously excluded from the digital ecosystem. Through close collaboration with regional authorities, we ensured that each project addressed local priorities while delivering a meaningful impact.

Almaty, Atyrau, and Kostanay

In these regions, we focused on connecting smaller settlements facing significant connectivity challenges. For instance, in Almaty's Orakty Batyr, a village with just over 50 residents, high-speed internet became available for the first time.

Nearly 300,000 residents in 117 rural settlements across Atyrau now have access to LTE connectivity, the result of deploying 90 BTS through the "LTE Everywhere" program. In Kostanay, 44 villages were connected in 2024 by constructing 130 BTS.

West Kazakhstan, Akmola, and North Kazakhstan

In 2024, we made significant strides in expanding connectivity in partnership with regional authorities. In West Kazakhstan, LTE BTS were installed on 12 AMS (antenna-mast structures) constructed by local Akimats, with an additional two nearing completion and scheduled for activation in early 2025. Across this region, we also modernized 318 existing sites, ensuring improved reliability and higher-speed connections.

In Akmola and North Kazakhstan, partnerships with local governments helped integrate LTE deployment into smart infrastructure projects, enhancing access to government platforms and public services. In 2024, to enhance mobile network coverage in the Akmola region, we modernized equipment at 140 existing sites. In 2024, we expanded connectivity in North Kazakhstan by launching 26 new BTS and modernizing 158 existing base stations.

Karaganda, Kyzylorda, and East Kazakhstan

These regions faced unique challenges due to their geographic isolation, limiting access to reliable communication networks. In Karaganda, we addressed these issues by connecting 48 BTS and modernizing 250 existing stations with next-generation equipment.

In Kyzylorda, the "LTE Everywhere" program connected over 15,000 residents across 19 settlements. In 2024, we further expanded connectivity by launching 17 additional LTE sites.

In East Kazakhstan, regional authorities have completed five AMS in 2024 as part of a collaborative roadmap. These advancements are setting the stage to bring high-speed internet to 13 remote villages, reflecting our shared commitment to improving connectivity in underserved areas.

Our collaboration with regional authorities ensured that the deployment process aligned with local priorities and addressed specific connectivity gaps. We also worked closely residents to understand their needs and deliver impactful solutions. For many residents, connectivity opened up entirely new opportunities, such as accessing government services online or expanding their businesses to new markets. By listening to the communities and adapting our solutions, we ensured that the benefits of connectivity were both immediate and meaningful.

Our DO1440 and AI1440 strategy *continued*

Initiative

Driving innovation and social impact through digital solutions

Kazakhstan's path to digital transformation presents both challenges and opportunities. Industries and communities require advanced technological solutions to remain competitive globally, yet many face barriers such as inefficiencies in traditional operations and limited access to AI tools tailored to local needs.

At Beeline Kazakhstan, we are focused on delivering innovative digital solutions that address real-world challenges and create lasting impact. Together with our IT subsidiary, QazCode, we manage an ecosystem of over 60 digital products, developed and supported by a team of 750 skilled IT specialists. These products span multiple sectors, including telecom, entertainment, Internet of Things (IoT), and finance, providing practical solutions that improve lives, optimize operations, and drive economic growth in Kazakhstan.

Super app "Janymda"

At the heart of our ecosystem is super app "Janymda", a comprehensive platform designed to meet diverse user needs. It integrates telecom, entertainment, finance, e-commerce, and lifestyle services, creating a seamless experience for our users. Recent updates include:
- Mobile ID, which allows users from any operator to access the app.
- A messenger for communication between users and Beeline's partner services, allowing users to stay connected even when their internet package is exhausted or their balance is zero.

The app's entertainment vertical features a gaming platform with over 1 million users. In March 2024 alone, users spent 500,000 hours playing games, participating in tournaments, and winning prizes like free internet. This gamification strategy not only increases engagement but also opens opportunities for partnerships with financial institutions.

In the finance vertical, our Simply platform serves over three million users, offering 900,000 active cards. Simply includes features like EcoBonuses, which users can earn and spend across Beeline's ecosystem. This platform has also demonstrated societal value – during the spring floods, users raised 12.5 million KZT for relief efforts through Simply's donation feature. Together with our MyBeeline app, public contributions amplified this impact, raising a total of 18 million KZT from over 34,000 donors.

IoT solutions: smart metering and environmental safety

Our IoT solutions are transforming industries and enhancing operational efficiency. The Smart Metering system, powered by NB-IoT, automates resource monitoring for water, gas, and electricity. With over 100,000 devices in use, it helps utilities reduce losses, forecast demand, and improve resource planning.

For environmental safety, we developed Orman-AI, an advanced system for detecting and preventing forest fires. By using real-time data and smart cameras, Orman-AI has prevented 51 fires in the Kostanay region and aims to expand nationwide by 2025.

AI-powered customer relations

AI is a cornerstone of our approach to delivering personalized and efficient services:
- Next Best Offer (NBO): This AI model identifies the best offer using algorithms based on frequent customer actions, their history, similar activities, consent to other offers, and various other parameters. So far, we have launched the process in several of our channels in a pilot mode. However, we are already seeing a +20% increase in CTR, and a +30% boost in revenue, and 85% of our products are covered by the model.
- SKVR System: In customer service, our SKVR system redefines customer engagement by leveraging AI for predictive analytics. By analyzing vast amounts of customer interaction data, the platform anticipates needs, provides personalized solutions, and contributes satisfaction rates.
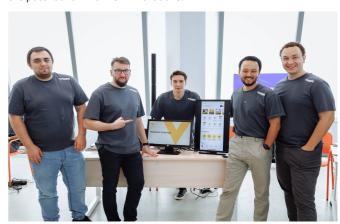
- Linguistic Inclusivity: Our AI tools bridge linguistic gaps, empowering Kazakh-speaking communities to access digital services and addressing the issue of digital inequality.

Industrial connectivity

We provide Private LTE (pLTE) networks and Push-to-Talk (PTT) solutions for industrial clients, ensuring secure and reliable communication in remote and challenging environments, such as oilfields and mines. These technologies enhance safety, reliability, and operational efficiency by connecting equipment, sensors, and employees in real time.

Engaging beneficiaries

By providing open-source tools and fostering collaborations with startups, enterprises, and government bodies, we ensure that our solutions are accessible, adaptable, and impactful. This inclusive engagement strategy empowers users across industries to maximize the potential of AI-driven innovations.

Our DO1440 and AI1440 strategy *continued*

Initiative

Banglalink wins sustainability excellence award for integrating a cyclone tracker in the MyBL super app

Cyclone Mocha tore through Bangladesh with unforgiving force, leaving a trail of devastation in its wake. Nearly one million people found their lives turned upside down as the storm struck with relentless fury. Families clung to hope amidst the chaos, with thousands stranded and desperately in need of aid. In the most vulnerable corners of the country, telecommunication infrastructure damage left communities isolated, unable to seek help and the call for urgent action was clearer than ever.

In this critical and life-endangering situation, we became the only telecom operator in the nation to integrate a first-of-its-kind Cyclone Tracker within our MyBL app. This initiative was launched in line with the United Nations' Early Warnings for All (EW4A) agenda introduced in 2022 to protect people from life-threatening climate crises. Our tracker enabled people in endangered areas to track the cyclone's path, take timely action, and safeguard themselves. By mobilizing 4G resources to ensure uninterrupted connectivity, delivering in-app warnings and updates for smartphone users, and providing SMS services for feature phone users, we helped protect countless lives.

These efforts earned us the "Best Sustainability Excellence Initiative" Award in the "Disaster Response" category, recognizing our commitment to mitigating climate crises and empowering communities to overcome natural calamities.

This initiative allowed us to disseminate critical information to over one million individuals, directly protecting more than 250,000 families from the deadly effects of Cyclone Mocha. With the most impacted regions being underdeveloped districts of the country, we ensured the provision of immediate support and relief materials to even the hardest-to-reach areas.

Financial services

Our financial services platforms, JazzCash+MMBL, Simply, Beepul, currently have over 36 million customers and generated over USD315 million in 2024. These applications began mostly as payment platforms promoting digital transactions. We are expanding the service range into loans, insurance and other financial products to develop comprehensive digital banking experience for our customers and further improve revenue generation.

Our financial services business in Pakistan has achieved exceptional growth, doubling in local currency during the last two years since 2022. This success reflects not just top-line growth but a significant qualitative transformation in both our product offerings and business model. In just two years, we turned the business from a loss-making operation into a profitable venture.

Kazakhstan's growth trajectory mirrors a similar success, LCCY revenue has doubled within 2022 – 2024. We are actively collaborating with financial partners in the Kazakh market to further enhance our product offerings and expand financial inclusion for our customers.

Uzbekistan's financial vertical revenue has grown 1.6 times in local currency over the same period. While Beepul primarily focuses on payment operations, the team is actively developing innovative solutions to overcome current constraints. We expect the enhanced product lineup – aimed at improving local financial inclusion – to roll out and evolve through 2025.

	2024	2023	2022
Digital Inclusion			
Number of fintech users (Thousands)	**35,920**	21,642	19,205
– Pakistan	**26,220**	16,245	16,421
– Kazakhstan	**7,160**	4,952	2,256
– Uzbekistan	**2,430**	279	285
– Kyrgyzstan	**110**	166	243

Super apps: converting self-care into comprehensive lifestyle platforms

Two years ago, our branded self-care applications were primarily used for top-ups and managing telecom services. Today, these apps have transformed into gateways to a diverse range of services, including finance, entertainment, gaming, education, and healthcare. Our users now rely on these super apps to pay utility bills, buy insurance, access exclusive content, explore learning opportunities and many more.

In 2024, we significantly enhanced these applications by integrating AI and prioritizing user experience. Features like intelligent recommendations, chat-agents, and other advanced functionalities are becoming the standard across all our apps.

The architecture of our applications has undergone a remarkable transformation. We have moved away from heavy, memory-intensive structures to lightweight and agile apps, delivering superior functionality while offering a smoother, more seamless user experience.

The adoption of a brand-agnostic approach has further elevated customer engagement. In 2024, two markets, Pakistan and Uzbekistan, fully transitioned to telco-independent brands, Simosa and Hambi, respectively. This shift invites all smartphone users to our super apps, irrespective of their carrier. Beyond rebranding, this approach takes a broader perspective: we are actively promoting guest mode across all our markets to engage users outside our ecosystem. By ensuring our platforms are accessible to everyone, we have expanded our reach and solidified our market position.

We anticipate further advancement of the brand-agnostic approach. Kazakhstan's My Beeline application is next in line for rebranding. Building on its existing super app functionality, the app will transition to a name and design independent of the Beeline brand.

Our DO1440 and AI1440 strategy *continued*

Initiative

Revolutionizing access to healthcare with MyBL Care

Access to quality healthcare remains a significant challenge for many people in Bangladesh, particularly those living in remote areas. Geographic barriers, long waiting times, and lack of immediate access to medical professionals often leave individuals struggling to address even basic health concerns.

To bridge this gap, we introduced MyBL Care, a digital healthcare platform designed to provide essential medical support at the touch of a button. The core of this service is its instant doctor consultation feature, connecting users to a pool of specialized doctors within just 10 minutes. This ensures that no matter where our customers are, they have access to timely and professional medical advice.

The platform offers consultations from a variety of specialists, with general physicians, child health specialists, and gynecologists being the most consulted. Common health issues addressed through MyBL Care include cold, fever, and pediatric illnesses, highlighting its role in alleviating day-to-day health concerns.

In 2024, MyBL Care demonstrated its widespread impact. The platform achieved over 54,000 daily active users and an impressive 1.15 million MAUs, underscoring its value as a trusted healthcare resource. Additionally, we facilitated more than 15,000 online doctor consultations, providing critical support to individuals and families across the nation.

By integrating MyBL Care into our MyBL Super App, we make healthcare accessible, affordable, and reliable. This initiative aligns with our broader goal of digital empowerment, as customers engage more deeply with our ecosystem, fostering loyalty and enhancing their quality of life.

Monthly active users of self-care apps and web services (000)	2024	2023	2022
– Ukraine	6,180	4,329	3,945
– Pakistan	18,960	14,599	12,672
– Bangladesh	7,760	7,775	5,700
– Uzbekistan	5,050	5,217	4,868
– Kazakhstan	4,880	4,711	3,933
– Kyrgyzstan	430	488	549

Entertainment

As of December 2024, our video streaming services reached a total of 28.4 million MAUs.

Our product teams are always focused on enhancing the product's technical capabilities, user interface, and functionality. These efforts have not only established the product as a local market leader by MAU but positioned it as a technological leader among competitors. In 2024, all operating companies concentrated on driving user engagement through AI, with significant investments in refining recommendation engines to deliver a more personalized experience.

Over the past year, our streaming platforms have integrated AdTech technologies, bringing a new dimension to revenue generation. These tools not only enable us to further boost top line growth, but also ensure that we use culturally relevant advertisement strategies within our communities.

Tamasha and Toffee are leading streaming platforms in Pakistan and Bangladesh, known for delivering high-quality entertainment tailored to local audiences. In addition to broadcasting major sports events, both platforms offer rich content libraries filled with culturally relevant series and locally produced shows.

Kyivstar TV and BeeTV are not only among the largest TV platforms by subscriber base in Ukraine and Kazakhstan, but also offer integrated fixed-line services. The bundles we design in these countries are often family-oriented and have become a central part of the entertainment experience within local communities.

Beeline TV in Uzbekistan is transitioning to a new, recently launched platform called Kinom. We are projecting to migrate the full customer base by the mid-2025. The new app offers improved performance, an enhanced user experience, and full functionality for guest users.

Looking ahead

As we continue to innovate and adapt, our focus on DO1440 and AI1440 will remain central to our mission of driving digital services in frontier markets.

We are committed to nurturing local ecosystems, empowering communities, and delivering technology that is as transformative as it is accessible. Our integrated approach ensures that every digital product, every AI innovation, and every partnership we forge contributes to a more resilient, inclusive, and prosperous future for all.